



Portiko Technologies

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Corporate and Brand Identity
VIC 5315

Semester Final Project

Logo



Portiko Technologies is an emerging leader in the web application industry, with plenty of room to grow. The new logo incorporates each individual part of the organization, represented by hexagons of different colors, combining together to create the company, represented by the fan spinning out at the final O. As Portiko Technologies grows, the logo grows along with it.

Logo Variations



Horizontal



Black & White



Brandmark Only / Favicon

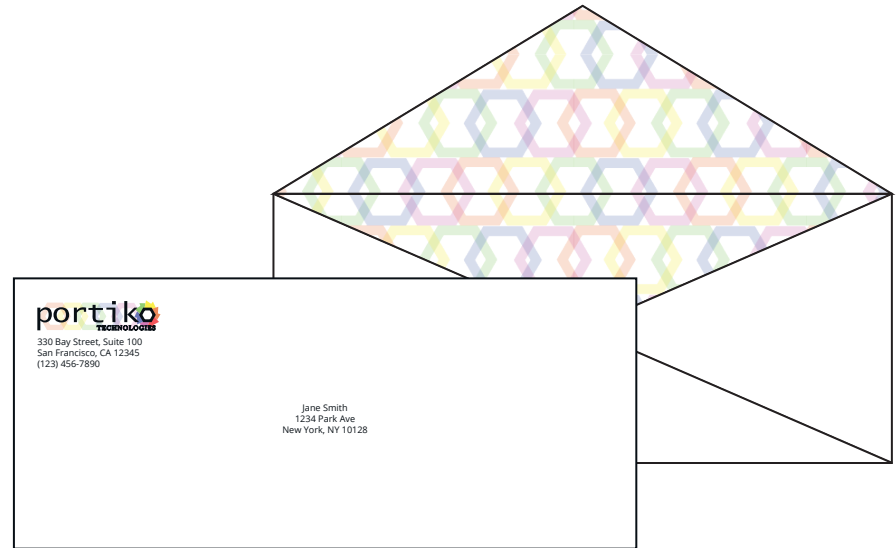


Reverse-Out

Correspondence



Letterhead

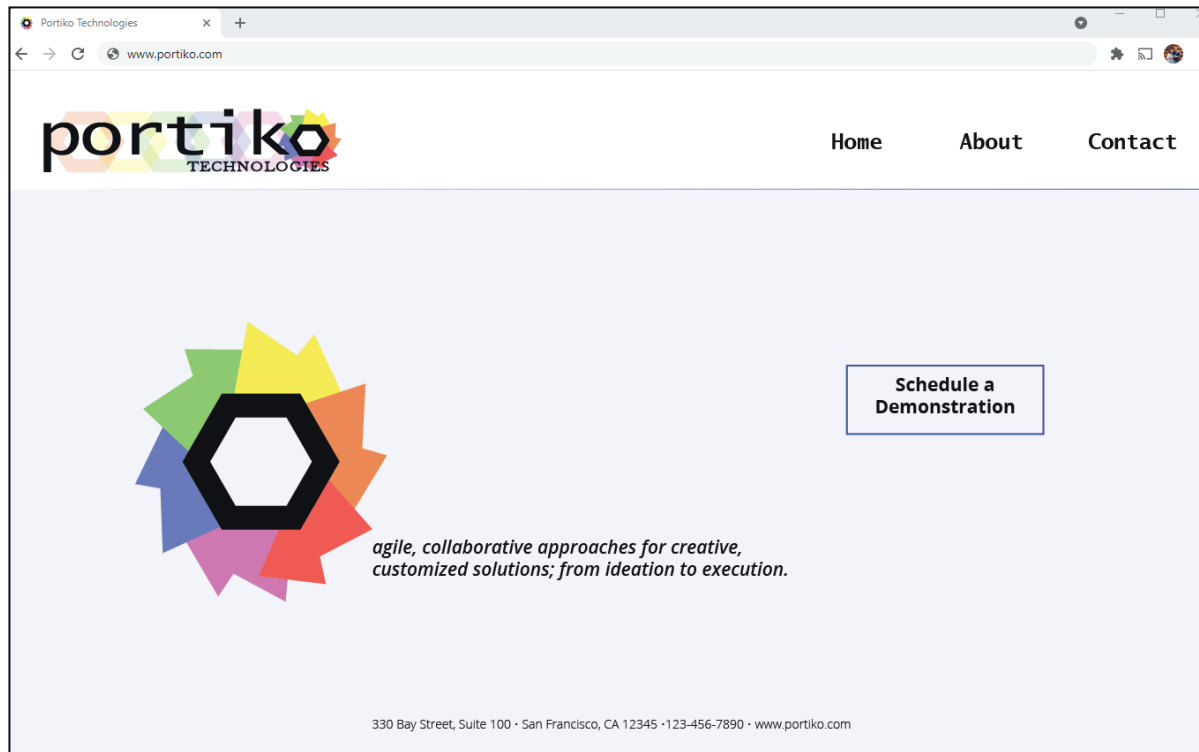


Envelope

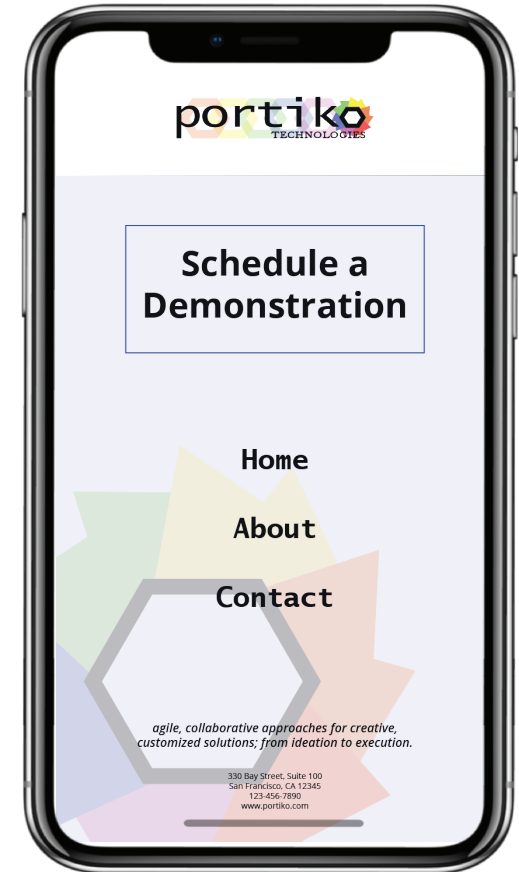


Business Card

Website



Desktop



Mobile



Favicon

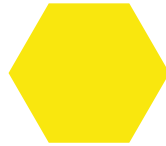
Color and Patterns

Colors



R: 228 C: 5
G: 100 M: 75
B: 37 Y: 100
K: 0

Hex: #E46425



R: 253 C: 3
G: 230 M: 4
B: 1 Y: 98
K: 0

Hex: #FDE601



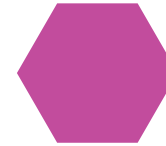
R: 108 C: 62
G: 190 M: 0
B: 69 Y: 100
K: 0

Hex: #6CBE45



R: 60 C: 87
G: 84 M: 76
B: 165 Y: 0
K: 0

Hex: #3C54A5



R: 195 C: 22
G: 78 M: 84
B: 157 Y: 0
K: 0

Hex: #C34E9D

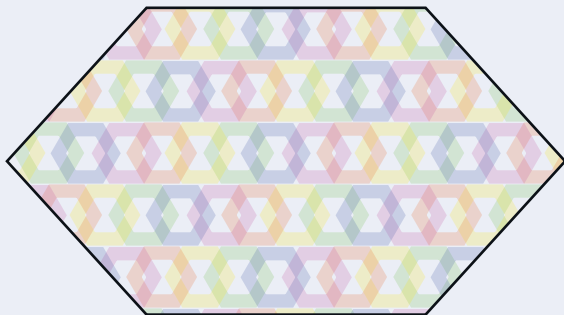


R: 12 C: 80
G: 17 M: 71
B: 25 Y: 60
K: 80

Hex: #0C1119

Colors were chosen to stand out against the blue used by so many in the Silicon Valley and Software Development community. Portiko Technologies is new, bold - and bright. While the blue will remain the base color of the brand, each other color represents a different group within the company: Orange represents the Software Team, Yellow represents the Marketing Team, Green represents the Sales and Client Relations Team, and Purple represents the Administrative Team.

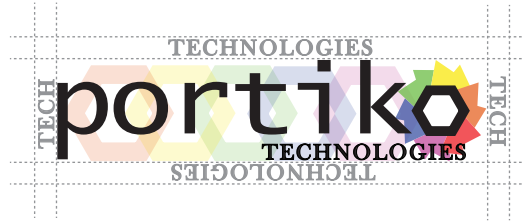
While each team stands out on it's own, as represented by the hexagons, when put together, Portiko Technologies makes a coherent team our clients can depend on, as represented by the ultimate fan behind the hexagon in our final O. For team-specific color branding, please consult with the marketing team for further guidance.



Pattern

A pattern of the hexagons may be used sparingly to bring texture and variety to products. The pattern uses the hexagons in the same color order that they appear in the logo at the same spacing.

Type and Specifications



Logo Clear Space

Clear space should equal the height of the word "Technologies" on all four sides of the logo.

Header Text: Lucida Sans Typewriter

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _

Body Text: Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _

Header font has been selected to match the logo font and should solely be used for heading and title purposes in both print and web products. Body text should be used for all other text in both print and web products. Open Sans has been selected as body text for its versatility in both web and print environments.

Specific sizing has not been provided and is up to the discretion of the product and designer, however, text should be easily readable at 100% zoom, generally meaning text should be no smaller than 9 pt font for body text, and 12 pt font for header text.