From
UNITED KINGDOM
to the world

365 HOSTS®

365hosts.com

365 HOSTS®

Identity
Guidelines

Welcome

365 HOSTS ®

The Content

Introduction

Here you will respond immediately to the need to ensure the correct application of the elements of the Corporate Visual Identity of the 365HOSTS brand, defining in a precise and consistent manner the rules that must be followed to include the brand's logo, as well as the different visual elements that comprise it in all types of media (both virtual and printed).

The brand manual maintains a high criterion value that describes the conceptual value that is behind the brand, as well as the way in which the different graphic signs that personalize the identity of the brand must be applied.

All this thanks to the implementation of a design action plan studied and planned, to interpret the personality of 365HOSTS, endowing it with its own and distinguished visual image.

Duly applied the brand manual, ensures coherence and communicative and visual cohesion of the brand, transcending time without restricting the creative possibilities that may go beyond the parameters established in this manual.

The Brand

Building the Future

365Hosts aims to differentiate itself by providing an exceptional customer experience across every touchpoint. Everything from our wide product offering, to our world-class technical support, has been designed to provide our clients with the best possible web hosting and associated services.

Alongside our shared, reseller, VPS and dedicated server hosting products, we provide a number of additional, related services. We can take on custom website development work, help you with SEO, work on and improve your site performance and even manage your PPC campaigns. We are happy to discuss building bespoke service offerings, including two or more of these services as a package.

Registered Trademark

365Hosts is a registered trademark so professionals and / or organizations must coordinate with 365Hosts for the use of the logo in any circumstance. The purpose for the use of the trademark must be clearly indicated in all the means used and the ownership of the trademark must be attributed to 365Hosts.

In any instance in which the 365Hosts brand appears in any publication (and / or any article, letter, signage, etc.) it must be specified as follows: 365Hosts®.

If the first use of the trademark is in the holder, the registration mark and the trademark symbols may be omitted, but instead must appear with the first use of the trademark in the body of the text.

Our Mission

Since 365hosts began in 2001, our aim has always remained the same – to provide outstanding service and support to our customers; and we achieve this through leveraging innovative technology and providing an unmatched customer service. The entire team at 365hosts is fully committed to providing the very best service to our customers, adopting a full customer-centric work ethic as part of our corporate culture.

The Brand Personality

Our brand personality is the whole set of emotional and associative characteristics that connect us. These model the way in which people feel and interact with us.

That is why it is important for us to endow the brand with humanity. More than anything, because they are the final recipients of our communication being:

Professional

Orient your attitude towards action, but not in a rash way but after the necessary reflection to reach correct conclusions or viable solutions, safeguarding customers' time.

Innovative

Focus on getting out of the conventional starting from the established methods, proposing new methods that increase productivity.

Multi-faceted

Be able to self-manage your time and have the ability to perform several functions while maintaining an effective productivity that leads to feeling the results.

Creative

Adopt the ability to develop new ideas or concepts that project original solutions to the different projects or mishaps presented.

Helpful

The client will always be our priority that is why we must be at your disposal with good quality of care guaranteeing a professional and personalized service.

The Brand
Personality

The Logo

The Concept

The 365HOSTS logo is based on the conceptual idea of representing primarily the first value that constitutes the brand, which is to keep its servers operational and provide an optimal user experience available 365 days a year, all this through the inclusion of two literary concepts such as a calendar and a server, represented typographically in the naming Brand.

This is why for the development of the concept these two terms (calendar and hosts) were taken separately, where the calendar is represented numerically (365) framed within a rectangle with two of its rounded ends adding dynamism and to give it more value to message.

The blue colour was selected to hint at a constant state of availability and calm with the intention of having a more fluid reading in conjunction with the 365 thanks to a perfect balance between these two elements.

The
Construction
and Safe Zone

Logo Guidelines

The logo is made on the superposition of a grid that determines the exact proportions that will help reproduce it in any case that none of its files are available in editable format, as with this grid you can take the logo to a greater for electronic or printed media.

In addition, a minimum area of security has been set around the logo, as a preventive measure so that it is not affected by the overshoot of other graphic elements that may affect its visibility within a printed space, thus ensuring maximum readability and full recognition of the brand.

Minimum clear space — PRINTED

Minimum clear space — DIGITAL

The
Minimum Sizes

Printed

A minimum reproduction size has been established, taking into account the main supports to which the brand will be destined, so that it does not lose readability.

It should be mentioned that the established sizes can be fully scalable, a larger measure depending on the support to which it will be reproduced.

365HOSTS®
20 MM

Web

365HOSTS®
113 PX

Mobile

365HOSTS®
70 PX

The Wrong Use

1 - Do not shrink horizontally

2- Do not stretch horizontally

3- Do not stretch vertically

4- Do not shrink vertically

5- Do not apply shade

6- Do not apply path

7 - Do not subtract elements

8- Do not substitute the font

9- Do not alter the colour

10- Do not rotate

11- Do not apply reflection

12- Do not bias

13 - Do not use the same colour background

14- Do not separate the elements

15- Do not overlap shapes

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

The Colour

The Corporate Colour

The colours determine a fundamental role in evoking emotions in conjunction with the geometric composition of the brand, based on this the dark blue colour was only implemented, reinforcing the stability, depth, transparency, calm and sincerity offered by the brand.

It has been decided to disaggregate the values for use through printed media through the CMYK system, digital media with RGB and web format with hexadecimal.

365HOSTS®

CMYK

C: 100 M: 96 Y: 39 K: 45

RGB

R: 20 G: 14 B: 74

Hexadecimal

#140e4a

Secondary Colours

This palette should be applied with extreme moderation since it is thought unique and strictly to give emphasis to textual and graphic contents within the corporate material of the brand.

CMYK

C: 85 M: 59 Y: 0 K: 0

RGB

R: 63 G: 104 B: 212

Hexadecimal

#3f68d4

CMYK

C: 95 M: 76 Y: 0 K: 0

RGB

R: 40 G: 63 B: 180

Hexadecimal

#283fb4

CMYK

C: 62 M: 49 Y: 22 K: 6

RGB

R: 114 G: 120 B: 153

Hexadecimal

#727899

CMYK

C: 65 M: 0 Y: 27 K: 0

RGB

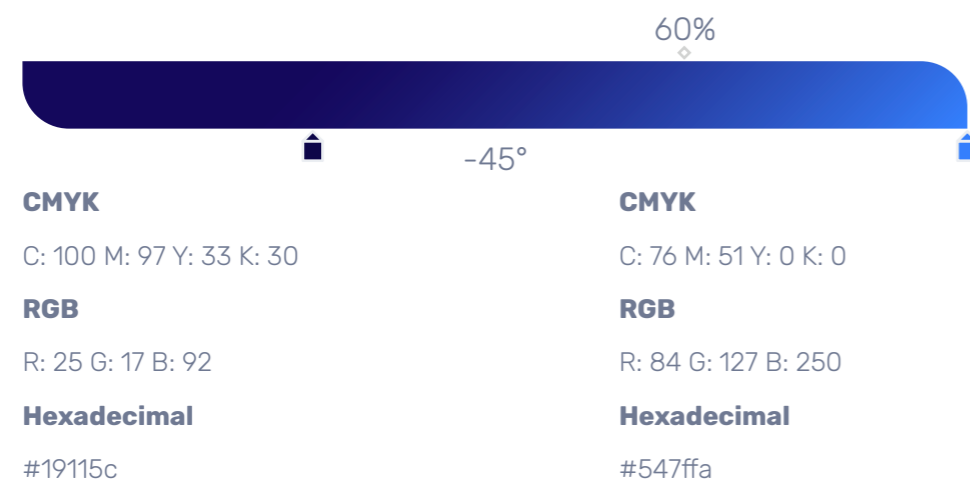R: 120 G: 213 B: 209

Hexadecimal

#78D5D1

Logo in Positive and Negative

When there is a strict colour limitation or where the main version is at risk of readability, the brand can be presented in its two monochromatic versions (black and white), otherwise it must be presented with its corporate colours.


Gradient

This can be used as a complement in graphic pieces with high textual content, at a prudent scale that allows the readability of the information. The composite tones of this gradient must be respected to maintain the uniformity of corporate colours and be applied at a 45° angle.

60%

−45°

CMYK

C: 100 M: 97 Y: 33 K: 30

RGB

R: 25 G: 17 B: 92

Hexadecimal

#19115c

CMYK

C: 76 M: 51 Y: 0 K: 0

RGB

R: 84 G: 127 B: 250

Hexadecimal

#547ffa

Variation on Background

The logo can be used without any problem in the proposed fund variations guaranteeing adequate contrast.
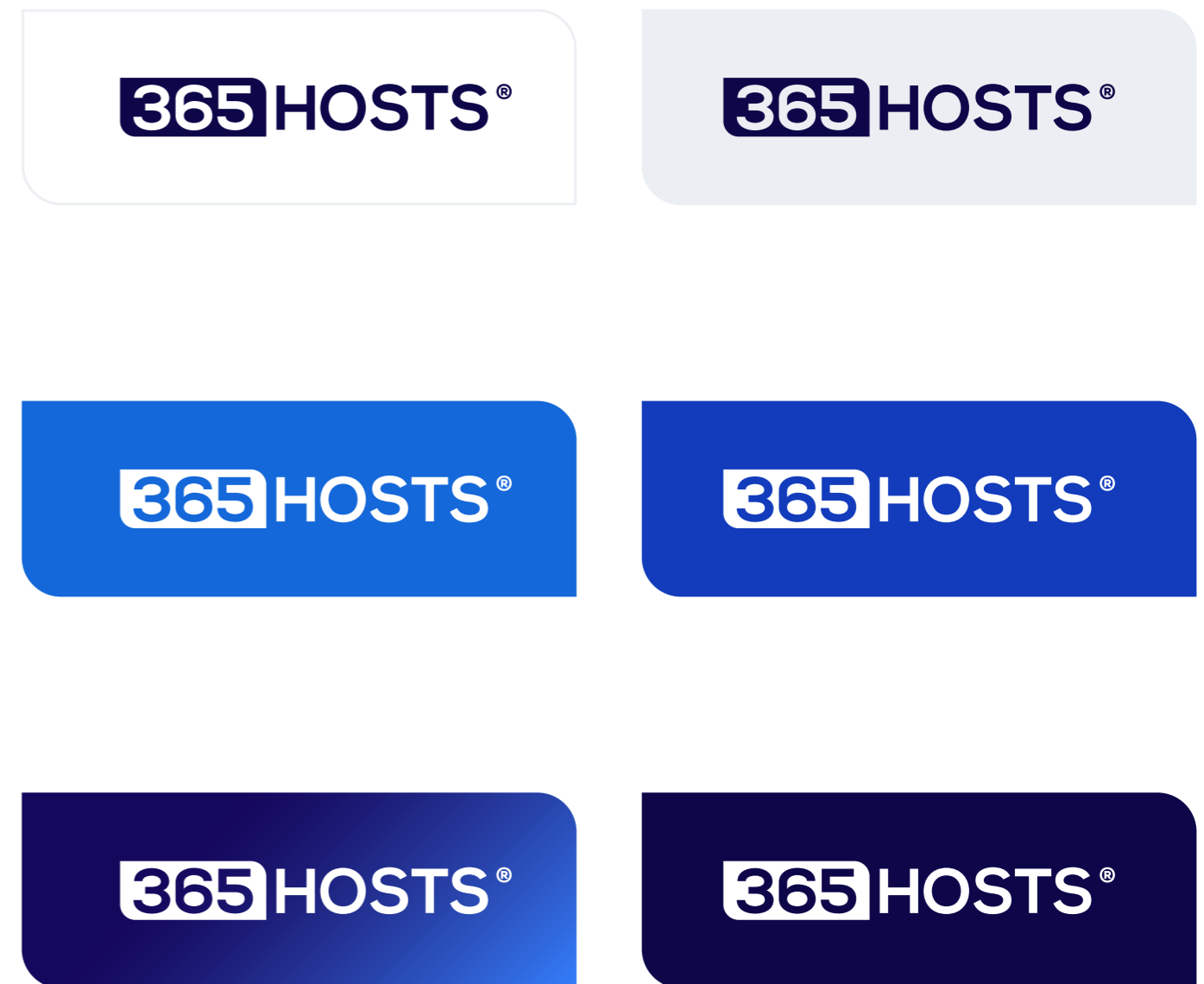
The
Typography

Logo Typography

Nexa typography was used in its Bold variant to compose the textual representation of the brand, since it has a high visual weight that makes it stand out and be noticeable to smaller and large format.

Nexa XBold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#$%&*()_+

Typography in Corporate Material

The typographic composition for print or digital advertisements, as well as other corporate material, consists of the use of Rubik Bold for titles, Rubik Light for subtitles, Rubik Regular for the paragraph and Rubik Bold for the web address.

The right contrast in their sizes and weights will allow us to achieve excellent visual results.

Variation on Background

For the web site a variety of sources were used, which together have a close visual relationship and maintain harmony with each other due to their modern style, clarity, readability and applicability in browsers.


Rubik Bold

Rubik Regular

Rubik Bold

Rubik Regular

Rubik Bold

Rubik Regular

The Icons

The icon is a synthesized representation of the logo, built from a grid that gives it an ideal scalability for digital environments such as web browsers, avatars, operating systems, mobile application, among others and it should be used when size limitations do not allow to use the 365Hosts logo completely.

The icon is presented in two versions, square and circular.

100px

48px

32px

24px

16px
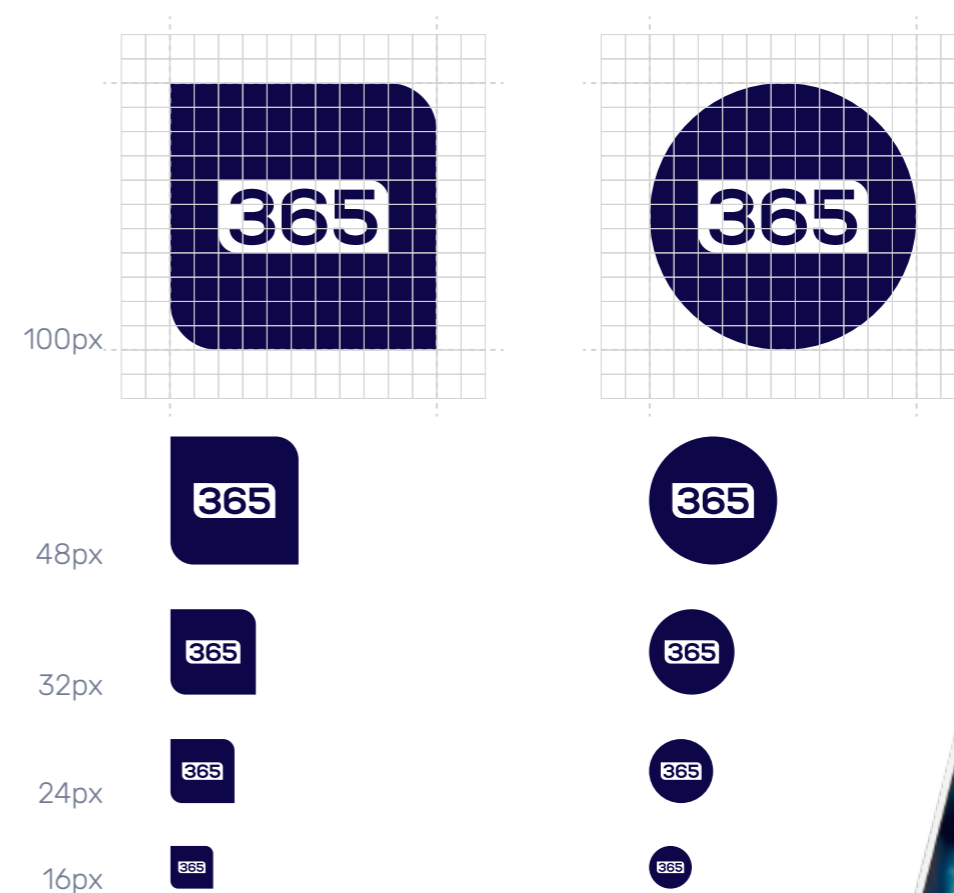
Colour:

RGB

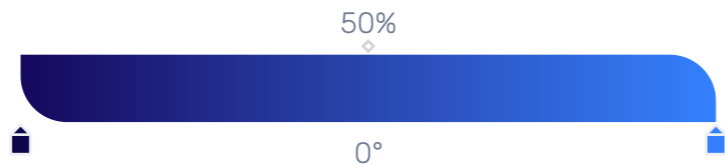R: 20 G: 14 B: 74

Hexadecimal

#140e4a

The
Icons

Illustrative icons

This type of icon is constructed from isometric perspectives (upper, lower, left, right).

Its use is recommended on the website and in the different digital or printed co-op materials, so that it serves as support for the textual content and reflects the different services in particular.

Below is the colour guide used:

50%

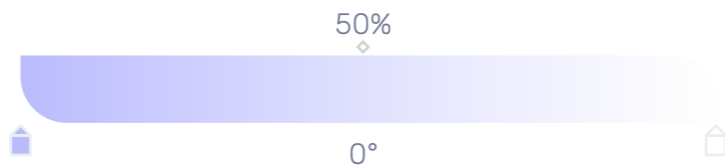0°

CMYK
C: 100 M: 97 Y: 33 K: 30

RGB
R: 25 G: 17 B: 92

CMYK
C: 76 M: 51 Y: 0 K: 0

RGB
R: 84 G: 127 B: 250

50%

0°

CMYK
C: 31 M: 27 Y: 0 K: 0

RGB
R: 186 G: 187 B: 252

CMYK
C: 0 M: 0 Y: 0 K: 0

RGB
R: 255 G: 255 B: 255

CMYK
C: 65 M: 0 Y: 27 K: 0

RGB
R: 120 G: 213 B: 209

CMYK
C: 100 M: 96 Y: 39 K: 45

RGB
R: 20 G: 14 B: 74

Examples

Endorsed
Brand Marks

Endorsed Brand Marks

The approval lines are used to visually inform the participation of 365Hosts within a particular event, fulfilling a secondary but fundamental role with the partner. The 365Hosts logo should not cover more than 50% of the partner's logo width.

The approval block must have the 365Hosts logo aligned to the right (not including any TM or ®).

The approval lines must be approved by the 365Hosts Team before any publication.

LOGO®

365HOSTS®

Examples

R1Soft®
365HOSTS®

WordPress
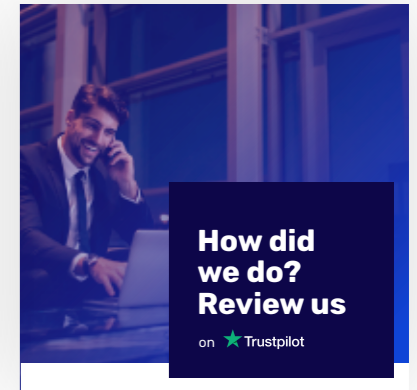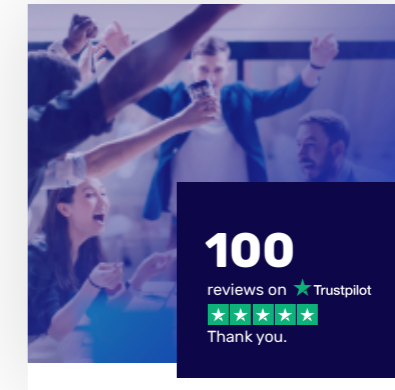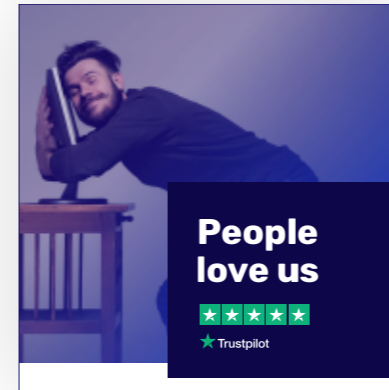365HOSTS®

The
Image Guide

The Image Guide

To complement the personality of the brand we recommend the use of images that are closely related to the company's services, these images must be subject to certain parameters so that the logo can work on them:
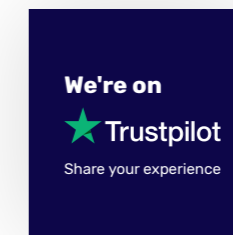

Technology

Mockup Web Site
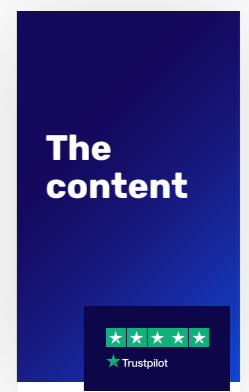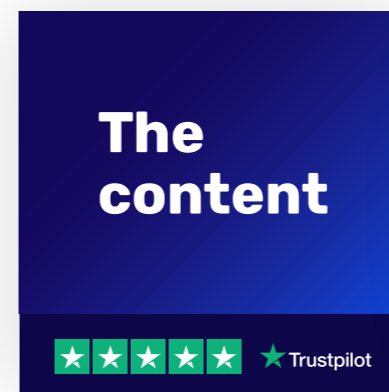

Vector

Duotone

Overlap

Marketing
Ads Templates

Social Media Shareables

People love us
★★★★★ Trustpilot

100
reviews on ★ Trustpilot
★★★★★
Thank you.

How did we do? Review us
on ★ Trustpilot

Badges & Stickers

Review us on
★ Trustpilot

We're on
★ Trustpilot
Share your experience

Rate Excellent
★ Trustpilot

Ad Templates

The content
★★★★★ ★ Trustpilot

The content
★★★★★
★ Trustpilot

The content
★★★★★
★ Trustpilot

For Products

For Recommendations

For Services

For Opinions

The
Applications

Mug

Schedule

Pen

Business cards

Rubik Bold
Rubik Light

John Doe
CEO

📞 +44 20 3935 8008
📱 07961 778 146
✉️ support@365hosts.com

Rubik Regular

Rubik Regular

365hosts.com f t in ig

365 HOSTS®

Rubik Bold
Rubik Light

Web Hosting
specialist!

365 HOSTS®

Web Hosting
specialist!

365 HOSTS®

John Doe
CEO

📞 +44 20 3935 8008
📱 07961 778 146
✉️ support@365hosts.com

365hosts.com f t in ig

Letterhead

365 HOSTS®

Month, Day, Year

To,
Recipient's Name
Position Held

TITLE HERE

Hi (name),
This document is in Rubik in its Regular and Bold variations. The body of text is 11pt. The colour is gray (CMYK values: C: 62 M: 49 Y: 22 K: 6, RGB: R: 114 G: 120 B: 153) and blue (CMYK: C: 100 M: 96 Y: 39 K: 45 , RGB: R: 20 G: 14 B: 74). The spacing will be 18px
The letterhead is located at the bottom in blue.

To change the address / contact information at the bottom:
1) On the Insert tab, click Footer.
2) Click Edit footer.
3) Make your changes to the address line by selecting the text and reviewing your needs.

John Doe

John Doe
CEO

📞 +44 20 3935 8008   📱 07961 778 146   ✉️ support@365hosts.com   📍 The Business Center,
Town Meadows Way,
Uttoxeter, Staffs,
ST14 8AZ

365hosts.com f t in ig

Poster

Billboard

Trade Show
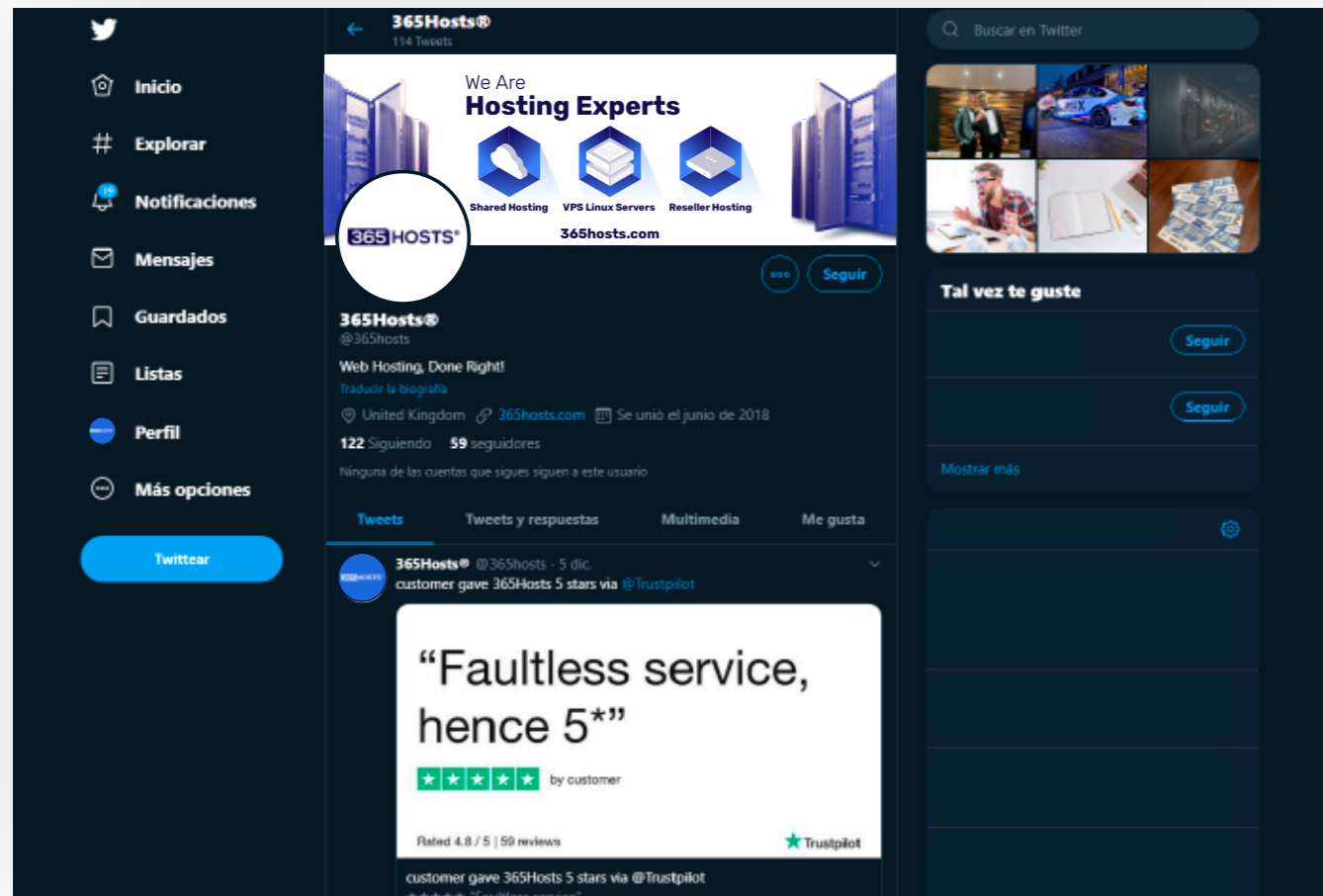
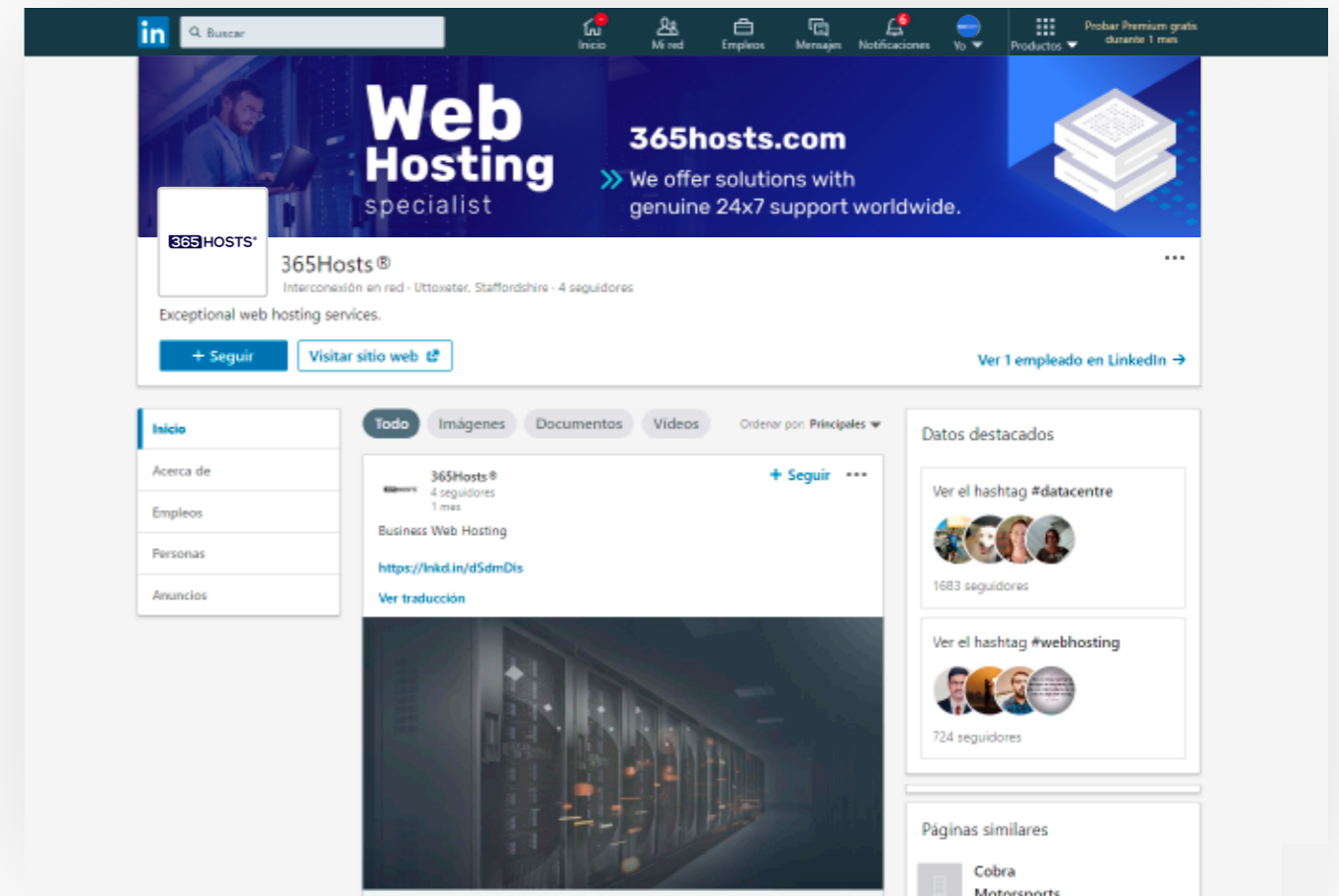## Brochure

Mail Signature
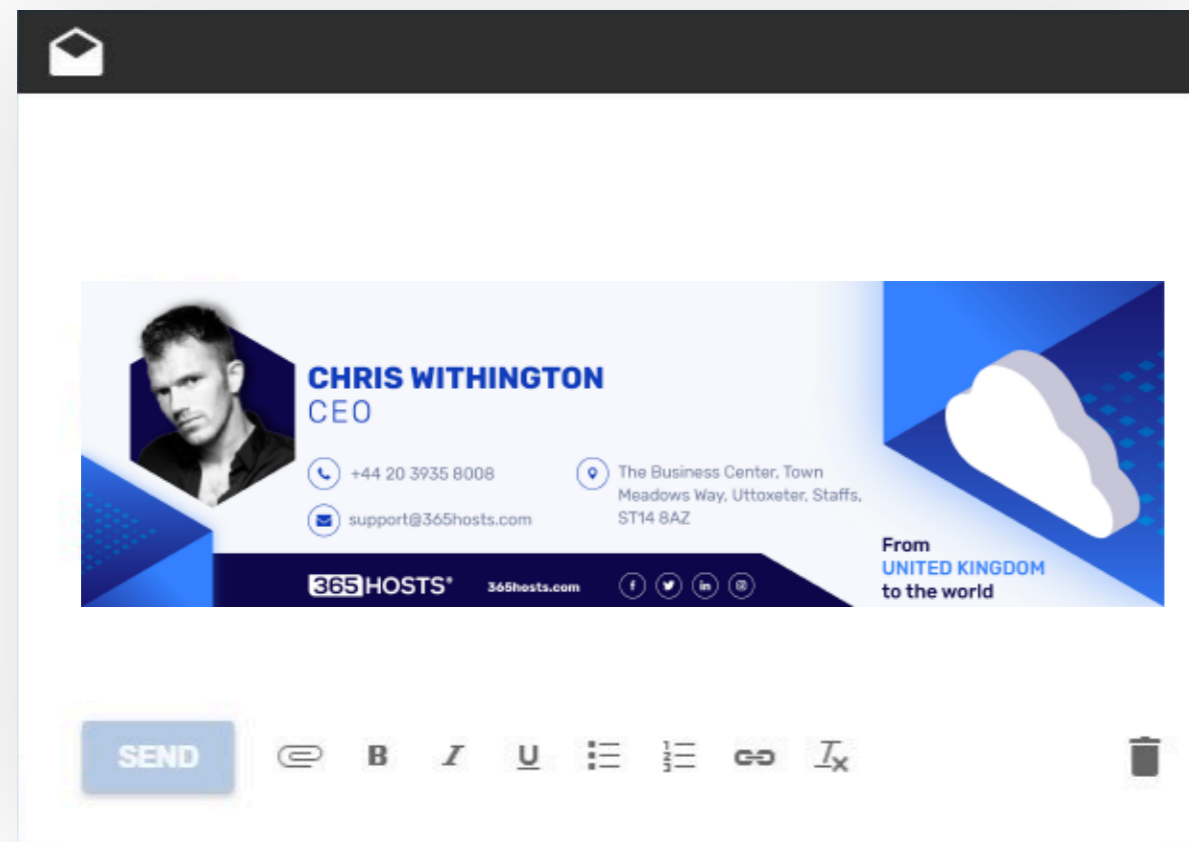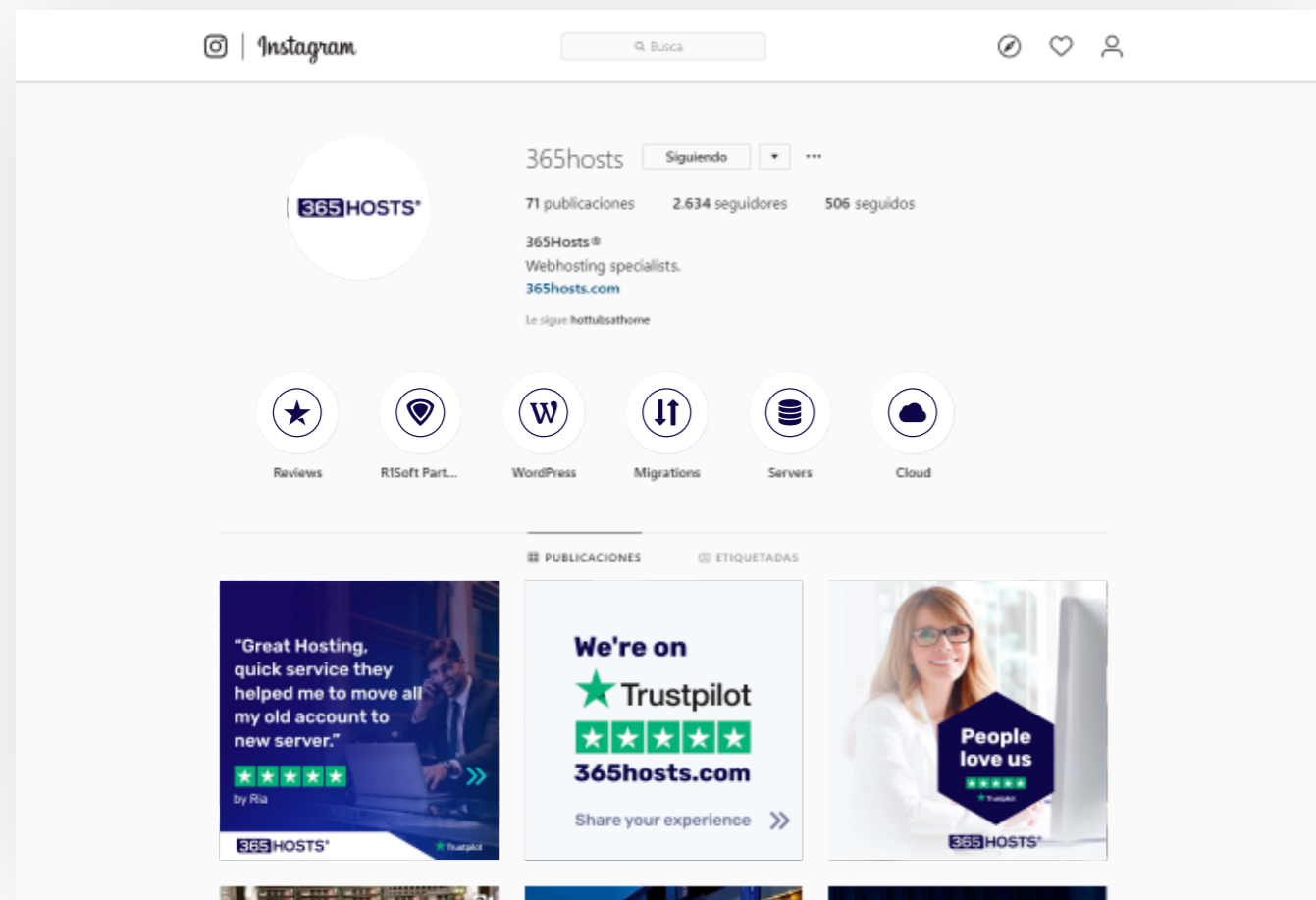

Facebook
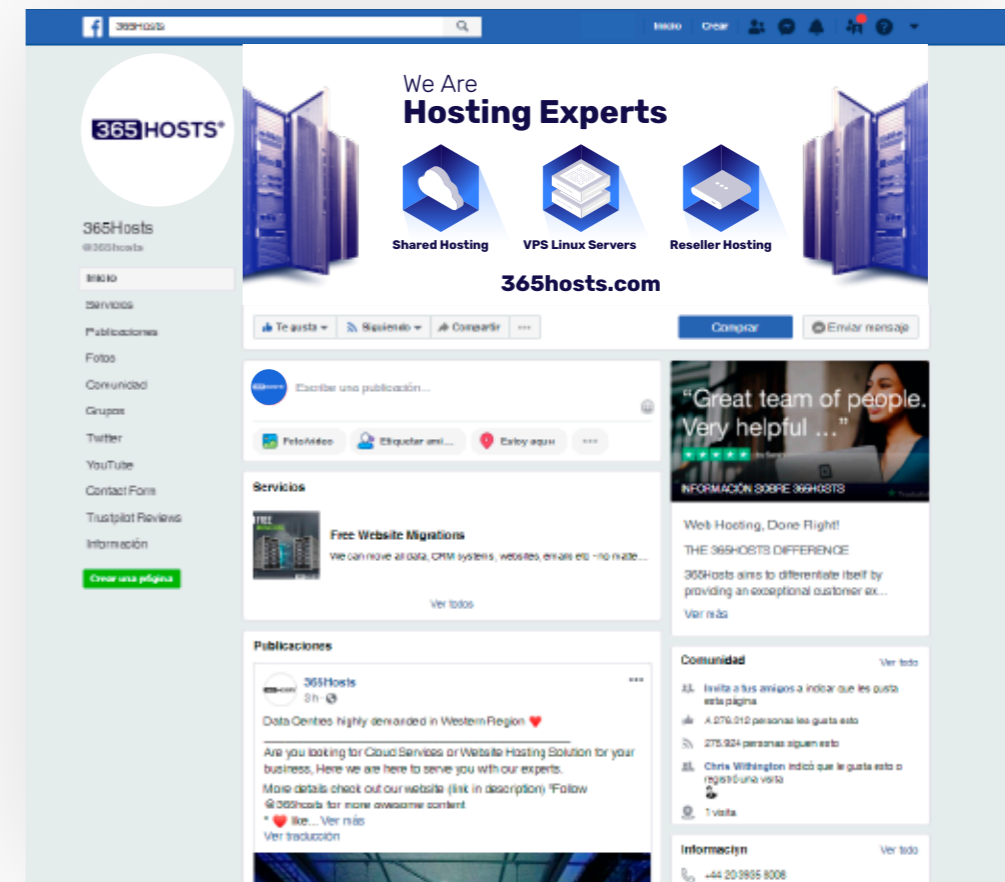
Twitter

Linkedin

Instagram

Shirts

Glossary

Glossary

CMYK

Stands for "Cyan Magenta Yellow Black." These are the four basic colours used for printing colour images.

Colour Palette

A colour palette, in the digital world, refers to the full range of colours that can be displayed on a device screen or other interface, or in some cases, a collection of colours and tools for use in paint and illustration programs.

Duotono

In general, an image printed with two inks (tones), synonymous with "bitone". In a more precise sense of two-dimensional digital image processing, a duotone is a grayscale file (i.e., a black and white image) that contains one or more transfer curves applicable to other inks.

Hexadecimal

A colour hex code is a way of specifying colour using hexadecimal values. The code itself is a hex triplet, which represents three separate values that specify the levels of the component colours. The code starts with a pound sign (#) and is followed by six hex values or three hex value pairs (for example, #AFD645).

Overlap

This vocabulary refers to the action and result of superimposing or superimposing, in adding, adding, placing, placing or adding something, object or element over another of the same or different genre.

Rgb

Stands for "Red Green Blue." RGB refers to three hues of light that can be mixed together to create different colours. Combining red, green, and blue light is the standard method of producing colour images on screens, such as TVs, computer monitors, and smartphone screens.

Vector

Unlike JPEGs, GIFs, and BMP images, vector graphics are not made up of a grid of pixels. Instead, vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way. A path can be a line, a square, a triangle, or a curvy shape.