



# Brand visual guidelines

2024 .



# 1.0

## INTRODUCTION

- 1.1 What is Zabbix?
- 1.2 The story behind Zabbix
- 1.3 What makes us different?
- 1.4 Purpose of the brand book

# 2.0

## LOGO AND VISUAL IDENTITY

- 2.1 Zabbix primary logo
- 2.2 Zabbix global office logos
- 2.3 Core colors
- 2.4 Secondary color
- 2.5 Background colors
- 2.6 Color hierarchy
- 2.7 Primary typography
- 2.8 Secondary typography
- 2.9 Iconography
- 2.10 Graphic elements
- 2.11 Screenshots
- 2.12 Photography

# 3.0

## LOGO USAGE RESTRICTIONS

- 3.1 Logo use
- 3.2 The logo's clear space and proportions
- 3.3 Minimum size and positioning
- 3.4 Logo misuse
- 3.5 Exceptions
- 3.6 Partner Co-branding

# 4.0

## EVENT DESIGNS

- 4.1 Zabbix Summit
- 4.2 Conferences
- 4.3 Forums
- 4.4 Meetings
- 4.5 Meetups
- 4.6 Webinars
- 4.7 Booth design



Our mission

We help businesses  
deliver flawless services  
for a better world  
and happier people.

**ZABBIX**







# 1.0 INTRODUCTION

- 1.1 What is Zabbix?
- 1.2 The story behind Zabbix
- 1.3 What makes us different?
- 1.4 Purpose of the brand book

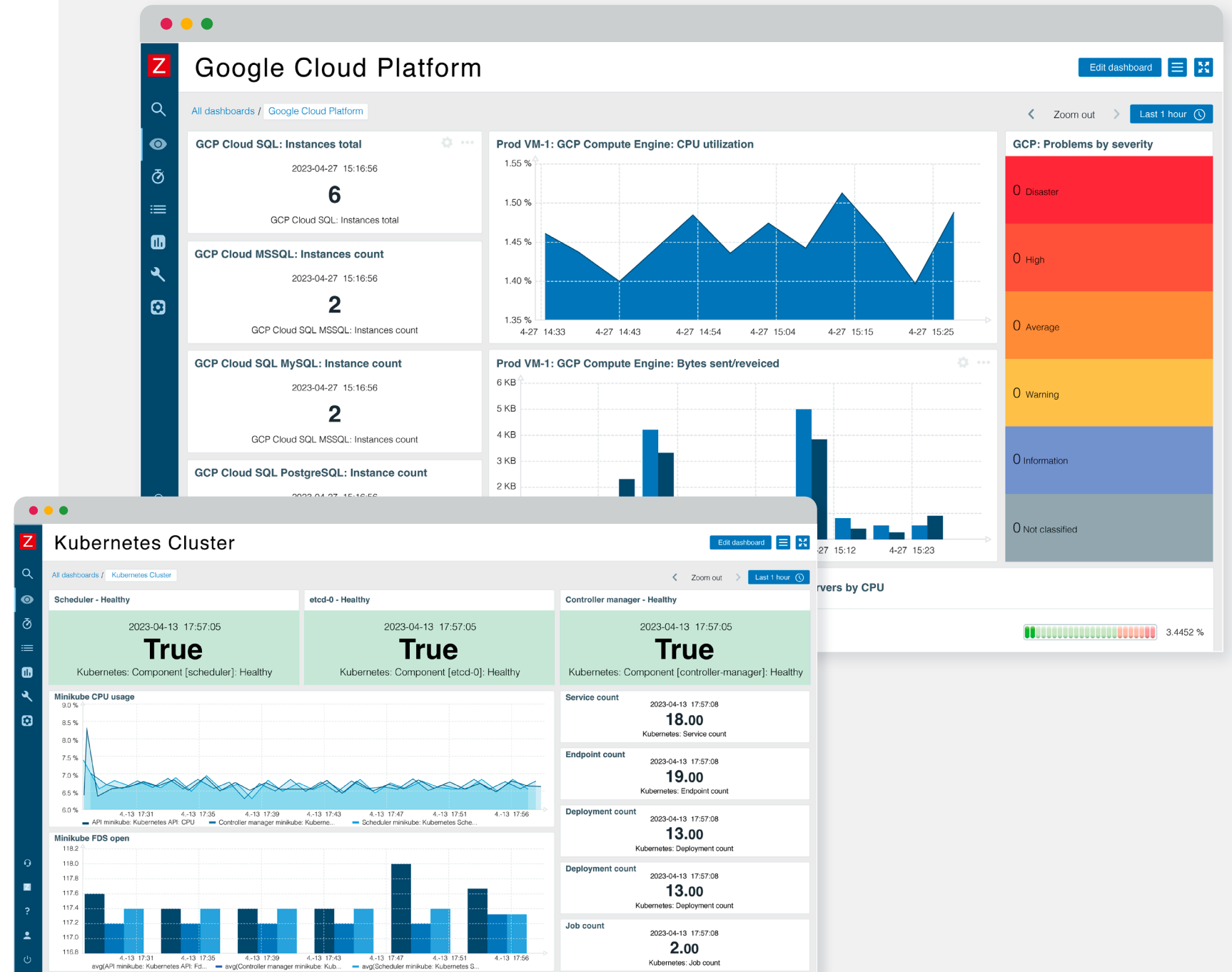


## What is Zabbix?

Zabbix is an all-in-one, open-source monitoring solution that makes any hardware, software, service, or web application more efficient and reliable.

Zabbix automatically detects threats and issues and then either notifies you or fixes them by itself – freeing up your engineers, improving the quality of your services, and making your business more efficient.

Instead of subscribing to multiple solutions for monitoring infrastructure components, we can be your “one-stop shop” when it comes to keeping track of your entire IT stack. Zabbix lets you monitor anything – from physical and virtual servers or containers to network infrastructure, applications, and cloud services.



**ZABBIX**

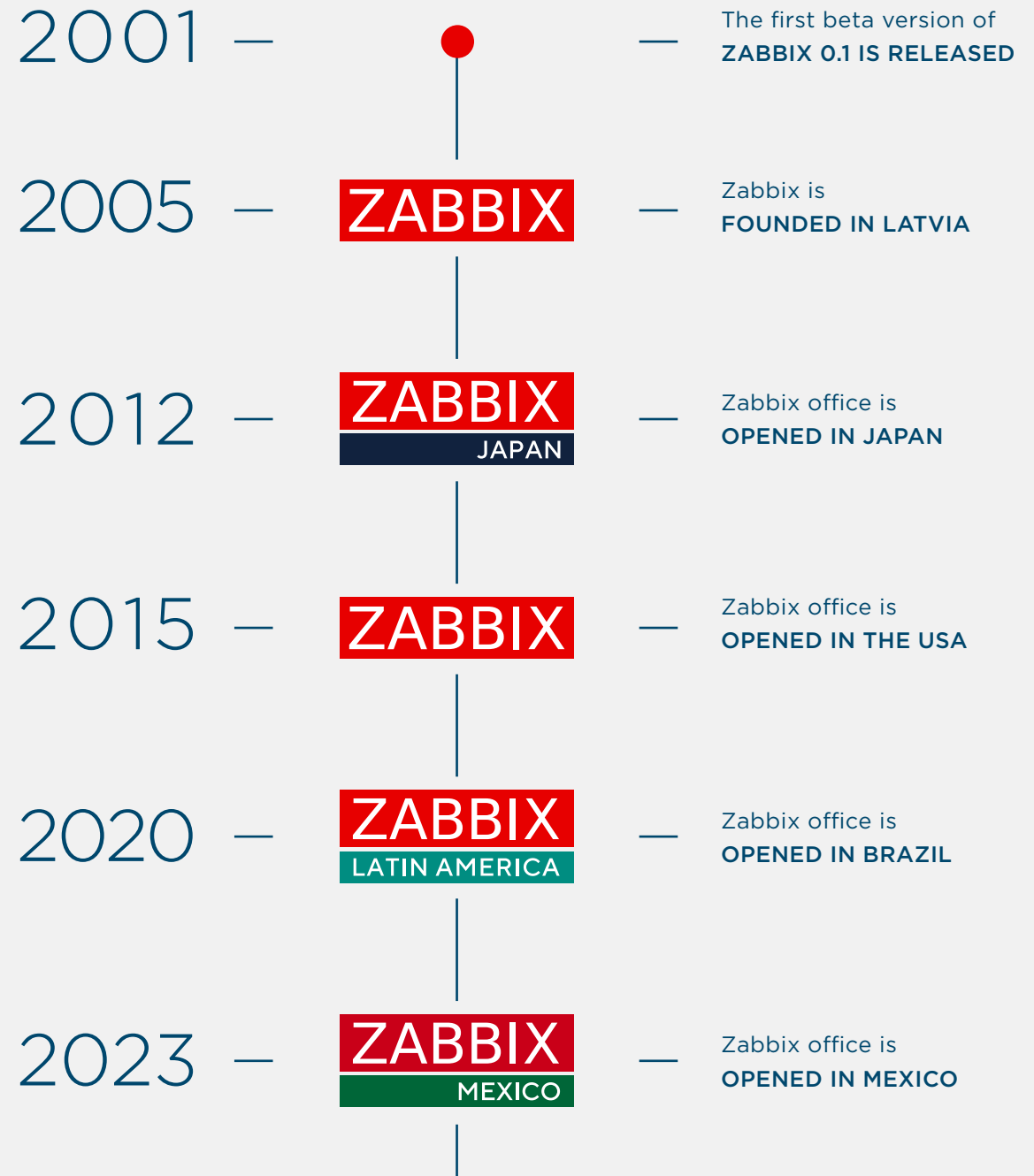
1.2

# The story behind Zabbix

Our story is one of audacious aspirations and unyielding determination. It began with a small group of passionate individuals who dared to challenge the status quo of monitoring solutions. Led by Alexei Vladishev and fueled by a shared vision, they embarked on a journey to create an open-source solution that would allow organizations to take their businesses to the next level by helping their IT infrastructures run flawlessly. Through countless hours of development, collaboration, and unwavering commitment, Zabbix emerged as an industry trailblazer by offering a robust, scalable, and flexible monitoring solution that continues to transcend boundaries.

Our story continues to unfold, driven by the relentless pursuit of excellence and a profound belief in the transformative power of monitoring technology.

We are headquartered in Latvia, but over the years we have added offices in the USA, Brazil, Mexico, and Japan.







1.3

# What makes us different?

Our approach to product development is what makes us stand out from the crowd. We grant our users unparalleled freedom, with no strings attached. Our software is free and open source, but backed by a mature and reliable vendor.

We provide data collection, processing, alerting, and visualization – all in one solution. We also prioritize quality, ensuring a superb user experience and lightning-fast deployment while delivering tangible value within days.

As your organization evolves, our product effortlessly adapts and scales alongside your growth.



## Purpose of the brand book

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The purpose of a brand book is to maintain consistency across all branded Zabbix materials.

It contains all the elements that make up the Zabbix brand, from its founding principles to its visual identity. It serves as the document of reference for everything related to the use of the Zabbix brand.







# 2.0 LOGO AND VISUAL IDENTITY

- 2.1 Zabbix primary logo
- 2.2 Zabbix global office logos
- 2.3 Core colors
- 2.4 Secondary color
- 2.5 Background colors
- 2.6 Color hierarchy
- 2.7 Primary typography
- 2.8 Secondary typography
- 2.9 Iconography
- 2.10 Graphic elements
- 2.11 Screenshots
- 2.12 Photography

**ZABBIX**

2.1

## Zabbix primary logo

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The cornerstone of the brand's visual identity is the Zabbix logo, which represents both the company itself and its products. This distinctive and recognizable visual graphic element is used across all communication materials.

The logo features the company name, written in white and in all caps as ZABBIX, positioned in the center of a bright red rectangle.

The Zabbix logo must not be altered, and none of its components should be removed. It should always be used in its primary representation whenever possible. If possible, it is better to use it on a light background, but usage on a dark blue background is allowed as long as the Zabbix logo is easily comprehensible.

For more details on logo usage conditions, refer to Section 3.0.





**ZABBIX**

2.2

## Zabbix global office logos

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The Zabbix primary logo represents the entire company, whereas the Zabbix global office logos represent the specific locations of Zabbix branches.

Each logo consists of the Zabbix primary logo positioned above the location name, written in white, all capital letters, aligned to the right, within a rectangle.

The color of the rectangle varies based on the location:

- Japan: Dark blue
- Latin America: Turquoise
- Mexico: Green

Whenever possible, it is better to use the logo on a light background, as it appears more vibrant.



2.3

# Core colors

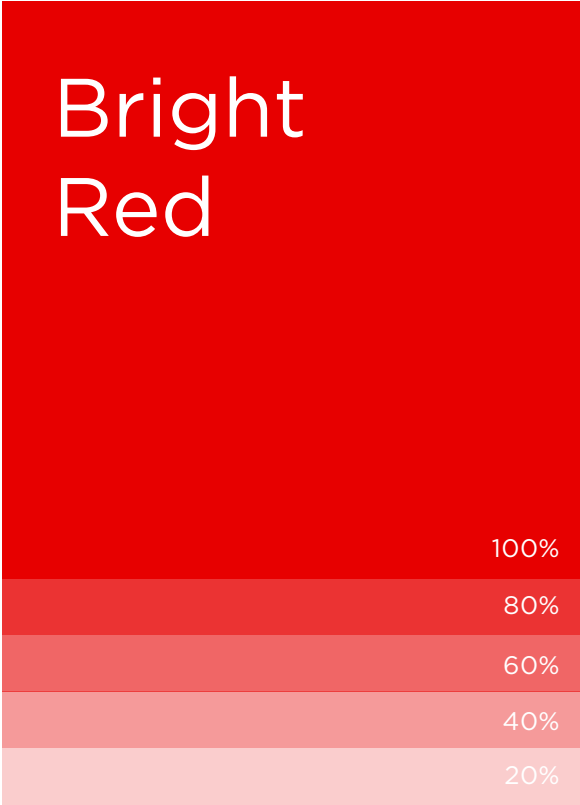
Color plays an incredibly important role in the Zabbix brand identity system. Each color and shade has been chosen for a specific purpose, and they play vital roles as we establish the Zabbix brand across all communication materials.

The Zabbix brand and its visual identity feature a bright shade of red. This color represents Zabbix as a company and serves as a means of communication and recognition.

As for the Zabbix monitoring solution product, the color used is dark blue. This color is also used in the product's interface. Shades of this color are often used in background graphical elements (refer to Section 2.10). The use of this dark blue is recommended in text as well, as it is easier to read than black on a white background. Both of these colors are fundamental to the brand and represent Zabbix.

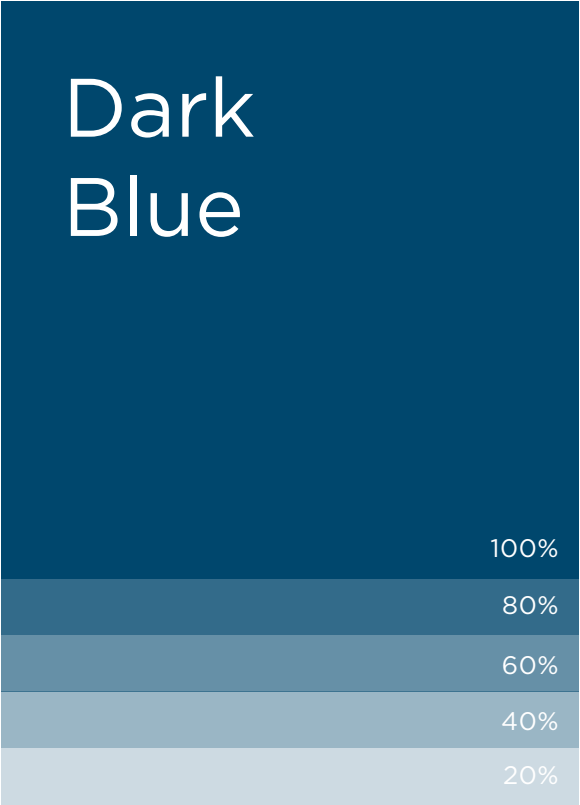
Each color can be used separately or together. However, it is important to remember that when these colors are combined, they become quite vibrant, so to ensure effective and light communication between the company and users, it is recommended to balance or tone them down with white or light gray.

BRAND COLOR



#	D40000		
RGB	R	212	
	G	0	
	B	0	
CMYK	C	11	
	M	100	
	Y	100	
	K	3	
Pantone	1795 C		

PRODUCT COLOR



#	0A466A		
RGB	R	10	
	G	10	
	B	106	
CMYK	C	99	
	M	72	
	Y	36	
	K	21	
Pantone	534 C		



# Secondary color

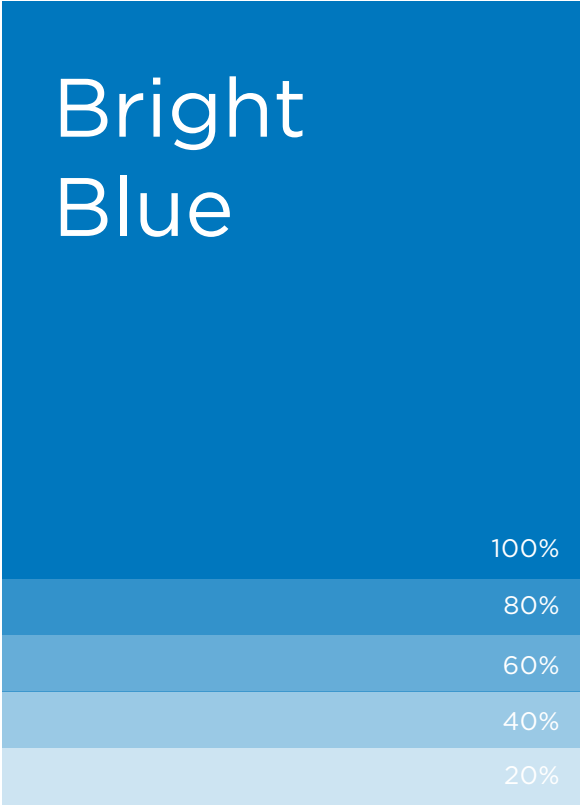
The secondary color highlights and compliments the primary colors.

The bright blue color can be used as a secondary, additional, or accent color. This color should not overwhelm the core colors of the brand.

This color can be used to:

- Accent text
- Serve as a background color for small portions of text that need to be highlighted
- Act as a secondary button color

## ACCENT COLOR



#	0275B8
RGB	R 2 G 117 B 184
CMYK	C 87 M 49 Y 2 K 0
Pantone	Process Blue C

## Background colors

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To ensure clear and easily readable communication, a light background should be the preferred choice most of the time.

White, as well as shades of light gray, are used as the solid colors for the homepage background.

In certain communication materials, such as presentations or social media banners, a light gradient can be applied to the background.

Additionally, in specific cases (such as in brochures or as separators between slides in presentations) the brand's core colors can be used as background colors.

### HOMEPAGE

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#FFFFFF



#F2F2F2



#EDEDED

### OTHER MATERIALS

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#FFFFFF  
to  
#CED9DF



#0A466A



#D40000



# Color hierarchy

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White and light gray tones can be easily overlooked, but it is worth noting these colors, because they provide contrast, clear spacing, and support for primary colors - bright red and dark blue.

Bright Blue (a secondary color) can be featured with primary colors as an accent color. The primary colors are still the dominant colors, but the secondary color is used in combination to draw attention.

It is important to note that for digital use, pure black is not recommended for text and should not be used as a background color. Pure black overpowers surrounding objects and strains the eye on digital devices. This is why #121212 should be used instead.

#FFFFFF

#F2F2F2

#D40000

#EDEDED

#0A466A

#0275B8

#121212

# Primary Typography

The primary Zabbix typeface is Gotham Pro - a modern sans-serif font that combines clean lines with a sense of geometric structure, neutrality, and simplicity, originally designed by Tobias Frere-Jones. Gotham Pro maintains excellent readability across various mediums, making it suitable for both print and digital applications.

Gotham Pro is a versatile typeface **widely used for the Zabbix brand in all communications wherever possible**, including:

- Print materials
- Digital media banners
- Social platform banners
- The primary typeface for the Zabbix homepage

Typically, Light, Regular, or Medium versions are used for title texts (never the Bold version). For body text, the Regular version is employed. The Bold version is used on rare occasions, while the Black version is never used.

TYPEFACE NAME

Gotham Pro

APPLICATION

- Headers
- Subheaders
- Body text
- Buttons

WEIGHTS

Monitor anything!

Gotham Pro Light

Monitor anything!

Gotham Pro Regular

Monitor anything!

Gotham Pro Medium

Monitor anything!

Gotham Pro Bold

TYPOGRAPHY SPECIMEN

Aa

A B C D E F G H I J K L M N O P Q R S T U V W 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 w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( ) - \_ + = [ ] { } | \ : ; " ' , . / < >

# Secondary Typography

Zabbix's secondary typeface is Open Sans - a clean and modern sans-serif typeface designed by Steve Matteson under commission from Google.

As an open-source typeface, it is used for the Zabbix brand when the primary typeface is not feasible, for example:

- Presentations that need to be shared online
- Word documents

Typically, the Light, Regular, or SemiBold versions are used for title texts. The Regular version is employed for body text, while the Bold version is reserved for rare occasions.

TYPEFACE NAME

Open Sans

APPLICATION

Presentations  
Word documents

WEIGHTS

Monitor anything!

Open Sans Light

Monitor anything!

Open Sans Regular

Monitor anything!

Open Sans SemiBold

Monitor anything!

Open Sans Bold

TYPOGRAPHY SPECIMEN

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&\*()-\_+=[ ]{| \:; " ' , . / < >



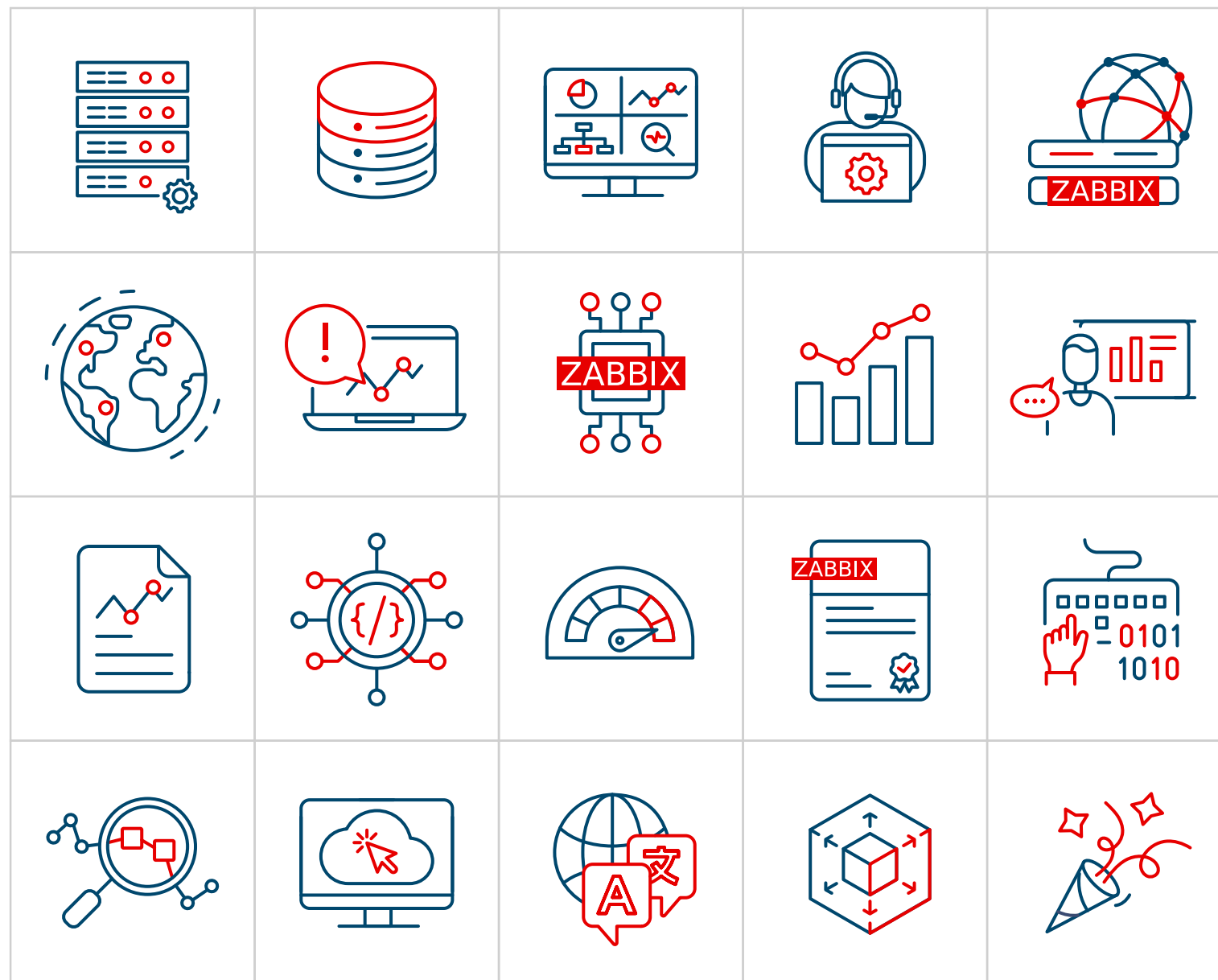
## Iconography

Iconography plays a supportive role in helping users navigate and intuitively understand our ideas and benefits, while also making complicated graphics easier to perceive.

Designed to be viewed at a glance, these icons are extensions of our brand expression. Our graphic elements are stylized, possess clear meanings, and are relevant to our business and users.

Pictograms similar to the ones showcased here are compiled into a library for various uses, including:

- Homepage
- Presentations
- Infographics
- Other communications as needed



# Iconography

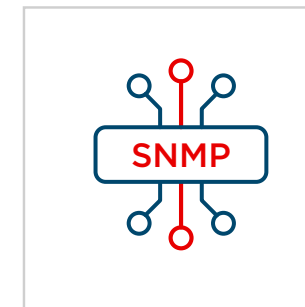
Pictograms should always consist of two Zabbix core colors: bright red and dark blue. They can be used with or without the Zabbix logo.

Pictograms should be consistent, always drawn with a single-weight stroke and rounded edges. They can be used with or without the Zabbix logo. Short text, such as 'API' or 'SNMP', can be added to make the pictograms more understandable.

In rare exceptions, when necessary, they can be used in only one color - either bright red or dark blue. Additionally, pictograms may be used with white on a dark blue background in such uncommon cases.

The use of any other colors, gradients, shadows, or other effects is strictly forbidden.

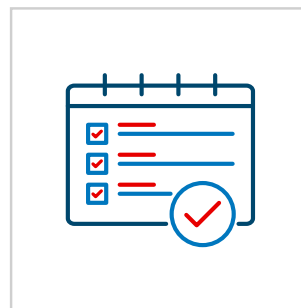
## STANDARD USAGE



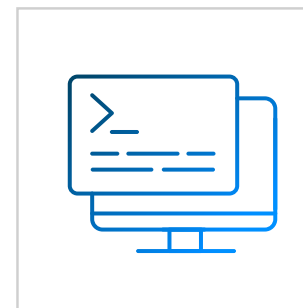
## EXCEPTIONS



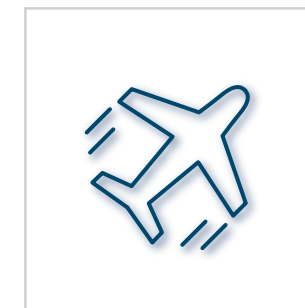
## MISUSE



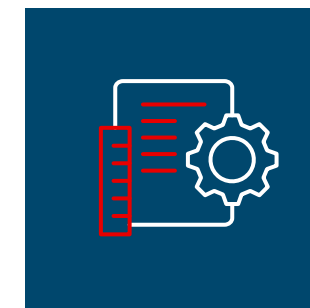
⊘ Limit to two colors and don't change the main two



⊘ Don't use any kind of gradients



⊘ Don't use shadows or any other special effects



⊘ Don't use red on a dark blue background

## Graphic elements

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Abstract geometric graphic elements, in the form of lines and dots, can be used in various communication materials, including:

- Presentations
- Print materials
- Visualizations
- Merchandise
- Other communications as needed

Their style can vary to better align with the specific situation, as long as the Zabbix colors and the overall visual identity of the brand are kept in mind.





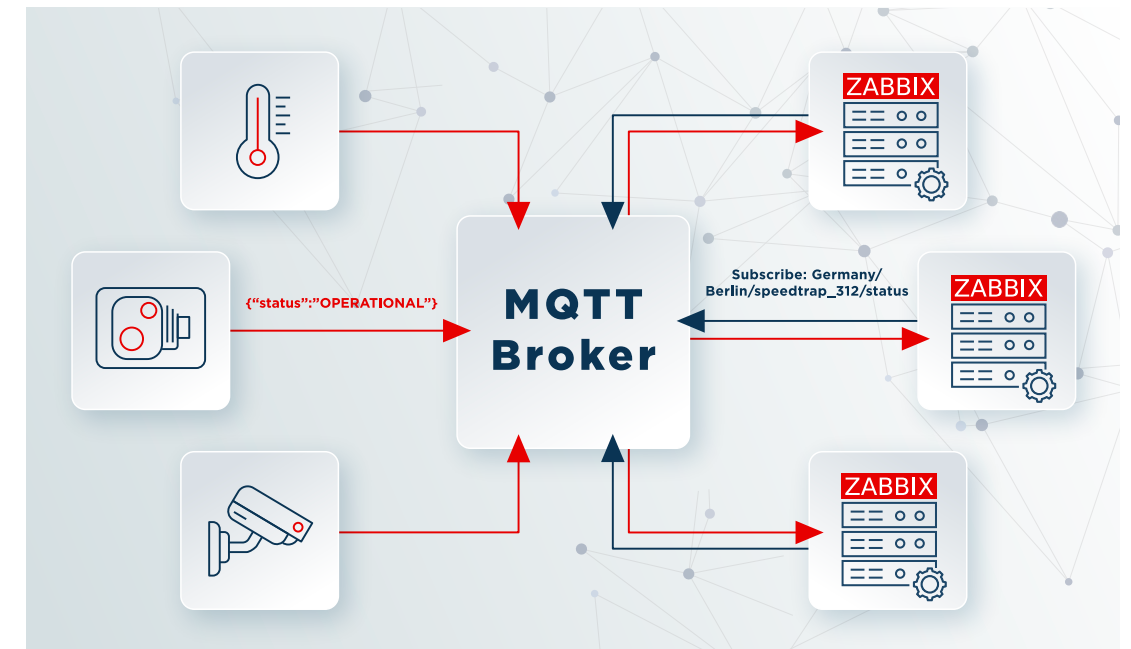
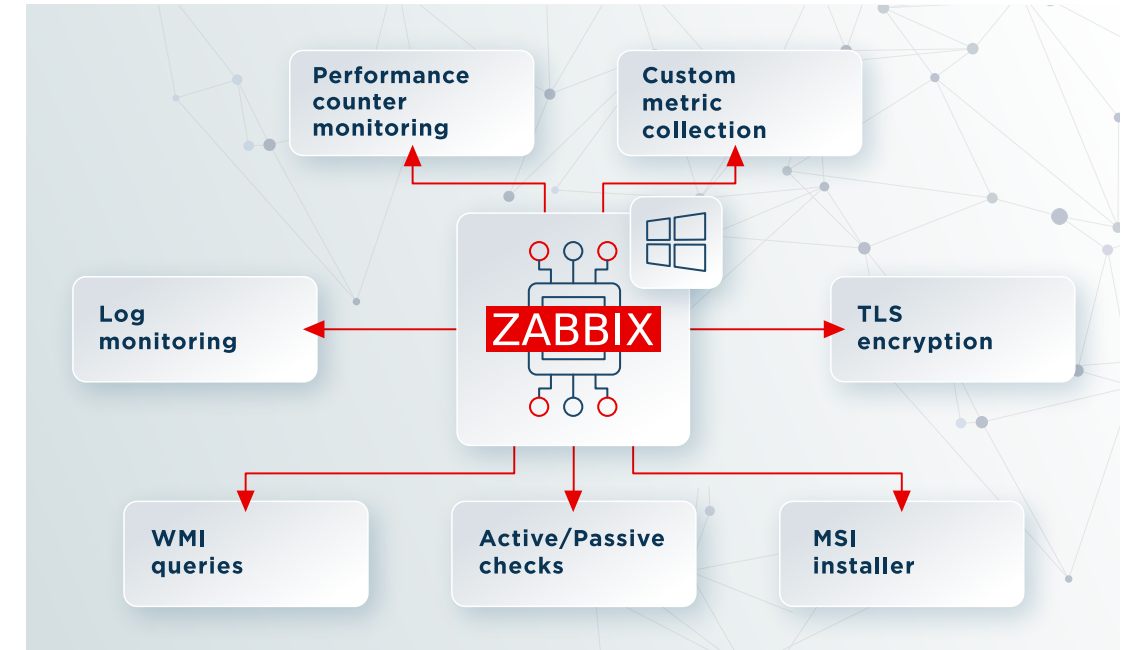
**ZABBIX**

2.10

# Graphic elements

Light gradient shapes with subtle shadows may be included in certain promotional materials, such as presentations or product visualizations. It is better to use these shapes only in digital materials.

These shapes can be accentuated with bright red or blue lines and a light gradient background.



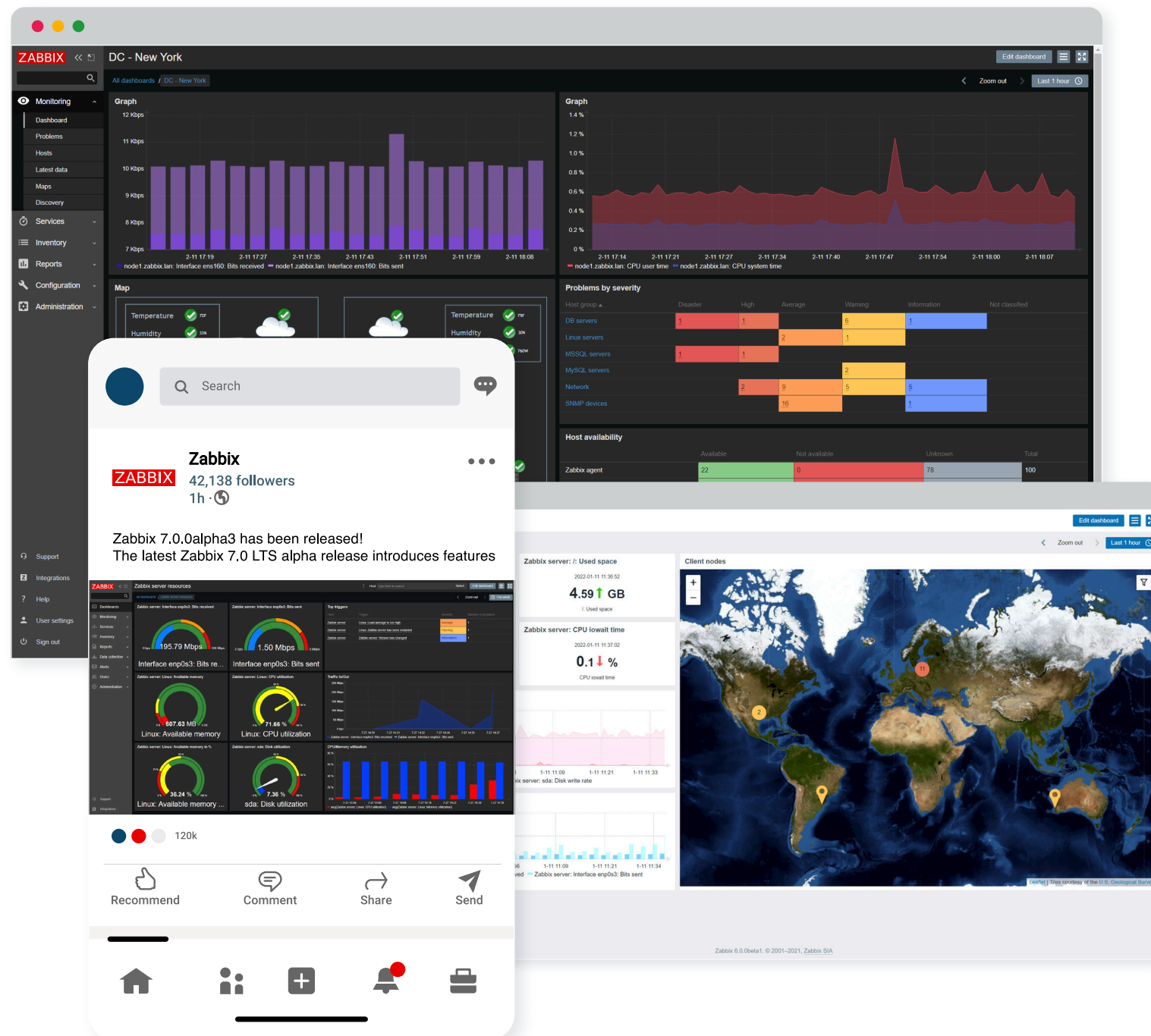
ZABBIX

2.11

# Screenshots

Screenshots used in social media and on any other communication platform should represent a large, enterprise-level environment using the latest Zabbix visualization features.

Only high-fidelity photos or vector recreations can be used to ensure that the text remains legible.





# Photography

The human-centered approach to photography should always be kept in mind when creating communication materials. This approach ensures that the materials are intuitive and that they resonate with the audience, ultimately contributing to engagement.

**Real-life photographs featuring Zabbix employees and community members establish a unique and authentic visual identity.** Stock photos should only be used as a last resort.

**Quality should always be kept in mind. Therefore, it is crucial to use only high-quality and professional photographs.** When it comes to print materials, the dpi should not be lower than 300 dpi.







# 3.0 LOGO USAGE RESTRICTIONS

- 3.1 Logo use
- 3.2 The logo's clear space and proportions
- 3.3 Minimum size and positioning
- 3.4 Logo misuse
- 3.5 Exceptions
- 3.6 Partner Co-branding



**ZABBIX**

3.1

## Logo use

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Whenever possible, the primary logo should be used: white, with all-caps letters 'ZABBIX' in a bright red rectangle. It is preferable to use it on a white background, but a dark blue background is also acceptable.

In rare cases where red can't be applied (merchandise, for example), it is possible to use monochromatic versions of the logo.

When using a dark, bright red, or blue background, a white stroke should always be included, rather than just the letters 'ZABBIX'.

**Whenever possible, the logo should be used in vector format, as it allows to retain its quality when resized.**

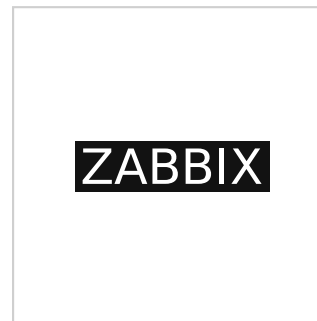
### PRIMARY LOGO

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### MONOCHROME EXCEPTIONS

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## 3.2

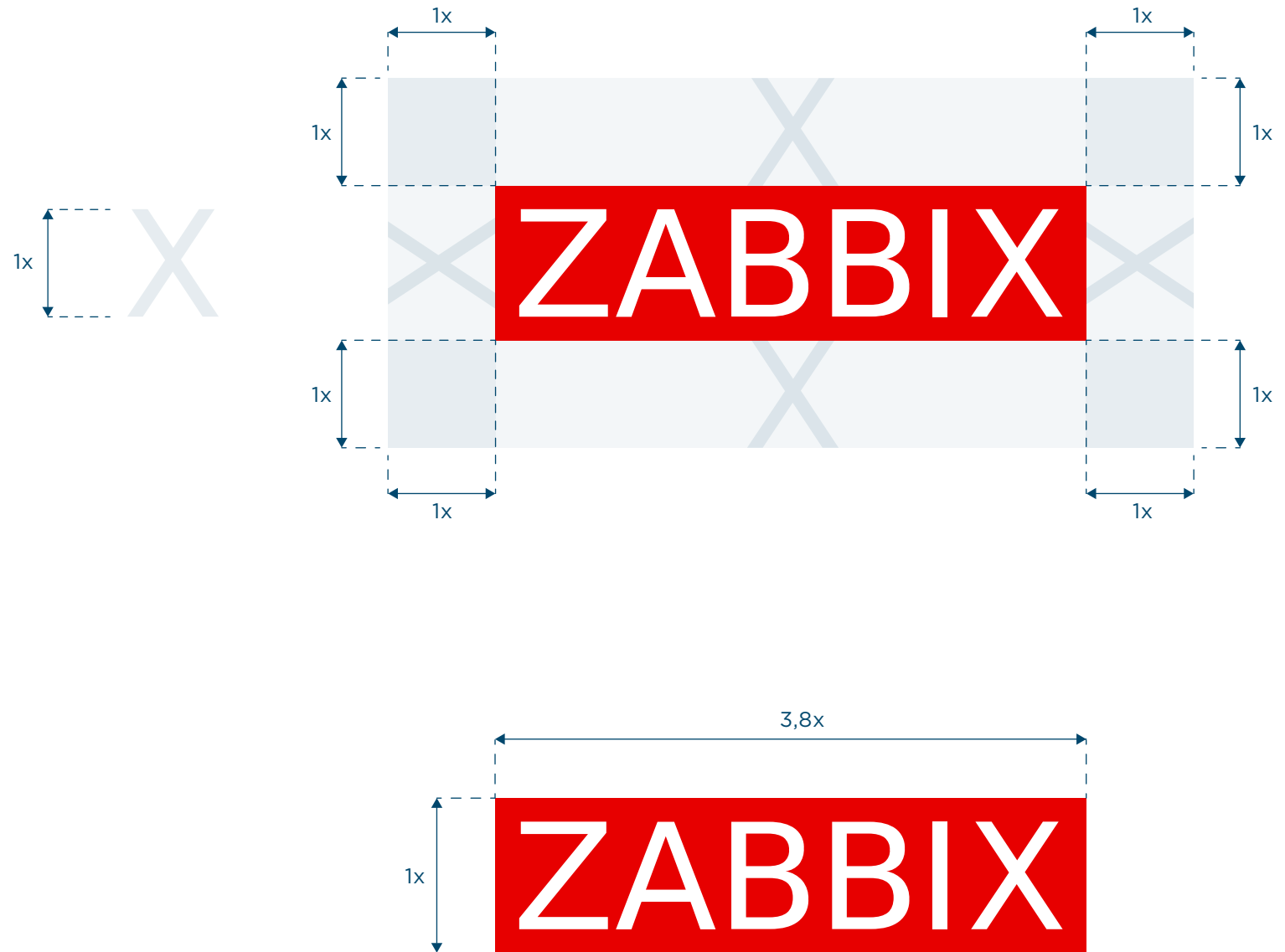
# The logo's clear space and proportions

The Zabbix logo should always be surrounded by clear space that is equal to the height of the capital letter 'X' in the logo.

The area should be kept empty to ensure the logo's visual clarity, legibility, and impact. By adhering to clear space guidelines, Zabbix can ensure that the logo is consistently presented in a visually appealing and effective manner across various platforms and materials.

**No other graphical elements that might overshadow the logo should be within this clear space area.**

**It is most important to maintain the proportions of the Zabbix logo. Do not stretch the logo vertically or horizontally under any circumstances.**





### 3.3

## Minimum size and positioning

The minimum Zabbix logo dimensions for online materials should not dip below 73 pixels in width and not be above half of the screen size.

The minimum size in printed materials should not be less than 15 mm in width. In some exceptions, such as iconography that includes the Zabbix logo and can't be upscaled, the logo can be smaller than 15 mm as long as it remains readable. In such cases, it is always better to use the vector format.

**The Zabbix logo should always be positioned at the top of the space** (e.g., banners). It is preferable to place it on the left side, but the right side is also acceptable.

Never place the Zabbix logo on the bottom part of the space, except when it's the only option available.

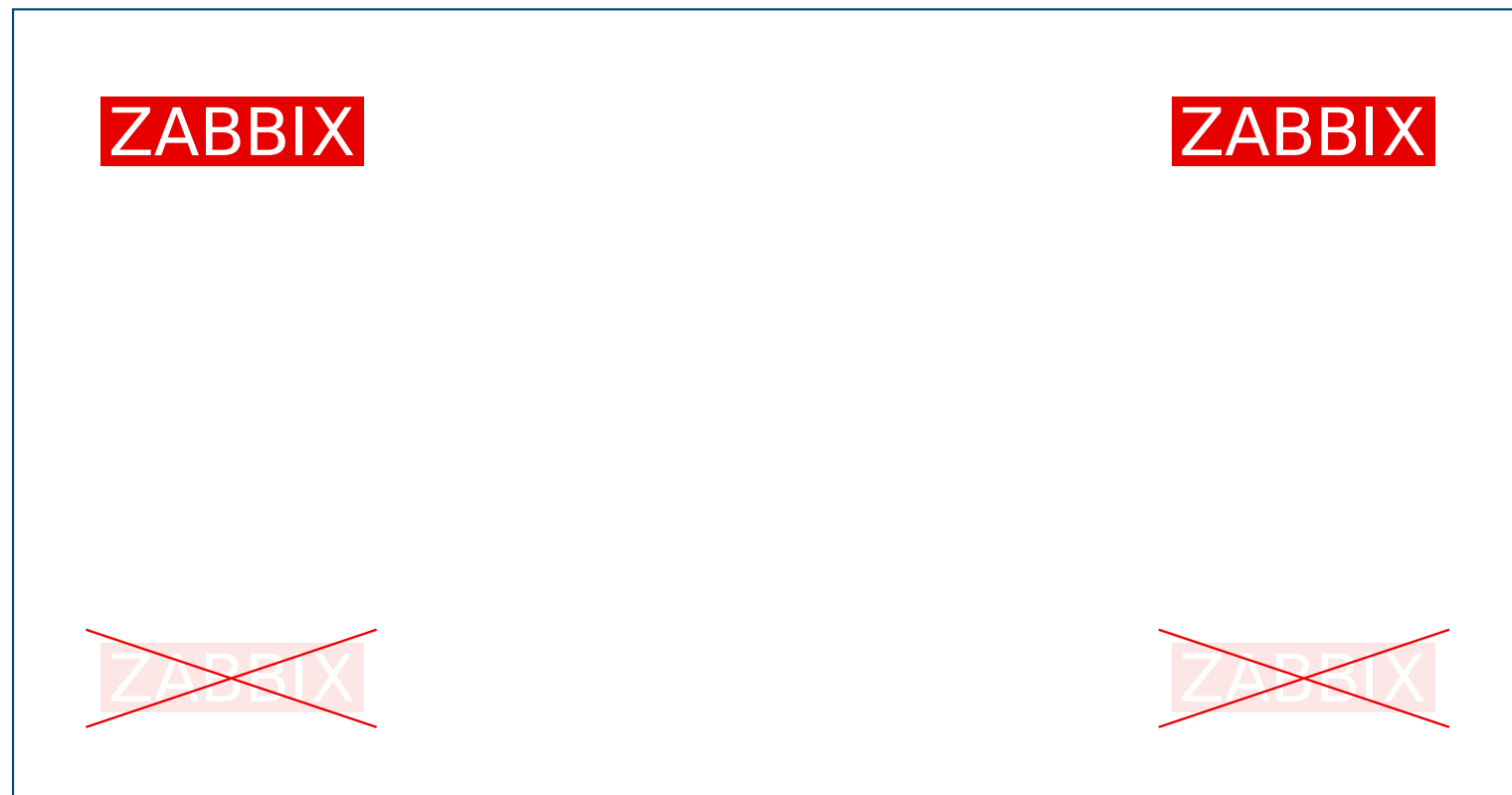
MINIMUM SIZE



EXCEPTION



LOGO POSITIONING WITHIN THE SPACE





**ZABBIX**

3.4

## Logo misuse

In everyday use, it is important that the Zabbix logo remains unaltered.

The shown examples illustrate common mistakes to avoid when displaying the logo.

We kindly ask you to approach the Zabbix logo and the brand's visual identity as a whole with utmost respect and consideration.

Don't use shadow or any other effects

**ZABBIX**

Don't use transparency - opacity should be 100%

**ZABBIX**

Don't change the color of the logo

**ZABBIX**

Don't rotate the logo

**ZABBIX**

Don't stretch or compress the logo

**ZABBIX**

Don't use the ZABBIX letters without the rectangle

**ZABBIX**

Don't use low resolution files

**ZABBIX**

Don't use any gradients

**ZABBIX**

Don't change the typeface

**ZABBIX**

Don't use the logo without a red rectangle

**ZABBIX**

Don't place the logo against a background of a similar color

**ZABBIX**

Avoid strongly colored backgrounds

**ZABBIX**

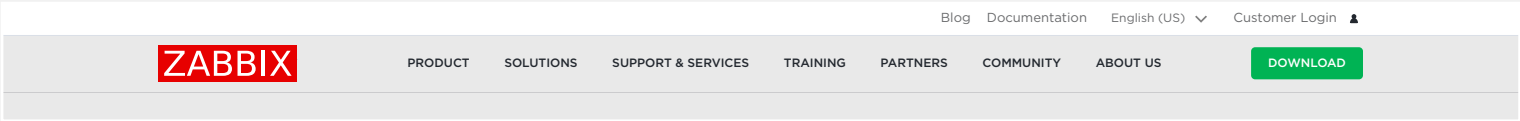
# Exceptions

In situations where the background graphics do not overwhelm the Zabbix logo, there can be elements within the logo's clear space area. Please refer to Example 1 - Zabbix homepage header.

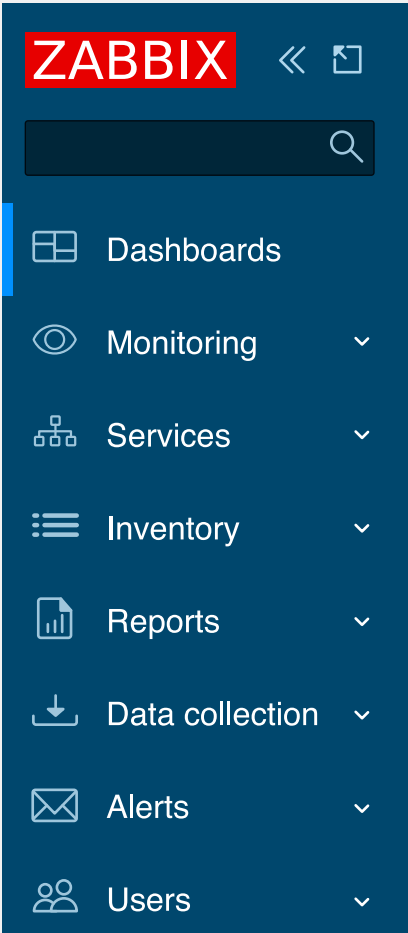
In rare exceptions where there's very little space, the Zabbix logo can be closer to the edges than the logo's clear space area. Please refer to Example 2 - Zabbix extended interface.

In very rare exceptions, the Zabbix logo can be shortened to the letter "Z" in a red square. Please refer to Example 3 - Zabbix interface.

EXAMPLE 1



EXAMPLE 2



EXAMPLE 3



## Partner Co-branding

When presenting the Zabbix logo alongside a partner's logo, **both logos should have equal sizing**.

Always remember to use enough clear space between both logos. It should remain empty to ensure the visual clarity, legibility, and impact of the logos.

The sequence of the logos should be determined on a case-by-case basis.

In situations where an event is hosted by Zabbix and supported by multiple partners, Zabbix may choose to display its logo on a larger scale, add text such as "In cooperation with," and position the partner logos in a smaller size.

ZABBIX

LogoExample

Clear space  
area

ZABBIX

Clear space  
area

LogoExample

ZABBIX



MEETING '24

STOCKHOLM • SWEDEN



In cooperation with

LogoExample1

LogoExample2



# 4.0 EVENT DESIGNS

- 4.1 Zabbix Summit
- 4.2 Conferences
- 4.3 Forums
- 4.4 Meetings
- 4.5 Meetups
- 4.6 Webinars
- 4.7 Booth design



ZABBIX

4.1

# Zabbix Summit

Zabbix Summit is the largest and most important Zabbix event of the year.

Each year's overall design should be similar to the previous years in terms of colors, in order to maintain visual identity and recognition for this event. However, the graphics should change every year.

The design should be light, featuring bright red and dark gray-blue accents. If possible, photos from the previous Summit should be added to set the mood.

The logo should remain consistent each year, with only the year changing. On significant anniversaries, the logo could be altered to highlight the anniversary year.

Companies that are Zabbix partners may engage in co-marketing Zabbix events on social media and other communication channels. Banner templates for specific Zabbix events can be provided by the Zabbix marketing team. It is permitted to use the Zabbix logo on your design templates as long as the design meets the logo usage guidelines (please refer to 3.0).

LOGO

ZABBIX  
SUMMIT  
2024

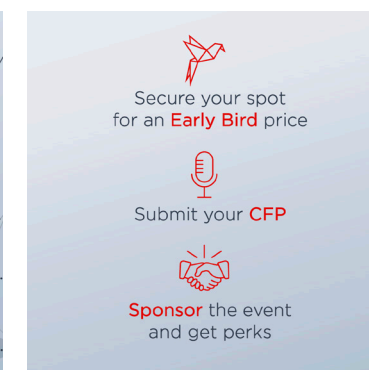
COLOR PALETTE

#E2E5EA  
to  
#A4B3C7

#D40000

#313E4F

SOCIAL MEDIA BANNER EXAMPLES



# Conferences

Conferences rank as the second-largest events for Zabbix, each held for two days. The logo should maintain consistency over the years, with the last two digits of the year changing annually.

For each conference, the country's name should be added to indicate its location. This information should be displayed on a colored rectangle, with the color varying based on different regions. When conferences take place at Zabbix global office locations, the respective colors of Zabbix global office logos should be used (Japan: Dark blue, Latin America: Turquoise, Mexico: Green).

If the conference is hosted in a different location, the color should be chosen to match that location's distinctive colors. For instance, the color for China should be bright red, echoing its flag's hue. Gradient dark blue is used for the banner backgrounds. Additionally, a stylized city skyline graphic should be added to the design.

Companies that are Zabbix partners may engage in co-marketing Zabbix events on social media and other communication channels. Banner templates for specific Zabbix events can be provided by the Zabbix marketing team. It is permitted to use the Zabbix logo on your design templates as long as the design meets the logo usage guidelines (please refer to 3.0).

## LOGO



## COLOR PALETTE

#021E4B

#021835  
to  
#29A4DB

#0275B8

#D40000

## SOCIAL MEDIA BANNER EXAMPLES



# Forums

As the third-largest event for Zabbix, Forums are typically held for 1 day in various locations around the world.

The logo should maintain consistency over the years, with the last two digits of the year changing annually. For each Forum, the city and country should be added to the logo. In contrast to the Conferences logo, the location color should remain consistent for all the Forums - dark blue with white capital letters.

Gradient dark blue should be used for the banner backgrounds. Additionally, a stylized city skyline graphic, similar to the Conferences designs, should be integrated into the design.

Companies that are Zabbix partners may engage in co-marketing Zabbix events on social media and other communication channels. Banner templates for specific Zabbix events can be provided by the Zabbix marketing team. It is permitted to use the Zabbix logo on your design templates as long as the design meets the logo usage guidelines (please refer to 3.0).

## LOGO



## COLOR PALETTE

#021E4B

#14406C  
to  
#021E4B

#D40000

## SOCIAL MEDIA BANNER EXAMPLES



# Meetings

Meetings, the fourth-largest events for Zabbix, are held on-site all around the world, typically lasting for half a day.

Similar to the Conferences and Forum logos, consistency should be maintained in the logo over the years, with the last two digits of the year changing annually. However, for each specific event, the city and country should be added to the logo, with a consistent design of dark blue and white capital letters.

Furthermore, an abstract contour of the country, featuring dots, should be included in each logo.

In contrast to the Conferences and Forum designs, Meeting designs use a light gradient as a background. Nevertheless, a stylized city skyline graphic is still incorporated into these banners and should be added to the design.

Companies that are Zabbix partners may engage in co-marketing Zabbix events on social media and other communication channels. Banner templates for specific Zabbix events can be provided by the Zabbix marketing team. It is permitted to use the Zabbix logo on your design templates as long as the design meets the logo usage guidelines (please refer to 3.0).

## LOGO



## COLOR PALETTE

#D7E7F1  
to  
#EAE EFF

#021E4B

#D40000

## SOCIAL MEDIA BANNER EXAMPLES





ZABBIX

4.5

# Meetups

Meetups are the fifth-largest events and can be conducted as either on-site or online gatherings.

For each specific event, an icon indicating the location or online nature should be added, along with the city and country name for on-site Meetups and the language for online events.

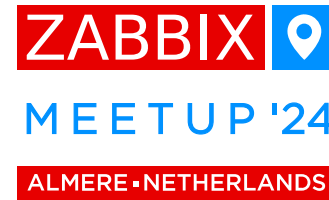
Consistency should be maintained in the logo over the years, with the last two digits of the year changing annually.

Meetup designs should follow a light theme: light gray for the background, bright blue as an accent color, and city photos for on-site Meetups.

For online Meetups, graphic elements relevant to the topic of the Meetup should be incorporated into the design instead of a photo.

Companies that are Zabbix partners may engage in co-marketing Zabbix events on social media and other communication channels. Banner templates for specific Zabbix events can be provided by the Zabbix marketing team. It is permitted to use the Zabbix logo on your design templates as long as the design meets the logo usage guidelines (please refer to 3.0).

ONSITE LOGO



ONLINE LOGO

ENGLISH



COLOR PALETTE —

#F2F2F2

#008FFF

#D40000

SOCIAL MEDIA BANNER EXAMPLES



ZABBIX

4.6

# Webinars

Webinars, being online presentations, are the smallest events for Zabbix – yet they are still very important.

Two similar logos should be used: the first serves as an overall logo for all Webinars, while the second is specific to each webinar, displaying the language in which it is conducted.

Consistency in the logo should be maintained over the years, with the last two digits of the year changing annually.

Similar to Meetings and Meetups, Webinar designs should adhere to a light theme: a light blue-grey background, with dark blue and bright red as accent colors. Photos that align with the overall design can be incorporated.

Companies that are Zabbix partners may engage in co-marketing Zabbix events on social media and other communication channels. Banner templates for specific Zabbix events can be provided by the Zabbix marketing team. It is permitted to use the Zabbix logo on your design templates as long as the design meets the logo usage guidelines (please refer to 3.0).

OVERALL LOGO   ONLINE LOGO



WEBINARS '24

ENGLISH



WEBINAR '24

COLOR PALETTE

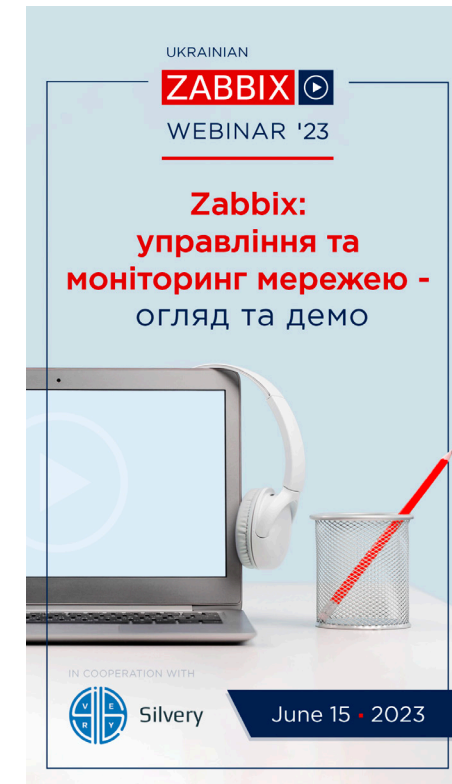
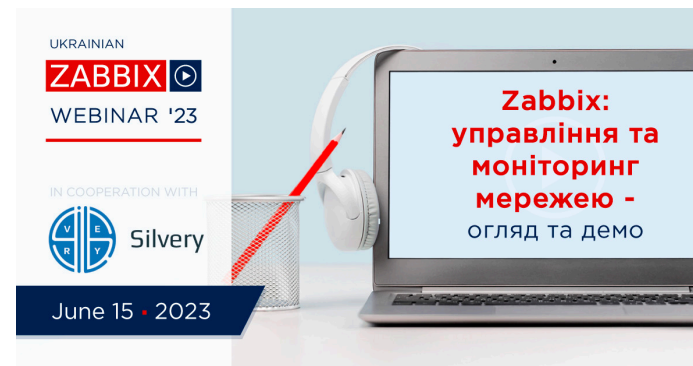
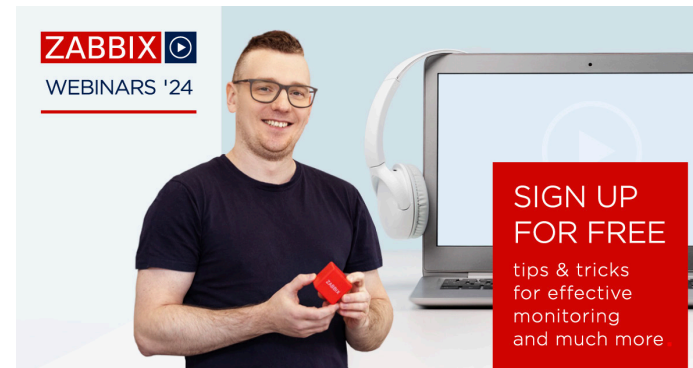
#ECF2F4

#CFDEE5

#021E4B

#D40000

SOCIAL MEDIA BANNER EXAMPLES



## Booth design

Starting from 2023, a consistent and similar design should be applied to each booth to ensure the maintenance of the brand's visual identity and recognition across various exhibitions.

This design should incorporate the brand's bright red color, a light gray gradient, and graphical line-dot elements for the background.

The following elements should be added:

- Zabbix logo (mandatory)
- Slogan
- Logos of the largest companies that trust Zabbix
- Website
- Awards and recognition badges (if space permits)



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