BRAND GUIDELINE
PROXMOX CORPORATE IDENTITY
Thanks for including Proxmox in your marketing or on your website!

The Proxmox brand guideline explains how the Proxmox brand identity should be used. Here you’ll find the official usage guideline for the Proxmox logo and brand assets. The guideline will give specific examples of how to use and how NOT to use the Proxmox logo on your website or in your publishing. Please remember, we are happy that you are promoting our product but also we’d like to have a consistent appearance!

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The Proxmox logo

The Proxmox logo consists of the Proxmox wordmark and is preceded by the Proxmox symbol. The Proxmox wordmark in black letters with two orange X is our primary and most frequently used logo. It is set in the Helion font type (is is a non-free font, so always use our logo already converted to paths and don't type it yourself).

The Proxmox symbol consists of two -X divided into half and colored in black and orange. The wordmark follows the symbol with some distance.

Our primary logo

DO:

Clear space

Always use clear space around the Proxmox logo, free from any other elements. Do not place other elements (copy, photos, graphics, other logos) too close to the Proxmox logo.

The minimum clear space around the Proxmox logo should be at least half of the height of the letter -o in ‘Proxmox’.
Small use version

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

![Proxmox logo at 80px](image)

When it is necessary to use the logo at a width less than 80 pixels just use the symbol without the wordmark. The minimum size for the symbol is 32 pixels.

Permitted logo variants

- White or white/orange logo is used on darker backgrounds
- Black logo is used on lighter backgrounds
- Stacked logo version for light and dark background. Proxmox wordmark only in black or white.
DON'T:

- Use only the colors provided above and do not add elements, drop shadows, gradients, special effects, or your own name/text.
- Do not change dimensions and orientation of the logo.
- Don't place text or other graphics too close to the Proxmox logo. Provide clear spaces around the logo as specified.
- Don't use the logo smaller than 80px. At less than that the logo becomes blurry and hard to read. In these cases simply use the symbol instead.
- Don't rearrange the symbol and wordmark, and do not replace or add other elements.
- Do not integrate the Proxmox logo or symbol into your logo.
The Proxmox symbol

The Proxmox symbol is a crafted graphic symbol that is formed of the two -X from the Proxmox name. The symbol contains four halves of an -X, representing the four freedoms of free software: Freedom to use, study, share, and improve the software.

Use the symbol in addition to the Proxmox logo. Use it as a secondary brand element together or without the logo wordmark (our preferred use: symbol together with wordmark).

Always add clear space around the symbol, at least a quarter of the width of the symbol.

Small use version

The minimum size for the Proxmox symbol is 32px.
The name Proxmox

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

When referring to one of the Proxmox products use Proxmox together with the product name like for example ‘Proxmox Virtual Environment’ (in short: Proxmox VE) or ‘Proxmox Mail Gateway’.

When referring to the company you can either use the name ‘Proxmox’ or the full company name ‘Proxmox Server Solutions GmbH’.

DO:

• Proxmox
• Proxmox Virtual Environment (or Proxmox VE)
• Proxmox Mail Gateway
• Proxmox Server Solutions GmbH

DON'T:

• don’t use all lower case (no: proxmox)
• don’t use all uppercase (no: PROXMOX)
• don’t mix upper- and lowercase in the middle of the name (never: ProxMox)
• don’t simply use our website URL in a sentence instead of the name Proxmox (no: “The company proxmox.com is...’ if you want to say: ‘The company Proxmox is...’
Proxmox partner logo

All of our official Proxmox partners are permitted to use a Proxmox partner logo. The logos are produced by Proxmox and sent to the partner. Each partner logo consists of the Proxmox symbol, the wordmark, and the partner category placed within a colored ‘badge’. Each category has its own color making the category visually recognizable. Also a variation with black background is available.

DON'T: Proxmox Partner logos should never be altered, distorted or re-created in any way.

Small use version

The minimum size for the Proxmox partner logo is 60 pixels.
Color palette

With a consistent use of colors we want to establish a cohesive and playful visual language. With the use of these colors we want to establish a consistent Proxmox brand.

Main colors

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

**BLACK**
- Hex #00000
- 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 GREY**
- 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 GREY**
- 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 whenever preparing a presentation or documents related to Proxmox. Create a clear hierarchy of messages by using different font weights and the Proxmox greys for the copy. For headlines we use the font family Lato in the color Proxmox Dark Grey.

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 - _ + < > ? / . , :"