

# Portiko Technologies Logo and Identity Guidelines

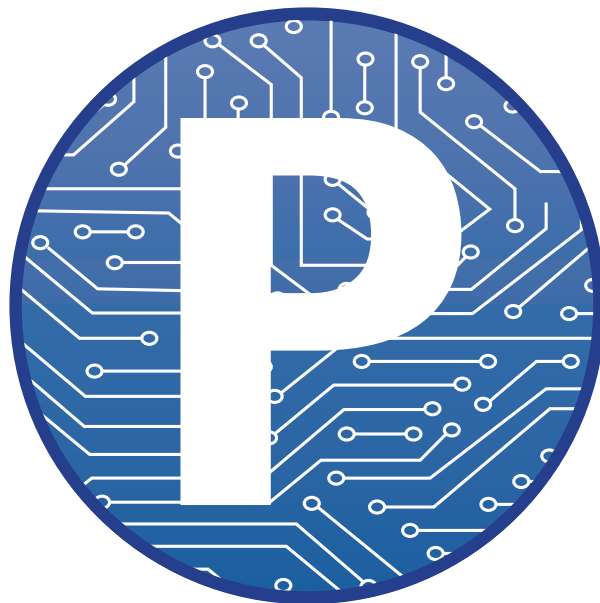
By Paige Gryski

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This style guide includes:

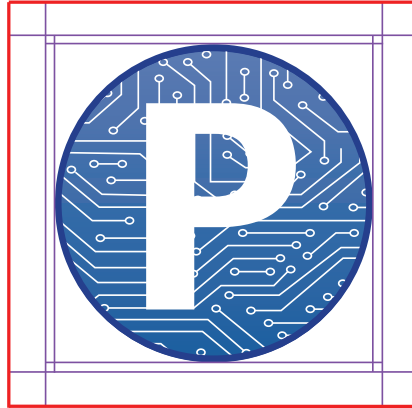
- Logo
  - Guidelines for Using Logo
  - Business Card
  - Webpage Layout
  - Favicon
  - Mobile Webpage Layout
  - Fonts and Colors
  - Letterhead
- 

## Logo



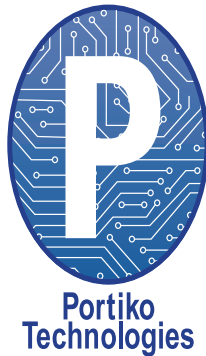
**Portiko  
Technologies**

# Guidelines for Using Logo



Graphic and visual elements can be safely placed outside the red lines.  
The purple lines indicate type and element boundaries and alignment.

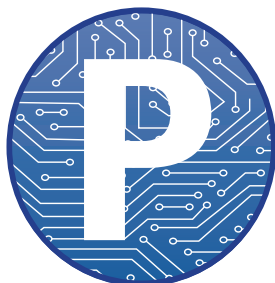
Do not abuse the logo.



Do not stretch the logo.



Do not change logo colors.  
Grayscale is acceptable when necessary.



Do not change logo font.

*Portiko Technologies*

# Business Card

## Portiko Technologies

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



330 Bay Street, Suite 100  
San Francisco, CA 12345  
[www.portiko.com](http://www.portiko.com)

# Webpage Layout

This is a layout for the home page of the Portiko website. The white buttons at the top of the page can direct the viewer throughout the page, or the viewer can scroll to see each section.

The blank spaces on this page can either be filled with photos or graphics relating to Portiko.

## Favicon



32px x 32px  
Not drawn to scale.

Portiko Technologies

Lorem ipsum dolor sit amet

About Us

Our Services

Our Work

Pricing

Careers

Contact Us

Image of technology/people using technology  
(A few images can be in rotation)

Photo/Graphic about company

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Our Services

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Photo/Graphic about services

Our Work

Preview of work

Link to Work

Description of work  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

Preview of work

Link to Work

Description of work  
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Preview of work

Link to Work

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Preview of work

Link to Work

Description of work  
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Pricing

Brief info about pricing options  
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Graphic for pricing level

Name  
Price

Description of pricing level and what it includes

Graphic for pricing level

Name  
Price

Description of pricing level and what it includes

Graphic for pricing level

Name  
Price

Description of pricing level and what it includes

Graphic for pricing level

Name  
Price

Description of pricing level and what it includes

Careers

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Photo of employees/person working at a computer

Link to list of open positions

Contact Us

Have any questions or concerns? Call us at 123-456-7890 or leave us a message below!

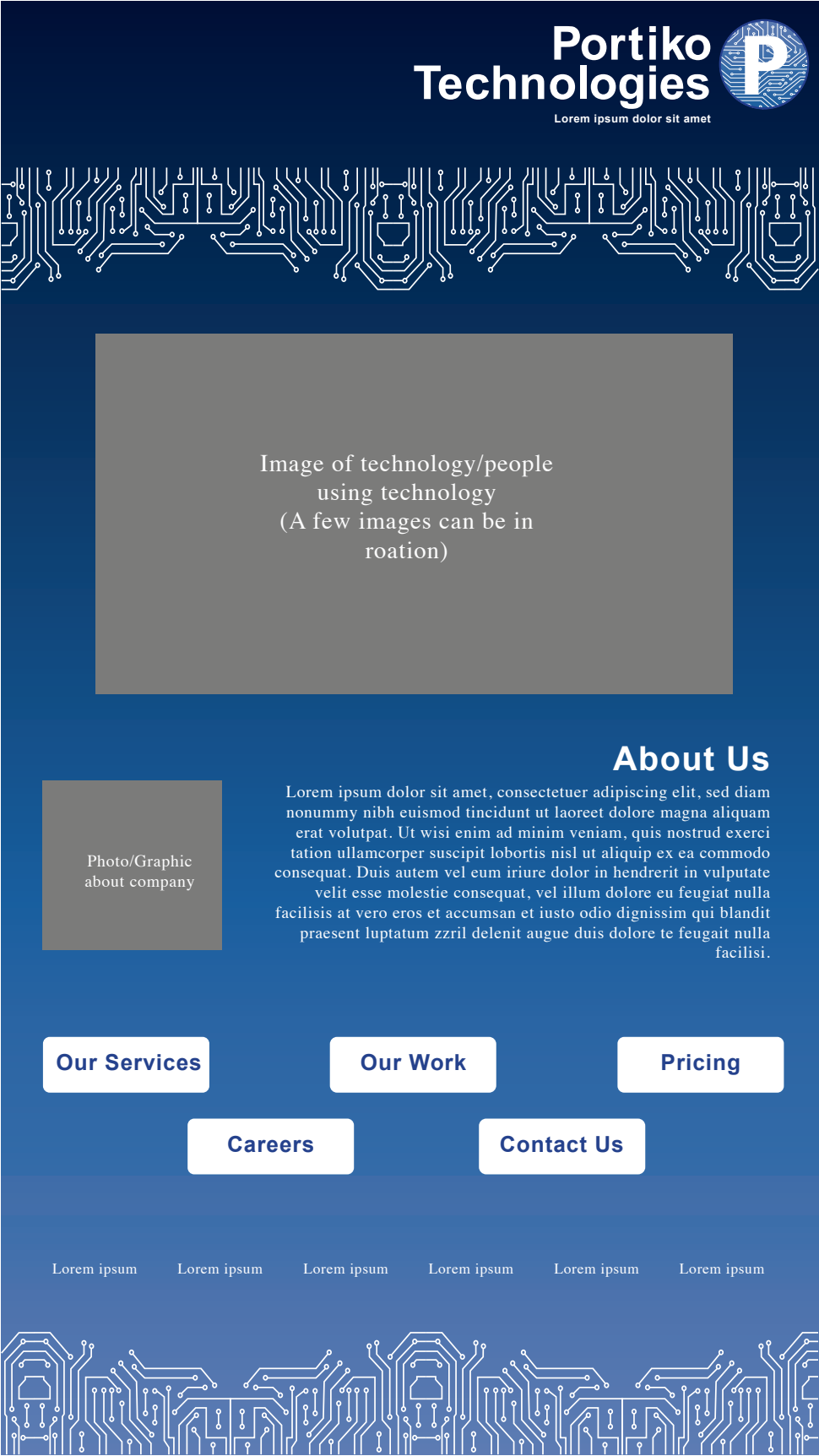
Name:

Subject:

Lorem ipsum    Lorem ipsum    Lorem ipsum    Lorem ipsum    Lorem ipsum    Lorem ipsum

# Mobile Webpage Layout

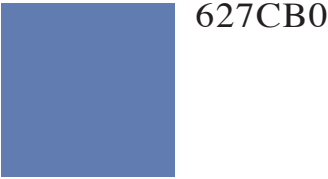
On the mobile webpage layout, the “About Us” section is on the homepage. The other sections of the website would be linked through the white buttons at the bottom of the page.



# Fonts and Colors



24408C



627CB0



2C62A0



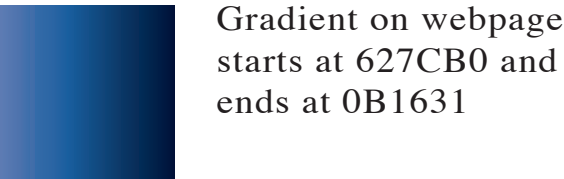
153F6A



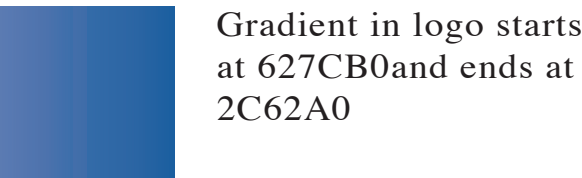
0B1631



9E9FA4



Gradient on webpage  
starts at 627CB0 and  
ends at 0B1631



Gradient in logo starts  
at 627CB0 and ends at  
2C62A0

Logo Text: Arial Bold  
1234567890ABCDEFGHIJKLM-  
NOPQRSTUVWXYZabcdefghijklm-  
nopqrstuvwxyz  
Title Text: Futura  
1234567890ABCDEFGHIJKLM-  
NOPQRSTUVWXYZabcdefghijklmnpqrstu-  
vwxyz  
Body Text: Times  
1234567890ABCDEFGHIJKLMNOPQRSTU-  
VWXYZabcdefghijklmnpqrstuvwxyz





Date  
330 Bay Street, Suite 100  
San Francisco, CA 12345  
123-456-7890

## Portiko Technologies

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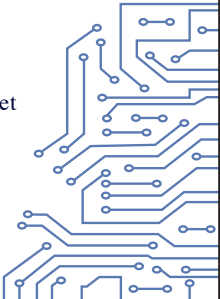
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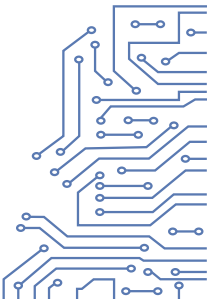


## Portiko Technologies

Lorem ipsum dolor

Signature

Lorem ipsum  
 dolor sit amet





# Summary

When designing the logo, I was trying to design something that looked clean and modern with a technological feel. In addition, I felt that it was simple and effective to incorporate the circuit pattern on various platforms. I chose blue as the color for Portiko because this is a common color associated with tech companies. The gradients added a little more complexity to the logo and webpage without it being overwhelming. I chose simple fonts that work well together for Portiko because it establishes a professional, cutting-edge feel.