PORTIKO

TECHNOLOGIES

Portiko Technologies Logo Variations and Logo Usage

Logo on dark background

Primary logo: Veritcal stacked logo

Grayscale logo

Horizontal logo

Logo guidelines

The vertical stacked logo is the primary company logo. Other logos may be used with discretion.

Never use the wordmark without the brandmark. However, you may use the brandmark without the wordmark if the logo needs to be small (ex: a social media profile picture).

Brandmark

Padding and clear space guidelines

Portiko Technologies Style Guide

Portiko Typography

Wordmark Font

SOFACHROME 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

Heading and Subheading Font

Futura Bold
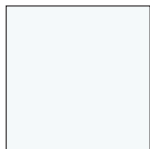
A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z

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

Body Copy Font

Futura 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

Portiko Color Palette

Portiko White	Portiko Blue	Portiko Purple	Portiko Dark	Portiko Black
#F2F7F9	#DAE6ED	#1769A0	#273544	#1C272D
cmyk(4%, 1%, 1%, 0%)	cmyk(13%, 4%, 4%, 0%)	cmyk(74%, 51%, 6%, 0%)	cmyk(84%, 70%, 51%, 47%)	cmyk(81%, 67%, 59%, 66%)
rbg(242, 247, 249)	rbg(218, 230, 237)	rbg(79, 119, 178)	rbg(39, 53, 68)	rbg(28, 39, 45)

Portiko Technologies Business Card

John Doe
Chief Administrative Officer
jdoe@portiko.com
C: 123-456-7890
T: 555-555-5555

330 Bay Street, Suite 100
San Francisco, CA 12345

www.portiko.com

PORTIKO
TECHNOLOGIES

Portiko Technologies Letterhead

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Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper s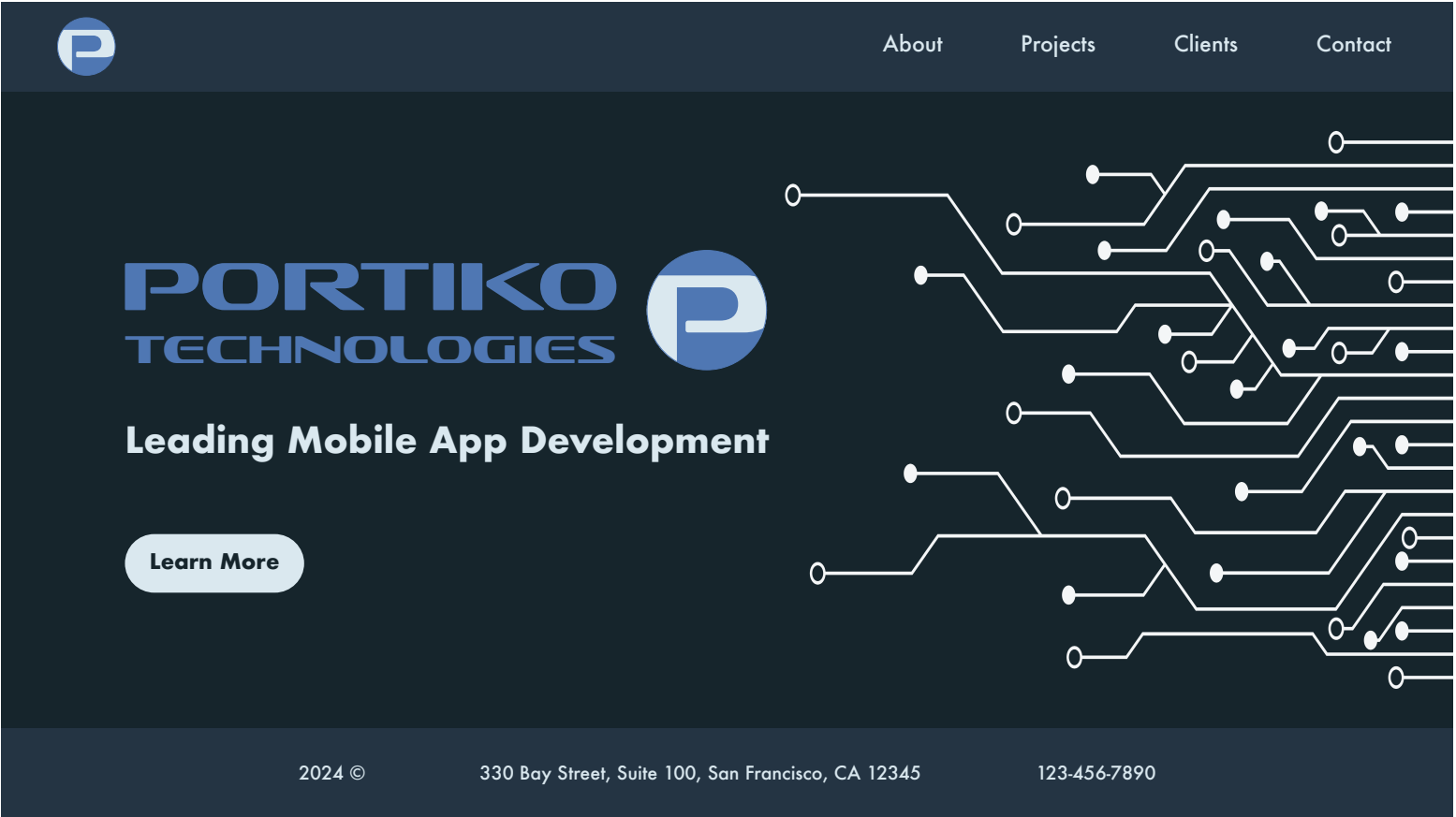uscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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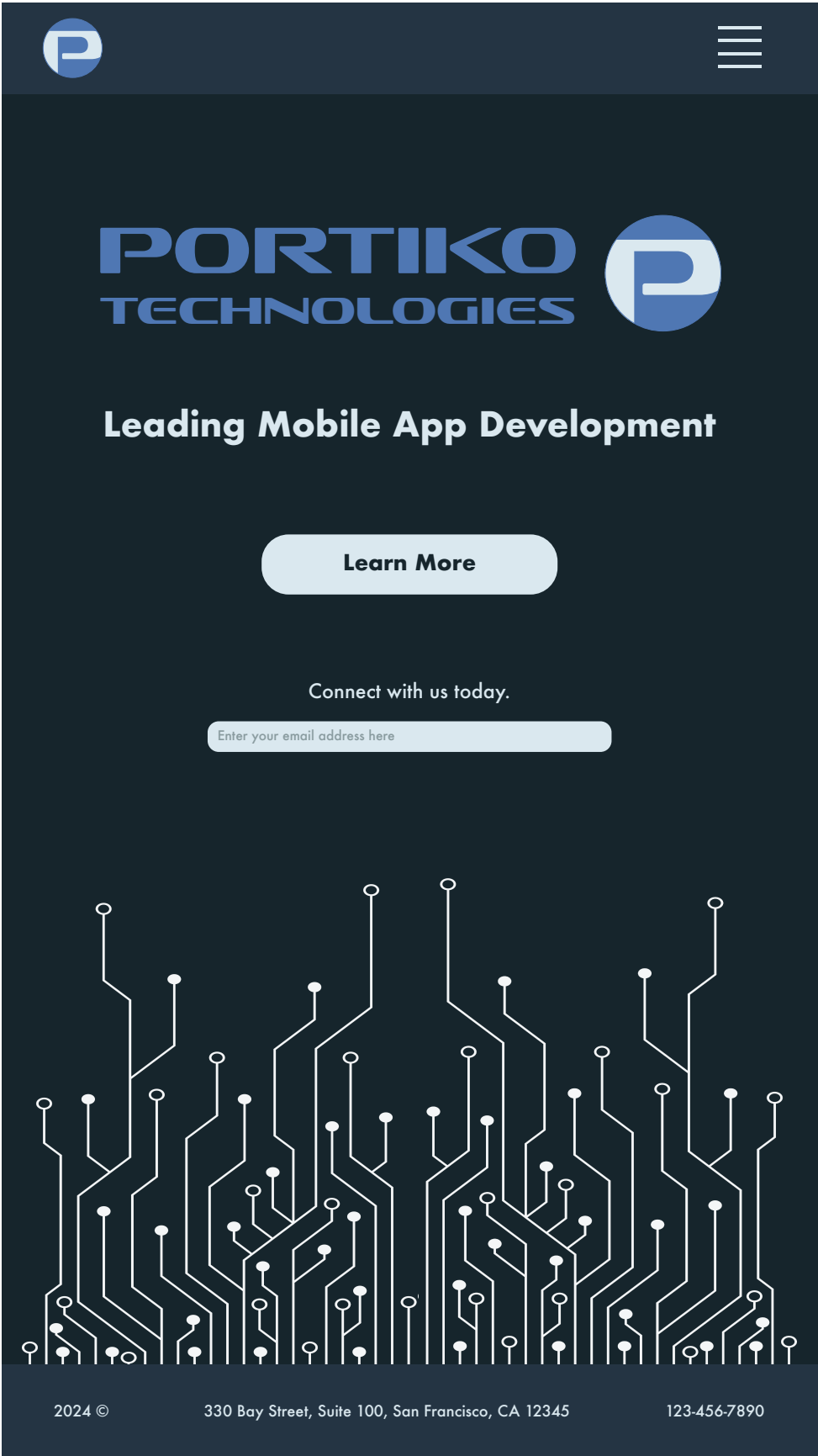
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Portiko Technologies Desktop Web Page

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Portiko Technologies Mobile Web Page and Favicon

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Favicon

Summary

This project allowed me to think through the necessary considerations and details that come about when designing an entire brand identity. For Portiko Technologies, a tech company striving for a cutting-edge identity, I decided to create compelling yet simple designs.

Logo
The logo was my jumping-off point for this project. I found a font that had a bold and futuristic feel. From there, I used the font and took the "P" from Portiko and enlarged it inside of a circle to create an abstract design pulled from the name of the company.

Style Guide
After making the logo, I moved on to the style guide. I defined my wordmark font and picked a heading a body font that offered just enough contrast against the wordmark font. I also specified the colors of the brand, starting by pulling the two main colors from the logo (which took me a very long time to settle on) and adding a few more colors to create enough range and color variation in the palette.

Business Card
The business card was fun to design. This was when I decided Portiko would usually use dark backgrounds and light text, as I feel that is "cutting edge" and also makes the designs more visually interesting. I also designed the right angle element (on the left side of the card) that I ended up using throughout my other designs.

Letterhead
The letterhead was more difficult than I thought it would be because I found it hard to make it visually interesting. However, I incorporated the right angle element from the business card and added a darker color to the header to create contrast and something to catch the viewer's eye.

Website Homepages
For the webpages, I went in having a clear vision, but I struggled to execute it. Again, I wanted to use a dark background for a sleek look, but the logo was not standing out enough against it. This is why I spent a lot of time finalizing the brand colors; it took me a while to find colors that worked together in the way I wanted them to. I kept the pages simple but added a "tech-y" feeling illustration (that is unfortunately from Adobe Stock – I would have created it myself but could not due to time constraints) to make the pages more visually interesing but still clean and readable.

Conclusion
The final project pushed me outside of my comfort zone because a tech company would not have been my first choice. Regardless, I really enjoyed this project, and I feel like I learned a lot and grew as a designer and creative. I tried to tap into my artistic side and venture a little outside of the box when creating my designs for Portiko Technologies.