

HostBill Brand Guidelines

HostBill

Thanks for your interest in HostBill.

Thanks for your interest in HostBill. We wish to encourage widespread use of the HostBill marks while also effectively protect and promote the equity and integrity of HostBill brand identity. We have a few guidelines for using our brand resources. Please take your time to familiarize yourself with them.

HostBill marks

The HostBill marks include HostBill name and logo, and any word, phrase, image, or other designation that identifies the source or origin of any of HostBill's products. Please don't modify the marks or use them in a confusing way, including suggesting sponsorship or endorsement by HostBill, or in a way that confuses HostBill with another brand (including your own). If you are unsure, you can request clarification by contacting us.

Our name

The name HostBill was designed to communicate key elements of our business. The name is a combination of two words: hosting and billing, that reflect the foundation on which the company was built in.

HostBill is one word,
always spelled with capital 'H' and capital 'B'.

Our logo

HostBill logo is available in three different colour versions

Main logo

Full color, grey and blue

HostBill

Main color



Grey

#484740

C 0 M 0 Y 0 K 90



Blue

#81a7e6

C 53 M 29 Y 0 K 0

HostBill

Optional use

White - Use on black or dark or vivid colour backgrounds



Black - Use when color options are limited



Please make sure to use the correct version, always allowing for sufficient contrast between background and the logo.

Logo used

HostBill

HostBill

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Clear space and minimum sizes

Size

HostBill logo should never be used at a size less than 15 mm in length



Space

To ensure that the HostBill logo is clearly visible it must be surrounded by a sufficient amount of space. No type or graphic element should intrude the designated exclusion area.



HostBill

Do's



Always use the original company logo.



Use the appropriate size for the material you are creating

Don'ts



Don't alter the logo in any way or overlap it with additional logos or images.



Don't stretch, squeeze, rotate or deform the logo in any way.

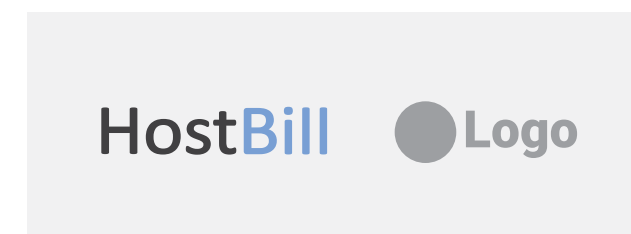


Don't use the logo in any different colour than specified above.



Don't use the logo with a border or a holding shape.

Logo usage with partner logo



Always ensure that all logos appear equal in stature.



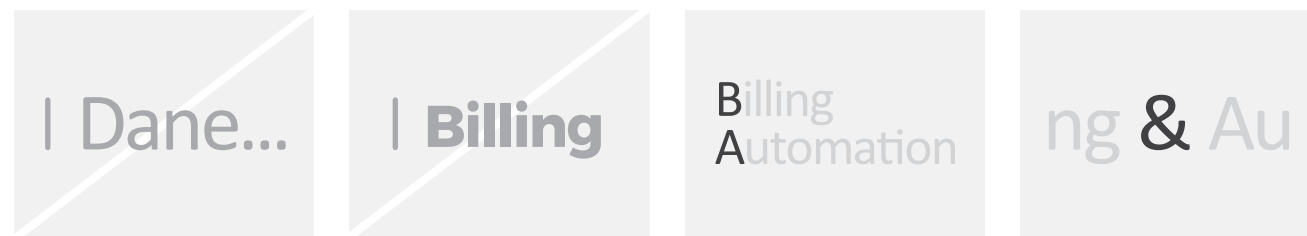
Do not place the partner logo closer than the minimum clear space to the HostBill logo.

Tagline

HostBill logo and wordmarks can appear with the tagline:

HostBill | Billing & Automation

Tagline guidelines



Do not translate the tagline to a different language.

Do not recreate the tagline in another font.

All words should start with a capital letter.

Use ampersand (&) instead of 'and'.

HostBill

When to use HostBill marks

We acknowledge and support your right to make "fair use" of the HostBill marks, and do not mean to suggest with these guidelines that our permission is required in such cases. We cannot, however, tell you categorically what will and will not qualify as a "fair use."

Sample use cases for the HostBill marks:

- HostBill Customers - HostBill Customers may use HostBill logo to indicate the use of our software
- HostBill Partners - HostBill Partners may use HostBill logo to indicate HostBill integration with Partner's products and services
- Linking to hostbillapp.com - HostBill logo may be used to link to hostbillapp.com from your website.
- Apps, product and service names compatibility references - HostBill logo may be used to identify projects, products, and services that are compatible with HostBill software
- Publications - you can use HostBill marks in reviews, articles and other publications, as long as you use the marks to refer to the official HostBill products and services.

All other uses of HostBill marks require permission from HostBill.

Please bear in mind that HostBill reserves the right to decline usage of the HostBill name or brand representation in any situation the company deems inappropriate for any reason even if the logo usage meets these guidelines.

Legal

HostBill and the HostBill Logo is a registered trademark of HostBill Krzysztof Pajak in the European Union, United States of America and Turkey.

Contact

Should you have any questions please contact us at marketing@hostbillapp.com

Thank you

We appreciate the effort you take to implement our brand guidelines.

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