Branding & Identity Guidelines
Purpose

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

50px / 0.677in
15px / 0.25in
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.

Do NOT use the cPanel logo without the registered mark (®).
Do NOT apply effects, shadows, or outlines.

Do NOT rotate the cPanel logo.
Do NOT change the color of the cPanel logo.
Do NOT place the logo on a background color other than those listed on page x.
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 Brand Logos

- Docs
- Forums
- Jobs
- Releases
- University
cPanel Color Palette

**BRAND COLORS**

- **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: 54 9 87 0
  - RGB: 133 182 85
  - HEX: #85B655

- **Mist**
  - CMYK: 7 0 0 0
  - RGB: 233 246 252
  - HEX: #E9F6FC

- **Lagoon**
  - #179D7 TO #85B655

---

**Hex Codes:**

- Mist: #E9F6FC
- Deep Sea: #293A4A
- Coastal: #179BD7
- Bamboo: #85B655
cPanel Icons
Photography
Typography

Montserrat Medium

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

Open Sans Light

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
Recaeper itinven imillabor simpel iumquiate veribea consequat autatem at a quis maximus ant inci doluptati imporporum quia dolorib eaquias sequis pa volum, occab is consed quam et qui voluptas doluptatia cus comni comnist.

Inum aut pellent velenest facerionse et hiciis illabore, conecae cum que nissi sequia vidigen iandit mint vendae volorumqui discimusam dolorernam haribus ut que core voluptis accabore voles volenihit, sima dunt volorem ratur aliqua sum cus quasperum facepel esecepta ex evelluptae. Ecepelis explis sam et quibus seque
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.

Partner 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.
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.