

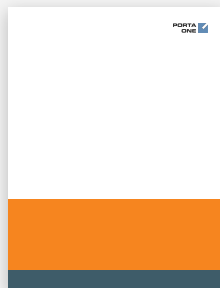
## Logo



### Prominent logo

The logo is untouchable and always present. We place our logo in a prominent but not overwhelming position, in the top right corner.

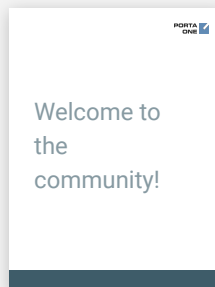
## Color



### Lots of white

We use white color generously to give our messages and pictures more space, so they are seen and understood faster.

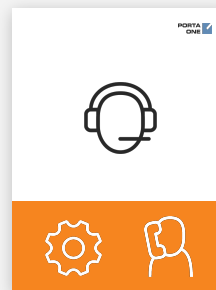
## Fonts



### Easy to read

We communicate with simple, clear and straightforward language. Our tone is personal, friendly, not too serious.

## Icons



### Eye catching

Our line icons are a common design element which distinguishes our communication.

# Logo Anatomy



PortaOne logo consists of a symbol and a wordmark.

The symbol can be used independently when the scale is too small: for favicons and profile pictures.

The wordmark cannot be used separately.



The logo is the primary graphic element of the PortaOne brand.

When using the logo in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is what clearspace is for.

The logo's clearspace defines the distance between the logo and any graphic element it may be placed next to in a composition. Use the symbol's height as a reference for the appropriate clearspace.

# PortaOne Logo › Color use

## Two-color logo

The PortaOne logo includes two colors: #4C86B7 and Black. No other color should be substituted for these colors. Two-color logo should be used on white background (max 5% black).



## One-color logo

One color logo is only used when displayed on dark background (more than 25% in the grayscale).

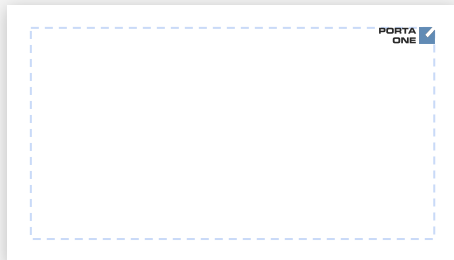


## Dark background

Use white logo on a dark-colored background. Don't use the logo on background not included in the set of supporting colors.



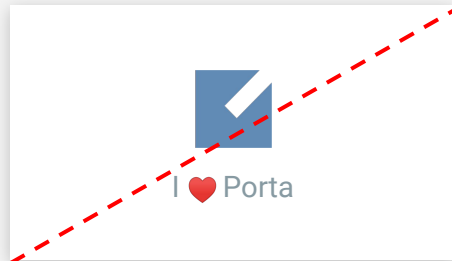
# PortaOne Logo › Placement



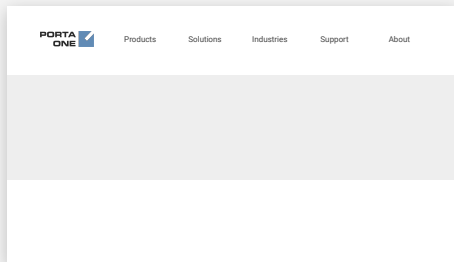
The logo should appear in the upper-right corner of the page within document margins.



The logo or symbol should not be used as a primary design element.



The standalone logo symbol can only be used when the the wordmark is too small to read.



Exception: website

# PortaOne Logo › The do nots



Do not embellish the logo.



Do not put the logo at an angle, always use it horizontally.



Do not use a distorted image of the logo.



Do not attempt to recreate or re-orient the logo.







Just don't play with it ...

# Colors

## Logo

**#4C86B7**





RGB: 76 134 183  
CMYK: 72 40 10 0  
Pantone: 646

	#8AAACA
	#C5D4E5
	#C5D4E5
	#E4EBF3

## Primary

**#F5841F**



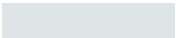
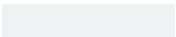
RGB: 247 132 27  
CMYK: 0 59 100 0  
Pantone: 716

	#F9AA62
	#FCD4B1
	#FEEBDB
	#FEF5ED

## Secondary

**#3D5B68**

RGB: 61 91 104  
CMYK: 79 54 42 23  
Pantone: 7545

	#788D96
	#BBC6CB
	#E0E5E7
	#F0F2F3

## Support

**#75B943**

RGB: 118 185 0  
CMYK: 60 3 100 0  
Pantone: 376

	#9FCE7B
	#CFE7BD
	#E9F4E1
	#F4F9F0

## Body Text

**#2C2825**

## Subtle Text

**#828282**

## Accent

**#E2E2E2**

## Light

**#F3F3F3**

# Color meaning and psychology

## Orange

### **The color of social communication**

Fun and optimistic orange radiates warmth and energy. It calls to mind feelings of excitement, enthusiasm, and warmth. We use orange to foster connection with the community, to motivate and drive us to find solutions and improvements to the toughest of obstacles that we face.

## Dark blue

### **Color of stability and reliability**

Dark blues are associated with authority, calmness and trust. With this color we show, responsibility, honesty and loyalty. Its reserved and quiet hue says we don't like to make a fuss or create confrontations, and prefer to do things in our own peaceful and dignified way.

## Blue

### **Sincere, inspiring and balancing**

Color of PortaOne logo suggests a more unique, open, less traditional and a more creative temperament. It is predictable, safe and non-threatening.

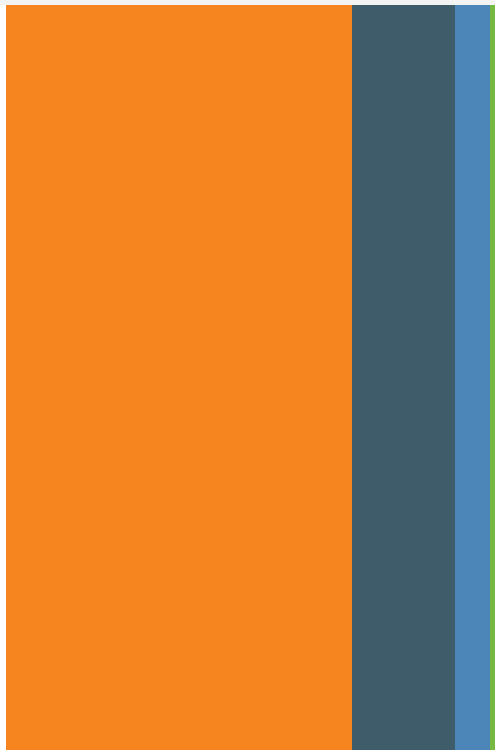
Mentally soothing, blue is the most universally liked color of all.



## The visual guide for the amount of colour we use

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The amount of color we use varies according to the emphasis of the content. This illustration roughly represents the balance between colors and white space to achieve the best comprehension of any content. There is no need to use all colors. Normally, two colors are more than enough. This scheme uses 3.24 scale ratio for each consecutive color.



# Colors

## Color designation



### Orange

- CTA / buttons
- Focused and active states

### Dark blue

- Accenting
- Illustrations and dark backgrounds

### Blue

- Logo

### Green

- Valid fields
- Success messages

### Text

- Overlays
- Shadows
- Headings

### Subtle text

- Helper text
- Deemphasized text

### Accent

- Accent color
- Hairlines
- Subtle backgrounds

### Light

- Light mode dialogues and backgrounds

# Color dos and do nots

## Dark backgrounds

Use white color text and icons on dark/color backgrounds



PortaOne uses [Michroma](#) and [Roboto](#) fonts, in its different variants, as its corporate typefaces.

## Michroma

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

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## Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

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## Roboto Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

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## Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Typographic scale is a ratio of relative value between text elements

It provides consistency, rhythm, hierarchy, and contrast to help understand the content better.

**PortaOne scale ratio = 1,414**

Title	H1	H2	H3	Body	Small
64px	46px	32px	22px	16px	11px

Use [this tool](#) to calculate alternative scale for a different base

## Title or impact messages

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Michroma font should only be used for titles or short messages up to 9 words that need to stand out. If not sure which font to use - always use Roboto.

## Universal font for all PortaOne content

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Use Roboto font for all other content including headings, quotes and paragraph text. For optimum readability, a good guideline for column line length is between 9 and 12 words. Please don't forget to only use unjustified text!

## Exceptions can be made

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For long stretches of text that require long reading time, **Source Serif Pro** font can be used. It is a legible font that makes a strong visual impact while remaining clear and easy on the eyes, so people can read it with pleasure. Source Serif Pro is great for books, articles, newspapers, and other important long texts that you want to make sure a reader can fully take in.