



BRAND+IDENTITY

GUIDELINES

Version 1.2 - July 2018

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

The **SAVVAS**® brand style guide should:

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

We want SAVVAS® to be

THE ENERGY OF
CONSULTING
LEADERS

03/ 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.

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 Stacked Logo



Spacing Around the Horizontal Logo



Minimum Logo Size



28px/0.291667"

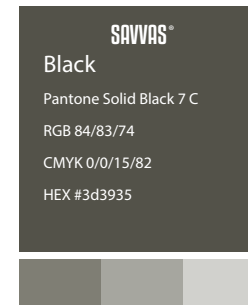
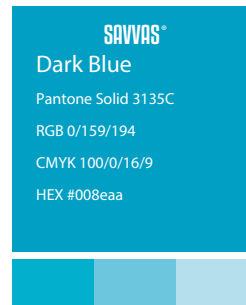


88px/0.916667"

04/ Brand Colors

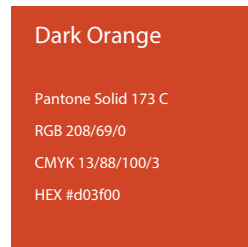
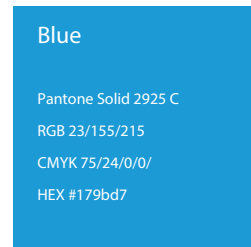
These primary colors were selected to be used first and foremost.

Primary Color Palette



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.)

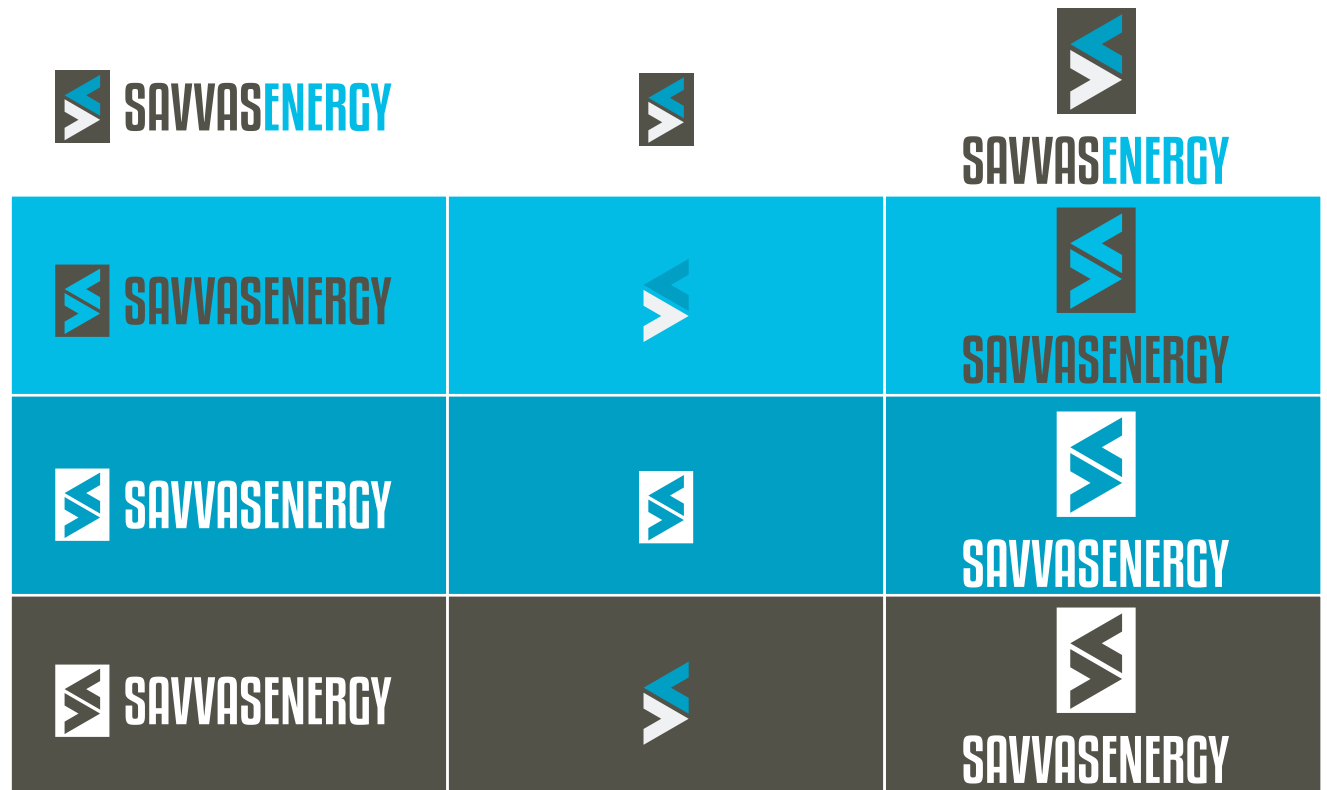
Accent Color Palette



05/ Logos

Our logos are always either branded colors or black or white, any other colors are not permitted.

cPanel * Logos and Color Combinations



Kenyan Coffee

A free font from Typodermic Fonts Inc.
This font is free for commercial use.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
[.,:;?!\$#@*]0123456789

Kenyan Coffee - Bold

Google Open Source font used on
headings.

Font download and usage instructions
can be found at
<https://www.dafont.com/kenyan-coffee.font>

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
[.,:;?!\$#@*]0123456789

Kenyan Coffee - Italic

Google Open Source font used on
subheadings and body copy.

Font download and usage instructions
can be found at
<https://www.dafont.com/kenyan-coffee.font>

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
[.,:;?!\$#@*]0123456789

The distinct character of our brand.



Stationery / Packaging



Business Cards