

Style Guide for Partners

Paessler Corporate Design
Guidelines 2017

Paessler Style Guide for Partners

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Design at Paessler

Paessler is not your average software company just as PRTG is not your average monitoring software. Those who know PRTG know why. Those who don't: Take a look at our corporate design. Paessler doesn't sport all the typical blues and greys of the IT industry. But it's not just colors and not just packaging, it reflects the way we are and the way we work.

It is important to us that all our design is done in-house by our very own team of graphic designers, there is no agency involved. That way our design not only reflects PRTG but also Paessler in general. And we are a lot like our product. We do what we do best and what we love doing. We communicate in a very clear but friendly and respectful way – with each other and with our partners and customers. We improve our skills, our product and our design every day. That makes us – together with our satisfied customers – our best references. This explains why you will never find stock photos on our website or in our ads. All the people you see there? That's us! Our developers as well as our sales people.

And now that you are about to use our design elements we want you to understand and participate in the way we think.

KEY ELEMENTS

EASY TO USE BUT CLEVER CONTENT

CLEAR AND SIMPLE LOOK AND FEEL

BRIGHT, SATURATED COLORS

REAL PEOPLE'S PICTURES

BOLD VECTOR GRAPHICS

Color Follows Function – The PRTG Key Visual

At Paessler we love simplicity. With PRTG Network Monitor we have created a software that is as easy to install and to use as possible. The pricing is also simple and transparent, you will find no extra costs. PRTG comes all in one. We wanted our design to be like this, too: reduced to the core.

The core was the way PRTG works – like a traffic light. As long as everything is green on your dashboard you can stay relaxed. Yellow will make you aware of some bottlenecks or other possible problems within your network. Red will scream at you if something stopped working. We chose a gaudy green though, a bright orange and a magenta infused red. This is the foundation of our corporate design. We don't need more colors to express what we want to say. Admittedly, in the beginning we did ask ourselves whether the world's system administrators were ready for this amount of color. So at first we were careful with the dosage mixing, in some light greys and our signature dark blue.

The reduction of colors and design elements reflects the simple and intuitive way PRTG works and also serves all our design needs.



Color Definitions

DARK BLUE



CMYK	100	78	0	54
RGB	0	36	93	
Pantone	2767 U			
Web	#00235d			

GREEN



CMYK	30	0	95	5
RGB	180	204	56	
Pantone	381 U			
Web	#b4cb37			

ORANGE



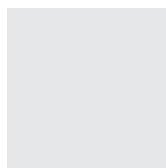
CMYK	0	45	100	0
RGB	249	157	28	
Pantone	130 U			
Web	#f89c1b			

RED



CMYK	0	100	35	0
RGB	237	15	105	
Pantone	206 U			
Web	#ed0e69			

LIGHT GREY



CMYK	0	0	0	10
RGB	230	231	232	
Pantone	7541 U			
Web	#e6e7e8			

Use of the Key Visual

STANDARD USE



Key visual should be used on white backgrounds.

OTHER BACKGROUNDS



Key visual can alternatively be used on a light grey background.

(max. 10% black)

COMBINED KEYVISUAL



Key visual plus Paessler logo

FULL PAESSLER LOGO



Key visual plus full Paessler logo.

The distance between the logo and the key visual must be a minimum of A (A = height of the Paessler logo).

Logo and key visual have the same width.

The Paessler Logo

BASICS

The logo should be considered a picture, not a word.

The logo and claim are one unit and must not be divided.

The logo must not be modified in any way.



LOGO COLOR

CMYK 100 / 78 / 0 / 54
RGB 0 36 93
Pantone 2767 U
Web #00235d

CLEAR SPACE

The minimum clear space that must be provided at all times is A (A = height of the Paessler logo).



REGISTRATION MARK

The logo should include the **registration mark in all instances**, except when the logo is smaller than the minimum size, as it will be rendered illegible.

Minimum size of the logo with registration mark is 30mm.
25mm without.



Colors & Backgrounds

Dark blue on white



Grey 50% black



Dark blue on light grey
max. 10% black



White on medium grey
50% black



White on **corporate**
background Colors



Dark blue
Orange
Red
Green



Incorrect Logo Uses

Too light / low contrast



Incorrect colors



Logo must not be used on pictures or non-monochrome backgrounds.



Paessler Fonts

CORPORATE FONT 1 (PRINT)

Trade Gothic LT Std Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Trade Gothic LT Std Bold No.2 (accentuations only)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

CORPORATE FONT 2 (HEADLINES AND LOGO ONLY)

DIN OT regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

DIN OT bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

WEBFONT 1

Lucida Grand regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Lucida Grand bold (highligts only)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

WEBFONT 2 (HEADLINES ONLY)

Roboto light

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

The Partner Logos

VARIOUS PARTNER LOGOS

Your partner logo is available in resolutions for print and web. You can use it in product presentations, on your website or for brochures. Please find your partner logo in the Marketing Toolbox of your Partner Portal.

English Version



German Version



CERTIFICATION LOGOS

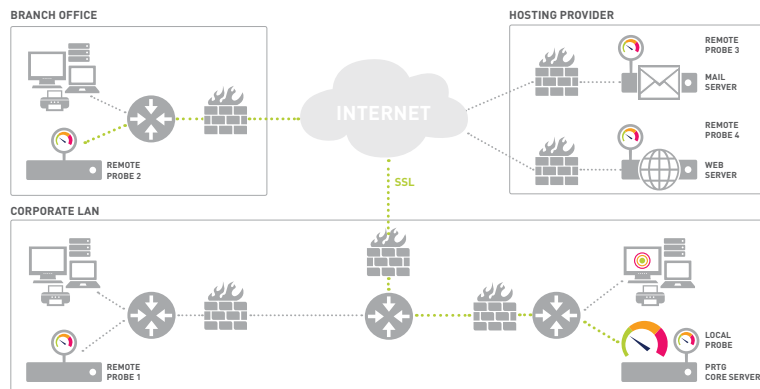
If you are Paessler Certified, let your customers know! Put the certification logo on your website and use it for your brochures. Please find your certification logo in the Marketing Toolbox of your Partner Portal.



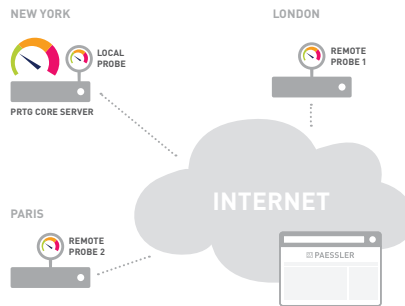
Infographics

Please feel free to use our infographics for your marketing activities. You will find the latest versions for download [here](#) on our website.

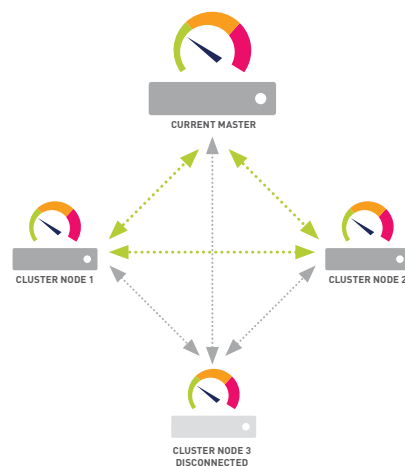
DISTRIBUTED NETWORKS



WEBSITE MONITORING



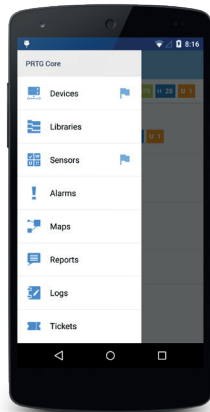
CLUSTERING



Screenshots

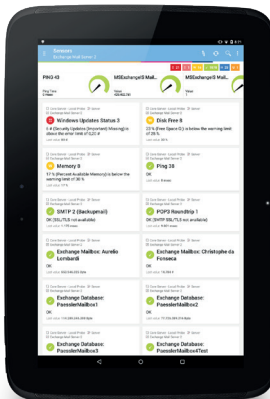
These screenshots are free to use for your marketing activities.
You will find the latest versions for download [here](#) on our website.

PRTG FOR ANDROID



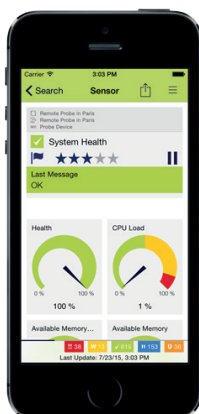
Main Menu Bar in PRTG style to access all monitoring data

PRTG FOR ANDROID



Sensors overview page including sensor gauges

PRTG FOR iOS



View sensor details with PRTG for iOS

