

December 2025

# Style Guide



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# Brand Identity

1.1 About Apex Hosting

1.2 Tone of voice

## BRAND IDENTITY

# About ApexHosting

Our brand is built on authenticity, playfulness and modern simplicity. We strive to create multiplayer experiences that feel human — grounded in usability, powered by creativity.



Brand Style Guide



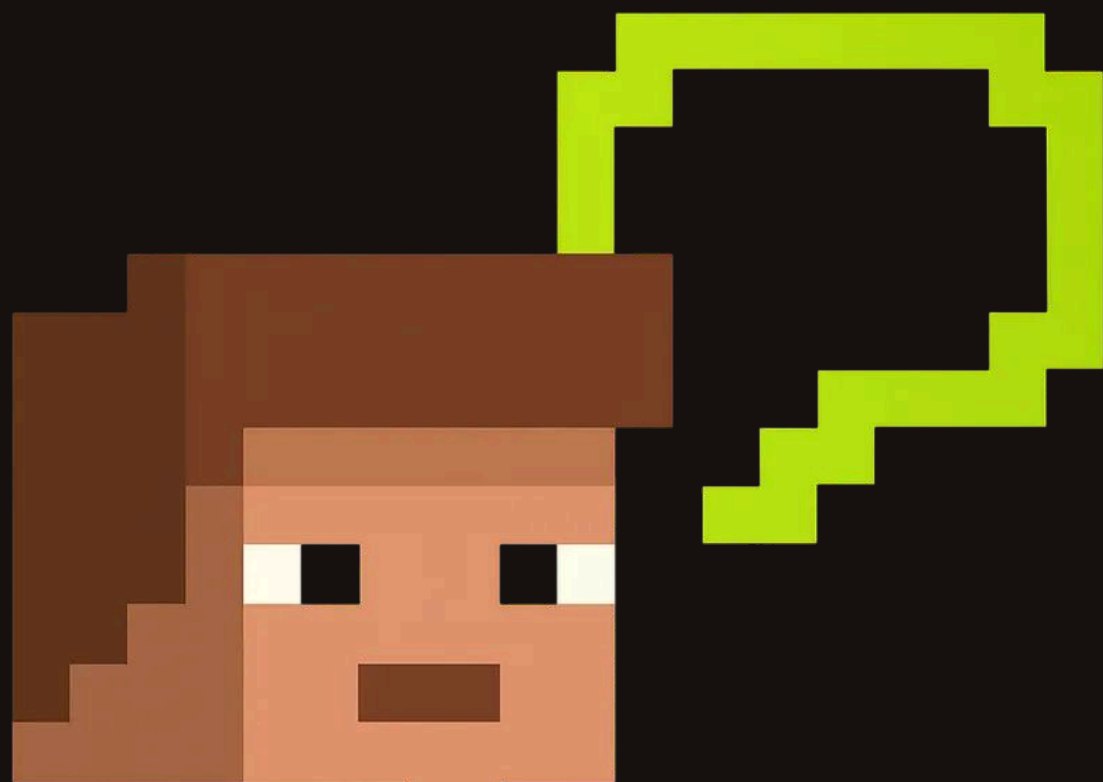
## BRAND IDENTITY

# Tone of voice

Our voice speaks the language of gamers — clear, confident, and a little playful.

We're not a faceless Host — we're part of the community.

We communicate like a knowledgeable teammate—never distant, never corporate. Every message reflects real understanding of the games, the tools, and the community behind them. We stay friendly, modern, and precise, respecting our users' time while keeping communication engaging, helpful, and always rooted in the gaming world.





# Logo

2.1 Overview

2.2 Logomark

2.3 Safezone

2.4 Logo placement

2.5 Placement lockup

2.6 Misuse

LOGO

# Overview

The one-color and reversed logo should be used only on photographs and color backgrounds within the ApexHosting color palette.

If using a earth background, we strongly prefer to use the full-color logo.

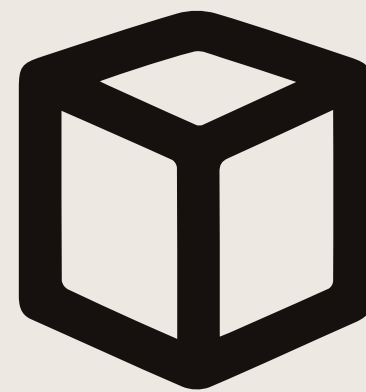


## LOGO

# Logomark

We use our icon as a standalone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol. Our icon should be used as the reduced form of our logo in tight spaces.

Ensure that you use the right logo mark variant at all times. Don't try to recreate or modify the existing logo mark. Rather, use as provided.



LOGO

# Safezone

Our logo safezone prevents type, imagery or other graphic elements from interfering with the legibility of our logo.

No graphic elements should encroach the border around the logo mark.

Logo lockup with clearspace guide

The dimensions referred to are the absolute extreme smallest size that allows for a good amount of legibility for the symbols and lockups.

For lockups, provide at least x-height white space around the logo. Never crowd or overlap the logo with other elements.



## LOGO

# Logo Placement

### 1 Landscape

Our default option would be to place our logo on top of layout. Preferably on the left.

### 2 Landscape wide

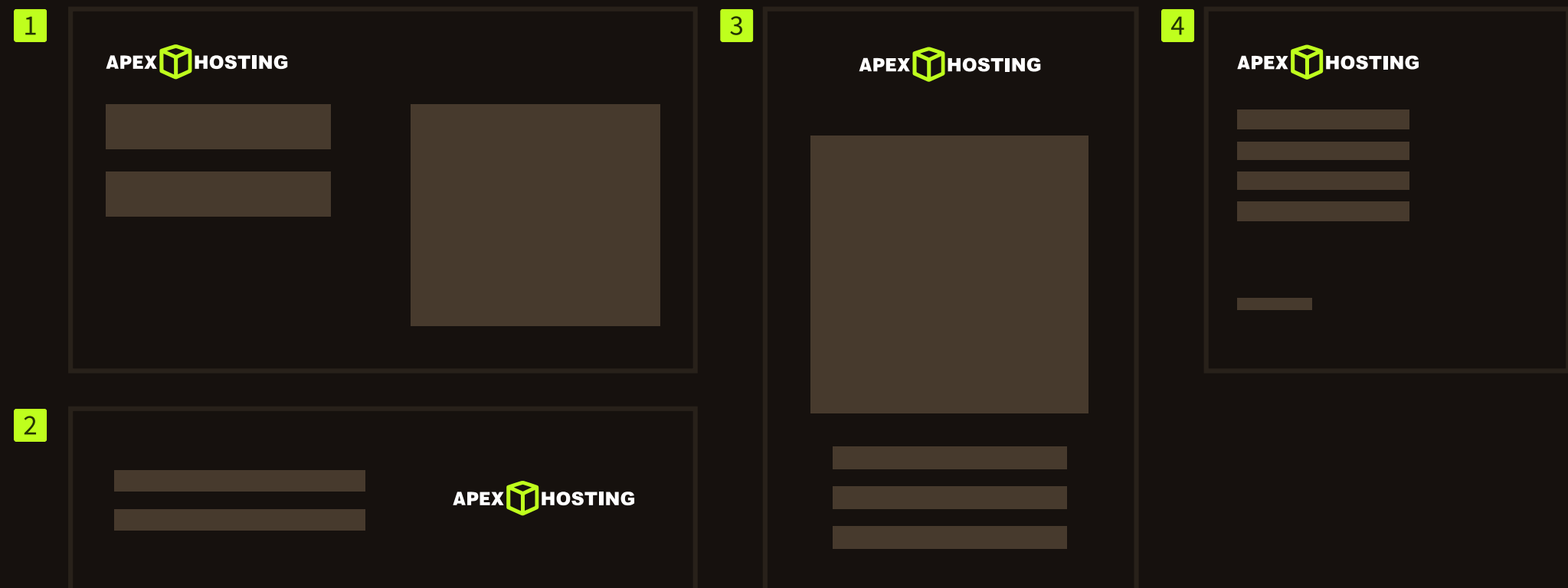
Working with extra wide landscape layouts? We prefer to place our logo to the right, horizontally centered.

### 3 Portrait

If your content is vertically centered in a portrait frame, we prefer our logo to also be vertically centered at the top.

### 4 Square

Our default option would be to place our logo at top of layout. Preferably on the left.





# Placement Lockup

When combining the ApexHosting logo with other logos, it's important to make sure there is enough spacing provided between the logos. The logos should be separated by a 1px white/black stroke

Both logos should feel of equal size. Partner logos should be aligned to the optical baseline of the Loremips logotype.



Clear space equal to 0.5x-height of the ApexHosting logo.

PARTNER

Partner's logo is aligned to baseline of logotype


# Misuse

Ensure that you use the right logo mark variant at all times. Don't try to recreate or modify the existing logo mark. Rather, use as provided.


Avoid the examples mentioned below at all times:

- 1. Avoid distorting our logo
- 2. Avoid changing brand colors
- 3. Avoid rotating our logo
- 4. Avoid rearranging our logo
- 5. Don't tamper with the logo spacing
- 6. Never apply shadow effect to our logo
- 7. Avoid boxing in our logo
- 8. Avoid background with poor contrast
- 9. Don't choke our logo


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APEXHOSTING


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# Colors

3.1 Core Colors

3.2 Shades

3.3 Color usage

COLORS

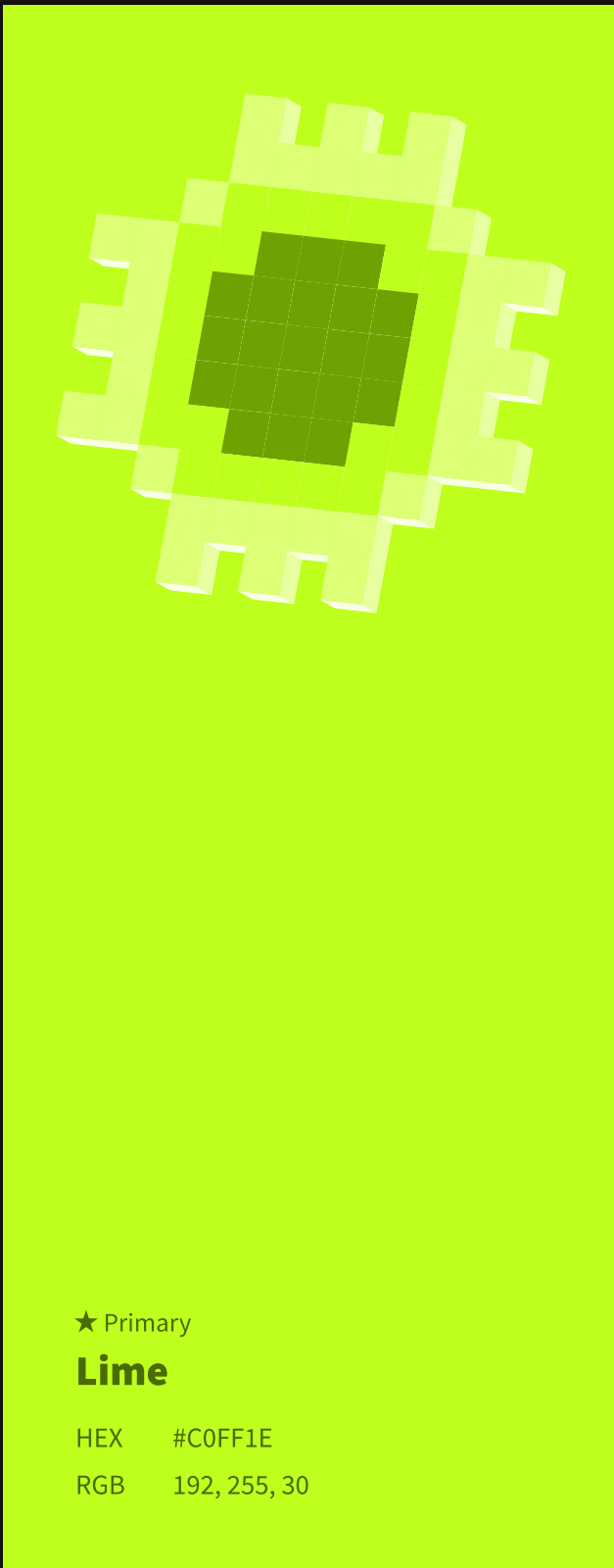
# Core Colors

Our brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

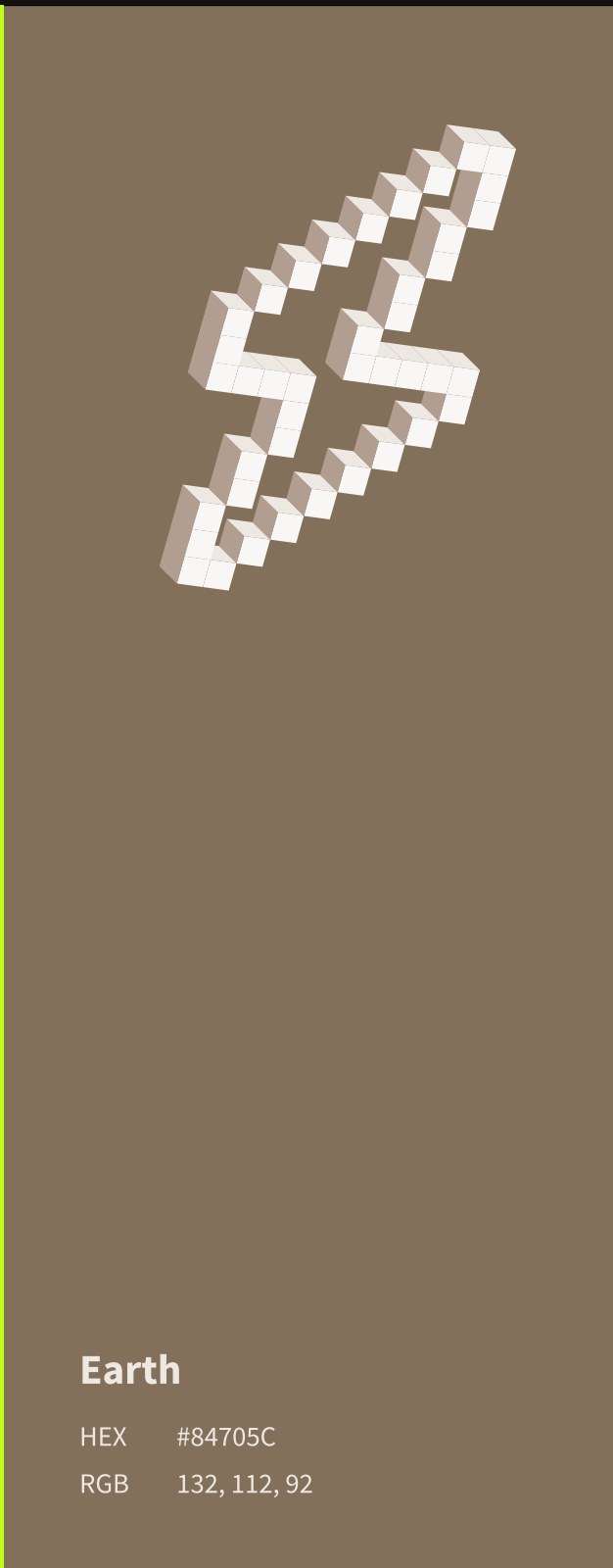
Our primary color is Lime.

The use of black and white should be minimum.

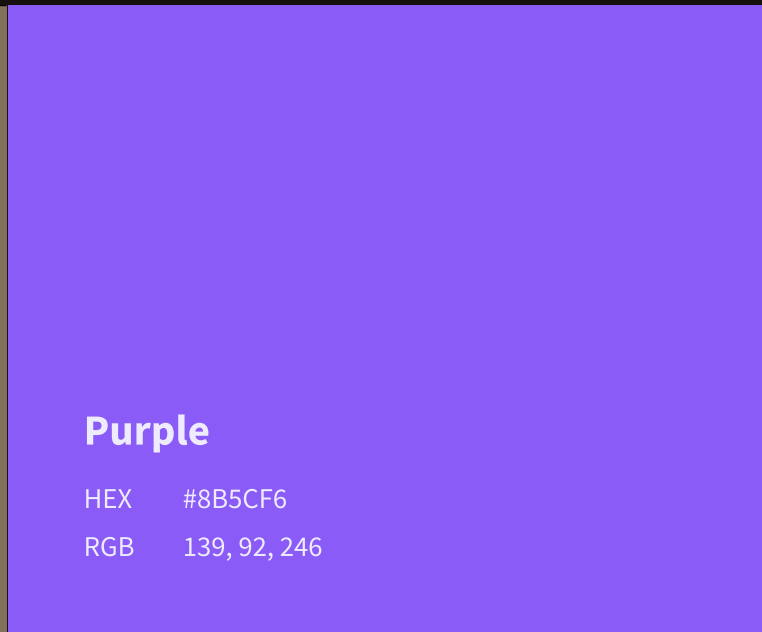
Use Sand for body text.



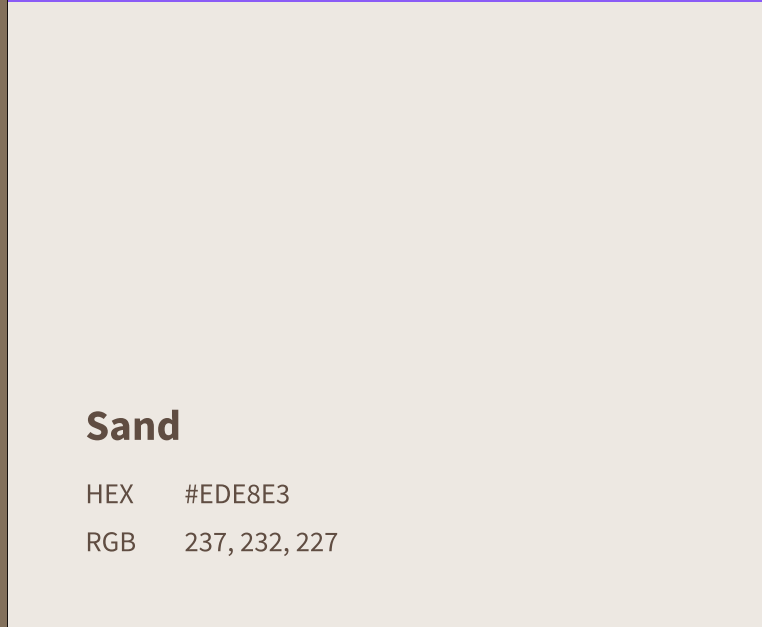
★ Primary  
**Lime**  
HEX    #C0FF1E  
RGB    192, 255, 30



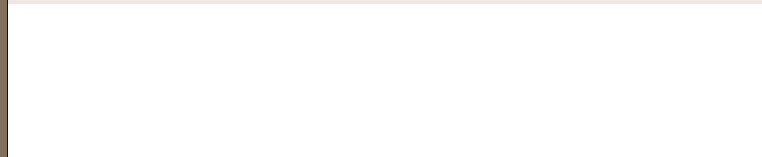
**Earth**  
HEX    #84705C  
RGB    132, 112, 92



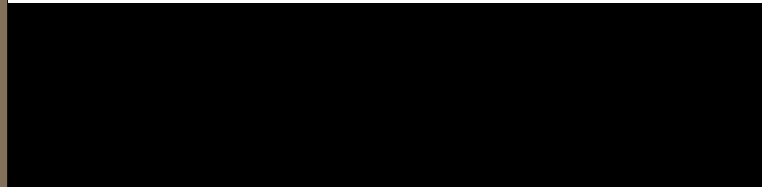
**Purple**  
HEX    #8B5CF6  
RGB    139, 92, 246



**Sand**  
HEX    #EDE8E3  
RGB    237, 232, 227



**White**  
HEX    #FFFFFF  
RGB    255, 255, 255



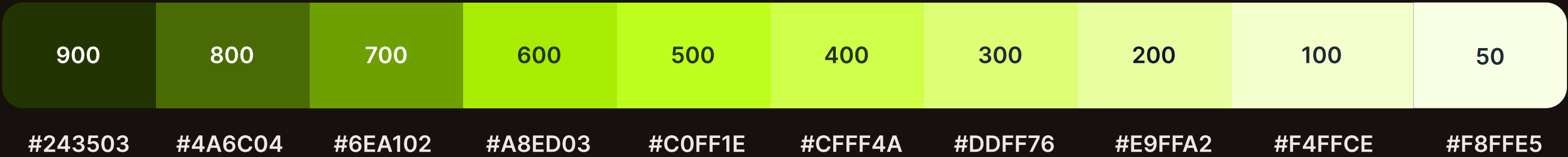
**Black**  
HEX    #000000  
RGB    0, 0, 0

COLORS

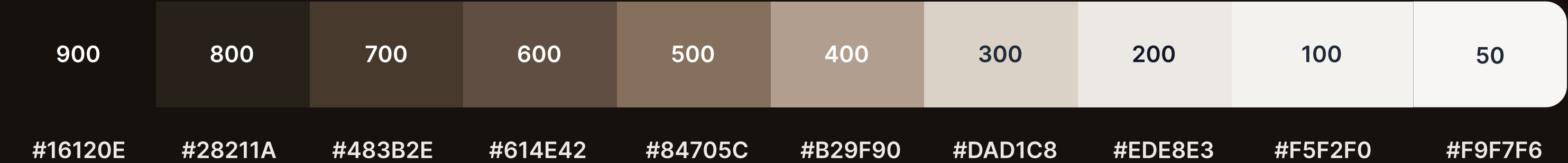
# Shades

Color shades establish hierarchy, enhance readability, and create visual balance by defining backgrounds, containers, borders, and subtle interface elements across the brand.

## Primary / Lime



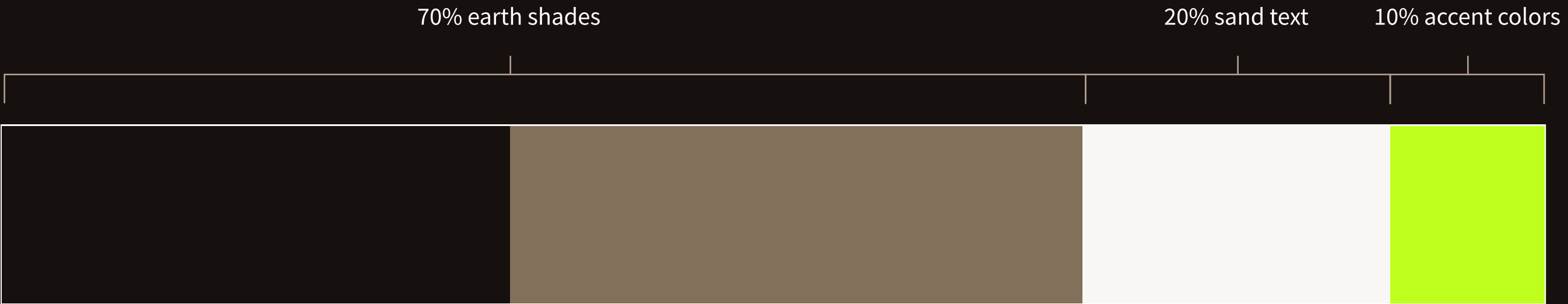
## Neutral / Earth



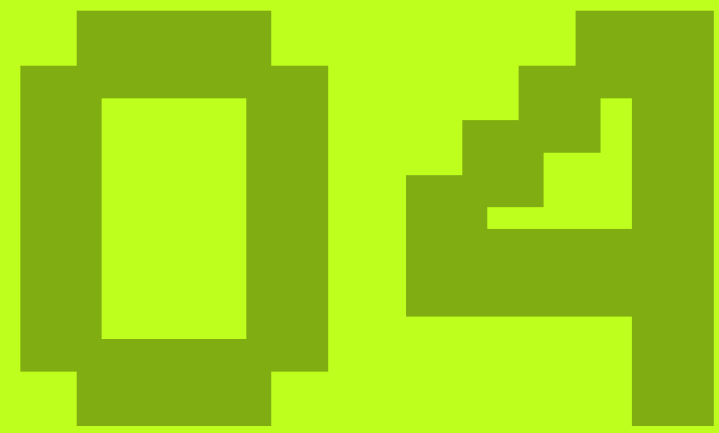
COLORS

# Color usage

Our 70/20/10 rule ensures visual balance: use 70% earth-toned shades for structure, 20% sand tones for text, and 10% lime or other approved accent colors to highlight key elements.







# Typography

4.1 Primary Typeface

4.2 Weights

4.3 Typescaling

4.4 Accent Typeface

## TYPOGRAPHY

# Primary Typeface

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Source  
Sans Pro

Source Sans Pro is our core typeface, chosen for its modern clarity, strong readability, and versatile weight range. It supports a clean, structured design language across UI, marketing, and documentation. With its balanced proportions and highly legible numerals, Source Sans Pro ensures consistent, professional communication in every context.

# Weights

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Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789° (!"#\$%&?@)**

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789° (!"#\$%&?@)**

# Typescaling

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64 Px

Heading 1

48 Px

Heading 2

36 Px

Heading 3

24 Px

Heading 4

TYPOGRAPHY

# Accent Typeface

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Pixelfy  
Sans

Pixelfy Sans is our expressive display typeface, inspired by classic pixel art and gaming culture. It adds personality and authenticity to headings, highlights, and special moments across our brand. Used sparingly, it reinforces our connection to the gaming world while keeping the overall experience fun and distinctive.



# Accents & Elements

5.1 Section

5.2 Divider

5.3 Doug

5.4 Pixelified Icons



## ACCENTS & ELEMENTS

# Section

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The Stripmine divider uses two staggered pixelated lines paired with a lighter earth tone to create the visual impression of a Minecraft-inspired stripmine. This subtle depth effect separates sections naturally while reinforcing our block-world aesthetic. Applied to long pages or major content transitions, the Stripmine adds structure, atmosphere, and a distinctly game-centric character to our design language.

“Stripmine”

# Divider

The pixelated lime-green divider is used to separate major sections in long-form documents and webpages. Apply it sparingly to maintain clarity and avoid visual clutter. Ensure its thickness, color, and pixel structure remain consistent, and place it only at key transitions to guide readers through the content hierarchy.



## ACCENTS & ELEMENTS

# Doug

Doug, our stylized Minecraft-inspired mascot, represents the spirit of our brand by adding personality, approachability, and a recognizable face across key assets.

Doug should be used consistently across major brand touchpoints to enhance recognition and personality. Feature him in key visuals, promotional assets, and product-related materials, ensuring his style, proportions, and expression remain true to the original design. Avoid distortions, off-brand colors, or contexts that conflict with our visual identity.

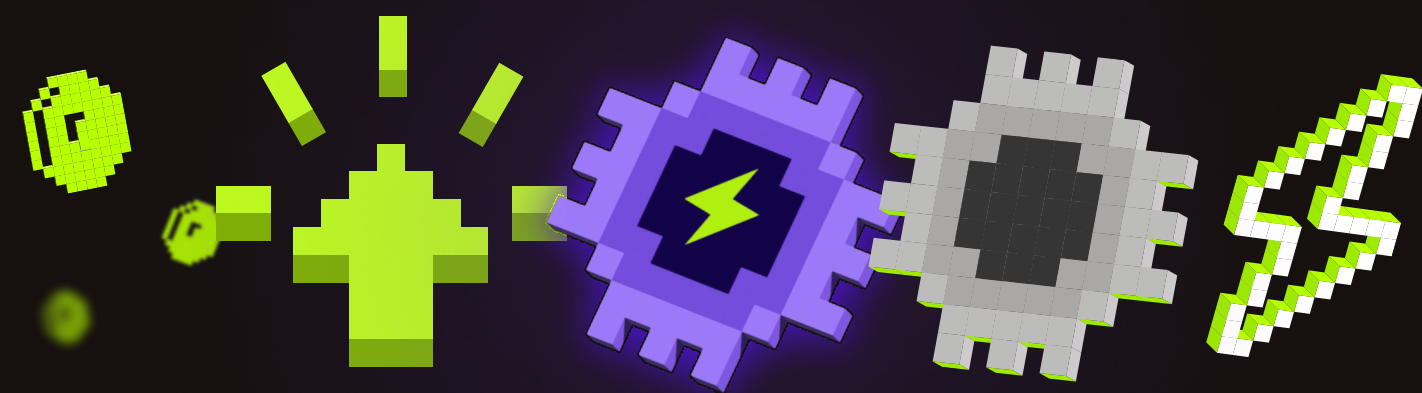


ACCENTS & ELEMENTS

# Pixelfied Icons

Pixel-style icons deliver a distinctive visual identity, supporting clarity and consistency while highlighting key actions, statuses, and navigational elements.

Illustrations



Icons

