PRESSIDIUM®

Pressidium® Official Brand Book

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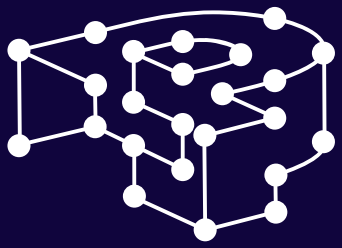
Introduction

Welcome to our official brand book which documents how the Pressidium brand and associated assets are to be used by third parties.

It’s important that when using our brand assets (such as our logo) they are used in accordance with these guidelines in order to ensure that our licencing restrictions are adhered to. The aim of this guide is to make this easy for you to do!

Note that by using our brand assets/resources as documented in this guide, you accept our Terms of Service. Usage of these brand assets/resources may also be covered by the Pressidium End User Agreement and Privacy Policy.



PRESS

Pressidium logo combined with our website's hero image.

SIDIUM®

What we do

Pressidium is a technology company that builds powerful, secure and scalable hosting infrastructure that runs our favorite CMS, WordPress.

Our platform is scalable, robust, lighting fast and secure. Backed by a team of industry experts, the Pressidium platform provides Enterprise grade WordPress hosting for a variety of businesses both large and small including Digital Agencies, Academic institutions and E-commerce stores.

We’re an undoubted success story having grown significantly since we launched in 2014 to now serve thousands of customers around the world who rely on us to deliver the very best in WordPress hosting.

Core Values

We strongly believe each company should adhere to a set of values that underpin everything they do.

At Pressidium, these core values can be summarized as Integrity, Reliability, Innovation and Teamwork.
Read on to find out more.

Integrity

We firmly believe that integrity, honesty and authenticity are the only way to build good business and strong, meaningful partnerships. Our mission is clear and we are who we claim to be. We don't follow trends or try to impress our customers with promises that cannot be kept. We listen carefully to our customers' needs and always do our best to deliver the highest quality service and product.

Reliability

We believe in trust and we want our customers to feel safe hosting their websites with us. The entire Pressidium team is committed to helping our customers by providing the best possible hosting platform for their website backed up by reliable, helpful and responsive support from our team of seasoned WordPress engineers. We want to become a true extension of your team and to provide you with the best possible help when you need it the most.

Innovation

We believe in constant learning, development and growth. We are always striving to further innovate and in doing so provide hosting that stays at the cutting edge of technology today.

Teamwork

We strongly believe in harnessing the power of teams. We work together and combine our knowledge in order to deliver the best results. We want our team members to feel secure and motivated so they are able to grow. Happy, motivated teams deliver the best results for our customers.

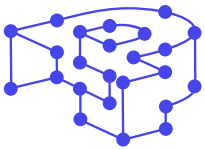
Our Logo

We are very proud of our logo. To ensure it stays looking at its best please follow the guidelines on its usage below.

Masterbrand logo

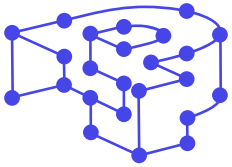
Vertical Logo

In cases where our Masterbrand logo cannot be used in its horizontal alignment, the vertical variation can be used instead.



PRESSIDIUM®

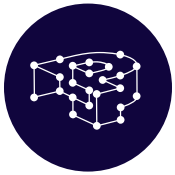
Vertical logo



Icon & Favicon

If you need a Favicon, then the Pressidium icon should be used. The Pressidium icon can be used in negative for things like social accounts.

Primary Negative in circle



Secondary Negative in circle

Dashboard Icon & Favicon

For our Dashboard icon and Favicon, we use our mascot, Cody as a symbol. The negative icon can be used in Dashboard associated profile images, such as the “Support Team” gravatar.

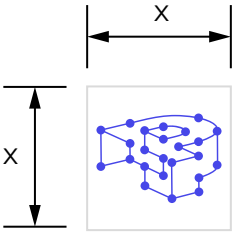
Primary Negative in circle

Secondary Negative in circle

Logo & Icons Properties

The Pressidium Logo has a neat proportion of 4:4:1 width. These proportions were chosen carefully and are not to be changed. The Icon has a perfect square proportion of 1:1:1 and acts as the Favicon as well.

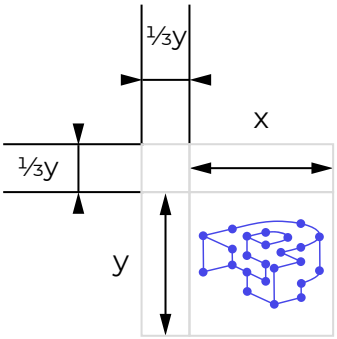
4:4:1 Ratio



1:1:1 Ratio

Clear Space

Clear space is the area surrounding the Masterbrand logo and icon that must be kept free of any elements, including text, graphics, borders, or other logos. The minimum space required for the preferred global signature is equal to 1/3 of the logo's height and icon's height.



⅓y
x
⅓y
y
PRESSIDIUM®

Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

The Pressidium logo should never be smaller than 160 px in digital or 45mm in print.

The Pressidium icon should never be smaller than 22 px in digital or 7.3mm in print.

Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document and there are no exceptions.

Do not distort or alter the proportions of the logo.

Do not add contours to the logo.

Do not add a shadow to the logo.

Do not make the logo bolder.

Do not change any elements respective to each other.

Do not rotate the logo to any angle.

Do not use the logo in any other colors.

Do not use both icon and logo in dark purple.

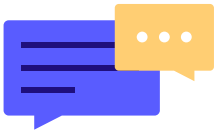
Feature Icons

Icons are the visual expression of our products, services or tools. Simple, light, sophisticated and friendly, they communicate the core idea or component of the brand. While each icon is visually distinct, all icons should have consistent line heights and visual style.

Reliability

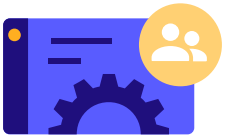
Speed

Security



Support

Uptime



Dashboard

Our Color Palette

The colors selected for the Pressidium brand reflect the company's values. The colors have been specifically chosen to represent the brand and should not be altered under any circumstance. For printing, a Rich Black should be used for text with C40 M10 Y0 K100.

Primary Color
#170540

Secondary Color
#5490ff

Tertiary Color
#fec247

Instead of the colors referred to on this page, you may the PANTONE colors listed above, the standards for which can be found in the current edition of the PANTONE COLOR FORMULA GUIDE> The colors shown on this page and throughout this guideline have not been evaluated by PANTONE Inc., for accuracy and may not match the PANTONE color standards.
PANTONE is a registered trademark of PANTONE, Inc.

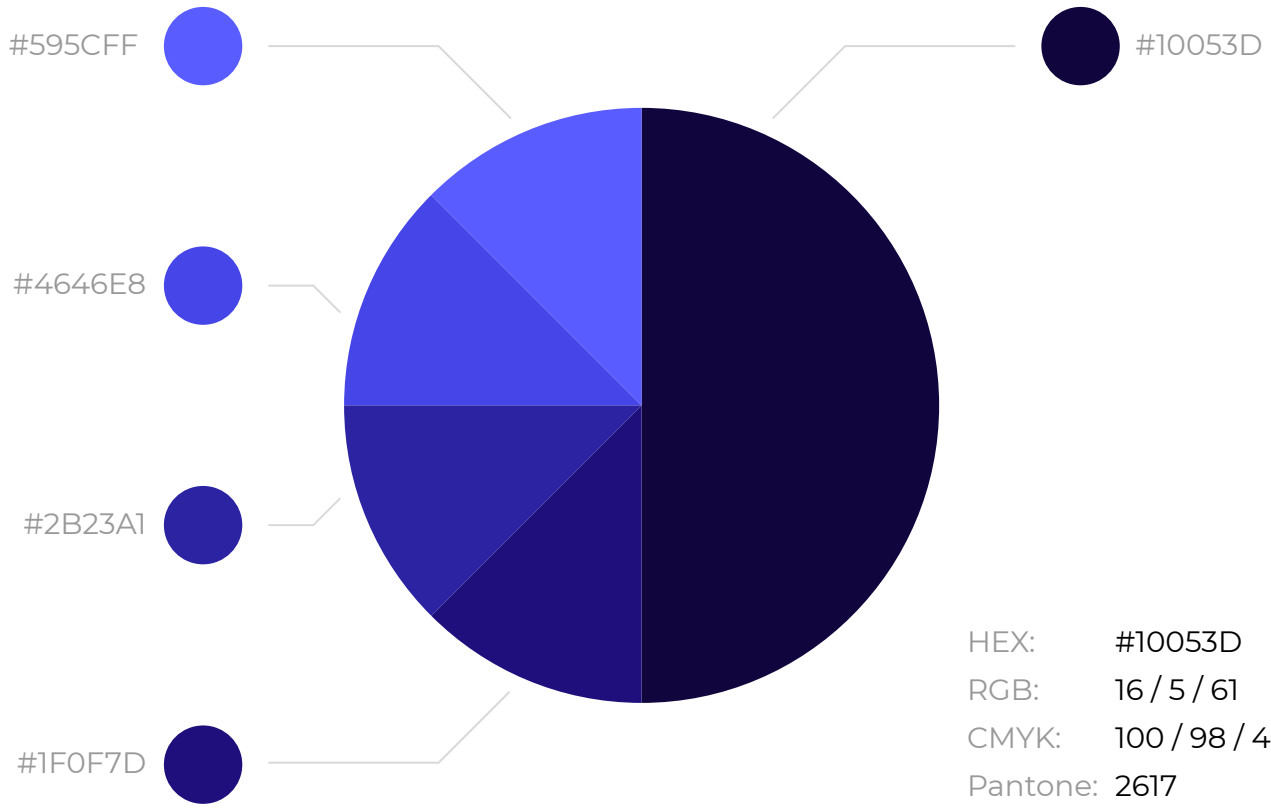
#fec247

#10053D

#4646E8

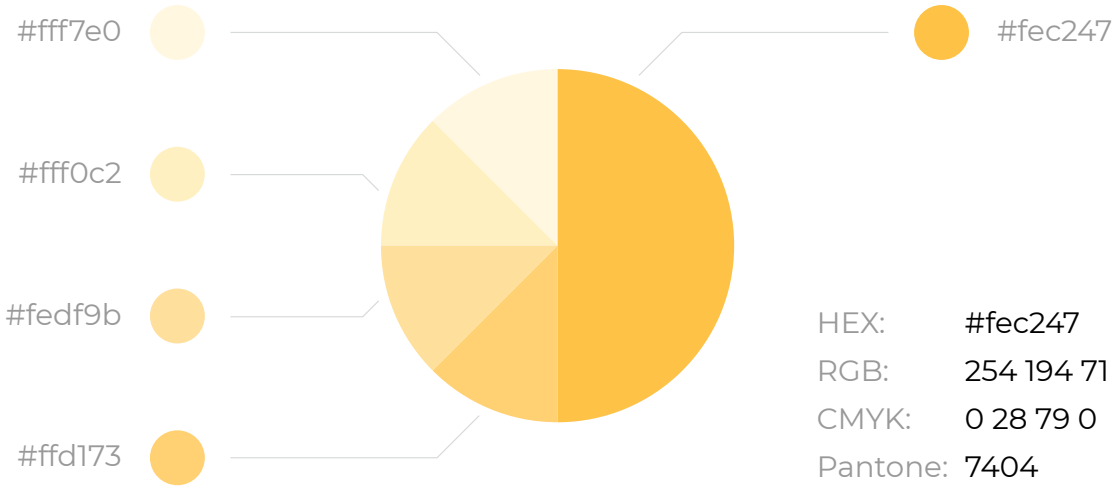
Our Color Palette

Indigo Purple



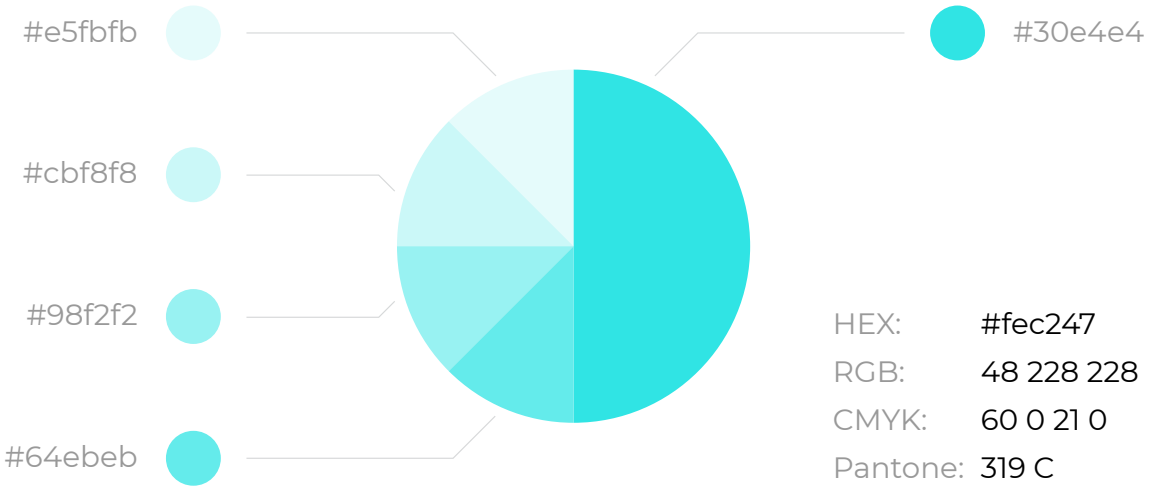
HEX: #10053D
RGB: 16 / 5 / 61
CMYK: 100 / 98 / 42 / 55
Pantone: 2617

Maximum Yellow



HEX: #fec247
RGB: 254 194 71
CMYK: 0 28 79 0
Pantone: 7404

Fluorescent Blue



HEX: #fec247
RGB: 48 228 228
CMYK: 60 0 21 0
Pantone: 319 C

Brand Typography

Our brand identity revolves around a consistent approach to the use of typography. All of the fonts used are usually set in lowercase, giving a more friendly vibe to our company.

Our primary font is Montserrat and it is used in two weights: Semibold and Regular.

Montserrat Semibold is preferred for Headings, while Regular is used in body text.

Montserrat Semibold 100Pt

Montserrat Semibold 70Pt

Montserrat Semibold 50Pt

Montserrat Semibold 30Pt

Regular 70Pt $10.000

Regular 30Pt Paragraph title

Primary typeface

Montserrat

Semibold

ABCDEFGHILKLMNOPQRSTUVWXYZ
abcdefghilklmnopqrstuvwxyz
01234567890

Regular

ABCDEFGHILKLMNOPQRSTUVWXYZ
abcdefghilklmnopqrstuvwxyz
01234567890

Secondary typeface

Space Mono

Regular

ABCDEFGHILKLMNOPQRSTUVWXYZ
abcdefghilklmnopqrstuvwxyz
01234567890

hello@pressidium.com
www.pressidium.com