



ZABBIX

Brand
guidelines.

2025



Hello.

We're happy
you're here.

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The Zabbix logo, consisting of the word "ZABBIX" in white capital letters on a red rectangular background.

1.0.

Defining our brand.

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1.1.

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.





1.2.

The story behind Zabbix

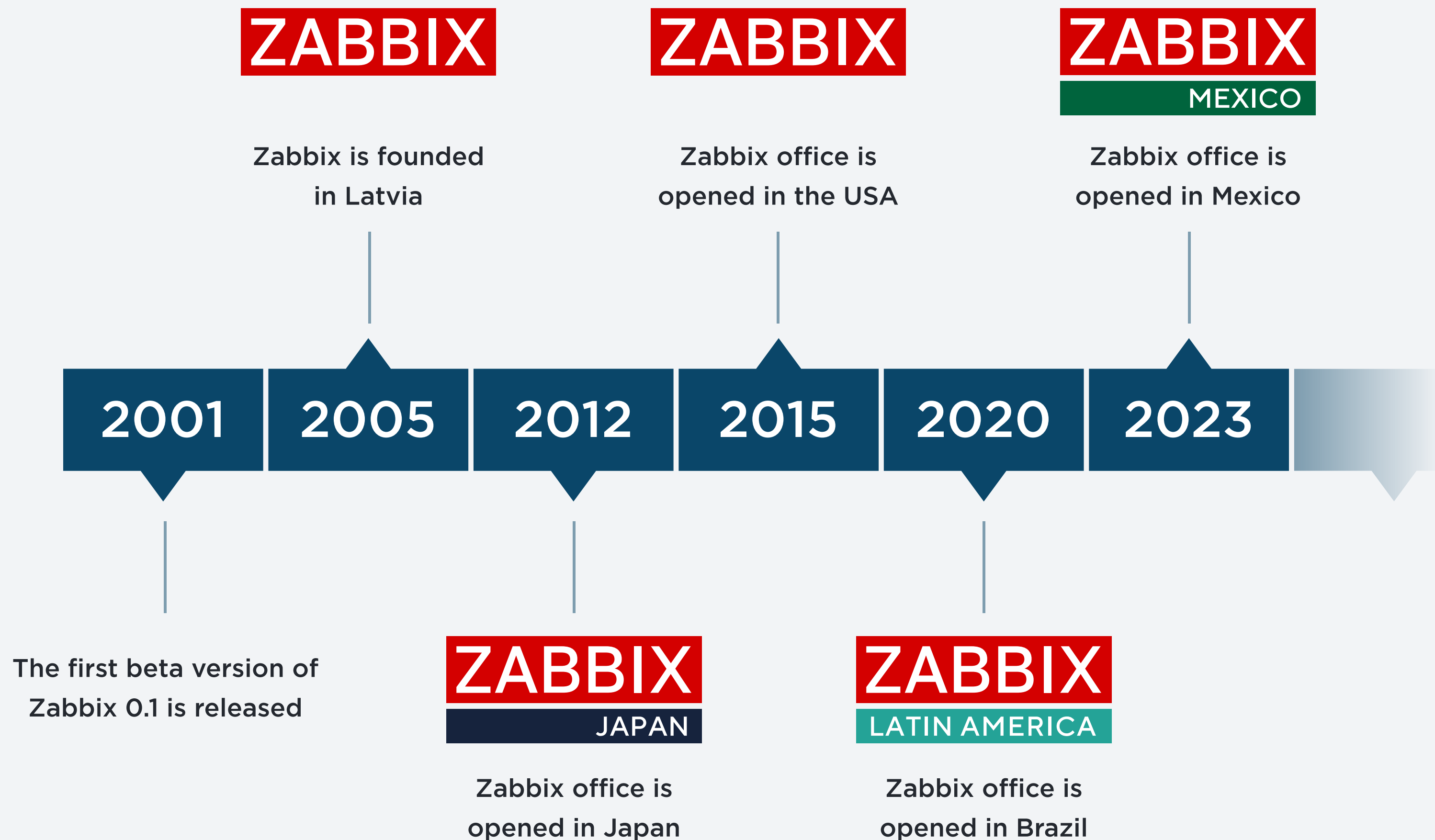
Our story is one of audacious aspirations and unyielding determination. It began with a small group of passionate individuals who dared to challenge the status quo of monitoring solutions.

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.



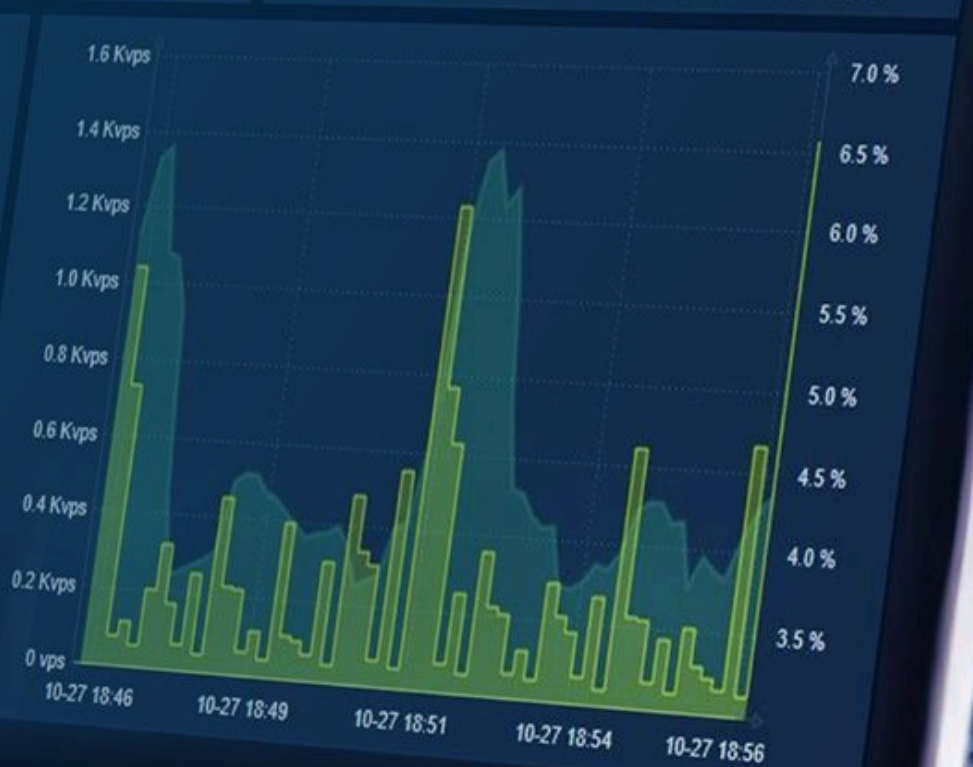
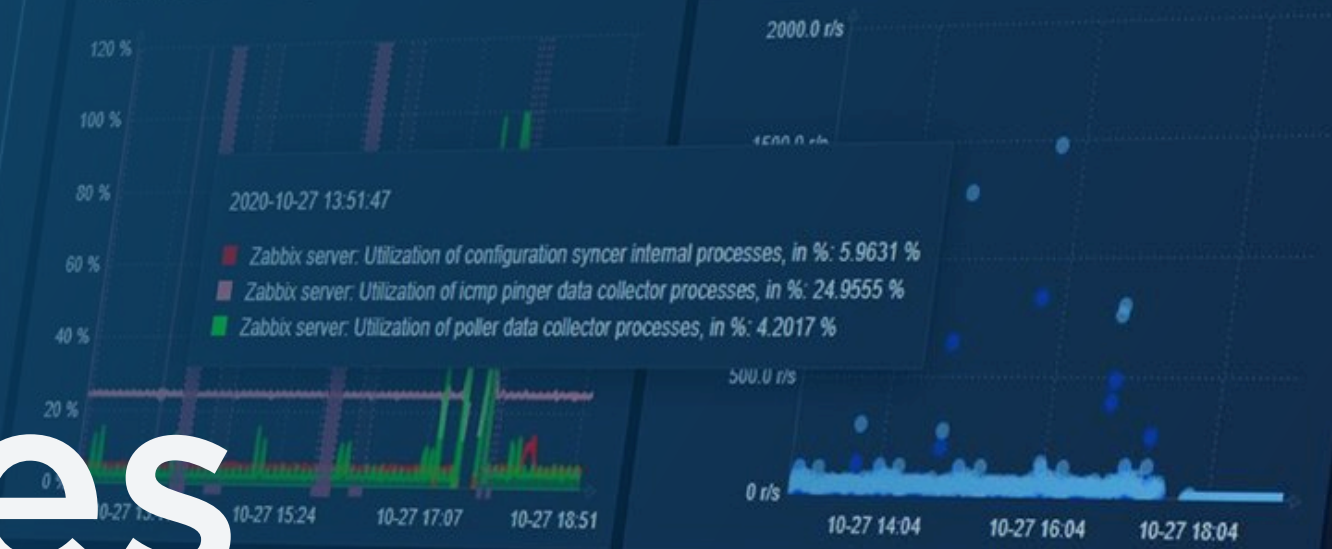
ZABBIX MISSION

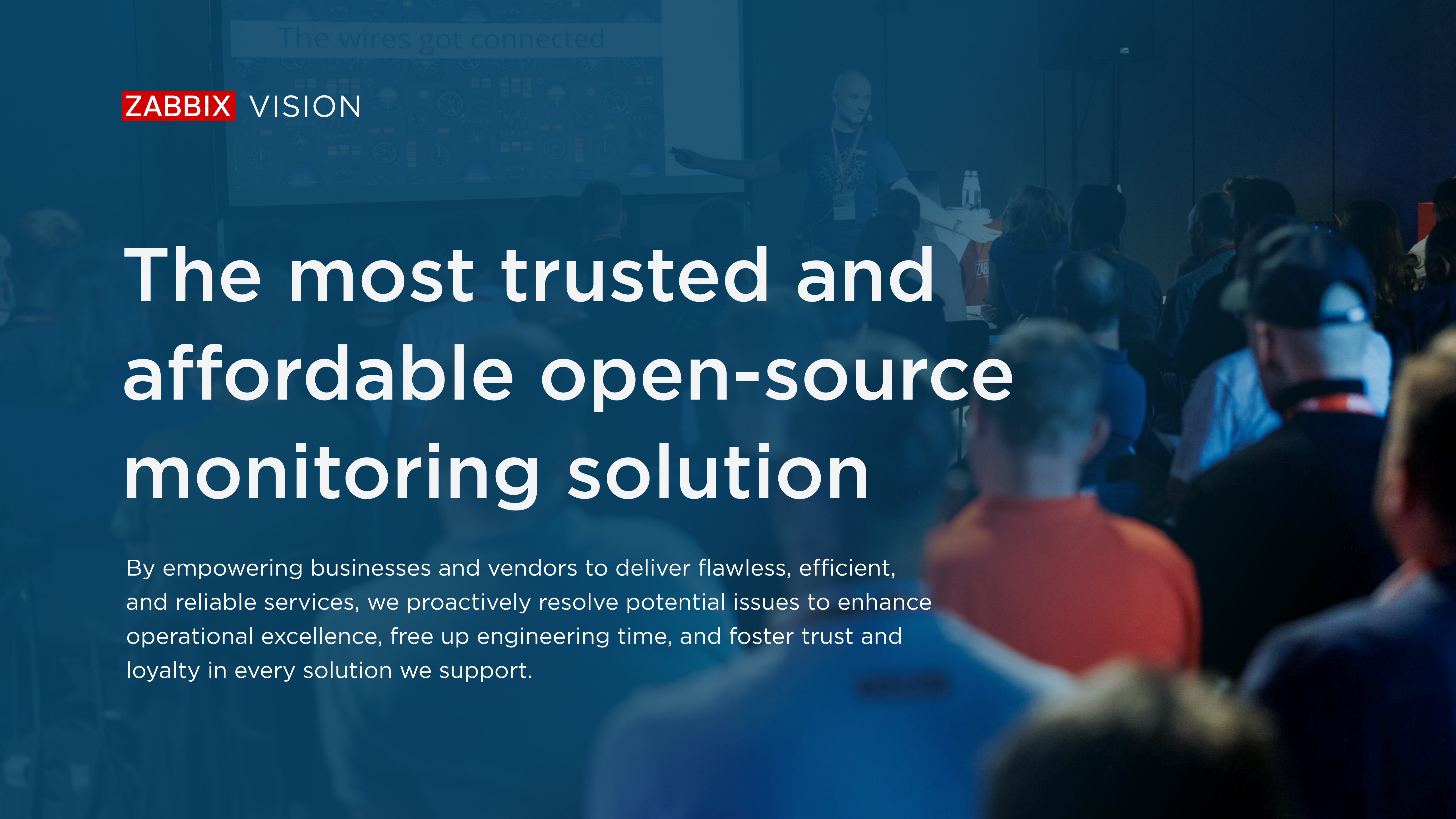
We help businesses
deliver flawless services
for a better world
and happier people. ■



		Disaster	High	Average	Warning	Information	Not classified
Host group							
Europe Data center		1	25	3	5		
New York Data center			23	3	6		
Oracle servers		1		4	1		
SNMP devices			23		9		

Internal Processes Busy



A man in a blue t-shirt is standing at a podium, pointing towards a large screen. The screen displays the text "The wires got connected" and a complex network diagram. In the foreground, the backs of several audience members' heads are visible, showing they are seated and facing the presentation. The overall scene is dimly lit, typical of a conference or seminar.

ZABBIX VISION

The most trusted and affordable open-source monitoring solution

By empowering businesses and vendors to deliver flawless, efficient, and reliable services, we proactively resolve potential issues to enhance operational excellence, free up engineering time, and foster trust and loyalty in every solution we support.

ZABBIX CORE VALUES

Integrity and Trust

We prioritize transparency and honest relationships with partners, users, and the community, rejecting the "fake it till you make it" mantra in favor of authenticity and genuine results.

Long-Term Vision and Continuous Improvement

Focused on long-term gains, we value sustainable growth over short-term profits and are committed to continuous improvement, striving to do better every day.

Humble and Authentic

We remain humble in our approach, while confidently sharing our achievements through the principle of "make, then tell."

Social Responsibility and Impact

We aim to make a difference by supporting local communities and creating a positive impact through work efficiency and responsible actions.



1.6.

Target Audience

Technical Professionals - Zabbix is a go-to solution for IT professionals responsible for system monitoring, infrastructure management, and network operations, including:

- **System Administrators**
- **Monitoring Specialists**
- **Developers**
- **System Analysts**
- **System Architects**
- **NOC (Network Operations Center) Administrators**

Business-Oriented IT Leaders - Zabbix also serves IT decision-makers who oversee operations and ensure business continuity, such as:

- **CIOs (Chief Information Officers)**
- **IT Directors and Department Heads**
- **IT Project Managers**
- **Technical Team Leads**





1.6.

Enterprise Focus

Zabbix primarily supports medium and large enterprises based in the U.S. and Western Europe.

Zabbix provides powerful and adaptable monitoring solutions tailored to the needs of various industries, ensuring reliability, efficiency, and performance:

- Finance & Banking
- Healthcare & Medical
- IT & Telecommunications
- Technology & Software Development
- Automotive & Aerospace
- Government & Public Sector
- And many more...

Explore different [user case studies](#).



Zabbix at the European Space Agency. [Read more](#)

ZABBIX

1.7.

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.





2.0.

Visual identity.

- 2.1. Zabbix primary logo
- 2.2. Zabbix Global offices logos
- 2.3. Zabbix Cloud logo
- 2.4. Color palette
- 2.5. Typography
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2.1.

Zabbix primary logo

Zabbix logo is the core of the brand visual identity, representing the company and its products across all materials. It features the company name, written in white and in all caps as ZABBIX, positioned in the center of a bright red rectangle. The base font for Zabbix logo is [Golos Text](#), an open-source typeface similar to many Google Fonts, reflecting the brand's commitment to openness and accessibility.

The logo must remain unaltered and should be used in its primary form whenever possible.

Zabbix logo has been slightly updated in 2025, and all official materials should use the latest version to ensure consistency and brand recognition.

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



ZABBIX

2.2.

Zabbix global office logos

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
- Zabbix Headquarters & USA: Use the primary logo without a colored rectangle



ZABBIX

2.3.

Zabbix Cloud logo

Zabbix Cloud is a fully-managed SaaS platform that provides scalable, secure monitoring solutions - without the need for on-premise installation or maintenance.

Although Zabbix Cloud has a slightly different brand identity with a brighter and bolder color palette, it is still an integral part of the Zabbix product suite, providing cloud-based monitoring while maintaining a connection to the Zabbix brand.

The Zabbix Cloud logo features the company name, "ZABBIX," written in white and all caps, placed in the center of a bright red rectangle. To the right, is a bright blue square with a white-stroked cloud icon in the center.

The same guidelines apply as for the Zabbix main logo, as for the Zabbix Cloud logo: logo must not be altered, and none of its components should be removed.





2.4.

Core color palette

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

Our core colors are the ones used in the Zabbix logo: Brand (Zabbix) Red and white.

Brand - 5 AAA 18.57	#FBEEEE RGB 251, 238, 238
Brand - 10 AAA 16.53	#F9DEDE RGB 249, 222, 222
Brand - 20 AAA 10.13	#EF9F9F RGB 239, 159, 159
Brand - 30 AAA 6.10	#E45F5F RGB 228, 95, 95
Brand - 40 AAA 5.03	#D92020 RGB 217, 32, 32
Brand - 50 (Zabbix Red) AA 5.53	#D40000 RGB 212, 0, 0 CMYK 11, 100, 100, 3 Pantone 1795 C
Brand - 60 AA 8.49	#9F0000 RGB 159, 0, 0
Brand - 70 AA 10.51	#850000 RGB 133, 0, 0
Brand - 80 AA 12.92	#6B0000 RGB 107, 0, 0
Brand - 90 AAA 15.66	#500000 RGB 80, 0, 0
Brand - 95 AAA 18.15	#360000 RGB 54, 0, 0
Brand - 100 AAA 20.01	#1C0000 RGB 0, 21, 14

White	#FFFFFF RGB 255 255 255 CMYK 0 0 0 0 Pantone White
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Secondary color palette

Secondary colors complement the core brand palette, adding depth and flexibility to visual design. They support primary colors without overpowering them, helping to create balance and hierarchy in different applications.

While Zabbix Dark Blue is commonly used as an accent color for background, providing a strong yet subtle foundation, Zabbix Bright Blue serves as an accent color primarily for text or primary buttons, adding energy and contrast to key design elements.

While secondary colors enhance the brand’s visual identity, they should always complement - not dominate the core colors.

Accent - 50 AAA 19.08	#EEF5FA RGB 238, 245, 250)
Accent - 50 AAA 17.55	#DEEDF6 RGB 222, 237, 246
Accent - 100 AAA 12.14	#9FCBE4 RGB 159, 203, 228
Accent - 200 AAA 8.11	#60A9D3 RGB 96, 169, 211
Accent - 300 AAA 5.24	#2186C1 RGB 33, 134, 193
Accent - 400 (Zabbix Bright Blue) AA 4.95	#0275B8 RGB 2, 117, 184 CMYK 87, 49, 2, 0 Pantone Process Blue C
Accent - 500 AAA 7.73	#075786 RGB 7, 87, 134
Accent - 600 (Zabbix Dark Blue) AAA 10.01	#0A466A RGB 10, 10, 106 CMYK 99, 72, 36, 21 Pantone 534 C
Accent - 700 AAA 11.97	#093A57 RGB 9, 58, 87
Accent - 800 AAA 14.51	#082C41 RGB 8, 44, 65
Accent - 900 AAA 17.06	#071E2C RGB 7, 30, 44
Accent - 950 AAA 19.42	#000F18 RGB 0, 15, 24

Background colors

To ensure clear and easily readable communication, light shades of gray or white should be the preferred choice in most cases, as they enhance contrast with the logo.

Additionally, in specific situations (such as brochures or slide separators in presentations), the secondary color palette (dark shades) and even Zabbix brand red can be used as background colors.

When using brand red as a background, it is important to use it with caution to prevent it from becoming overwhelming, as it is a vibrant and strong color choice.

White	#FFFFFF RGB 255 255 255
Light Gray 1 (zabbix.com background color 1)	#FAFAFA RGB 250 250 250
Light Gray 2 (zabbix.com background color 2)	#F3F4F7 RGB 243 244 247
Dark Gray-Blue (zabbix.com background color 3)	#091825 RGB 9 24 37

Gray - 25 AAA 18.76	#F2F2F2 RGB 242, 242, 242
Gray - 50 AAA 17.94	#EDEDED RGB 237, 237, 237
Gray - 100 AAA 13.89	#D2D2D2 RGB 210, 210, 210
Gray - 200 AAA 10.13	#B4B4B4 RGB 180, 180, 180
Gray - 300 AAA 7.10	#969696 RGB 150, 150, 150
Gray - 400 AA 5.85	#878787 RGB 135, 135, 135
Gray - 500 AA 5.83	#656565 RGB 101, 101, 101
Gray - 600 AAA 7.46	#555555 RGB 85, 85, 85
Gray - 700 AAA 9.74	#444444 RGB 68, 68, 68
Gray - 800 AAA 12.63	#333333 RGB 51, 51, 51
Gray - 900 AAA 15.91	#222222 RGB 34, 34, 34
Gray - 950 AAA 18.73	#121212 RGB 18, 18, 18



2.5.

Typography

The primary Zabbix typeface is Gotham Pro. It is is widely used for the Zabbix brand in all communications wherever possible, including:

- **Website & Official Communications** – All content on the website, including banners, social media banners, and newsletters.
- **Marketing Materials** – Brochures, flyers, banners, advertisements, presentations, and more.
- **Merchandise & Branding** – Examples include T-shirts, posters, promotional materials, and more.
- **Event Materials** – Banners, name badges, booth displays, conference signage, and similar.

Light, Regular, and Medium versions are preferred for most scenarios. Bold version is used on rare occasions, while the Black version is never used.

Typeface name

Gotham Pro

Weights

Gotham Pro Light

Gotham Pro Regular

Gotham Pro Medium

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

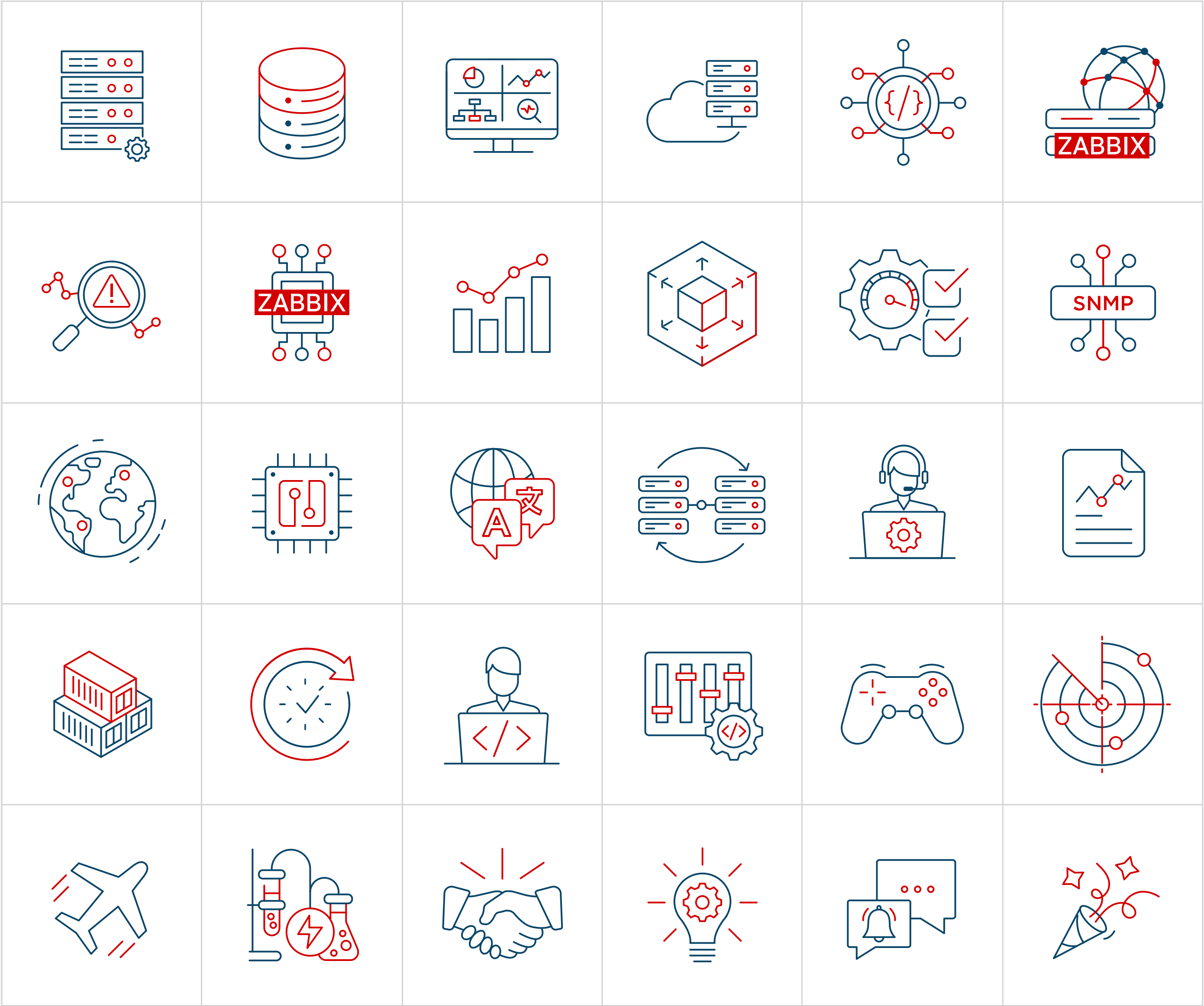
Iconography

Iconography plays a supportive role in helping users 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



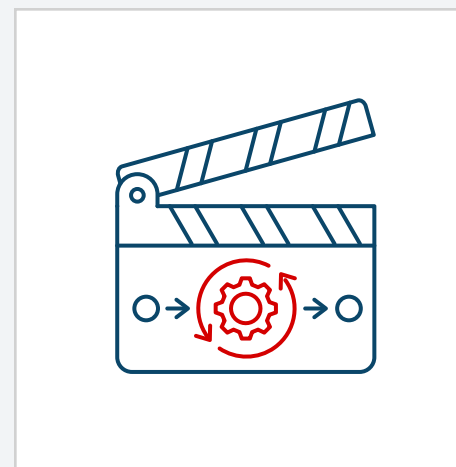
Iconography

Pictograms should always **consist of two Zabbix core colors: bright red and dark blue.**

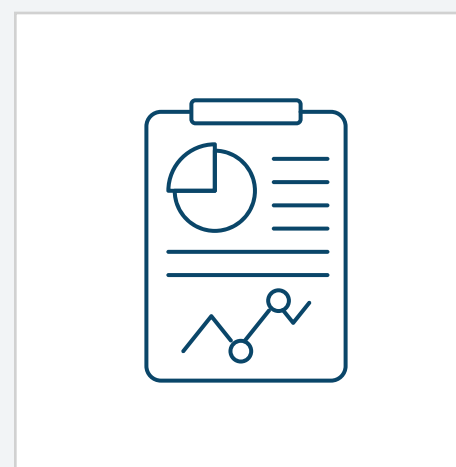
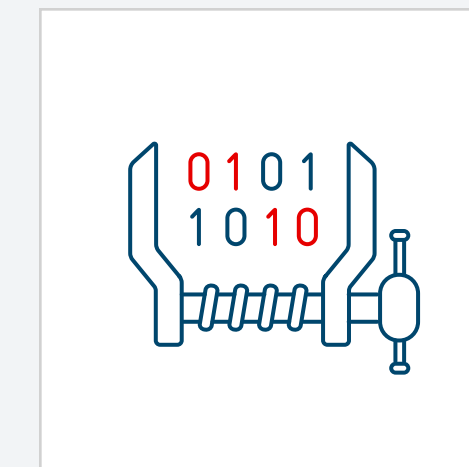
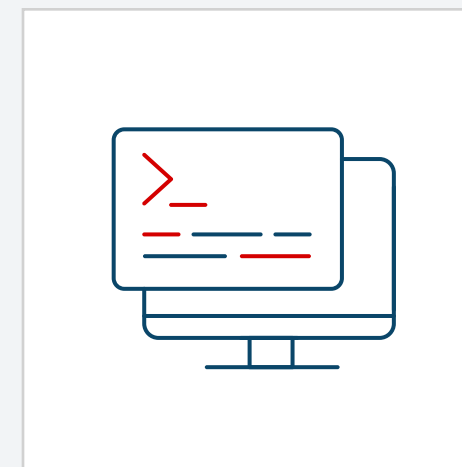
Pictograms should be consistent, always drawn with a 1.5 px single-weight stroke and rounded edges. They can be used with or without the Zabbix logo. Short text (written with Gotham Pro Medium font), such as 'API' or 'SNMP', can be added to make the pictograms more understandable.

In some exceptions (for example, in the website), 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.

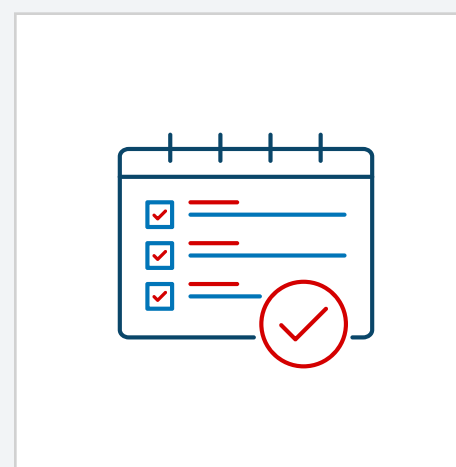
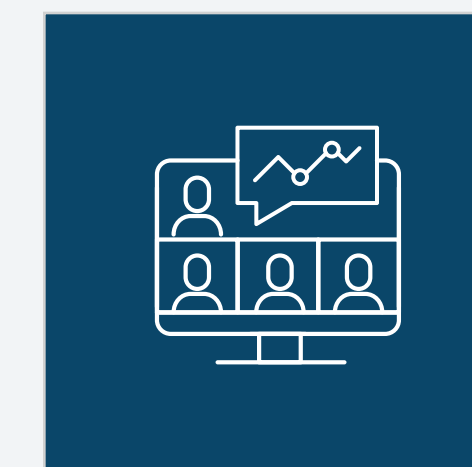
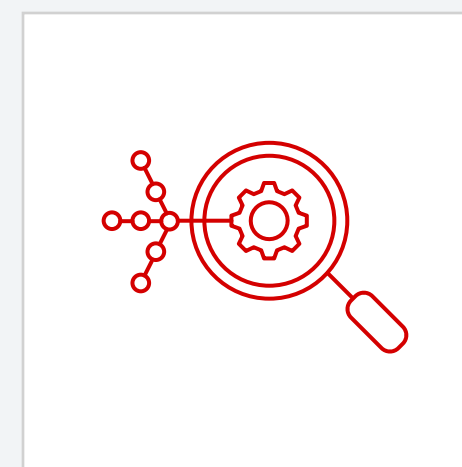
The use of any other colors, gradients, shadows, or other effects is strictly forbidden.



✓ Standard use

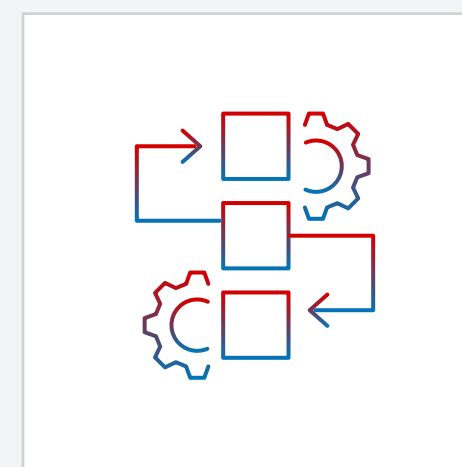


✓ Exceptions



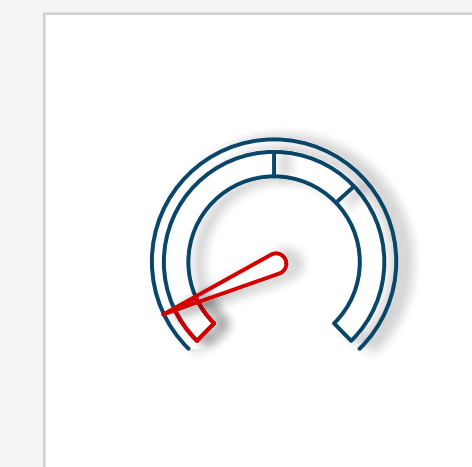
✗ Misuse

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



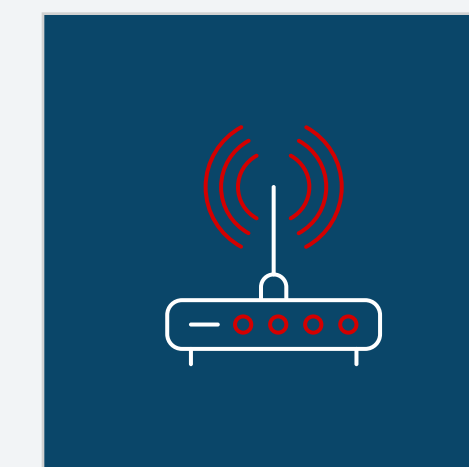
✗ Misuse

Don't use any kind of gradients or color transitions



✗ Misuse

Don't use shadows or any other special effects



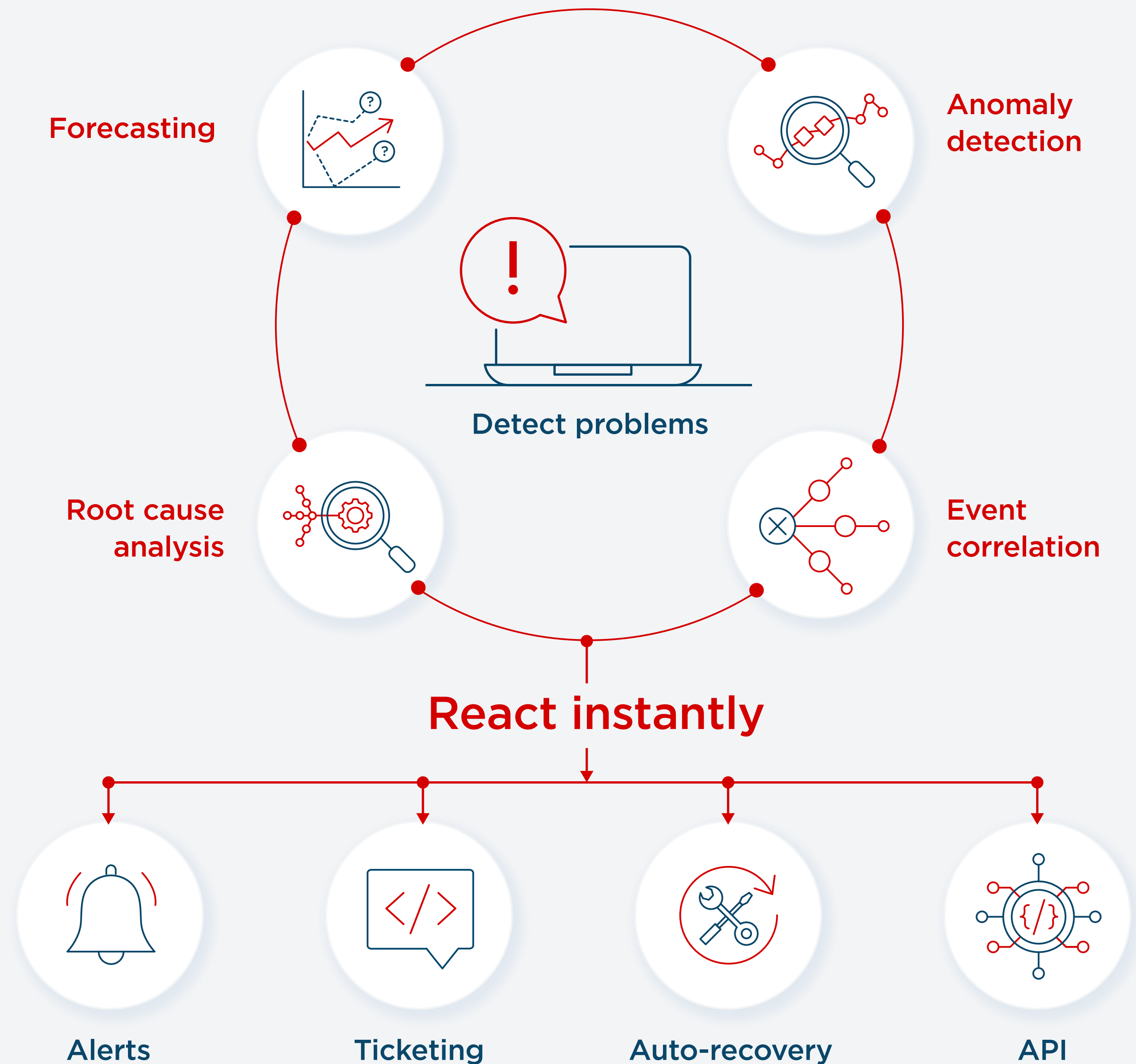
✗ Misuse

Don't use red on a dark blue background

Iconography

Light shapes (usually circles, hexagons, or rectangles with rounded corners) with subtle shadows may be included in certain promotional materials, such as presentations or product feature visualizations/ explanations. It is best to use these shapes with shadows only in digital materials.

These shapes can be accented with Zabbix Red or Dark Blue lines and/or arrows.



ZABBIX

2.7.

Zabbix Dashboard-Based Graphics

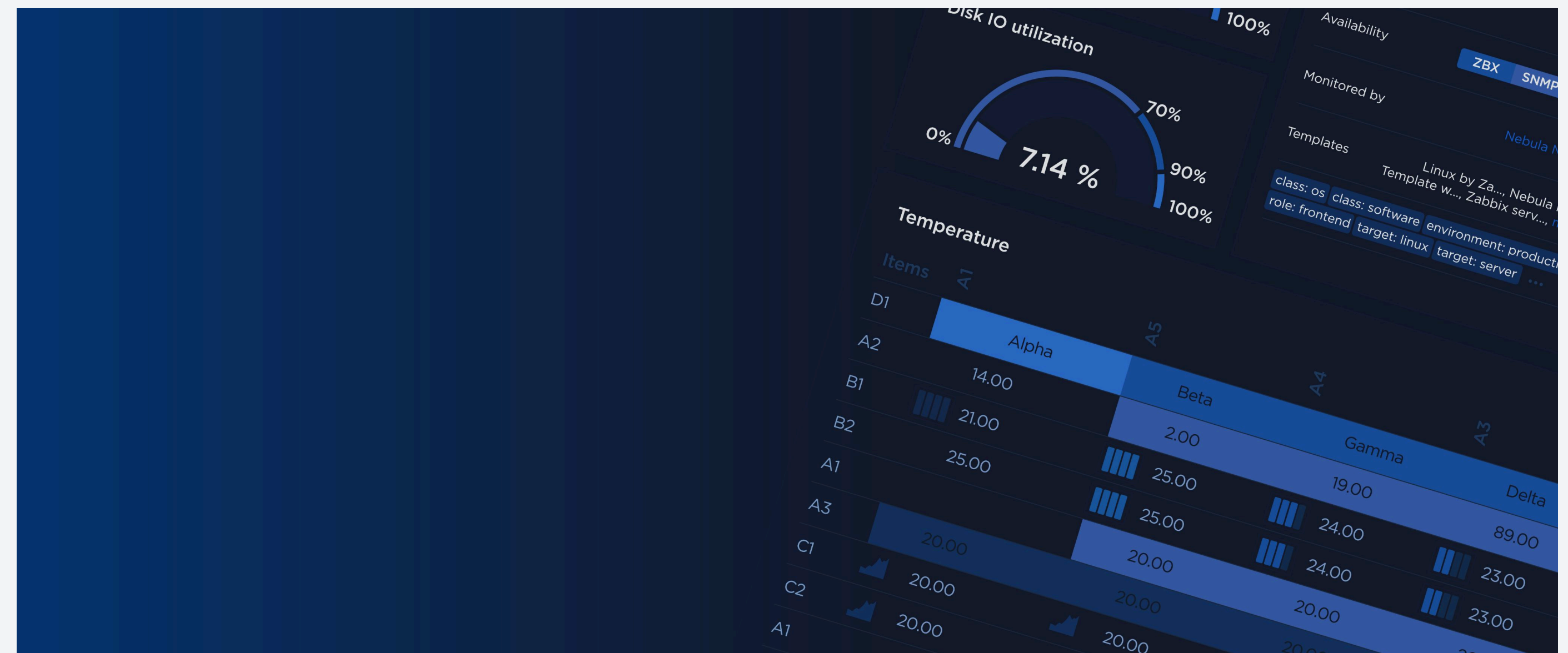
Recreations of Zabbix dashboards can serve as powerful graphic elements in various brand materials, reinforcing the product as the core of the Zabbix brand.

These visuals can be effectively used in:

- Backwalls and Booth Expos
- Presentation Backgrounds
- Marketing and Promotional Materials

Guidelines for Using Dashboard Recreations:

- Only Zabbix dashboards, widgets, and features should be included in recreations.
- Always use the latest Zabbix visualization features to ensure accuracy and brand consistency.
- Misleading elements are not allowed - graphics must not display widgets or features that are not part of the actual Zabbix solution.





2.8.

Using Zabbix Screenshots

Screenshots featured on social media, the website, and other communication platforms should always showcase the latest Zabbix visualization features, accurately reflecting the product’s capabilities.

To maintain clarity, professionalism, and readability, only **high-resolution screenshots** or **carefully crafted vector recreations** should be used.

Blurry, outdated, or low-quality images should be avoided to ensure a consistent and polished brand presentation.



ZABBIX

2.9.

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.





2.9.

Video

Basic guidelines:

- Use official Zabbix logos, colors, and typography. Avoid altering brand elements.
- Ensure high-resolution visuals, clear audio, and smooth transitions.
- Videos should accurately represent Zabbix products, features, and use cases. Avoid misleading information.
- Follow Zabbix typography rules and provide captions for accessibility.

Ending frames

- All videos should end with Zabbix logo (or a related logo, such as the Zabbix Certified Courses logo), either animated or still, to reinforce brand recognition and maintain consistency across all video content.



Example of an ending frame with Zabbix logo



Example of an ending frame with Zabbix Certified Courses logo



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





3.1.

Logo use

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 cases where only one color can be applied (merchandise, for example), a monochrome version of the logo may be used. Whenever possible, the **”Monochrome logo – primary version”** should be chosen to maintain consistency, including when the background is red or blue.

However, in rare cases where the Zabbix logo needs better visibility, the Monochrome Logo – Exceptions Version may be used.

Zabbix logo has been slightly updated in 2025, and all materials should use the latest version to ensure consistency and brand recognition.



Primary logo



Monochrome logo - primary



Monochrome logo - exceptions

ZABBIX

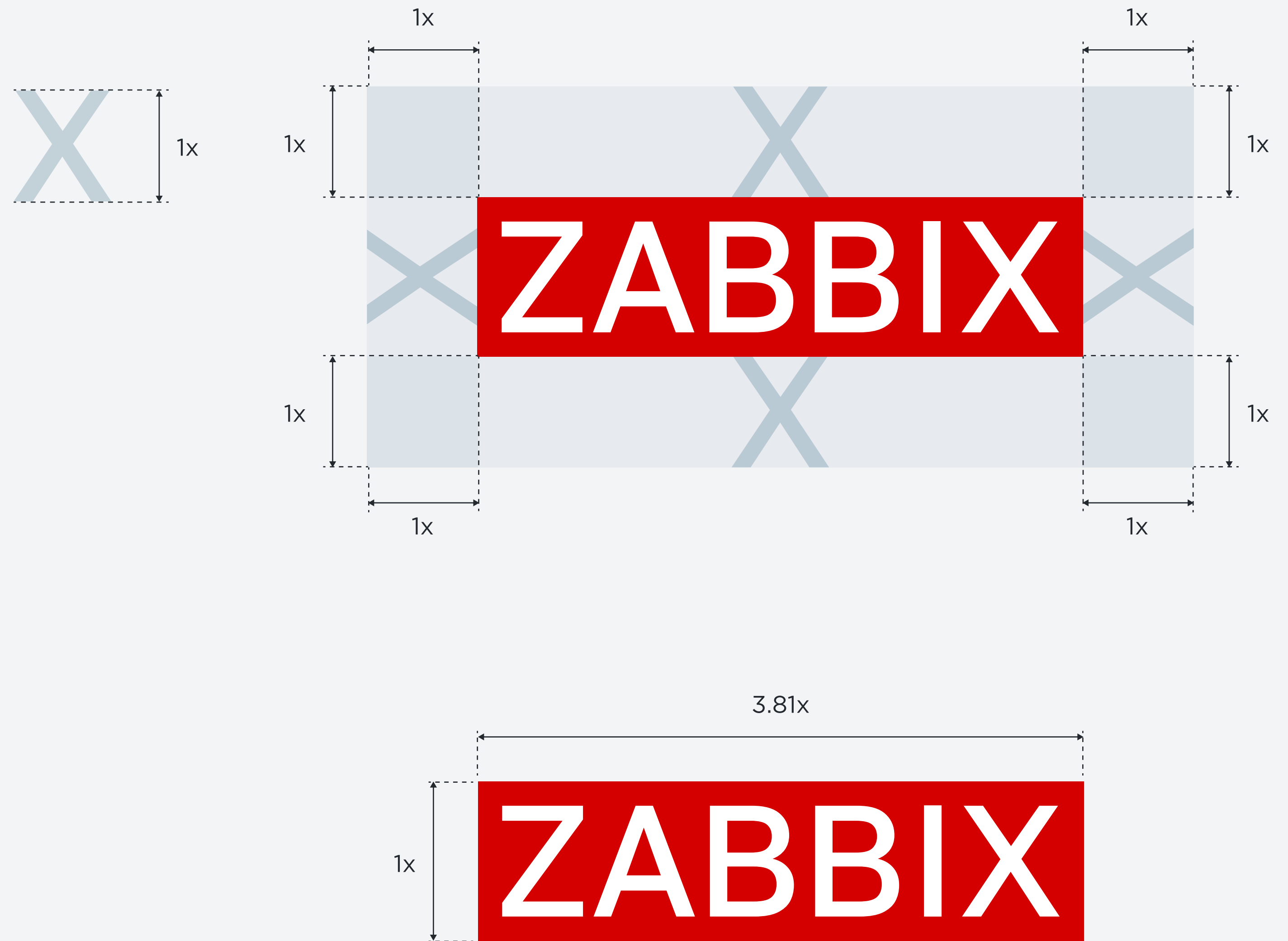
3.2.

Logo's clear space and proportions

The Zabbix logo should always be surrounded by clear space equal to the height of the capital letter "X" in the logo. This area must remain empty to ensure the logo's visual clarity, legibility, and impact. Adhering to clear space guidelines helps maintain a consistent and visually appealing presentation across various platforms and materials.

No other graphical elements should be placed within this clear space, as they might overshadow the logo.

The logo must maintain a fixed aspect ratio of 1:3.81 (height to width). Resizing must always preserve this ratio to prevent distortion. Maintaining the correct proportions is essential - do not stretch or compress the logo vertically or horizontally under any circumstances.





3.3.

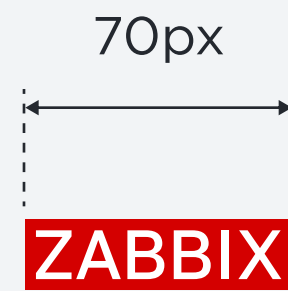
Minimum size and positioning

The Zabbix logo should never be smaller than 70 px in digital applications and 20 mm in print. Establishing a minimum size ensures that the logo's impact and legibility are not compromised.

In some exceptional cases, such as iconography that includes the Zabbix logo and cannot be upscaled, the logo may be used at a smaller size - as long as it remains clearly readable. In such instances, using a vector format is always recommended.

The Zabbix logo should be positioned at the top of the available space. While the left side is the preferred placement, positioning it on the right side is also acceptable.

Avoid placing the Zabbix logo at the bottom of a layout unless no other positioning options are available.



In digital materials



In print materials



Example of preferred Zabbix logo placement



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



- ✗ Don't use transparency - opacity should be 100%



- ✗ Don't change the color of the logo



- ✗ Don't rotate the logo



- ✗ Don't stretch or compress the logo



- ✗ Don't use the ZABBIX letters without the rectangle



- ✗ Don't use low resolution files



- ✗ Don't add any gradients



- ✗ Don't change the font



- ✗ Don't use only letters without the rectangle



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



- ✗ Avoid strongly colored backgrounds



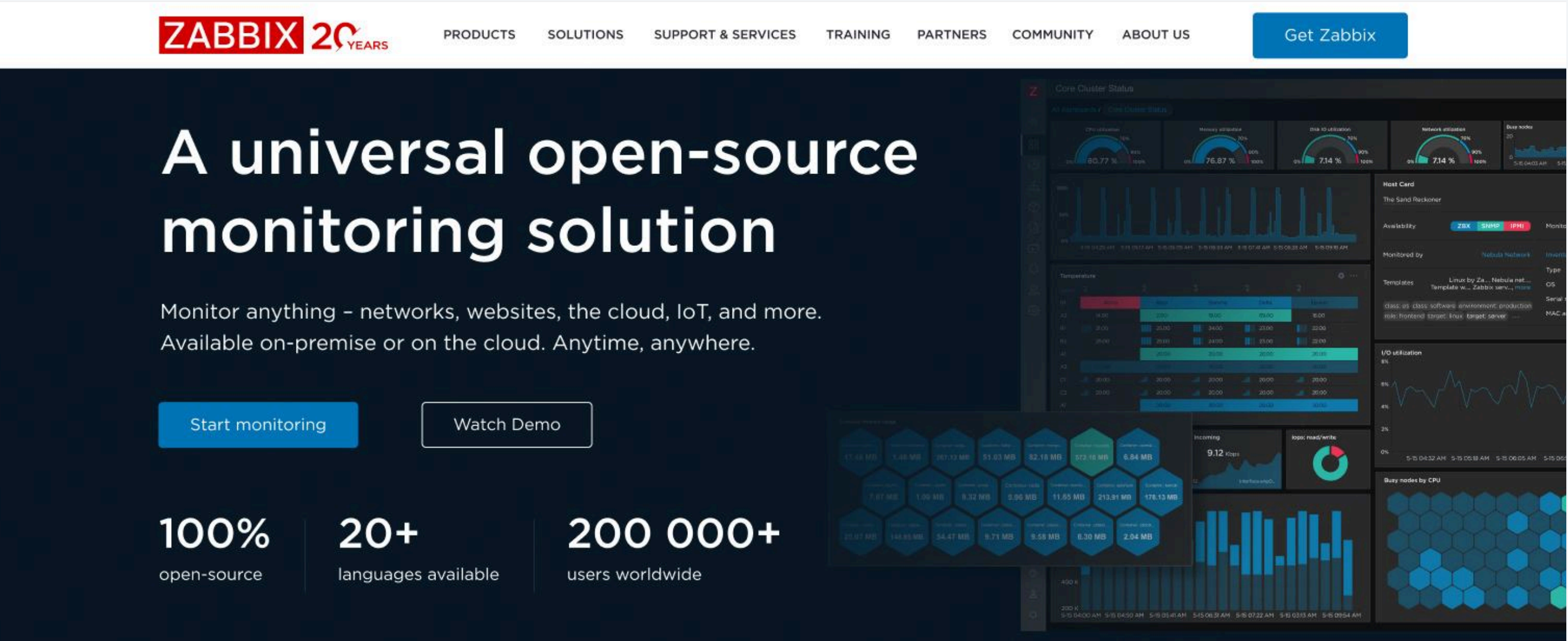


3.5.

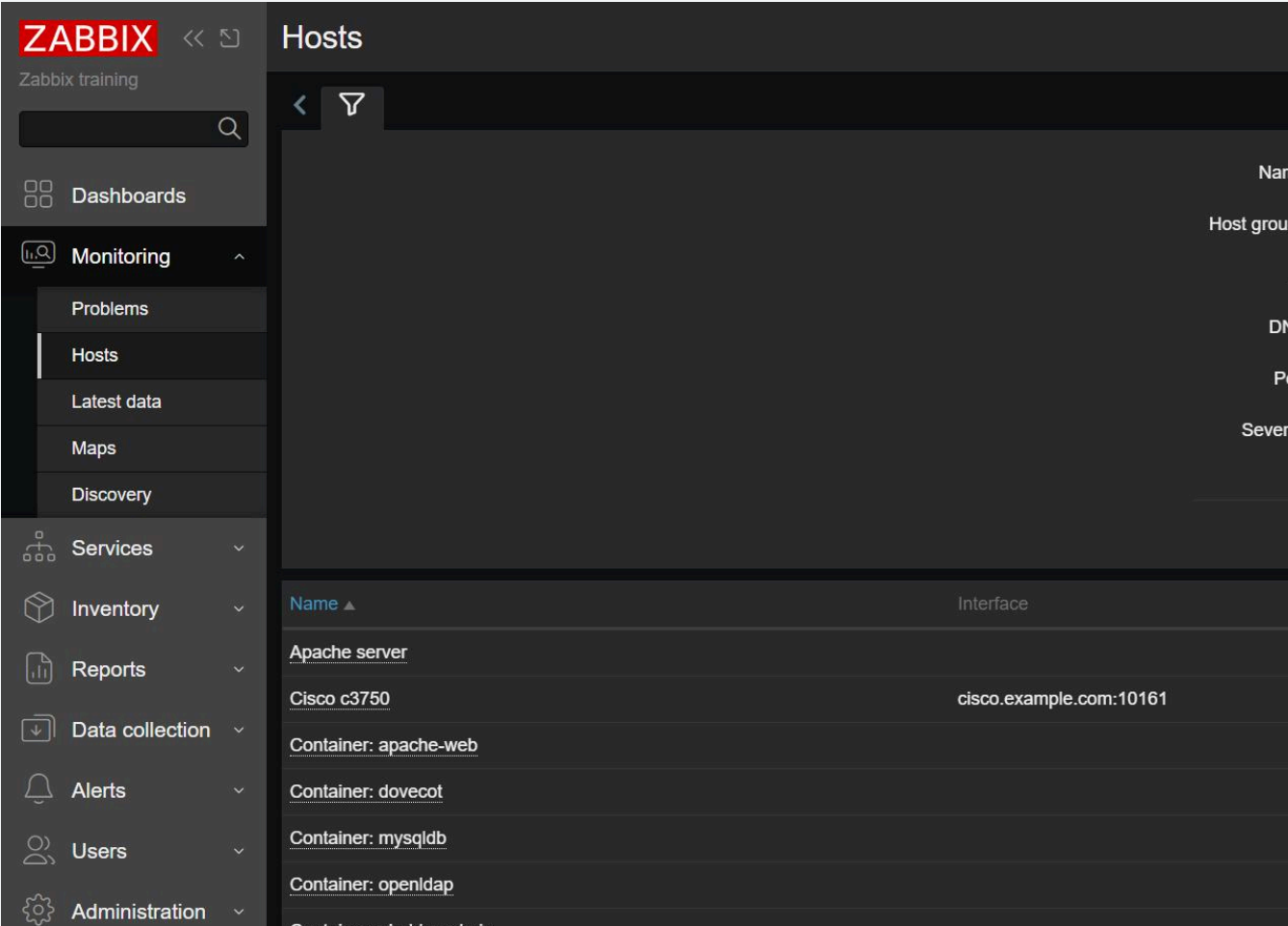
Exceptions

In most cases, the Zabbix logo’s clear space should remain free of other elements. However, exceptions apply:

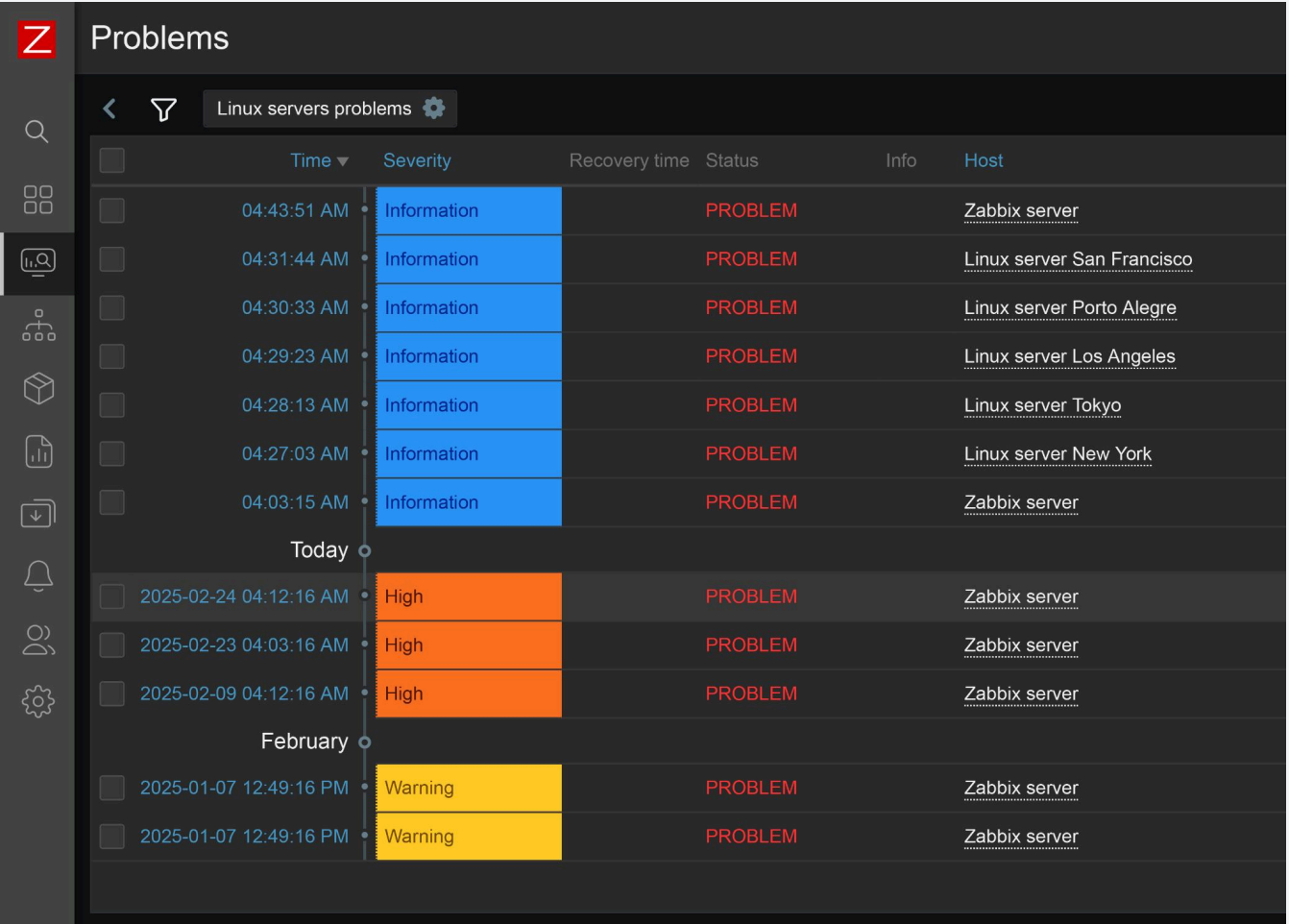
- If background graphics do not overwhelm the logo, elements may appear within the clear space (see Example 1 – Zabbix website navigation menu).
- In rare cases with limited space, the logo may be positioned closer to the edges than its designated clear space (see Example 2 – Zabbix interface navigation, expanded view).
- In very rare exceptions, the Zabbix logo may be shortened to a red square with the letter "Z"(see Example 3 – Zabbix interface navigation, compact view). This version is strictly restricted and can only be used by Zabbix in exceptional cases.



Zabbix website navigation menu



Zabbix interface navigation (expanded view)



Zabbix interface navigation (compact view)

ZABBIX

3.6.

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.



In cooperation with

LogoExample1 LogoExample1

ZABBIX

4.0.

Brand voice and tone.

4.1. Brand personality

4.2. Brand voice and tone

4.3. General principles



ZABBIX BRAND PERSONALITY

Transparent and Open

At Zabbix, transparency is more than just a value - it's a commitment. We believe that trust is built on openness, and we make it a priority to be clear and honest in everything we do.

Confident and Purpose-Driven

We take pride in our achievements while focusing on continuous improvement, delivering practical solutions that solve real problems and enhance efficiency.

Trustworthy and Reliable

Our solutions are straightforward and dependable. We don't make empty promises or exaggerated claims. Our users trust us because we're transparent, reliable, and always deliver on our commitments.

Our heart lies within our community

Our brand is built on collaboration and shared knowledge. Our community is more than just users - it's part of who we are. We work together, learn together, and grow together.

ZABBIX BRAND TONE OF VOICE

Here's what we are (and aren't):

We're Zabbix, and our brand tone of voice reflects who we are. Our tone is always friendly, honest, and helpful. We recognize our role in our audience's lives, avoiding exaggeration or drama. Instead, we highlight our true strengths with authenticity and purpose. We are:

- | | |
|--------------------|---------------|
| ✓ Clever | ✗ Silly |
| ✓ Confident | ✗ Arrogant |
| ✓ Expert | ✗ Bossy |
| ✓ Helpful | ✗ Overbearing |

Which variety of English do we communicate in?

American English, for a variety of reasons.

ZABBIX BRAND TONE OF VOICE

What do we want to do with what we write?

Empower

We're here to help people understand Zabbix by using language that informs our audience and encourages them to make the most of what we offer.

Respect

We treat readers the way we'd like to be treated - by showing respect and understanding. We put ourselves in their shoes, avoiding anything that feels patronizing. We know their time is valuable, so we keep things clear and to the point. Our communication is thoughtful and inclusive, speaking with people, not at them.

Educate

We focus on what readers need to know, not just what we want to share. We provide the right information clearly, with options to dive deeper if they choose.

To do this, everything we write is:

Clear and useful

Before we start writing, we take a moment to define the purpose of our content. We consider who will read it and what they want to know.

Friendly

We write like humans, embracing a conversational tone that connects with our readers. We're not afraid to break a few rules if it makes our message more relatable and engaging. Our goal is to communicate in a way that feels natural and approachable, ensuring our readers feel understood and valued.

Appropriate

We write in a way that suits the situation, adjusting our tone based on who we're communicating with and the context of the message. Just like in everyday life, we adapt to ensure our writing resonates with our audience.

4.4.

General principles

This guide is to help us all write as clearly and consistently as possible, so please use it as a reference when you're writing anything. It goes far beyond basic grammar and style points, and it's not traditional in format or content – it's a mix of existing style guides and general best practices from other companies and institutions, and it breaks some traditional grammar rules for clarity, practicality, and preference.

Good grammar and mechanics keep writing clear and consistent. This section lays out our brand style, which applies to all our content unless otherwise noted.

General principles

1. Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.
2. Never use a long word where a short one will do.
3. If it is possible to cut out a word, always cut it out.
4. Never use the passive where you can use the active.
5. Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.
6. Break any of these rules rather than saying anything outright barbarous.

The basics

✓ Write for everyone

Some people will read every word you write, and others will just skim. Help everyone read better by grouping related ideas together and using descriptive headers and subheaders.

✓ Focus your message

Create a hierarchy of information. Lead with the main point or the most important content, in sentences, paragraphs, sections, and pages.

✓ Be concise

Use short words and sentences. Avoid unnecessary modifiers.

✓ Be specific

Avoid vague language. Cut the fluff.

✓ Be consistent

Stick to the copy patterns and style points outlined in this guide.

ZABBIX

5.0.

Brand application.

- 5.1. Social media
- 5.2. Digital guidelines
- 5.3. Print guidelines
- 5.4. Expo booth design
- 5.5. Merchandise
- 5.6. Stationery design



ZABBIX
The Enterprise-class Monitoring Solutions for Everyone

Social media

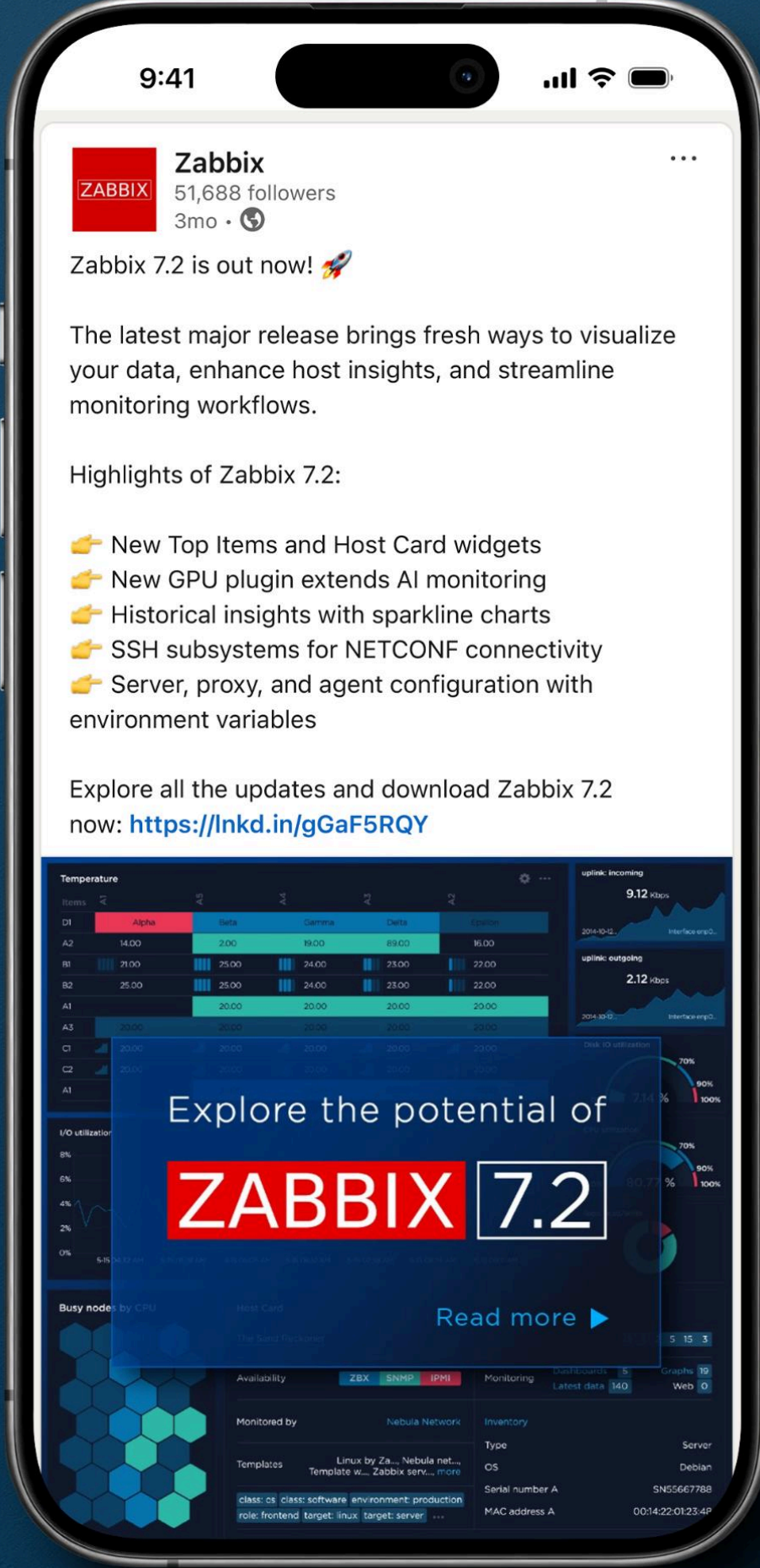
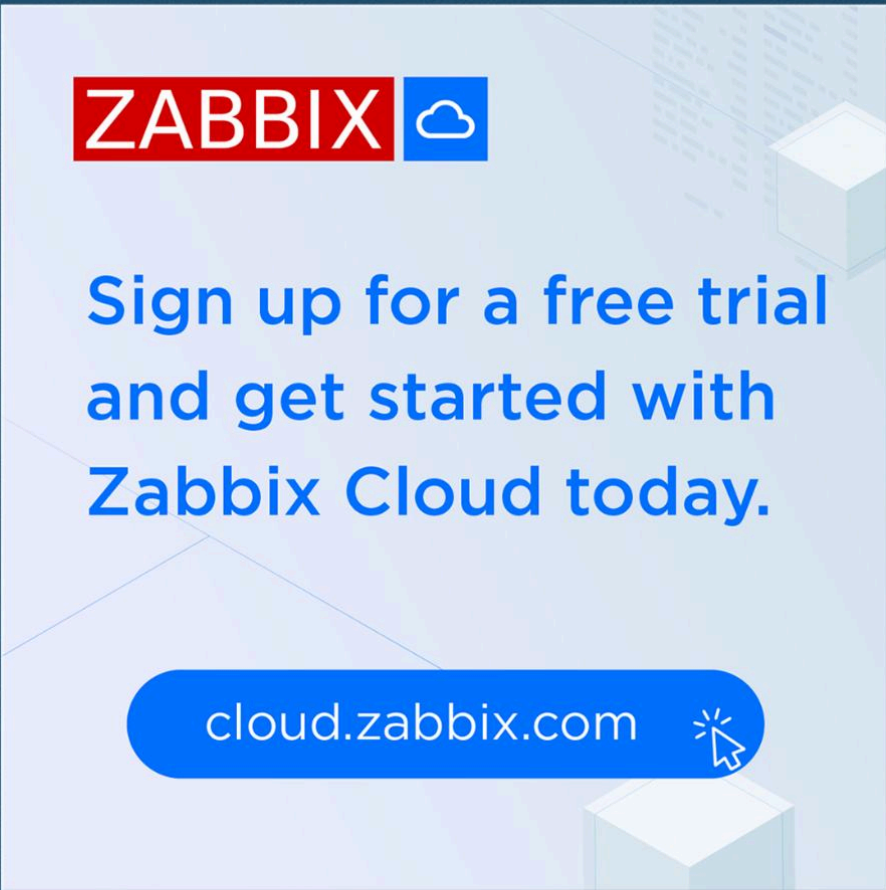
A consistent, professional social media presence strengthens brand recognition. These guidelines keep Zabbix content visually appealing, on-brand, and engaging.

Images & Graphics:

- Use only high-quality visuals and photos
- Screenshots should showcase the latest Zabbix features.
- Keep text overlays minimal and use short, impactful messaging.
- Maintain a clean, structured layout with enough spacing for readability. Keep text minimal - less is more for readability.

Logo Usage

- The Zabbix logo should never be distorted, cropped, or modified.
- Fallow Zabbix logo usage guidelines



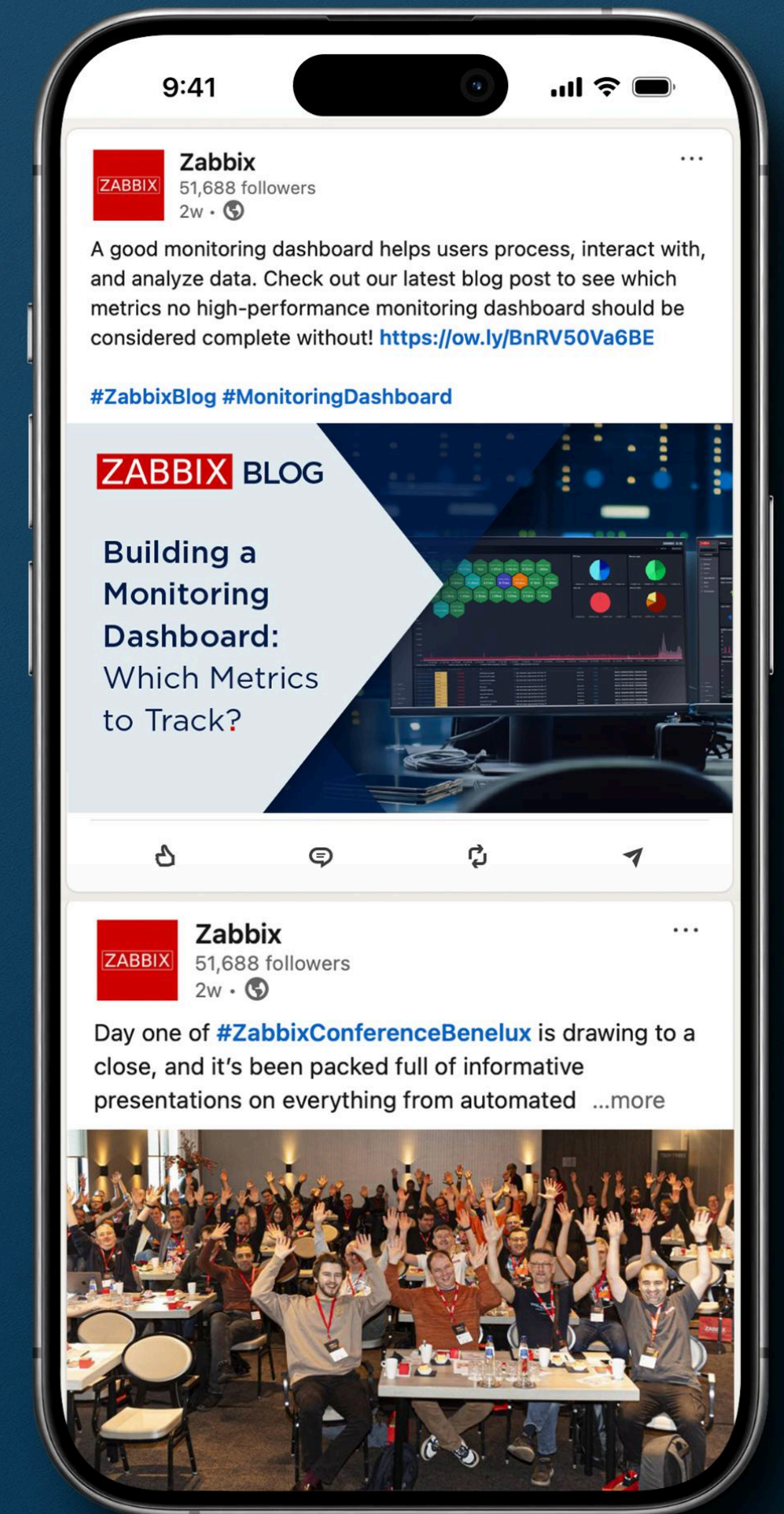
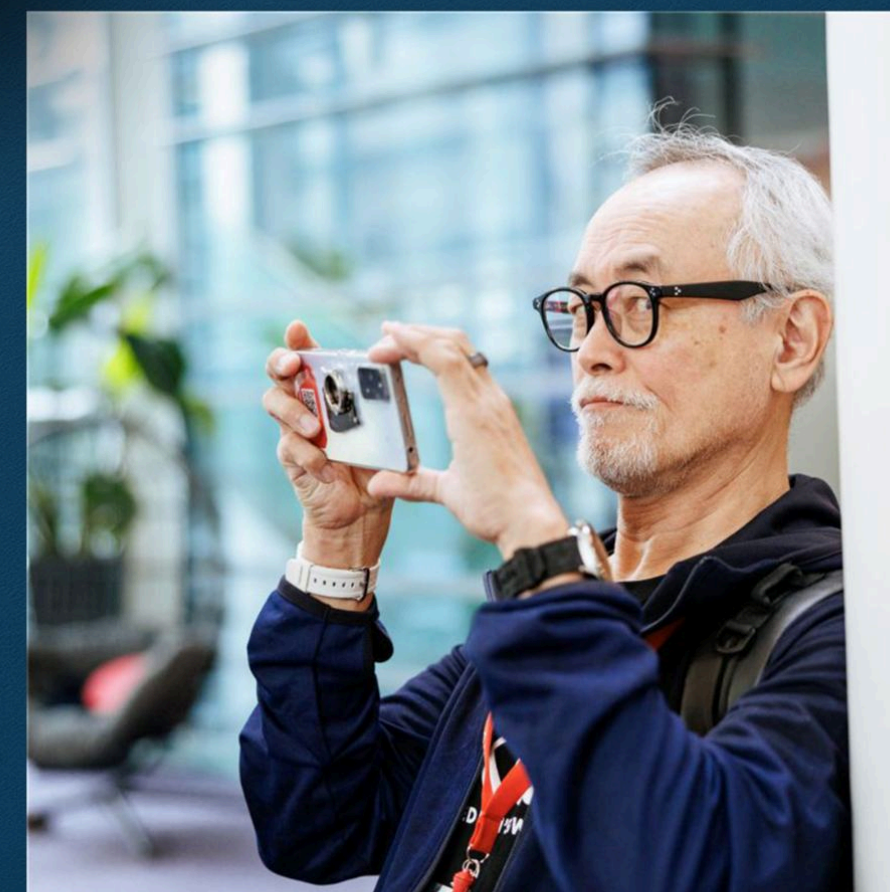
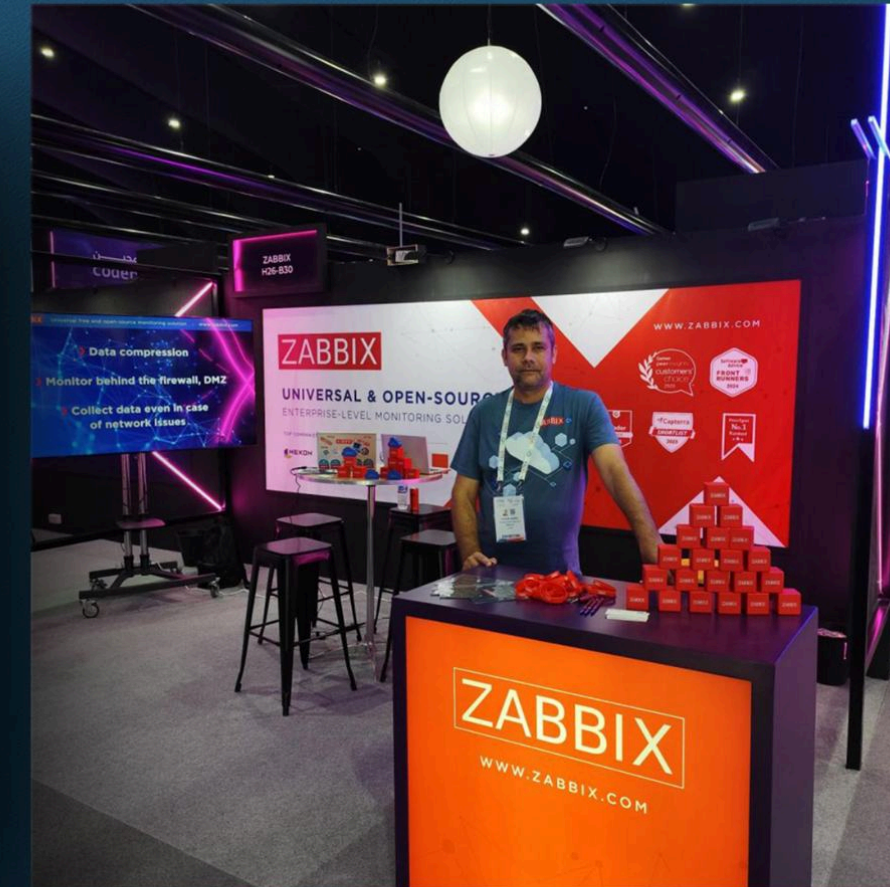
Social media

Content Priorities

- **Big release announcements & tech posts drive the highest engagement.** LinkedIn performs best for professional and technical content.
- **Instagram is ideal for community-focused content,** such as event recaps and behind-the-scenes moments, rather than technical posts or promotions.

Some examples of social media content:

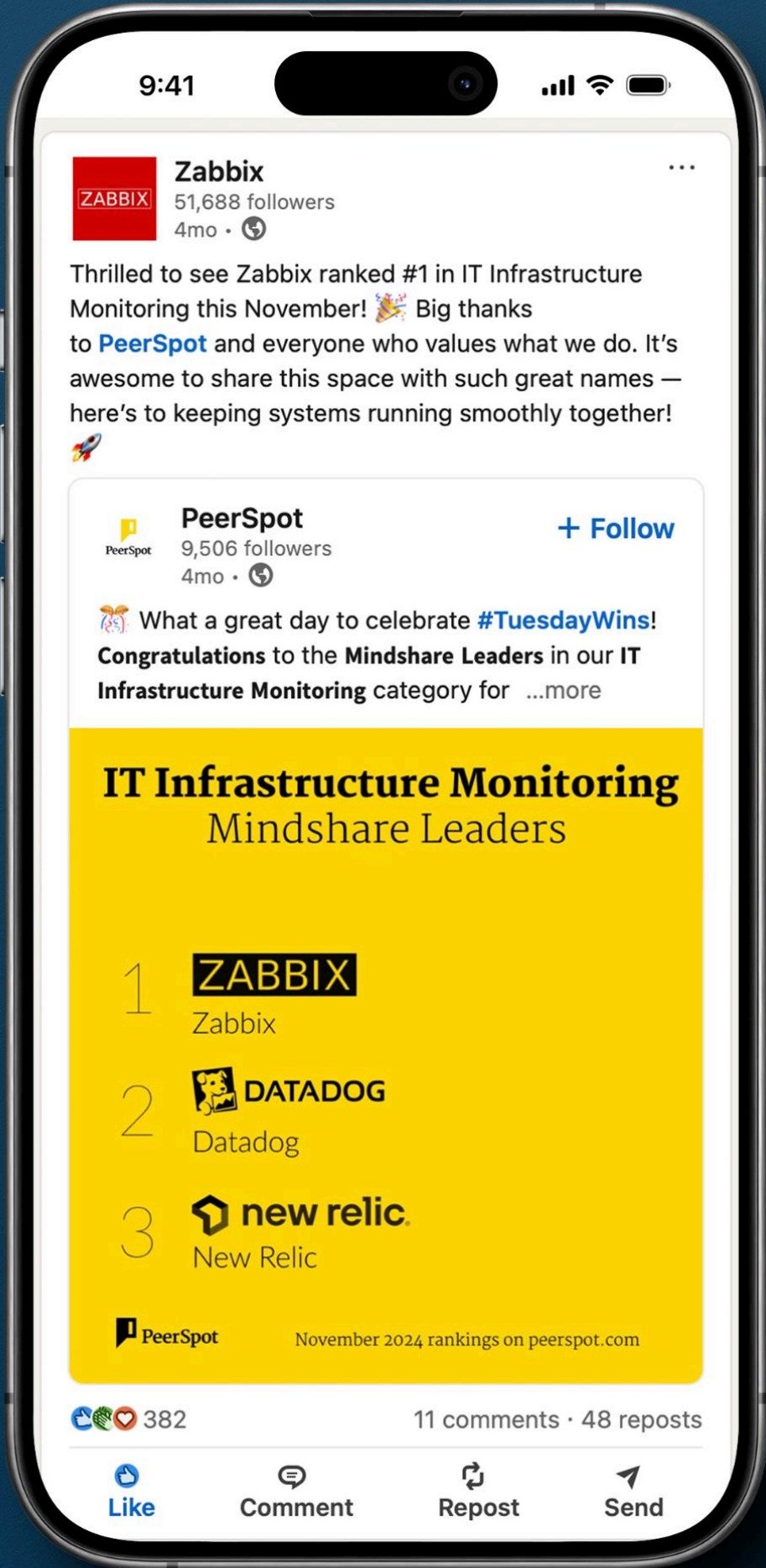
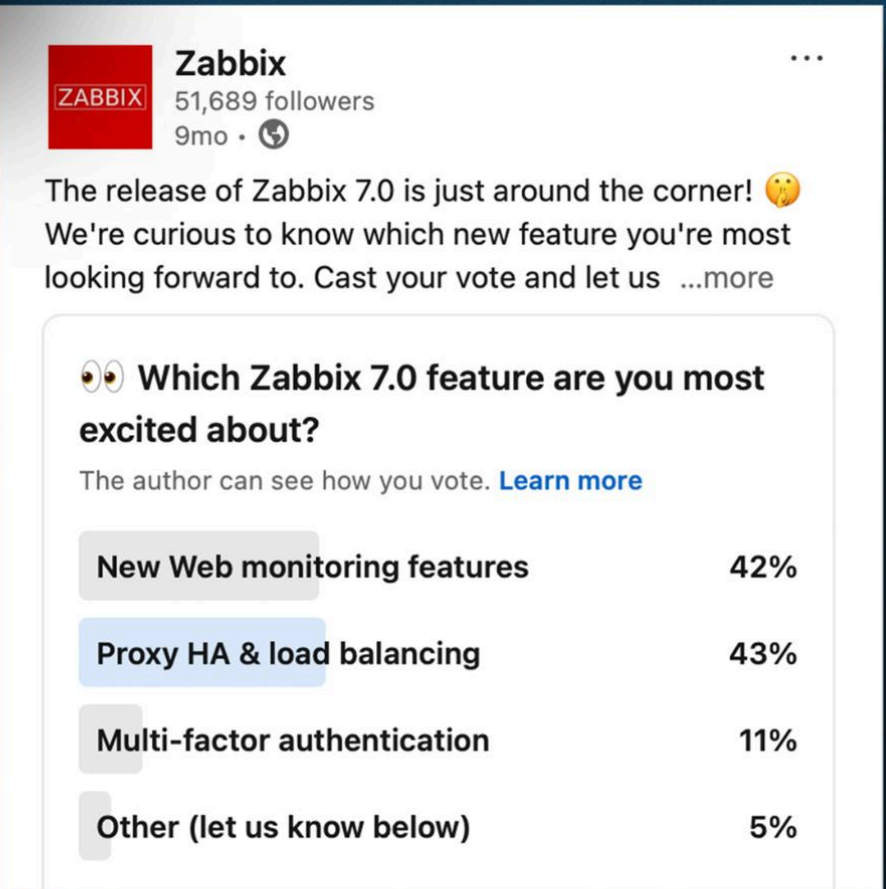
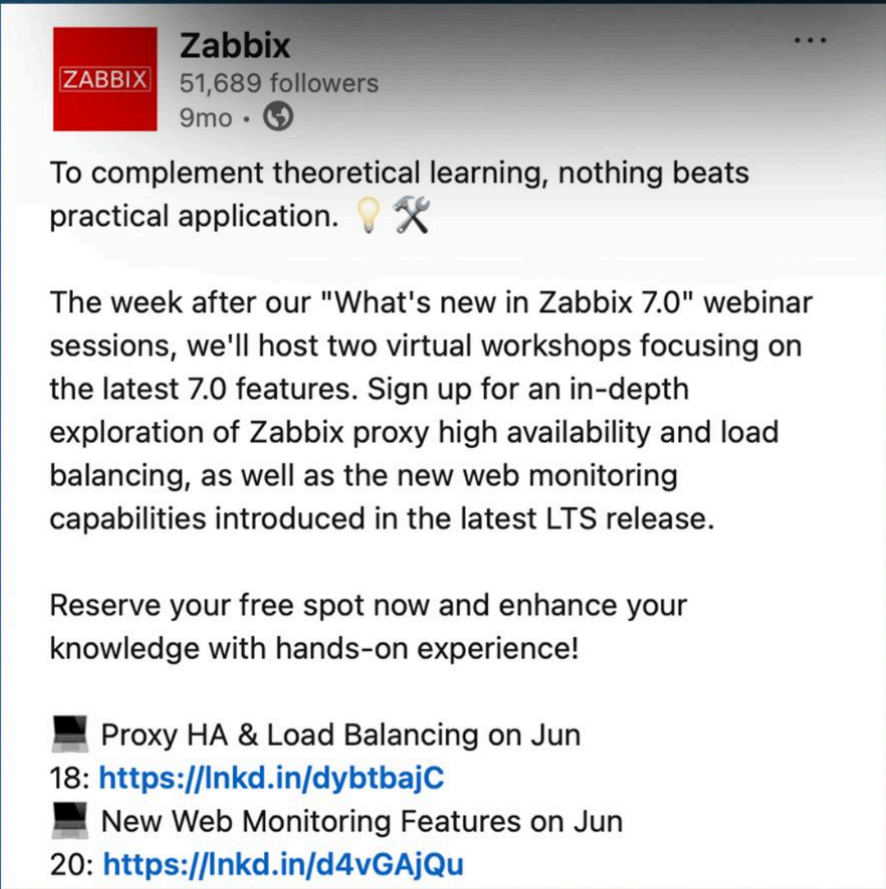
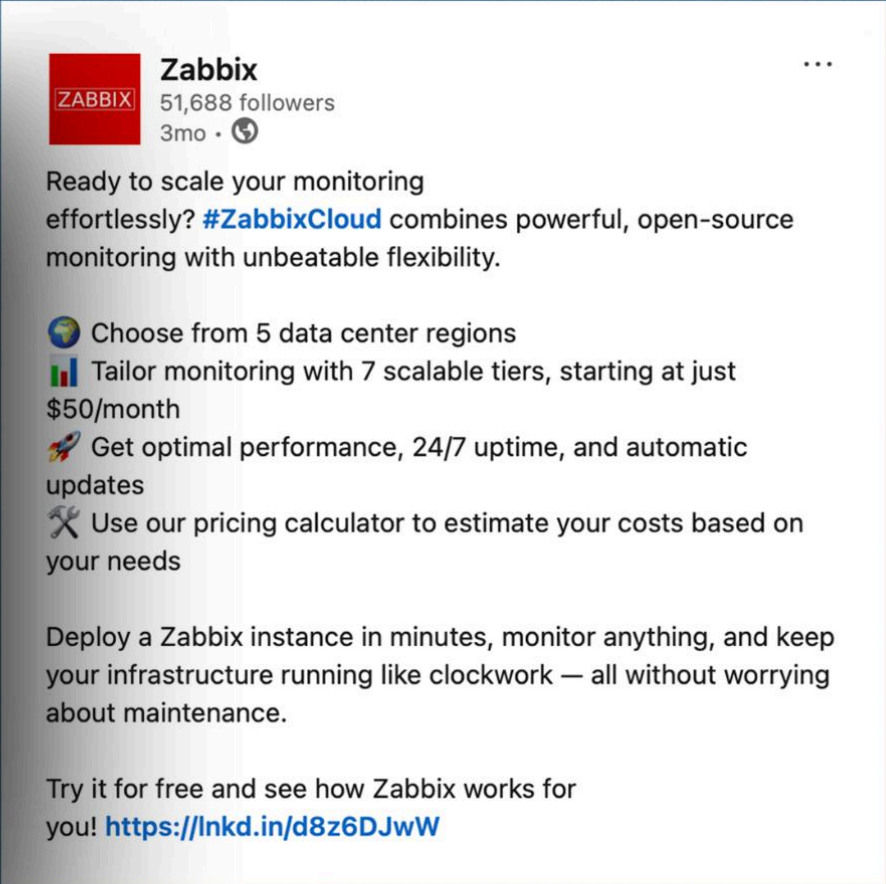
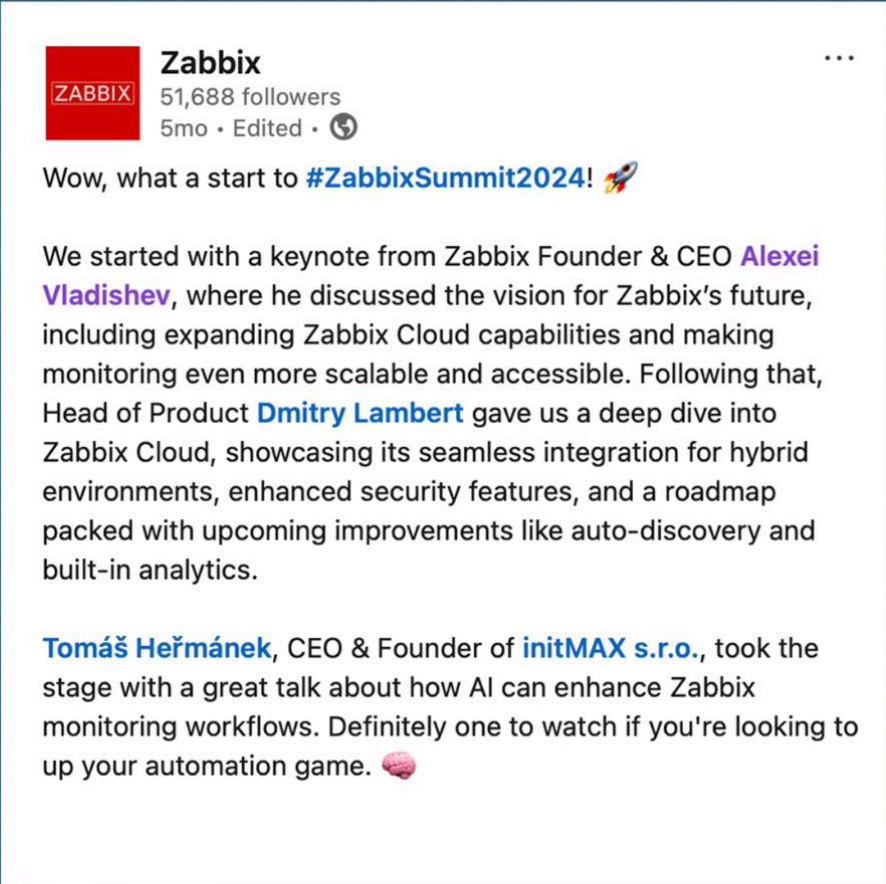
- **Product Features & Updates** – Showcase new Zabbix functionalities with screenshots or videos.
- **New integrations and templates**
- **Community & Events** – Share upcoming conferences, webinars, meetups, and more.
- **Tips & Best Practices** – Provide quick monitoring insights and how-to guides from Zabbix Blog.
- **Behind-the-Scenes** – Show Zabbix team activities, office culture, or event setups.



Social media

Post Text Guidelines

- **Be engaging & concise** – Get to the point quickly, avoid long paragraphs.
- **Make it interactive** – Ask questions, use polls, encourage comments.
- **Add a clear CTA** – Guide the audience (e.g., "Try it now! 🚀" or "Join the webinar 🖱️ [link]").
- **Use hashtags & mentions** – Always include #Zabbix and tag relevant accounts for visibility.
- **Tag official accounts and relevant partners** for visibility.
- **Keep it friendly and accessible.**
- **Use emojis** – but keep them relevant and not overused.





5.2

Digital guidelines

Ensure consistency across all digital platforms with these key guidelines:

Color & Formats

- Use RGB color mode for accurate display.
- Prefer vector format (SVG) for logos and graphics.
- Use high-resolution PNG or JPG for web images.

Logo Usage

- Keep the Zabbix logo clear and unobstructed with proper contrast.
- Do not modify, distort, or animate the logo in ways that compromise brand integrity.

Typography and content

- Use Gotham Pro for all digital materials.
- Maintain a clean, readable layout with concise text in graphics. “Less is more” when it comes to slogans.



Banner example



A presentation separation slide example



Social media banner example



5.3

Print guidelines

Follow these guidelines when producing Zabbix-branded prints:

Color Mode & File Formats

- Always use CMYK color mode for printed materials to ensure accurate color reproduction.
- Use vector formats (AI, EPS, PDF) for logos and graphical elements to maintain sharpness and quality.
- High-resolution 300 DPI (minimum) images are required for all raster-based graphics.

Logo Usage

- The Zabbix logo must always be clearly visible and adhere to clear space rules.
- Ensure sufficient contrast between the logo and background for readability.
- Monochrome versions of the logo may be used only when full-color printing is not an option.



Print guidelines

Typography:

- Use the official Zabbix typeface, Gotham Pro, for all printed materials.
- Maintain a clean and structured layout with proper spacing for readability.

Paper & Print Quality

- For premium materials such as brochures or business cards, use high-quality matte or silk paper for a professional look.
- Avoid low-quality printing that may distort colors or compromise brand integrity.

Content:

- Keep messaging concise and informative, focusing on key benefits and features.
- Use consistent terminology that reflects Zabbix's expertise in monitoring solutions.
- Maintain a balanced mix of text and visuals to ensure readability.

Example of a Folded Zabbix Flyer.

A practical and compact promotional tool designed for events, meetings, and more.

- Folded Size – Business card dimensions, making it easy to carry and store.
- Unfolded Size – A4, double-sided print, allowing for detailed information.

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Clouds, Containers, Network, Servers, Databases, Storage, IoT, Applications, Services, Web

SNMP, IPMI, WMI, VMware, Java, HTTP, SSH, Telnet, Scripts, MQTT, Modbus, Agent, Proxy

Push, Pull

Encrypted data

Root Cause Analysis, Event Correlation, Detect problems, Escalation Scenarios, Forecasting, Autodiscovery, Preprocessing

React: Alerts, Tickets, Auto-recovery, API

Visualize: Dashboards, Graphs, Maps, Reports

Role-based access

Trusted by

NEXON, ESA, Basler, ICANN, DELL, SEAT, vodacom, T Systems, orange

Expo Booth guidelines

Consistent design should be applied to every booth. Variations are allowed and encouraged to adapt the design to different settings.

Mandatory Elements

- **Zabbix Logo & Slogan** – Essential for brand recognition.
- **Zabbix Dashboard-Based Graphics** – Highlight the product and showcase key features.
- **Zabbix Red** – Use as a primary brand color.
- **TV Screen** – A must-have for displaying a Zabbix product video or a live Zabbix instance for real-time engagement.

Additional Elements (if space permits):

- Logos of companies that trust Zabbix
- Website URL
- Awards & Recognition Badges



ZABBIX

5.5

Expo Booth guidelines

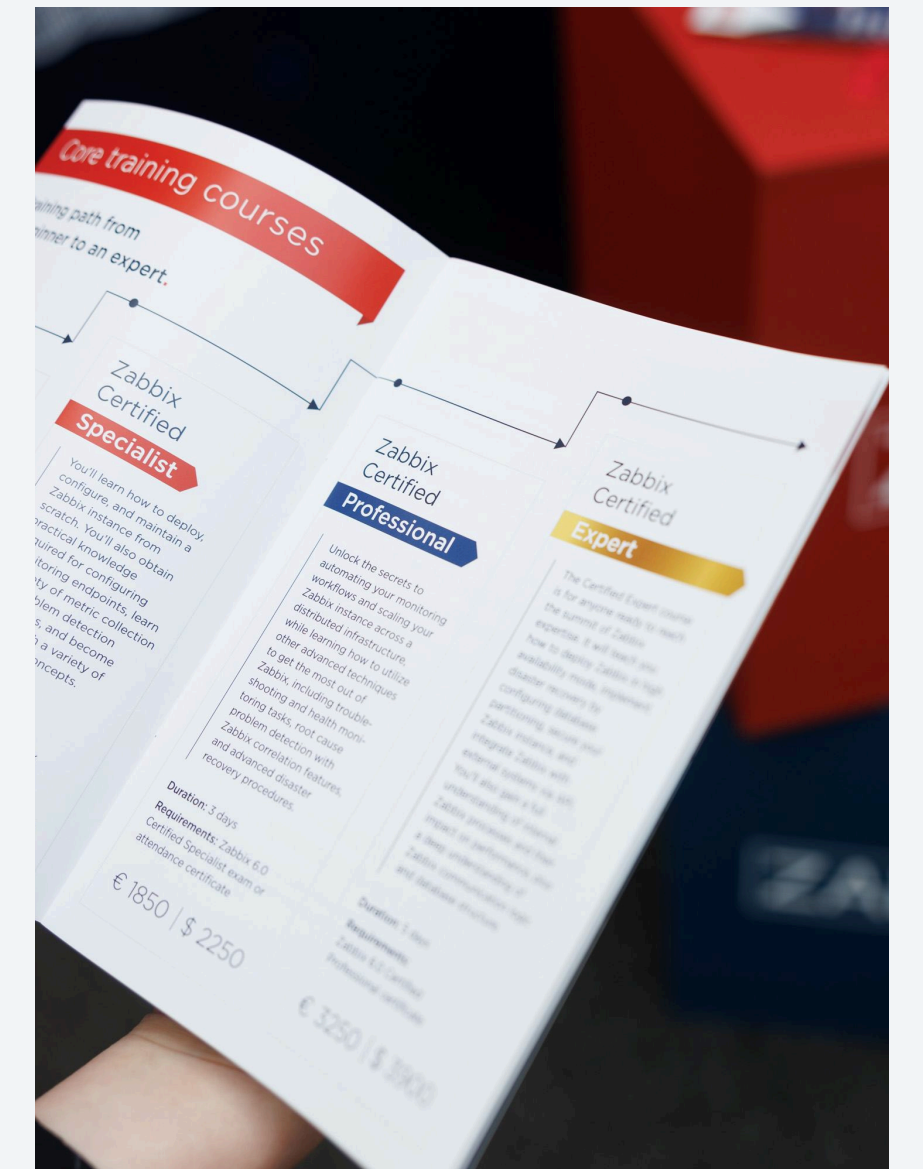
Booth Design with Partners:

- Partner logos and website links can be displayed within the booth.
- Zabbix branding must remain dominant - partner designs should not overshadow Zabbix.
- Placement of partner branding should be strategic and balanced to maintain Zabbix's visual identity.

Participant Dress Code - only official Zabbix merchandise is allowed, chosen based on the event:

- Business events - Wear a Zabbix polo shirt or formal business attire with a Zabbix pin.
- Community events - A more relaxed, casual look is acceptable (e.g., Zabbix hoodies or T-shirts).

Ensure that clothing is well-maintained, and not worn out or outdated.



Merchandise

Zabbix-branded merchandise should stay true to the company's visual identity, ensuring a professional look - but at the same time, it can be bold, modern, and fun. After all, merchandise is for the Zabbix community, so it should feel engaging, exciting, and something people genuinely love to wear and use!

- **Creativity is encouraged, but all designs should align with Zabbix's visual identity** - use official Zabbix logos, colors, and typography.
- **Only high-quality materials** should be used to reflect the brand's standards.
- **Zabbix doesn't impose strict limits on merchandise items** - as long as the brand's integrity and values are respected.
- **Zabbix logo (or a related logo, such as Zabbix Cloud or Zabbix Certified Trainer logo) should be visible**, but logo must always remain clear and unobstructed - no distortions or unauthorized modifications.



Stationery design

To maintain a professional and cohesive brand identity, all Zabbix stationery should follow these design principles.

Core Design Elements

- Zabbix Logo – Must be clearly visible and placed according to the logo usage guidelines.
- Color Palette – Use Zabbix Red, Dark Blue, and neutral tones to maintain consistency.
- Typography – Gotham Pro is the official typeface and should be used for all text elements.

Business Cards

- Keep the layout clean and professional.
- Include name, job title, email, phone number, and website.
- The Zabbix logo should be placed prominently.
- Use high-quality printing and premium paper stock for a polished look.



The ZABBIX logo is displayed in white uppercase letters within a red rectangular box. The background of the entire image is a large, dimly lit conference hall filled with people seated at long tables, many of whom have their hands raised in the air, suggesting a lively event or presentation.

ZABBIX

Let's stay connected!



zabbix.com