SOURCE1®
SOLUTIONS

Our Source Code is Humanity℠

Brand Guide

Revised - January 2025

S1S BRAND GUIDE V1.01

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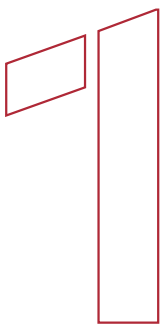


“An ounce of prevention is worth a pound of cure.“

Benjamin Franklin

Foundational Statement

At Source 1 Solutions®, we are committed to safeguarding your digital infrastructure with unmatched expertise and 24/7 support. Our mission-critical managed IT services are tailored for the world's largest and most demanding organizations, ensuring seamless, reliable operations and robust cybersecurity. Guided by our 'All In' service philosophy, we combine cutting-edge technology with a global team of skilled professionals to deliver personalized, proactive solutions. Trust in Source 1 Solutions, where "Our Source Code is Humanity", dedicated to your success on a global scale.

- Global Expertise
- Tailored Solutions
- Robust Cybersecurity
- Proactive Service
- Cutting Edge Solutions
- Global Dedication
- Strategic Insights
- 24/7 Reliability
- Seamless Operations
- Mission Critical Support
- Highly Skilled Professionals
- Personalized Attention
- Client-Centric
- Social Responsibility

VISION

If you keep a city safe, the people in it will thrive. Source 1 Solutions® contributes to making cities safer through leveraging technology.

MISSION

To partner with truly great companies to expand their technical capabilities and extend their geographical reach.

VALUES

Relationships before deals | Rise by lifting others
Service to community | Clarity for the future

VALUES DETAILED

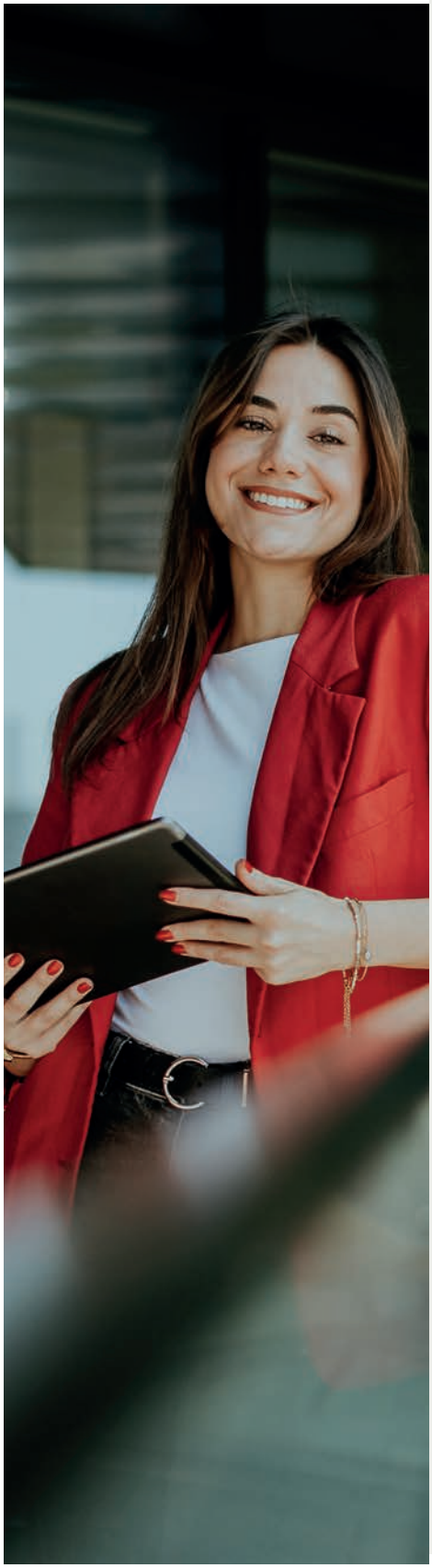
Relationships Before Deals
We prioritize building strong, meaningful relationships over transactions, fostering trust and long-term partnerships.

Rise by Lifting Others
We believe in uplifting others to achieve collective success, supporting each other and our clients in reaching their full potential.

Service to Community
We are committed to making a positive impact through social responsibility, giving back to the communities we serve.

Clarity for the Future
We strive for transparency and foresight, ensuring that our actions and strategies are clear and aligned with future goals.

All In Commitment
We fully dedicate ourselves to our clients and mission, embracing our “All In” philosophy to deliver exceptional, proactive service and drive transformative results.



Etymology of Source 1 Solutions®

Source 1 Solutions derives its name from a combination of elements that convey its core values and market positioning:

Source:
Origin: From the Latin “surgere”, meaning “to rise” or “to spring up,” through Old French “sourcier” and Middle English “sourc(e)”. It signifies the origin or fundamental point of reference. In this context, it reflects the company’s role as a key provider and foundational element in IT services.

1:
Symbolism: Represents leadership and excellence. The number “1” denotes primacy and a commitment to being at the forefront of the industry, suggesting that the company aims to be the top choice for managed IT services.

Solutions:
Origin: From the Latin “solutio”, derived from “solvere”, meaning “to loosen” or “to solve.” This term indicates the company’s focus on providing answers and effective responses to complex IT challenges.

Tagline Integration:
Our Source Code is Humanity℠
Tagline Meaning: The tagline “Our Source Code is Humanity” encapsulates the company’s commitment to placing people and relationships at the heart of its operations. It highlights that while technology is fundamental to their services, the core values driving their business are centered around human connection, empathy, and understanding.

Creating inspiring ideas and building brands that truly matter to people.

Be true.

Incorporation of Company Philosophy

All In Philosophy
The "All In" philosophy underscores a wholehearted commitment to excellence and client success. It means that Source 1 Solutions is fully dedicated to going above and beyond in every aspect of their work, embracing challenges with a proactive and comprehensive approach.

People Before Deals
This principle reflects a commitment to prioritizing relationships and ethical practices over mere transactions. It aligns with the tagline by emphasizing that the company's focus is on genuine human connections and trust, rather than just business outcomes.

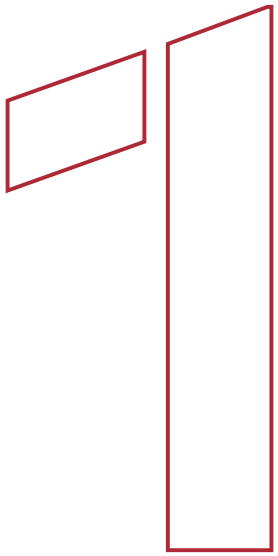
The Power of One
The power of one is amplified when it becomes one with the power of many. Together, individuals transform into a force greater than the sum of their parts. This highlights how individual efforts are magnified when aligned with a unified team, emphasizing the synergy between personal contributions and collective strength.

Combined Meaning
Source 1 Solutions represents a leading provider in the IT services industry, emphasizing foundational reliability and excellence. The name and tagline together communicate that while technology is a critical component of their services, the essence of their brand is rooted in human values. The company is dedicated to being a top choice by fully committing to their clients and prioritizing meaningful relationships over transactions. The "All In" philosophy and "People Before Deals" principle reinforces the dedication to delivering exceptional, people-centered solutions and fostering lasting partnerships. Lastly, the "Power of One" is central to our approach, reflecting our commitment to each individual's role and impact. As we combine the power of one with the strength of the collective, our unified team becomes a force greater than the sum of its parts. Together, we transform individual efforts into a comprehensive, unparalleled service experience.

we strive to create a conducive environment for personal and collective growth.

#ALLIN

Logo Introduction, Elements, Clearspace, Computation, and Incorrect Logo Applications.



Logo Introduction

LOGO INTRODUCTION

Our logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The Source 1 Solutions masterbrand or corporate logo comprises two elements, the logo symbol and logotype. The logo symbol is a powerful image evoking the culture of Source 1 Solutions' services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the Source 1 Solutions name. The logotype has been carefully chosen for its classic and yet refined, highly legible style, which has been further enhanced by the use of upper case letters.

The corporate logo is presented through the use of color as well as shape and form. The two corporate colors are red and black. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless.

THE FULL LOGOTYPE

SOURCE1® SOLUTIONS

1) The Logo Symbol

Consists of a powerful element evoking the culture of design services and a blue square background. The main logo is the colored logo used on white or colored background.

THE FULL LOGO WITH TAGLINE

SOURCE1® SOLUTIONS

Our Source Code is Humanity

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper and lowercase letters.

LOGO DARK VERSION

SOURCE1® SOLUTIONS

3) The Logo Dark Version

Used when the background color is light colored.

LOGO LIGHT VERSION

SOURCE1® SOLUTIONS

4) The Logo Light Version

Used when the background color is dark colored.

The colors have been selected according to international standards as shown on page 18 and are easily implemented.

RECOMMENDED FORMATS:

.eps | .ai | .png | .jpg

ATTENTION:

Use of any stylized, animated, hand drawn, or other versions of an official logo is not permitted. This undermines the logo system and brand consistency. Please consult with Source 1 Solutions trademark licensing if you have any questions or need further help.

Logo Construction & Clearspace

LOGO CONSTRUCTION & CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

LOGO DIMENSIONS

MINIMUM DIMENSIONS

PRINT: width 24mm
SCREEN: width 70 pixels

CLEARSPACE

Full Logo

Definition

When using the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To determine the clearspace take the height of the logo and divide it in half (Clearspace = Height / 2).

Logo Usage

CORRECT USAGE

Full color - white background

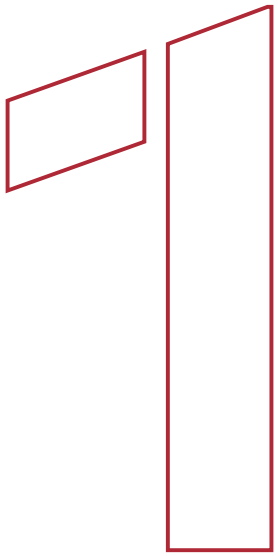
Full color - dark background

Full color - image background

Full color - black background

INCORRECT USAGE

The Corporate Fonts Consist of the Primary, Secondary, and Tertiary Fonts.



The Corporate Font and History

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Source 1 Solutions communications. We have selected Roboto, Rubik, and Arial, which helps inject energy and enthusiasm into the entire Source 1 Solutions communications, as the primary, secondary, and tertiary corporate typefaces.

Rubik Extra Bold

DESIGNER: PHILIPP HUBERT AND SEBASTIAN FISCHER

Rubik is a sans serif font family with slightly rounded corners designed by Philipp Hubert and Sebastian Fischer at Hubert & Fischer as part of the Chrome Cube Lab project.

Rubik is a 5 weight family with Roman and italic styles, that accompanies Rubik Mono One, a monospaced variation of the black roman design.

Meir Sadan redesigned the Hebrew component in 2015. Alexei Vanyashin redesigned the Cyrillic component in 2016.

The Corporate Font and its Structure

PRIMARY FONT: ROBOTO

Thin:	ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789
Thin Italic:	*ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789*
Light:	ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789
Light Italic:	*ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789*
Regular:	ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789
Italic:	*ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789*
Medium:	**ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789**
Medium Italic:	***ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789***
Bold:	**ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789**
Bold Italic:	***ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789***
Black:	**ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789**
Black Italic:	***ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789***

SECONDARY FONT: RUBIK

Light:	ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789
Light Italic:	*ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789*
Regular:	ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789
Italic:	*ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789*
Medium:	**ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789**
Medium Italic:	***ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789***
Bold:	**ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789**
Bold Italic:	***ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789***
Black:	**ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789**
Black Italic:	***ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789***

TERTIARY FONT: ARIAL

Regular:	ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789
Italic:	*ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789*
Bold:	**ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789**
Bold Italic:	***ABCDEFGHIJKLMNOPQRSTUVXYZ abcdefghijklmnopqrstuvxyz 0123456789***

Typography and Hierarchy

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways to create a sense of hierarchy. Here are some of the most common techniques for Source 1 Solutions layouts.

CONTENT TEXT AND INNER HEADLINES

You want to explain something in more detail? This is the best way to do it.

Roboto Light
12pt Type / 14pt Leading

This text is reserved for copy text and huge text amount.

Roboto Regular
12pt Type / 14pt Leading

This text is reserved to emphasize copy text.

Rubik Bold
12pt Type / 14pt Leading

HEADLINES

MUCH MORE THAN AN INTERESTING HEADLINE!

Rubik Bold - Capital Letters
16pt Type / 16pt Leading

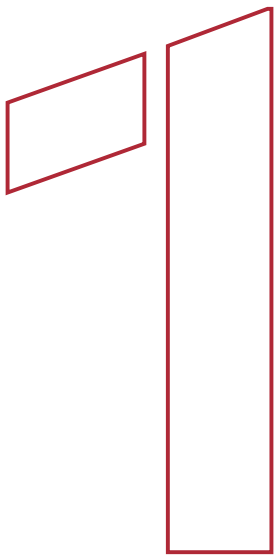
SUPER HEADLINE

Roboto Bold - Capital Letters
48pt Type / 40pt Leading

Spectacular.

Rubik Black
62pt Type / 62pt Leading

The Corporate Colors Consist of the Primary, Secondary, and Tetrad Color System.



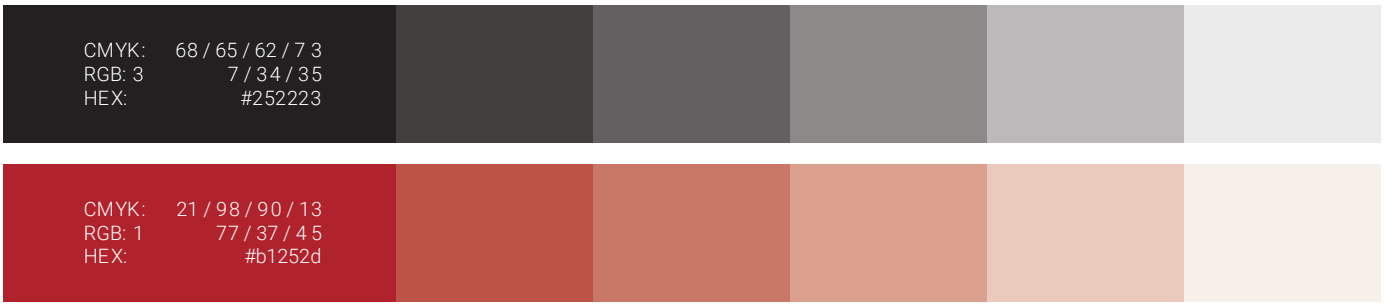
The Primary Color System and Color Codes

PRIMARY COLOR SYSTEM

Color plays an important role in the Source 1 Solutions corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “All In” color scheme.

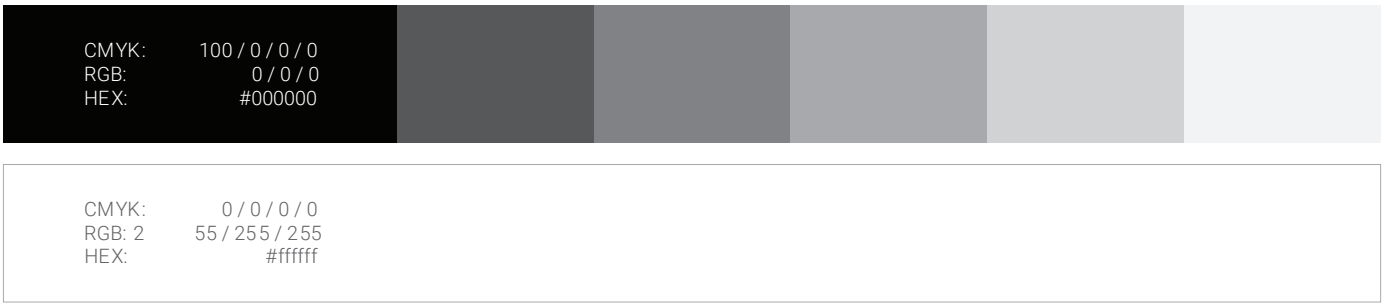
Consistent use of these colors will contribute to the cohesive and harmonious look of the Source 1 Solutions brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will always be consistent.

PRIMARY COLORS



SECONDARY COLORS

Black & White



Explanation:
The S1S Branding has two official colors: red and black. These colors have become a recognizable identifier for the company.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.

PRIMARY COLORS

CMYK: 68 / 65 / 62 / 7 3
RGB: 3 7 / 34 / 35
HEX: #252223

CMYK: 21 / 98 / 90 / 13
RGB: 1 77 / 37 / 45
HEX: #b1252d

SECONDARY COLORS

CMYK: 9 / 27 / 9 2 / 1
RGB: 2 29 / 181 / 51
HEX: #e5b533

CMYK: 0 / 87 / 74 / 0
RGB: 2 40 / 73 / 70
HEX: #f04946

CMYK: 75 / 1 / 39 / 0
RGB: 0 / 183 / 173
HEX: #00b7ad

CMYK: 49 / 0 / 90 / 0
RGB: 1 42 / 200 / 80
HEX: #8ec850

CMYK: 27 / 78 / 0 / 0
RGB: 1 85 / 90 / 162
HEX: #b95aa2

CMYK: 77 / 33 / 20 / 4
RGB: 5 3 / 136 / 169
HEX: #3588a9

Secondary Logos

Explanation

A secondary logo can help a brand resonate more effectively with local audiences, ensuring it feels relevant and approachable in different contexts. For example, a logo might be modified to incorporate specific color schemes, typography, or symbols that are more culturally significant in a European market. Additionally, the use of localized logos can help a company navigate legal requirements, such as trademark laws, and strengthen its position in a competitive market by fostering a sense of connection and trust with local consumers.

SOURCE1® SOLUTIONS | EMEA

SOURCE1® SOLUTIONS | Europe

Corporate Stationery, Letterhead, Business Cards, Envelopes, and Logo Placement.

The Corporate Stationery

THE COMPANY LETTERHEAD

Explanation

This shows the approved layouts with the primary elements of the Source 1 Solutions stationery system for the front and backside of the letterhead.

Usage

The letterhead will be used for all official communication that is going out of Source 1 Solutions company.

Parameter

Dimensions
8.5in x 11in

210mm x 297mm

Weight
80# Uncoated white

Print
CMYK

The Company Business Cards

SOURCE 1 SOLUTIONS BUSINESS CARDS

Explanation
This shows the approved layouts with the primary elements of the Source 1 Solutions stationery system for business cards.

Usage
The business cards will be used for all official contact and communication of Source 1 Solutions company.

Frontside

Backside

Dimensions
3.5in x 2in
85mm x 55mm

SOURCE 1 SOLUTIONS ENVELOPE

Explanation:
This shows the approved envelopes.

Dimensions
9.25in x 4.25in
220mm x 110mm

Weight
80# Uncoated white

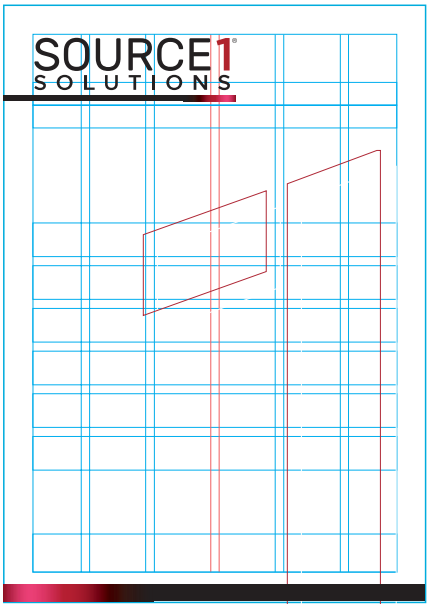
Pritnt
CMYK

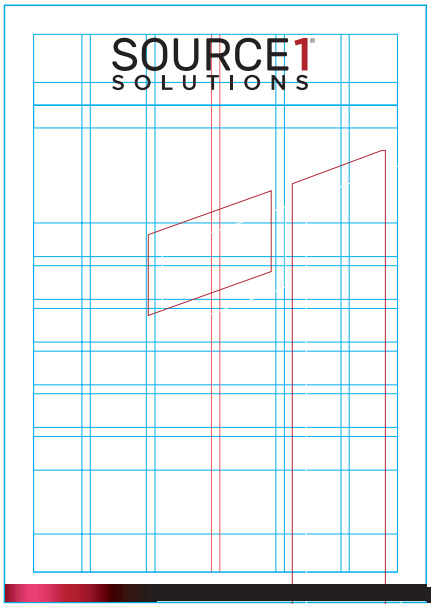
Correct Logo Placement

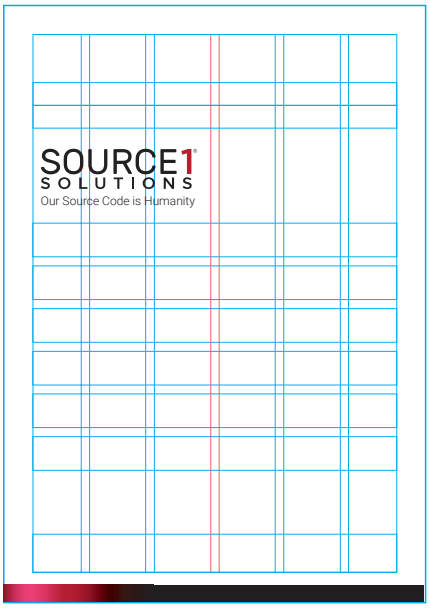
PARAMETER
Example Dimensions
8.5in x 11in

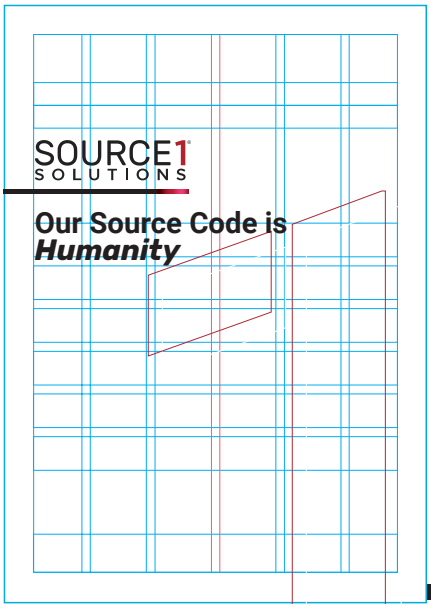
THE LOGO PLACEMENT
To place the Source 1 Solutions logo in the correct way, please use one of the approved styles that are shown below. To place the Source 1 Solutions logo in other ways is not allowed.

Usage:
Not limited to, note pads, brochures, posters, and billboards.



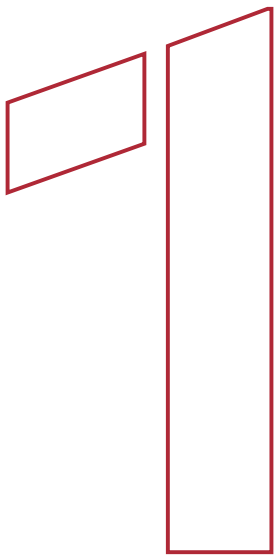






Hard work
in all its
forms is
the path to
greatness.

Grid System Examples for Use in Magazines, Posters, Advertisements, and Presentations.

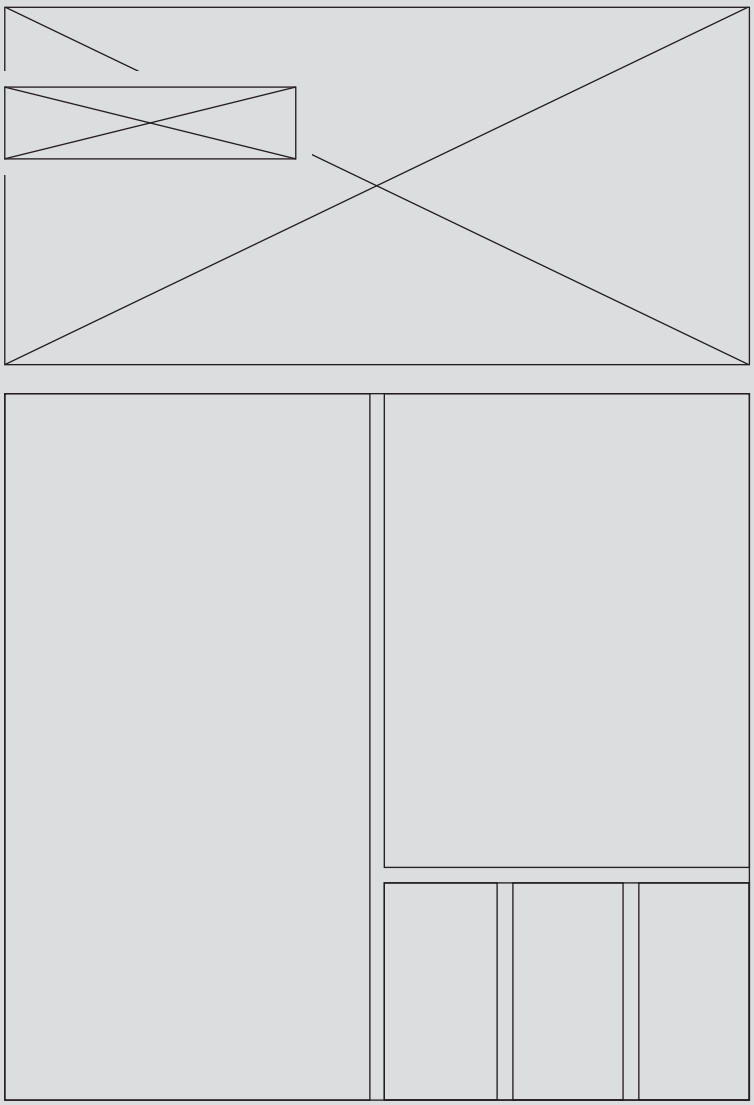


The Source 1 Solutions Grid Systems

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guidelines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

VERTICAL GRID SYSTEM EXAMPLES

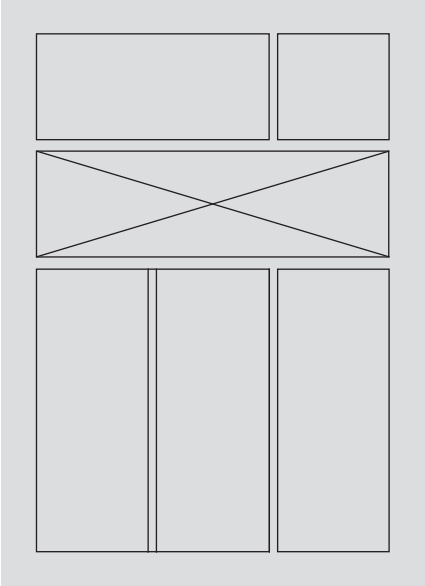
Explanation:
This shows an approved layout with a typography grid for a poster.

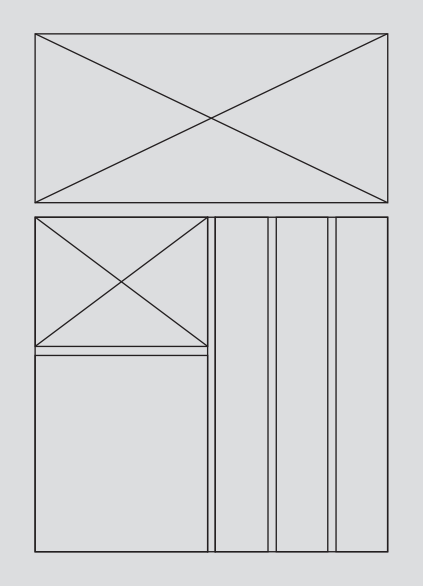


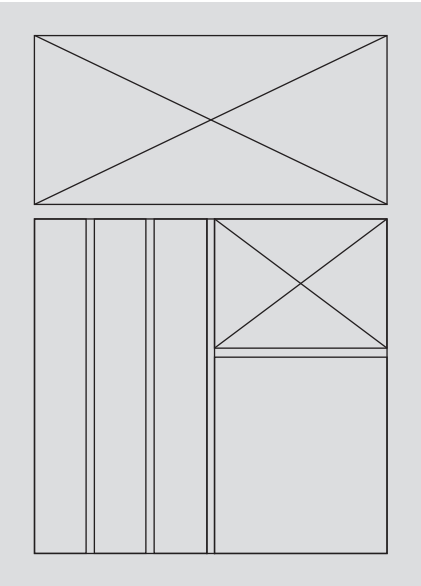
Example:
Poster

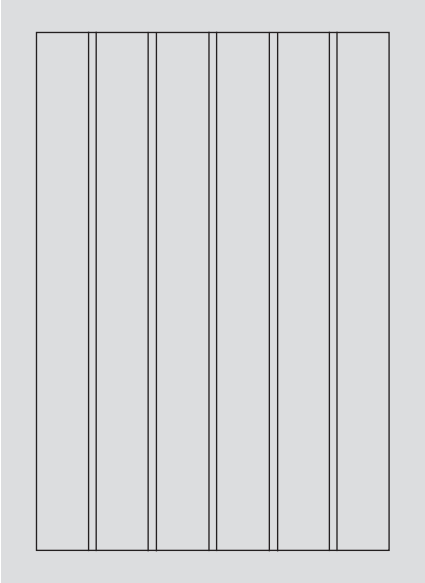
The Source 1 Solutions Grid Systems

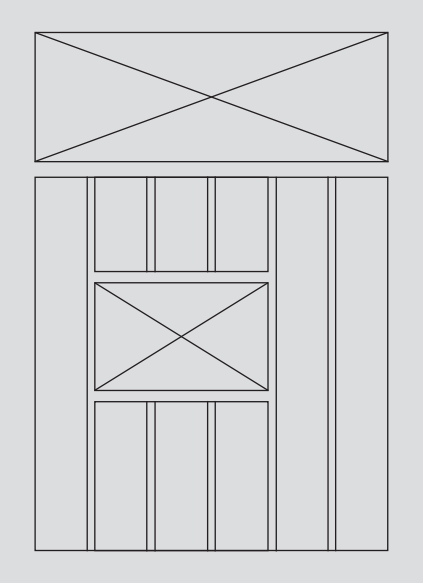
VERTICAL GRID SYSTEM EXAMPLES

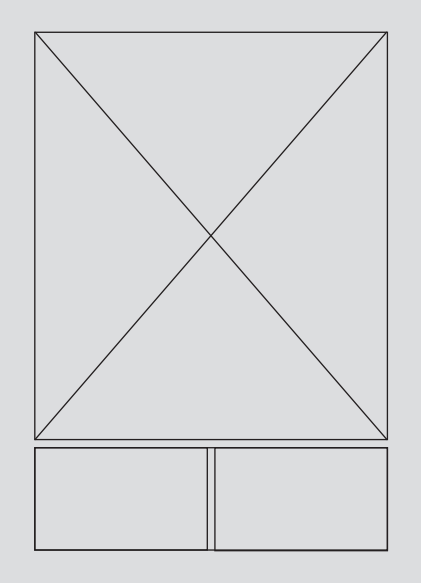






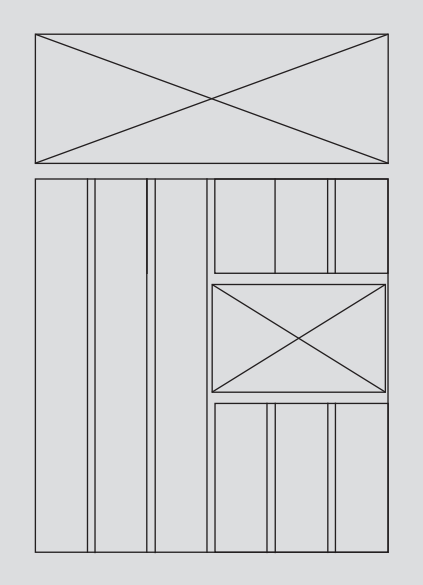


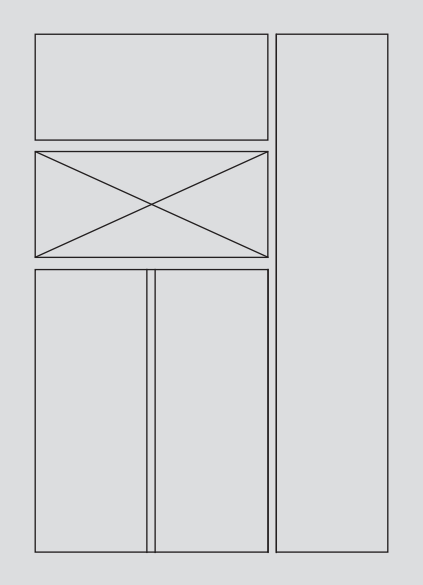


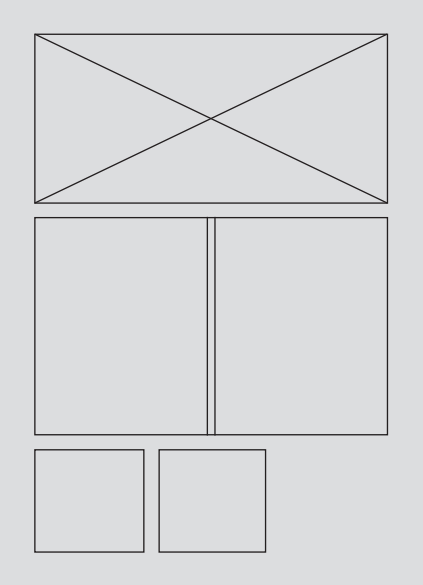


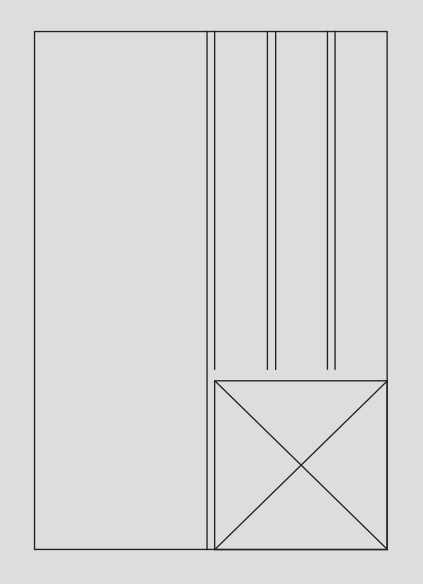
The Source 1 Solutions Grid Systems

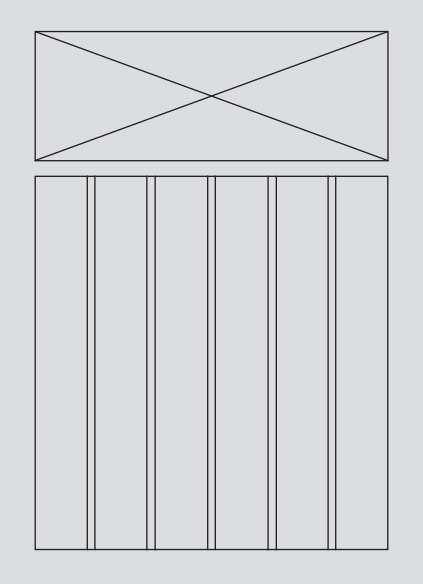
VERTICAL GRID SYSTEM EXAMPLES

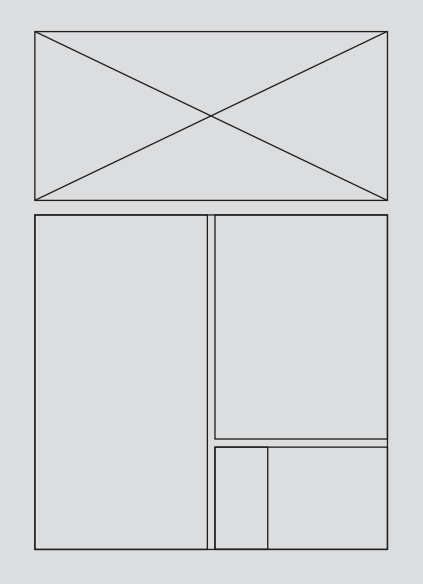












Corporate Images, Blending Modes, Iconography, and Infographics.

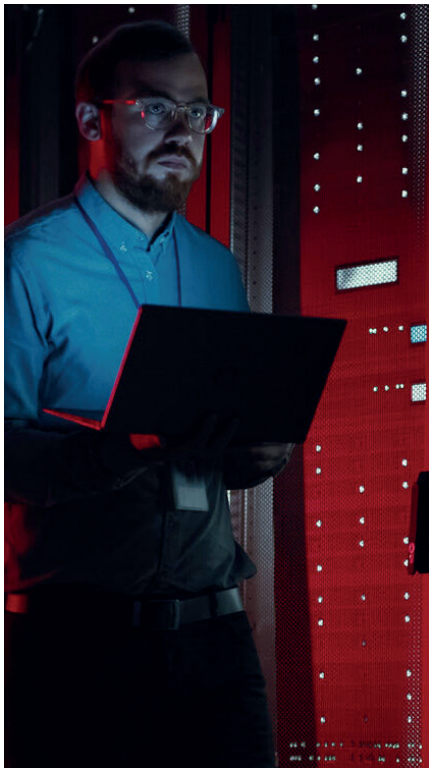
Corporate Image: Colored Images

Corporate images convey the values of Source 1 Solutions to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. Source 1 Solutions uses various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

EXAMPLES FOR SOURCE 1 SOLUTIONS CORPORATE IMAGE SYSTEM

Requirements:

- Source 1 Solutions images
- High contrast
- Sharp images
- Modern and businesslike
- Red color somewhere in photo

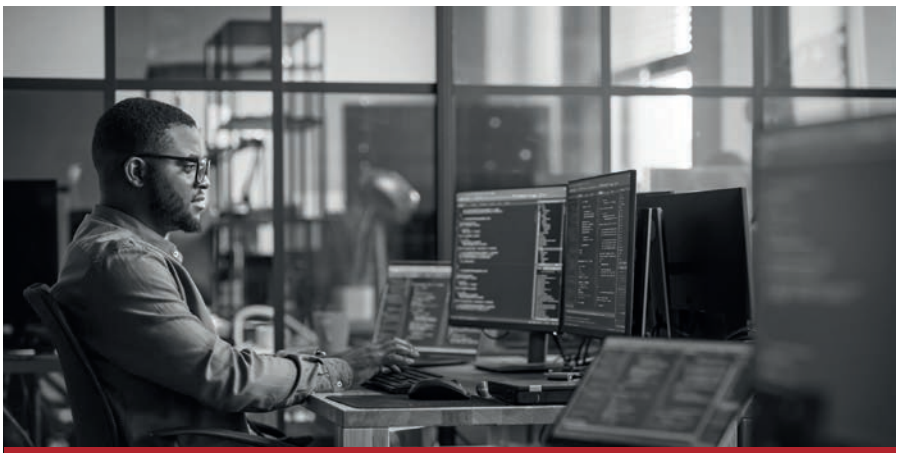


Our Source Code is Humanity℠

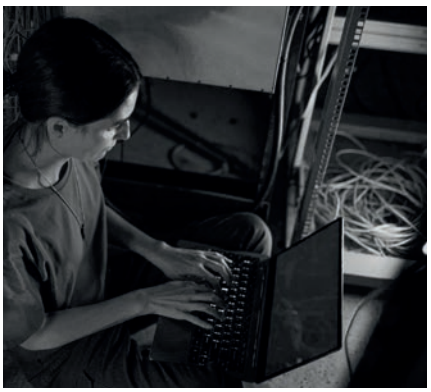
Corporate Image: Black & White

EXAMPLES FOR SOURCE 1 SOLUTIONS CORPORATE IMAGE SYSTEM

Requirements:
- Black and white colors
- High contrast



Our Source Code is Humanity℠



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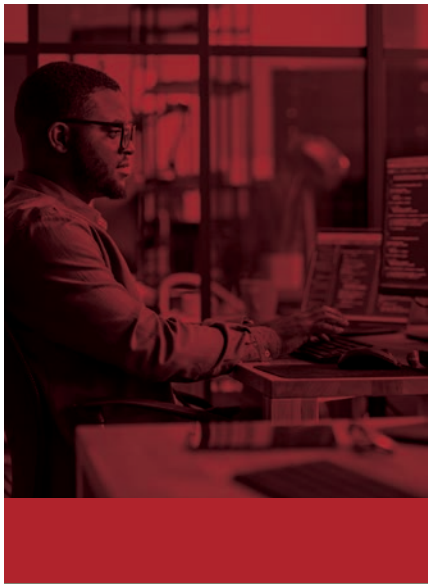
Blending Modes for Images

FOR A CONSISTENT LOOK AND FEEL.
Image effects and blending modes raise the concision and the recognizability of a brand. They are also able to divide content and other graphical elements that are used in layouts.



EXAMPLES FOR SOURCE 1 SOLUTIONS BLENDING MODES

How to:
1) Use it in black and white image colors

2) Use a placeholder with a red background

3) Adjust the layer style to “multiply”

Brand Voice & Tone

The importance of brand voice can't be overstated. Whether you want your company's personality to be friendly and casual, or distant and formal, you want to make it easy for marketers, salespeople, and content creators on your team to know how to represent your brand online. This will ensure consistent messaging across all channels.

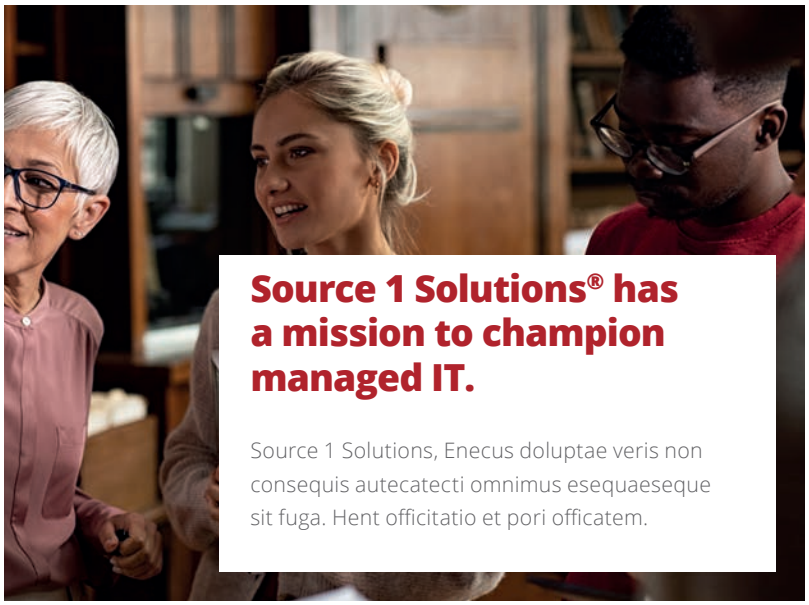
You can also include a full editorial style guide. The job of an editorial style guide is to commit to an editorial stylebook on how to phrase certain products, list topics the brand can and cannot write about, and other companies it can mention. The editorial style guide can guide your blog content, video scripts, website and landing page copy, PR talking points, and knowledge based articles.

Brand Attribute	Describe	Do's	Don'ts
Confident	We are leaders in our field and our people are some of the best and brightest at what they do.	• Speak authoritatively. • Challenge the status quo. • Introduce new concepts.	• Express uncertainty. • Present information without data to back it up. • Speak passively.
Committed	We are committed to providing products and information that will help our customers be more successful.	• Use strong verbs. • Offer assistance. • Take an active role in discussions.	• Pass up opportunities to showcase expertise.
Reliable	We stand behind our products and our customers can count on getting the information and service they need.	• Be honest and direct. • Take responsibility for mistakes. • Follow through. • Be authentic.	• Oversell capabilities. • Leave conflicts unresolved. • Fail to respond.

Branded Words & Phrases

Source 1 Solutions vs. SOURCE 1 SOLUTIONS

For the sake of uniformity across all Source 1 Solutions platforms, we have delineated specific terms and expressions within our style guide. Whenever the name appears in textual form—be it as the logotype, within body text, as the business name, or spelled out—it should always follow title case convention: Source 1 Solutions with only the S capitalized.

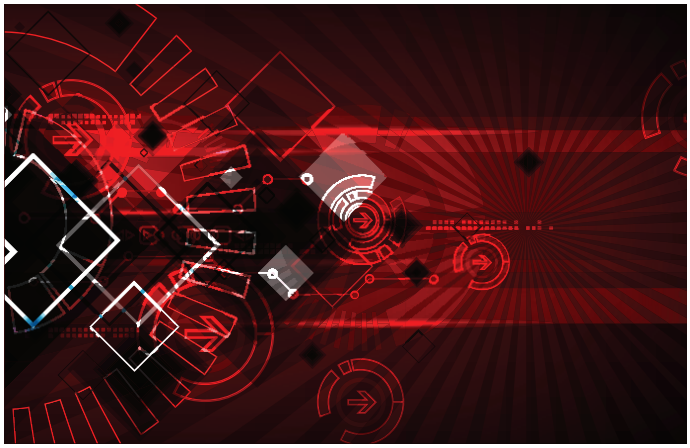


Corporate Image: Illustrations

EXAMPLES FOR SOURCE 1 SOLUTIONS CORPORATE ILLUSTRATION SYSTEM

1) Use symbolic illustrations representing diversity

2) Illustrations should remain vague and not overly represent one ethnic group



Iconography

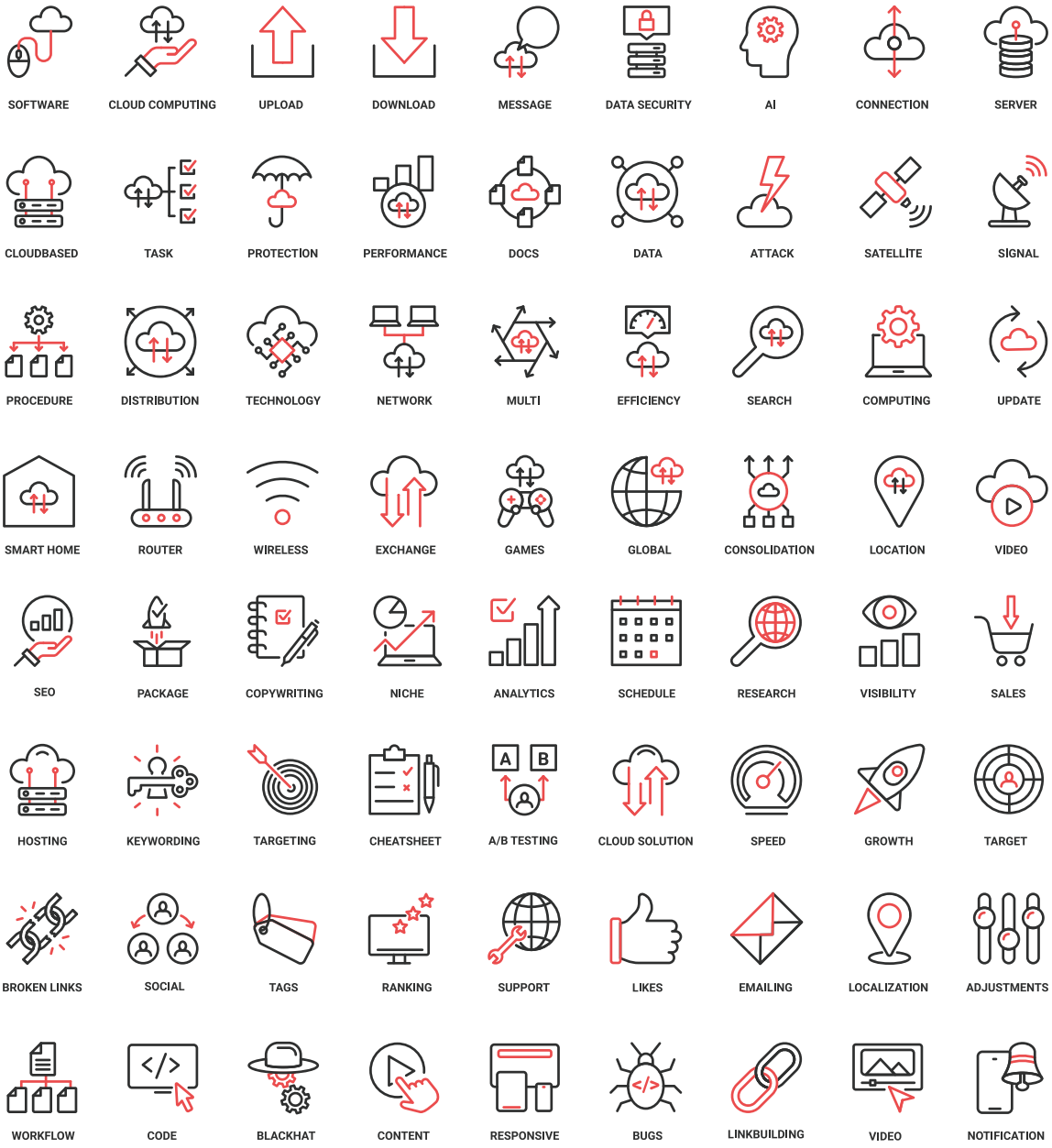
IT´S NICE. IT´S COOL. IT´S FULL VECTOR.

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way.

DOWNLOAD THE FULL ICON SET

Source 1 Solutions custom iconography, use it for brochures, commercials, advertisements, and marketing needs.

source1solutions.com/wp-content/uploads/2025/01/S1S-custom-icons.pdf



Corporate Image: Illustrations

EXAMPLES FOR SOURCE 1 SOLUTIONS CORPORATE ILLUSTRATION SYSTEM

1) Use symbolic illustrations representing diversity

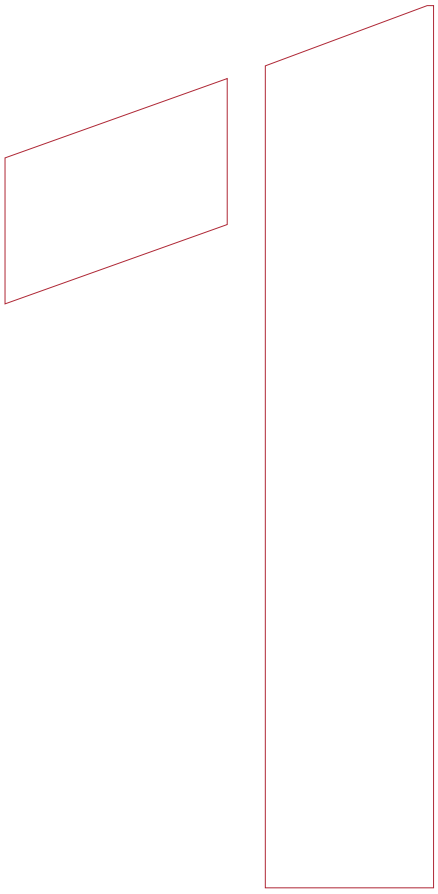
2) Illustrations should remain vague and not overly represent one ethnic group

3) Use symbolic wheel illustrations representing core process

Corporate Image: Illustrations

EXAMPLES FOR SOURCE 1 SOLUTIONS CORPORATE ILLUSTRATION SYSTEM

Use symbolic accent illustrations to enhance reports, proposals, and other documents.



Infographics, Graphs, and Charts

INFOGRAPHICS ARE VISUAL REPRESENTATIONS OF DATA

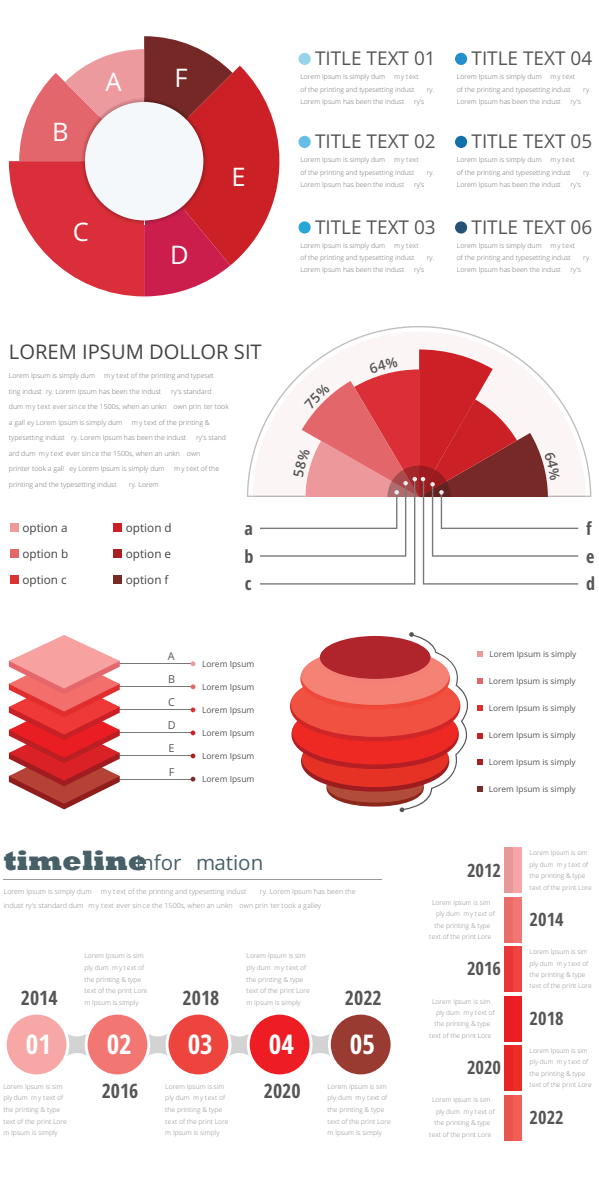
Information or knowledge that can help to communicate complex ideas in a clear and engaging way. They can be used for various purposes, such as education, marketing, journalism, advocacy, and more.

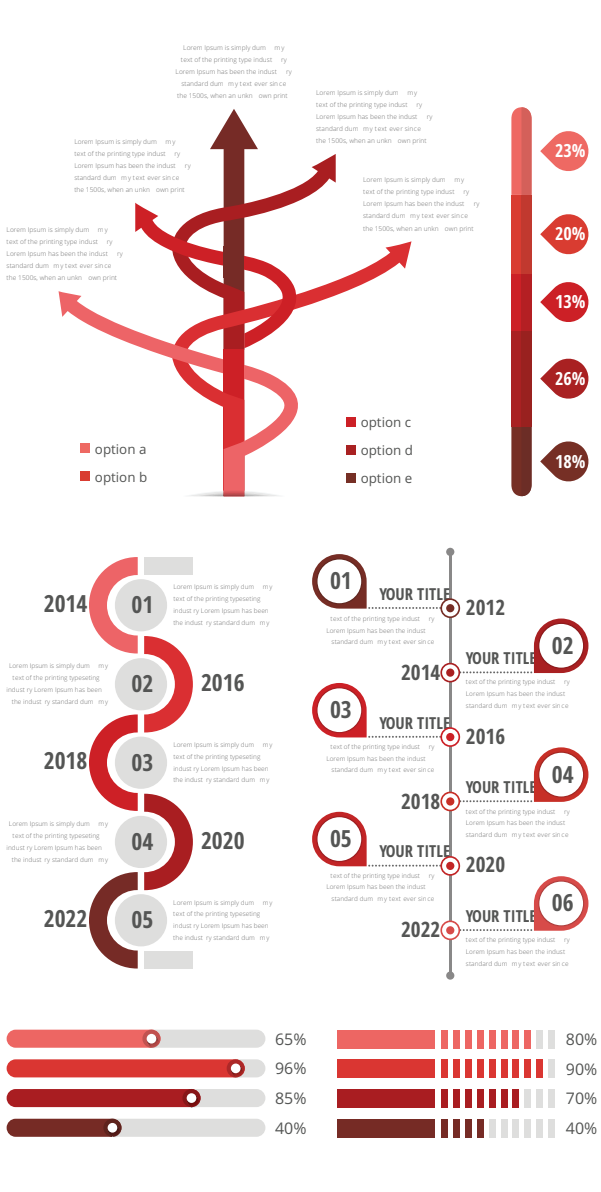
You can use icons, images, fonts, shapes, and colors to make your data more appealing and understandable.

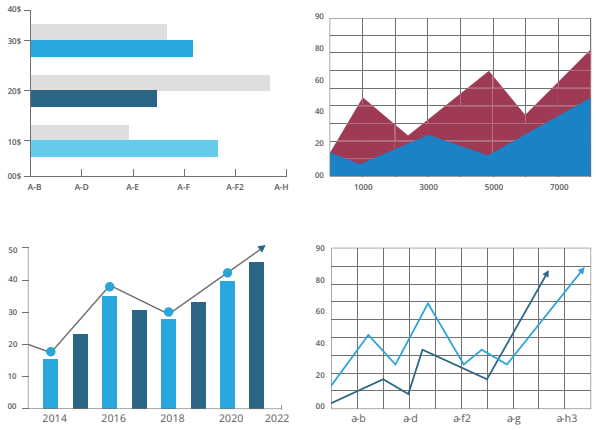
EXAMPLES FOR SOURCE 1 SOLUTIONS CORPORATE INFOGRAPHIC SYSTEM

Source 1 Solutions custom infographics, use it for brochures, magazines, advertisements, and marketing needs.

Colors used must have the root color based with in approved guidline colors only.



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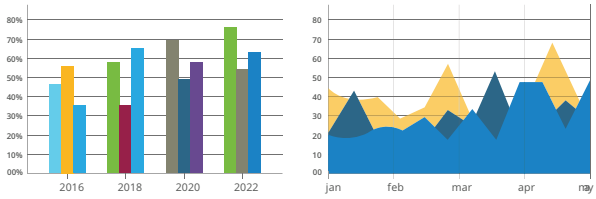
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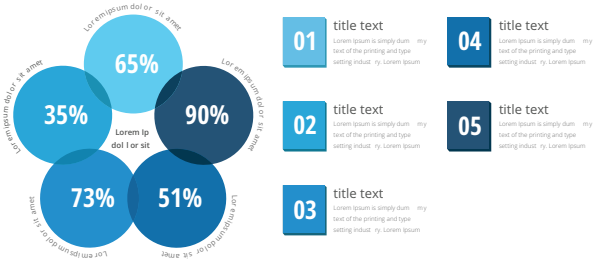
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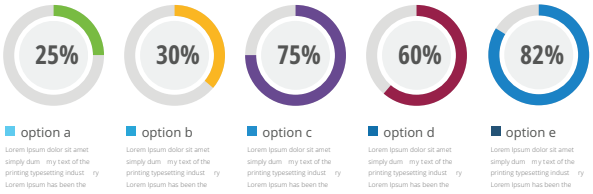
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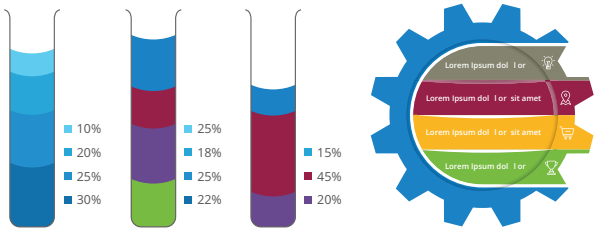
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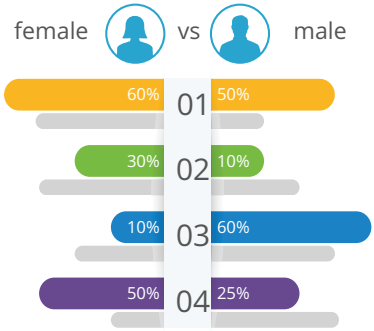
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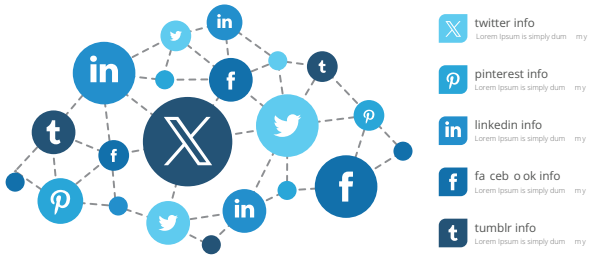
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Corporate Guidelines for Web, Email, Phone, and Social.

Email and Internet

EMAIL SIGNATURE

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First Name Last Name
Title Goes Here

Office: +1.727.260.4338
Mobile: +1.727.555.5555
Email: email@source1solutions.com
Web: www.Source1Solutions.com

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Roboto medium 10pt or Ariel

Roboto light 9pt or Ariel

Roboto medium 10pt or Ariel

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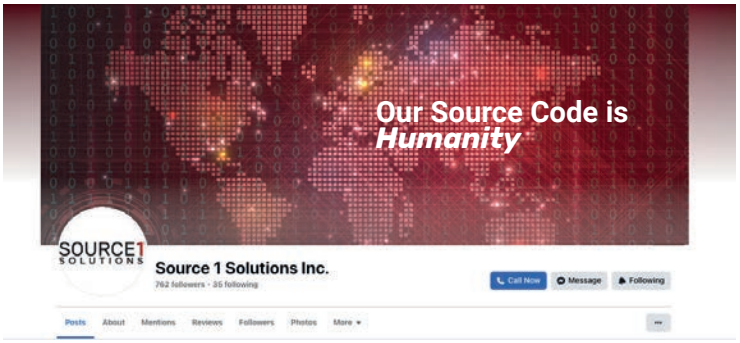
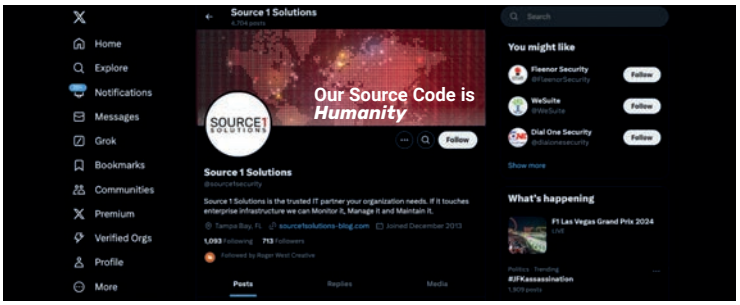
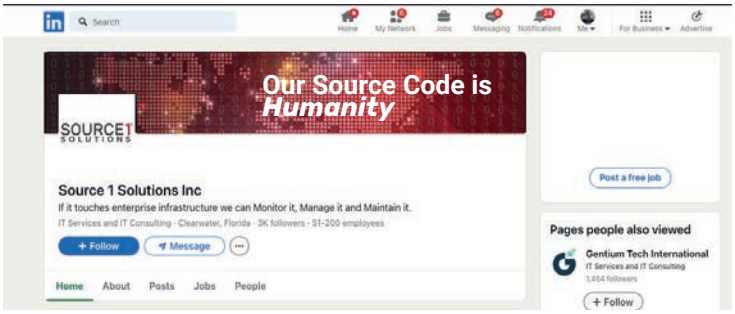
SAMPLE SOCIAL MEDIA LAYOUTS







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