



# hub<sup>TM</sup>

webhostinghub.com

STYLE GUIDE



## BRAND IDENTITY

Web Hosting Hub's brand identity is a clean, vibrant, yet playful design that extends to all of our web hosting products and services as well as internal projects. Our style guide with alternating colors, open layout, and site images strengthen the ideal of our company.

We want our users to feel confident in navigating the website to easily find our features and hosting plans. We accomplish this with our open spacing and identifiable images and icons.

On our home page you can see this example laid out as we move from section to section with fluid content and correlating imagery and icons.

Web Hosting Hub's primary design goal is to create a welcoming environment for those new and familiar with web hosting. Our designs exemplify this feeling to the viewer.





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## LOGO

Below are different versions of Web Hosting Hub's logo and iconography.

Our main logo represents Web Hosting Hub on and off our main webhostinghub.com website. The iconography with the circles are our most used and recognizable identification. This logo (with and without 'webhostinghub.com') is used on our website, other websites as a representation for the company and marketing materials including: print, digital, banners and more.



## LOGO RULES

The logo should almost always be over a white background and in its normal form (orange/blue circle and blue/dark grey text), but in cases of banner usage where a different background color could apply we can use any of the other colors available. Background colors have been provided to give you an idea of where best to use these different colors if the main logo/icon's usage is not pleasing to the eye.

**In Print:** when the logo needs to be small, the all white or all black option is probably the best option depending on the space.

**Online:** Minimum width is 160 pixels and the required surrounding space 10 pixels.



## FONTS

Web Hosting Hub's branded font is Lato. Lets take a look at these fonts up close.



### Lato Regular

Lato Regular is the only font we use throughout our site. It can be seen in paragraph, descriptive, link and other text that isn't a section or topic title.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
`~!@#\$%^&\*()\_+{}-='



### Lato Bold

**Lato Bold** is the only font we use for titling. You will see it in the titling on the home page usually at the top of each section or on top of each topic.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**  
**`~!@#\$%^&\*()\_+{}-='**

## COLORS

Web Hosting Hub uses many colors, below are the colors for our products.  
PMS/CMYK for print, and RGB/Hexcode for web usage.



Spark

RGB: 0.173.28  
CMYK: 100.0.100.0  
HEX: 00AD1C  
PMS: P 142-8 C



Nitro

RGB: 255.112.7  
CMYK: 0.70.96.0  
HEX: FF7007  
PMS: P 30-8 C



Dynamo

RGB: 255.47.52  
CMYK: 0.92.75.0  
HEX: FF2F34  
PMS: P 52-8 C

## COLORS

In addition to our product colors we also utilize some blues and grays across the site as well. PMS/CMYK for print, and RGB/Hexcode for web usage.

RGB: 236.249.255 CMYK: 7.0.0.0 HEX: ECF9FF PMS: P 115-9 C	RGB: 210.242.255 CMYK: 20.0.1.0 HEX: D2F2FF PMS: P 115-10 C	RGB: 163.229.255 CMYK: 41.0.2.0 HEX: A3E5FF PMS: P 115-4 C	RGB: 107.213.255 CMYK: 65.0.3.0 HEX: 6BD5FF PMS: P 115-6 C
RGB: 25.158.210 CMYK: 96.12.7.0 HEX: 199ED2 PMS: P 115-15 C	RGB: 63.155.192 CMYK: 88.17.16.0 HEX: 3F9BC0 PMS: P 118-15 C	RGB: 0.108.152 CMYK: 100.49.23.3 HEX: 006C98 PMS: P 114-7 C	RGB: 0.90.126 CMYK: 100.59.32.13 HEX: 005A7E PMS: P 114-15 C
RGB: 0.62.87 CMYK: 100.70.43.36 HEX: 003E57 PMS: P 111-16 C	RGB: 11.42.59 CMYK: 99.73.51.59 HEX: 0B2A3B PMS: P 174-16 C	RGB: 255.255.255 CMYK: 0.0.0.0 HEX: FFFFFFFF PMS: P 173-1 C	RGB: 244.244.244 CMYK: 3.2.2.0 HEX: F4F4F4 PMS: P 173-1 C
RGB: 213.213.213 CMYK: 15.11.12.0 HEX: D5D5D5 PMS: P 169-2 C	RGB: 99.99.99 CMYK: 61.52.52.22 HEX: 636363 PMS: P 179-12 C	RGB: 79.80.80 CMYK: 66.57.57.35 HEX: 4F5050 PMS: P 169-16 C	RGB: 51.51.51 CMYK: 70.64.63.61 HEX: 333333 PMS: P 179-15 C

