



BRAND GUIDELINE

Proxmox Design



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The Purpose

Thank you for including Proxmox in your marketing material or on your website!

The purpose of this document is to explain the official usage guideline for the Proxmox brand assets. This guideline covers both how and how NOT to use the Proxmox brand identity and logo on your website and in your publishing.

Please remember, we are happy that you are promoting our brand and products, but we would also like to maintain a consistent appearance!

The Proxmox® name and the Proxmox logo are either registered trademarks or trademarks of Proxmox Server Solutions GmbH in the EU, the U.S., and other countries. Third party usage is prohibited without authorized written consent.

The Proxmox Logo

The main logo consists of the Proxmox wordmark and the Proxmox brandmark/symbol locked together.

Logo Full Lockup:



The Proxmox brandmark and wordmark locked together, form the main Proxmox logo.

Logo Wordmark:



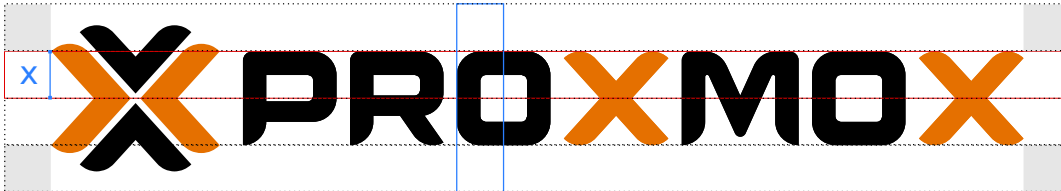
The Proxmox wordmark is always in black letters with two orange X's.

Logo Brandmark:



The Proxmox brandmark/symbol consists of two -X's divided into halves and colored in black and orange. The wordmark follows the symbol with some distance.

The Main Logo



DO:

Clear Space

Always leave enough clear space around the Proxmox logo, free from other elements. Do not place other elements (text, photos, graphics, other logos) too close to the Proxmox logo. The minimum amount of clear space around the Proxmox logo should be at least half of the height of the letter -o in 'PROXMOX'.

Permitted Variants



White or white/orange logo for use on darker backgrounds



Stacked/vertical logo version for light and dark background.

Note: If you use the stacked logo version, the Proxmox wordmark must be in black or white only (no orange "X"s like used in the horizontal logo!).

Incorrect Logo Use

- Use only the colors provided above. Do not add elements, drop shadows, gradients, special effects, or your own name/text.
- Do not change the dimensions or orientation of the logo.
- Don't place text or other graphics too close to the Proxmox logo. Provide clear space around the logo as specified above.
- Don't make the full lockup smaller than 80px. At a smaller size, the logo becomes blurry and hard to read. If you need a smaller logo, use only the brandmark instead.
- Don't rearrange the brandmark and the wordmark, and do not replace or add other elements.
- Do not integrate the Proxmox logo or symbol into your logo



Small Use Versions

The minimum size for the Proxmox logo is 80px. Never use the full logo lockup (brandmark and wordmark) at a width smaller than 80px.



If it is necessary to use the logo at a width less than 80 pixels, use the stacked logo version or just the brandmark (without the wordmark).

The minimum size for the Proxmox stacked logo version is 60 pixels.



The Proxmox Brandmark

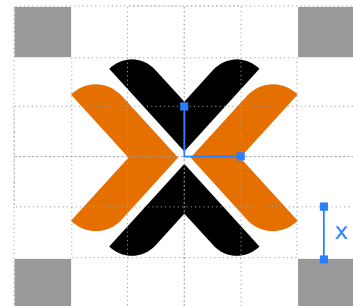
The Proxmox brandmark/symbol is a crafted graphic symbol, that is formed from the two -X's of the Proxmox name. The symbol displays the -X's in four halves, representing the four freedoms of free/open-source software: Freedom to use, study, share, and improve software.



Using the Brandmark Alone

The brandmark can be used independently, but the full logo lockup should be nearby. Alternatively, an explanatory text (containing the Proxmox name or product names) can be nearby. If unsure, contact us first.

Our preferred use is the full lockup: brandmark together with the wordmark. Always add clear space around the brandmark (at least a quarter of the width of the symbol).



Small use version

The minimum size for the Proxmox brandmark is 32px.

32px



The Proxmox Name

Proxmox® is a registered trademark, owned by the company Proxmox Server Solutions GmbH.

When referring to the Proxmox name, the first letter must be capitalized, followed by lowercase letters: Proxmox

If you are writing/talking about one of the software solutions from Proxmox, please use the full product name, such as “Proxmox Virtual Environment” (short: “Proxmox VE”), “Proxmox Backup Server”, or “Proxmox Mail Gateway”.

“Proxmox” alone is our trademark and industry trade name; it does not describe a product by itself. Think about it like “the Virtual Environment by Proxmox” or “the Mail Gateway” by Proxmox.

Correct Usage

The registered legal name:	Proxmox Server Solutions GmbH
The industry trade name:	Proxmox
The registered trademark:	Proxmox®
Our products are called:	Proxmox Virtual Environment (Proxmox VE) Proxmox Backup Server Proxmox Mail Gateway

Incorrect Usage

Never use a capital “M” in the name!

ProxMox

Never abbreviate product names when used in advertising, editorials, media releases,...

PVE, PMG, PBS

Color Palette

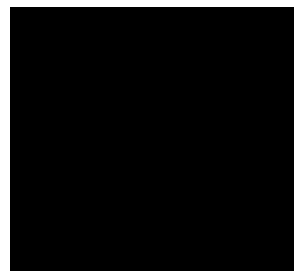
With a consistent use of colors, we want to establish a cohesive and playful visual language, in addition to a consistent Proxmox brand.

Main Colors



Proxmox ORANGE

Hex #e57000
rgb R229 G112 B0
cmyk C0 M51 Y100 K10
Pantone 152 (7413)



BLACK

Hex #000000
rgb R0 G0 B0
cmyk C0 M0 Y0 K100
Pantone Black C

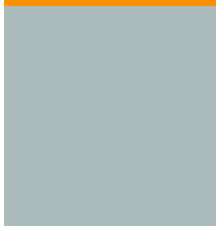
Supporting Colors

These four supporting colors work together with the main colors. They give a lively image to the Proxmox corporate design, graphics and infographics.



Proxmox LIGHT ORANGE

Hex #FF9100
rgb R255 G145 B0
cmyk C0 M43 Y100 K0



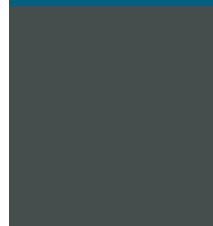
Proxmox GRAY

Hex #ABBABA
rgb R171 G186 B186
cmyk C8 M0 Y0 K27



Proxmox BLUE

Hex #00617F
rgb R0 G97 B127
cmyk C100 M24 Y0 K50



Proxmox DARK GRAY

Hex #464D4D
rgb R70 G77 B77
cmyk C8 M0 Y0 K70

The Typography

Proxmox uses the font family Open Sans for websites, print, and other materials. Use this font when preparing a presentation or documents related to Proxmox. Create a clear hierarchy of messages by using different font weights and the Proxmox gray variants for the copy.

For headlines, we use the font family Lato in the color Proxmox Dark Gray.

Basic Font

Open Sans light, 10pt

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
1 2 3 4 5 6 7 8 9 0 - = _ + < > ? / . , : "

For Titles and Headings

Lato, 12-50pt

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
1 2 3 4 5 6 7 8 9 0 - = _ + < > ? / . , : "

A large, light grey watermark of the Proxmox 'X' logo is positioned in the bottom right corner of the page, partially overlapping the contact information.

Proxmox Server Solutions GmbH
Bräuhausgasse 37
1050 Vienna
Austria

office@proxmox.com
<https://www.proxmox.com>