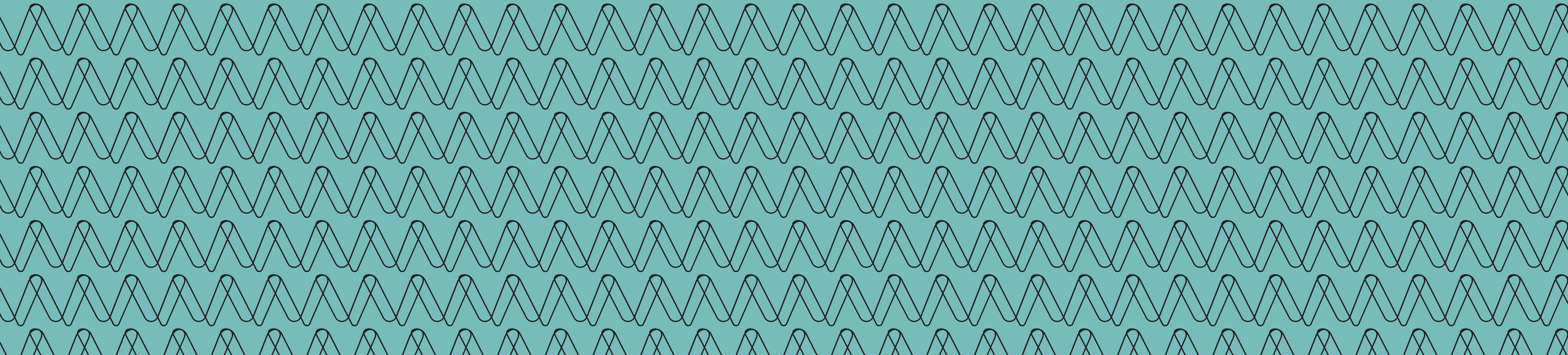
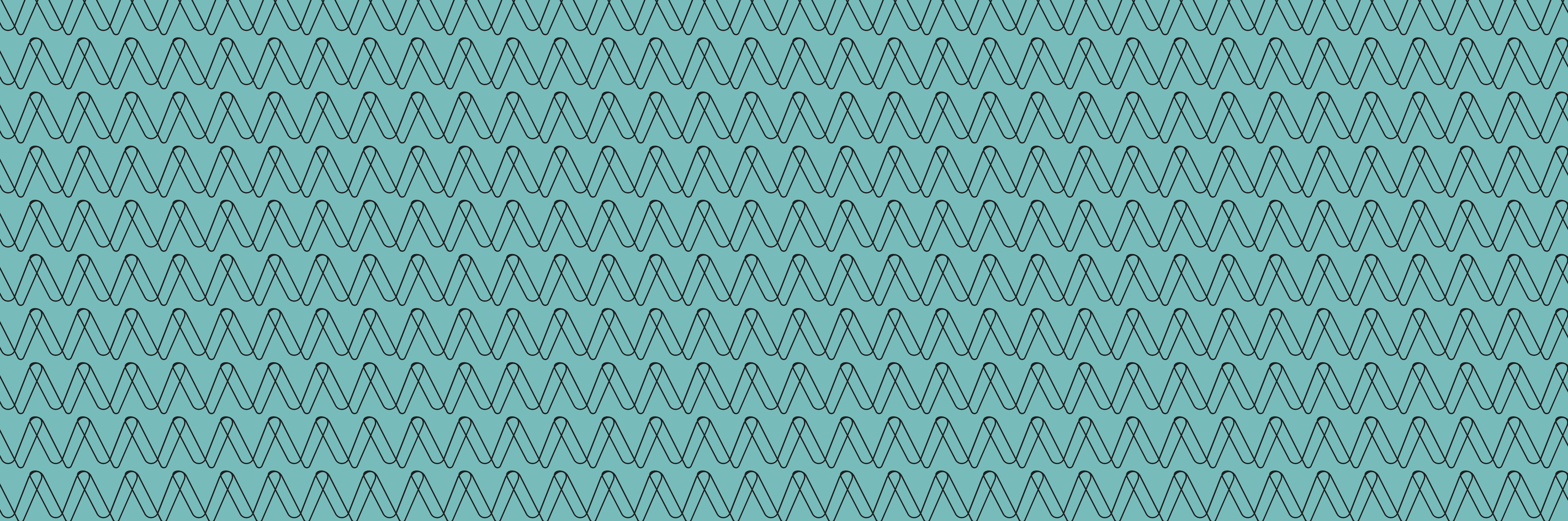


**VORTEX**

**IDENTITY  
VISUAL  
MANUAL**



TAKING YOU FURTHER

# SUMMARY

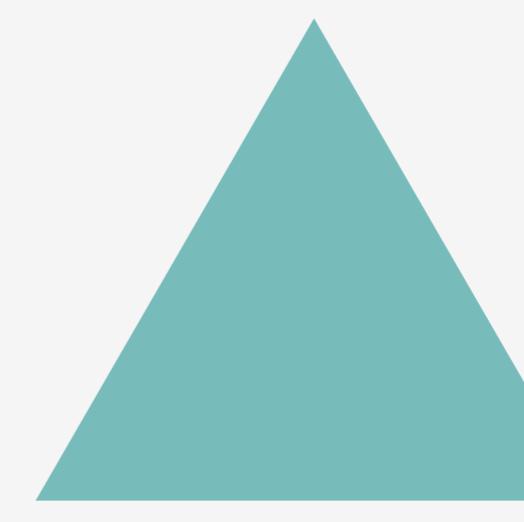
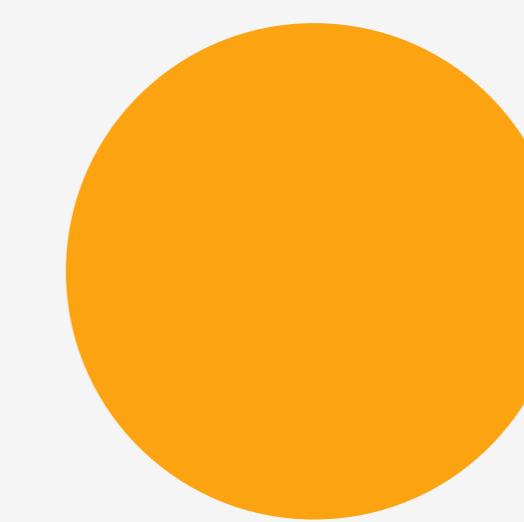
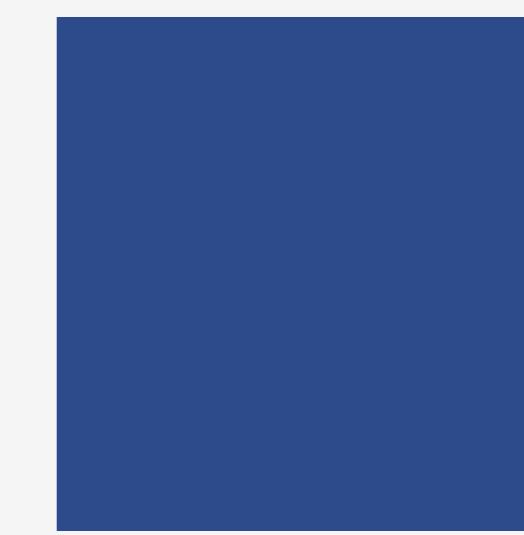
<b>Introduction</b>	3
<b>Official Logo</b>	5
<b>Motto Application</b>	6
<b>Positive &amp; Negative Logos</b>	7
<b>Logo Areas</b>	8
<b>Logo Reduced Sizes</b>	9
<b>Chromatic Range Primary Colors</b>	11
<b>Chromatic Range Secondary Colors</b>	12
<b>Primary Typography</b>	14
<b>Secondary Typography</b>	15
<b>Branded Patterns</b>	18
<b>Branded Pins</b>	20
<b>Branded Products</b>	21
<b>Office Branding</b>	22
<b>Online</b>	25
<b>Events</b>	28
<b>Contacts</b>	30

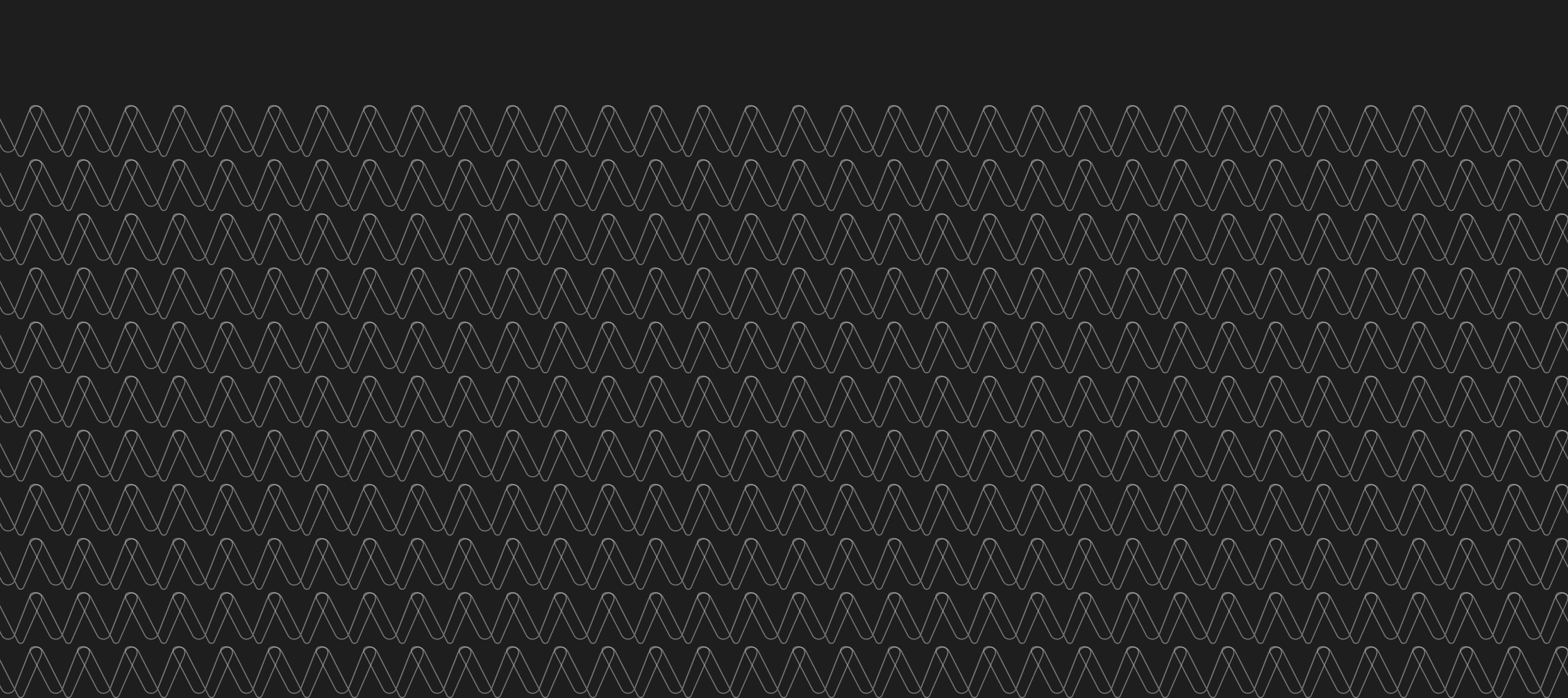
# INTRODUCTION

Welcome to Vortex's identity manual. Our identity manual consists of a tool that documents with detail all our brand and visual material so that everyone who works with the brand can apply it consistently and cohesively to the world, by using the same pillars.

According to this manual, everyone will be able to represent the brand accurately. For that purpose, the document is divided into seven parts, such as our logotype elements, variations and areas, chromatic colour range, typography, brand patterns, brand applications, online usages and events.

Vortex wants to thank you for being part of this journey, and we hope our brand stays in your heart and takes you further!





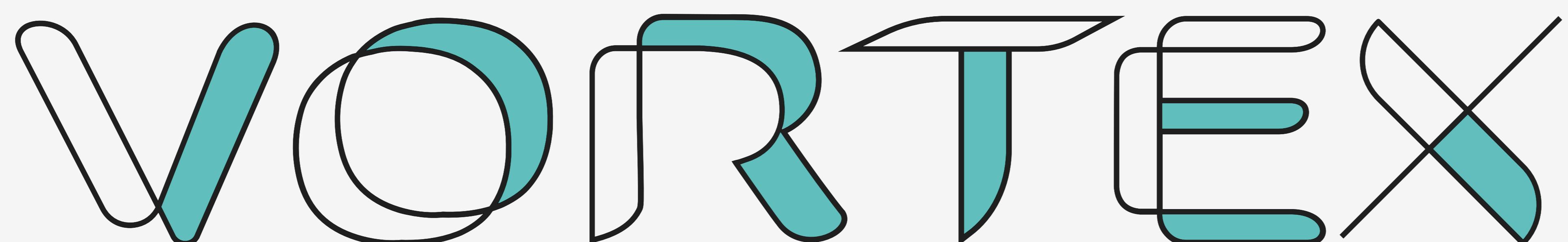
our brand

# OFFICIAL LOGO & ICON

A range of colours in grey and blues' scale was used, mirroring the organization's productivity, dynamism and success, together with the company's sense of youth and multidisciplinary spirit. Thus, it represents joviality, optimism and socialization, the perfect ingredients to represent a growing company that wants to expand its horizons.

The connected lines represented in the logo are inspired by the avant-garde Bauhaus art style, offering the feeling of movement and connection that matches perfectly our quest for progress and union between each project.

Logo applied with the official colors Eire Black and Verdigris



Icon



# MOTTO APPLICATION

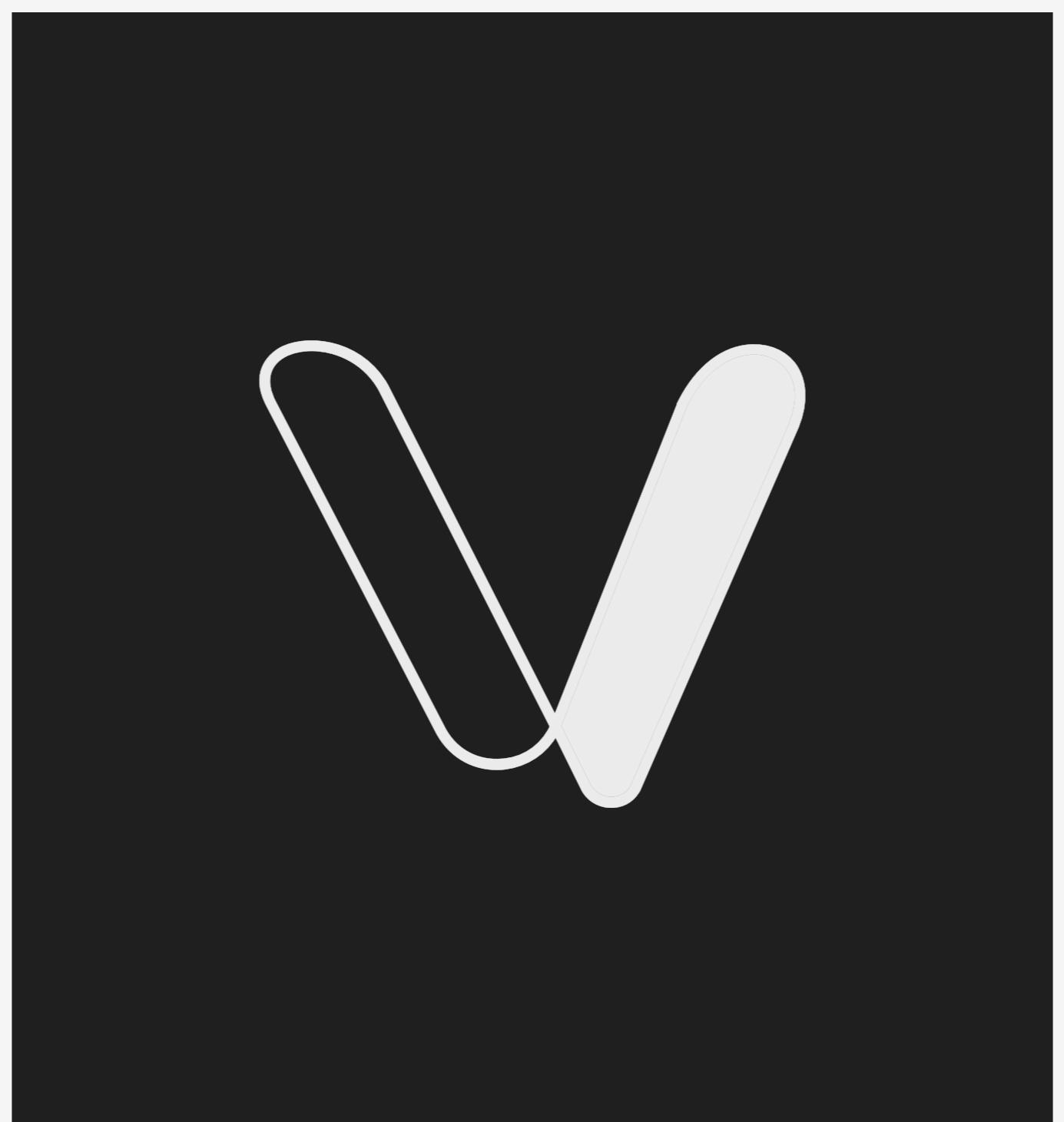
Transmitting our mission through the motto,  
the space between the letters is aimed to  
represent our journey into a futuristic world.  
It must always be applied in capital letters and  
aligned across the entire width of the logo.



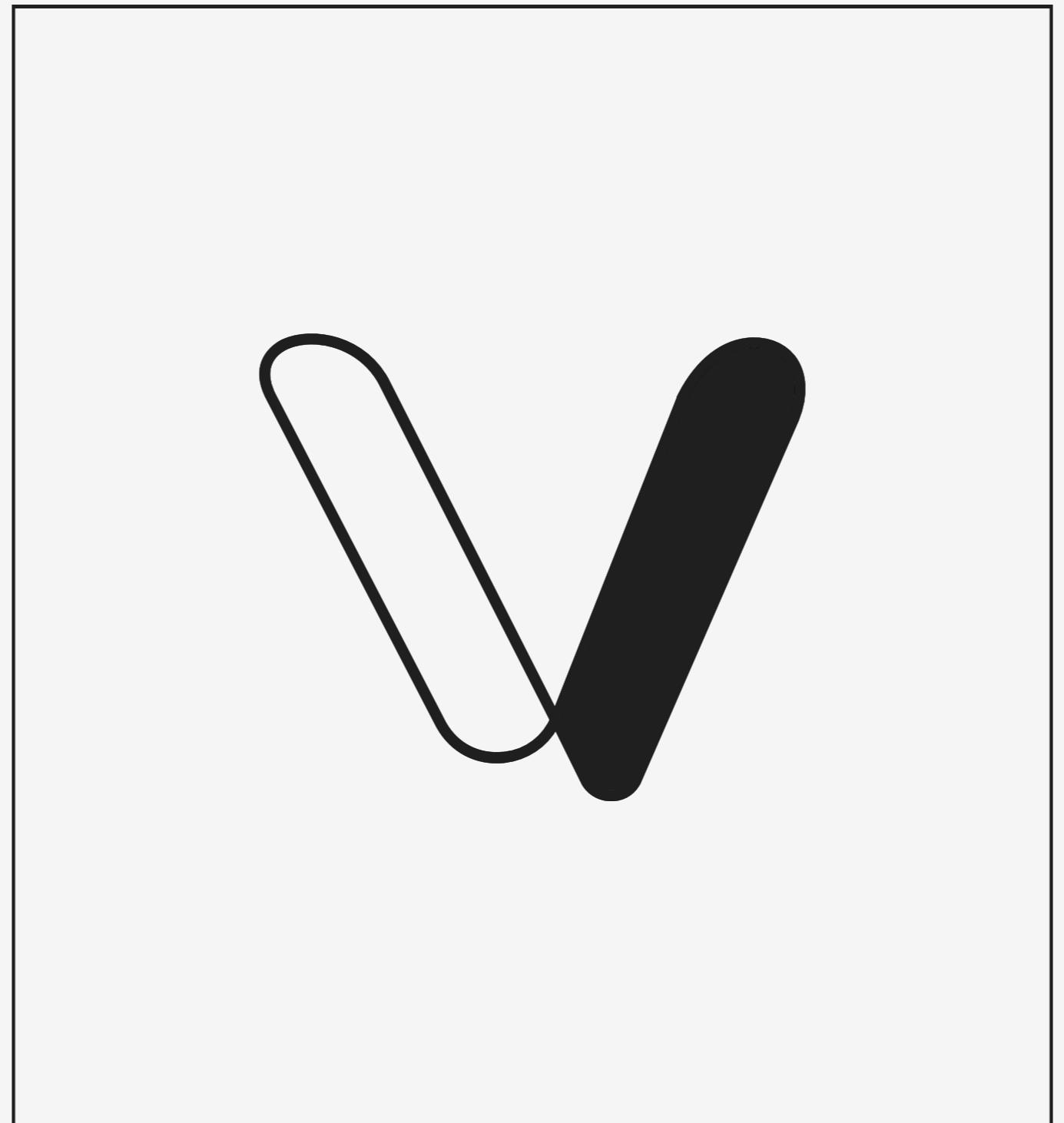
# POSITIVE & NEGATIVE APPLICATION

These are the black and white variations of the brand's logo and should not be used over backgrounds of other colours.

Correct application in black background

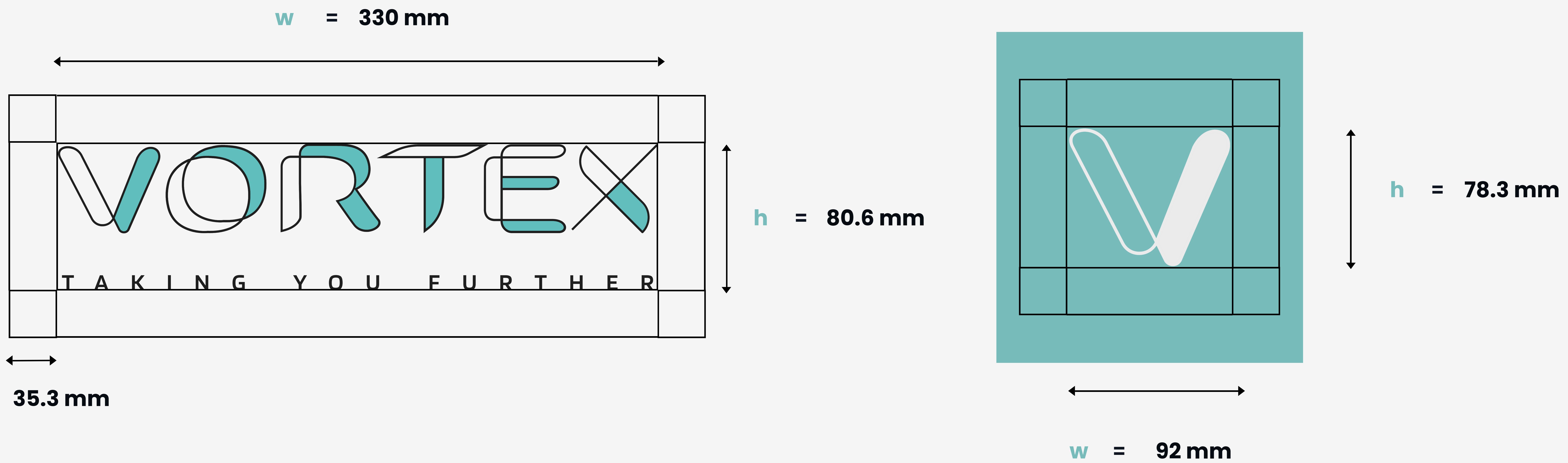


Correct application in white background



# LOGO AREAS

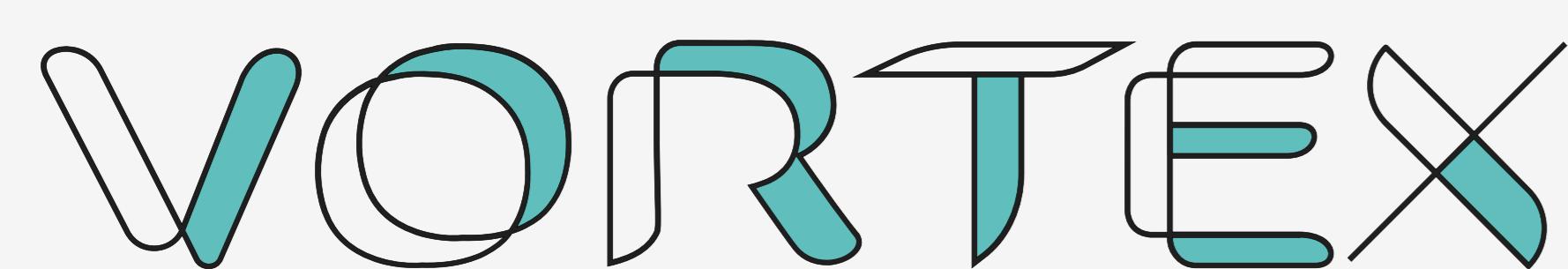
To ensure good visibility of the logo it is necessary to ensure space around it. In this case, two versions of the logo for the Vortex brand were developed, from which two different areas of protection were established that must be followed.



# LOGO REDUCED SIZES

As a technological company, we concern that our logo will be used correctly in different media. To ensure the minimal loss of details and recognition of our logo, six different sizes were defined to be applied according to where will be used.

**Minimum size with motion**

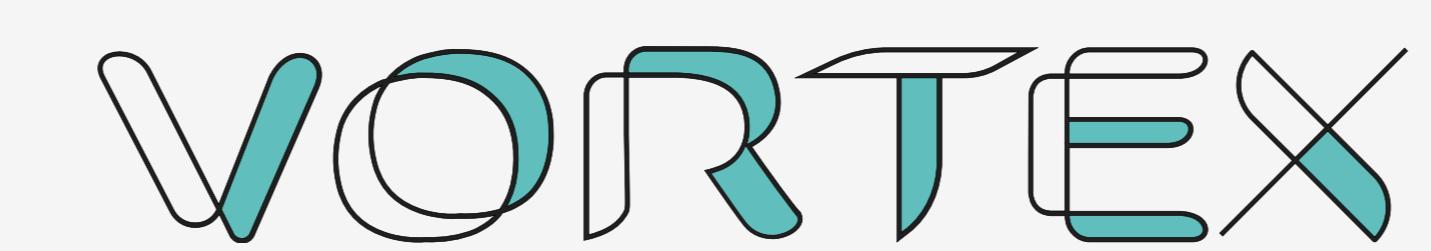


TAKING YOU FURTHER

↔ **w = 228 mm**

**w = 649 pixels**

**Minimum size without motion**



↔ **w = 174 mm**

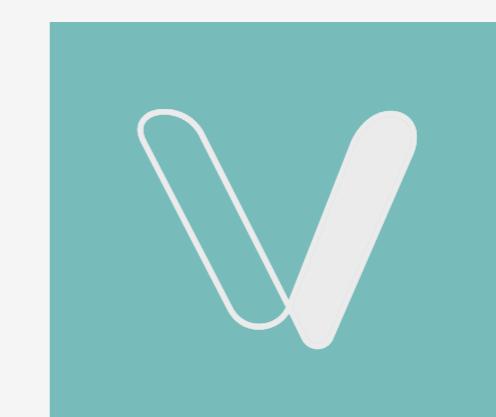
**w = 490 pixels**

**Maximum icon size**

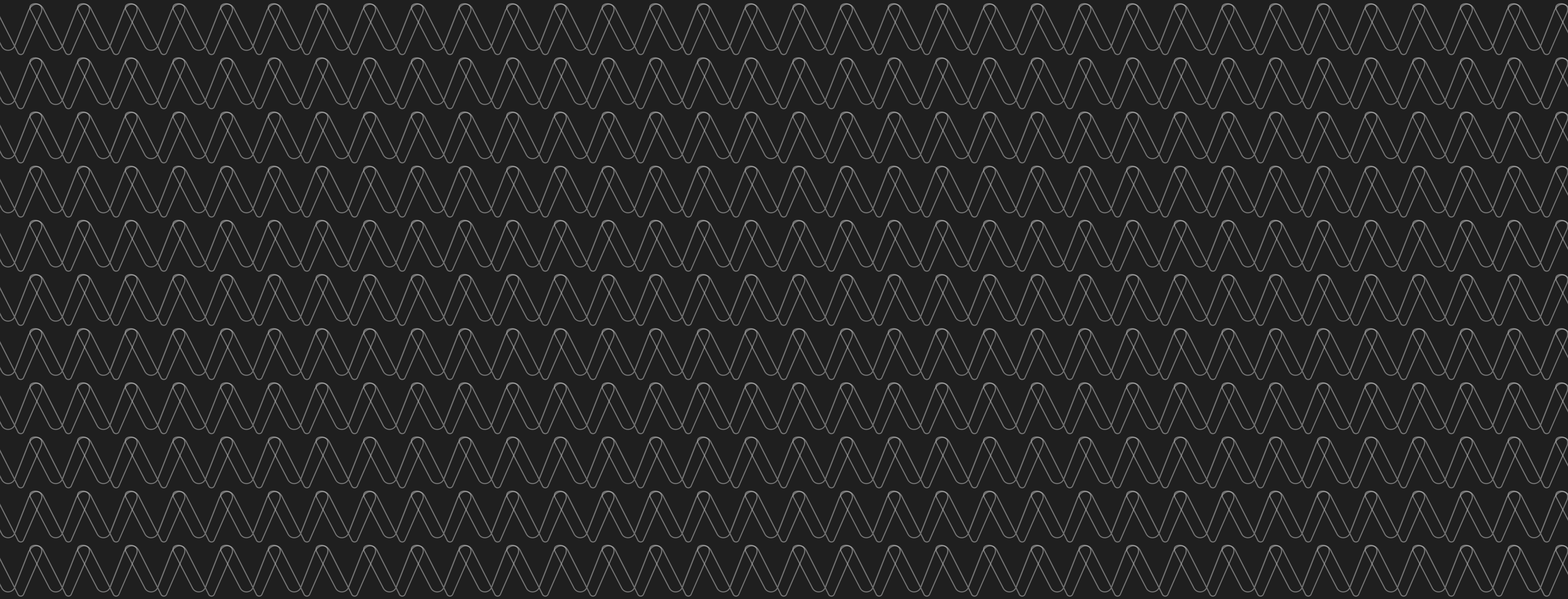


↔ **w = 549 pixels**

**Minimum icon size**



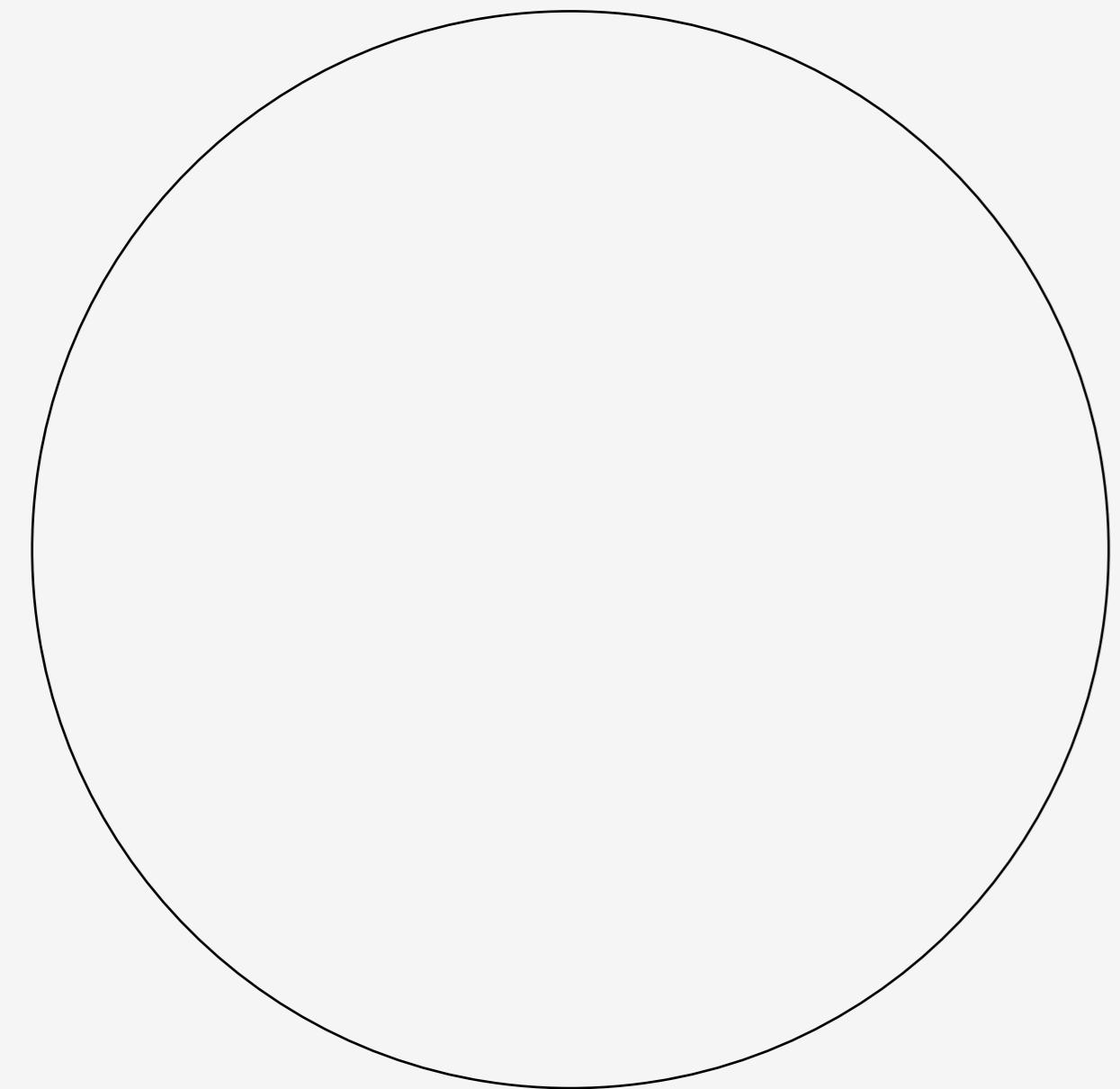
↔ **w = 170 pixels**



colors

# CHROMATIC RANGE

## Principal Colors



**Cultured**

**HEX** F5F5F5  
**RGB** 245, 245  
**HSB** 0, 0, 96  
**CMYK** 0, 0, 0, 3



**Verdigris**

**HEX** 77BBBB  
**RGB** 119, 187, 187  
**HSB** 180, 36, 73  
**CMYK** 36, 0, 0, 26



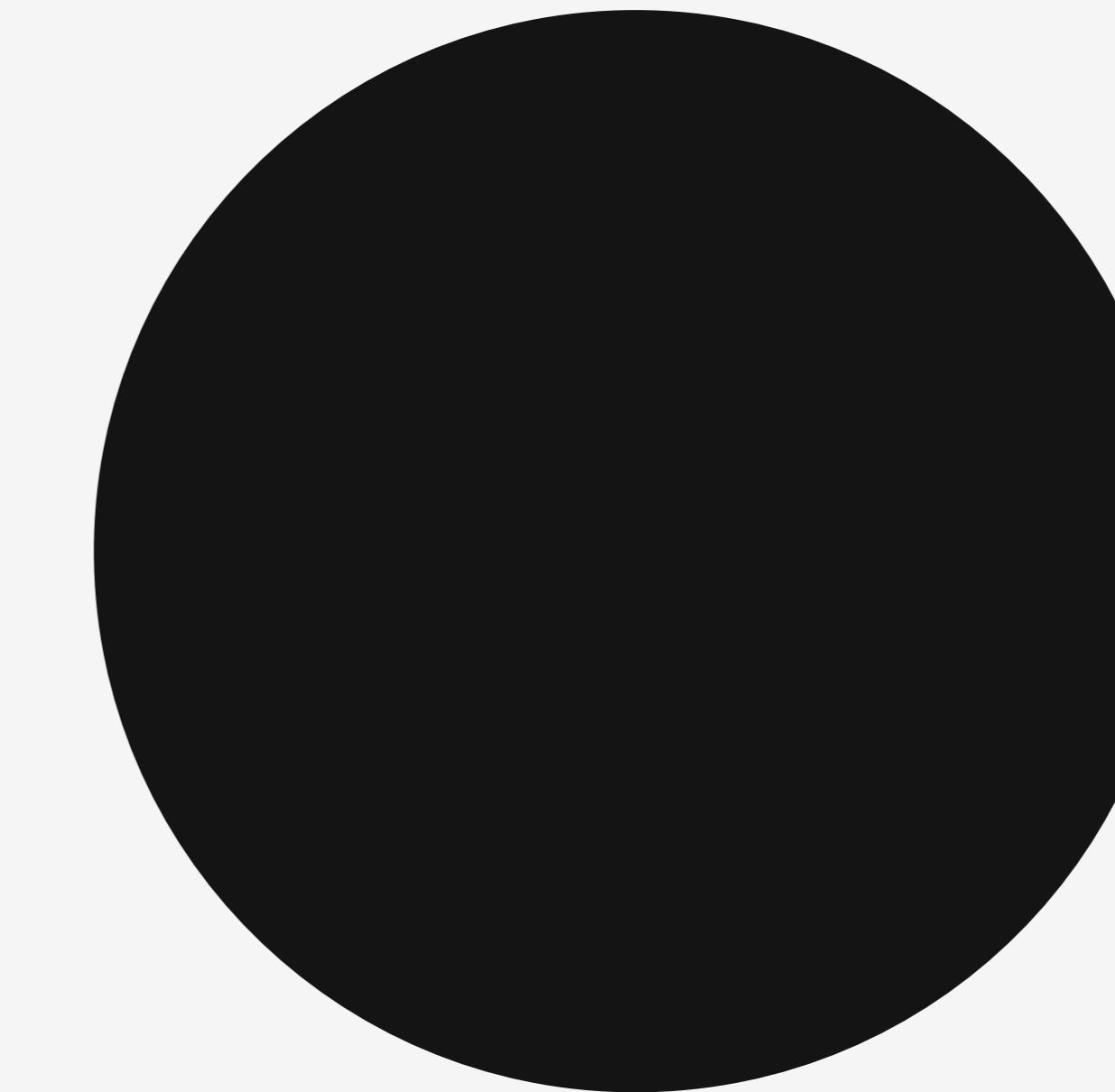
**Oxford Blue**

**HEX** 14213D  
**RGB** 20, 33, 61  
**HSB** 221, 67, 24  
**CMYK** 67, 45, 0, 76



**Orange Web**

**HEX** FCA311  
**RGB** 252, 163, 17  
**HSB** 37, 93, 99  
**CMYK** 0, 35, 93, 1



**Eerie Black**

**HEX** 141414  
**RGB** 20, 20, 20  
**HSB** 0, 0, 8  
**CMYK** 0, 0, 0, 92

# CHROMATIC RANGE

## Secondary Colors



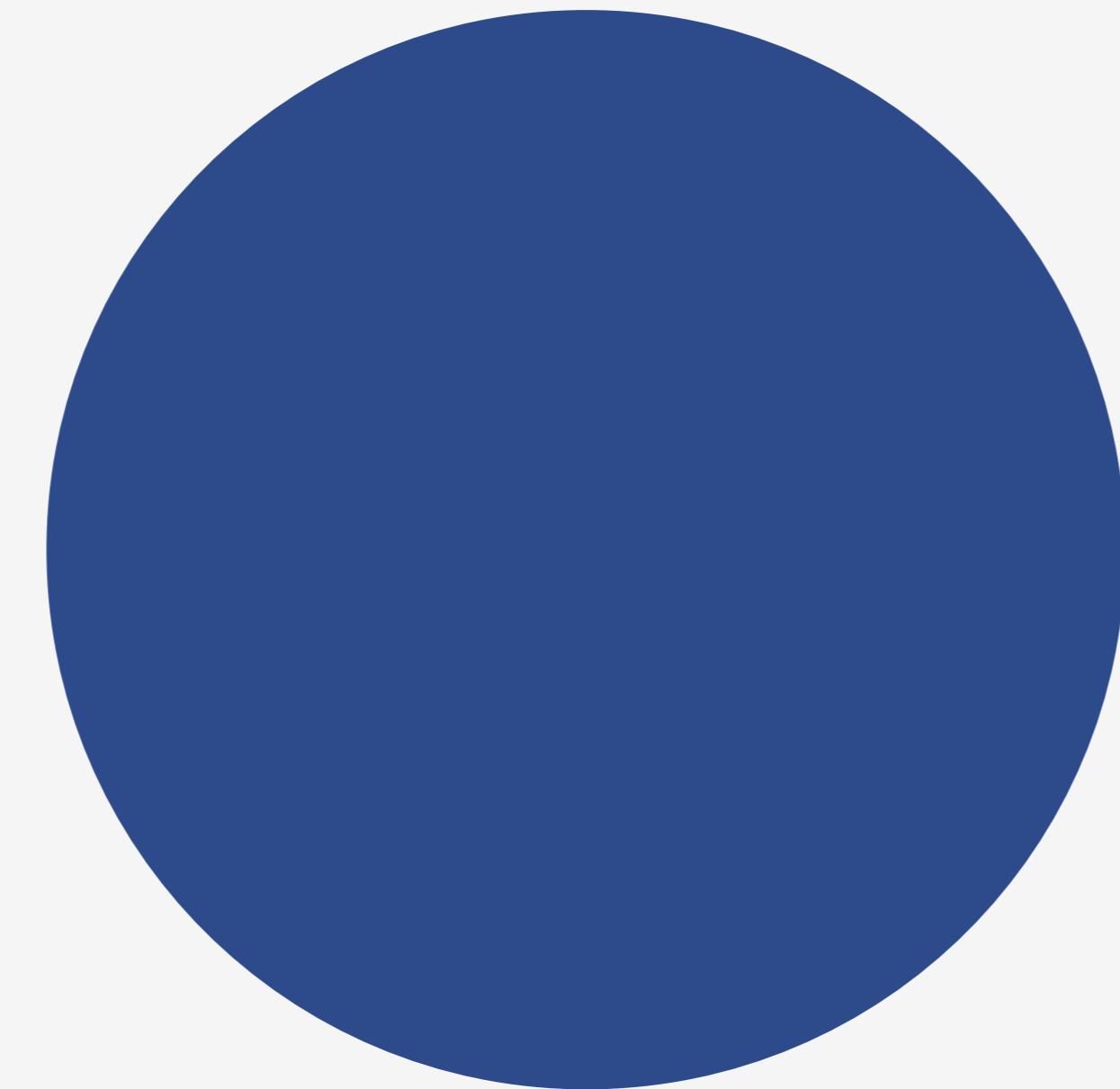
**Platinum**

**HEX** EBEBEB  
**RGB** 235, 235, 235  
**HSB** 0, 0, 92  
**CMYK** 0, 0, 0, 7



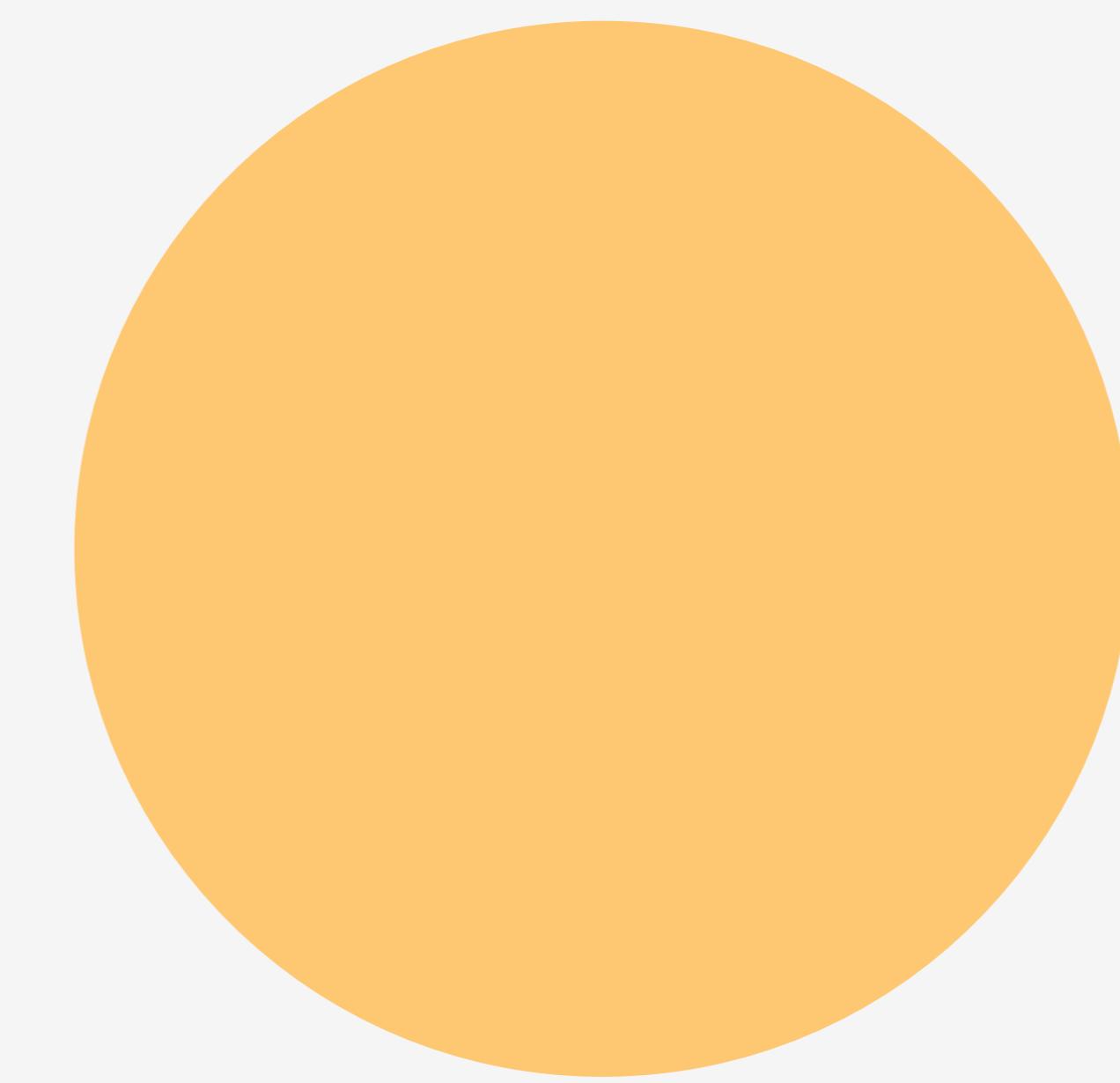
**Opal**

**HEX** 92C8C8  
**RGB** 146, 200, 200  
**HSB** 180, 27, 78  
**CMYK** 27, 0, 0, 21



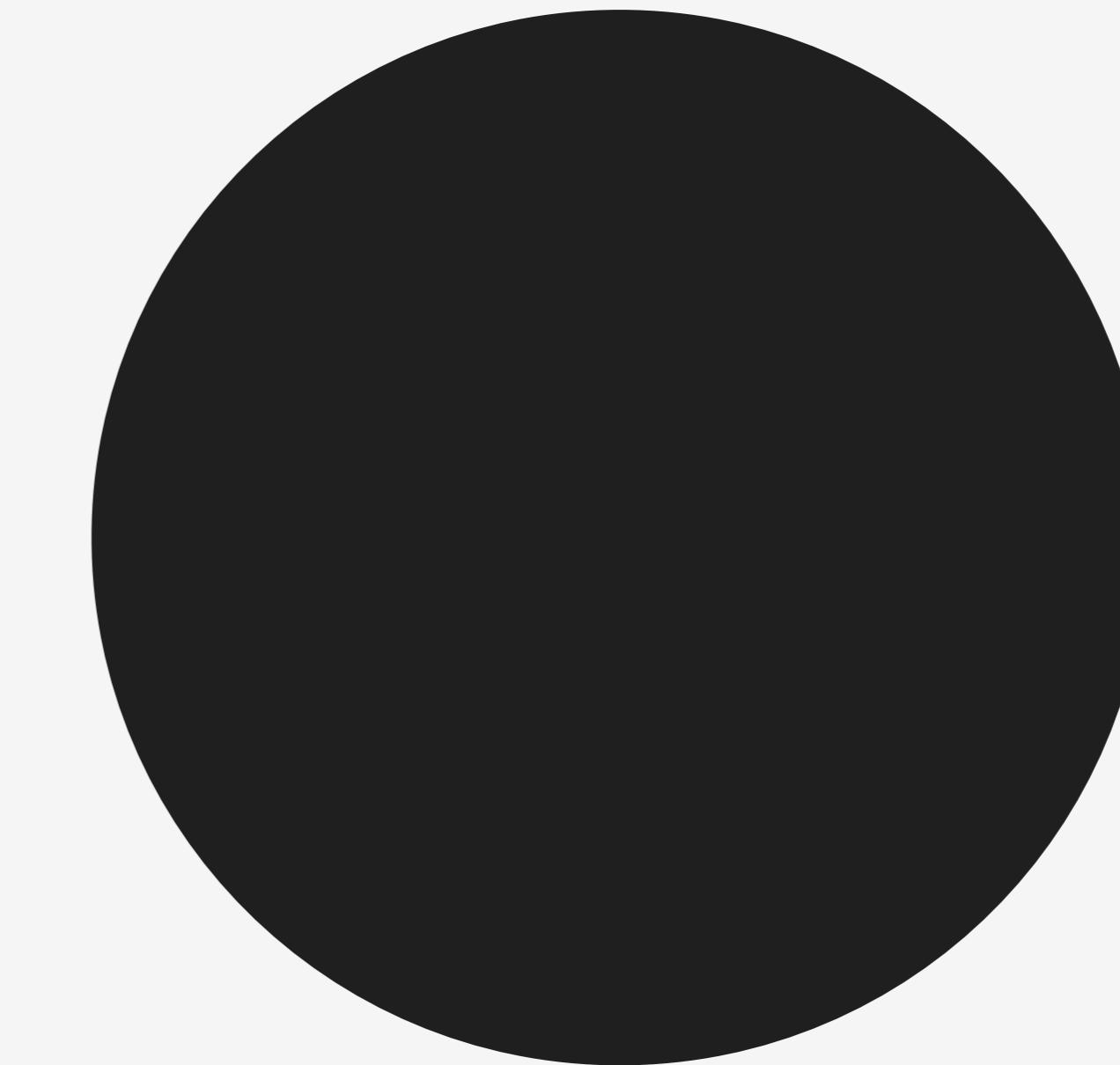
**Y in MN Blue**

**HEX** 2D4B8B  
**RGB** 45, 75, 139  
**HSB** 221, 68, 55  
**CMYK** 67, 46, 0, 45



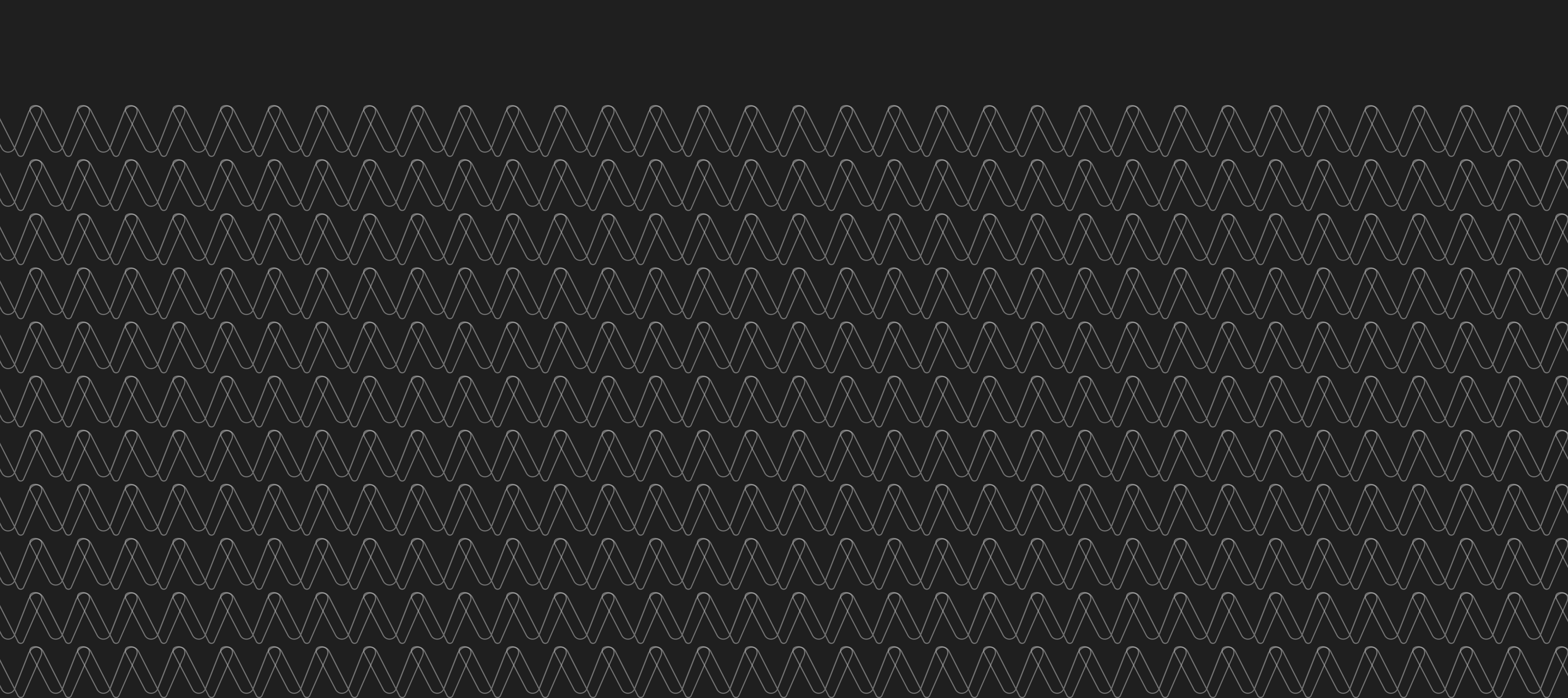
**Yellow Red**

**HEX** FEC872  
**RGB** 254, 200, 114  
**HSB** 37, 55, 100  
**CMYK** 0, 21, 55, 0



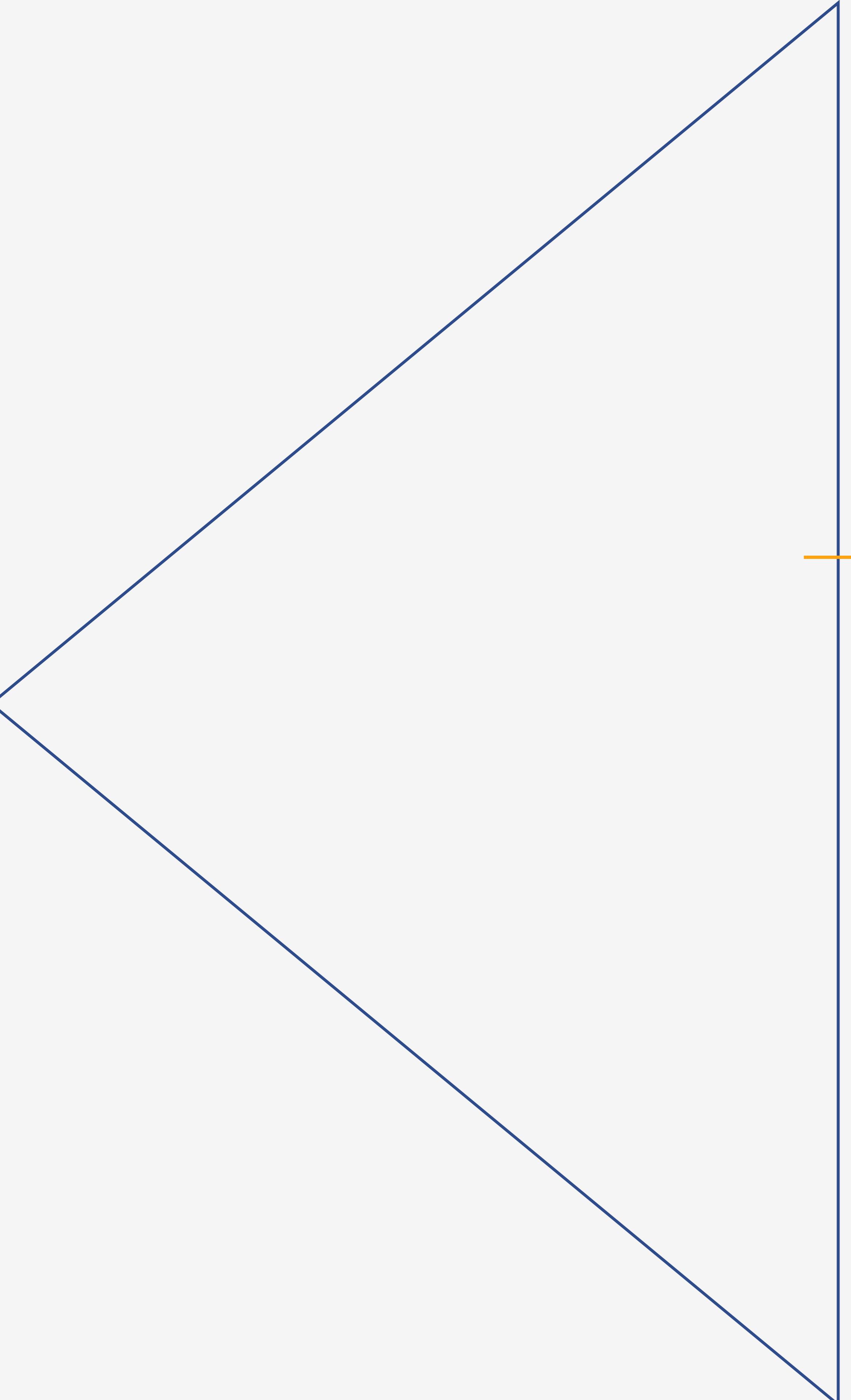
**Eerie Black**

**HEX** 1F1F1F  
**RGB** 31, 31, 31  
**HSB** 0, 0, 12  
**CMYK** 0, 0, 0, 87



typography

# PRIMARY TYPOGRAPHY



Representing the theme New European Bauhaus, this typography was originally designed by Erik Spiekermann with a worldwide student's team, inspired by the old alphabet of this legendary design school and named "Hidden Treasures of the Bauhaus". This typography was chosen to be the headings in all our communications.

## Reross quadratic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# SECONDARY TYPOGRAPHY

Poppins represents the dynamism and responsiveness in our online platforms. This font family with six variations was chosen to be applied in all writing communications. This typography can be easily adapted to the specifications of each media according to the user's usability.

---

## Poppins Light

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

## Poppins Medium

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

## Poppins Regular

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

## Poppins Bold

**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

Blinker is known for its modernism and stylishness and is used in our press communications. This font family have nine variations and can be easily adapted due to its basic shape, think squarish curves and low contrast features, representing the best choice to medium to large text.

---

## Blinker Light

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  
0123456789

## Blinker Regular

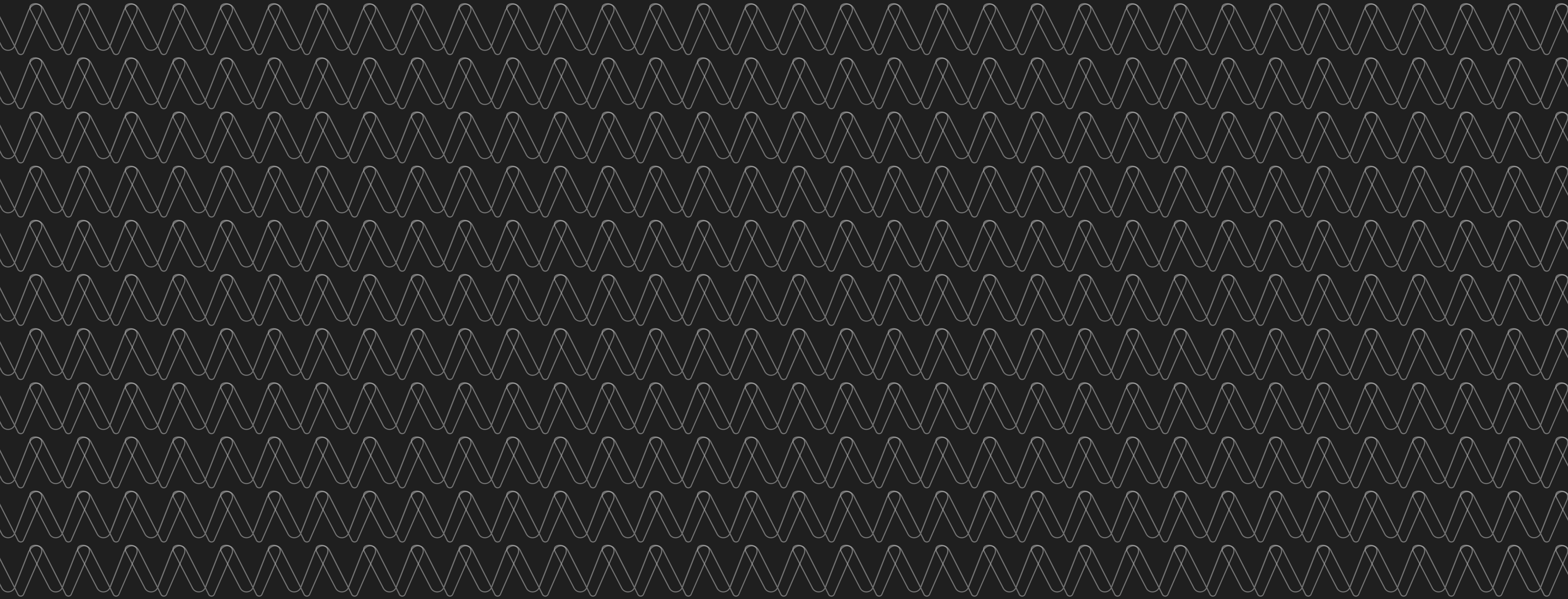
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0123456789

## Blinker Medium

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  
0123456789

## Blinker Bold

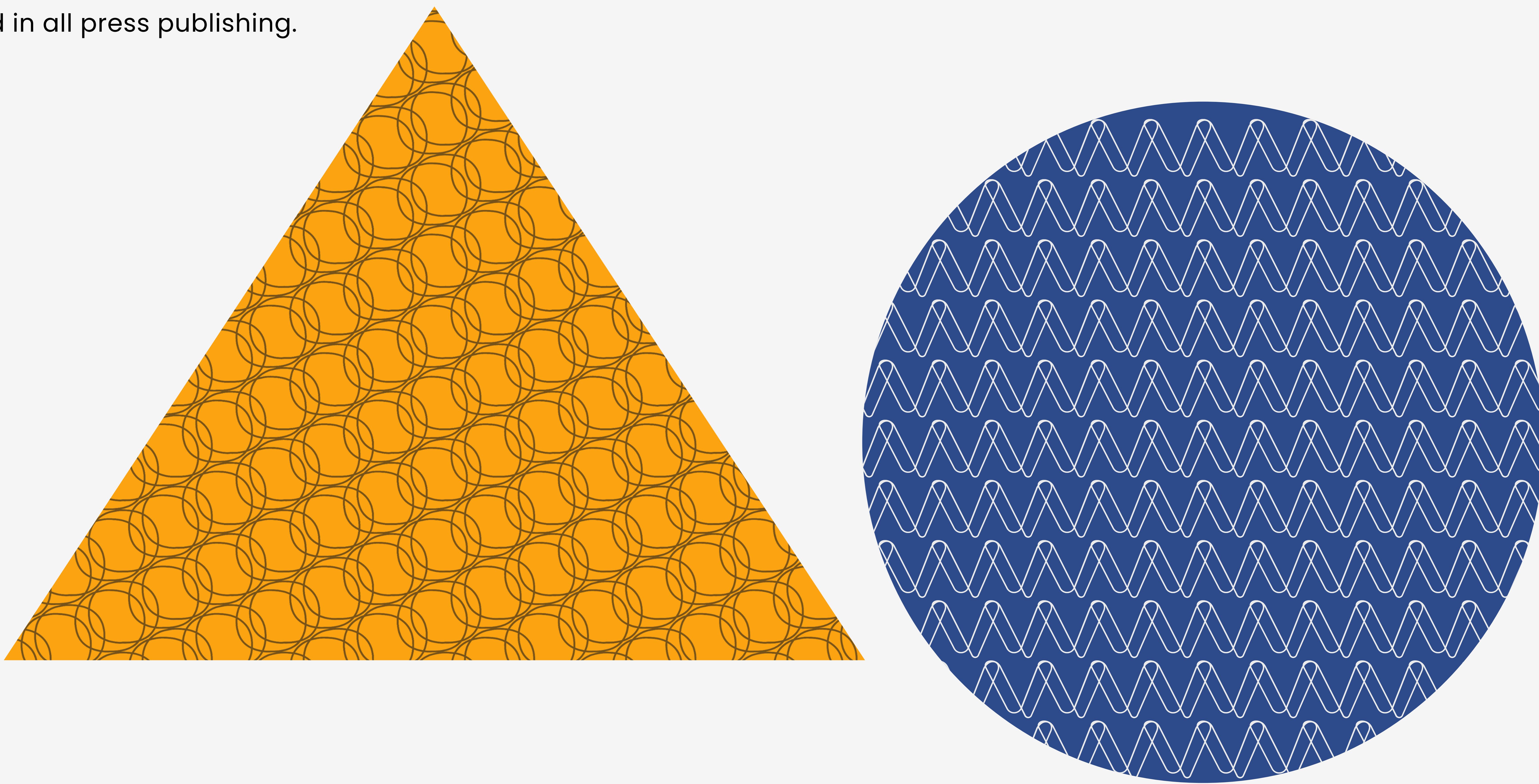
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0123456789**

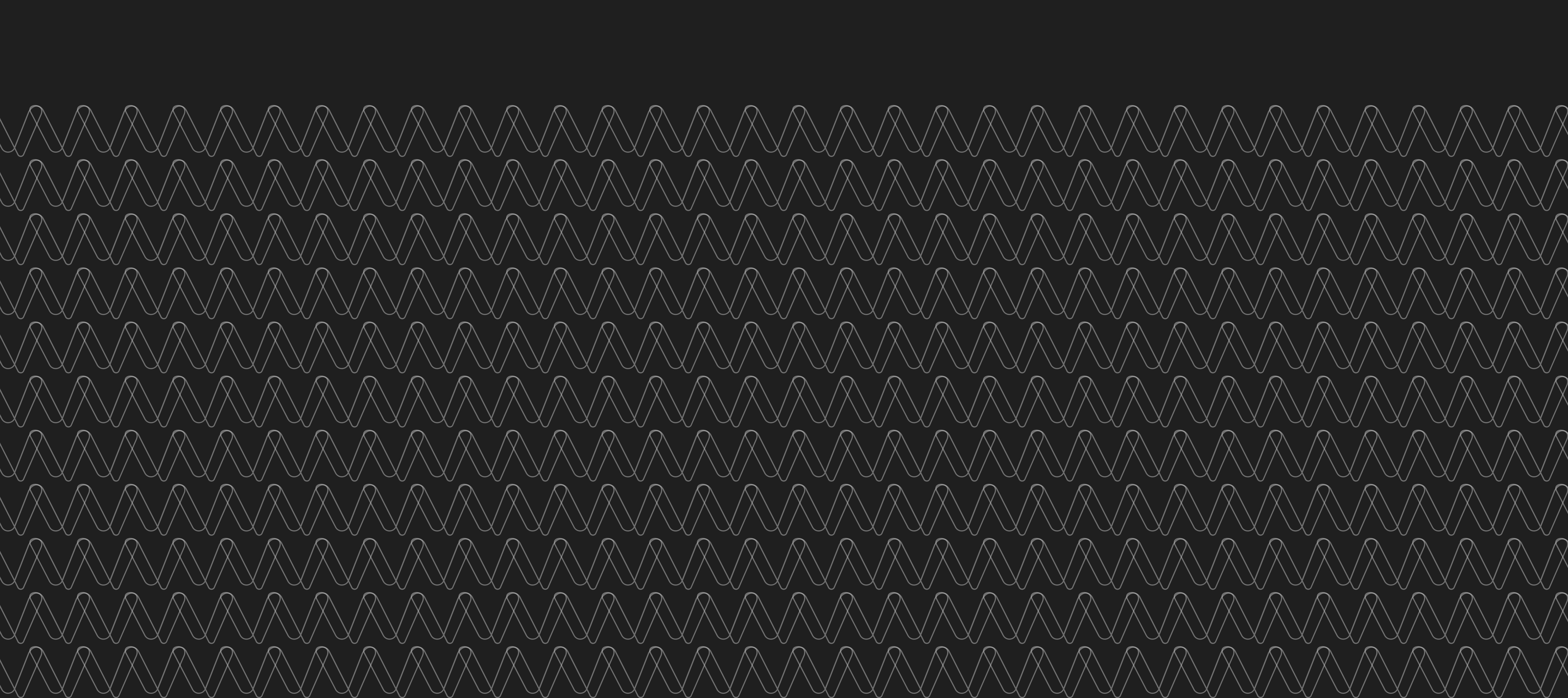


patterns

# BRANDED PATTERNS

Aiming to assure the youthfulness of our company and to diversify our communications, we created two variety of patterns to be applied as background in all press publishing.





applications

# BRANDED PINS



# BRANDED PRODUCTS

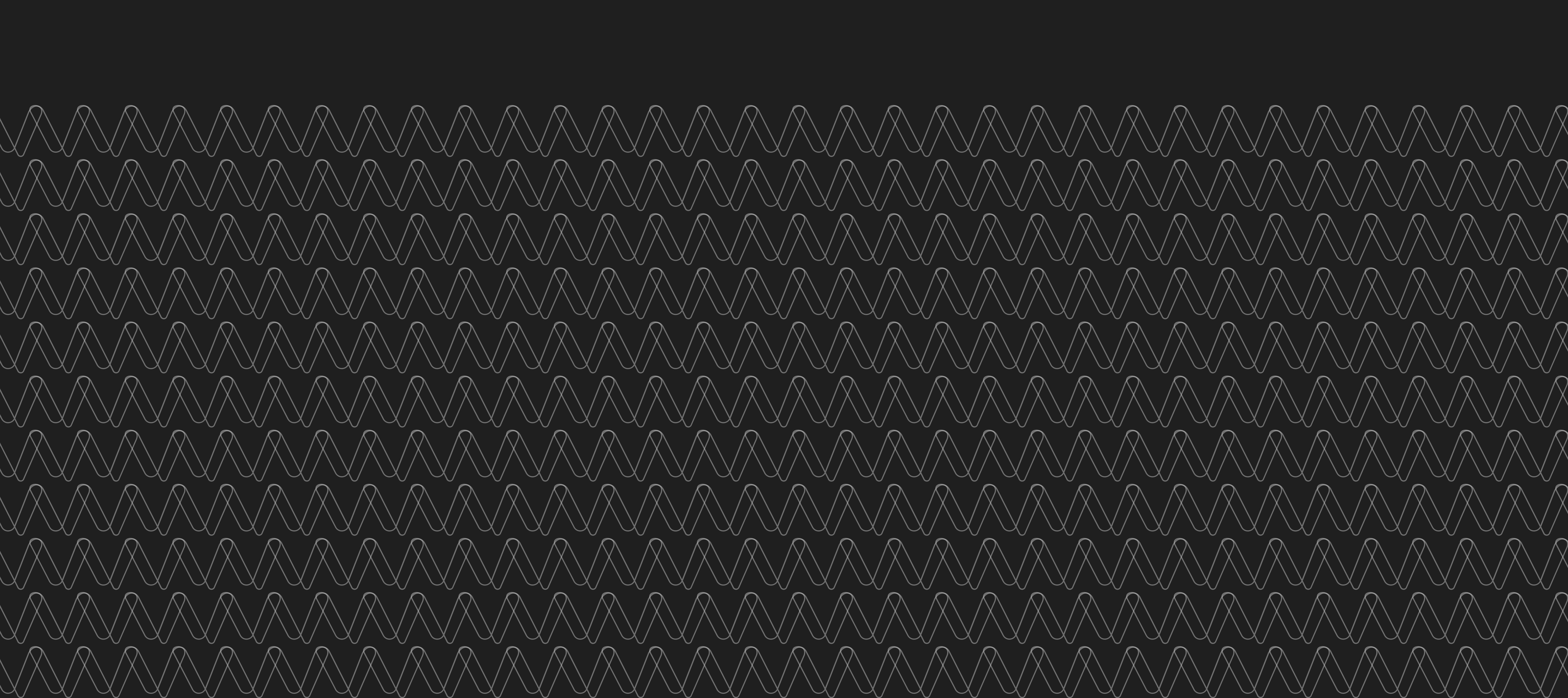


# BRANDED PRODUCTS



# OFFICE BRANDING





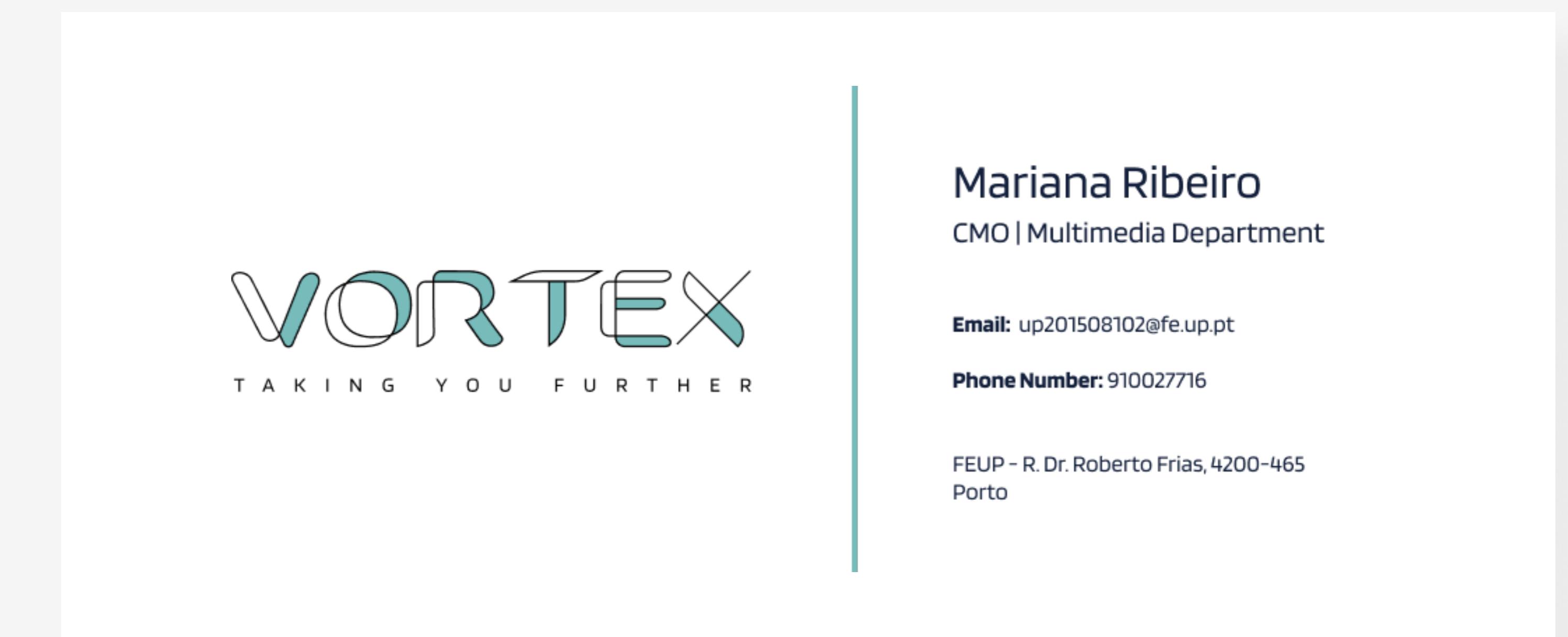
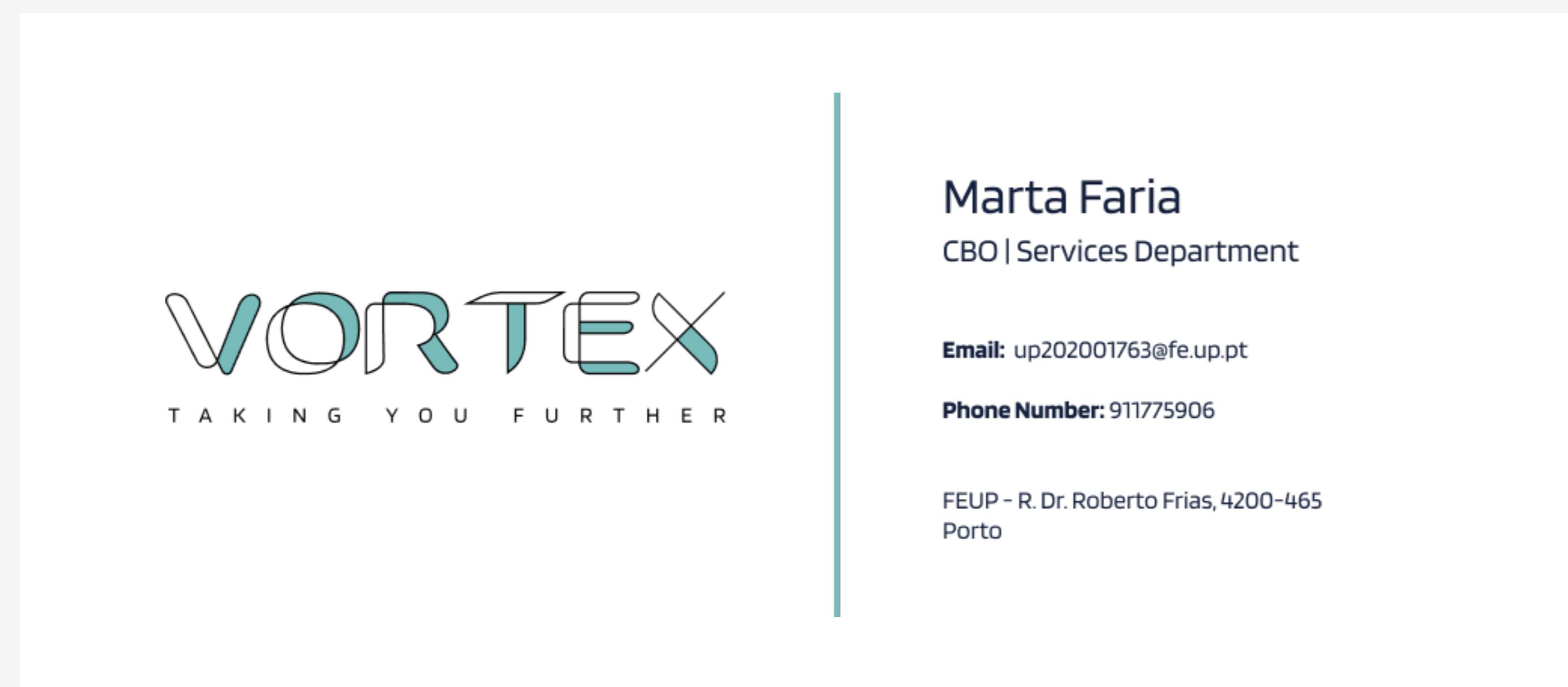
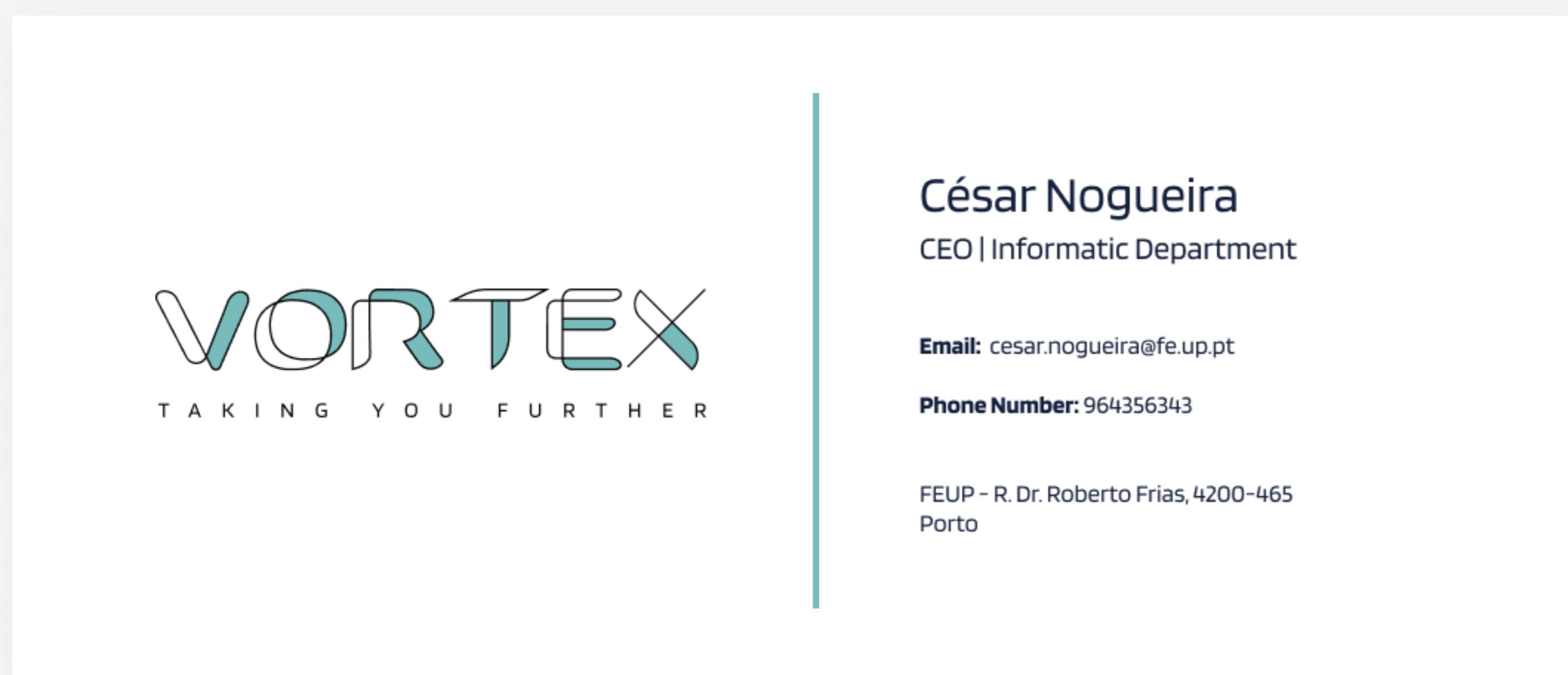
online

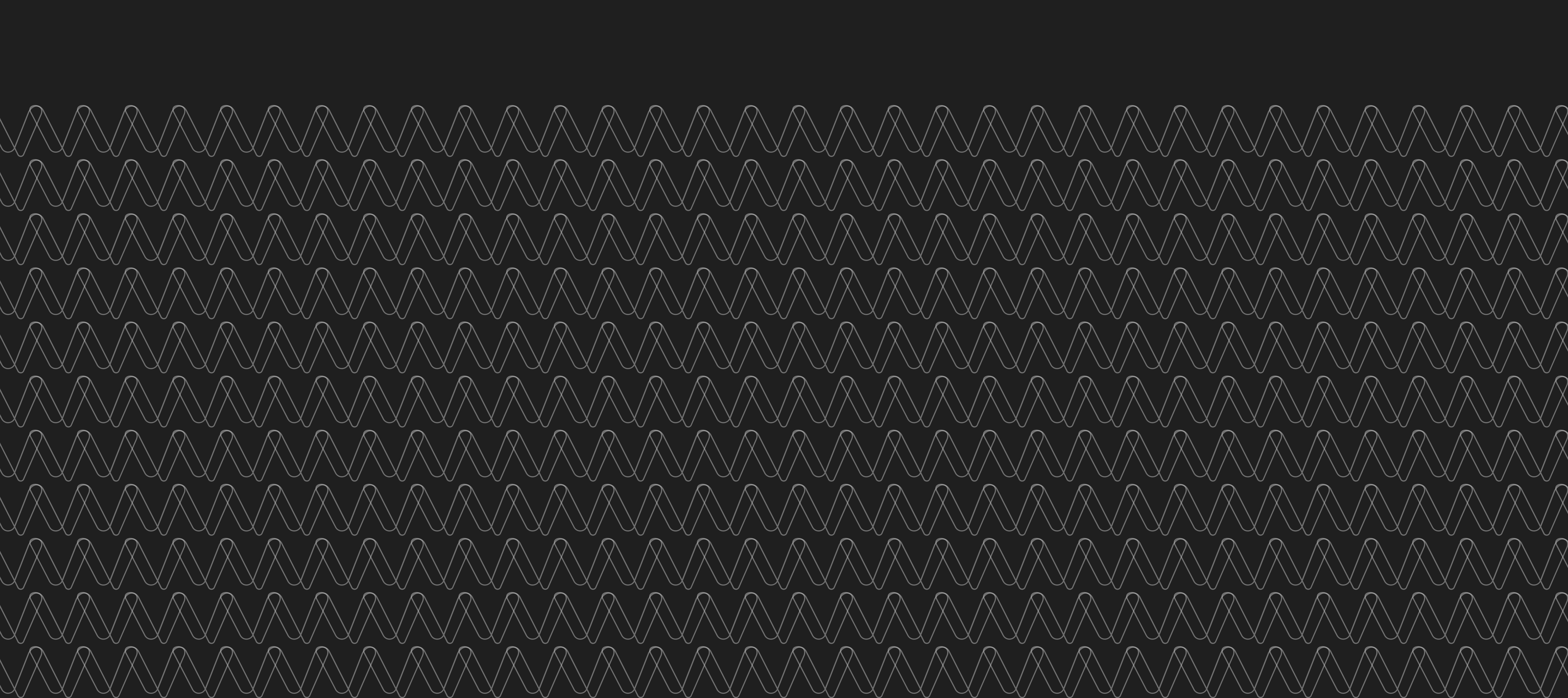
# VIDEO CALLS BACKGROUNDS



# EMAIL SIGNATURES

Each one of our members has their own signature with their respective role.






event

# EVENT POSTERS



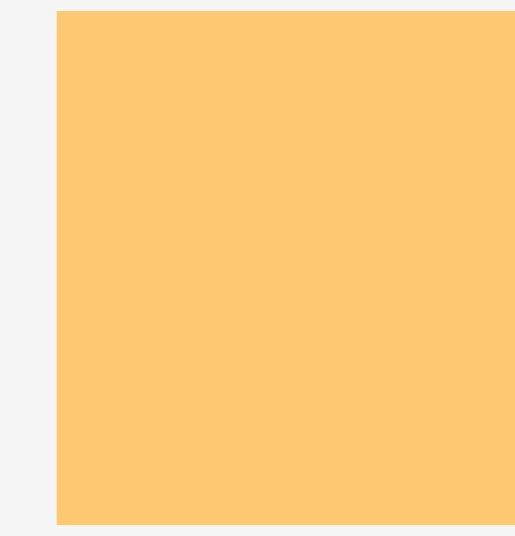
In order to modernize the Bauhaus elements, we designed the posters, implementing noise and glitch effects combined with typographic distortion, to represent the modernity and versatility that our company sustains, including visual elements that represent each area of our business.



# CONTACTS

Email

**general@vortex-tech.pt**

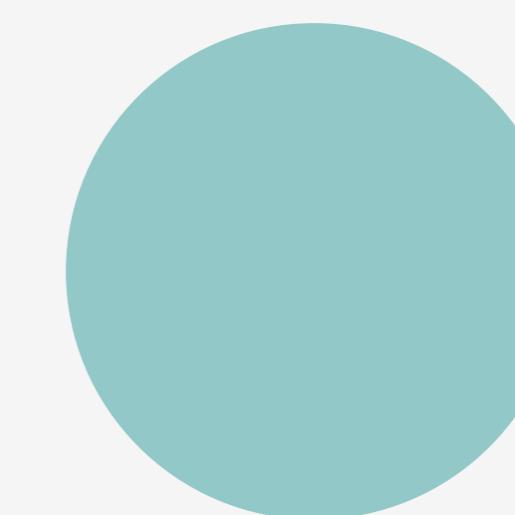


Website

**https://vortex-tech.pt**

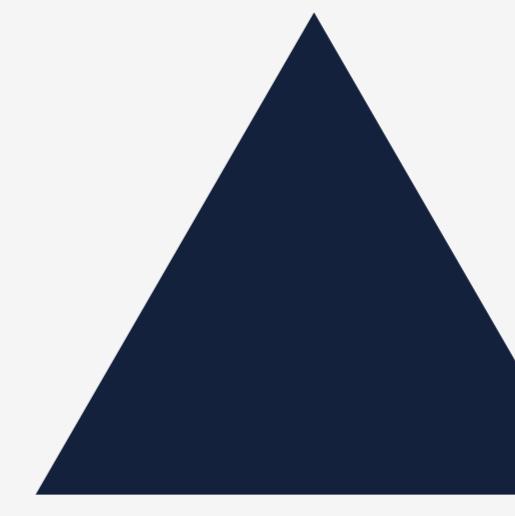
Instagram

**www.instagram.com/vortex\_tech\_**



LinkedIn

**www.linkedin.com/in/vortex-tech**



Twitter

**www.twitter.com/vortex\_tech\_**

You Tube

**www.youtube.com/channel/UCkiX1rw5PSS\_p\_LagUmdl\_A**