



port



# Brand Guidelines



# Table of Contents

## 1. Cover

## 2. Table of content

## 3. Introduction

## 5. Typography

- a. 2 Font choices
- b. Font hierarchy

## 3. Logo

- a. Brand Mark
- b. Clear Space
- c. Logo Colour
- d. Minium Size
- e. Incorrect Usage

## 6. Imagery and stylistic elements

- a. Visual Style mood-board
- b. Style scape
- c. Tone of Voice
- d. Stylistic elements
- e. Stylistic element usage guidelines

## 4. Colour palette

- a. Colour palette Swatches
- b. Colour Palette Usage

# Introduction

## About the Brand:

Port was founded in 2032 with the goal of getting our customers from one place to another anywhere, anytime.

Our company acts as a door to the destination you want, when ever you want, in an instant with our teleportation network. We're proud to be the first company in the world to provide this service to the wider public and serve as a vehicle helping everyone to move around.

## Our Vision:

Provide our transport services for most industries instantly, reliably, and Responsibly.

## Out Values:

### *Progression:*

We strive for innovation and progression to provide a better world to life in for everything from plants - Humans and anything in-between.

### *Reliability:*

As a transport service, we need to be available 24/7 as transport is one of the most important systems to get us from A to B and we cant afford to be down even for a second.

### *Honestly/Transparency:*

We hold ourselves to a very high standard as we could stand at the forefront of everyone's eyes and having trust with our customer is core to us.

### *Integrity:*

We believe doing things the right way and hold accountability for everything that we do.

# Brand Mark

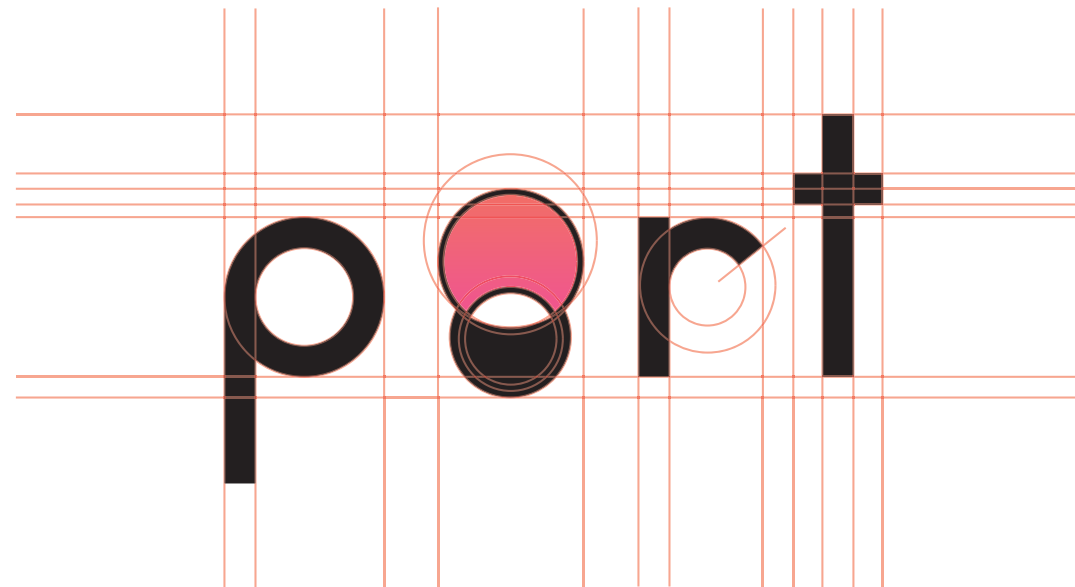
The Port brand mark is a visual representing the brand and its values and it must be maintained as is at all times.

This brand mark is a combination mark which contains:

This brand mark is a combination mark which contains:

The name: port  
Symbol: Portal (Replaces O)

No distortion of this brand mark should be applied and should be displayed as proportions shown unless specified.

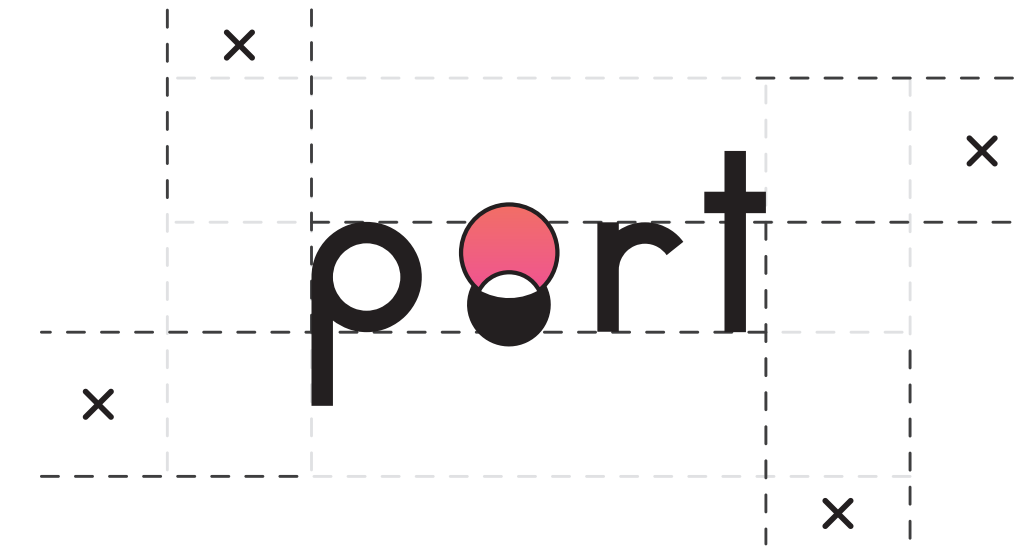


# Clear Space

The clear space ensures the legibility and readability of the logo by isolating it from other visual elements that may interfere with the logo.

The Clear Space should be considered the absolute minimum distance is given for the logo to stand out and not compete with other elements.

The Clear space is equal to the Symbol marked with “X”.



# Logo Colour

The Port Peach to pink gradient should only be used in the Symbol in the context of the logo. It should not apply to anything or anywhere else in the logo.

The Monochrome should only be used when colour is not an option available or was decided by the Director of Design.

The colour options should be the logo to prioritize as it represents the Port brand and ensures that the colour palette is respected. No other colours or gradients should be used with the port logo unless specified by the Director of Design for specific projects.

Mono

port

port

Colour

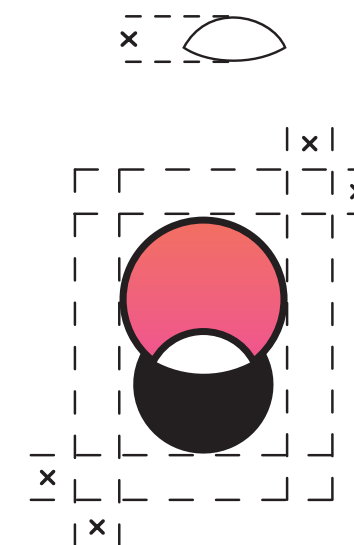
port

port

# Symbol

The Symbol can only be used by itself and no other elements of the logo should be applied as this might change the meaning and brand image.

The Symbol should only be used as a small icon when the full logo could not be used due to technical or other limits. This preserves the brand logo as it should not be distorted in any way to fit small spaces resulting in the logo being illegible.



Colour



Mono





# Sizing

Setting a minimum size for the Brand logo ensures that it would be legible and doesn't distort the logo in anyway.

## Digital:

To ensure legibility of the logo, the size of the logo should not go below 50px.

## Print:

To ensure legibility of the logo, the size of the logo should not go below 16mm.

Digital

50px



15px



Print

16mm



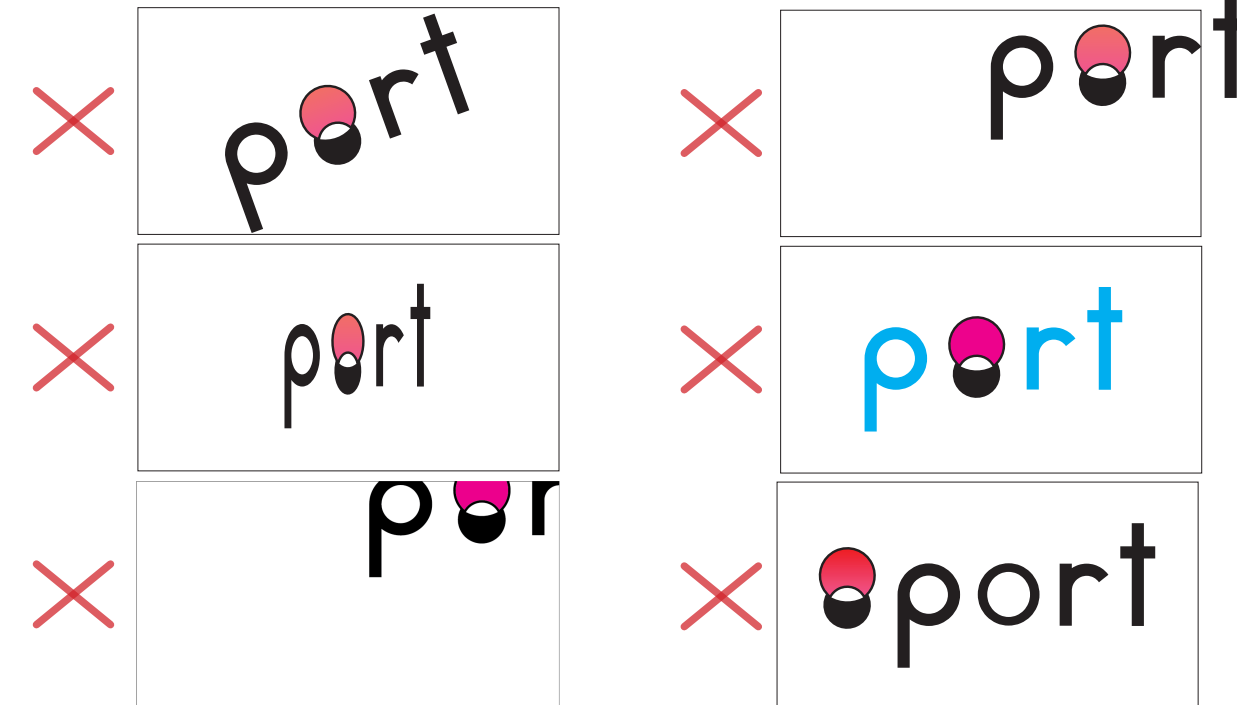
6mm



# Incorrect logo use

The brand logo should not be used in any other way to ensure that there is consistency.

Incorrect use of the logo will result in inconsistency and it doesn't represent the brand to the fullest and may cause confusion among which is the official logo.

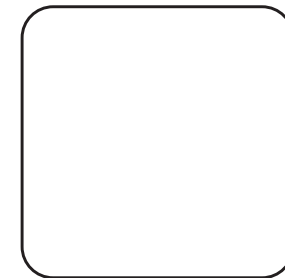


# Colour Palette

This is the main colour palette of the brand and should be used on all collateral unless specified by the Director of Design.

**Primary:** White  
**Secondary:** Black  
**Accent:** Pink & Peach

This is the order of the colour scheme and should be used as such otherwise this would break continuity between collateral and could cause confusion when creating collateral.



- #FFFFFF  
- C0 M0 Y0 K0  
- Pantone 11-0601 Tcx



- #000000  
- C:100 M:100 Y:100 K:100  
- Pantone Black 6 c



- #F0588E  
- C:0 M:63 Y:41 K:6  
- Pantone 212c



- #F26D69  
- C:0 M:55 Y:37 K:5  
- Pantone 11-0601 Tcx

# Incorrect colour use

The brand colour palette should not be used in any other way to ensure that there is consistency.

The accent colours/colour gradient should not be applied on other gradient because that could cause confusion and doesn't represent the brand to the fullest.





# Gradient

This is the primary gradient for accent use in collateral. It should be used as shown, each colour could be at either end.

At one end should be pink (# F0588E) and peach(#F26D69) at another end. It doesn't matter which end as long as these 2 colours are in the gradient.



- #F0588E
  - C:0 M:63 Y:41 K:6
  - Pantone 212c
- #F26D69
  - C:0 M:55 Y:37 K:5
  - Pantone 11-0601 Tcx

# Incorrect gradient use

The accent colour gradient should not be matched with any other colour then the stated pink (#F0588E) and peach (#F29D69).

No other colours should be match with the accent colours or new colours to be added within the gradient.

The accent colour is there to represent a warm and calm environment to help us focus and work done which follows one of our values of progression.





# Typography

The accent colour is there to represent a warm and calm environment to help us focus and work done which follows one of our values of progression.

The Aqua Grotesque is mainly used as titles and headings of collateral. This could be main headings or subheadings. This should not be used in any other way.

## Aqua Grotesque

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  
1 2 3 4 5 6 7 8 9 0

The quick brown fox jumps  
over the lazy dog

# Typography

Quicksand is the primary body font to be used as body text. However, in some cases the Director of Design may allow the use of quicksand bold/bold Italic as subheadings when Aqua Grotesque is already used as the subheading.

## Quicksand

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

Regular: The quick brown fox jumps over the lazy dog

Medium: The quick brown fox jumps over the lazy dog

Light: The quick brown fox jumps over the lazy dog

Light Italic: The quick brown fox jumps over the lazy dog

Dashed: The quick brown fox jumps over the lazy dog

Book: The quick brown fox jumps over the lazy dog

Book Italic: The quick brown fox jumps over the lazy dog

Bold: The quick brown fox jumps over the lazy dog

Bold Italic: The quick brown fox jumps over the lazy dog





# Heirarchy

The hierarchy of the font should have Aqua Grotesque as the heading/subheadings but in some cases where Aqua Grotesque is already a subheading Quicksand bold/bold Italic should replace Aqua Grotesque as Subheading.

36pt **Title/Heading**

24pt **Subheading**

24pt **Subheading Substitue**

10pt Body Text, The quick brown fox jumped over the lazy dog.

# Incorrect typography usage

The Typography should be in the hierarchy of Aqua Grotesque as heading and or subheading and Quicksand should be used as body text or sometimes subheadings in some cases.

Any changes to this order should not be applied to ensure that there is a clear hierarchy of text allows clear communication.

✗ **Heading** **Heading**

✗ Body Text The quick brown fox jumped over the lazy dog

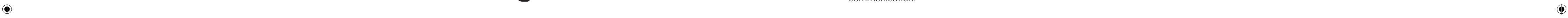
✗ **Body Text** The quick brown fox jumped over the lazy dog

✓ **Title/Heading**

✓ **Subheading**

✓ **Subheading Substitue**

✓ Body Text, The quick brown fox jumped over the lazy dog.



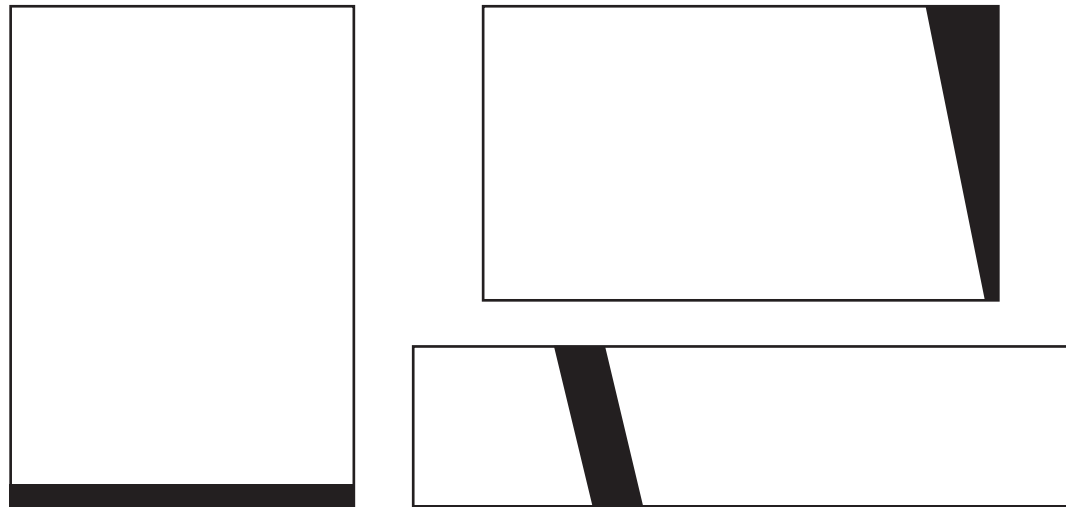


# Black Bar

The black bar acts as a direct contrast to the white primary colour and serves to symbolize our transparency and honesty.

With the clear Black and White with no gray zone showing that we would try our best to stay committed to doing the right and correct thing.

The black bar would be there in all our collateral to constantly show and hold up our value.

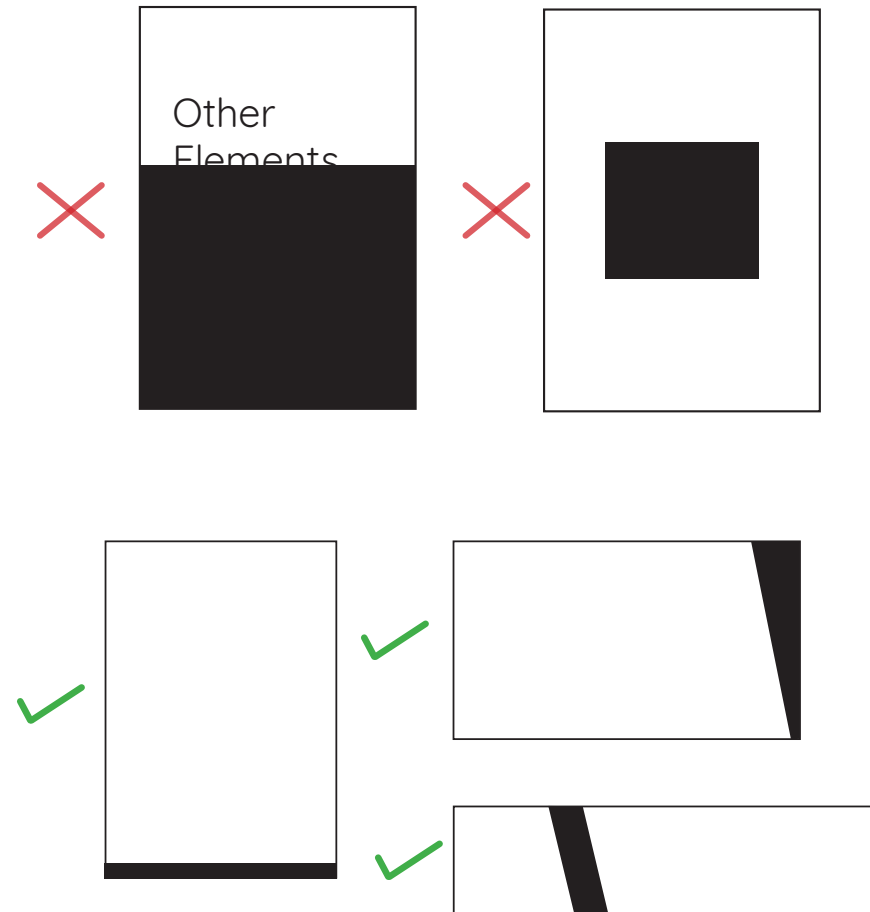


# Incorrect Black Bar

As the black bar represents one of our core values, the misuse of it could change the symbolism and its representation of our brand.

Although the black bar does represent one of our core values, it shouldn't eclipse other content and elements of any collateral.

The black bar should always stick to one of the edges giving space for other elements. The Black Bar can extend to any width or height as long as there is clear and acceptable spacing with other elements.

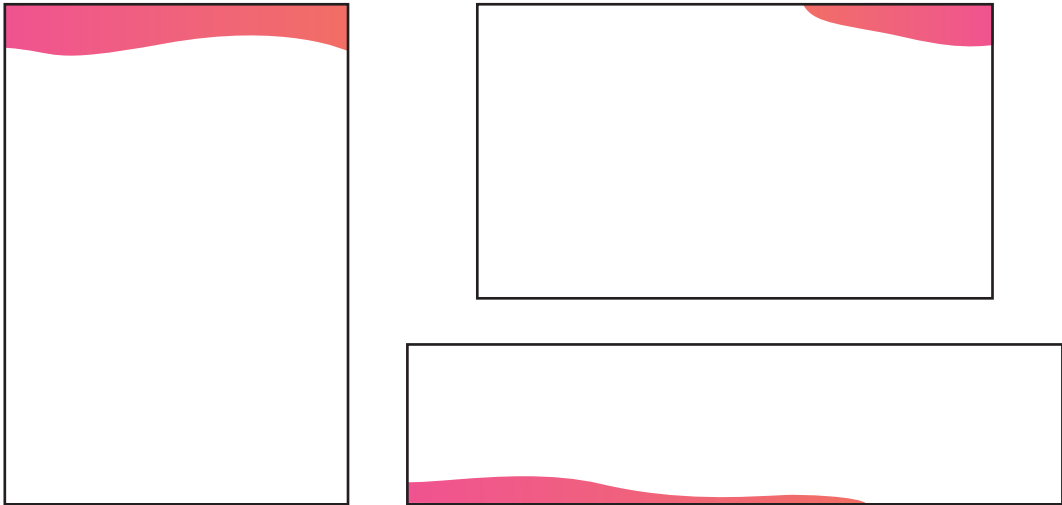




# Gradient Shape

The gradient shape acts as the stylistic representation of our friendly and approachable nature.

With the Pink and peach gradient, it gives off the feeling of warmth and welcome.

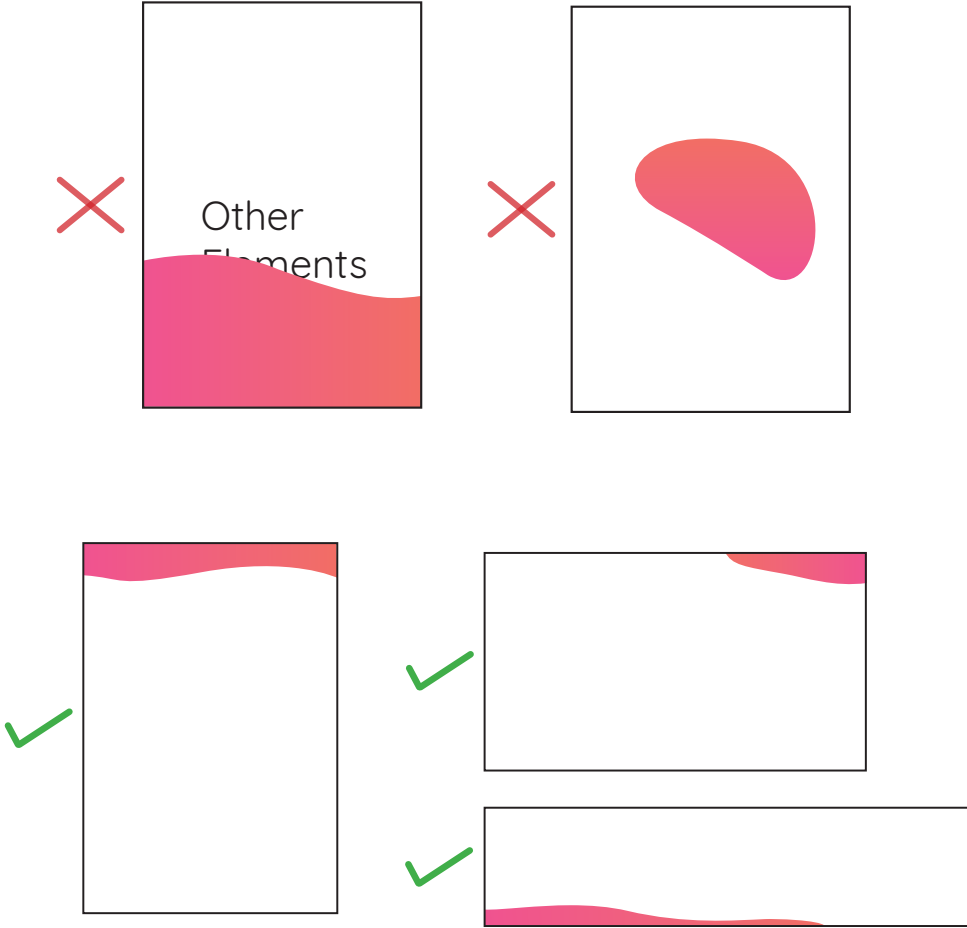


# Incorrect Gradient Shape

As the Gradient Shape represents one of our core values, the misuse of it could change the symbolism and its representation of our brand.

Although the Gradient Shap does represent one of our core values, it shouldn't eclipse other content and elements of any collateral.

The Gradient Shap should always stick to one of the edges giving space for other elements. The Gradient Shap can extend to any width or height as long as there is clear and acceptable spacing with other elements.

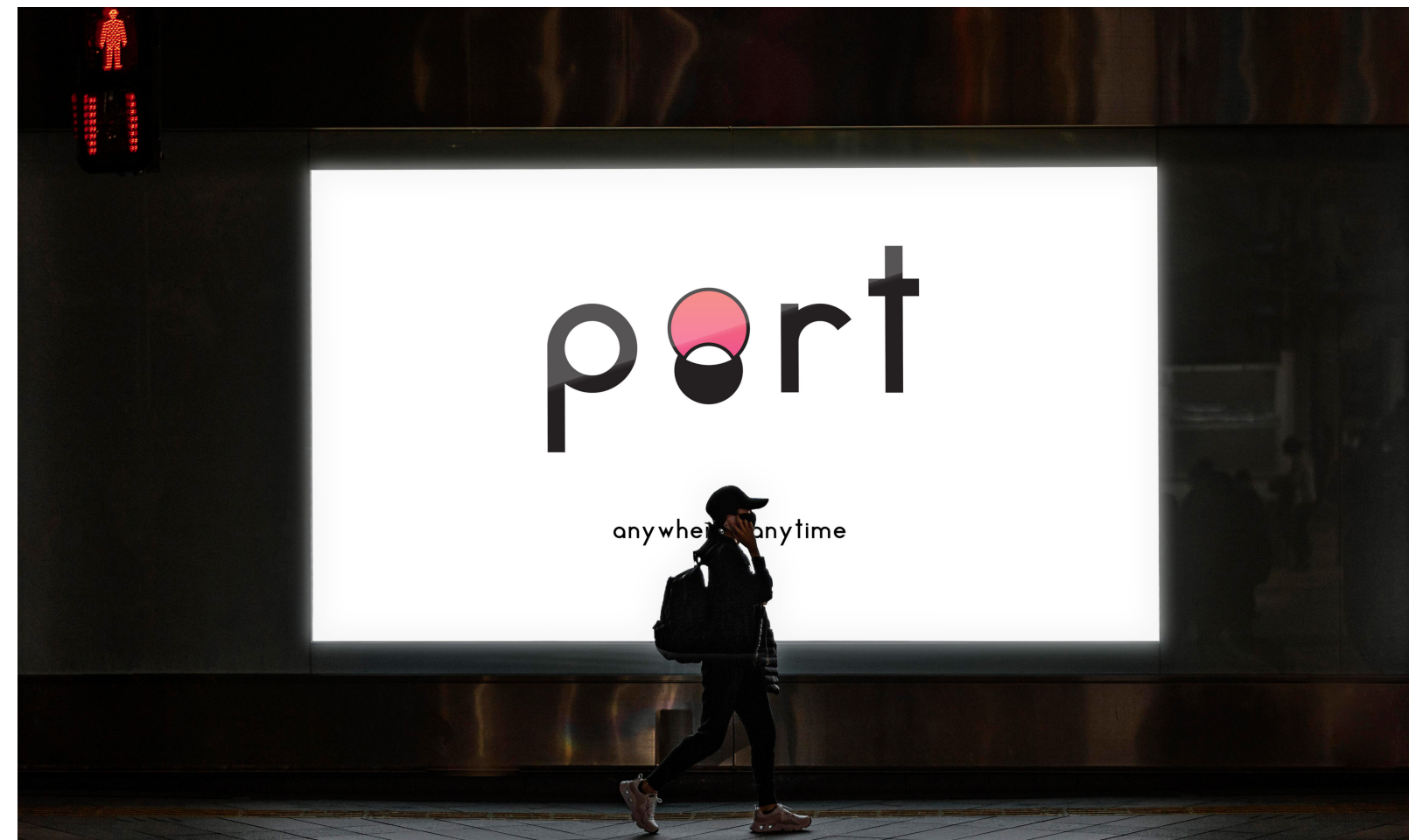




# Card Mockups



# Billboard Mockups





# Contact us

If you have any questions about our brand or brand guidelines or you are missing brand elements that should have been provided, or if your unsure that your design best represents the brand, please contact our design team.

[portdesign@portcomms.com](mailto:portdesign@portcomms.com)

