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 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
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.
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.

- Color 1 hex#: 53bce6
- Color 2 hex#: 98d7f0
- Color 3 hex#: d4eef9
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.
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.
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
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.
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.
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.
Brand Mascot Examples

Octopus color parts

Download ZIP
Incorrect Brand Mascot Usage

Orientation
- Not correct
- Correct
- Partial correct

Mascot body
- Not correct
- Correct

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

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

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

Landing Template

A header with Plesk's logo

The general description of Plesk

The pricing plan (plus ordering process)

Benefits

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Extensions

Lorem ipsum

Lorem ipsum

Lorem ipsum

Support and contact

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Extensions (depending upon partners)

Partner's support and contact

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Plesk's benefits and features

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