



Branding & Identity Guidelines

Purpose

A key goal of the brand and advertising guideline is to ensure that all parties use the cPanel® brand elements consistently. These guidelines provide information and tools and set the standards for using cPanel brand names, keywords, logos, typefaces and other design elements in advertisements, newsletters, campaigns, and other online communications.

Brand Logo and Symbol

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

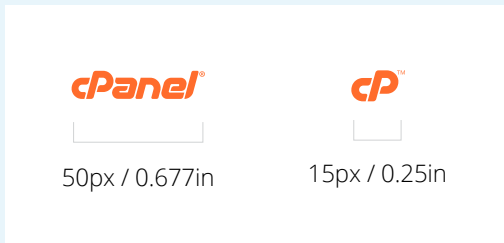


Logo Spacing

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

Minimum Sizes

Size minimums are specified to ensure legibility in various media



Wordmark



Symbol

Correct Logo Application

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

A transparency may be applied with an opacity of no lesser than 40%.



Incorrect Logo Application

These incorrect combinations and effects also apply to other cPanel branding and marks.

1. Do NOT use the cPanel logo without the registered mark (®)
2. Do NOT add a stroke/outline around the cPanel Logo.
3. Do NOT rotate the cPanel logo
4. Do NOT apply effects, shadows, or outlines

5. Do NOT alter the kerning/horizontal spacing of the cPanel Logo.
6. Do NOT change the color of the cPanel logo.
7. Do NOT place the logo (Lava or white) on a background color other than those listed on page 5.
8. Do NOT place logo on a low contrast background image.



cPanel Product Logos

The guidelines for logo usage, application, and incorrect combinations and effects also apply to other cPanel branding and marks.

cPanel & WHM[®]

Webmail

WHM[®]

cPanel & WHM[®]

Webmail

WHM[®]

cPanel Color Palette

Lava

CMYK 0 58 83 0

RGB 255 108 44

HEX #FF6C2C



Deep Sea

CMYK 85 69 49 43

RGB 41 58 74

HEX #293A4A



Coastal

CMYK 75 24 0 0

RGB 23 254 215

HEX #179BD7



Bamboo

CMYK 53 9 87 0

RGB 133 182 85

HEX #85B655



Mist

CMYK 7 0 0 0

RGB 233 246 252

HEX #E9F6FC

Lagoon

#179BD7 TO #85B655

Typography

PRIMARY

Aa

Montserrat Medium

1 2 3 4 5 6 7 8 9 0

(! ? % \$ # @ ; &)

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

SECONDARY

Aa

Open Sans Light

1 2 3 4 5 6 7 8 9 0

(! ? % \$ # @ ; &)

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

Type Hierarchy

Montserrat Medium

HEADERS & TITLES

Montserrat Light

SUB-HEADERS

Open Sans Light

BODY TEXT

Headline

Subheading

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Button

Button

cPanel Badges

Badges must be applied as a reference when you include information on cPanel products and services into your own promotion materials (e.g. company brochure, website and/or digital ads). *These badges must not be altered in any way.*

Artwork for these logos can be requested by contacting your account manager.

See page 12 for badge usage and guidelines.



Light 2020 Partner Badge



Light 2020 Powered by cPanel Badge



Gradient 2020 Partner Badge



Gradient 2020 Powered by cPanel Badge



Dark 2020 Partner Badge

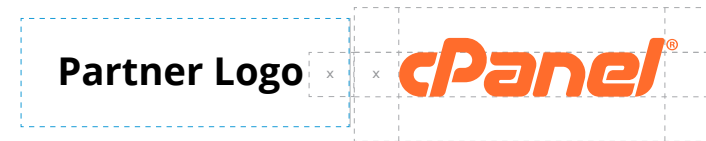


Dark 2020 Powered by cPanel Badge

Logo Lockups

The guidelines on this page outline the proper way to construct a lockup with the cPanel logo.

- Both logos should be optically equal in size. The logo placed on the left of the lockup indicates brand dominance.
- The minimum space required is equivalent to the height of the "c" in the cPanel wordmark.



Using the cPanel Wordmark

cPanel has developed collateral-specific guidelines with designated logo locations for items in our Partner Asset Library.

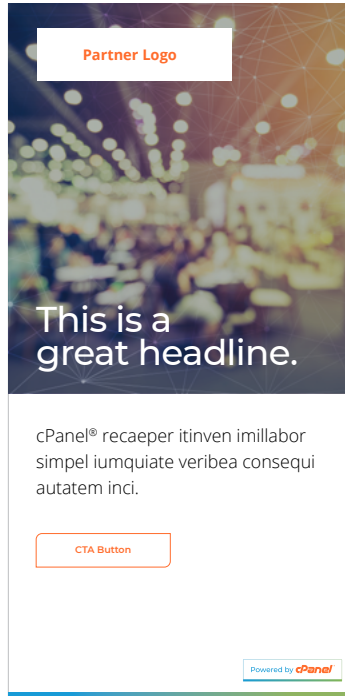
- To protect cPanel brand and trademarks, do not connect the two logos with any copy or graphic element.
- Do not incorporate the word mark, or any other cPanel branding, into your own logo.
- Any use of the cPanel brand or product in text must include a registered trademark (®) in the first instance. This is true for each ad and every piece of marketing collateral, in both print and digital.

The above guidelines also apply to cPanel & WHM® and WHM®

- ALL letters must be lower case EXCEPT the "P" in cPanel.

CORRECT: cPanel

INCORRECT: Cpanel CPANEL



300x600 Digital/Banner Ad



300x250 Digital/Banner Ad



Headline

Subheading

cPanel & WHM® itiven imillabor simpel iumquiate veribea consequi autatem at a quis maximusant inci doluptati imporporum quia dolorib eaquias sequis pa volorum, occab is conseqd quam et qui voluptas doluptatia cus corni comnist.

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Letter or A4 / Print Collateral



720x90 Digital/Banner Ad