plesk

Brand Guidelines

Contents

We are Plesk

Introduction

The Power of Plesk is Everywhere

We run on more than 300,000 servers in over 140 countries across 26 languages. We're proud of our new brand identity and the innovations that we have developed – to the point of becoming a separate and valued member of the Parallels Group – and being recognized by millions as a leader in the industry.

These guidelines will ensure that our brand stands strong and is seen by all for the excellence, innovation and efficiency that we, at Plesk, stand for.

Our core brand

We are more than just a control panel – we enable the power of millions of users, the power to create and to drive their businesses. Over half of the top service providers are using our platform to provide their clients with the control they need and we partner with the best to deliver the leading cloud platform to run, automate and grow applications, websites and hosting businesses.

Our Core Brand moves on from the concept of a control panel to the ultimate in control. It's the power of Plesk at your fingertips, the spark that ignites the project, the light on the horizon promising a bright future.

Our brand resonates with those who use our platform, the code that is part of our product is part of our DNA. Right down to the strapline that supports our brand. We describe ourselves as the synergy of WebOps.

Web operations is a domain of expertise within IT systems management that involves the deployment, operation, maintenance, tuning, and repair of web-based applications and systems.

<!-- the power. controlled. -->
<div class="the-synergy-of-WebOps">

DO YOU KNOW WHAT THIS MEANS?

<!-- comments within the code that the browser does not show on the page -->
<div class="represents our audience">

Our audiences

We have three distinct audiences – our end users,
the companies that use our product and the resellers who
take our product to market. Our messaging should always be
targeted to these different types. It's never one size fits all.

There are four key areas our audiences fall in to:

Web Pro – The Professionals designing, managing and hosting customer sites

Web App – The App Developers who are building and hosting applications

Web Host – The Controllers hosting and reselling shared accounts

Web Admin – The IT resource hosting self managed websites

When creating marketing material we need to consider our
average audience – generally male and aged between 20-35,
could be considered part of the X/Y even Z generation.
They're driven and ambitious – at the cutting edge of
technology and likely to thrive in the digital world. Engaged
and enthralled by technology they are always on – working
from wherever their world takes them. They're knowledgeable
and diligent and like to feel they are operating at the forefront
of their industry.

Our channel

Our channel ranges from companies who sell webhosting and multiple hosted services to providers who sell cloud infrastructure as a service, large hosters and infrastructure specialist providers.

We allow our customers to extend and customize Plesk as an open platform. The rich and open ecosystem of Plesk extensions gives access to relevant features targeted at specific audiences, it also enables service providers of any size to generate unique upsell opportunities.

Service icon

The approved variations of the service icon are shown here. The logo with number can be updated using the original source files.

Minimum/maximum sizes

Our service icon should not be replicated any smaller than 25mm wide. Our icon can be scaled up to any size.

Our brand

Logo usage

Our logo is the most visible and recognisable symbol. It is the primary form of identifying our company and is placed on all forms of visual communications across digital and printed media.

The Plesk logo must be used on all advertising, internal and external documents, corporate stationary, signage, presentations, emails and any other promotional communications.

The Plesk logo is our official brand symbol and should not be used outside of the guidelines described in this document.

Please consult the marketing team if you are unsure of how to use the logo or any of the elements in the brand palette.
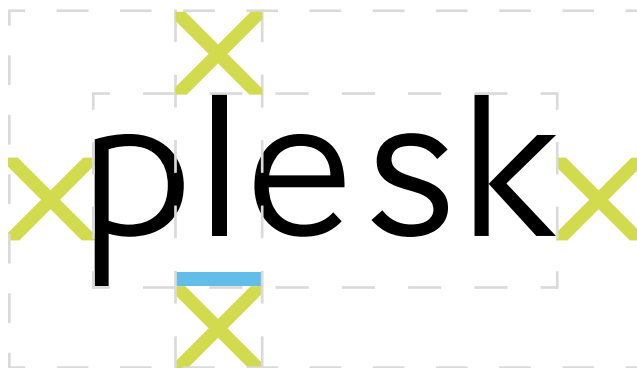
Clear space

Our logo needs to be visible in every application. To ensure this is always achieved, a minimum amount of "clear space" surrounding the logo has been specified. The clear space is determined by the x-height which equals the width of the logo line brand mark.

This space should always be free from graphics or text. It is 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 sqaure it should always be placed in the centre and scaled up until the left/ right clearspace = the x-height.

Logo colour

The approved variations of the Plesk logo are shown here. Wherever possible please use the primary positive or negative logo.

When it is not possible to use the primary logos please use the secondary positive or negative one colour logo variations.

Minimum/maximum sizes

Our logo should not be replicated any smaller than 25mm wide. Our logo can be scaled up to any size. For digital use, our minimum logo size is 75px.

Primary positive logo

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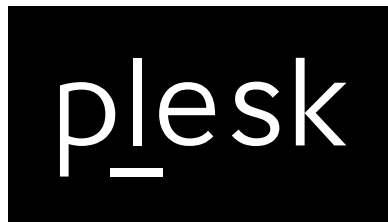For use on light backgrounds.

Primary negative logo

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

Secondary positive logo

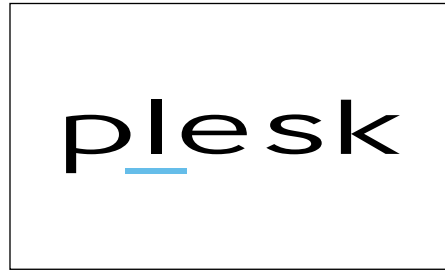For use on light backgrounds when the primary logo can not be used.

Secondary negative logo

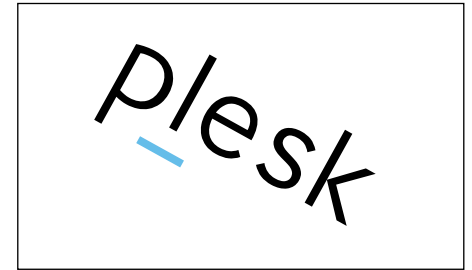For use on dark backgrounds when the primary logo can not be used.

Incorrect logo usage

Our logo is valuable to us, and in order to build and sustain our brand recognition, the logo should not be changed in any way.

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

Do not stretch the logo

Do not tilt the logo

Do not skew the logo

Do not change the logo colour

Do not crop the logo

Do not place the two colour logo on a non-brand colour

Logo on imagery

When a logo needs placing on an image the primary logo position is top right.

The logo can be placed in a central position. The logo would only be placed centrally when no CTA or strapline is required.

In designed collateral do not place the logo top left, bottom left or bottom right.

The logo should be placed top left for online design e.g. website/microsites see p.36 for examples.
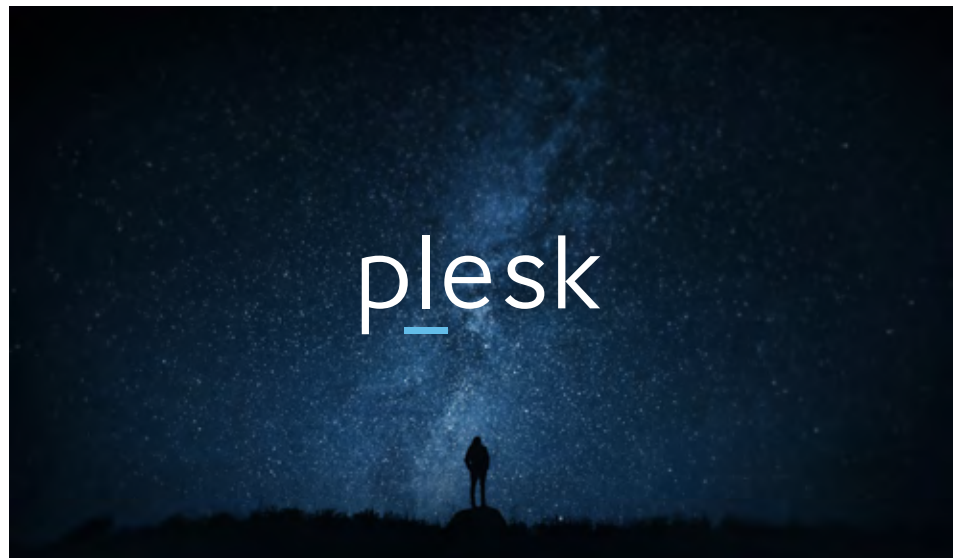
Partner logos

Plesk partner logos stand alone and are used seperately to the Plesk brand.

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

There are two versions of the partner logo per status.
The solid partner logo can be placed on any background.
The transparent background version can be placed on a light/white background.

Minimum/maximum sizes

Our partner logos should not be replicated any smaller than 25mm wide. Our minimum logo size is 75px. Our partner logos can be scaled up to any size.

Clear space

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

plesk | MEMBER

plesk | BRONZE

plesk | SILVER

plesk | GOLD

plesk | PLATINUM

plesk | MEMBER

plesk | BRONZE

plesk | SILVER

plesk | GOLD

plesk | PLATINUM

Colour palette weights

PRIMARY

SECONDARY

**The above shows how our core colour palette should be used,
and how much of each colour to use in any design.**

Primary colour palette

Blue 1	Black	Blue/Grey	White
c:59 m:7 y:2 k:0	c:72 m:66 y:65 k:72	c:80 m:60 y:40 k:40	c:0 m:0 y:0 k:0
r:83 g:188 b:230	r:34 g:34 b:34	r:56 g:72 b:89	r:255 g:255 b:255
hex#: 53bce6	hex#: 222222	hex#: 384859	hex#: ffffff
pantone: 2985 C	pantone: Neutral Black	pantone: 7545 C	pantone: White

**The primary colour palette consists of our four core brand colours.
Black should only be used for copy and in small blocks.**

Secondary colour palette

Blue 2

c:72 m:13 y:0 k:0

r:3 g:173 b:228

hex#: 03ade4

pantone: 298 C

Blue 3

c:73 m:23 y9 k:0

r:49 g:157 b:201

hex#: 319dc9

pantone: 7688 C

Blue 4

c:85 m:40 y:25 k:2

r:19 g:126 b:160

hex#: 137ea0

pantone: 7468 C

Green 1

c:25 m:0 y:80 k:0

r:205 g:214 b:99

hex#: cdd663

pantone: 585 C

Green 2

c:30 m:5 y:100 k:0

r:194 g:207 b:66

hex#: c2cf42

pantone: 584 C

Green 3

c:47 m:5 y:100 k:0

r:149 g:187 b:65

hex#: 95bb41

pantone: 367 C

Green 4

c:49 m:5 y:88 k:15

r:124 g:167 b:72

hex#: 7ca748

pantone: 7489 C

The secondary colour palette offers a selection of colours to compliment the primary colour palette. These colours should only be used in contrast to the primary colours and as colour accents.

Typefaces

An integral part of the Plesk brand is the typography we use to communicate with our customers. 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 and ITC Avant Garde Gothic

These typefaces have been chosen for their clean appearance, these typefaces have strong legibility and impact, and they should be used across all communications.

Lato was chosen for its variety and flexability. It is used in its 'black' weight for:

headlines
regular for subheads
and light should be used for body copy

ITC Avant Garde Gothic compliments Lato and should be used for all designed copy where

high impact is required.

When Lato or ITC Avant Garde Gothic are unavailable please use system font Arial.

You can use Arial in **BOLD** or REGULAR weights. Use **BOLD** for headlines and REGULAR for body copy.

Typeface – Standard

Lato is the san serif type family used for all standard communications.

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

When Lato can not be used e.g. email communucation please use Arial Black, Bold or Regular.

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Typeface – Design

ITC Avant Garde Gothic is the san serif type family used for all designed communications.

This is a high impact typeface and is used only in designs. ITC Avant Garde Gothic is primarily used in two weights: Bold and Demi. Other weights may be used if necessary.

ITC Avant Garde Gothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

ITC Avant Garde Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Avant Garde Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tone of voice

Computers talk in code – but that doesn't mean we have to.

We've been simplifying complexity for the world of WebOps since the early noughties.

We're proud of what we are, and this should be clear in the way we talk. We enjoy and are passionate about WebOps and providing a platform that our customers not only need, but love.

Our tone of voice will always talk to the human behind the machine. The detail of what our users do is complicated enough – the way we describe ourselves and our solutions should be clear and concise. We always aim to be relatable, the human voice of a faceless product. Conversations with Plesk shouldn't feel like technical jargon.

When we do talk in code it's to delight and amuse our audience.

Our imagery

Image style

The imagery should be abstract lifestyle or abstract objects. All imagery should convey quality, simplicity, ease of use, beauty and/or design.

All imagery must have the same look and feel: high quality, blue/black tones and/or mood lighting.

Avoid using faces as we don't want to associate these to the brand. However recognisable (hardware) technology can help enhance the quality, simplicity, ease of use, beauty and design message. Recognisable hardware should have the brand logos removed.

Imagery should reflect the audience it is aimed at. The following pages show suggested imagery and rationale for each audience. This essence should be captured in all future imagery selections.

Image style – Core brand

All audiences

Image library – Core brand

Image style – The user

Web Professionals/Web Agencies and Web Developers

Image library – The user

Image style – The company

Hosters, (Cloud) Service Providers that use Plesk

Image library – The company

Image style – The reseller

Hosters, (Cloud) Service Providers that resell Plesk

Image library – The reseller

Image treatment

Step 1

Open image in Photoshop. Open curves and create a contrast 'S' curve to darken shadows and lighten highlights. Apply blue photo filter if required.

Step 2

Duplicate layer > desaturate > change blend mode to multiply > reduce layer opacity to 70% approximately.

Step 3
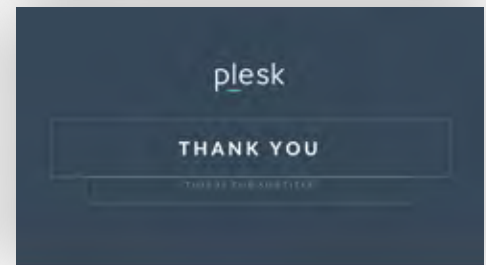
Flatten layers > duplicate > apply blur > erase areas of focus.
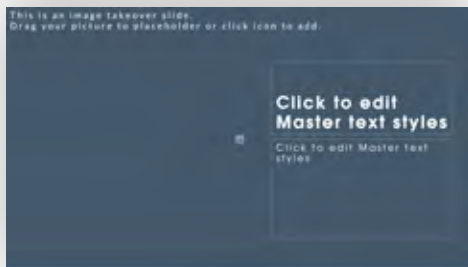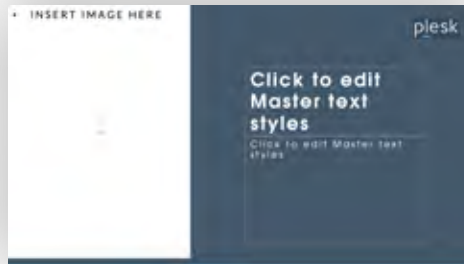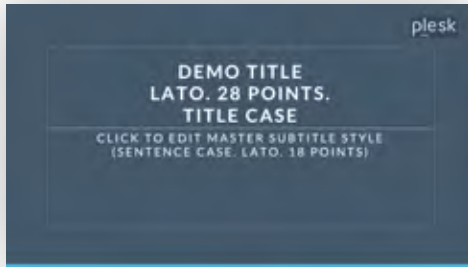
PowerPoint

Please use our PowerPoint template for all presentations. Our PowerPoint template has eight master layouts for ease of use.
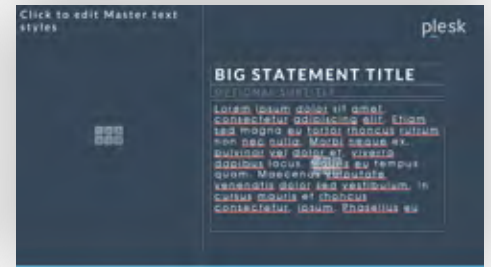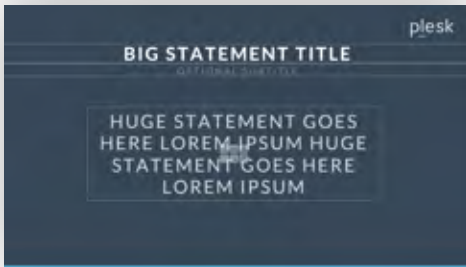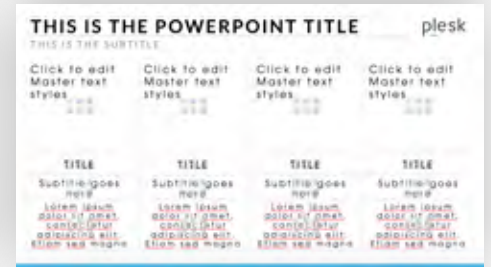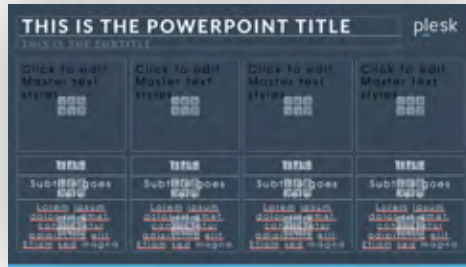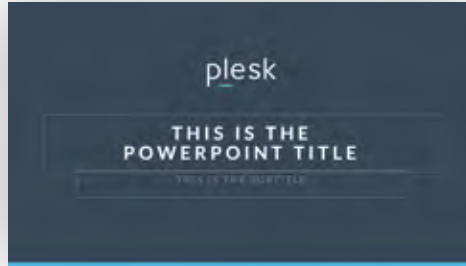
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Contact us

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