

# HostGator.com

## Website Hosting



**Official Style Guide 2013**

# Brand Essence

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HostGator.com has a distinct brand essence: inviting, clean, playful, and fun. This brand essence can be seen in everything from the designs created for our customer facing products as well as internal projects.

Web hosting should be inviting to those unfamiliar with it. It is new territory for many people, and getting them online is important for the internet community.

A clean, illustrated look can be found throughout all of HostGator's designs. The backgrounds tend to have no outlines and feature many gradients to add depth, while characters use outlines and solid colors to draw the eye. Designs should be simple and efficient, but with enough character for the project to not look barren.

Snappy allows designers to implement a playfulness many other companies can not, using costumes, positioning, props, and more to create interesting and enticing scenes.

The primary design choice of HostGator.com is to make Web Hosting look fun. Our designs try to exude that feel to the viewer.



# 01 Logo Layouts



This section shows the acceptable layouts of the full logo, along with the minimum size requirements and whitespace guides to help position.

Required Whitespace

Bounding Box of logo



**Color Horizontal Version**  
Minimum Width 200x65 px



**Color Stacked Version**  
Minimum Width 77x74 px



**Black & White Horizontal Version**  
Minimum Width 200x65 px



**Black & White Stacked Version**  
Minimum Width 80x77 px



**Short Color Horizontal Version**  
Minimum Width 200x60 px



**Short Color Stacked Version**  
Minimum Width 77x52 px



**Tiny Color Horizontal Version**  
Minimum Width 127x33 px



**Tiny Color Stacked Version**  
Minimum Width 50x30 px



**Tiny Black & White Horizontal Version**  
Minimum Width 127x33 px



**Tiny Black & White Stacked Version**  
Minimum Width 50x30 px

## 01.2 Text Mark Logo Layout



The logo can be used sans Snappy if he is somewhere else in the finished design. Color should be used when it is larger, but as the font size shrinks move to the dark gray, and finally full black text as it will help it remain legible.



**HostGator.com**  
Website Hosting

Text Mark Logo Full  
Minimum Width 130x30 px



**HostGator.com**

Text Mark Logo Short  
Minimum Width 130x20 px



**HostGator.com**  
Website Hosting

Text Mark Logo Full Navy Outline  
Minimum Width 130x30 px



**HostGator.com**

Text Mark Logo Short Navy Outline  
Minimum Width 130x20 px



**HostGator.com**  
Website Hosting

Small Text Mark Logo Full  
Minimum Width 90x23 px



**HostGator.com**  
Website Hosting

Tiny Text Mark Logo Full  
Minimum Width 90x23 px



**HostGator.com**

Small Text Mark Logo Short  
Minimum Width 76x13 px



**HostGator.com**

Tiny Text Mark Logo Short  
Minimum Width 68x12 px

## 01.3 Faded Logos



This section shows acceptable layouts for Faded Logos. Faded Logos can be used for web pages, promotionals, rollover images, and more.



Faded Horizontal Version  
Minimum Width 200x65 px



Faded Stacked Version  
Minimum Width 77x74 px



Tiny Faded Horizontal Version  
Minimum Width 127x33 px



Tiny Faded Stacked Version  
Minimum Width 50x30 px

## 02 Fonts



The full logo uses 2 fonts: Nimbus Sans Becker Black, and Gotham Rounded Bold. Other fonts are used for web, such as: Gotham Rounded Medium & Book, Myriad Pro, Grobold, and more.

Logo Font: **Nimbus Sans Becker Black**

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

Logo Subtext Font: **Gotham Rounded Bold**

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

## 03 Colors



The logo has several colors, they are diagramed and listed here in Pantone and CMYK for print, and RGB and Hexcode for web.



# HostGator.com

1	Pantone 300 C	C90 M72 Y0 K0	R42 G88 B167	Hex #2A58A7
2	Pantone 299 C	C76 M26 Y4 K0	R34 G152 B205	Hex #2298CD
3	Pantone 301 C	C100 M84 Y15 K3	R29 G69 B139	Hex #1D458B
4	Pantone 302 C	C100 M83 Y40 K35	R7 G48 B84	Hex #073054
5	Pantone 116 C	C0 M20 Y100 K0	R255 G202 B5	Hex #FFCA05
6	Pantone 124 C	C0 M51 Y99 K0	R246 G146 B30	Hex #F6921E
7	Pantone Process Yellow C	C4 M0 Y94 K0	R255 G241 B0	Hex #FFF100
8	Pantone 179 C	C0 M80 Y99 K0	R240 G90 B34	Hex #F05A22
9	Pantone 461 C	C2 M6 Y38 K0	R253 G234 B173	Hex #FDEAAD
10	Pantone 129 C	C0 M13 Y72 K0	R255 G217 B98	Hex #FFD962
11	Pantone 136 C	C0 M25 Y83 K0	R255 G194 B70	Hex #FFC246
12	Pantone 1235 C	C0 M29 Y85 K0	R255 G188 B65	Hex #FFBC41
13	Pantone Process Black C	C75 M68 Y67 K100	R0 G0 B0	Hex #000000

# 04 Logo Usage Do's



The Full Color HostGator Horizontal logo should be used in most instances. The only times that the full logo should not be employed is if Snappy is present somewhere else in the image. If Snappy is in the image somewhere else, it is standard to remove him from the logo and just use the textmark logo.

When over the sky, the textmark logo should have a navy blue outline with navy words, however, when over any other color the textmark should always have black outlines.

The logo should almost always be over white, whether the white be a solid block, a gradient, or partially transparent. Exceptions can be found when the gator is doing something else in the scene (as stated above) which lets the text mark be placed on lighter colors, like blue sky. If the logo needs to be over black, the following example should be used, never outline HostGator.com over black.



The only time the official logo has a different color is during breast cancer awareness month where the gator can be pink. The gator can also be swapped out with a holiday specific gator on holidays on the HostGator header.



When the logo needs to be small, the color stacked or horizontal tiny logo can be used depending on the space available. When the logo is required to be exceptionally small, the tiny black and white is the best option as it is the most legible.



# 05 Logo Usage Don'ts



The full logo should rarely be used off of a white background (the only real reason to do this is for print on merchandise, such as shirts or bags). Never add white to the logo to make it stand out against black.

Never have a Snappy in the logo if he is also somewhere on the same page. Having two gators in the same image is repetitious and looks unprofessional.



Snappy should always be the given blue barring special holiday circumstances like breast cancer awareness month where Snappy is pink.



The full size logos should not be used for very small usages, instead, use a Tiny size as they will be more legible. When dealing with very small logos, do not use the color tiny images, as Snappy will look mushy and the colors wont look clean.

