



# VISUAL GUIDELINES

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# INTRODUCTION

Welcome to the cPanel Visual Guidelines, designed to provide a comprehensive framework for effectively representing our brand identity. These guidelines ensure consistency and coherence across all brand touchpoints, enabling us to communicate our values, personality, and unique offerings to our target audience.

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# TABLE OF CONTENT

<b>1.0</b>	Introduction	<b>3.0</b>	Color
1.1	Table of content	3.1	Color Palette
1.2	About the brand	3.2	Combinations
		3.3	Don'ts
		3.4	WCAG AA Standard
<b>2.0</b>	Logo		
2.1	Logomark	<b>4.0</b>	Typography
2.2	Clear Space	4.1	Typeface-Headline
2.3	Minimum Sizes	4.2	Weights
		4.3	Typeface-Body Text
		4.4	Weights
		4.5	Kerning
		4.6	Type Stack
		4.7	Common Mistakes
		<b>5.0</b>	Imagery
		5.1	Main
		5.2	People
		5.3	Dos and don'ts

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cPanel provides the most reliable and intuitive server and site management platform. With a rich feature set and customer-first support, cPanel's automated and configurable platform enables customers to focus on growing their businesses.

# LOGO DESIGN

- 2.1 Logomark
- 2.2 Clear Space
- 2.3 Minimum Sizes

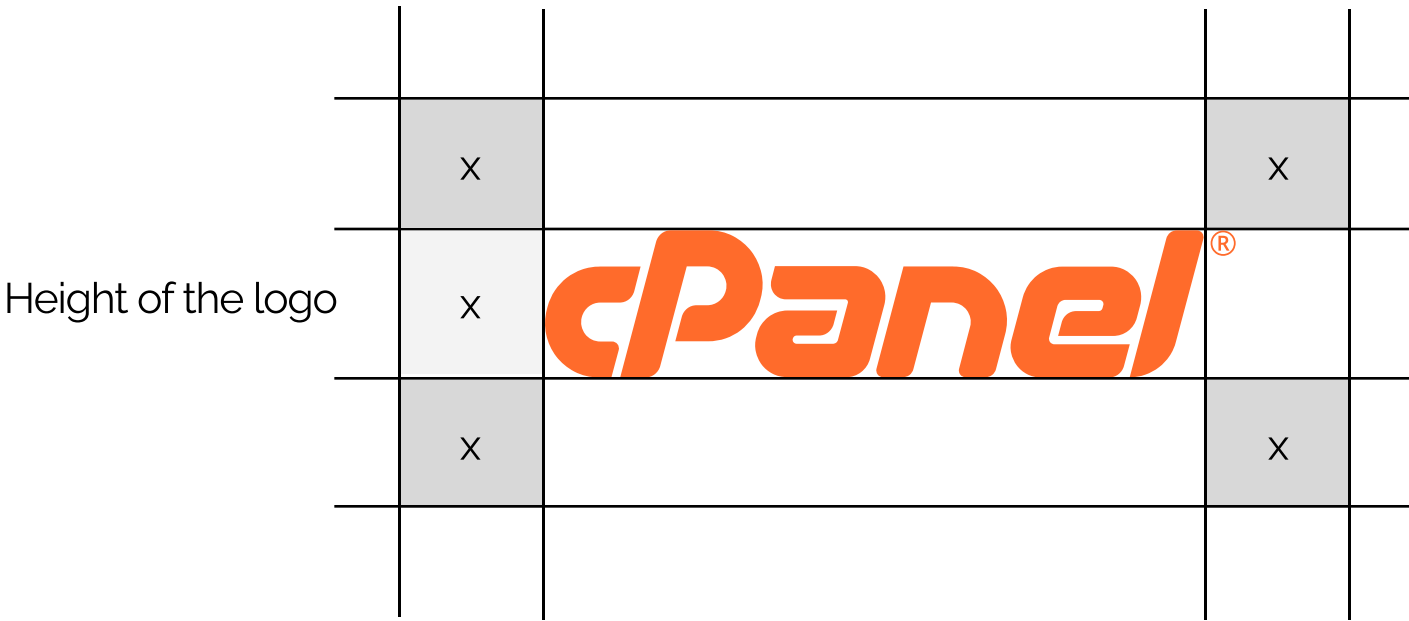
# LOGOMARK

Use primary full color logo as main and use light color logo on dark background. Maintaining a consistent appearance of the logo is crucial. It should not be altered, misrepresented, or embellished in any way.



# CLEAR SPACE

A clear space around the logo ensures that it remains prominent and easily visible, free from interference by images, text, or other graphics. The more space you provide for our logo, the more impactful it will be. The exclusion zone for the logo is defined as an area equal to the height of the logo itself (marked as 'x' in the diagram).



# MINIMUM SIZES

The version is optimized for sizes that are not excessively small. It mandates a minimum height of .75" for print applications and a minimum of 30px for digital applications, ensuring legibility and clarity even at larger dimensions.



# COLORS

- 3.1 Color Palette
- 3.2 Combinations
- 3.3 Don'ts
- 3.4 WCAG AA Standard

# COLOR PALETTE

cPanel's brand color palette features blue as the primary color. Use accent colors for text and smaller elements like buttons to emphasize important features, but avoid using them for backgrounds. Use secondary colors for background colors.

Core

Red Orange

#CF470C

## Secondary

Light Beige

#F8F4ED

Dark Beige

#EEEEAE3

Jet

#2C2C2C

Lavender

#F3F7FF

## Accent

Deep Yellow

#F1C40F

Blue

#3467C6

Vista Blue

#9DA9DF

## Tints

50

100

200

300

400

500

600

700

800

900

# COMBINATIONS

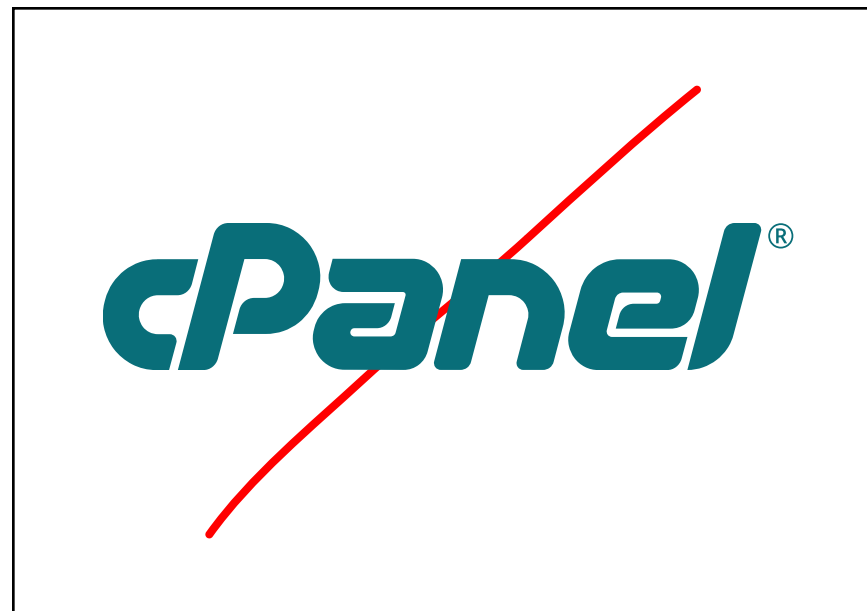
The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.



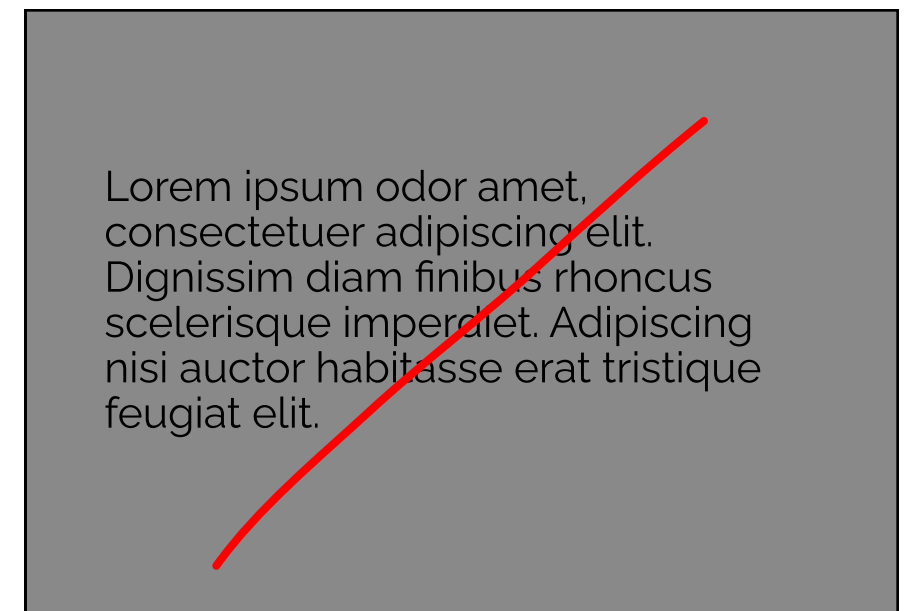
# DON'TS



Use the accent color as the background with the logo. The core background must incorporate the secondary color as the background; never use the accent color as a standalone background.



Alter the logo color



Use background color with little contrast

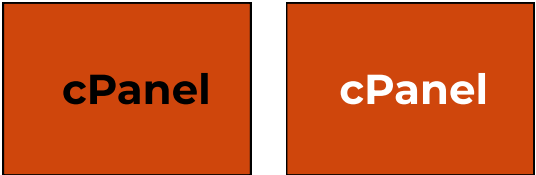
<https://webaim.org/resources/contrastchecker/>

# WCAG AA STANDARD

It is important to ensure our website meets WCAG AA standard contrast levels. (<https://www.w3.org/WAI/WCAG2AA-Conformance>) Please refer to this page to select the correct colors for the contrast level.

## Pass

Red Orange  
#CF470C



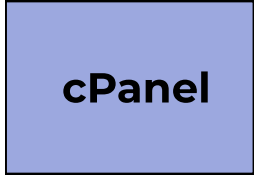
Deep Yellow  
#F1C40F



Blue  
#3C75DF



Vista Blue  
#9DA9DF



## Fail (do not use like this)



# TYPOGRAPHY

- 4.1 Typeface-Headline
- 4.2 Weights
- 4.3 Typeface-Body Text
- 4.4 Weights
- 4.5 Kerning
- 4.6 Type Stack
- 4.7 Common Mistakes

# TYPEFACE HEADLINES

Use this font for the headlines.

This versatile and free-for-commercial-use font lends a contemporary edge to the brand's visual communication, ensuring consistency and legibility across various platforms and materials.

MONTS  
ERRAT

[DOWNLOAD](#) →

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# WEIGHTS

---

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

---

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

---

Demi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

---

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789° (!"#\$%&?@)**

# TYPEFACE BODY TEXT

Use this font for the body text.

This versatile and free-for-commercial-use font lends a contemporary edge to the brand's visual communication, ensuring consistency and legibility across various platforms and materials.

RALE  
WAY

[DOWNLOAD](#) →

---

# WEIGHTS

---

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

Demi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

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# TYPE STACK

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Use all uppercase letters (caps) sparingly. Typically, reserve them for short headlines or specific design elements instead of full sentences. This helps avoid making text difficult to read and prevents it from appearing overly aggressive. Essentially, use all caps only when necessary for emphasis, and avoid using them in large blocks of text.

## Headline:

Montserrat Bold  
Kerning: 0, Leading 120%

## Simplify website & server management

## Body Copy:

Raleway Regular  
Kerning: 0, Leading 140%

cPanel provides the most reliable and intuitive server and site management platform. With a rich feature set and customer-first support, cPanel's automated and configurable platform enables customers to focus on growing their businesses.

## CTA:

Montserrat Bold  
Kerning: 0, Keep to one line

**Learn more →**

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# KERNING

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Kerning  
(Space between letters)

All instances: **'o'**  
PowerPoint: **'normal'**

Create and manage sites,  
clients, and projects flawlessly

Wrong examples:

too wide  
kerning: 10%

Create and manage sites,  
clients, and projects  
flawlessly

Too tight  
kerning: -10%

Create and manage sites, clients,  
and projects flawlessly



# COMMON MISTAKES

Wrong font

No tilting

Wrong kerning

Dont center  
align  
until  
exception

too much  
shadows

**Dont  
squeeze**