

## SourceTech logotype guidelines

It is solely entitled to use SourceTech trademarks in connection with commercial advertising such as campaigns for the marketing and sale of SourceTech products or press use. You have no right to use any of the trademarks; or part of any trademarks -which is in the possession of SourceTech -in your own company name; or use any trademark which could by mistake be recognized as a SourceTech trademark.

To ensure quality, always use electronic original of our logos in all productions.

### SourceTech name in texts

When SourceTech is mentioned in texts it should be typed with a capital “S” and “T”.

*Note: The SourceTech company name shall never be typed with a space between “Source” and “Tech”.*

### Protected trademark

Note that the SourceTech logotype is a registered trademark of SourceTech AB and is protected by trademark law. Anyone who does not follow the rules and regulations is guilty of trademark infringement, and thus committing a criminal act and is also liable to compensate the loss incurred by the holder the right to a trademark.

*If you have questions, please contact us at [info@sourcotech.se](mailto:info@sourcotech.se) or call our customer service on phone number +46 8 447 6310.*

### Formats

The logotype is available in the following formats: EPS, PNG & JPEG and shall be used in priority of this order. If none of the formats can't be used, please contact SourceTech.

### Print

For print the vector eps format shall always be used.

*(Example: booklets, brochures & stationery's etc.)*

### Images and guideline documents

A compressed file with all the image source and the latest guideline document is available for download at <http://www.sourcotech.se/Resources/Images/Publications/sourcotechlogo.zip>

The name of the files is “Image Name + Color + (Size).Format”

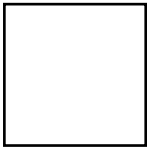
# Colors

## Original colors

When possible the original colors shall be used.



Blue  
**RGB** R34 G64 B153  
**CMYK** C100 M90 Y0 K0  
**PANTONE Solid Coated** 661C



White  
**RGB** R255 G255 B255  
**CMYK** C0 M0 Y0 K0



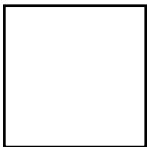
Black  
**RGB** R35 G31 B32  
**CMYK** C70 M68 Y64 K74  
**PANTONE Solid Coated** Hexachrome Black C

## Grey logo

The grey logo shall be used when the logo in color for some reason can not be used. An example is when color print for cost reasons it is not possible



Blue  
**RGB** R70 G70 B70  
**CMYK** C67 M60 Y58 K42  
**PANTONE Solid Coated** 446C



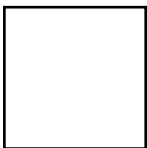
White  
**RGB** R255 G255 B255  
**CMYK** C0 M0 Y0 K0



Black  
**RGB** R35 G31 B32  
**CMYK** C70 M68 Y64 K74  
**PANTONE Solid Coated** Hexachrome Black C

## White logo

Use the white logo when the background is too dark to distinguish the black text. *(Not available in JPEG)*  
In the white logo, the Jera logo is transparent.



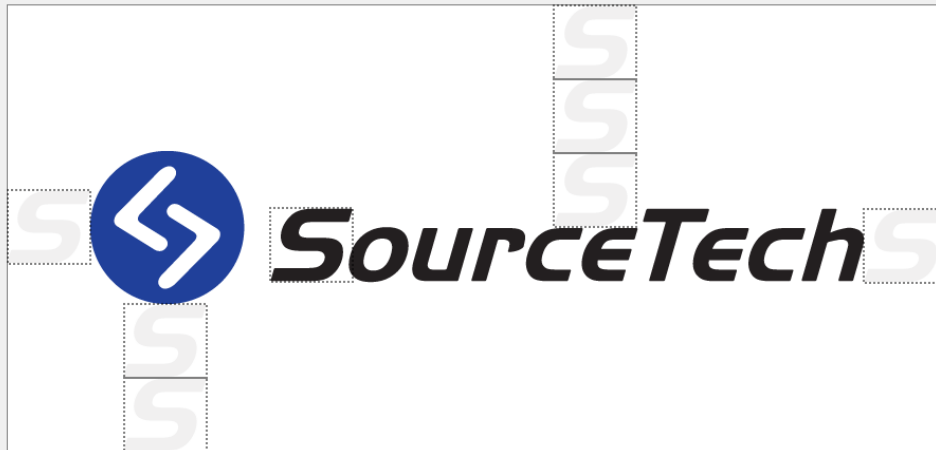
White  
**RGB** R255 G255 B255  
**CMYK** C0 M0 Y0 K0

# Spacing

## Free space

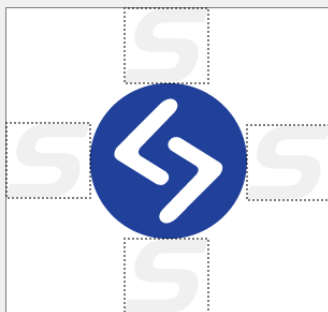
SourceTech's logo should always appear clear and consistent. Make sure no distracting elements such as text or symbols appear in the logo open spaces. The larger open spaces you can create around the logo, the better and clearer it shall appear.

*SourceTech Logo*



The width and height of the "S" in the logo represents the basic measure for you to be able to calculate the minimum open spaces. Multiply the width by the specified numbers to get the correct margin, then make a box around them and you have retrieved free space.

*SourceTech Jera Logo*



The same measurement for open space should be used for the SourceTech Jera logo when used standalone as illustrated at left.