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

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

### cPanel® Logos and Color Combinations

<table>
<thead>
<tr>
<th>cPanel</th>
<th>CP</th>
<th>cPanel &amp; WHM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange</td>
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</tbody>
</table>
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.

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

Size minimums are specified to ensure legibility in various media.

### Spacing Around the Logo

![Spacing Illustration]

### Usage of Symbol and Wordmark

- **Symbol**
  - 28px/0.291667"

- **Logo Mark**
  - 88px/0.91667"
• 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

<table>
<thead>
<tr>
<th>Incorrect Usage Example</th>
<th>Incorrect Usage Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Incorrect Logo 1]</td>
<td>![Incorrect Logo 2]</td>
</tr>
<tr>
<td>![Incorrect Logo 3]</td>
<td>![Incorrect Logo 4]</td>
</tr>
<tr>
<td>![Incorrect Logo 5]</td>
<td>![Incorrect Logo 6]</td>
</tr>
<tr>
<td>![Incorrect Logo 7]</td>
<td>![Incorrect Logo 8]</td>
</tr>
</tbody>
</table>
cP Italic

Custom font designed exclusively for cPanel® product logos.

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

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