The Primary Portiko Technologies Logo
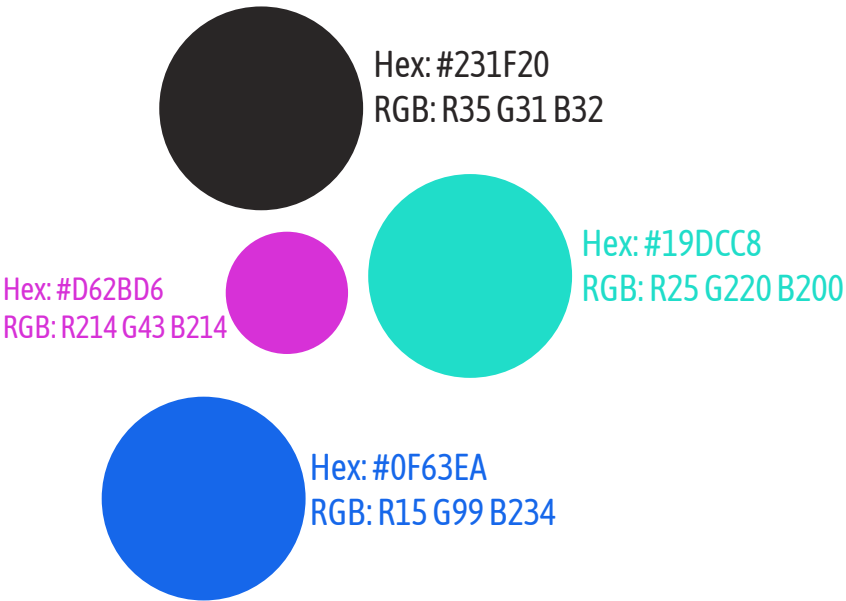
Logo Typeface:

TEKO MEDIUM
Teko Light

Only the logo type is presented in a 20% slant to invoke movement and distinction.
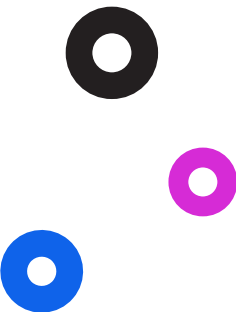
PORTIKO
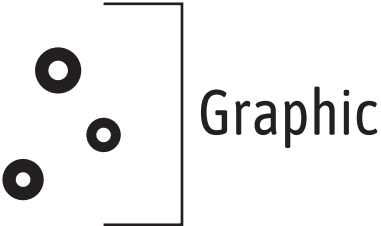
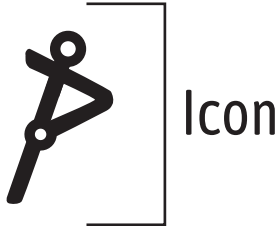20% shear (logo only)

Color Palette

Hex: #231F20
RGB: R35 G31 B32

Hex: #D62BD6
RGB: R214 G43 B214

Hex: #19DCC8
RGB: R25 G220 B200

Hex: #0F63EA
RGB: R15 G99 B234

Combination Portrait

PORTIKO Technologies
always moving

Company Graphic

Logo Spacing, Company Typeface, and Icon Guide

PORTIKO

Icon

Graphic

ASAP Condensed Regular, *ASAP Condensed Italic*
ASAP Condensed Medium, *ASAP Condensed Medium Italic*
ASAP Condensed SemiBold, *ASAP Condensed SemiBold Italic*
ASAP Condensed Bold, *ASAP Condensed Bold Italic*

PORTIKO

Icon

Graphic
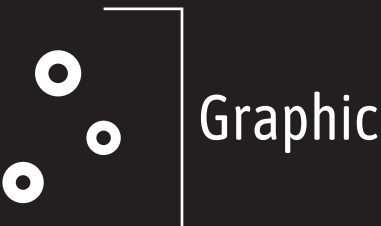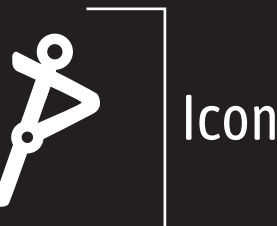
ASAP Condensed Regular, *ASAP Condensed Italic*
ASAP Condensed Medium, *ASAP Condensed Medium Italic*
ASAP Condensed SemiBold, *ASAP Condensed SemiBold Italic*
ASAP Condensed Bold, *ASAP Condensed Bold Italic*

Client: Portiko Technologies
Services: mobile application development with goals to move into additional tech services

Client Design Considerations
The design needs to be flexible as the company is looking to expand globally. Look and feel should be cutting-edge yet enduring to align with the ever-changing tech industry.

Competitors: Hyperlink InfoSystem, DesignMap, iMobDev, Dogtown Media, ArcTouch, etc.

Keywords: cutting edge, enduring, flexible, mobility, agility, collaboration.

Design Process

My process focused on the services that Portiko provides and the keywords provided as inspiration. I also stayed cognizant of the mobile services they provide and their future goals, so "movement" and "motion" were very influential in the design.

The final logo design is based upon a generally known symbol for coding: "</>." The forward slash and greater-than symbol were pulled from this and used to form the "P" from Portiko. The structure of the "P" was given likeness to circuit board traces to relate the logo to the company's technical services and the connection they provide. The forward slant was purposely kept to convey movement into the logo, and this feeling was pushed through into the rest of the company's title.

Blue was chosen as the logo's primary color to set Portiko apart from their competitors, who leaned heavily on reds and oranges in their logos. In addition to blue, teal and magenta were added as accent colors. The addition of these helps create a fresh feel while also providing a trendy and edgy feel. The design is very retro and a throwback to the 1980's, providing an enduring but also flexible feel.

There were a few previous attempts that were eventually discarded once the final logo was developed. Warmer tones were also experimented with in the logo design, but it was decided against due to competition in logo colors, which felt stagnant in comparison to brighter, fresher colors.

Inspiration
</>
The symbol for coding provided a base design.

Destructuring and combining elements provides the 'P' for Portiko.
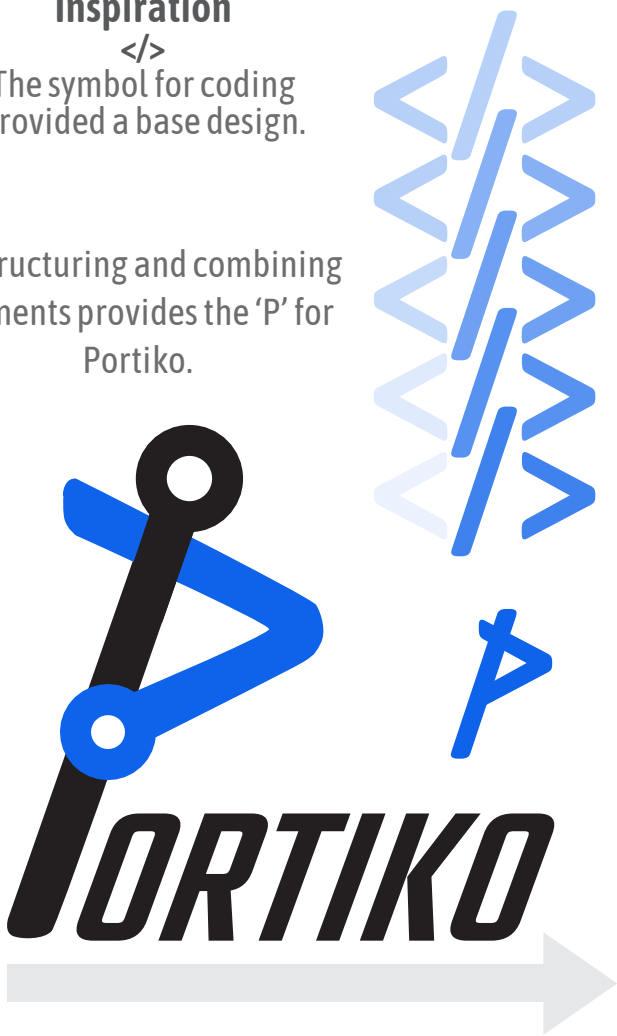
Circuit board elements are added to provide a visual cue to the company's services. Text is given a forward slant to invoke movement and reflect the company's mobile services and future global market.

'Always Moving' was added a multi-faceted slogan in addition to the combination logo (see guide sheet).

The small graphic reflects the 'P' in Portiko and can be used as an accent.

Alternate Design (not used)

Warm Color Scheme Variation (not used)