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WHMCS

VISUAL GUIDELINES

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# INTRODUCTION

Welcome to the WHMCS Visual Guidelines, designed to provide a comprehensive framework for effectively representing our brand identity. These guidelines ensure consistency and coherence across all brand touchpoints, enabling us to communicate our values, personality, and unique offerings to our target audience.

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WHMCS is a leading web host billing automation platform, trusted by tens of thousands of web hosting companies worldwide and is part of WebPros, the global software company behind many of the most trusted platforms in the web hosting, cloud, and digital services industry.

# LOGO DESIGN

- 2.1 Logomark
- 2.2 Clear Space
- 2.3 Minimum Sizes
- 2.4 Variations



# LOGOMARK

Use primary full color logo as main and use white color logo on dark background. Maintaining a consistent appearance of the logo is crucial. It should not be altered, misrepresented, or embellished in any way.



# CLEAR SPACE

A clear space around the logo ensures that it remains prominent and easily visible, free from interference by images, text, or other graphics. The more space you provide for our logo, the more impactful it will be. The exclusion zone for the logo is defined as an area equal to the height of the logo itself (marked as 'x' in the diagram).

Height of the logo



# MINIMUM SIZES

The version is optimized for sizes that are not excessively small. It mandates a minimum height of .5" for print applications and a minimum of 40px for digital applications, ensuring legibility and clarity even at larger dimensions.





# COLORS

- 3.1 Color Palette
- 3.2 Combinations
- 3.3 Don'ts
- 3.4 WCAG AA Standard

# COLOR PALETTE

WHMCS’s brand color palette features WHMCS blue as the primary color. Use accent colors for text and smaller elements like buttons to emphasize important features, but avoid using them for backgrounds. Use secondary colors for background colors.

Core

WHMCS Blue

#0057FF

## Secondary

WHMCS Night Blue

#090C2A

WHMCS Green

#01A92D

WHMCS Gray

#EAECF0

## Accent

WHMCS Yellow

#FEC84B

## Tints

50

100

200

300

400

500

600

700

800

900

# COMBINATIONS

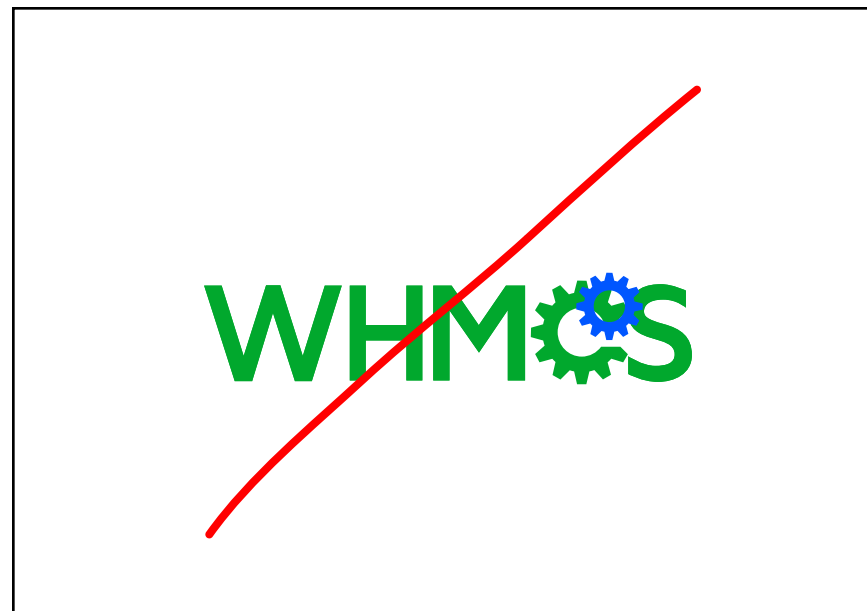
The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.



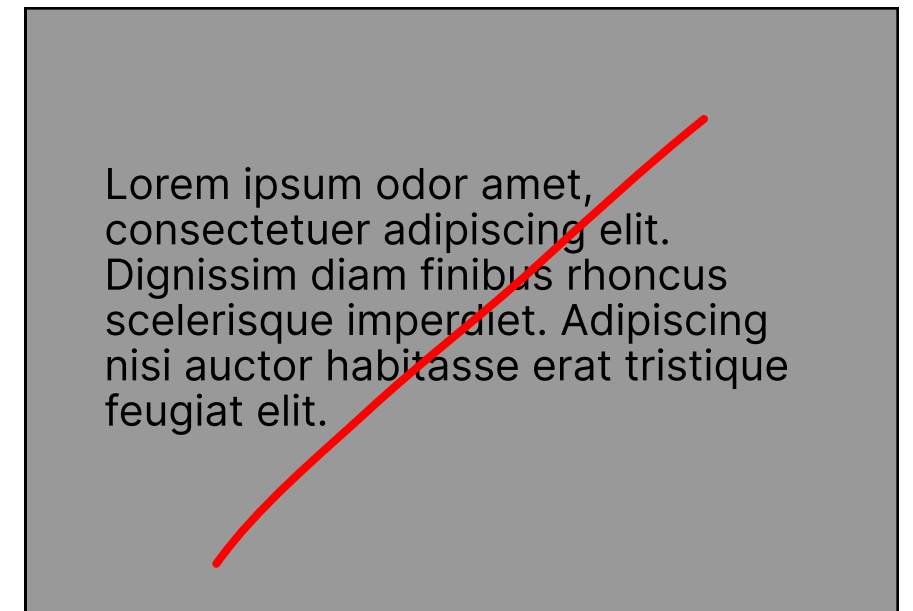
# DON'TS



Don't use the accent color as the background with the logo. The core background must incorporate the secondary color as the background; never use the accent color as a standalone background.



Don't alter the logo color



Don't use background color with little contrast

<https://webaim.org/resources/contrastchecker/>

# WCAG AA STANDARD

It is important to ensure our website meets WCAG AA standard contrast levels. (<https://www.w3.org/WAI/WCAG2AA-Conformance>) Please refer to this page to select the correct colors for the contrast level.

## Pass

WHMCS Blue  
#0057FF



WHMCS Green  
#01A92D



WHMCS Night Blue  
#090C2A



WHMCS Yellow  
#FEC84B



## Fail (do not use like this)





# TYPOGRAPHY

- 4.1 Typeface-Headline
- 4.2 Weights
- 4.3 Typeface-Body Text
- 4.4 Weights
- 4.5 Kerning
- 4.6 Type Stack
- 4.7 Common Mistakes

# TYPEFACE HEADLINES

**Use this font for the headlines.**

This versatile and free-for-commercial-use font lends a contemporary edge to the brand's visual communication, ensuring consistency and legibility across various platforms and materials.

FIGTREE

[DOWNLOAD](#) →

# WEIGHTS

|           |                                                                                     |
|-----------|-------------------------------------------------------------------------------------|
| Regular   | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789° (!"#\$%&?@) |
| Medium    | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789° (!"#\$%&?@) |
| Semi-Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789° (!"#\$%&?@) |
| Bold      | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789° (!"#\$%&?@) |



# TYPEFACE BODY TEXT

**Use this font for the body text.**

This versatile and free-for-commercial-use font lends a contemporary edge to the brand's visual communication, ensuring consistency and legibility across various platforms and materials.

# INTER

[DOWNLOAD](#) →

# WEIGHTS

|           |                                                                                     |
|-----------|-------------------------------------------------------------------------------------|
| Regular   | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789° (!"#\$%&?@) |
| Medium    | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789° (!"#\$%&?@) |
| Semi-Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789° (!"#\$%&?@) |
| Bold      | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789° (!"#\$%&?@) |

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# KERNING

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Kerning  
(Space between letters)

All instances: **'O'**  
PowerPoint: **'normal'**

Create and manage sites, clients,  
and projects flawlessly

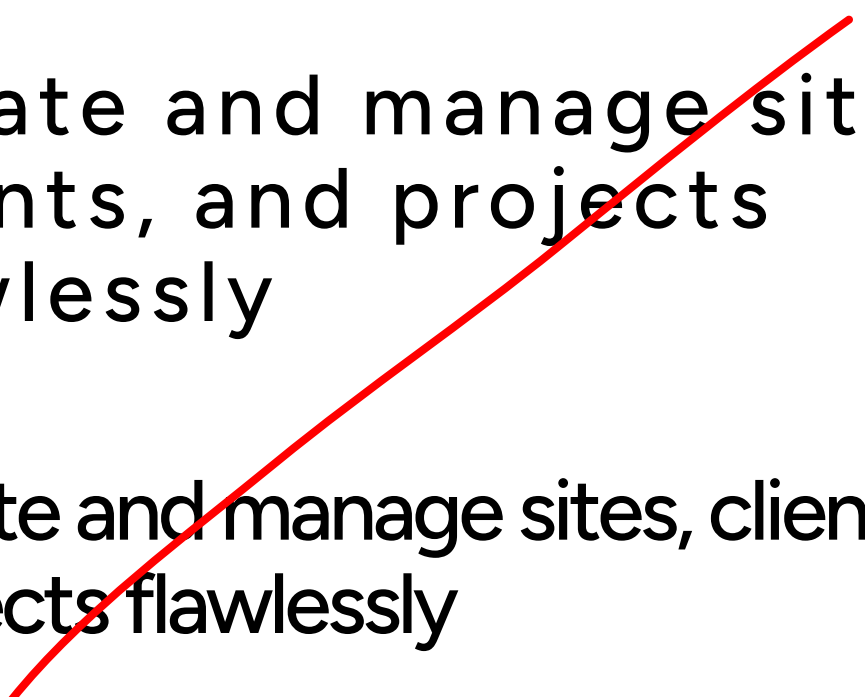
Wrong examples:

too wide  
kerning: 10%

Create and manage sites,  
clients, and projects  
flawlessly

Too tight  
kerning: -10%

Create and manage sites, clients, and  
projects flawlessly



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# TYPE STACK

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Use capitalization consistently based on text type: Headlines use Title Case, body copy uses Sentence case, and CTAs use Title Case. Avoid all caps except for rare design accents, as large blocks of uppercase text reduce readability and can feel aggressive in tone.

## Headline:

Figtree Medium  
Kerning: 0, Leading 120%

# Web Hosting Automation Made Easy

## Body Copy:

Inter Regular  
Kerning: 0, Leading 140%

All the tools you need to start a web  
hosting business today.

## CTA:

Inter Medium  
Kerning: 0, Keep to one line

Join Now →

# COMMON MISTAKES

Wrong font

No tilting

Wrong kerning

Don't center  
align  
until exception

too much  
shadows

Don't  
squeeze