

SPIDER SITES

Websites, hosting, VPS, and uptime | by Souza Hub

Brand Identity			
Official name	Spider Sites	Promise	Structured websites, hosting, and VPS infrastructure that stay connected, monitored, and reliable.
Mascot	Spider	Rationale	Web architecture, connected site structures, crawling/indexing, uptime monitoring, and precise hosting infrastructure represented by a disciplined spider and its web-building logic.

Visual Language	
Pattern	Technical web strands, site-map nodes, hosting grids, uptime paths, and server/VPS blocks.
Service cue	Show structure, connected pages, hosting, monitoring, reliability, and maintainable web systems.

Mascot Assets	
	
Approved mascot	Favicon / icon candidate

Color Palette				
Primary		Electric violet	#7C3AED	Main identity: expressive word, key CTAs, dividers, mascot color, and recognition accents.
Dark		Deep ink	#15121F	Primary text, outlines, navigation, footer text, diagrams, and high-contrast single-color use.
Light		Web mist	#F3E8FF	Quiet backgrounds, covers, email sections, and cards where contrast remains strong.
Accent		Cloud cyan	#22D3EE	Sparing emphasis: badges, alerts, icons, highlights, pattern details, and callouts.
Neutral		Server grey	#F4F4F7	Support surfaces, secondary panels, table backgrounds, separators, and low-emphasis UI.

Typography			
Expressive	Manrope ExtraBold	Weight 800	Brand personality word in the split wordmark and selective brand-led headlines.
Practical	Red Hat Display Bold	Weight 700	Service/category word, clear labels, CTA text, and practical headings.
Body	Source Sans 3	Regular / Semibold	Paragraphs, proposals, emails, web UI, and longer guidance copy.
Technical	IBM Plex Mono	Regular / Semibold	Asset labels, file names, specs, status tags, and technical annotations.

Usage Guidance

Website	Lead with websites, hosting, VPS, uptime, and support. Keep the spider serious, not horror-themed.
Documents	Use violet and deep ink for architecture diagrams, sitemap notes, hosting plans, and maintenance sections.
Flyers / social	Focus on build, host, maintain, monitor, and improve. Keep service scope obvious.
Email	Use practical website/hosting status language and clear next steps.
Favicon / icon	Use the spider mark crop only where the shape stays calm and legible.

Restrictions

Rule	Do not use old generated logo mockups or active placeholder logo files.
Rule	Do not use Inter or Inter Tight for production wordmarks.
Rule	Do not use cartoon mascots, mascot jokes, gradients, scenery, shadows, or O'Reilly-like cover layouts.
Rule	Do not make the spider scary, Halloween-like, or threatening.
Rule	Do not use messy web decoration that reduces service clarity.
Rule	Use a realistic spider as a serious web infrastructure mascot, not a horror symbol.
Rule	Keep the posture calm, precise, and technical; avoid threatening fang-forward poses.
Rule	Use deep charcoal contours, warm sepia field-guide secondary tones, and Electric Violet as the dominant branch color across credible body and leg markings on transparent background.