



# Portiko Technologies

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## Logo & Brand Identity Guidelines

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# 0.1 Logo Specifics

Portiko Technologies represents a forward looking create company, with a modern feel. I Wanted to create that feeling while creating the logo. The main brand mark is a globe, this globe represents a few things, it represents connectivity in the modern world, something Portiko is achieving with the company, as well as movement all around us that seamlessly creates a picture. The Globe is comprised of 2 main components, the Leftward leaning circle represents imagination that Portiko invites into their process, and the right represents design. The two, imagine and design, are the pillars of what create Portiko, and moving the world forward.

## Logo Clear Space

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)



## Logo Construction

Blue (z) indicates overall proportions for the logotype and logomark. Height of (z), the cap-height, is equal to baseline of tag-line to baseline of logotype.

Green (x+y) indicates distance from center of logo to top of logomark, and logotype etc. The blue area must be kept free of all other graphical and visual elements.

Magenta indicates various item alignments and intersects (shown as circles).

Yellow/Grey (w) shows how complete logo is divided into 3 equal horizontal segments



# 0.2 Typeface Details

## The Typeface Family

Only two font styles are used for the logo, and they are both from the same typeface family: Azo Sans

The Azo Sans family consists of 5 typeface widths: Azo Sans Black, Thin, Light, Medium, Regular. Each Has bold, and italic

The huge variety of font weights and widths will ensure immense flexibility, and consistency for the future growth of the Portiko identity.

### When to Use:

Azo Sans Regular is the primary font used for the logotype/logo wording. It is also used to draw attention to the 2nd half of the tag-line.

It can also be used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures and all forms of general correspondence.

### When to Use:

Azo Sans Light is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

AZO SANS (Regular)  
A B C D E F  
a b c d e f 1 2 3 4

A B C D E F G H I J K 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 ! @ # \$ % ^ & \* ( )

AZO SANS (Light)  
A B C D E F  
a b c d e f 1 2 3 4

A B C D E F G H I J K 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 ! @ # \$ % ^ & \* ( )

# 0.2.1 Typography in Use

## AZO SANS (Regular)



When to Use:

Azo Sans Regular is used for: Portiko Technology, and is also used to highlight the second part of the tag-line.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

When to Use:

Azo Sans Light is used for: first part of the tag-line.

## AZO SANS (Light)



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

# 0.3 Colour Specifications

Pantone 179C



PROCESS C7 M93 Y96 K1  
SCREEN R221 G56 B51  
WEB HTML #DD3833

Pantone 7647C



PROCESS C32 M93 Y24 K1  
SCREEN R128 G47 B45  
WEB HTML #B03779

Pantone 527C



PROCESS C62 M86 Y0 K0  
SCREEN R122 G72 B156  
WEB HTML #7A489C

Pantone 143C



PROCESS C3 M54 Y93 K0  
SCREEN R251 G170 B46  
WEB HTML #FBAA2E

Pantone 1375C



PROCESS C0 M38 Y93 K0  
SCREEN R239 G 139 B47  
WEB HTML #EF8B2F

Pantone 522C



PROCESS C30 M2 Y9 K0  
SCREEN R175 G218 B227  
WEB HTML #AFDAE3

Pantone 7672 C



PROCESS C96 M96 Y19 K7  
SCREEN R52 G34 B122  
WEB HTML #34337A

Pantone 5525C



PROCESS C21 M25 Y21 K0  
SCREEN R200 G185 B185  
WEB HTML #C8B9B9

Black C



PROCESS C66.78 M68.71 Y63.83 K72.75  
SCREEN R40 G32 B33  
WEB HTML #282021

# 0.4 Logo Styles

## Primary Full Tone Colour

This is the primary logo to use, and includes a subtle Colour Burn to the overlapping globe. This is your main go-to version of the logo, except for limited exceptions below.



## Primary Full Flat Colour

This is the flat colour version, and can be used in environments that might require a cleaner aesthetic.



## Secondary Logo Options

These are some options for a secondary logo layout. As well as a White Option



## Full Tone Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.



## Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.



## Social Media/ Favicon

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.



The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cyan & magenta keylines).

The 2nd one is for circular profile destinations that can be used as a Favicon or a social site, such as: Google+, Instagram etc and as such does not come inside a container.



# 0.5 Logo Best Practices

Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.



Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to Azo Sans.



Do Not: Slzing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines





# 0.6 Business Card



## 0.7 Letterhead



# 0.8 Website Mock-ups

Favicon:



[OUR STORY](#)[WHAT WE DO](#)[WORK WITH US](#)

Your Ideas.  
Our Expertise.  
Endless Possibilities.

Begin your Journey!

IMAGINE

DESIGN

CREATE

Picture Gallery

Curated Team  
Specially Created  
to meet your  
needs

24/7 Support to help  
with any needs, day  
or night

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