



HOSTKICKER

Brand guidelines

Typography

Urbanist

Heading Font

1234567890!@#\$%&*~+`

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Mulish

Body Font

1234567890!@#\$%&*~+`

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Regular

Our sole objective is to provide hosting services that are efficient, fast and, at the same time, ensure that the customers have Premium technical support by their side at all times, at their convenience, that too at affordable and sustainable prices.

Medium

Our sole objective is to provide hosting services that are efficient, fast and, at the same time, ensure that the customers have Premium technical support by their side at all times, at their convenience, that too at affordable and sustainable prices.

Bold

Our sole objective is to provide hosting services that are efficient, fast and, at the same time, ensure that the customers have Premium technical support by their side at all times, at their convenience, that too at affordable and sustainable prices.



Brand guidelines

Color palette



HEX #1d40f2
R 29 G 64 B 242
C 85 M 73 Y 0 K 0



HEX #0083f9
R 0 G 131 B 249
C 76 M 48 Y 0 K 0



Brand guidelines
Master logo



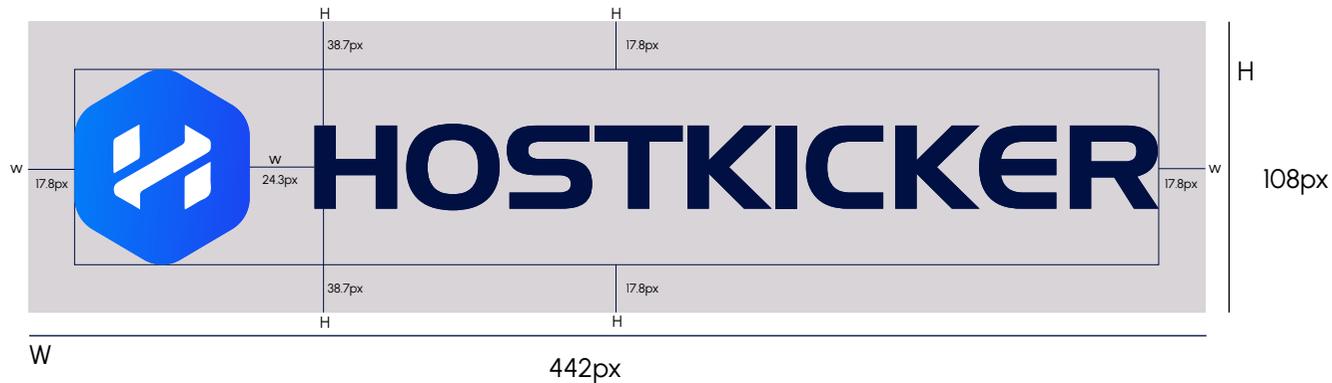
Brand guidelines

Logo variations



Brand guidelines

Scale & clearspace



To make sure our logo is legible, and to maintain its integrity, keep the area surrounding it free of other elements. The minimum clearspace is the width & height of the 442px/ 108px.

The minimum size of our logo is 1.47 X 0.36 Inches (37.42 X 9.14mm) in print, or 108px on screen, measured by the height of the bug. On rare occasions, smaller sizes for print may be necessary. Legibility is a top priority.



Brand guidelines

Policies

1. Hostkicker's trademarks, logos, service marks, web design trade dress, and all other brand characteristics or brand features are protected by copyright, trademark, and other similar intellectual property laws.

If you are interested in promoting and publicizing Hostkicker on your site, you can consider membership in our Affiliate Program, where we provide banners, links, and other assets which you can use on your site to promote Hostkicker and earn commission in return.

Usually, we don't provide our logos for personal use besides through our Affiliate program. Also, membership in our Affiliate Program doesn't authorize you to use our Brand features in any other way. You are only allowed to use our Brand characteristics, banners, icons, and graphics in an unaltered state, as provided through the Affiliate Program.

We don't permit the use of our brand characteristics and trademarks in advertising, including in Google AdWords. Also, you are not permitted to use our trademarks in domain names.

If you are permitted to use the Hostkicker's Brand characteristics, ensure to use them as per the following guidelines:

2. What to do:

1. When you are using a Hostkicker trademark for the very first time in a document, make sure to include the ® symbol. For instance, using it in the title, heading, or when first referenced in the text.
2. When you are using a Hostkicker trademark, make sure to differentiate it from the surrounding text. You can differentiate the trademark by capitalizing or italicizing the entire mark, capitalizing the first letter, placing it in the quotes, or using a different font type to highlight the trademark.
3. When you are using a Hostkicker trademark, you can use it as an adjective. Don't use it as a noun or verb and not in possessive or plural form.



3. What not to do:

1. If you are using a Hostkicker Brand Characteristic, please ensure that you do not alter it in any way. Make sure you don't remove or change any element of the trademark or logo.
2. Don't incorporate Hostkicker's Brand Characteristics or Brand features into your company name, trademark, logo, service name, or own product name.
3. Don't display Hostkicker's Brand characteristics or features as the most notable visible element of your website, product, and service.
4. Don't display a Hostkicker Brand Characteristic or features in any manner that is unfair, misleading, defamatory, infringing, obscene, disparaging, or otherwise objectionable as decided by us.
5. Don't use Hostkicker's Brand Characteristics or features in any way that disobeys any rules or regulations.
6. Don't display Hostkicker's Brand Characteristics or features on any website containing adult content or websites that facilitate the sale of alcohol, tobacco, or gambling to individuals under the age of twenty-one years.
7. Don't portray Hostkicker's Brand Characteristics or features in any way that indicates that you are affiliated with, related to, endorsed, or sponsored by Hostkicker.
8. Don't replicate or mimic the look and feel of any of our websites or web pages of any of our websites, including but not limited to the graphic designs, branding, product icons, color combinations, fonts, or other elements related to us.
9. Don't include Hostkicker trademarks or brand characteristics in any domain name.
10. Don't frame or mirror any web page of the Hostkicker website.
11. Don't bid on or otherwise use Hostkicker trademarks or brand characteristics in Google AdWords or other PPC advertisements.

