



# BRAND+IDENTITY GUIDELINES

Version 1.0 - February 2015

## 01/ Purpose of the Guide

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With a defined set of guidelines, we can effectively protect and promote the equity and integrity of cPanel's brand identity.

The benefit of a cPanel brand style guide should:

- Create clarity and unity
- Maintain long-term partner value
- Maintain cPanel's position as the hosting platform of choice
- Reinforce the cPanel brand promise

We want cPanel to be

THE HOSTING  
PLATFORM OF  
CHOICE

## 03/ Brand Personality

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The distinct character of our brand.

**Reliable**

**Friendly**

**Confident**

**Dependable**

**Personable**

**Standard**

**Loyal**

**Cool**

**Fun**

**Quirky**

**Opinionated**

## 04/ Brand Colors

These primary colors were selected to be used first and foremost. However, only the orange can be used on the logotype.

### Primary Color Palette

#### cPanel Orange

Pantone Solid 165 C  
RGB 255/108/44  
CMYK 0/72/90/0  
HEX #ff6c2c

#### cPanel Dark blue gray

Pantone Solid 7546C  
RGB 41/58/74  
CMYK 85/69/49/43  
HEX #293a4a

Accent colors should be used sparingly to highlight information or add visual interest only if a 3rd or 4th color is needed. (i.e. link colors, call to actions, etc.)

### Accent Color Palette

#### Blue

Pantone Solid 2925 C  
RGB 23/155/215  
CMYK 75/24/0/0/  
HEX #179bd7

#### Green

Pantone Solid 7489 C  
RGB 132/181/86  
CMYK 54/9/87/0  
HEX #83b655

#### Dark Orange

Pantone Solid 173 C  
RGB 208/69/0  
CMYK 13/88/100/3  
HEX #d03f00

# 05/ Logos

Our logos are always either orange or white. Black or any other colors are not permitted.

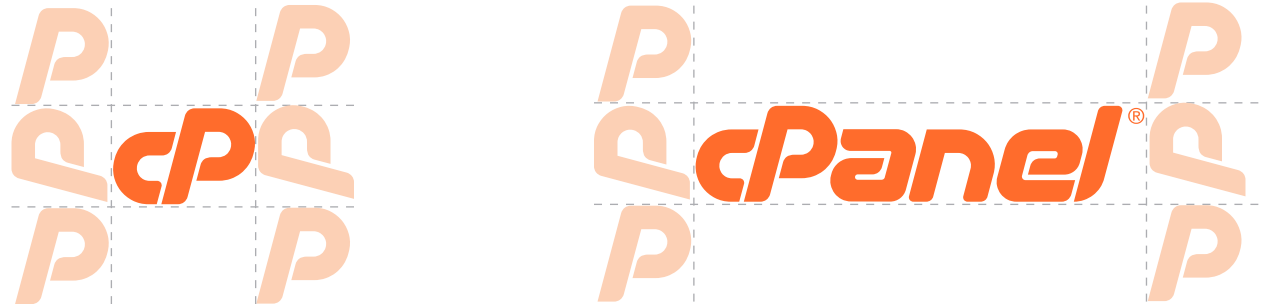
## cPanel Logos and Color Combinations

<i>cPanel</i> <sup>®</sup>	<i>cP</i>	<i>cPanel</i> <sup>®</sup> & <i>WHM</i> <sup>®</sup>
<i>cPanel</i> <sup>®</sup>	<i>cP</i>	<i>cPanel</i> <sup>®</sup> & <i>WHM</i> <sup>®</sup>
<i>cPanel</i> <sup>®</sup>	<i>cP</i>	<i>cPanel</i> <sup>®</sup> & <i>WHM</i> <sup>®</sup>
<i>cPanel</i> <sup>®</sup>	<i>cP</i>	<i>cPanel</i> <sup>®</sup> & <i>WHM</i> <sup>®</sup>

## 05/ Logos

To ensure clarity, cPanel logos require separation from other elements around it. The minimum space required on all sides is equivalent to the height of the "P" as shown.

### Spacing around the logo



The symbol is used only on the website and only when the wordmark is present on the same page.

### Usage of Symbol and Wordmark



Symbol



Wordmark

Size minimums are specified to ensure legibility in various media.

### Minimum Logo Size



28px/0.291667"



88px/0.916667"

## 05/ Logos

- Always use the logo variations provided.
- Do not distort or rotate the logos in any way.
- Never include the logo in the body copy.
- Do not add effects like drop shadows or strokes to the logo.

### Incorrect Usage





## 06/ Typefaces

### cP Italic

Custom font designed exclusively for cPanel product logos.

***Aa***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;?!\$#&@\*)0123456789***

### Montserrat Regular

Google Open Source font used on headings.

Font download and usage instructions can be found at <http://www.google.com/fonts#UsePlace:use/Collection:Montserrat>

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;?!\$#&@\*)0123456789**

### Open Sans Regular

Google Open Source font used on subheadings and body copy.

Font download and usage instructions can be found at <http://www.google.com/fonts#UsePlace:use/Collection:Open+Sans>

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;?!\$#&@\*)0123456789**