Sourcegraph

Brand Guidelines

May 2021 | Version 2.2

Welcome

At Sourcegraph, we build universal code search for every developer and company so they can innovate faster. We help developers and companies, with billions of lines of code, create the software you use every day.

Our brand is more than just our name and logo — it encompasses all the ways that we present ourselves as a company and team. It's the quality of our services and products, the tone of our interactions with clients and collaborators, and the look and feel of our communications. These aspects, along with others, merge together to express who we are, what we do, and what we value.

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Brand Elements

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Glossary of terms

ADA compliance
Refers to the Americans with Disabilities Act Standards for Accessible Design, which states that all electronic and information technology (like websites) must be accessible to people with disabilities.

Alignment
The placement of visual elements, so they line up in a composition. In design, alignment is used to create balance, structure, and organize elements.

Avatar
An avatar is a personalized graphical illustration that represents a computer user, or a character or alter ego that represents that user.

CMYK
CMYK (Cyan, Magenta, Yellow, and Black) is the color space for printed materials.

Favicon
A favicon is a small symbol which helps users recognize a website. Usually, it's a simplified version of a logo or figurative mark, which is displayed next to the page title in a browser tab.

Font
A font is a collection of characters with a similar design. These characters include lowercase and uppercase letters, numbers, punctuation marks, and symbols.

Hex
A hexadecimal way to represent a color in RGB format by combining three values — the amounts of red, green, and blue in a particular shade of color.

Justification
The structuring of the top, bottom, sides, or middle of text or graphic elements on a page to align the text against one or more specific baseline markers — usually the left or right margin, or both.

Kerning
Kerning refers to the amount of space between two letters (or other characters: Numbers, punctuation, etc.) and the process of adjusting that space to improve legibility.

Leading
A typography term that refers to the vertical spacing between lines of contiguous text.

Line-height
Line-height is the vertical distance between lines of text. On the web, it is an equal amount of space above and below text on a line.

Logo
Graphic mark, emblem, symbol, or stylized name used to identify a company, organization, product, or brand.

Logomark
An image or symbol which represents a brand, and usually does not include the name of that company.

Padding
The space between an image or cell contents and its outside border.

Pantone (PMS)
A system for matching colors, used in specifying printing inks.

Persona
A fictional character that communicates the primary characteristics of a group of users, identified and selected as a key target through the use of segmentation data.

Positive vs. Reversed
Positive Space is the focus, or areas in a piece of art or design that are the direct subjects. Negative Space is the background, or areas around the direct subjects.

RGB
RGB (Red, Green, and Blue) is the color space for digital images.

The "Star"
The Sourcegraph logomark or "Star" is inspired by the wildcard symbol (an asterisk) common to many computer programming languages.

Swag
Swag is a name for promotional items that are given away to advertise a company or product. Some examples include t-shirts and baseball hats with a company's name printed on them.

Tracking
Like kerning, tracking adjusts the distance between letters. The only difference between these two is that tracking focuses on the space between all letters in a word instead of two letters.

Typeface
A typeface is the design of lettering that can include variations, such as extra bold, bold, regular, light, italic, condensed, extended, etc. Each of these variations of the typeface is a font.

White space
The area between design elements. It is also the space within individual design elements, including the space between typography.
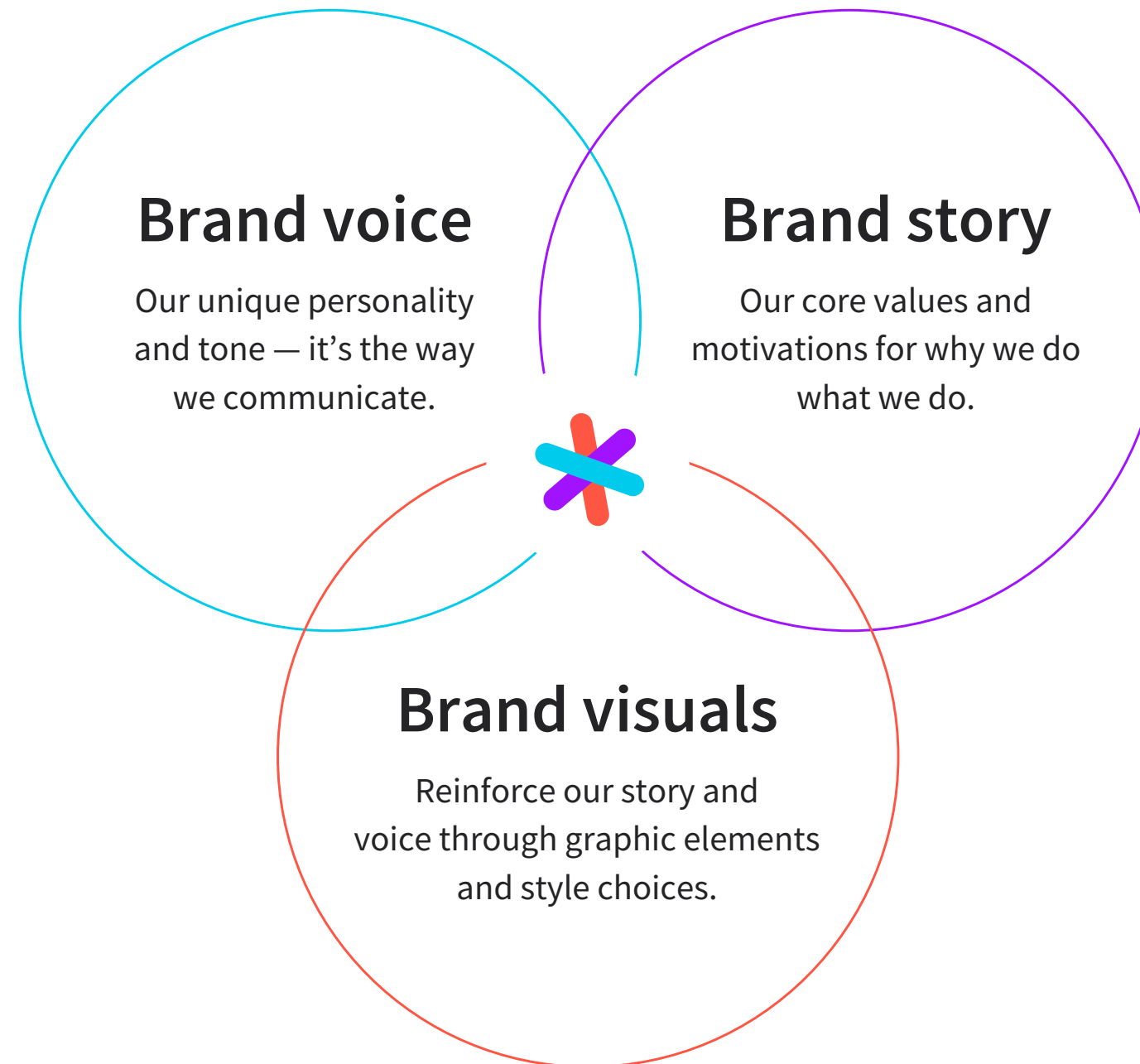
Wordmark
A standardized graphic representation of the name of a company or product used for purposes of easy identification. It is often text with unique typographic treatments.

Brand expression

How we express our brand

Our brand is at the root of everything we do. It's how we behave, communicate, look, and interact, across digital and real-world touch-points. Each element of our brand works together to demonstrate who we are and what we believe in.

We express our brand through our brand story, brand voice, and brand visuals. Our brand story is what motivates us — it explains why we do what we do. Our brand voice is the unique way in which we communicate, our tones and personality. Brand visuals reinforce and enhance our brand voice and story, communicating our values through graphic elements and style choices. Everything defined in this brand guide — from typeface, to color, to texture — is carefully chosen to visually represent our brand in support of our brand voice and brand story.

Brand voice

Our unique personality and tone — it's the way we communicate.

Brand story

Our core values and motivations for why we do what we do.

Brand visuals

Reinforce our story and voice through graphic elements and style choices.

Brand story

What do we do, and why do we do it? We believe that in this increasingly technical world, code should be transparent, easy to manage, and accessible to everyone.

Mission

To make it so **everyone can code**, we will create tools, networks, and incentives for coding **at ever-larger scale**.

Values

These values are the beliefs and principles that help us achieve our goals and vision and build an inclusive team. These apply at every level of our organization — "you" refers to individuals, teams, and Sourcegraph as a whole.

Be customer-driven
You proactively work on the right things by continuously orienting your goals around delivering value to your customers.

Work as a team
You work collaboratively with your peers, cross-functional teammates, and leadership to create shared success, trust, and belonging.

High agency
You have the power and the responsibility to improve Sourcegraph as a company and as a product. You deliver regardless of the circumstances.

High quality
You are responsible for finding out what high-quality work looks like and producing that high-quality work iteratively.

Be welcoming and inclusive
You make people from all groups and backgrounds feel comfortable belonging to our team and community.

Open and transparent
You proactively communicate in an open and transparent way.

Continuously grow
You strive to continuously grow and learn by genuinely soliciting feedback early and often, and humbly reflecting on your past mistakes.

Brand voice

Our voice is informed by our story — because we believe in large scale accessibility and transparency in code, we chose attributes that reflect those values.

Our voice attributes guide how we articulate our communication. Each message requires differing amounts of each voice attribute, depending on the audience.

Voice attribute	It means...	It sounds...
Empowering	We make complex information easy to understand. We empower people with knowledge to make decisions that are right for them so that they can move forward with confidence.	Enabling Motivational Encouraging
Helpful	We help developers build more, build better, and build faster. We help those who are just starting out in development learn from and connect with the larger developer community.	Knowledgeable Considerate Thoughtful
Friendly	We play nicely with developer tools up and down the stack. We are positive, optimistic, and hopeful about the future. We believe technology can help drive equity and opportunity for all.	Approachable Trustworthy Optimistic

Our logo

Logo history

How did we get the name *Sourcegraph*?

Our founders Quinn and Beyang opened up the Notes app and started throwing a bunch of words in it that represented code and organization. They tried words like node, graph, tree, code, etc. They decided they wanted 'graph' in it, as a reference to the "knowledge graph", so they began trying many different words in front of 'graph' to see what fit best. Eventually they landed on Sourcegraph but the url 'sourcegraph.com' was already taken. Quinn contacted the owner, who was trying to get into a fellowship project at the time. Quinn got him excited about what we were doing as a company. When Quinn went to Miami for his bachelor party, he met with the owner of the dot com, and in the end the owner gave Quinn the name for free. The previous owner still stays in touch and is a very nice guy.

How did we get our colors?

"Lots of other software companies and developer tools were so bland and boring-looking back then (the blues and grays), including ours! We wanted it to be bright, bold, and vibrant. Interesting. Fun. Welcoming. So the agency we worked with more or less presented these as an (obviously) bright and bold palette, and we said 'Looks good!'"

— Quinn Slack, CEO

Today's updated version of the palette, with a nod to ADA accessibility and the inclusion of a secondary palette for more versatility in design, refers back to this approach to color.

An iterative past

Over the years the Sourcegraph logo has taken many forms — here is just a sample of the various sans serifs, colors, and logomark styles.

✳ **Sourcegraph**   2013

✳ Sourcegraph   2014

✳ Sourcegraph   2015

✳ Sourcegraph   2015

✳ sourcegraph   2017

✳ Sourcegraph   2020

Our logo

The Sourcegraph logomark or "Star" is inspired by the *wildcard* symbol (an asterisk) common to many computer programming languages. A wildcard is a kind of placeholder represented by a single character, such as an asterisk (*), which can be interpreted as a number of literal characters or an empty string. It is often used in file searches so the full name need not be typed.

Since Sourcegraph's core product and feature set is related to universal code search, this symbol ties back to our company's founding and the contributions we're making to software development. For further reading, see this article on wildcard characters.

Logo versions

The relationship between the logomark (the Star) and wordmark (the text) should remain consistent.

To accommodate all environments where the Sourcegraph logo may appear, we've created a suite of logo versions. Each version was created to serve a specific purpose and should be used accordingly.

Horizontal logo

This is our primary logo and is for use on most backgrounds including white and gray.

Logomark — the Star

For use within an already established context of the brand.

Wordmark

Used sparingly: in instances where space is limited, or for creative purposes where the Star is shown separately.

Reversed logo

The reversed logos are for use on dark backgrounds or imagery.
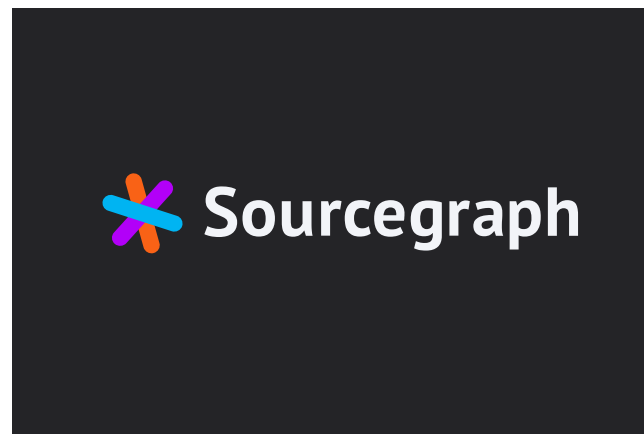
One-color logos

The one-color logo should be used with backgrounds that contrast with the colors in the full-color logomark. Use black on lighter colors, white on darker. These versions should be used sparingly though, because our logo color combination is a key source of recognition for our brand.
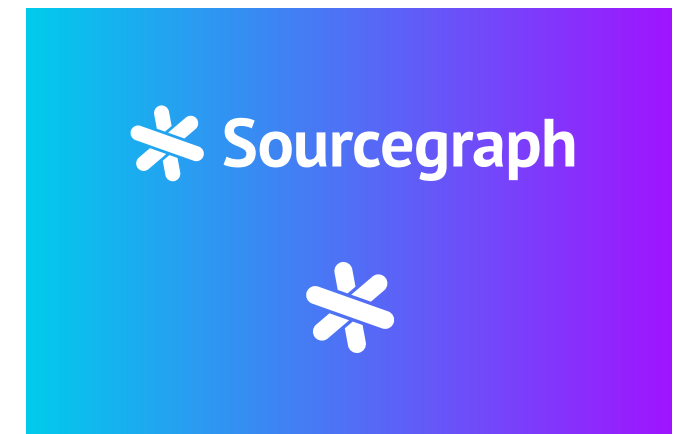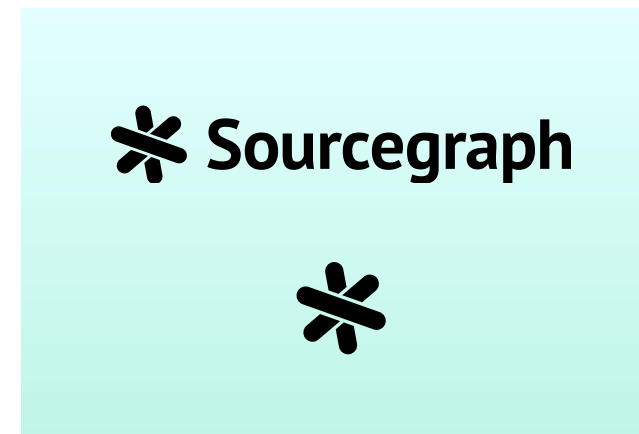
Naming matrix

A standard naming convention has been developed to manage all of the Sourcegraph logo assets. Do not rename files — consistency ensures the use of the correct colors and formats across different media.

sourcegraph_wordmark_reverse_rgb.eps

| 1 | 2 | 3 | 4 | 5 |

1. Company Name

2. Asset type
> logo
> wordmark
> logomark

3. Special use colors
> reverse: for dark backgrounds
> OneColor_WHT: white
> OneColor_BLK: black

4. Color
> cmyk: print
> spot: print using Pantone ink
> rgb: screen (digital + web)

5. Format
> .ai: vector working files
> .sketch: vector working files
> .eps: vector for print
> .svg: vector for screen
> .png: raster for screen
> .jpg: raster for screen

Primary logo use

Clear Space and Minimum Size

The clear space is defined by the letter O in the wordmark. It is important to keep other elements outside of this clear space.

To ensure proper legibility the logo minimum size should not go below 0.9 inches in width for print or 30 pixels in height for digital.

Clear space

Minimum digital size

30px

Minimum print size

0.9"
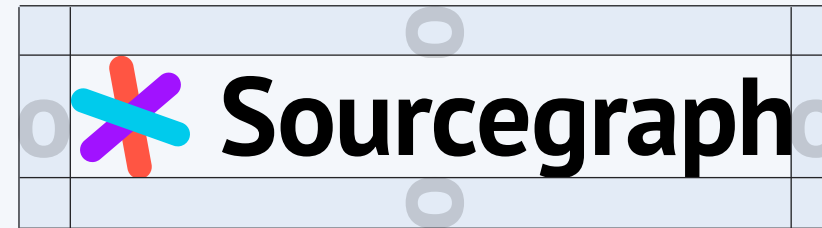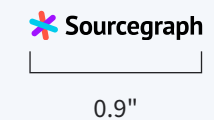
Primary logo placement

Preferred placement

Upper left corner

> Preferred placement.

> Typically seen as introductory.

✳ Sourcegraph
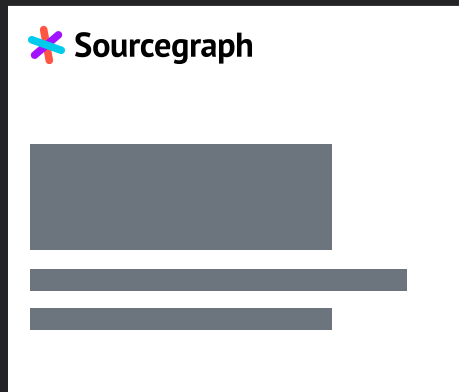
Allowable placement

Lower left corner

> Use if upper left corner is unavailable.

✳ Sourcegraph
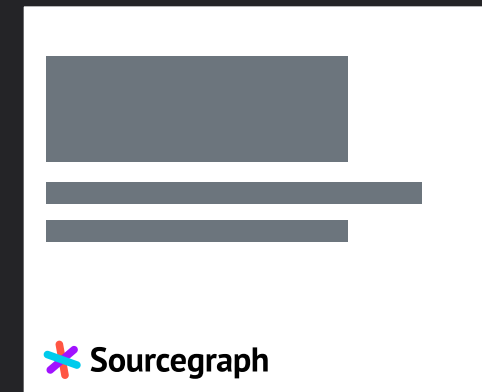
Centered

> Only when all content is centered.

✳ Sourcegraph

✳ Sourcegraph
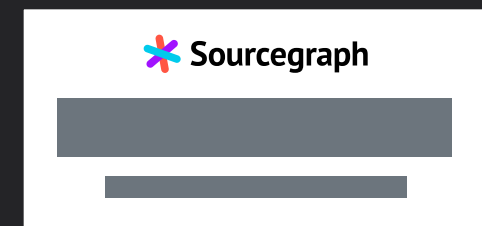
Primary logo alignment

It is recommended that text be aligned to the logo at two breaking points.

Use your best judgment as to which alignment best serves your design.

Preferred alignment

Text aligned with logomark

This is the standard, and most frequently used alignment. It works especially well when text is farther away from the logo.

Move fast, even in big codebases

We're living in the world of Big Code: massive and

Allowable alignment

Text aligned with wordmark

This is allowable in special cases where a hanging Star might add to the design, and the margins and gutters within the layout allow for it.

Align text to the S when the text is close to the logo so that a direct connection to the breaking point can be ascertained.

Move fast, even in big codebases

We're living in the world of Big Code: massive and ever-growing codebases and repositories, multiple

Primary logo misuse

It is important that the logo is used consistently across all platforms and media. By not altering the logo in any way, you will play a large role in the successful representation of our brand.
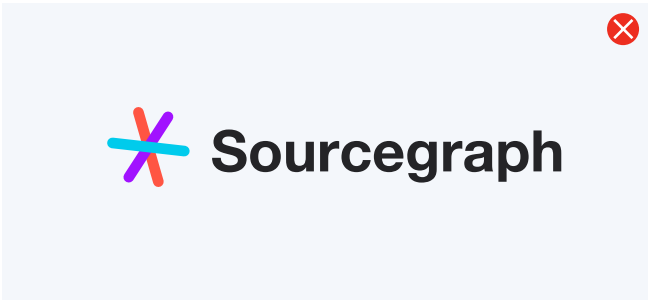
Do not alter the logo colors.

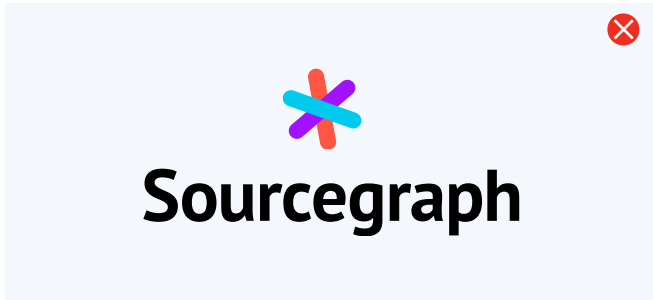Do not add graphic effects such as drop shadows or outer glows.

Do not try to recreate the logo.

Do not add graphic elements that impede on logo clear space.

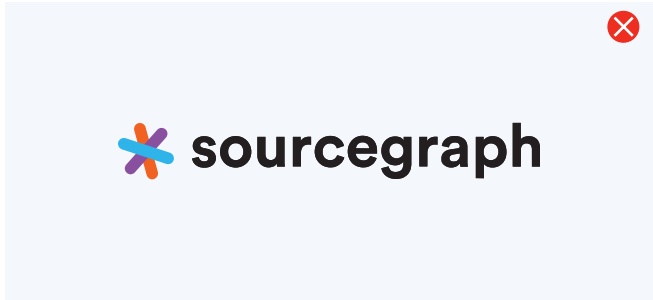Do not adjust the proportions of the logo or stack the logo elements.

Do not place the logo over distracting photography or encroach on subject matter.

Do not use the primary logo in one-color.

Do not use the previous logo version with the lowercase s.

Do not use the previous logo version with the old color palette (orange vs coral).
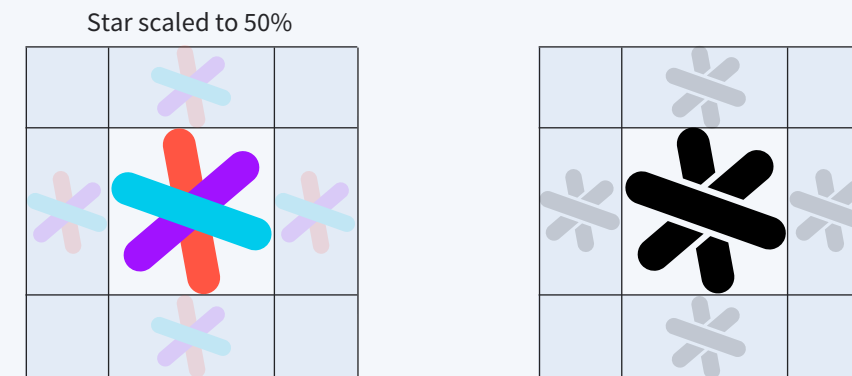
Logomark use

Clear Space and Minimum Size

The clear space is defined by the half size of the Star. It is important to keep other elements outside of this clear space.

To ensure proper legibility the Star, minimum size should not go below 0.25 inches in height for print or 30 pixels in height for digital. There are however some exceptions for digital cases — such as for favicons and profile avatars — which may require smaller sizing. In these cases you might consider using the one-color logomark as it is more readable at smaller sizes than the full color version.

Clear space

Star scaled to 50%

Minimum digital size

30px

Minimum print size

0.25"

Logomark placement

Remember that the logomark is only to be used within an already established brand context. That means that in the beginning or top of the design, layout, document, etc., the primary logo has already introduced the brand.
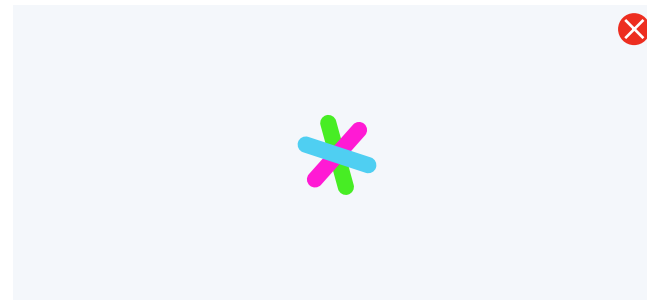
Preferred placement

Upper left or right corner

> Reinforces brand presence within an already established brand context.

Logomark misuse

It is important that the Star is used consistently across all platforms and media. By not altering the Star in any way, you will play a large role in the successful representation of our brand.
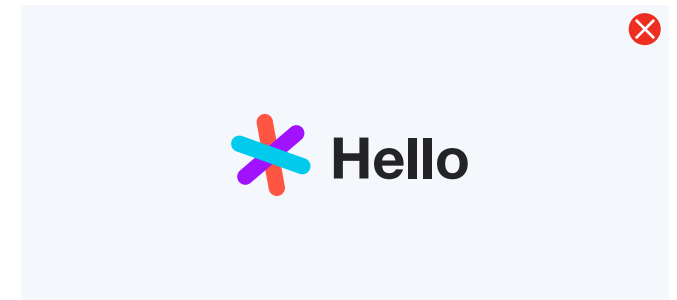
Do not alter the logomark colors.

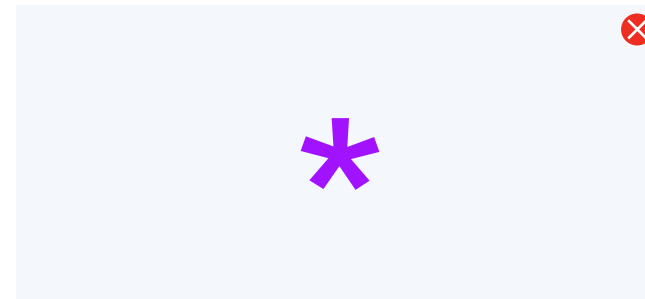**Do not add graphic effects such as drop shadows or outer glows**
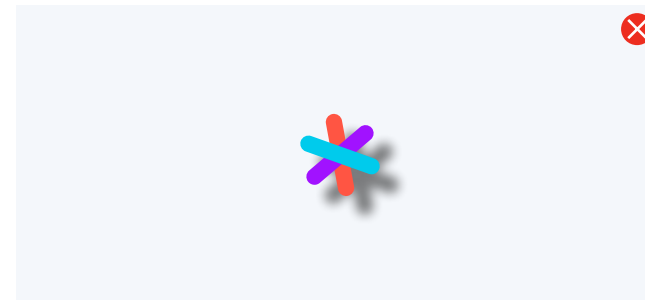
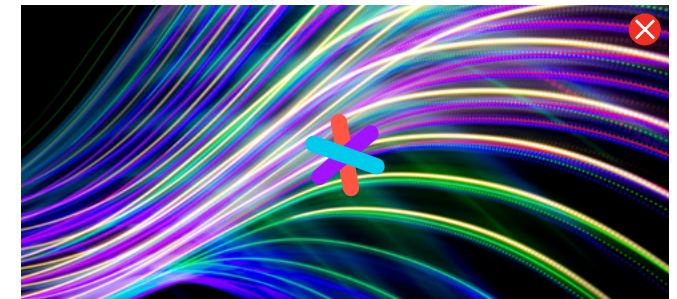**Do not lock the logomark up with other words in a way that could be misconstrued as a logo.**

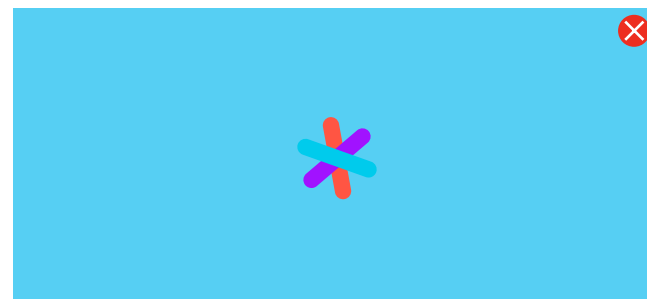**Do not add graphic elements that impede on logomark clear space.**

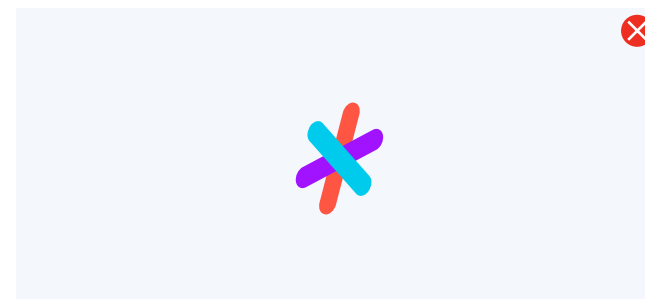**Do not substitute the logomark with another star or asterisk.**

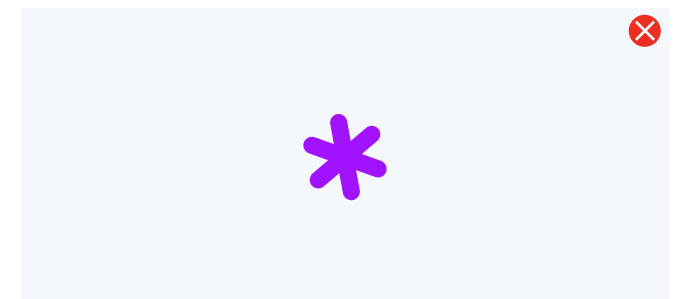**Do not place the logomark over distracting photography or encroach on subject matter.**

Do not place the logomark over insufficiently contrasting backgrounds — including our primary brand colors.

Do not rotate, distort, or transform the logomark in any way.

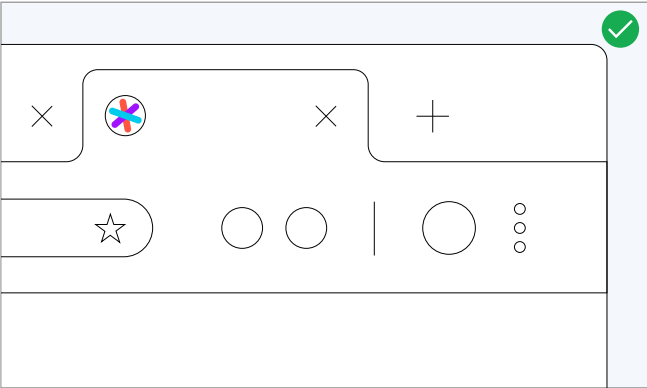**Do not use the secondary logomark in one-color.**
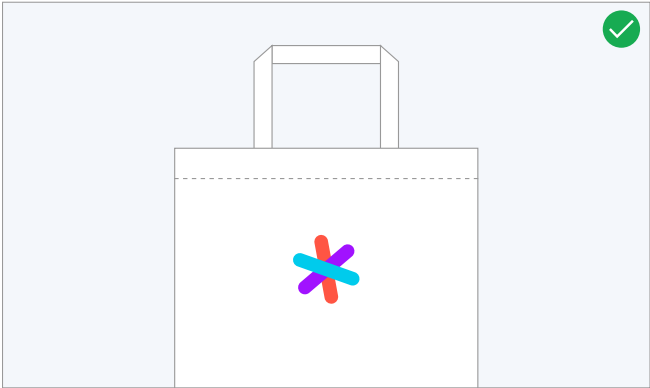
Best uses for the logomark

Follow these general rules for the use of the Star on its own. In all cases ensure that the Star is legible and free of obstructions.

✅ Acceptable uses

Brand accents & favicons.

Internal communications and employee swag.

Company avatars and profile images.

Sourcegraph
@srcgraph
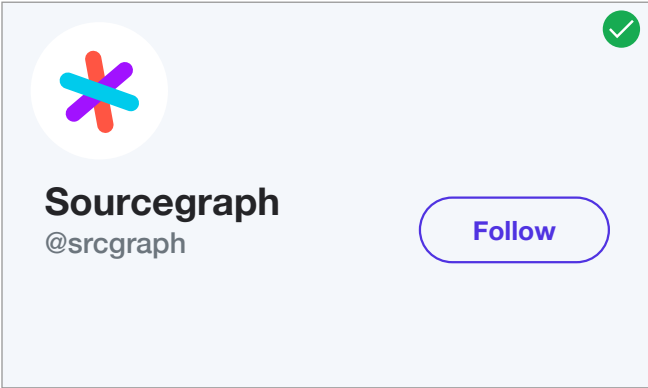
Follow

❌ Unacceptable uses

Introducing the brand.

Welcome to
Sourcegraph

External marketing without brand context, full logo, or wordmark.

Search all code,
everywhere.

Learn more
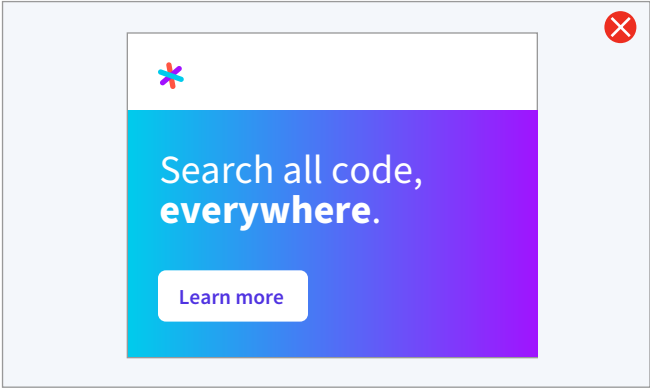
Multiple uses in one touch-point such as graphic patterns.
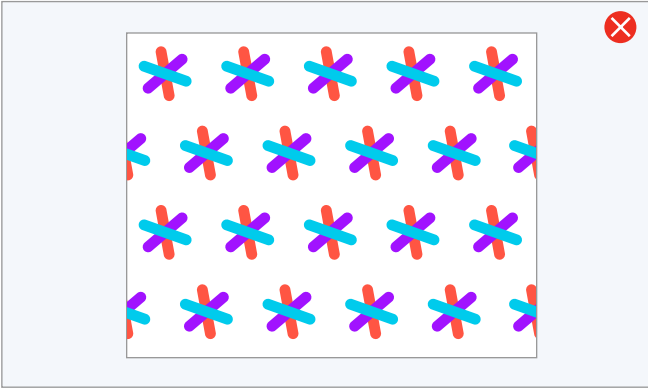
Best uses for the one-color logo or logomark

Follow these general rules for the use of the one-color logos. In all cases ensure that the logomark is legible and free of obstructions.

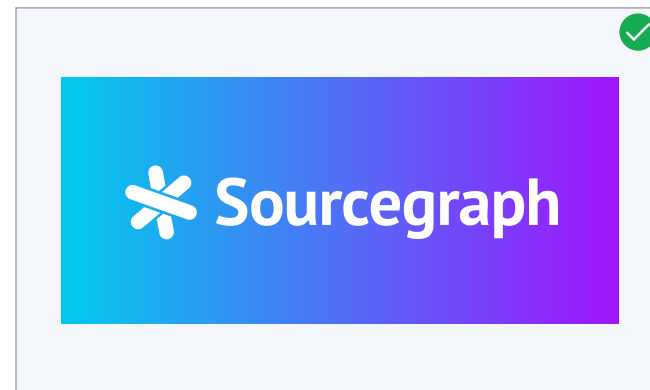The one-color logomark is easier to read at small sizes than the full color logomark. The separations allow the mark to be identifiable in one-color.

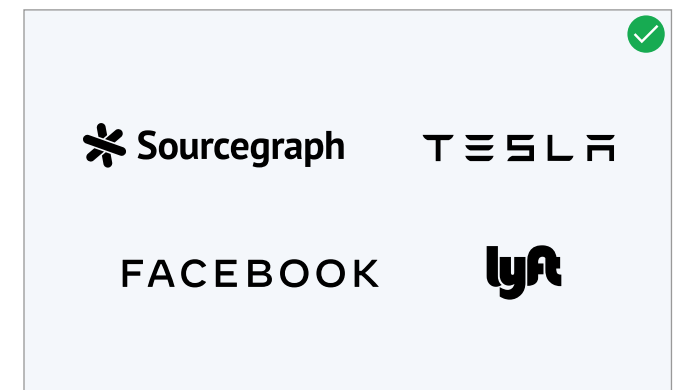## ✅ Acceptable uses

Applied over colorful backgrounds from the brand palette.

Limited colors available such as for print, laser etching, or engraving.
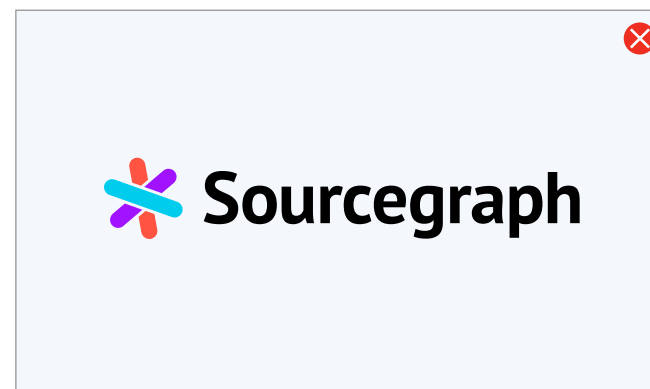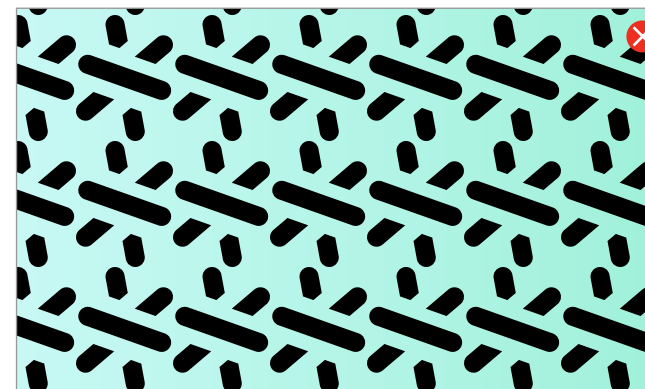

A monochrome logo pond.

❌ Unacceptable uses

Do not apply multiple colors to the one-color logomark.

Do not separate the bars or segments from the logo to create patterns.

Do not apply a stroke or outlines.
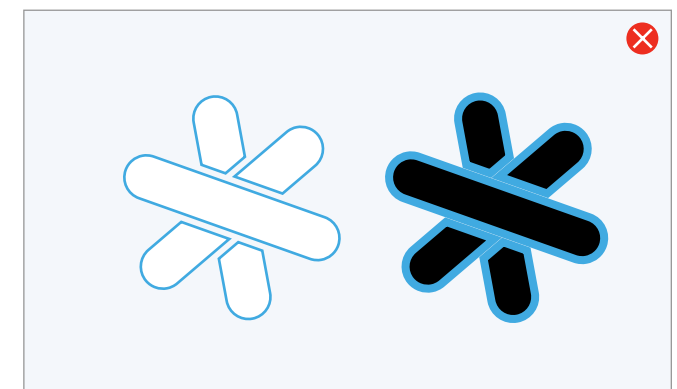
Wordmark use

The wordmark can be used in lieu of the primary logo when a space is too small for the full logo. It can also be used in creative applications where it is separate from the logomark. It works well centered or right-aligned.

The wordmark follows the same sizing and clear space requirements as the full logo.

The wordmark should not be used to introduce the brand. Use it sparingly.

✔ Acceptable uses

Use in designs where space and placement is limited. For example, small mobile display ads.
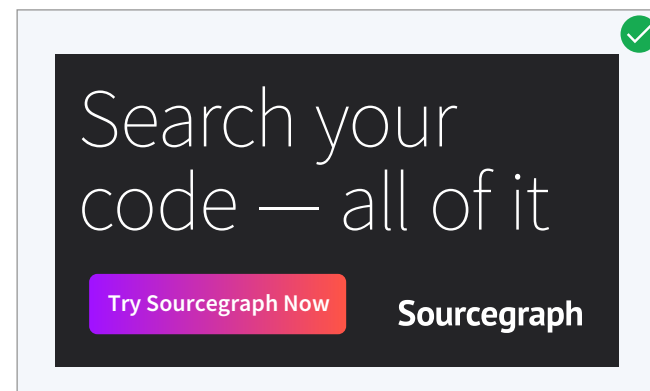
The wordmark can be used for merchandise, or other more decorative use cases, where it is seen separate from the Star.

Another merchandise example, the wordmark works well centered on the back of the shirt — no need to repeat the Star.

✖ Unacceptable uses

Do not apply colors to the wordmark, including brand colors.
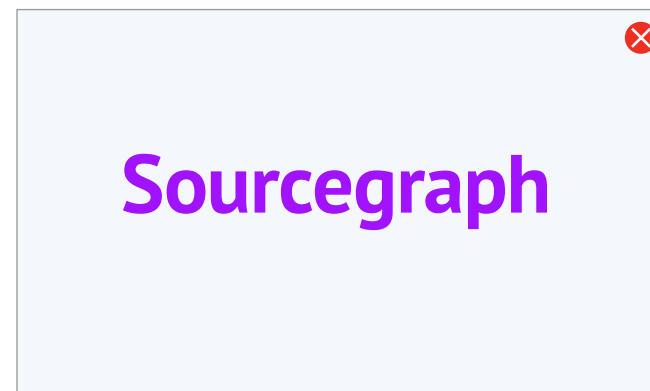
Do not use the wordmark to replace text within a phrase or paragraph.
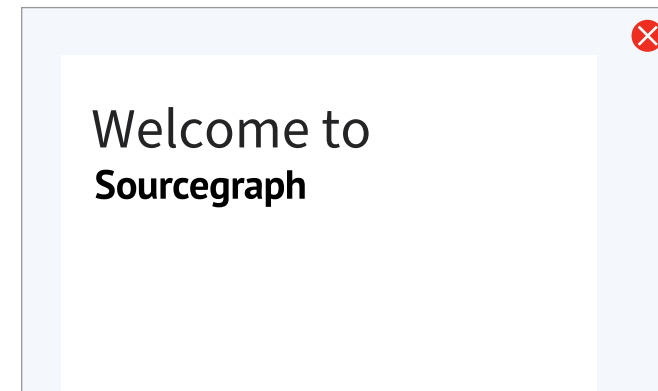
Do not use in a logo pond.
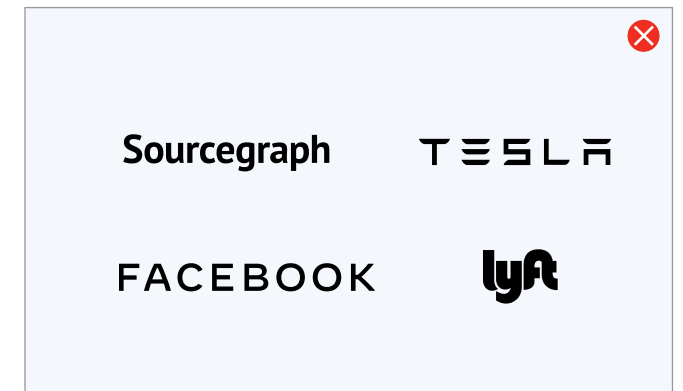
Color

Color palette

Primary colors

Our colors express our commitment to being a welcoming, vibrant, and accessible brand. The palette is simple and flexible allowing for application across business segments while maintaining unity.

Sourcegraph Sky Blue

R	0
G	203
B	236

HEX	00CBEC

C	100
M	0
Y	15
K	0

PMS	312c

Sourcegraph Vivid Violet

R	161
G	18
B	255

HEX	A112FF

C	71
M	85
Y	0
K	0

PMS	2084c

Sourcegraph Vermilion

R	255
G	85
B	67

HEX	FF5543

C	0
M	83
Y	82
K	0

PMS	7625c

Color palette

Secondary colors

Use supporting colors for graphic elements, illustrations, callouts, website UI elements, and more.

Primary logo colors have been marked. The secondary colors, along with shades and tints, were chosen to support and compliment these three core colors.

FFF2CF	FFC9C9	FFD1F2	E8D1FF	BFBFFF	C7FFFF	C4FFE8
FFDB45	FF5543	D62687	A112FF	6B59ED	00CBEC	8FEDCF
Lemon	Vermilion ✳	Cerise	Vivid Violet ✳	Plum	Sky Blue ✳	Mint
FFC247	ED2E20	C4147D	820DDE	5033E1	00A1C7	17AB52
				Blurple		
FF9933	C22626	9E1769	6112A3	3826CC	005482	1F7D45

Color palette

Colors for website UI

Use supporting colors for added tonality and awareness within website UI.

Sourcegraph Light Gray
Our light gray can add tonality to and create space within layouts.

R	244
G	247
B	251

HEX	F4F7FB

C	3
M	2
Y	0
K	2

PMS	656c

Sourcegraph Dark Gray
Our dark gray can add tonality and depth to layouts.

R	108
G	117
B	125

HEX	6C757D

C	15
M	5
Y	0
K	50

PMS	430c

Sourcegraph Space Black
Our black is a true black to provide maximum contrast.

R	0
G	0
B	0

HEX	000000

C	60
M	40
Y	40
K	100

PMS	PMS Black

Sourcegraph Blurple
Use for button and CTA messages in website UI.

R	80
G	51
B	225

HEX	5033E1

C	65
M	75
Y	0
K	10

PMS	2367c

Sourcegraph Action Green
Use for check marks and to signal positive messages in website UI.

R	23
G	171
B	82

HEX	17AB52

C	85
M	0
Y	50
K	30

PMS	7481c

Sourcegraph Alert Red
Use for alerts and to signal error messages in website UI.

R	237
G	46
B	32

HEX	ED2E20

C	0
M	80
Y	85
K	5

PMS	2347c

Color use

When creating a layout, the logo should be the primary object that informs the rest of the layout. Once the logo is placed, add appropriate colors keeping in mind that our vibrant colors can quickly become visually overwhelming.

Pure White

Sourcegraph
Space Black

Sourcegraph

Search all code
— **everywhere**

Learn more

Sourcegraph
Blurple

Sourcegraph
Vermilion

Sourcegraph
Vivid Violet

Sourcegraph
Sky Blue

Sourcegraph

Universal
code search

Learn more at **about.sourcegraph.com**

Sourcegraph
Blurple

Pure White

Color use for website UI

When applying color to website UI elements use Sourcegraph Red, Green, and Blurple from our secondary palette. Dark gray can be used for text and icons.
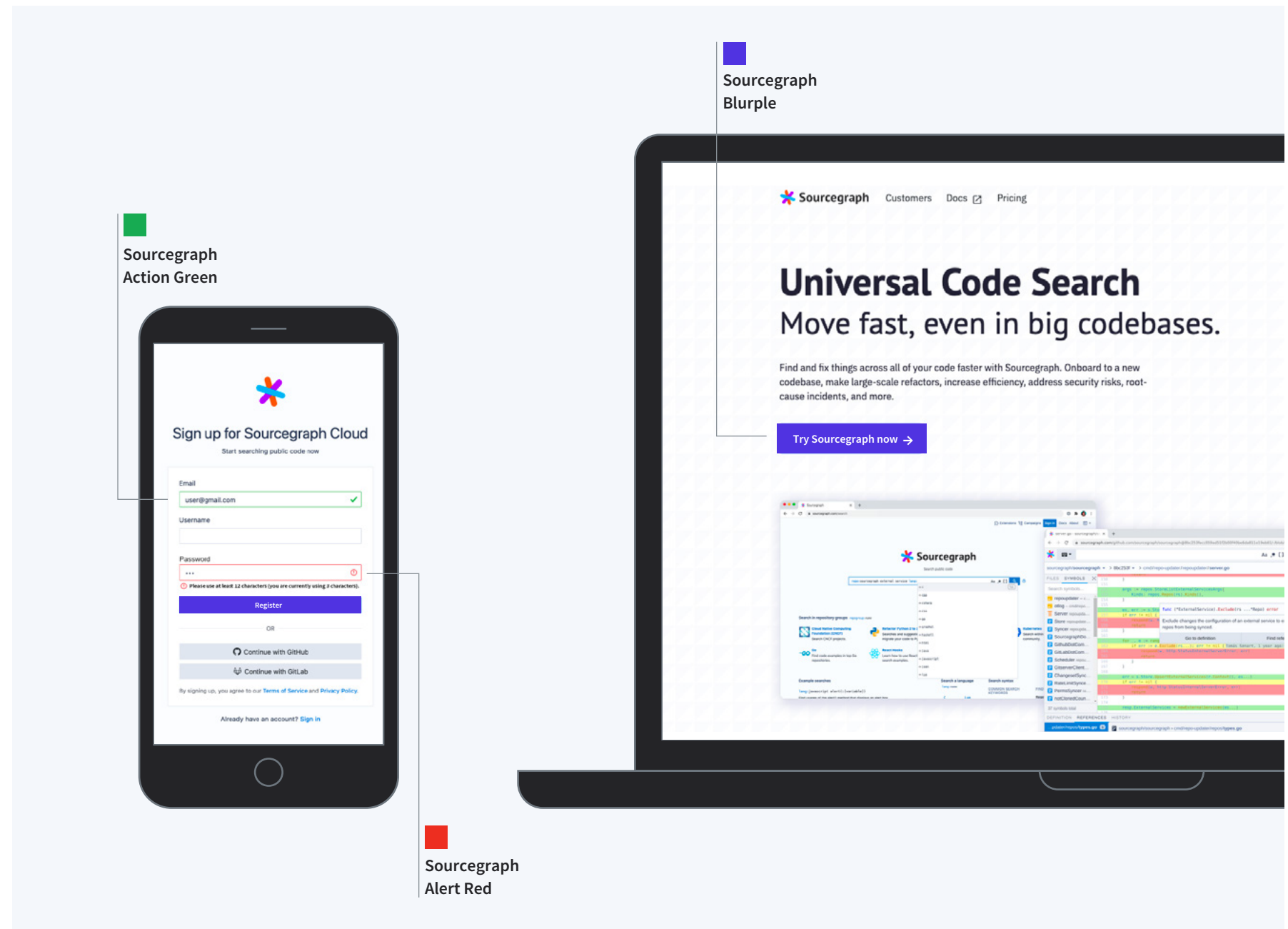
Sourcegraph Blurple

Blurple is used for button elements and CTA text.

Sourcegraph Action Green

Green is used for check mark elements and to signal positive messages.

Sourcegraph Alert Red

Red is used to signal serious alerts and error warnings.

Sourcegraph Blurple

Sourcegraph Action Green

Sourcegraph Alert Red

Color misuse

Color should be used consistently to communicate a cohesive system. Do not alter existing colors or add new colors to the palette. Use color to your advantage — and not to the detriment of a design.
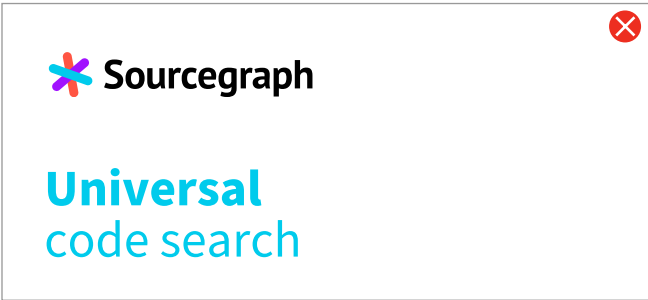
Do not add new colors to the brand palette.

Sourcegraph

Universal code search
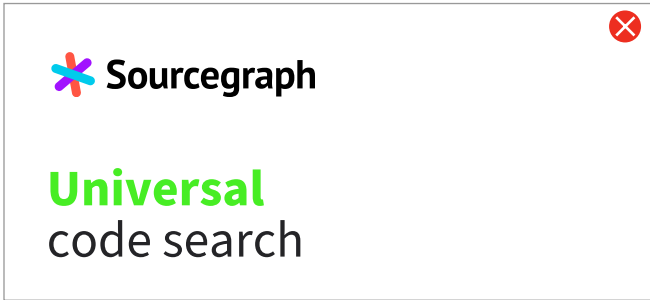
Do not use too many colors in a design.

Sourcegraph

Universal code search

Do not set text in a color that does not meet ADA requirements.

Sourcegraph

Universal code search

Do not use Sourcegraph primary blue, or any other brand colors that don't meet ADA compliance for text or UI elements.

Sign in | Get started
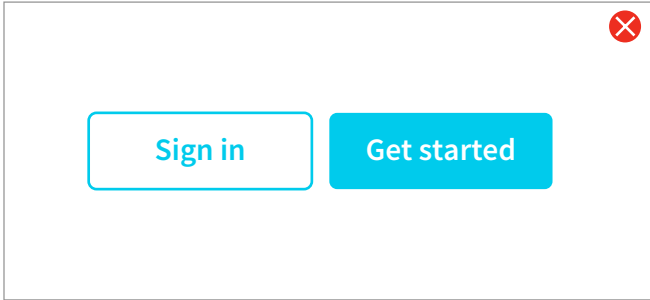
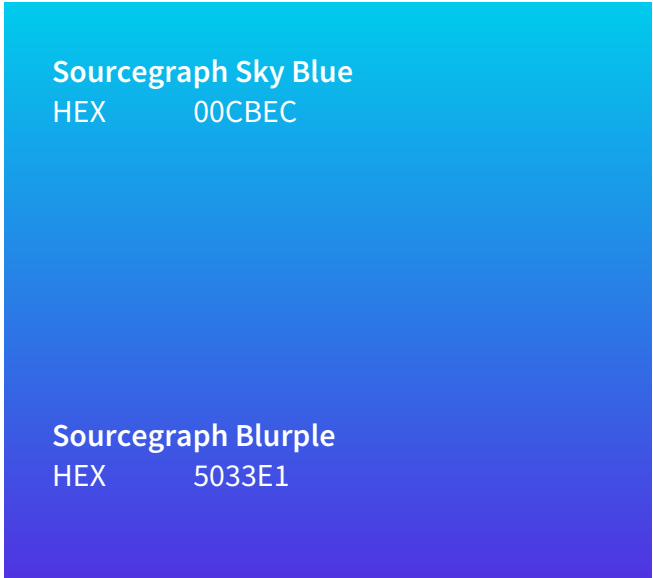Do not saturate a design with color.

Sourcegraph

Universal code search

Do not set the logo on a color or gradient that does not have sufficient contrast.

Sourcegraph

Universal code search

Gradients

Our gradients provide visual interest to backgrounds or container shapes. Gradients should be used sparingly.

Aquamarine

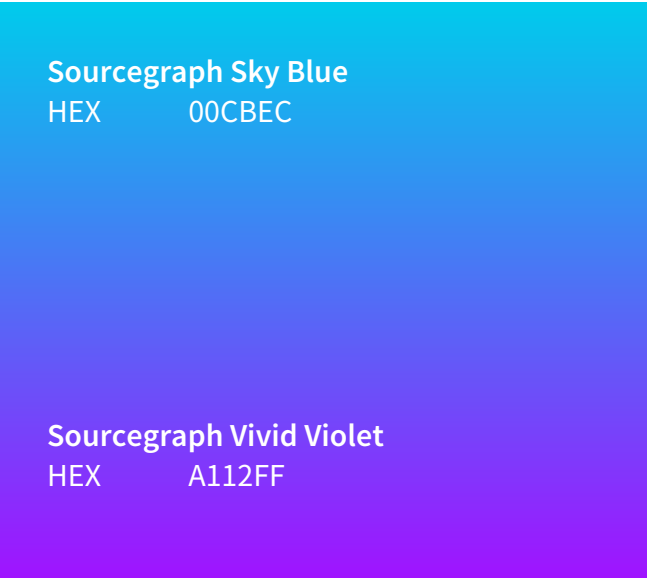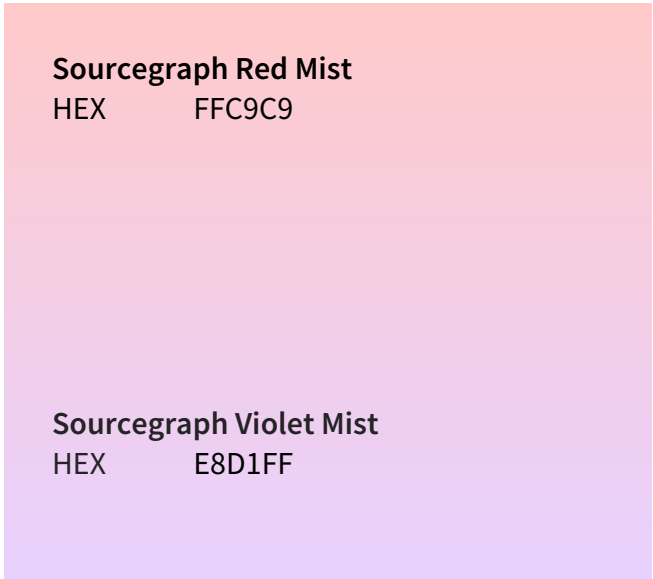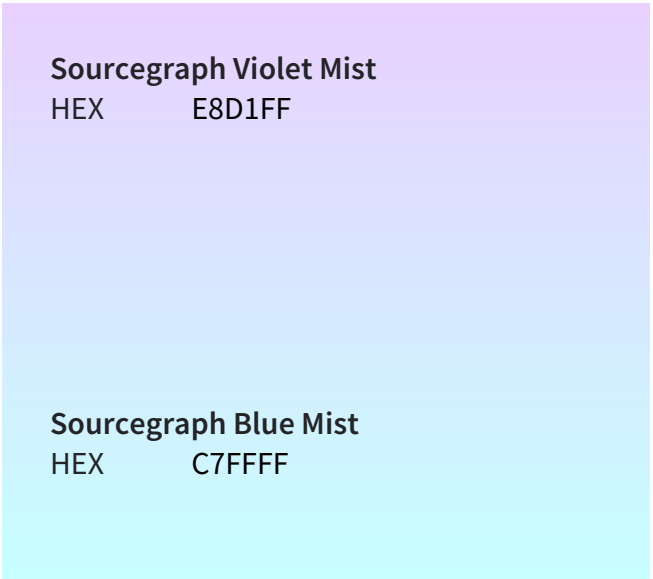**Sourcegraph Sky Blue**
HEX   00CBEC

Sourcegraph Blurple
HEX   5033E1

Infrared

Sourcegraph Vivid Violet
HEX   A112FF

Sourcegraph Vermilion
HEX   FF5543

Aurora

Sourcegraph Sky Blue
HEX   00CBEC

Sourcegraph Vivid Violet
HEX   A112FF

Mars

Sourcegraph Red Mist
HEX   FFC9C9

Sourcegraph Violet Mist
HEX   E8D1FF

Saturn

Sourcegraph Violet Mist
HEX   E8D1FF

Sourcegraph Blue Mist
HEX   C7FFFF

Venus

Sourcegraph Blue Mist
HEX   C7FFFF

Sourcegraph Green Mist
HEX   C4FFE8
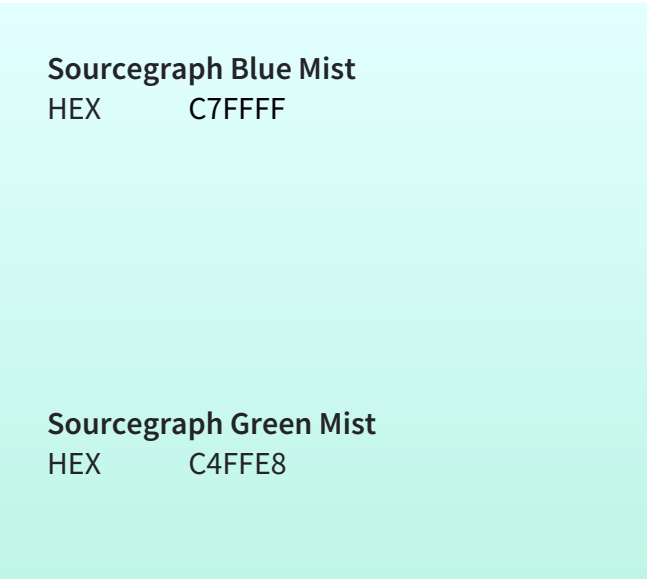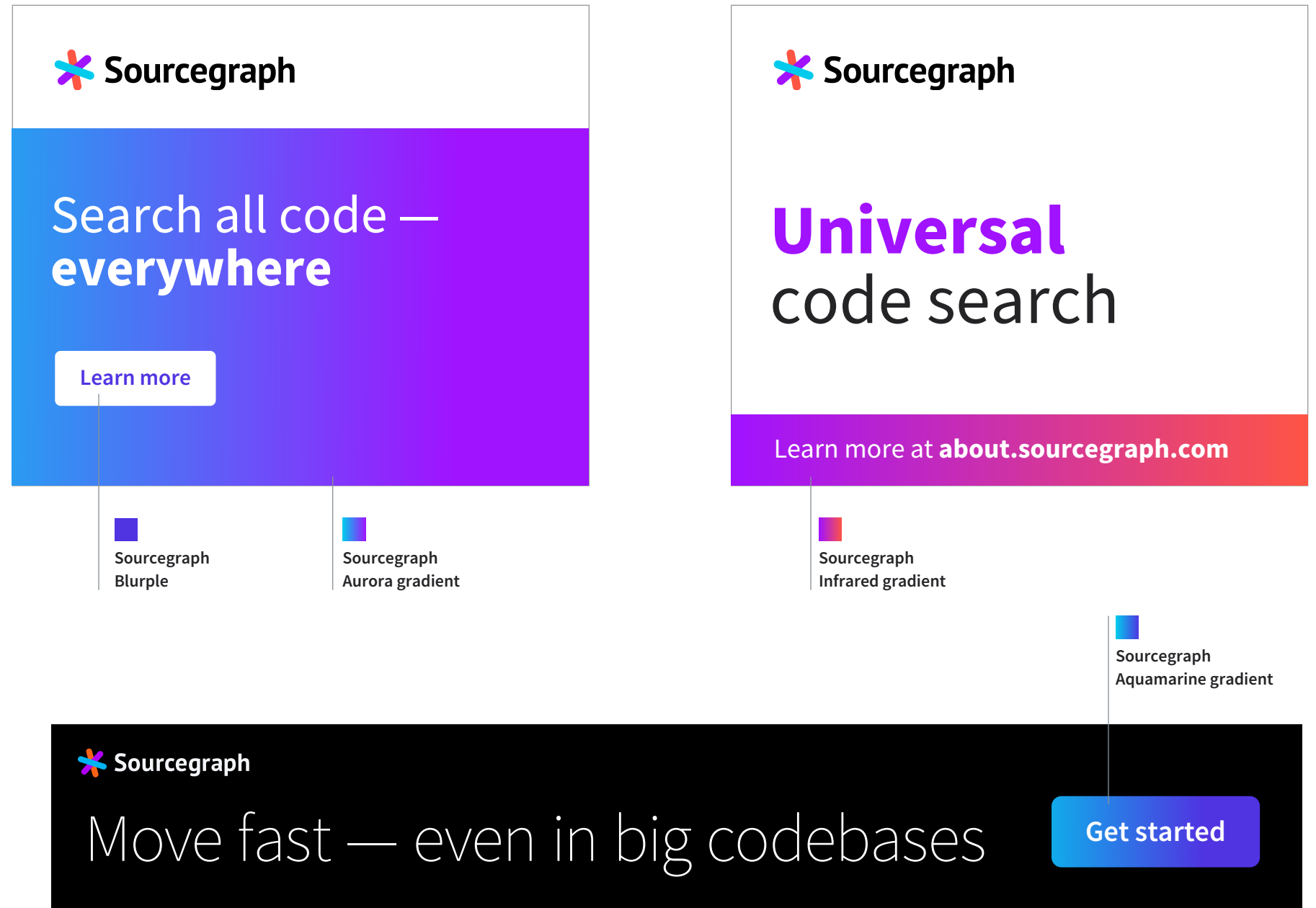
Gradient use

When creating a layout, the logo should be the primary object that informs the rest of the layout. Once the logo is placed, add appropriate colors judiciously, keeping in mind that our vibrant colors can quickly become visually overwhelming.

Gradients may be used as background fills, accents, or be the fill for primary CTA buttons when used on marketing landing pages and digital ads.

✱ Sourcegraph

Search all code — everywhere

Learn more

Sourcegraph
Blurple

Sourcegraph
Aurora gradient

✱ Sourcegraph

Universal code search

Learn more at **about.sourcegraph.com**

Sourcegraph
Infrared gradient

Sourcegraph
Aquamarine gradient

✱ Sourcegraph

Move fast — even in big codebases

Get started

Gradient misuse

Gradients should be used consistently to communicate a cohesive system. Do not alter existing gradients or create new ones. Always ensure that gradients do not interfere with readability of text or the logo.
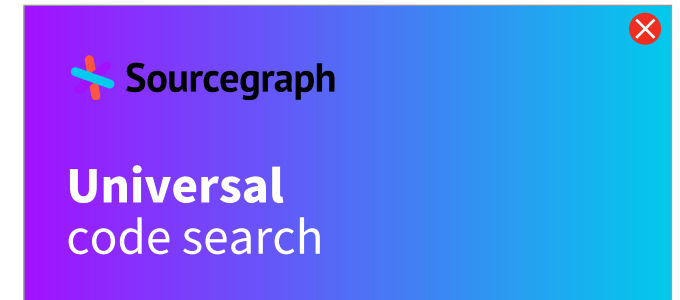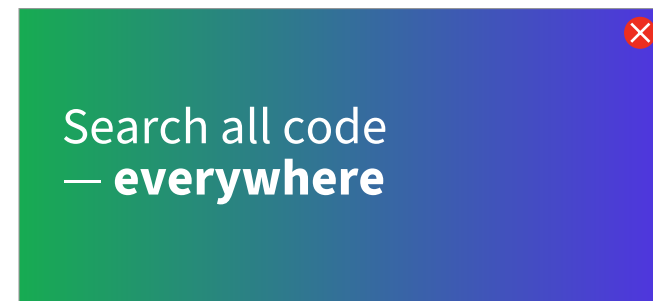
Do not mix or layer gradients.
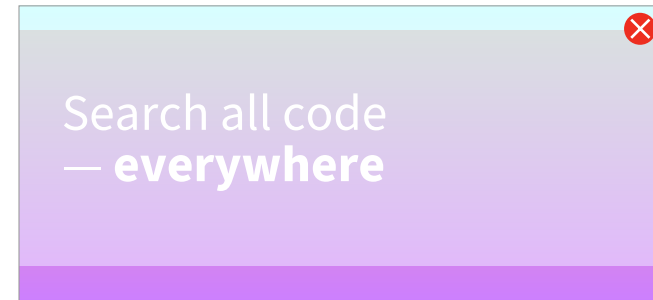
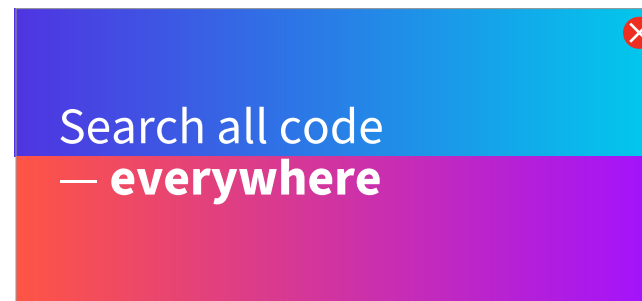Do not apply gradient fills to the logo or logomark.

Do not set the full color logo on a gradient.

Search all code
— everywhere

Sourcegraph

Sourcegraph

Universal
code search

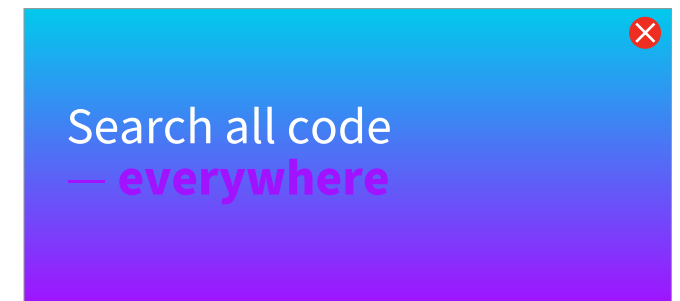Do not add new gradients to the brand palette.

Do not use too many gradients in a design.

Do not let gradients negatively affect text legibility.

Search all code
— everywhere

Search all code
— everywhere

Search all code
— everywhere

Accessibility

When making color decisions, the general rule of thumb is that higher-contrast colors should be used together to meet ADA compliance standards. This is also helpful when making accessibility considerations around color blindness.

Please note that Sourcegraph Blurple is the recommended color for all website call-to-actions, and other relevant website UI elements.

Also note that Sourcegraph's primary brand colors do not meet compliance for text on several levels. We recommend you use color for text sparingly, and when you do to make sure it is large enough to comply with ADA standards.

Large text is defined by 14 point and bold or larger. Use this tool to check colors.

✔ **Best choice for website UI according to ADA standards**

■ Blurple
☐ on Pure White

Normal text

Large text

UI Components

AA ✓
AAA ✓
AA ✓
AAA ✓
✓

☐ Pure White on
■ Blurple

Normal text

Large text

UI Components

AA ✓
AAA ✓
AA ✓
AAA ✓
✓

■ Blurple
■ on Space Black

Normal text

Large text

UI Components

AA ⊗
AAA ⊗
AA ⊗
AAA ⊗
⊗

■ Vermilion
☐ on Pure White

Normal text

Large text

AA ⊗
AAA ⊗
AA ✓
AAA ⊗

☐ Pure White on
■ Vermilion

Normal text

Large text

AA ⊗
AAA ⊗
AA ✓
AAA ⊗

■ Vermilion
■ on Space Black

Normal text

Large text

AA ✓
AAA ⊗
AA ✓
AAA ✓

■ Vivid Violet
☐ on Pure White

Normal text

Large text

AA ✓
AAA ⊗
AA ✓
AAA ✓

☐ Pure White on
■ Vivid Violet

Normal text

Large text

AA ✓
AAA ⊗
AA ✓
AAA ✓

■ Vivid Violet
■ on Space Black

Normal text

Large text

AA ⊗
AAA ⊗
AA ✓
AAA ⊗

■ Sky Blue
☐ on Pure White

Normal text

Large text

AA ⊗
AAA ⊗
AA ⊗
AAA ⊗

☐ Pure White on
■ Sky Blue

Normal text

Large text

AA ⊗
AAA ⊗
AA ⊗
AAA ⊗

■ Sky Blue
■ on Space Black

Normal text

Large text

AA ✓
AAA ✓
AA ✓
AAA ✓

Typography

Primary typefaces

Typography is one of the most crucial brand touch points, as it is perhaps the aspect viewers interact with the most. Our typefaces work cohesively to clearly present data in a modern, accessible, open, and informative way, that aligns with our brand voice and values. The Source type family is Adobe's first open source typeface, designed by Paul D. Hunt. It is intended to be extremely legible in both print and digital uses.

The Source type family was selected for three primary reasons: 1) Because it is fully open source and this aligns with our values as a company. 2) It provides a sans serif and a code typeface that is useful for showing code snippets on marketing web pages. 3) It refers back to the name of our own company — a perfect match.

Learn more about Source Sans through Adobe fonts or Google Fonts. See Paul D. Hunt's GitHub here.

We prioritize different typefaces for our product interface. For the purposes of this guide we are only focusing on market-facing contexts.

Source Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890`~!@#$%^&*()_+=-
{ []<>,.?/:;"'|\•

Source Sans Extra Light

Source Sans Regular

Source Sans SemiBold

Source Sans Bold

Get Source Sans Pro

Source Code

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890`~!@#$%^&*()_+=-
{ []<>,.?/:;"'|\•

Source Code Extra Light

Source Code Regular

Source Code SemiBold

Source Code Bold

Get Source Code Pro

Headlines

Extra Light and SemiBold

Headlines help readers locate the info they need, and facilitate scanning. We use the Extra Light weight at larger sizes. H1 should always be set in Extra Light. H2 should be set in Extra Light when by itself. When it operates as a sub-headline it should be set in SemiBold. Sub-headlines are situations where a second headline is placed in close proximity to the main headline. Using different weights supports contrast and hierarchy. Sub-headlines should not occur at levels below H3. We use SemiBold for the rest of the headline levels.

Relative sizing

The approximate point size of each headline level will change according to the format and size of each design, however, relative sizing should resemble the examples to the right.

Tone of voice

Headlines should be set in sentence case — never all caps. We do not want to be perceived as yelling at our audience. Initial caps create visual "speed bumps" for readers and should be avoided. Use punctuation sparingly; we recommend using em dashes over commas, avoiding exclamation points, and omitting periods in headlines unless preceded by other punctuation. Refer to the AP Style Guide if you are unsure of proper usage.

Approximate sizing of Headlines for web

Headline 1 64 pt

Sub Headline 2 48 pt

Headline 2 48 pt

Sub Headline 3 30 pt

Headline 3 30 pt

Headline 4 24 pt

Headline 5 20 pt

Body copy

Source Sans is used for all body copy.

To ensure that body copy is readable, we recommend the following settings for type size and leading/line-height:

Print
We recommend setting body copy at 12/16pt. This is optimal for layouts with quick bursts of body copy. For documents with lengthier amounts of body copy we recommend 10/13pt or 9/12pt depending on how limited the space is.

Web
For web designs we recommend going slightly larger in type size at 16pt and line-height at 1.5em. Larger type and looser line-height ensures readability.
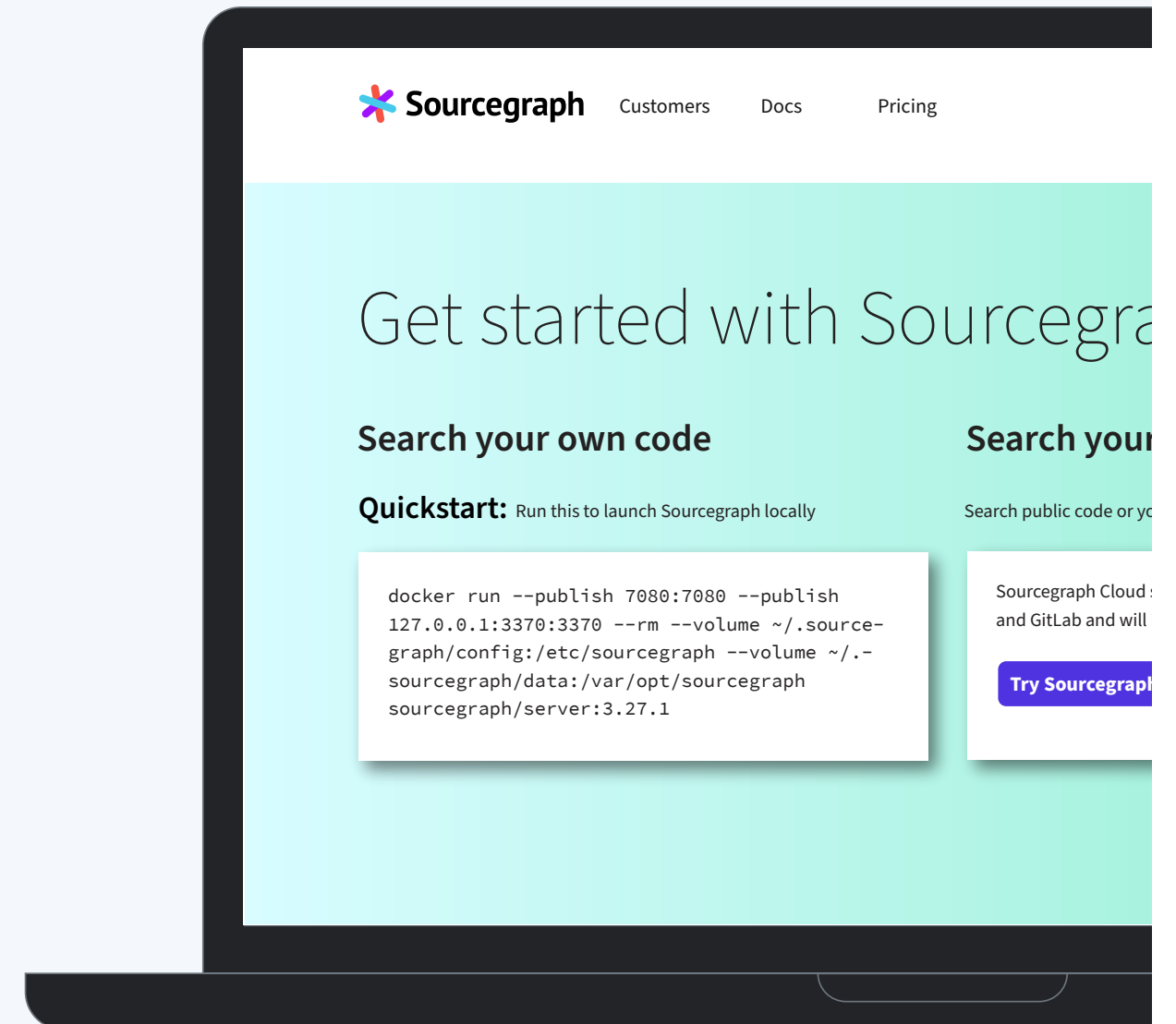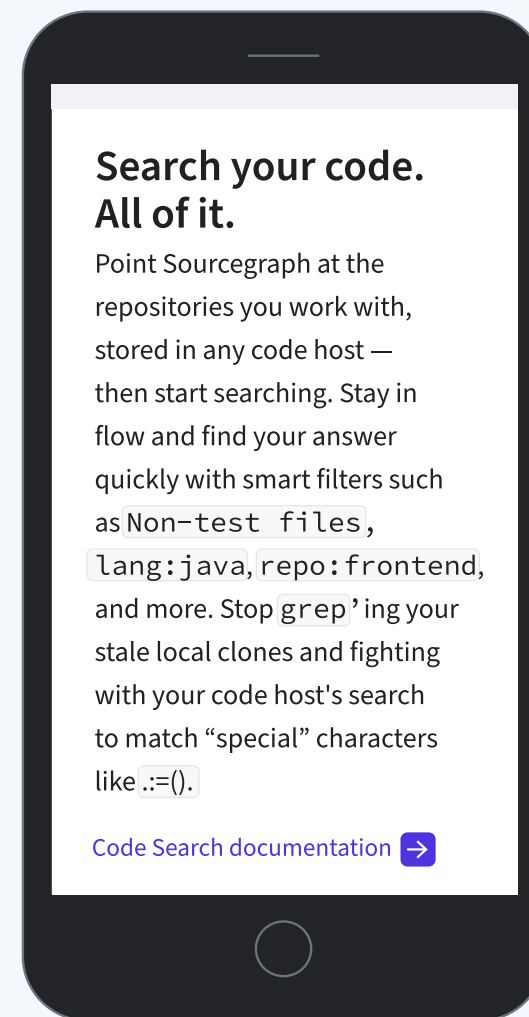
Print

Find definitions, references, usage examples, and anything else in code, across package, dependency, and repository boundaries. You can navigate code in your web browser in any repository on any branch, instantly and without losing your local context.

12/16

Find definitions, references, usage examples, and anything else in code, across package, dependency, and repository boundaries. You can navigate code in your web browser in any repository on any branch, instantly and without losing your local context.

10/13

Find definitions, references, usage examples, and anything else in code, across package, dependency, and repository boundaries. You can navigate code in your web browser in any repository on any branch, instantly and without losing your local context.

9/12

Web

Find definitions, references, usage examples, and anything else in code, across package, dependency, and repository boundaries. You can navigate code in your web browser in any repository on any branch, instantly and without losing your local context.

16/24 or 1.5 line-height

Code

Use Source Code to show (not tell) snippets of code. It can be on its own, or interspersed into a body copy paragraph. Using this secondary font makes it easier for our audience to recognize code snippets or code examples at a glance, and easily copy and paste into their IDE if needed instead of using image files.

Search your code. All of it.

Point Sourcegraph at the repositories you work with, stored in any code host — then start searching. Stay in flow and find your answer quickly with smart filters such as `Non-test files`, `lang:java`, `repo:frontend`, and more. Stop `grep`'ing your stale local clones and fighting with your code host's search to match "special" characters like `.:=()`.

Code Search documentation →

Sourcegraph
Customers   Docs   Pricing

Get started with Sourcegra

Search your own code

Quickstart: Run this to launch Sourcegraph locally

```
docker run --publish 7080:7080 --publish
127.0.0.1:3370:3370 --rm --volume ~/.source-
graph/config:/etc/sourcegraph --volume ~/.-
sourcegraph/data:/var/opt/sourcegraph
sourcegraph/server:3.27.1
```

Search you

Search public code or yo

Sourcegraph Cloud and GitLab and will

Try Sourcegrap

Text hierarchy

Information Hierarchy is crucial to efficient communication. The following principles will help you achieve hierarchy:

Contrast in size
Viewers should be able to discern from size alone: Headlines should be larger than subheads, subheads larger than body copy. All sizing is relative.

Contrast in weight
Bold Headlines help readers locate the info they need, and facilitate scanning. The regular weight of the body copy creates a visual rhythm that contributes to hierarchy.

Contrast in color
If you're using a color other than a near-black or white, make sure it serves a purpose. Links are a good example of functional color use. Blue is a universal color for links, for example, so our Blurple (#5033E1) helps viewers quickly pick out links from paragraphs of black text.
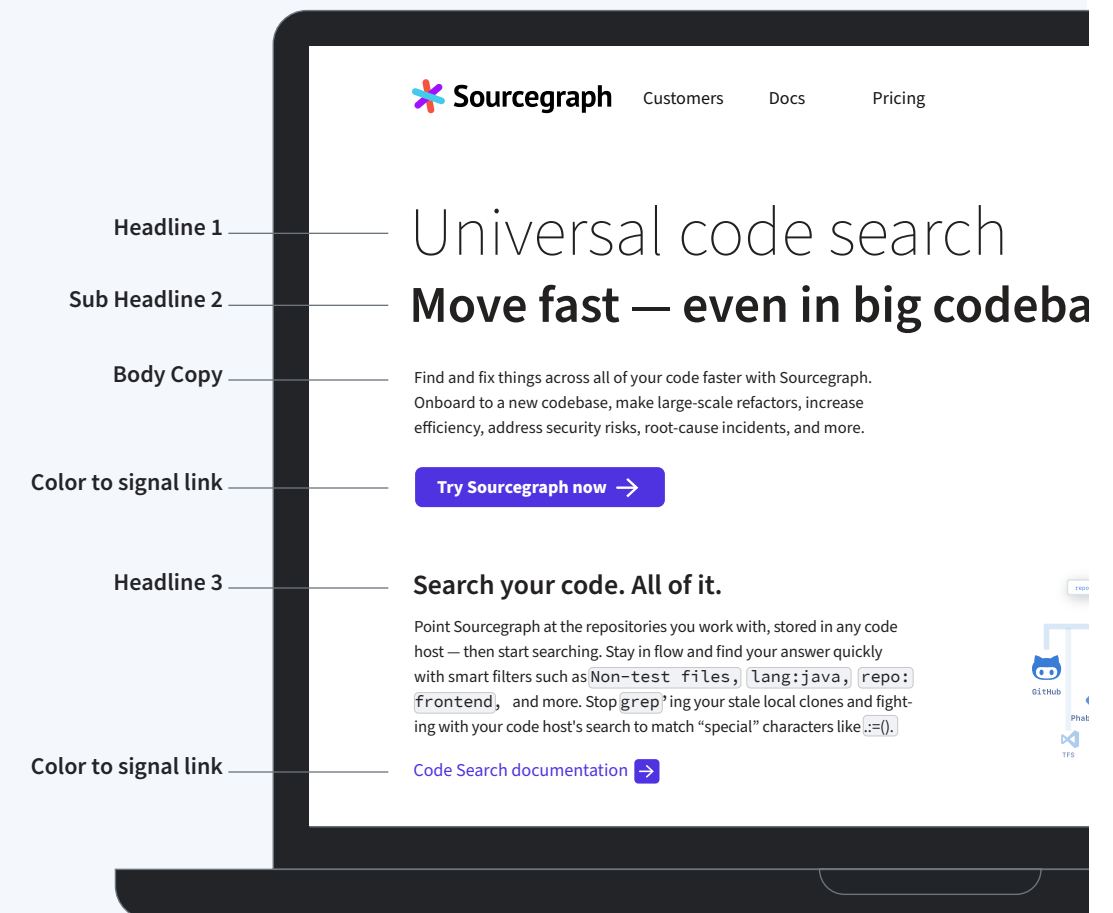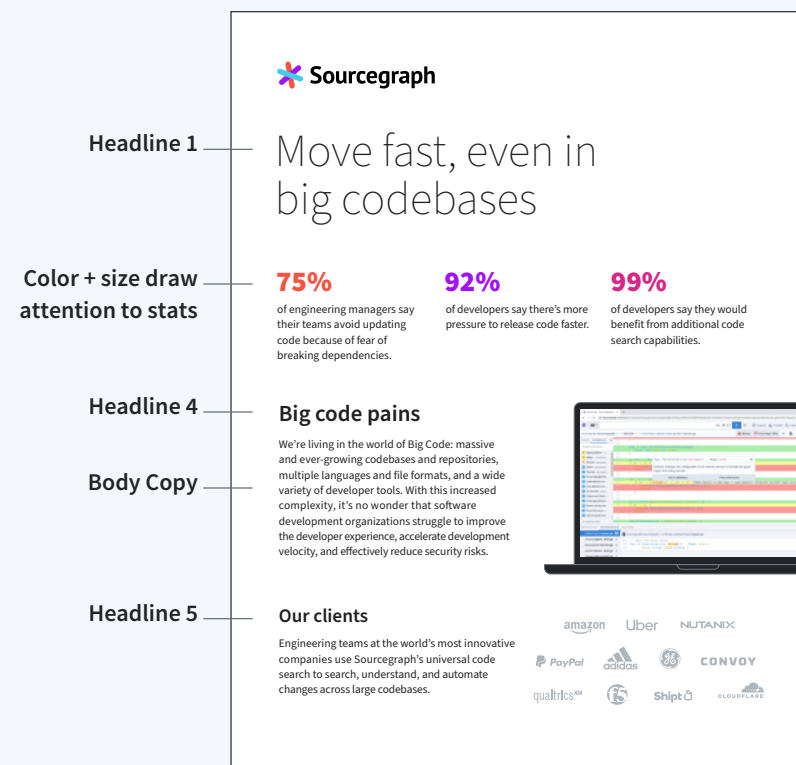
Creating typographic layouts

Create Order

Layout is just as crucial as hierarchy to effective communication. Whether digital, or print, the way we lay out type is an important part of our brand impression. Type should never be hard to read, feel overwhelming, or be difficult to navigate.

Use a grid or columns

Layouts should use a grid or columns to help organize material and make information feel open and organized. An underlying structure with multiple columns can be used to delineate primary content from secondary content, as well as make sure line lengths don't get too long.

Line length

Smaller amounts of copy are easier to digest in shorter line lengths (45–60 characters), and greater amounts of copy are best at slightly longer (60–75 characters). Determine what works best for your format and content. Keep in mind that longer line lengths are harder to read, and viewers can lose their place in the text.

The use of these three columns helps organize the information and ensure line lengths are appropriate for the amount of text

The larger texts have longer line lengths

The smaller text has a shorter line length

Images and graphic elements should align to the grid as well
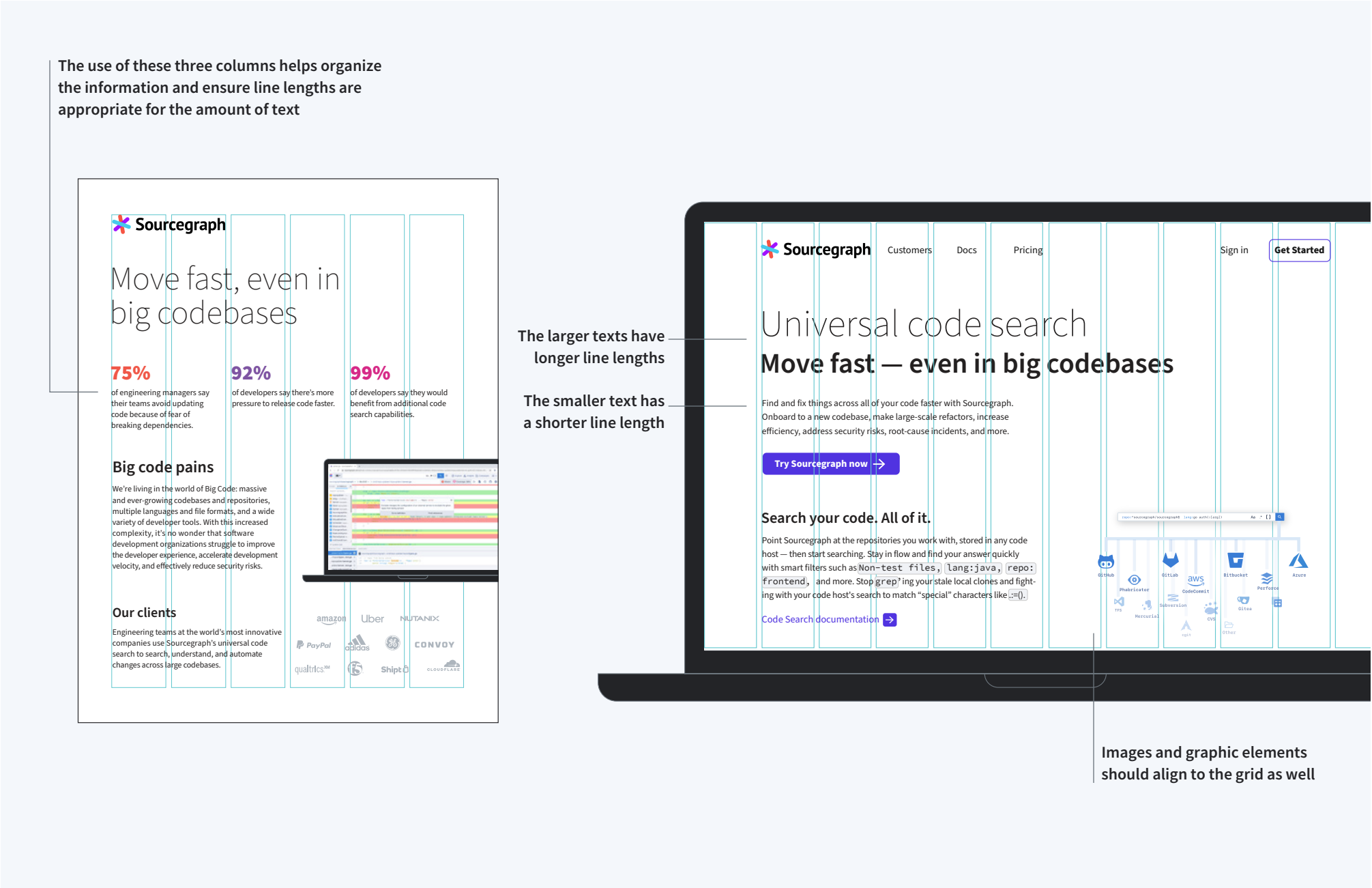
Paragraph and character typesetting

Alignment

In most cases text should be left-aligned with a ragged right margin. Some layouts call for center alignment of the headline(s) — this is typical when a headline accompanies more graphic elements. Body copy within such layouts should be left-aligned.

Tracking and kerning

Our typefaces do not require tracking, and neither do we have any stylistic need for it. Our typefaces are also designed with kerning in mind, so for the most part you don't have to worry about this. If your software allows — body copy should be set to metrics, and large headlines can be set to optical. In print, large headlines may require kerning on a case-by-case basis. There is less flexibility with this in digital cases — so don't sweat it. Always use your best judgment to determine how to set the type to ensure legibility and visual consistency of word forms.

Widows and orphans

A 'widow' or 'orphan' is a very short line — usually one word — at the end or beginning of a paragraph or column. These should be avoided whenever possible.

A center-aligned headline works well over graphics

Our customers use Sourcegraph every day to build software you rely on.

amazon   qualtrics.XM   toast   GE   SoFi   yelp   Drop

criteo.   **PayPal**   CONVOY   Outreach   Cornerstone   Skelter Labs   EXPAN

APEX   APPLOVIN   THORN   PLAID   indeed   TripA

Left alignment is the default for headlines and body copy

Onboard everyone faster

It's not just new developers who need to onboard faster. Every developer is constantly onboarding, because the amount of new and unfamiliar code grows every day.

Universal code search with regex using Sourcegraph

✖ **This headline should not be tracked out like this**

Find anything in code, fast

Write queries with regex, punctuation, symbols, and advanced syntax-aware pattern matching. Sourcegraph's visual and interactive query builder constructs complex queries to find and filter code in ways IDEs and code hosts can't.

✖ **This is a widow — try not to let this happen**

Find anything in code, fast

Write queries with regex, punctuation, symbols, and advanced syntax-aware pattern matching. Sourcegraph's visual and interactive query builder constructs complex queries to find and filter code in ways IDEs and code hosts can't.

✔ **This is no longer a widow since there are two words on the last line**

Placement

When we consider placement we are considering where text appears in relation to other elements within the layout.

For clarity, text should exist within its own space, and not overlap with other graphic elements or text.
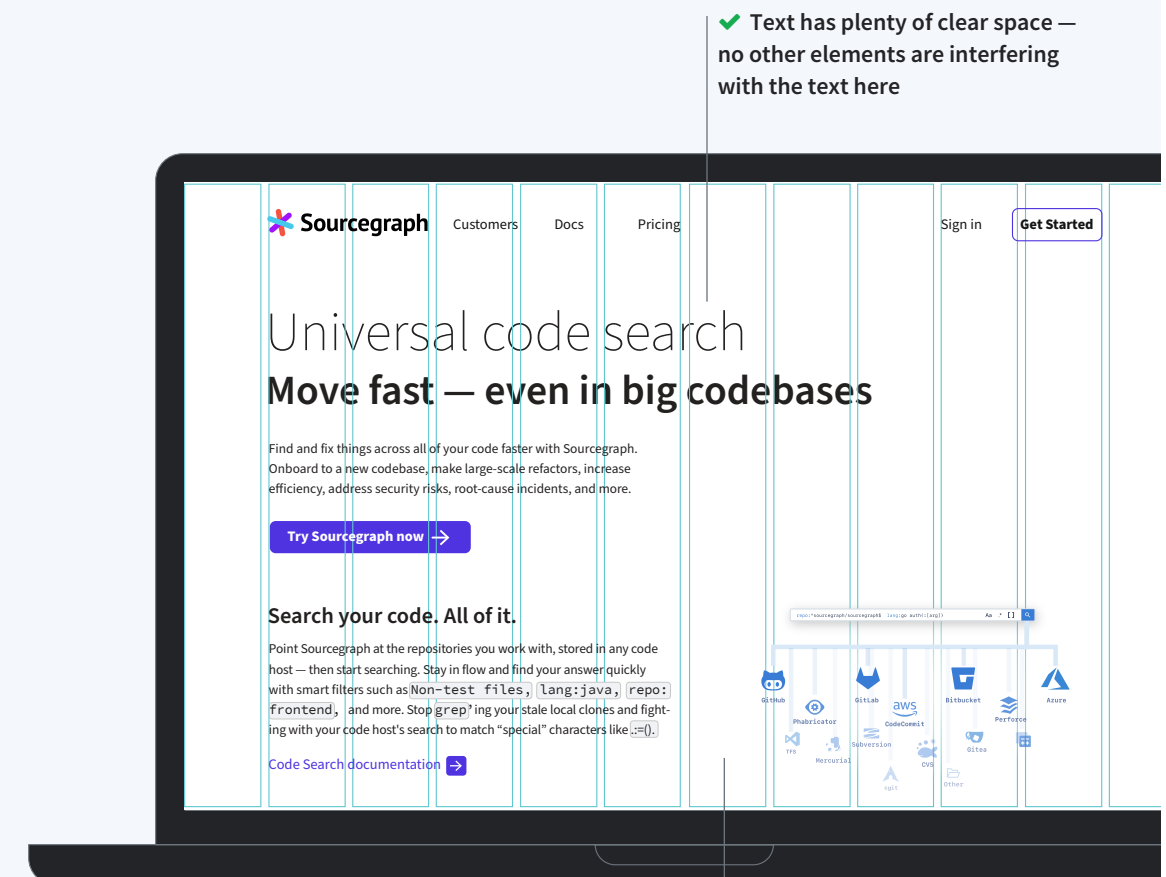
When combining text with graphic elements, such as color or gradients, ensure that there is adequate white space around the text. Do not crowd the text or interfere with legibility.

✔ **Text has plenty of clear space — no other elements are interfering with the text here**
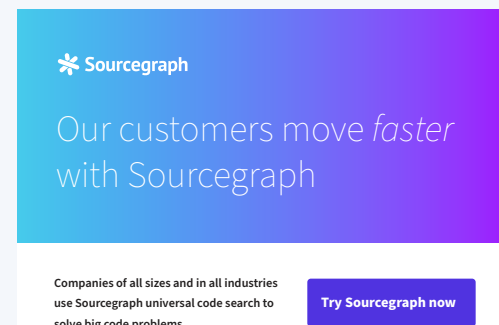
✔ **This graphic element is works with this headline because there is sufficient clear space and contrast for the text**
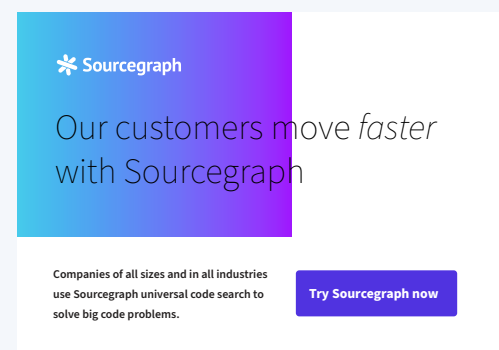
✖ **This graphic element is interfering with the legibility of the headline**

✔ **Text and image are proximate for association but do not interfere with each other**

Typography misuse

Ensure proper brand representation and readability by following the guidelines stipulated in the former pages:

- Use only the brand typefaces.

- Use proper sizing and spacing for headlines and body copy according to your format.

- Make sure your layout has hierarchy and that it is easy to read and navigate.

- Make sure text has adequate contrast and is readable.

Accessibility

The Americans with Disabilities Act (ADA) requires a high visual contrast between typography and backgrounds. For more information see our page on ADA color accessibility. The full ADA guidelines for the US can be found here: ada.gov/2010ADAstandards_index.htm

Do not use off-brand typefaces.

Universal Code Search

Find and fix things across all of your code faster with Sourcegraph. Onboard to a new codebase, make large-scale refactors, increase efficiency, address security risks, root-cause incidents, and more.

Do not use bold weights for Headline 1.

Universal Code Search
Move fast, even in big codebases

Do not use Extra Light for Sub Headlines.

Universal Code Search
Move fast, even in big codebases

Do not use Source Code for headlines or standard body copy.

Universal Code Search

Find and fix things across all of your code faster with Sourcegraph. Onboard to a new codebase, make large-scale refactors, increase efficiency, address security risks, root-cause incidents, and more.

Do not add effects to text.

Universal Code Search
Move fast, even in big codebases

Write queries with regex, punctuation, symbols, and advanced syntax-aware pattern matching.

Do not center-align body copy.

Find anything in code fast

Write queries with regex, punctuation, symbols, and advanced syntax-aware pattern matching. Sourcegraph's visual and interactive query builder constructs complex queries to find and filter code in ways IDEs and code hosts can't.

Do not use color for body copy.

Navigate code

Find definitions, references, usage examples, and anything else in code, across package, dependency, and repository boundaries. You can navigate code in your web browser in any repository on any branch, instantly and without losing your local context.

Do not place text over backgrounds that do not provide sufficient contrast.

Find anything in code, fast

Write queries with regex, punctuation, symbols, and advanced syntax-aware pattern matching. Sourcegraph's visual and interactive query builder constructs complex queries to find and filter code in ways IDEs and code hosts can't.

Do not use all-caps.

NAVIGATE CODE

Find definitions, references, usage examples, and anything else in code, across package, dependency, and repository boundaries. You can navigate code in your web browser in any repository on any branch, instantly and without losing your local context.

Links to download fonts

The Source family typefaces are open source and available to download through Google Fonts.

To use the Source typefaces in your Google Docs, Slides presentations, and the like, take these steps:

- In the tool bar menu, click the down arrow in the typeface menu.

- Click on 'Add more fonts.'

- Search 'Source' and the typefaces should come up. Click to activate 'Source Sans Pro' and 'Source Code Pro.'

- Click 'OK.'

The type family is also available through Adobe if you have a subscription to Adobe fonts.

Google Fonts Links

Get Source Sans Pro

Get Source Code Pro

Iconography

Overview

Our icons are powerful visual communicators. They enhance the ability to navigate and comprehend content while adding visual interest.

We have developed a flexible system of primary and secondary icons. The primary icons speak to our core products while the secondary icons are meant for more general use.

Primary product icons

Our primary icons represent our four primary products. These icons contain more detail and depth than our secondary icons, and are generally used at larger sizes to show those qualities.

- Do not create other icons to replace these product icons, or create new icons in this style.

- Do not use primary icons for anything other than representing their product.

- Do not manipulate or change colors.

- Never create your own product icons.

- Minimum size for digital is approximately 50px tall.

Light backgrounds

Code Search

Code Insights

Code Intelligence

Batch Changes
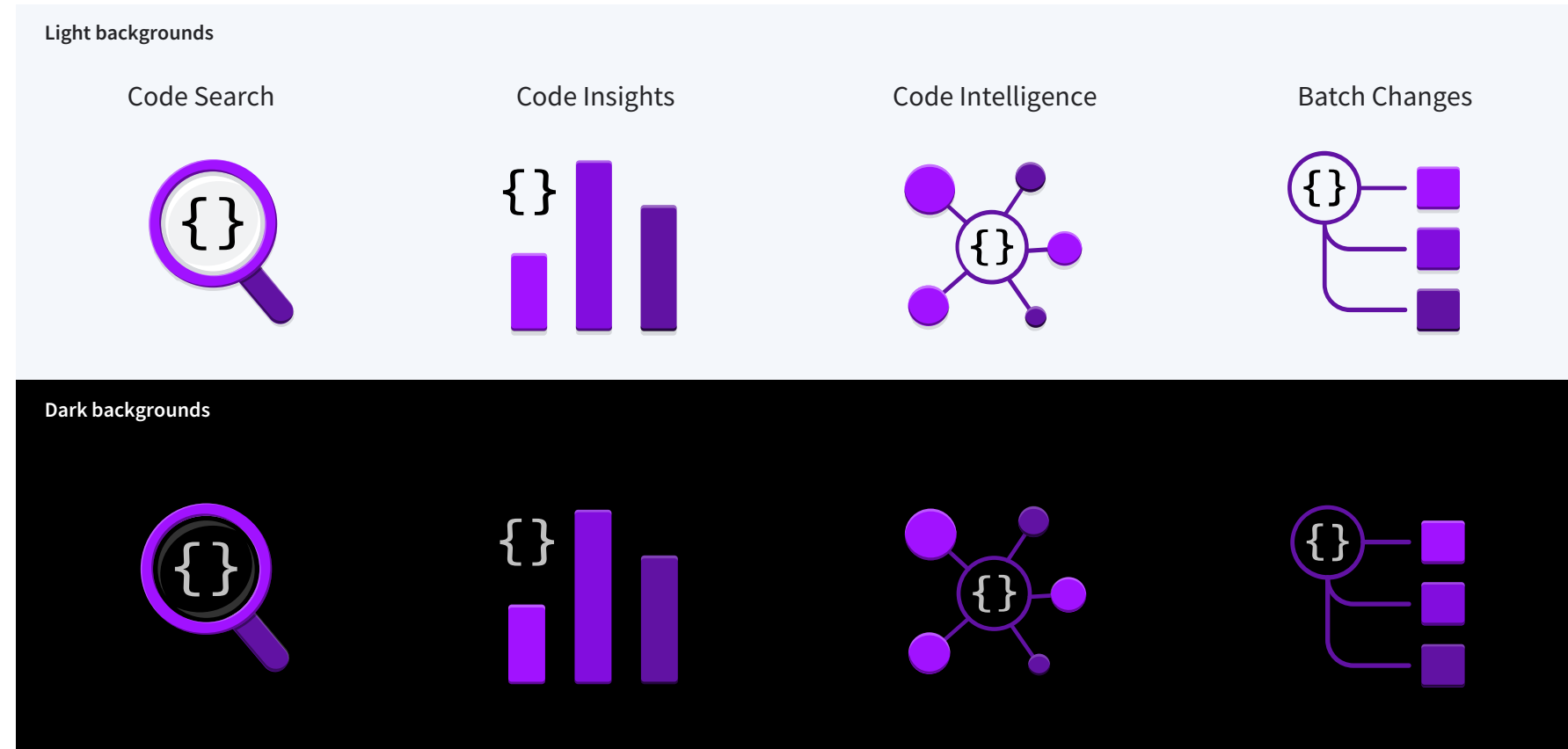
Dark backgrounds

Minimum digital height

50px

Clear space

¼ X

¼ X

¼ X

¼ X

X
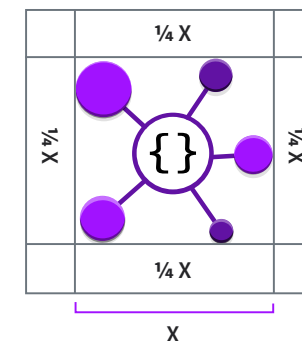
Secondary icons

Icons

- Use on light colored backgrounds. White or Sourcegraph Light Gray work best.

- Do not alter the colors or design.

- Maintain clear space.

- Minimum digital size is approximately 25px in height. The sweet spot is between 30 – 50px depending on the use case.

Library

To access the full library of icons with the most current additions, click here.

Code change management

ROI

Code volumes

Increase velocity

Slow velocity

Proliferating languages & platforms

Security access locked

Security access unlocked

Code bugs

User growth

Code monitoring

Revenue increase

Clear space

Minimum digital size

¼ X

¼ X

¼ X

¼ X

X

25px tall
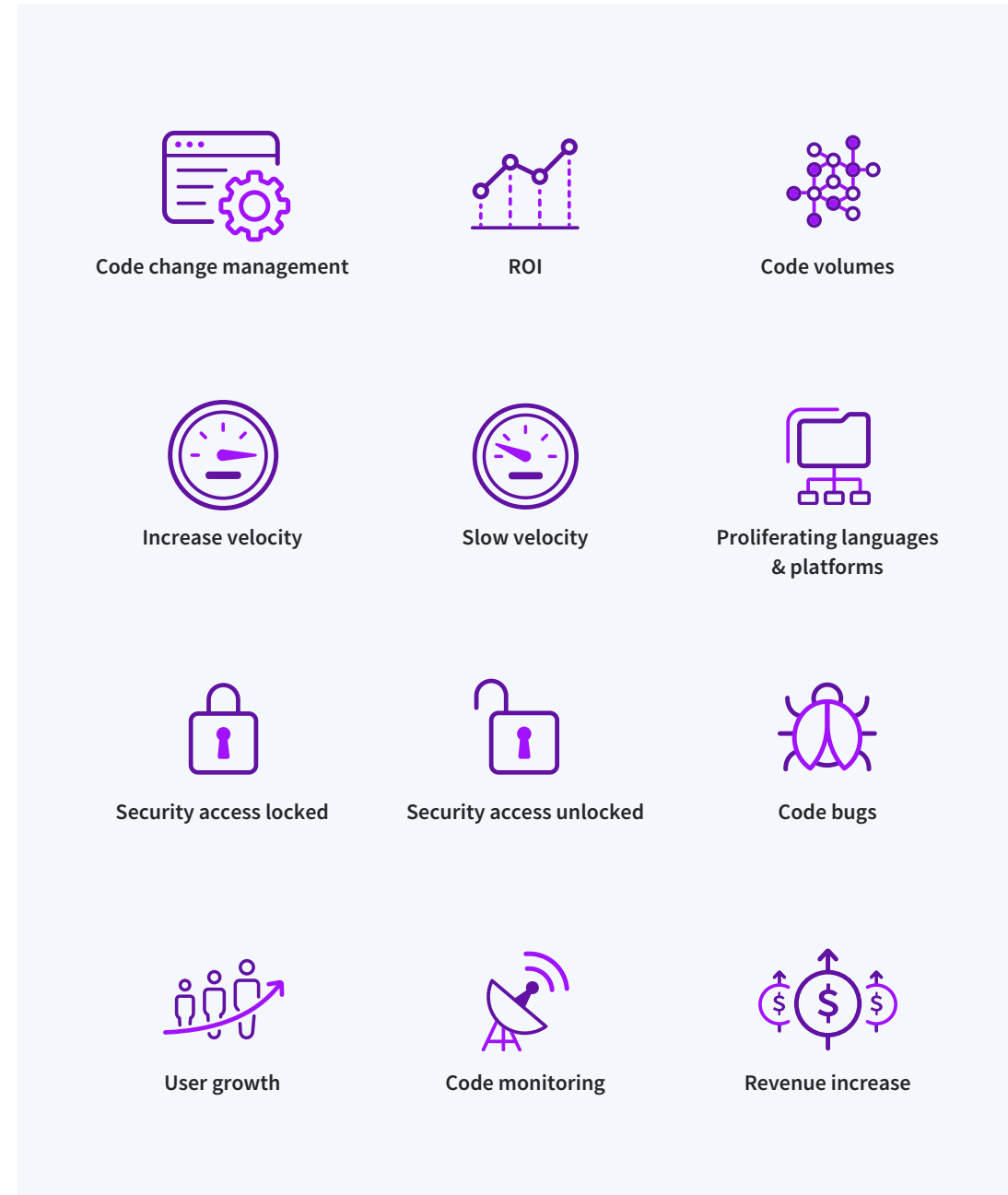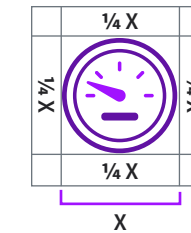
Secondary icons

One-color icons

- Use this style on dark colored backgrounds.

- Do not alter the color or design.

- Maintain clear space.

- Minimum size is approximately 25px in height. The sweet spot is between 30 – 50px depending on the use case.

Code change management	ROI	Code volumes
Increase velocity	Slow velocity	Proliferating languages & platforms
Security access locked	Security access unlocked	Code bugs
User growth	Code monitoring	Revenue increase

Clear space

Minimum digital size

25px tall
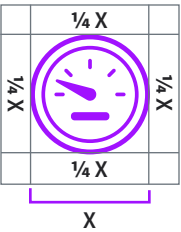
Icon use

When used correctly icons help readers navigate, scan, and comprehend content more efficiently. They also add visual interest.

- When using multiple icons make sure to optically align them.

- Always ensure sufficient contrast, readability, and clear space.

- Make sure icons are both relevant and useful. Do not use decoratively or in excess.

Use icons to organize content and aid navigation

How we help

Manage your code
Lorem ipsum dolor sit amet, consect etur adipiscing elit. Maecenas lobortis sit amet felis sit amet ornare. Morbi sed laoreet erat, commodo.

Increase revenue
Aliquam imperdiet velit mollis tincidunt convallis. Sed facilisis, nibh dignissim venenatis vestibulum.

Easily debug code
Vestibulum purus nisl, commodo feugiat libero finibus, vehicula tempus urna. Proin neque tortor, maximus conta.

Increase velocity
Lorem ipsum dolor sit amet, consect etur adipiscing elit. Maecenas lobortis sit amet felis sit amet ornare. Morbi sed laoreet erat, commodo.

User growth
Aliquam imperdiet velit mollis tincidunt convallis. Sed facilisis, nibh dignissim venenatis vestibulum.

Monitor code
Vestibulum purus nisl, commodo feugiat libero finibus, vehicula tempus urna. Proin neque tortor, maximus typi.

Find it fast

Write queries with regex, punctuation, symbols, and advanced syntax-aware pattern matching. Sourcegraph's visual and interactive query builder

Our clients

Engineering teams at the world's most innovative companies use Sourcegraph's universal code search to search, understand

Pair icons with relevant content

Use icons to highlight key information and increase comprehension

Sourcegraph   Customers   Docs   Pricing   Sign in

What we offer

Code insights
Lorem ipsum dolor sit amet, consect etur adipiscing elit. Maecenas lobortis sit amet felis sit amet ornare. venena tis vestibulum.

Learn more

Batch changes
Morbi sed laoreet erat, commo do. Aliquam imperdiet velit mollis tincidunt convallis tisa.

Learn more

Code intelligence
Sed facilisis, nibh dignissim venenatis vestibulum. Vesti bulum purus nisl, commodo feugiat mollis erat. Sed facili sis, nibh dignissim.

Learn more

Big Code Pains
We're living in the world of Big Code: massive and ever-growing codebases and repositories, multiple languages and file formats, and a wide variety of

Our Clients
Engineering teams at the world's most innovative Sourcegraph's universal code search to search, ur mate changes across large codebases.

Optically align icons

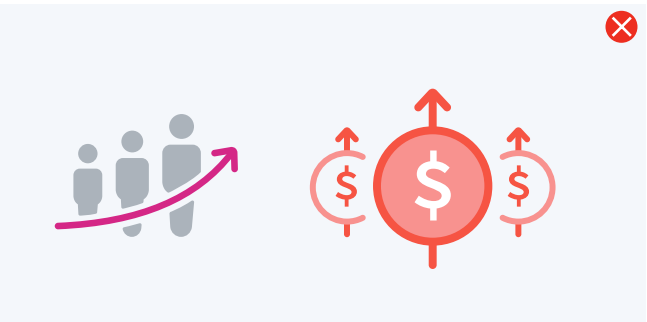**Code management**   **Code bugs**   **Increase velocity**

Icon misuse

It is important that the icons are used consistently across all platforms and media. By using icons correctly you will play a large role in the successful representation and communication of our brand.

- Maintain the integrity of the primary product icons. It is very important to not use primary icons as secondary icons or vice versa.

- Do not display icons too large or small. Keep in mind your format and the size of the corresponding text.

- Do not use icons in excess. If there are too many it can hinder navigation rather than aid it.

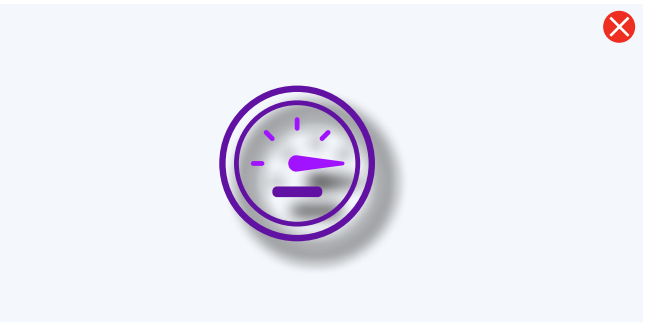- Do not alter the design or characteristics of the icons. Consistent application is key.
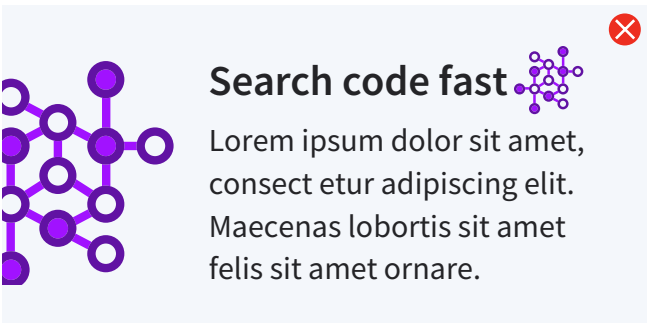
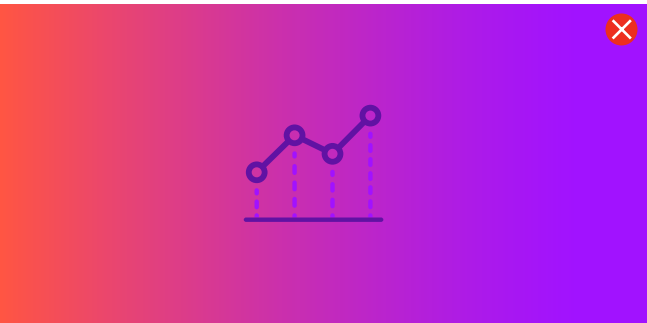**Do not mix-and-match icon styles.**

Code management   Code bugs
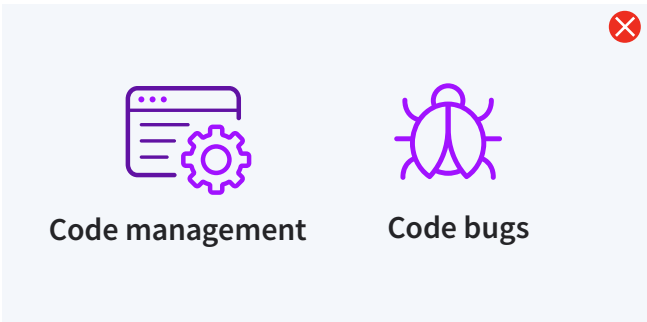
Do not change the colors of an icon.

Do not add effects to an icon.

Do not use icons decoratively or with unrelated content.

Search code fast
Lorem ipsum dolor sit amet, consect etur adipiscing elit. Maecenas lobortis sit amet felis sit amet ornare.
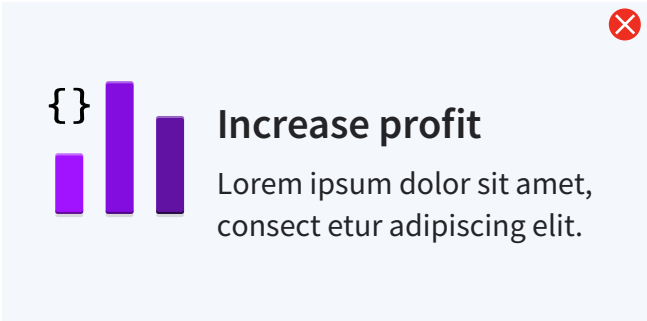
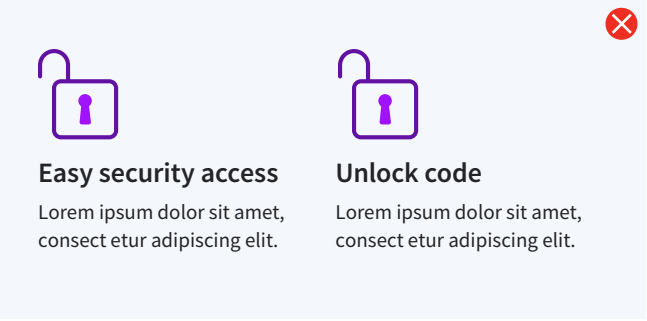**Do not place icons on backgrounds with insufficient contrast.**

Do not regular icons on dark backgrounds.
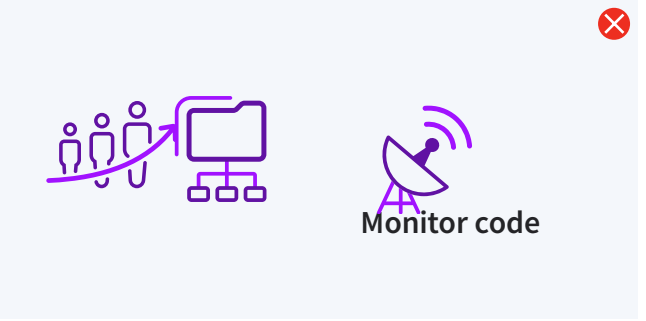**Do not use one-color icons on light backgrounds.**
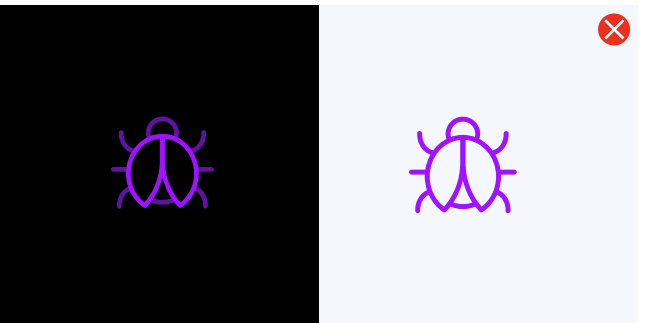
Do not pair the primary icons with any context outside of its intended use.

Increase profit
Lorem ipsum dolor sit amet, consect etur adipiscing elit.

Do not apply the same icon for multiple uses within the same design.

Easy security access
Lorem ipsum dolor sit amet, consect etur adipiscing elit.

Unlock code
Lorem ipsum dolor sit amet, consect etur adipiscing elit.

Do not violate the clear space of icons or corresponding text.
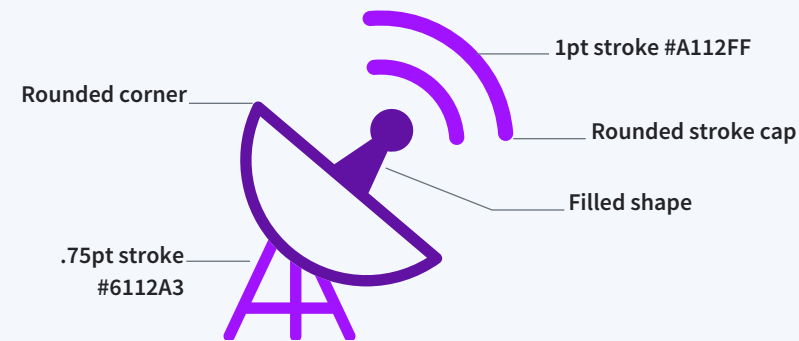
Monitor code

How to create secondary icons

Our secondary icon set expands according to our needs. Consistency in style is extremely important to uphold brand standards and professionalism. In order to ensure uniform sizing, every icon should be created on a 30 × 30 px artboard.

Universal characteristics:

- All shapes and lines should be minimalist and simple.

- Strokes are monoweight.

- Strokes are rounded at the cap and corners. Shapes are also rounded, with no sharp outer edges.

- Strokes are either 1pt or .75pt in weight.

- Icons use mixed stroke weights to create depth and balance.

- All icons contain Vivid Violet: #A112FF.

Icon anatomy

1pt stroke #A112FF

Rounded corner

Rounded stroke cap

Filled shape

.75pt stroke #6112A3

Icon color palette
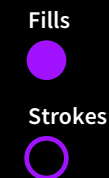
#A112FF Vivid Violet

#6112A3

Icons

Fills

Strokes

Light icons are primarily built with lines and limited filled shapes.

✔ Only use stroked fills when necessary

✔ Mix the use of #A112FF and #6112A3

One-color icons

Fills

Strokes

One-color icons are built with lines and filled shapes only.

✔ Only use #A112F

✔ Does not use stroked fills

Photography

Overview

To help distinguish our brand from others, and to provide the most flexibility and inclusiveness for our brand design, we discourage the use of photography in marketing collateral. Instead, we rely on color, gradients, illustration, patterns, shapes, and other graphic treatments to communicate visually and enhance our message.
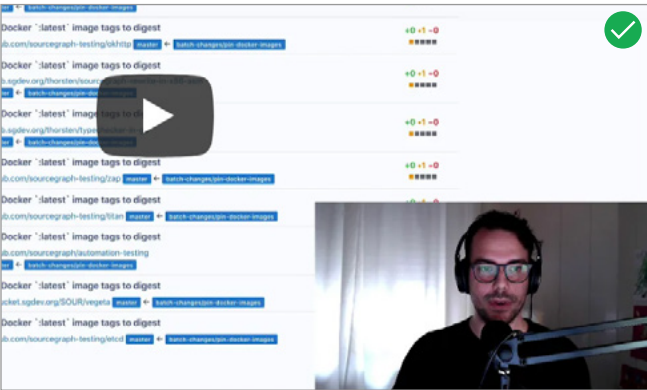
We do allow the use of portraits and candid photography in marketing as we may need to highlight an individual such as an employee (for a Careers site) or an event speaker.

Best uses for photography

Follow these general rules for the use of photography in marketing.
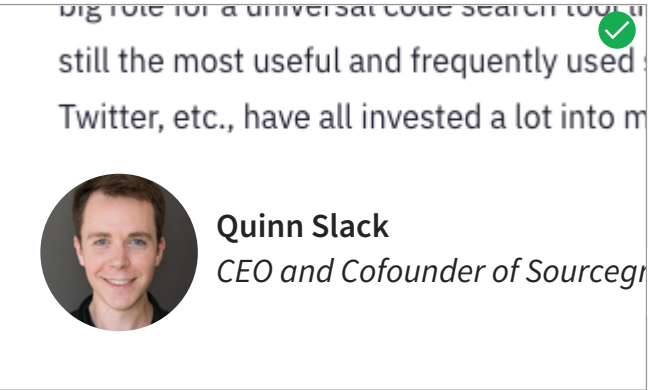
✅ Acceptable uses

Stills for video content and thumbnails.

Highlighting specific people such as employees or event speakers.

Portraits of featured employees, authors, or anyone relevant to the content being displayed — such as a quote or blog article.

❌ Unacceptable uses

Dark or moody photography.

Inauthentic or stock imagery.

Posed or overly treated photography.

Data visualization

Overview

Data visualization can increase the viewer's understanding of data. When displayed correctly it is an effective tool for the communication of more complex points.

Use our brand fonts and custom color palette for all data visualizations.
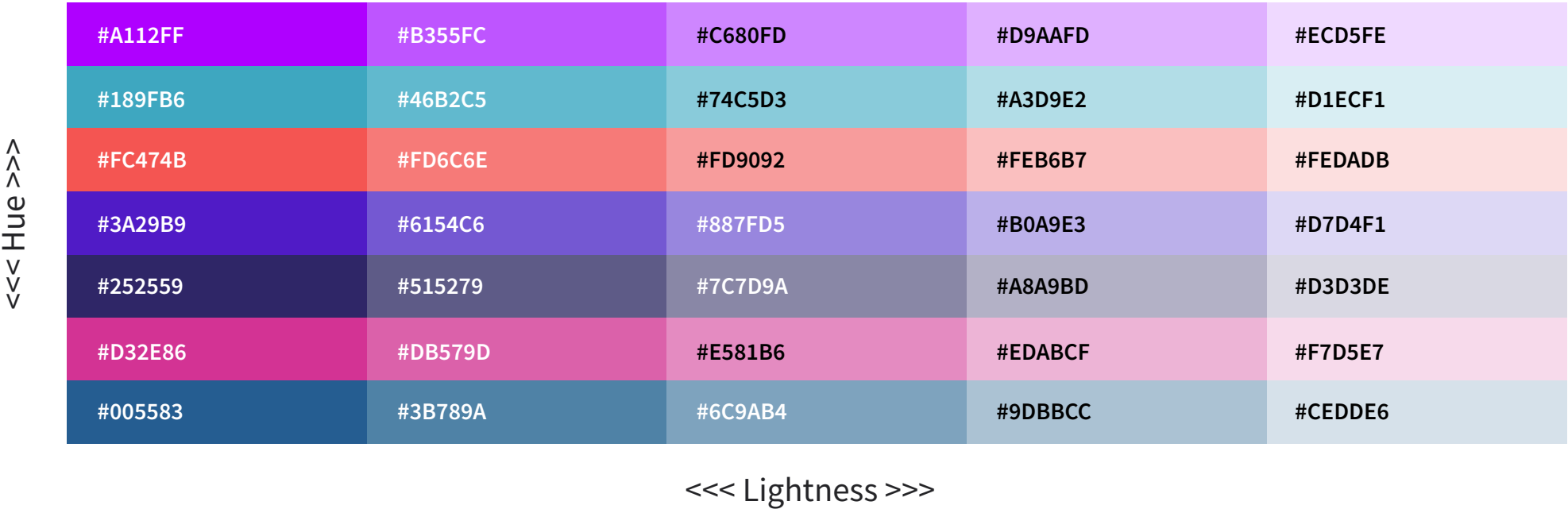
Color use

Custom color palette

Use this secondary color palette for data visualizations. These colors are especially chosen for their ADA compliance, as they have sufficient contrast for people with different vision abilities. This color palette works best on light backgrounds, accessibility is not guaranteed on dark backgrounds. See our page on ADA accessibility for more information on color accessibility.
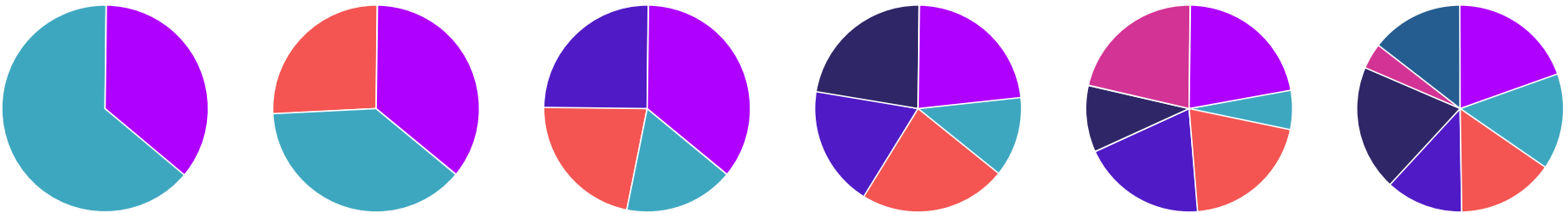
Contrast is key

When choosing what colors to include in your chart, choose combinations with the best contrast. Consult our recommended hierarchy of color combinations to the right.

Exceptions can be made:

- Use of the color red can be prioritized to show a loss or other negative data point.

- If you're showing multiple charts together it is more visually interesting to show charts with different color combinations, rather than all the same. This is especially important if the content of data is different in each chart.

- This hierarchy doesn't apply to stacked bar charts, as the colors can vibrate without the line between — try combining bright and dark hues.

<<< Hue >>>

#A112FF	#B355FC	#C680FD	#D9AAFD	#ECD5FE
#189FB6	#46B2C5	#74C5D3	#A3D9E2	#D1ECF1
#FC474B	#FD6C6E	#FD9092	#FEB6B7	#FEDADB
#3A29B9	#6154C6	#887FD5	#B0A9E3	#D7D4F1
#252559	#515279	#7C7D9A	#A8A9BD	#D3D3DE
#D32E86	#DB579D	#E581B6	#EDABCF	#F7D5E7
#005583	#3B789A	#6C9AB4	#9DBBCC	#CEDDE6

<<< Lightness >>>

Generally recommended order of color combinations. Does not apply to stacked bar charts.

Lightness and hue
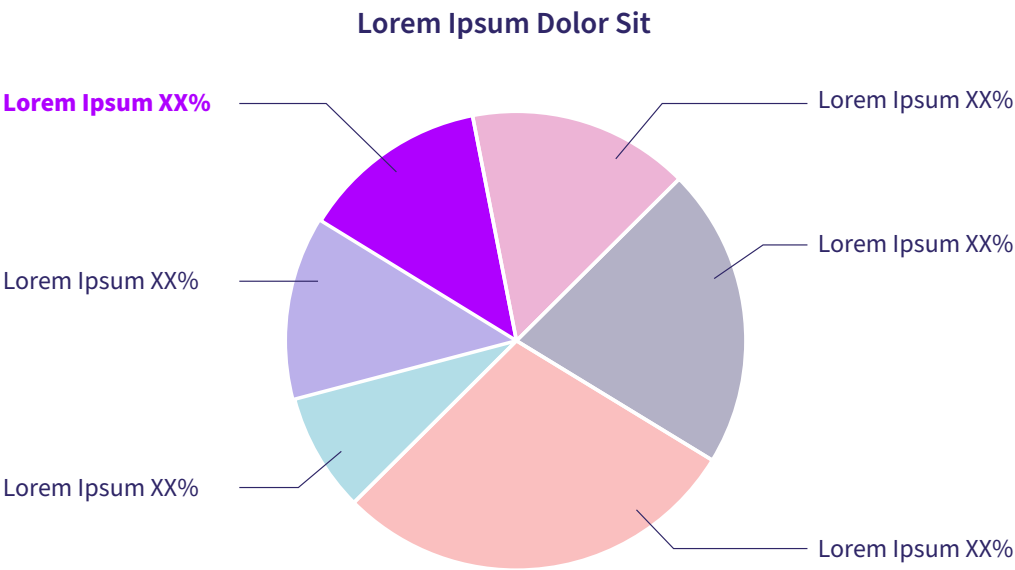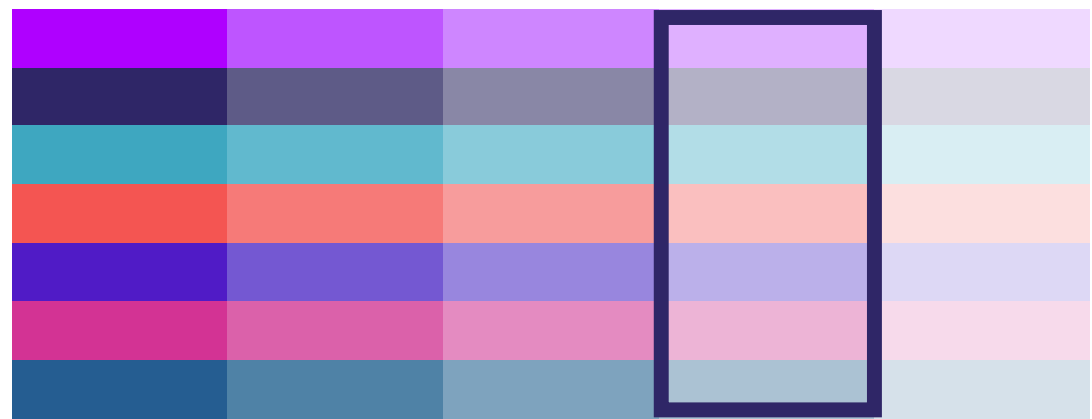
Use color to highlight sections

Our palette contains a range of hues and their tints. Shift sections that aren't being highlighted to a lighter hue. Bold the statistic or label of the highlighted data point to be the same color as the highlighted data.
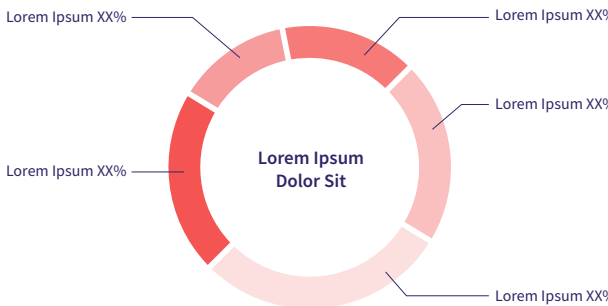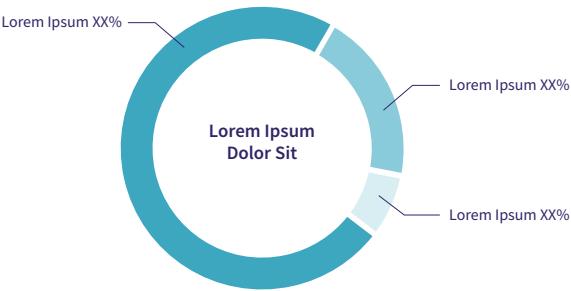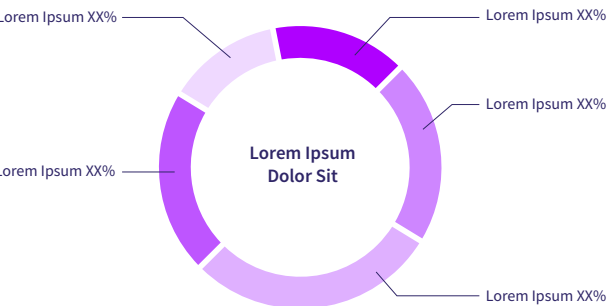
Get the most out of the palette

In some cases, if you have multiple sets of small data (five or less data points) you could use a monochromatic color palette for each chart by using all the tints within a hue.

For more complex sets of data (more than seven data points) use a range of hues and lightness to ensure there is enough contrast between all the colors.

Highlight data with strategic use of tints.

Use monochromatic palettes for groups of charts with small data sets.

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Typography

Color is the primary communicator of a data visualization and gives an overall impression, whereas typography provides the context. Thus it is extremely important that all text is readable, and accurately placed to ensure understanding.
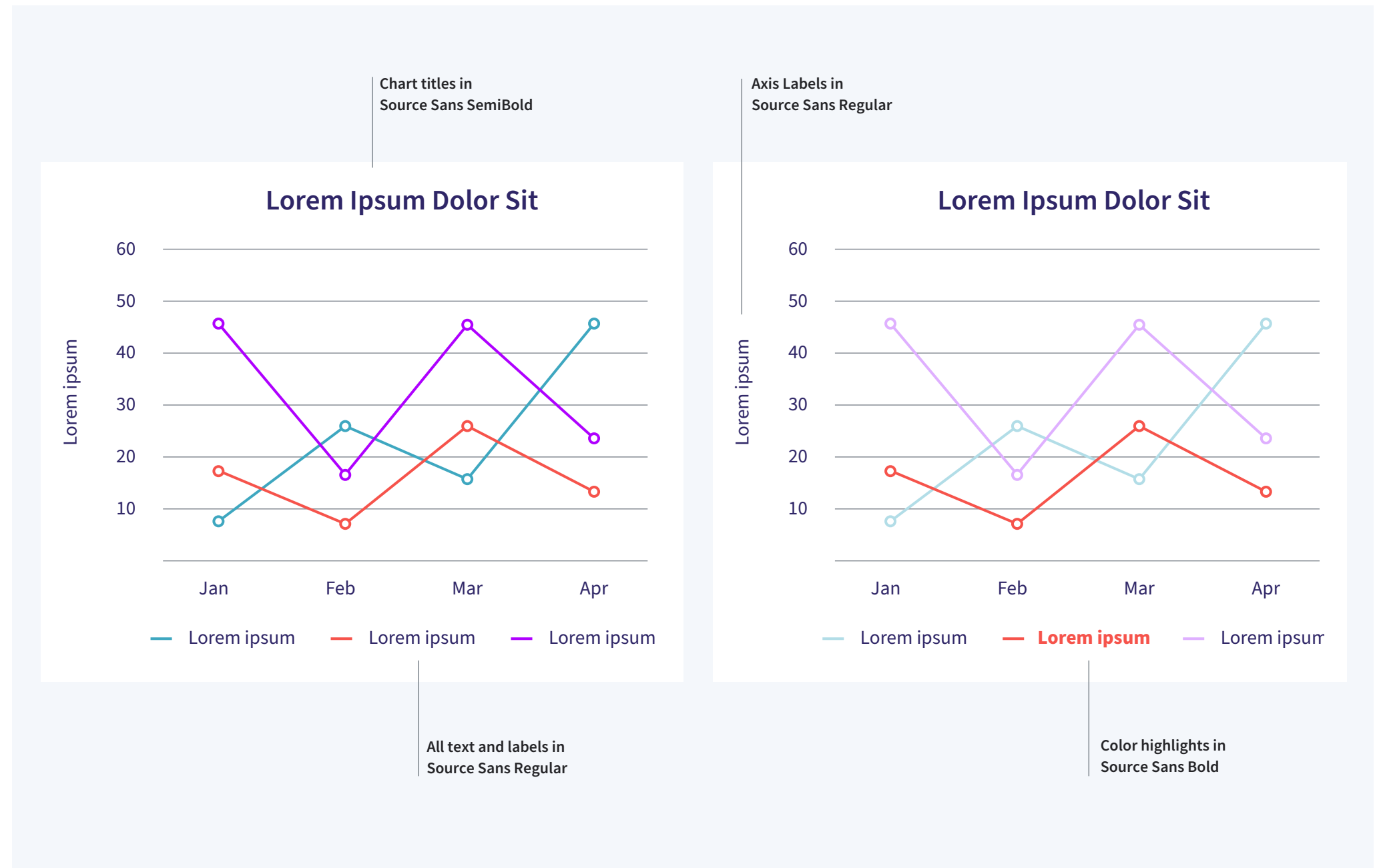
Typeface

Use the brand typeface Source Sans for all text, numbers, and labels.

Color

All text should either be set in black or our Sourcegraph dark purple, #252559. Up to one call-out can be highlighted in a graphic through bolding and a color shift (see right example).

Size

To maintain simplicity we recommend keeping all text the same size within a data visualization, with the exception of the chart title.

**Chart titles in
Source Sans SemiBold**

**Axis Labels in
Source Sans Regular**

Lorem Ipsum Dolor Sit

Lorem ipsum

	Jan	Feb	Mar	Apr
60				
50				
40				
30				
20				
10				

— Lorem ipsum   — Lorem ipsum   — Lorem ipsum

Lorem Ipsum Dolor Sit

Lorem ipsum

	Jan	Feb	Mar	Apr
60				
50				
40				
30				
20				
10				

— Lorem ipsum   — **Lorem ipsum**   — Lorem ipsum

**All text and labels in
Source Sans Regular**

**Color highlights in
Source Sans Bold**

Choosing the right chart

Data Visuals come in many different forms. The most pertinent to our brand include: bar, line, and pie or donut. Choosing the type of chart that best fits your data set is essential to communication.
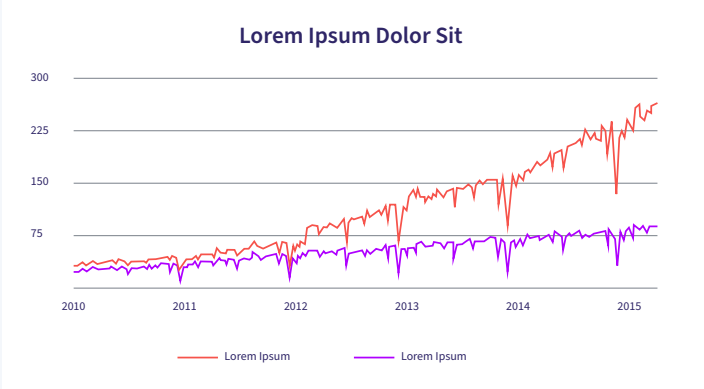
Bar and Line
These are good to show information change over time, and or to compare data. However, line graphs are better for larger data sets over longer periods of time.
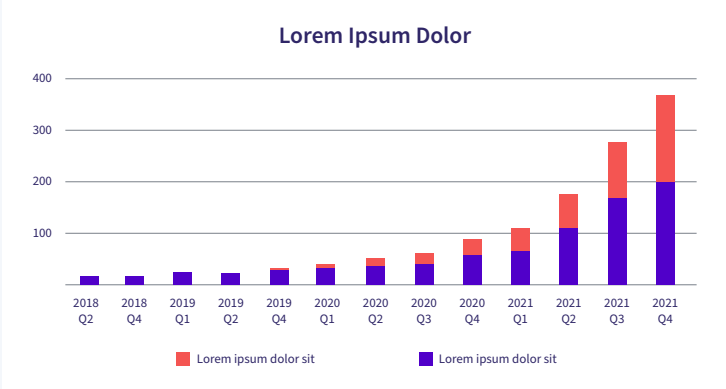
Donut and Pie
These are more useful to show percentages of a whole, or proportions. They are not suited for complex data sets.
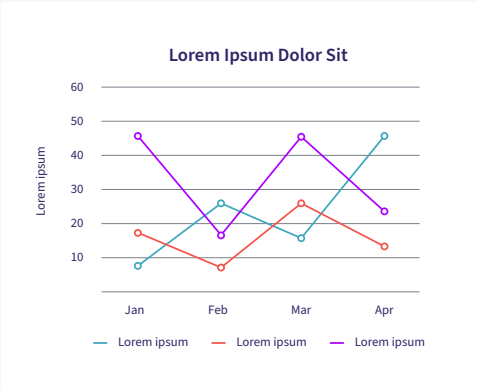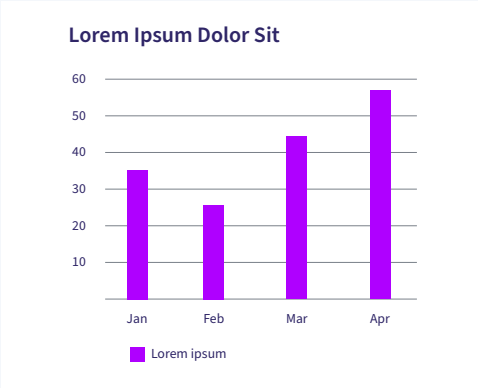

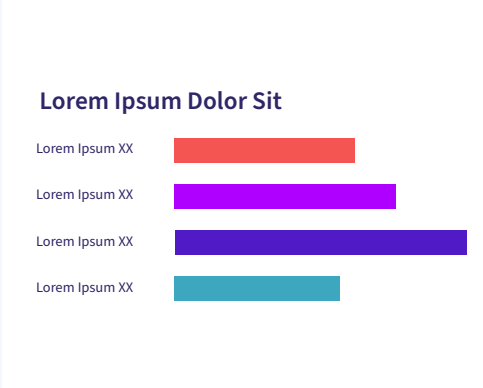This line chart is good for small- to medium-sized data sets over time.

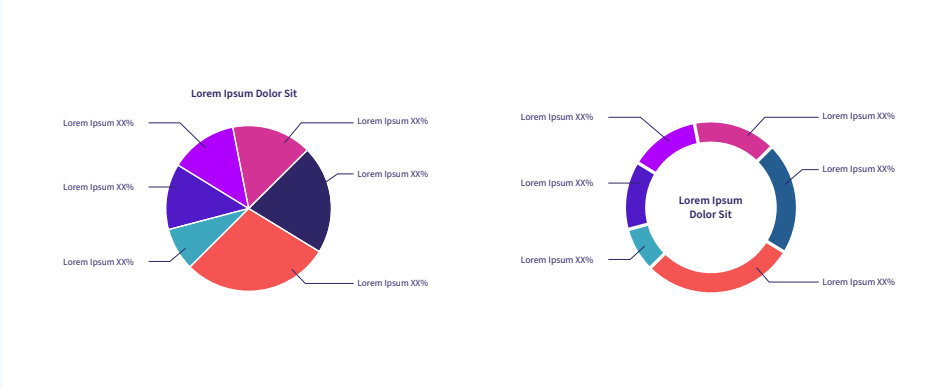This line chart is good for larger data sets over time.

This stacked bar chart is useful for showing multiple parts of multiple totals while comparing them over time.

This bar chart is good for small- to medium-sized data sets.

This horizontal bar chart is good for comparing small- to medium-sized data sets.

A pie or donut chart is good for comparing parts of a total, for small-sized data sets.

Pie and donut chart design

Pie and Donut charts are most appropriate for showing small sets of data. Depending on the values within your data a bar chart might better showcase differences in size. Test out your design and choose what works best for you.
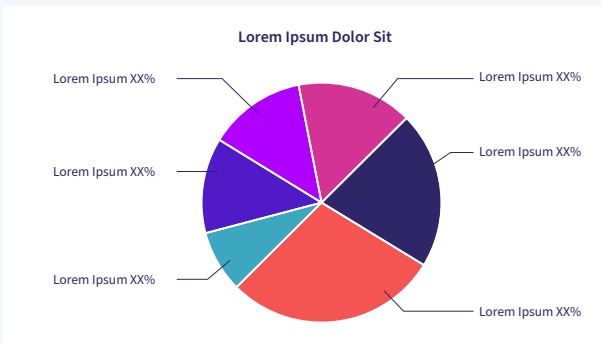
Follow the guides set out in the previous pages, in addition to the following:

- The more simplified the data, the fewer the categories, the easier the data is to digest.

- Ensure proper labeling of data.

- Make sure text is legible and consistent.

- Use a legend if necessary.

- Avoid adding elements that distract from the data.

- Call-out lines should be dark purple #252559, .5pt stroke.

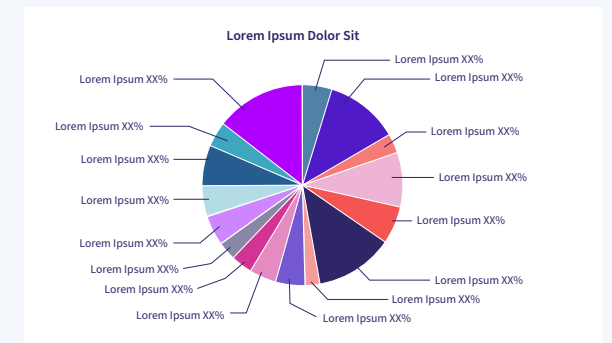- Use lines between data points to aid color contrast.

✔ Approved chart styles
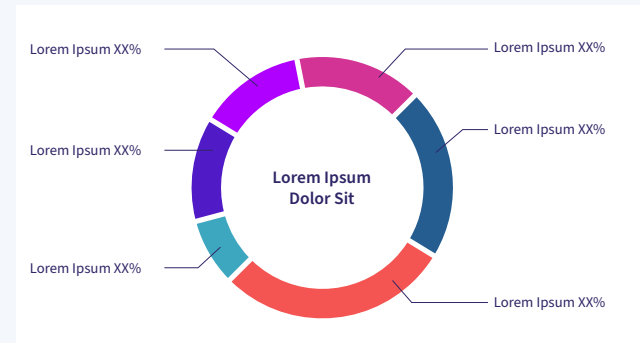
✔ Donut chart title is centered within donut chart.

✔ Use lines between data points to aid color contrast.

✔ Each data point is properly labeled.

✔ Pie chart title is centered above the pie chart.

✔ Call-out lines are set in dark purple # 252559, .5pt stroke.

✖ Avoid this

✖ This pie chart has far too many points of information. It's hard to read and understand the data being conveyed.

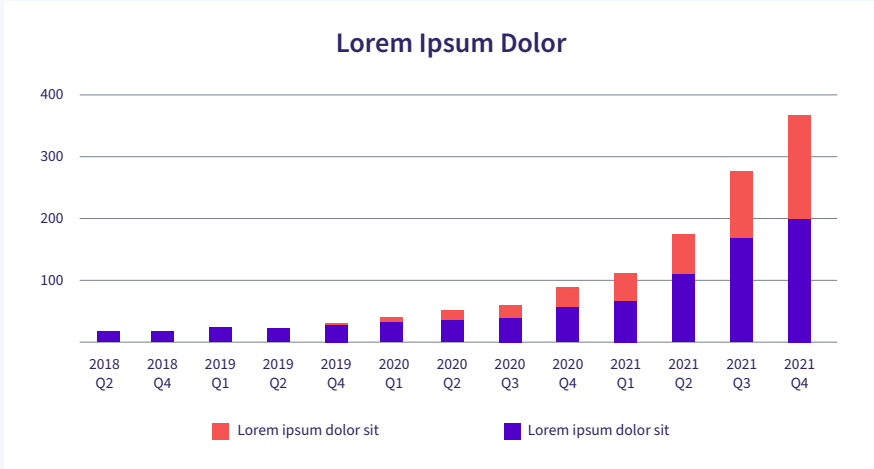A bar chart would have been more suitable for this data set.

Bar chart design

Follow the guides set out in the previous pages, in addition to the following:

- Ensure that the intervals within the scale of your chart provide enough differentiation between data points.

- The more simplified the data, the fewer the categories, the easier the data is to digest.

- Chart titles can either be left-aligned or centered. Use your best judgment.

- Ensure proper labeling of data, and axes.

- Make sure text is legible and consistent.

- Use a legend if necessary.

- Avoid adding elements that distract from the data.

- Make sure colors contrast, and don't vibrate, especially in stacked bar charts.

- Graph lines should be in gray, #6C757D, .5pt stroke weight.

✔ Approved chart styles

Approved stacked bar chart style

Lorem Ipsum Dolor

400
300
200
100

2018 Q2 | 2018 Q4 | 2019 Q1 | 2019 Q2 | 2019 Q4 | 2020 Q1 | 2020 Q2 | 2020 Q3 | 2020 Q4 | 2021 Q1 | 2021 Q2 | 2021 Q3 | 2021 Q4
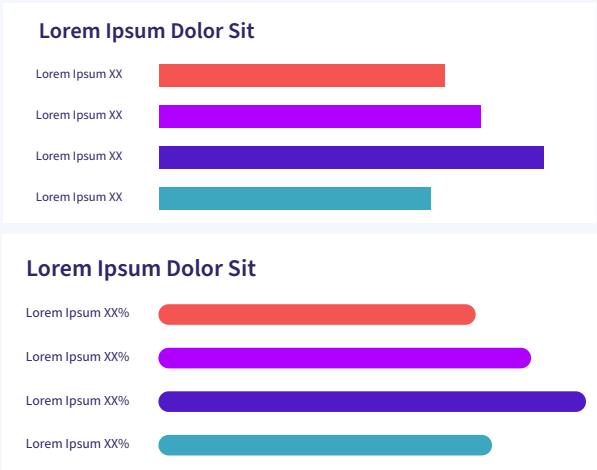
■ Lorem ipsum dolor sit ■ Lorem ipsum dolor sit

✔ Chart is properly labeled with consistent typography.

✔ As this is a stacked bar chart, contrast, and the color red, are prioritized above the general color hierarchy.

✔ Graph lines are gray and have a .5pt stroke weight.

Approved bar chart style

Lorem Ipsum Dolor Sit

60
50
40
30
20
10

Jan | Feb | Mar | Apr
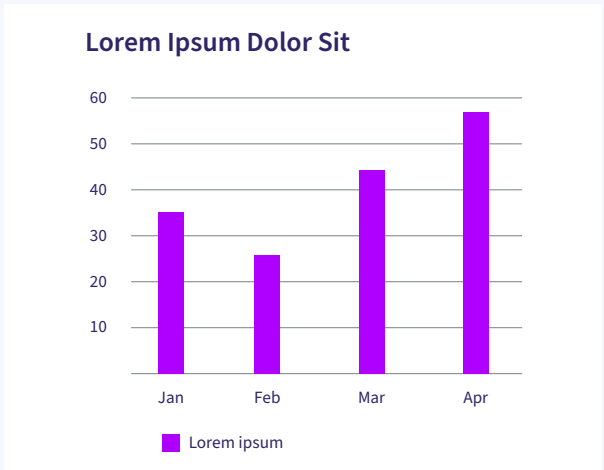
■ Lorem ipsum

✔ Scale is appropriate, it is easy to see differences in size of data points.

Approved horizontal bar chart styles

Lorem Ipsum Dolor Sit

Lorem Ipsum XX
Lorem Ipsum XX
Lorem Ipsum XX
Lorem Ipsum XX

Lorem Ipsum Dolor Sit

Lorem Ipsum XX%
Lorem Ipsum XX%
Lorem Ipsum XX%
Lorem Ipsum XX%

✔ Sharp and rounded corners are acceptable for horizontal bar charts.

✖ Avoid these mistakes

Lorem Ipsum Dolor Sit

40
30
20
10

Jan | Feb | Mar | Apr
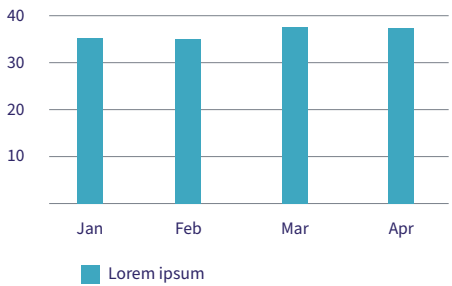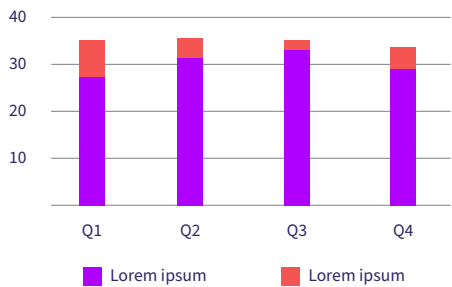
■ Lorem ipsum

✖ The intervals in this chart do not suit this data set. Since the values of the data points are so similar, smaller intervals would have allowed us to better discern the differences within the 30 – 40k range.

Lorem Ipsum Dolor Sit

40
30
20
10

Q1 | Q2 | Q3 | Q4

■ Lorem ipsum ■ Lorem ipsum

✖ This color combination is vibrating and is difficult to read. These colors would be fine for a pie or donut chart because there would be a line of separation between colors.

Line chart design

Follow the guides set out in the previous pages, in addition to the following:

- Ensure that the intervals within the scale of your chart provide enough differentiation between data points.

- The more simplified the data, the fewer the categories, the easier the data is to digest.

- Chart titles can either be left-aligned or centered. Use your best judgment.

- Ensure proper labeling of data, and axes.

- Make sure text is legible and consistent.

- Use a legend if necessary.

- Avoid adding elements that distract from the data.

- Use a light stroke weight, 1 – 2 pts for lines so that it is easy to read data points. This varies according to the overall size of the graph.

- Graph lines should be in gray, #6C757D, .5pt stroke weight.

✔ Approved chart styles

Lorem Ipsum Dolor Sit

Lorem Ipsum Dolor Sit
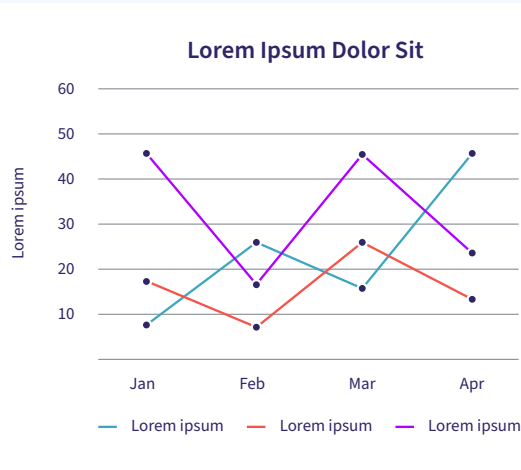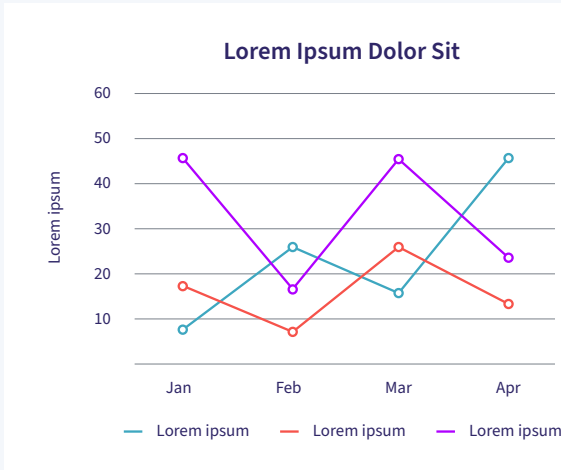
✔ Axes are properly labeled.

✔ Chart title is centered above chart.

✔ Data lines have a 1.5 stroke weight.

✔ Graph lines are gray and have a .5pt stroke weight.

✔ Legend is used to label lines.

✔ Scale is appropriate for data points.

✖ Avoid these mistakes

Lorem Ipsum Dolor Sit
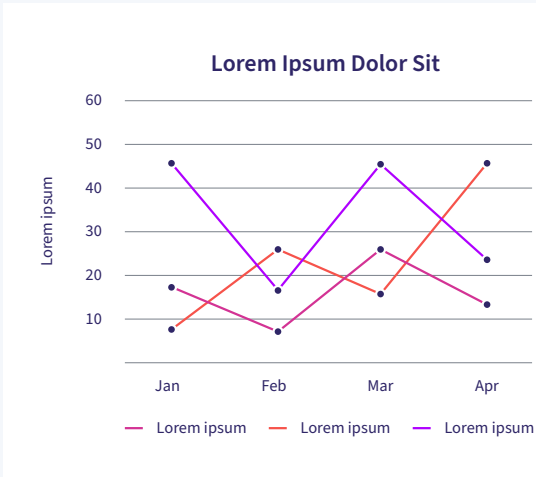
✖ Do not choose colors from the color palette that have similar hues. Refer to the recommended color hierarchy chart if you need help choosing colors with contrast.

Lorem Ipsum Dolor Sit
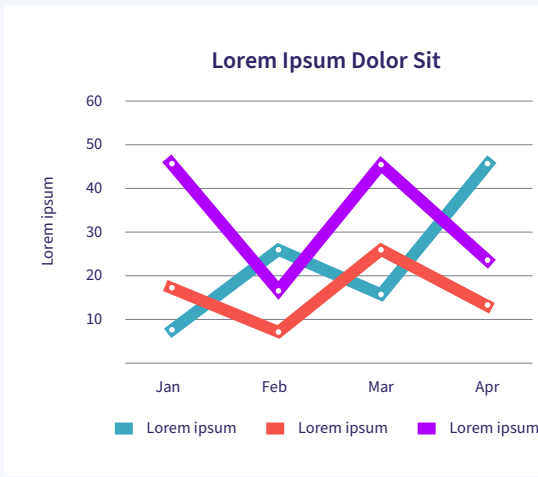
✖ Do not make the line weight overly thick. This makes it difficult to read exactly where the data point is.

Social media

Overview

As a fully-remote company working in tech — the way
we communicate and present ourselves on social media
is incredibly important. Our brand voice needs to come
through clear and strong: we are empowering, helpful, and
friendly. We also need to demonstrate our knowledge of
code and commitment to growth and transparency.

We currently have accounts on Twitter, LinkedIn, YouTube,
and Twitch, with more to come.

Social media profiles

Our brand should look consistent across all channels of social media. Inconsistency looks unprofessional.
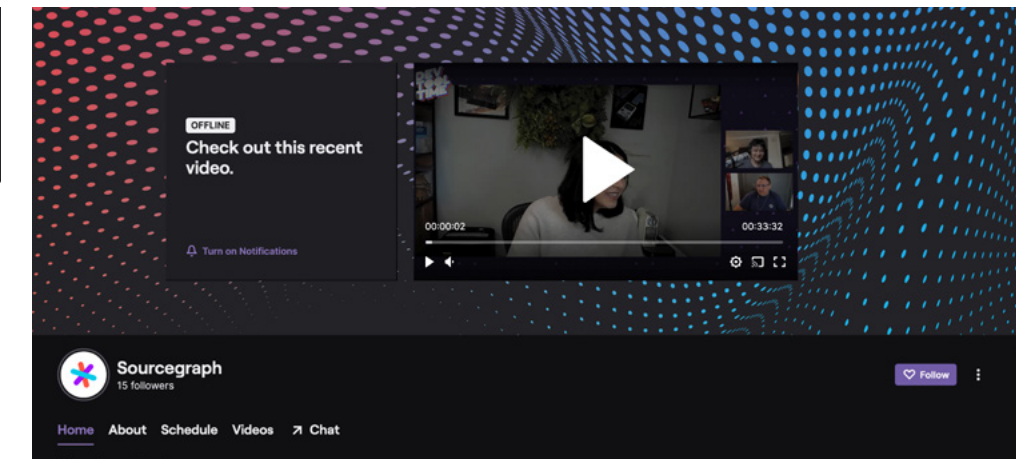
We recommend using the logomark on white for avatars and profile images. Keep cover photos relatively simple, with a dark background.

The examples to the right show cover photos with the 'textural gradient grid' graphic application — see more examples in the Brand applications section.
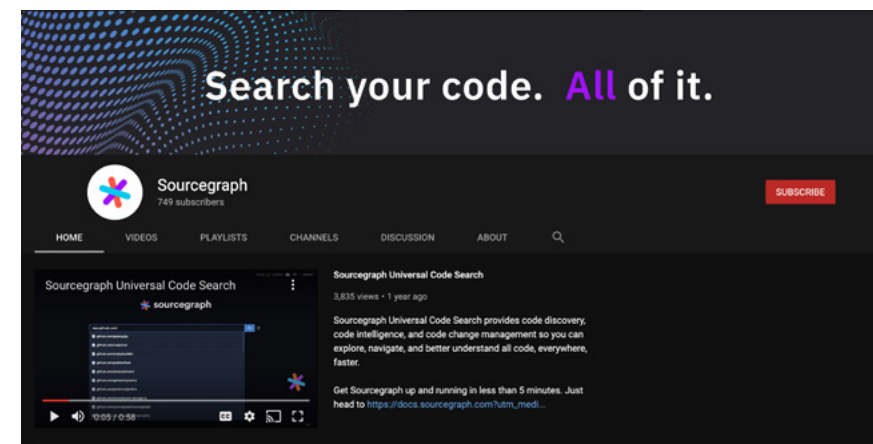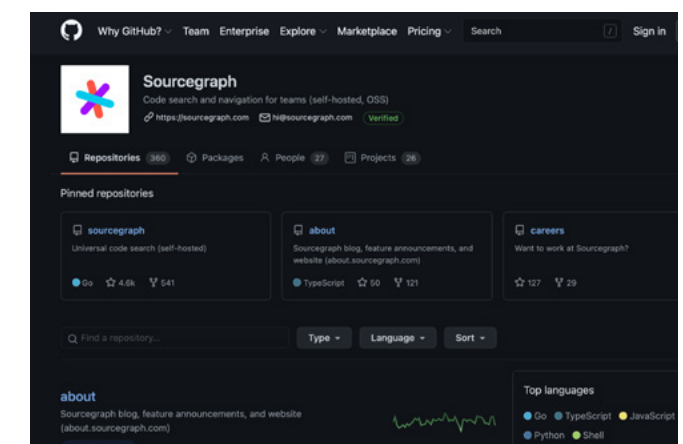
LinkedIn
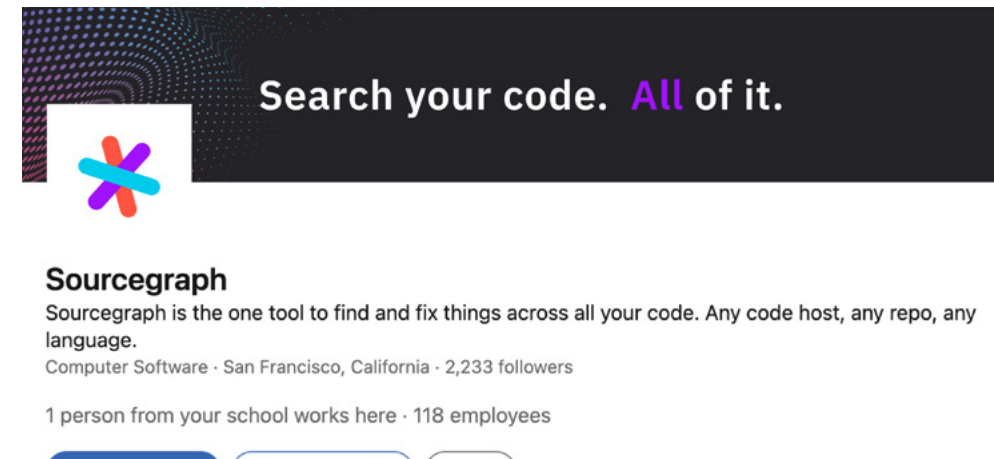
Twitch

YouTube

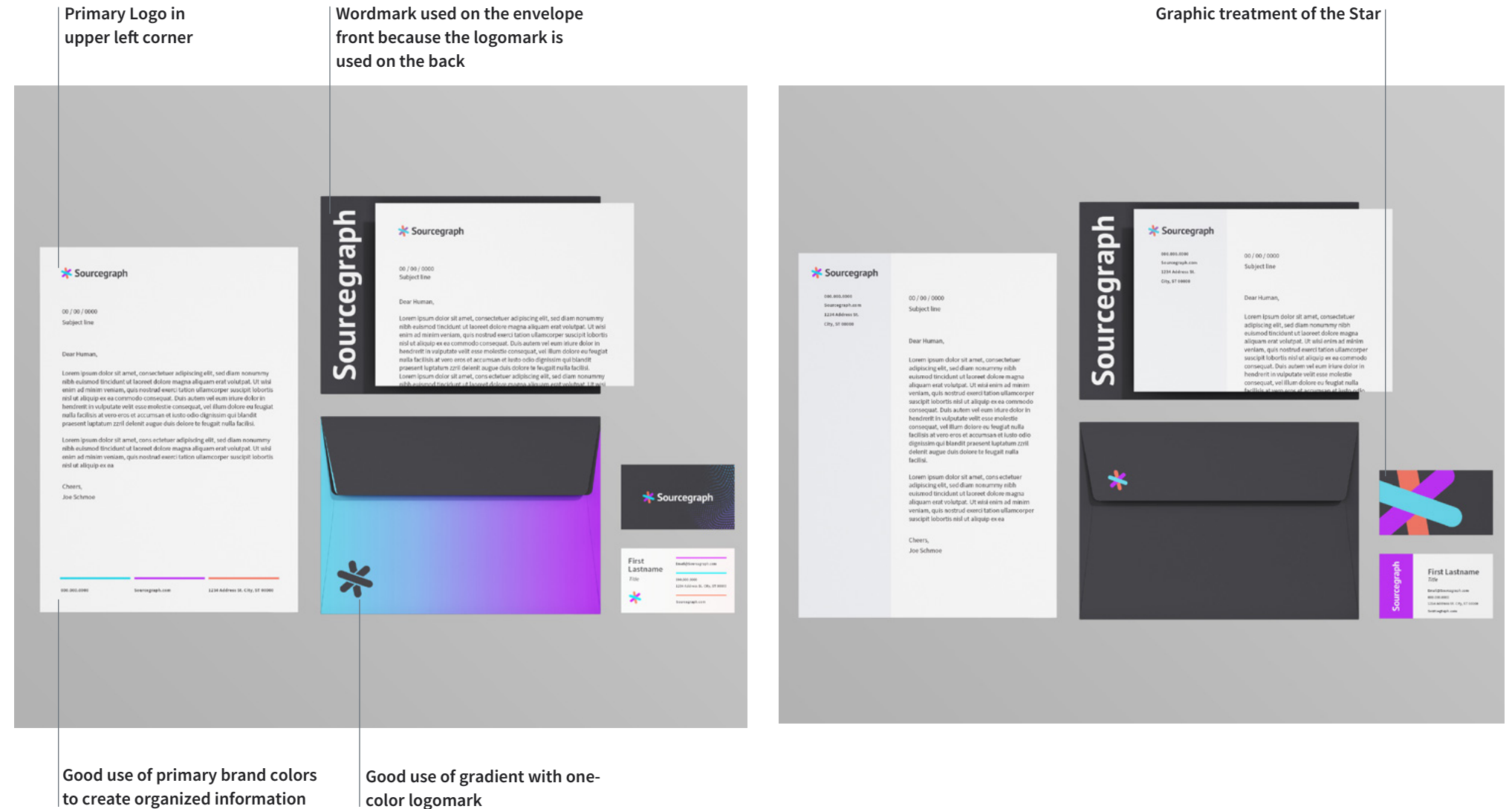Twitter

GitHub

Business templates

Stationery

All stationery should adhere to the color, typography, and logo guidelines set out in this guide. Stationery includes, but is not limited to:

- letterhead

- envelopes

- business cards

- postcards

Depending on your use case — whether it be for an event or general company business — stationery can have different designs, however our distinct Sourcegraph style should be recognizable.

To the right are some examples of appropriately branded stationery.

Primary Logo in upper left corner

Wordmark used on the envelope front because the logomark is used on the back

Graphic treatment of the Star

Good use of primary brand colors to create organized information

Good use of gradient with one-color logomark

Presentation slides

Presentation slides should follow the rules set out in these guidelines.

Use Source Sans for all text and Source Code for all code. Some typography will need to be set in a heavier weight than what is stipulated in the Typography section: for example Headlines level 1 and 2 should be in Light rather than Extra Light for better legibility. Use your best judgment and strive for readability.

For instructions on how to install the Source family on Google Slides see 'Links to download fonts', in the typography section.

Stick to the brand color palette. Acceptable background colors are black, white, and/or a gradient fill for slides that may need to stand out.

To access the complete Master Slides Template including themes, icons, and additional design elements, click here.

Google Docs

Google Docs and other text formatting documents should follow the rules set out in these guidelines.

Use Source Sans or Source Code (for code only) for all documents. For instructions on how to install the Source family on Google docs see ‘Links to download fonts’, in the typography section.

To the right are examples of standard styles of documents.

To access the latest Google Docs branded template, click here.

Primary logo set at the top left in the header

Alternate header treatment for first page

Headline 1 set in Source Sans Extra Light

Lower level Headlines (3 – 5) set in SemiBold

Sourcegraph

What's required to make Big Code work?

We're living in the world of Big Code: massive and ever-growing codebases and repositories, multiple languages and file formats, and a wide variety of developer tools. With this increased complexity, it's no wonder that software development organizations struggle to improve the developer experience, accelerate development velocity, and effectively reduce security risks.

Visibility & insight into all aspects of code across large codebases and many repositories
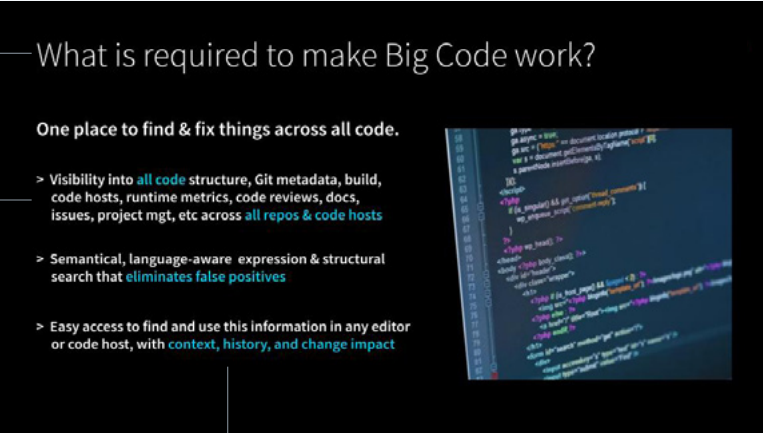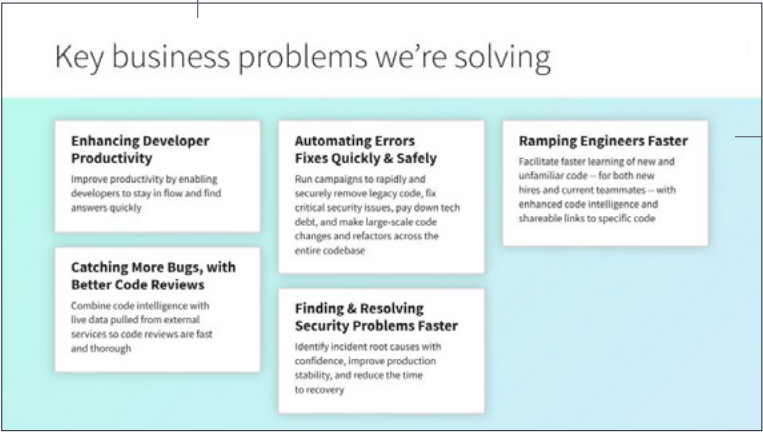
- Ability to search and identify all aspects of code structure, Git metadata, build, code hosts, runtime metrics, code reviews, docs, issues, project mgt, etc
- Ability to search across any & all repositories in real time
- Provides code 'intelligence' - context, change impact, and history
- Visibility into trends, metrics, and standards to identify new requirements and gain visibility into best practice deviations

Engineers can stay 'in flow', accessing search without context switching

- Easy access to find and use search in editor, code host, and code reviews with easy collaboration & sharing
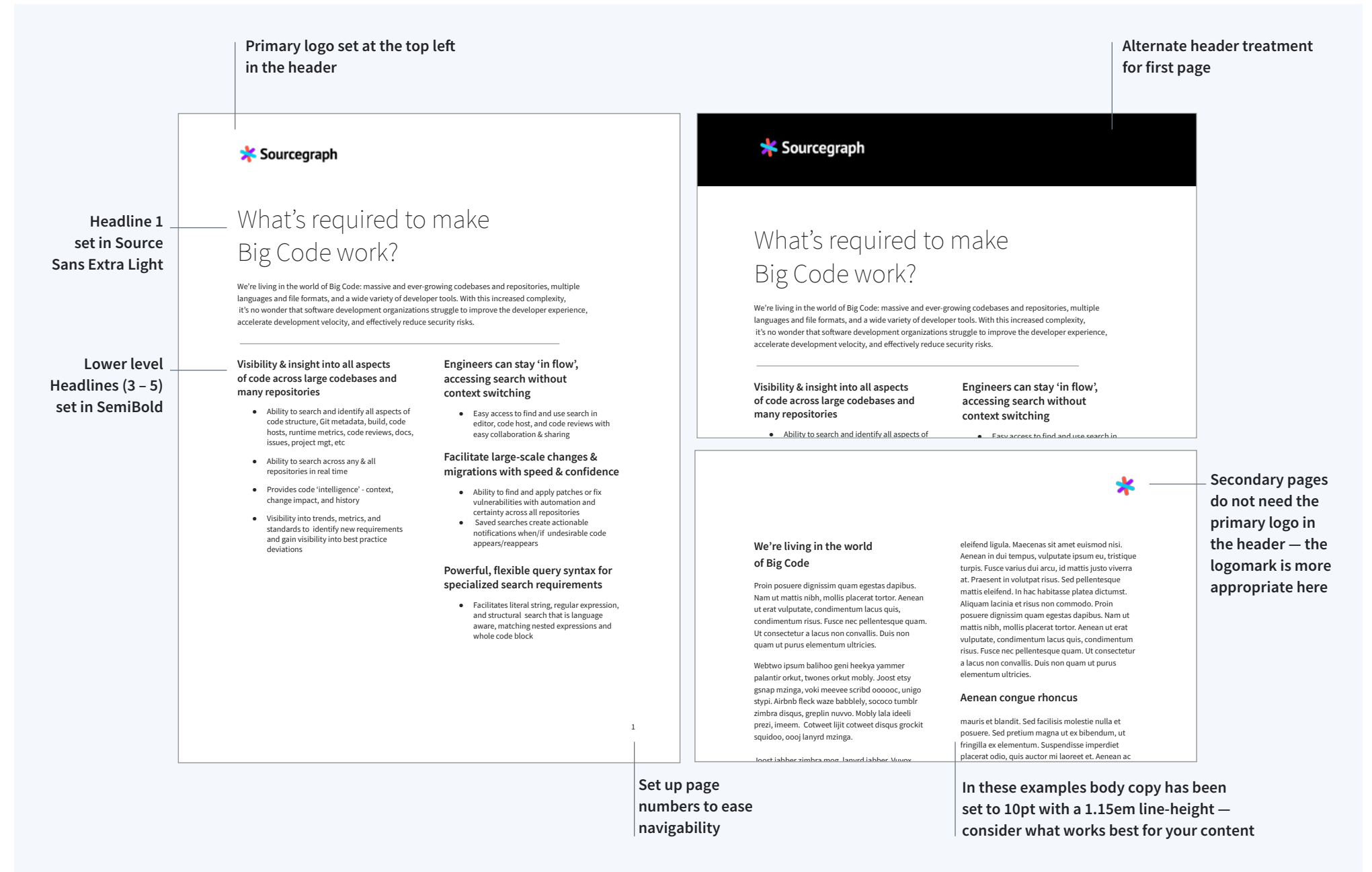
Facilitate large-scale changes & migrations with speed & confidence

- Ability to find and apply patches or fix vulnerabilities with automation and certainty across all repositories
- Saved searches create actionable notifications when/if undesirable code appears/reappears

Powerful, flexible query syntax for specialized search requirements

- Facilitates literal string, regular expression, and structural search that is language aware, matching nested expressions and whole code block

Sourcegraph

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Visibility & insight into all aspects of code across large codebases and many repositories

- Ability to search and identify all aspects of

Engineers can stay 'in flow', accessing search without context switching

- Easy access to find and use search in

Secondary pages do not need the primary logo in the header — the logomark is more appropriate here

We're living in the world of Big Code

Proin posuere dignissim quam egestas dapibus. Nam ut mattis nibh, mollis placerat tortor. Aenean ut erat vulputate, condimentum lacus quis, condimentum risus. Fusce nec pellentesque quam. Ut consectetur a lacus non convallis. Duis non quam ut purus elementum ultricies.

Webtwo ipsum balihoo geni heekya yammer palantir orkut, twones orkut mobly. Joost etsy gsnap mzinga, voki meevee scribd ooooc, unigo stypi. Airbnb fleck waze babblely, sococo tumblr zimbra disqus, greplin nuvvo. Mobly lala ideeli prezi, imeem. Cotweel lijit cotweet disqus grockit squidoo, oooj lanyrd mzinga.

Joost jabber zimbra mog, lanyrd jabber. Vuvox

eleifend ligula. Maecenas sit amet euismod nisi. Aenean in dui tempus, vulputate ipsum eu, tristique turpis. Fusce varius dui arcu, id mattis justo viverra at. Praesent in volutpat risus. Sed pellentesque mattis eleifend. In hac habitasse platea dictumst. Aliquam lacinia et risus non commodo. Proin posuere dignissim quam egestas dapibus. Nam ut mattis nibh, mollis placerat tortor. Aenean ut erat vulputate, condimentum lacus quis, condimentum risus. Fusce nec pellentesque quam. Ut consectetur a lacus non convallis. Duis non quam ut purus elementum ultricies.

Aenean congue rhoncus

mauris et blandit. Sed facilisis molestie nulla et posuere. Sed pretium magna ut ex bibendum, ut fringilla ex elementum. Suspendisse imperdiet placerat odio, quis auctor mi laoreet et. Aenean ac

Set up page numbers to ease navigability

In these examples body copy has been set to 10pt with a 1.15em line-height — consider what works best for your content
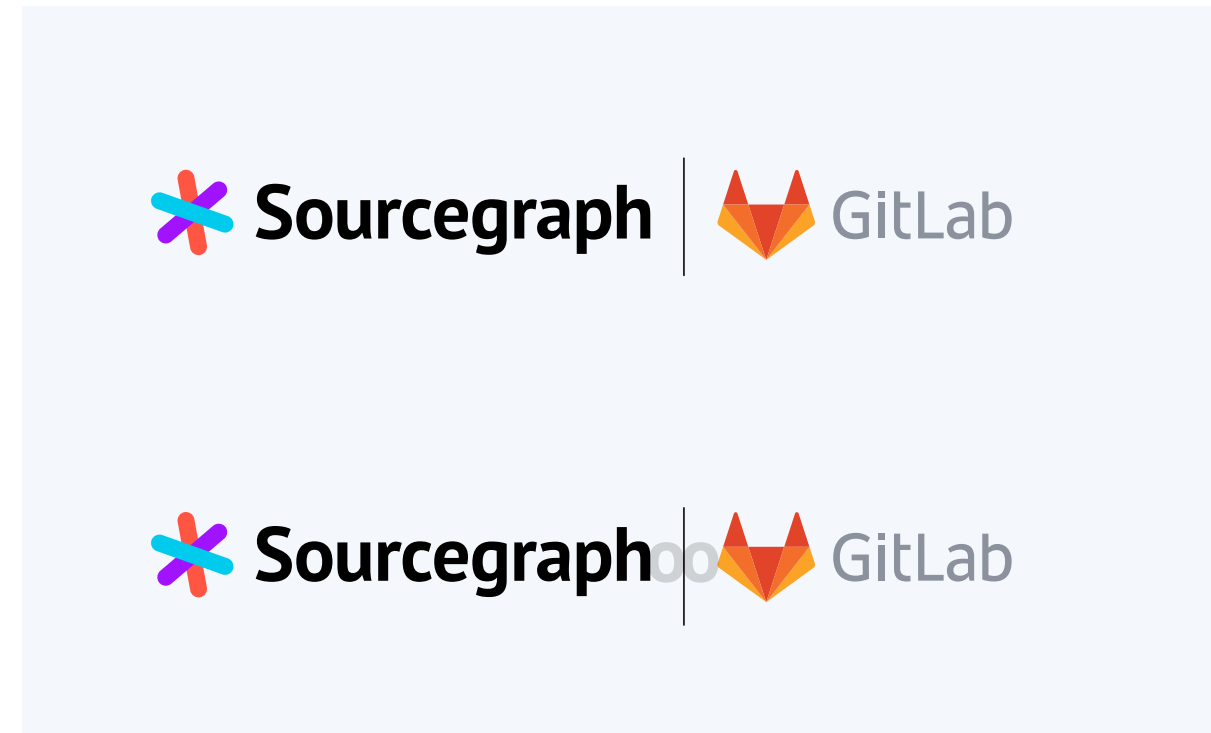
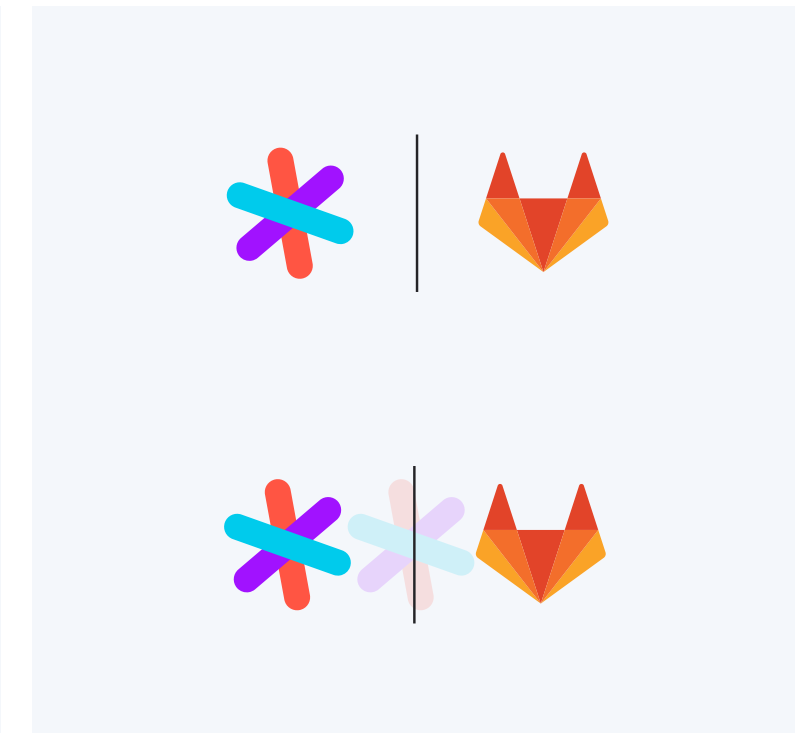# Partnership branding

Co-branding

Co-branding shows a collaboration between Sourcegraph and another company. It shows that the brands are more or less equivalent in their efforts and that there is co-ownership of whatever is being co-branded.

- Preferred placement is to the left of the other logo.

- Respect the clear space of each logo in the lock up.

- Make sure the logos have the same visual size, and are optically aligned.

- Use a thin line, about 1pt in stroke weight, to separate the logos by the distance shown in the examples.

- The primary logo should be used with the corresponding brand's primary (horizontal if possible) logo when co-branding.

- The logomark should be used with the corresponding brand's logomark, (if applicable) in an already established context of the co-branding.

Use the 'o' in the Sourcegraph logo to measure the distance from either side of the dividing line.

Use the width of the logomark to approximate spacing.

✖ **Do not combine the Sourcegraph logomark with the primary mark of another brand. Do not mix and match logo formats.**
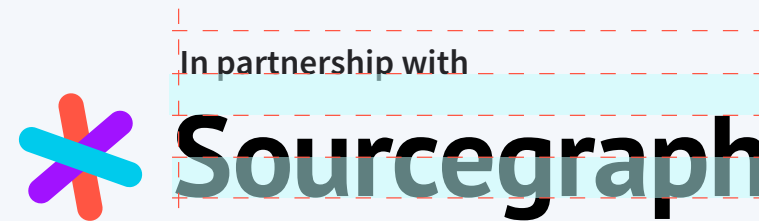
In partnership with

If Sourcegraph is playing a supporting role to another brand we recommend the 'In partnership with' lock up.

- The primary logo is the only logo permitted here.

- Use a SemiBold Source Sans, at a point size that allows the phrase to extend to about midway to the 'e' in the logo.

- Always use sentence case for 'In partnership with.'

'In partnership with' should be left-aligned with the wordmark, and sit at half the cap height above it.

This lock up works best in left-aligned layouts, at the bottom left corner of a design.

'In partnership with' sits to the left of the primary logo, at the half distance of the half-sized logomark. Center the logotype and 'In partnership with' along their mid-cap heights.
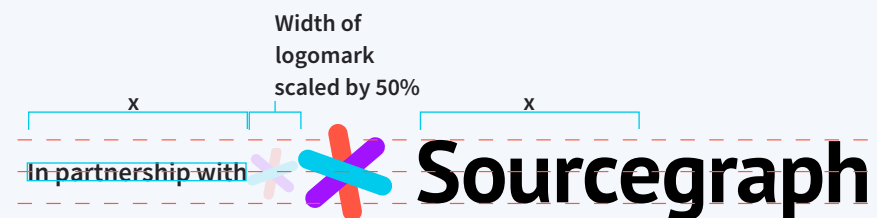
This lock up works best in right-aligned or centered layouts, at the bottom right or bottom center of a design.

Sub brands

We have several sub brands under the Sourcegraph umbrella. The title of each should be properly locked up with the primary logo. See the examples to the right.

Titles should be set in Source Sans Light at the same size as the logotype — use x-height to approximate this.

Titles should be separated from the logo by a quarter space. A quarter space is ¼ of an em space — a relative unit of measurement common in typography. If you need to approximate it, it's a bit more than one space, and a bit less than two, eyeball it.

¼ space

Sourcegraph Docs   **Light Source Sans**

Sourcegraph Docs

Sourcegraph Community

Sourcegraph Learning

Sourcegraph Careers

Sourcegraph Blog

Internal branding

Internal branding

Internal branding is not consumer-facing. Anything branded for internal use already lives within the context of the brand itself, and though it is less strictly designed, it generally follows the same rules as consumer-facing material, with a few exceptions.

For internal branding we can use the logomark with more flexibility. You can pair the logomark with the name of a company event, department name, or whatever is relevant, in the following way:

• Use a thin line, about 1pt stroke weight, to separate the logomark from the text, midway through the width of one logomark.

• Use Source Sans in Extra Light (for larger text sizes), or Light (for smaller text sizes) for the text.

These two aspects are important in visually distinguishing these internal brands from the primary logo.

The size of the logomark in relation to the text, should be the same as it is for the primary logo — slightly taller than the cap height.

Extra Light at 48pt text

Event Name

Department Name

Light at 28pt text

Event Name

Department Name

Branded items

Brand application

Adherence to this guide, and the application of our unique combination of colors, graphic elements, and typography, etc., creates the distinct and recognizable Sourcegraph brand. This distinct style should come through across all branded items, and is especially important for merchandise, events, and advertisements.

Successful application includes a combination of three or more of the following elements: Brand gradients, textures, geometric shapes, dark backgrounds, and brand colors.

Not every application can include all of these elements — but it is crucial it combines at least two. The following pages show successful examples of brand application.
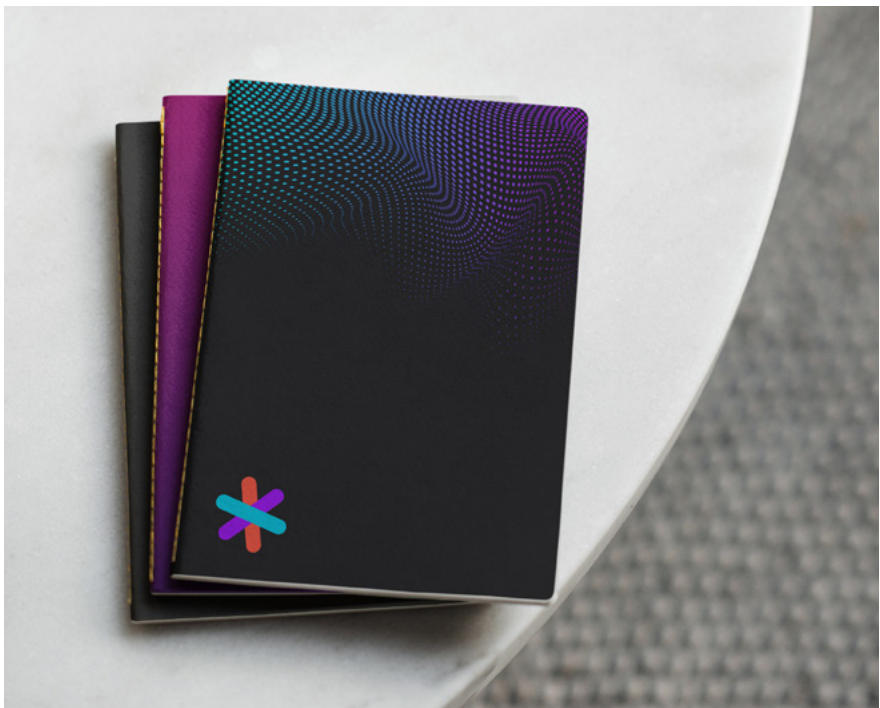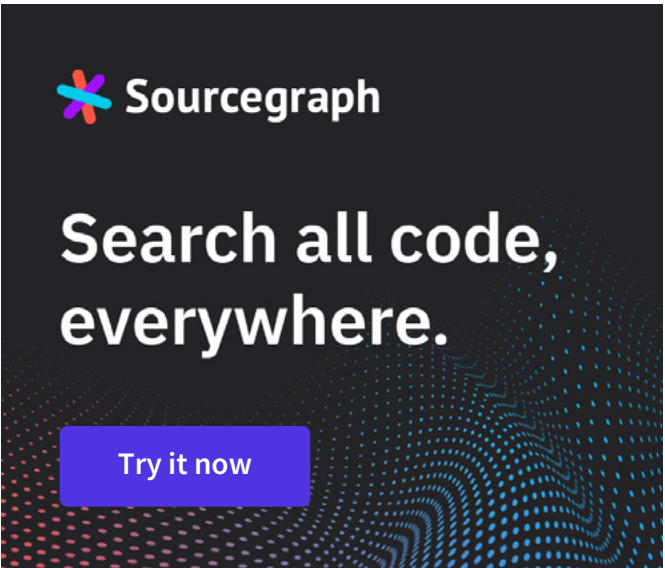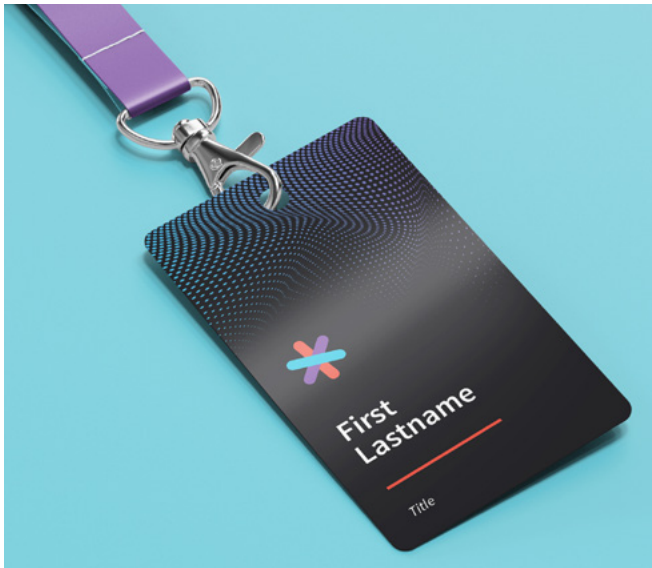
Simple logo application

When applying the logo to merchandise, there is no need to apply any other graphic elements.

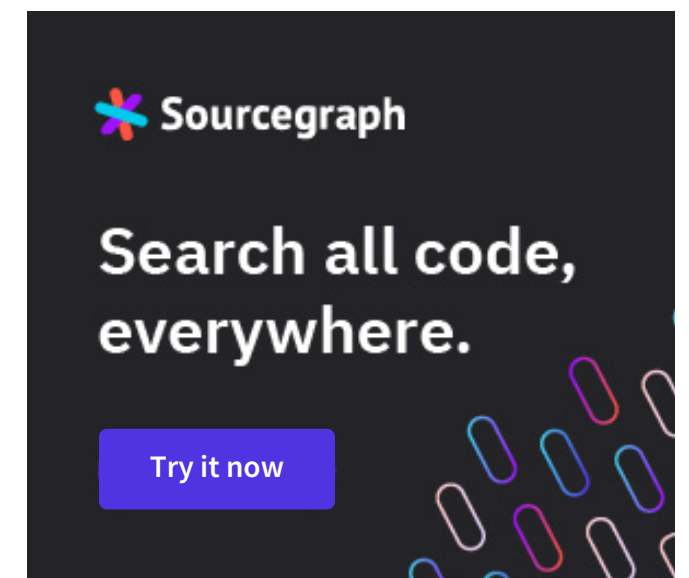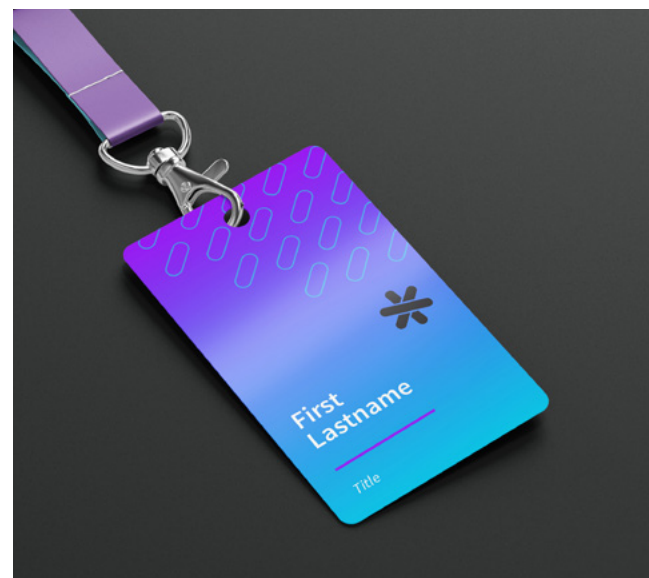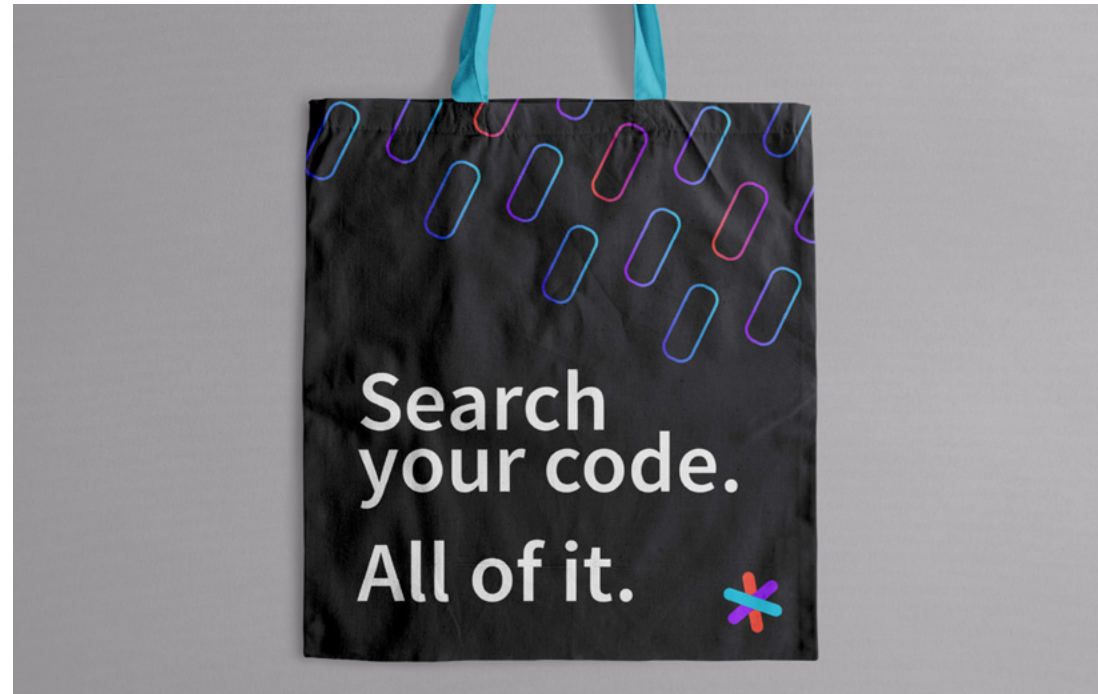Just ensure that there is adequate contrast, and do not misuse the logo.
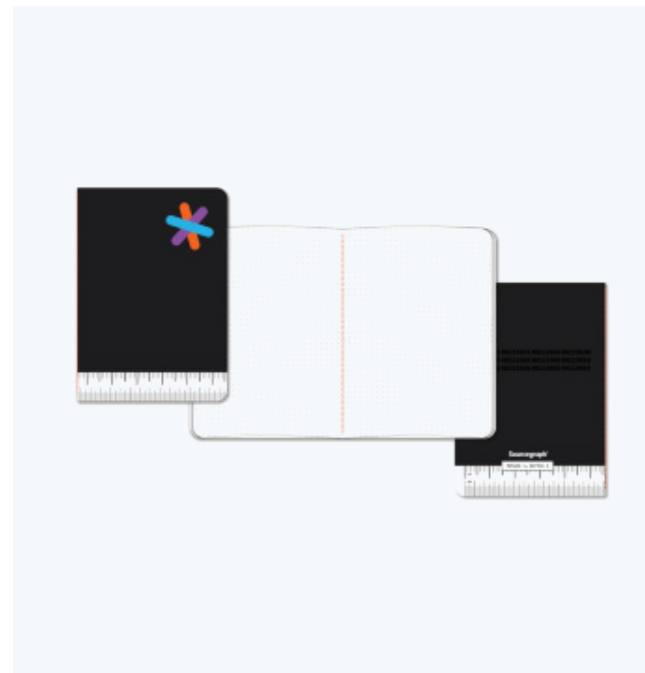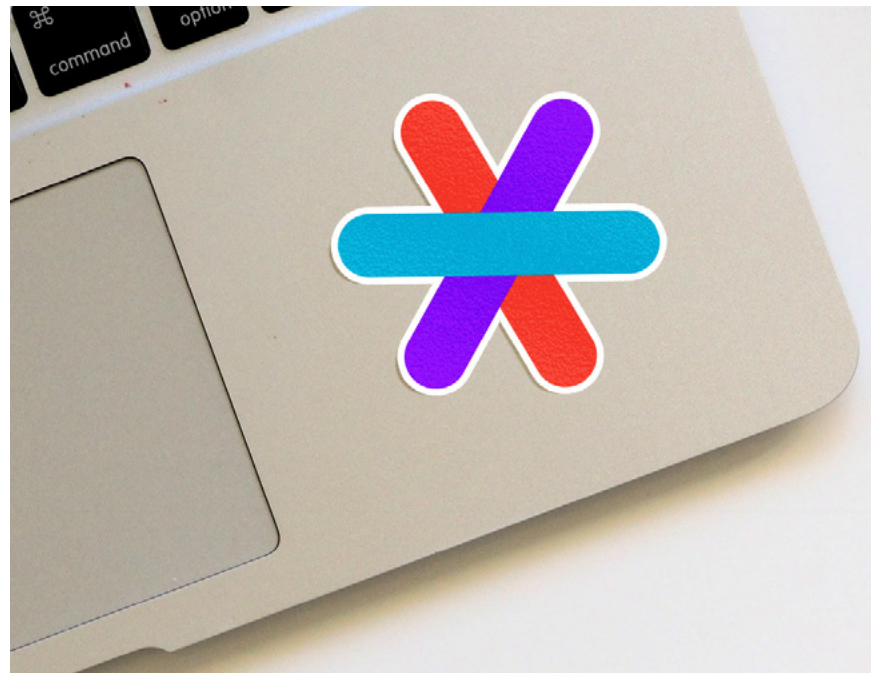
Textural grid wave

✔ Texture
✔ Brand gradients
✔ Brand colors
✔ Dark background

Graphic meteor shower

- ✔ Geometric shapes
- ✔ Brand gradients
- ✔ Brand colors
- ✔ Dark background

Textural lines and gradients

✔ **Geometric shapes**

✔ **Brand gradients**

✔ **Texture created by the lines**

✔ **Brand colors**

✔ **Dark background**

Geometric gradient fills

✔ **Geometric shapes**

✔ **Gradients — though not official brand gradients, these are acceptable because they are brand colors fading to black and design for merchandise is less strict than for marketing**

✔ **Texture created by the lines**

✔ **Brand colors**

✔ **Dark background**

Contact

If you have any questions about the Sourcegraph brand or our brand guidelines, please reach out to brand@sourcegraph.com.

Sourcegraph

@sourcegraph | sourcegraph.com