

plesk

Brand Guidelines

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WE ARE PLESK

At Plesk, we're leaders in our industry. We're proud to be entrusted to run on more than 390,000 servers globally, supporting the operations of more than 11 million websites and 19 million mailboxes for customers in over 140 countries.

These guidelines will ensure that our brand stands strong and consistent, and it's seen by all for the excellence, innovation, and leadership that we stand for.

OUR CORE BRAND

Our main audiences are Web Professionals. Digital Agencies, Developers, Designers, and IT Admins. All of them use Plesk as the single tool to build, secure and run websites and applications in the cloud. They rely on Plesk for a rock-solid, secure platform to protect and run their business and infrastructure.

BUILD - SECURE - RUN

Our mission is to provide access to all the tools needed to build, secure and run website and applications in the cloud.
We're simplifying the lives of web professionals.

Some of our tag lines are:

The power to simplify
The power to code
The power to simplify WebOps
The power to scale and grow

OUR AUDIENCE

We have three different types of audiences, and our message should always target them. It's never one size fits all.

Web Admins that manage sites for an employer, a business, or themselves. They want simple website and domain management, without all the service provider overhead, like managing customers, resellers or subscriptions.

Recommended: Plesk Web Admin Edition

Web Professionals that design, develop, and deploy websites. They want a simple way to manage their customers' websites, including their growing use of WordPress as a CMS platform.

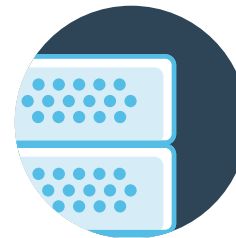
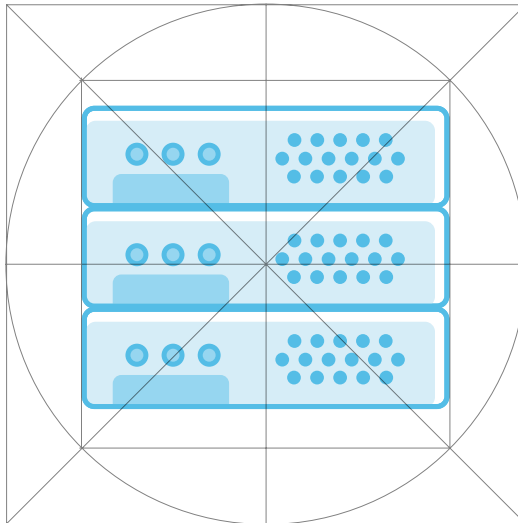
Recommended: Plesk Web Pro Edition

Web Hosters, who allow their customers to use their shared account in almost any configuration they want. They want secure WordPress and domain management tools to support their multi-tenant, "install anything" customers.

Recommended: Plesk Web Host Edition

Admins, Professionals, and Hosters, they're all driven and ambitious – at the cutting edge of technology and likely to thrive in the digital world. Engaged and enthralled by technology, they're always on – working from wherever their world takes them. They're knowledgeable and diligent and like to feel they're operating at the forefront of their industry.

ICON SET



Rounded corner



Color 1 and color 2
for details



Color combination on icon set

Our icon set is based on a combination of 3 blue gradations: 100% primary color, 60% transparency and 25% transparency. We always use Color 1 for borders (thickness 1px), Color 3 for backgrounds, and Color 1 or 2 for internal graphics elements

OUR LOGO

Our logo is the most visible and recognizable symbol. It's always present in all our communications across digital and printed mediums.

We must always use the logo in all advertising, internal and external documents, corporate stationery, signage, presentations, emails, and any other promotional communications.

The Plesk logo is our official brand symbol, and should always follow the guidelines described in this document when using it.

If you're unsure of how to use the logo or any other element in the brand palette, please contact the marketing team.



Logo usage



Clear space

Our logo needs to be visible in every application.

If you're unsure of how to use the logo or any other element in the brand palette, please contact the marketing team.

The x-height equals the width of the logo line brand mark.

It also determines the clear space.

This space should always be free from graphics or text.

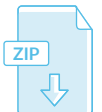
It's acceptable and encouraged to give our logo more clear space than that of the x-height, should the space allow.



Square logo placement

When containing our logo inside a square, its position should always be in the center and scaled up until the left/right clear space equals the x-height.

[Download](#)



Logo Color

Here are the approved variations of the Plesk logo. Please, use the primary positive or negative logo whenever possible.

If this isn't possible, please use the secondary positive or negative one-color logo variations.

Minimum/maximum sizes

When replicating, our logo shouldn't be any smaller than 25mm wide.

Our logo is scalable up to any size. For digital use, the minimum size is 75px.



Primary positive logo

Blue: c59 m7 y2 k0 or Black
For use on light backgrounds.



Primary negative logo

Blue: c59 m7 y2 k0 or White
For use on dark backgrounds.



Secondary positive logo

For use on light backgrounds when it isn't possible to use the primary logo.



Secondary negative logo

For use on dark backgrounds when it isn't possible to use the primary logo.

Incorrect Logo Usage

Our logo is valuable to us. And to build and sustain our brand recognition, we shouldn't change it in any way.

These are just a few examples of how **not** to use the logo.



Don't stretch the logo



Don't tilt the logo



Don't skew the logo



Don't change the logo colour



Don't crop the logo



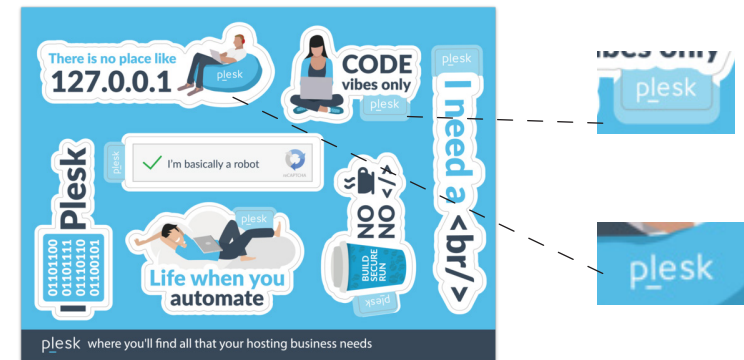
Don't place the two colour logo on a non-brand colour

Logo on Imagery

When a logo needs placing on an image, the primary position should be on top/left or bottom/middle.

There must be sufficient space around the logo. Otherwise, other information could overshadow it. For this reason, there's a defined open space (free margin) surrounding the logo.

Sitcker



Social media



Top/Left



Bottom/Center



Top/Center

PARTNER LOGOS

Partners must only use the logo for the partner status awarded.

Minimum/maximum sizes

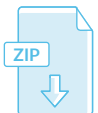
When replicating, our partner logos shouldn't be any smaller than 25mm wide. Our minimum logo size for digital use is 75px, whereas our partner logos are scalable up to any size.

Clear space

Allow a clear space of half the height of the partner logo.



[Download](#)

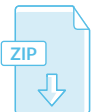


BRAND MASCOT

Meet Elvis Plesky, your all-in-one WebOps and DevOps geek. The style of Elvis' illustration reflects the modern and flat design of the technology industry that Plesk is part of.

Elvis Plesky is an intelligent, multi-tasking octopus. Elvis uses all eight tentacles to manage many different server tasks and components in the background, simplifying the lives of Web Professionals. Elvis is also a friendly buddy to web agencies and helps them build, secure, and run websites and applications. With Elvis around, you can finally focus on developing and designing great websites and applications, and stop worrying about operations and maintenance chores.

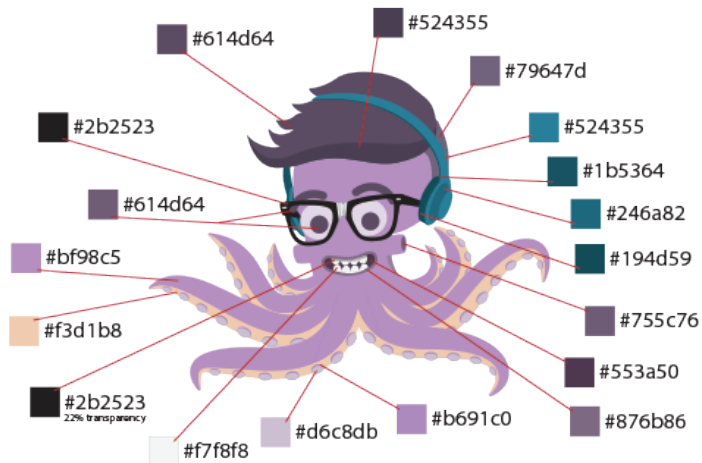
[Download](#)



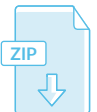
Brand Mascot Examples



Octopus color parts



[Download](#)



Incorrect Brand Mascot Usage

Orientation



Not correct



Correct

Mascot body



Not correct



Correct



Partial correct

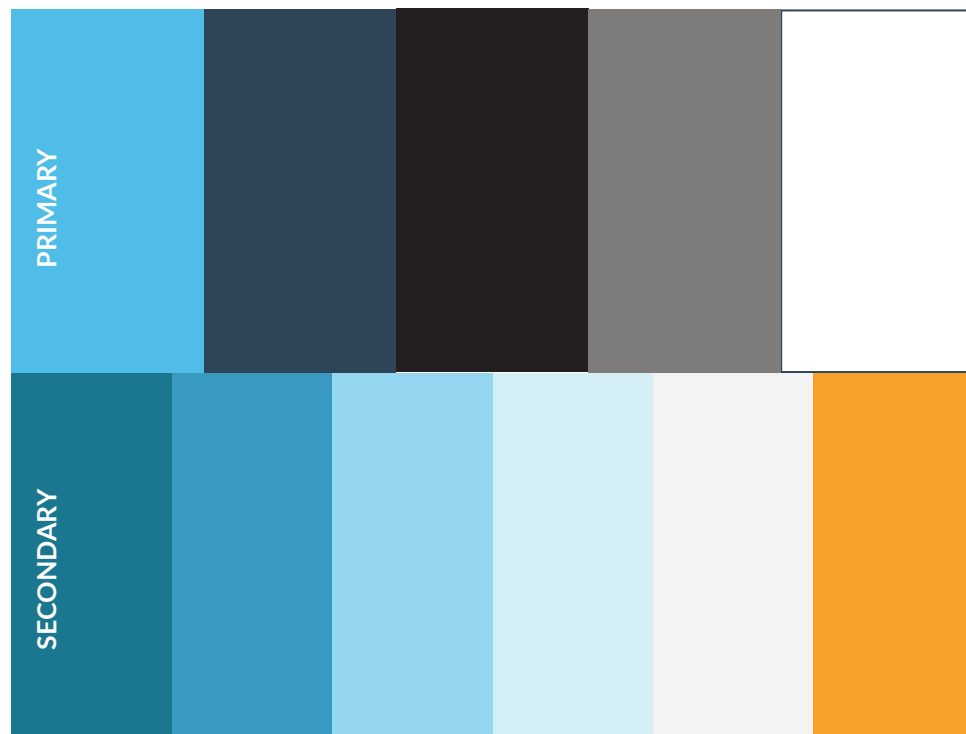
Octopus elements are **strongly recommended** to use only when the entire mascot is visible (website, landing pages, etc.).

[Download](#)



COLOR PALETTE WEIGHTS

The following graphic shows how to use our core color palette and in which proportion.



Primary Color Palette

| | | |
|--|--|--|
| Blue 1 c:60 m:7 y:2 k:0 r:83 g:188 b:230 hex#: 53bce6 Pantone: 2985 C | Dark blue c:80 m:65 y:46 k:32 r:56 g:72 b:89 hex#: 384859 Pantone: 7545 C | Black c:72 m:66 y:64 k:72 r:34 g:34 b:34 hex#: 222222 Pantone: Neutral Black C |
| Grey c:51 m:40 y:40 k:22 r:123 g:123 b:123 hex#: 7b7b7b Pantone: Cool Grey 9C | White c:0 m:0 y:0 k:0 r:255 g:255 b:255 hex#: ffffff Pantone: White | |

The primary color palette consists of our four core brand colors. Black and grey should only be used for copy and in small blocks.

Secondary Color Palette

| | | |
|--|---|--|
| Blue 1 c:91 m:41 y:32 k:5 r:39 g:117 b:143 hex#: 27758f Pantone: 7468 C | Blue 2 c:80 m:20 y:13 k:0 r:60 g:154 b:192 hex#: 3c9ac0 Pantone: 7703 C | Blue 3 c:44 m:0 y:4 k:0 r:150 g:215 b:239 hex#: 96d7ef Pantone: Blue 0821 C |
| Light Blue c:60 m:7 y:2 k:0 r:83 g:188 b:230 hex#: d5eef7 Pantone: 2985 C | Light Grey c:4 m:3 y:3 k:0 r:240 g:240 b:240 hex#: f0f0f0 Pantone: 663 C | Orange c:0 m:47 y:100 k:0 r:251 g:160 b:38 hex#: fba026 Pantone: 137 C |

The secondary color palette offers a selection of alternative colors, mostly used for landing page layouts and blog content.

TYPEFACE

Our typeface reinforces the consistency of our brand. It provides enhanced readability and represents quality, simplicity, ease of use for which Plesk is known.

Primary fonts: **Lato**

We chose this typeface for its clean appearance, strong legibility, and impact. It should be used across all communications.

Lato is our font because of its variety and flexibility. Use 'black' weight for:

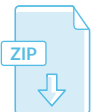
headlines

regular for subheads and for body copy

Please, use system font Arial when Lato is unavailable.

Use Arial in Bold for headlines and Regular for body copy.

[Download](#)



Typeface Standard

Lato is the sans serif type family for use in all regular communications.

Lato is a print and web font and must be the primary reading font. Lato has three weights: Black, Regular, and Light.

Use Arial in Black, Bold, or Regular when Lato is not available (emails).

Lato Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Light

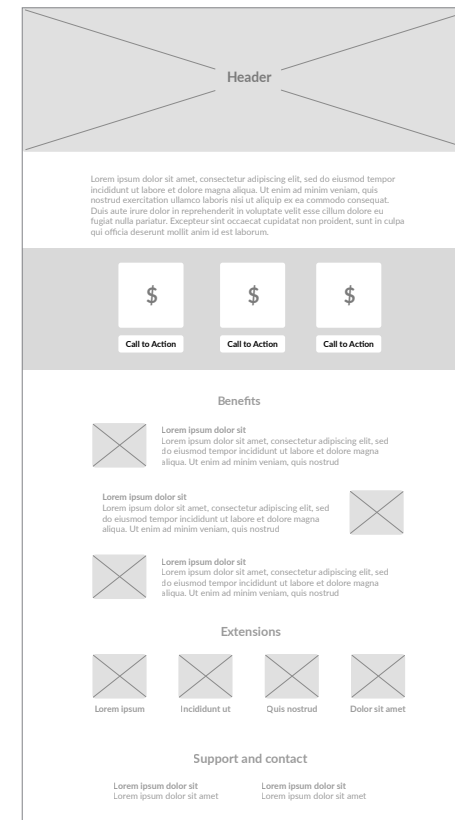
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIGITAL COMMUNICATIONS

PARTNER LADING PAGE

Partner's landing page includes:

- A header with Plesk's logo
- The general description of Plesk
- The pricing plan (plus ordering process)
- Plesk's benefits and features
- Extensions (depending upon partners)
- Partner's support and contact information



Landing Template

A header with
Plesk's logo

Header

The general
description
of Plesk

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

The pricing plan
(plus ordering process)

\$

Call to Action

\$

Call to Action

\$

Call to Action

Benefits

Placeholder image
Lorem ipsum dolor sit

Benefits



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Extensions



Lorem ipsum



Incidunt ut



Quis nostrud



Dolor sit amet

Support and contact

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Lorem ipsum dolor sit
Lorem ipsum dolor sit amet

Plesk's
benefits and
features

Extensions
(depending upon
partners)

Partner's
support and
contact

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