cPanel®

BRAND+IDENTITY
GUIDELINES

Version 1.2 - Sept 2017

01/ **Purpose of the Guide**

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

The 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

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 021U

RGB 255/108/44

CMYK 0/72/90/0

HEX #ff6c2c

**cPanel®
Dark Blue Gray**

Pantone Solid 548U

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.

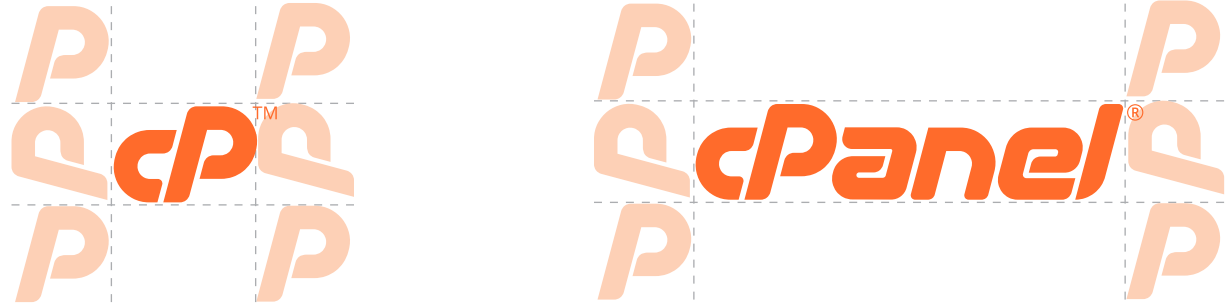## cPanel® Logos and Color Combinations

cPanel®   cP™   cPanel & WHM®

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

Logo Mark

Size minimums are specified to ensure legibility in various media.
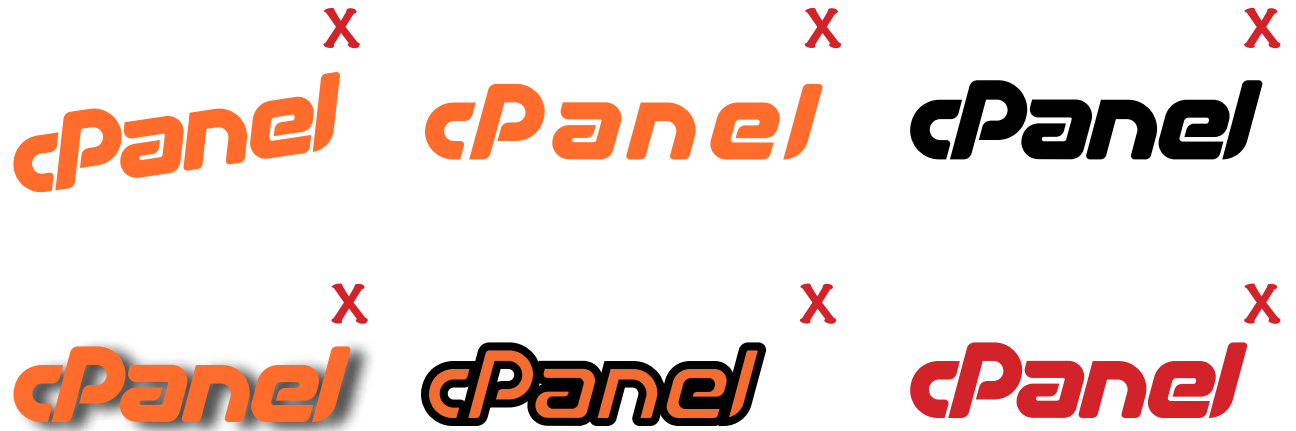
Minimum Logo Size

28px/0.291667"

88px/0.916667"

- 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

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