



Logo & Brand Identity Guidelines

I aimed at creating a design system for Portiko so that the styles, look, and feel could be ubiquitous across a variety of design materials. The goal was for Portiko design materials to feel new and now, but be simple enough to simultaneously never appear dated.

Typography

I began my design process by selecting a font. Portiko seeks to convey an image of cutting edge modernity and most of their marketing materials will be viewed digitally so I focused on san-serif fonts. I liked how the “o”s of Poriko created a repetition of a circular shape so I decided to seek out a geometric font so that the letters made perfect circles. I also think that geometric fonts tend to look both friendly and futuristic which are both attractive qualities for a technology company. I selected Sofia Pro because it is a san-serif, geometric font, and also contains a large family of fonts of varying weights that could be used for the needs of the logo, headings, and body copy while maintaining cohesiveness.

Logo

In designing the logo, I returned my focus to the repetition of circular shapes. I created the letter “P” with a circle and rectangle, making the circle shape of the “P” look like the Sofia Pro “o”. I added a Nike “swoosh” inspired ribbon shape over the “P” to indicate movement and speed, as if Portiko is not static or stuck in the past but instead is moving quickly towards the future.

Color Palette

I chose a color palette that is largely blue based to convey stability and trust to indicate that in a world of fleeting tech startups, Portiko is an enduring and stable brand. However, I chose shades of blue that stand out a bit because they are less frequently used than the cobalt or cornflower blues used by brands like Twitter, Google, and Facebook. The lighter blue is a light greenish-blue or aqua color and the medium blue leans purple like a dark periwinkle shade. The darkest blue selected is a very deep navy that I selected as an alternative to black and the final color used is pure white.

Imagery and Design Elements

For imagery and design elements, I wanted to convey that Portiko is collaborative, customizes solutions, and generally provides a personal touch to the technology industry. Further, the imagery should have the flexibility to be used for Portiko’s current focus on creating apps but also for the possibility of expanding services in the future. I selected images that showed people from different backgrounds working collaboratively and all having unique, positive interactions with technology without specifically showing apps. For design elements, I created semi-transparent, amorphous shapes to reflect the customized approach that Portiko brings to the technology industry.

Color Palette

03

Imagery and Elements

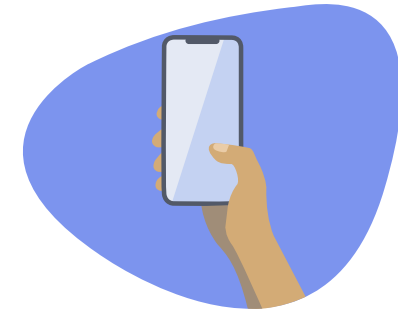
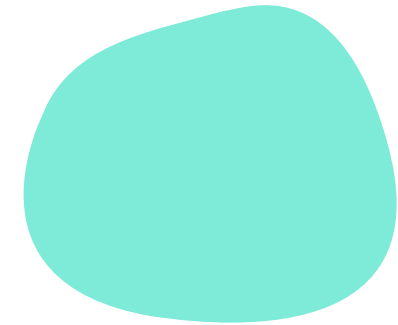
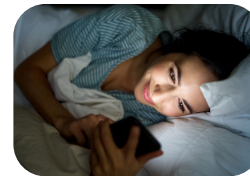
05

HEX #5C7AEA
RGB (92, 122, 234)
CMYK (56%, 44%, 0%, 8%)

HEX #5EE5CF
RGB (94, 229, 207)
CMYK (53%, 0%, 9%, 10%)

HEX #1A1F30
RGB (26, 31, 48)
CMYK (9%, 7%, 0%, 81%)

HEX #FFFFFF
RGB (255, 255, 255)
CMYK (0%, 0%, 0%, 0%)



Typography

04

Sofia Pro (Bold)

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

Sofia Pro (Semi Bold)

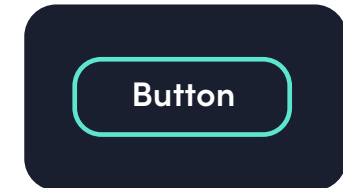
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Sofia Pro (Regular)

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

Sofia Pro (Light)

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Logo Variations

02

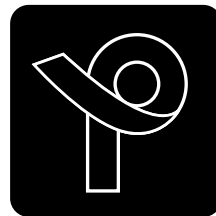
Dark Color



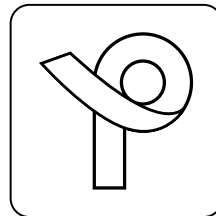
Light Color



Dark B&W



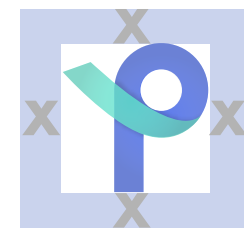
Light B&W



Logo Best Practices



Logo Spacing





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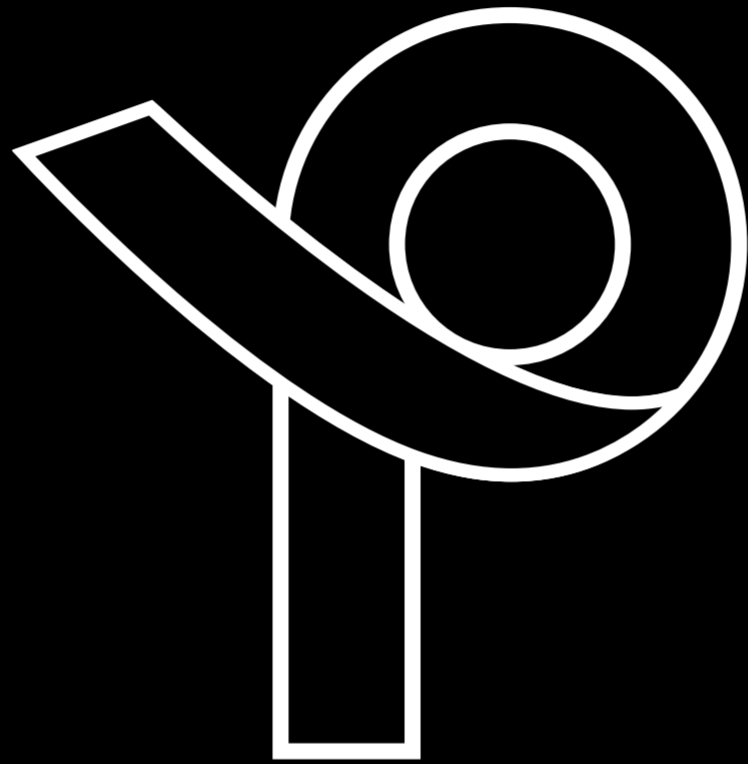


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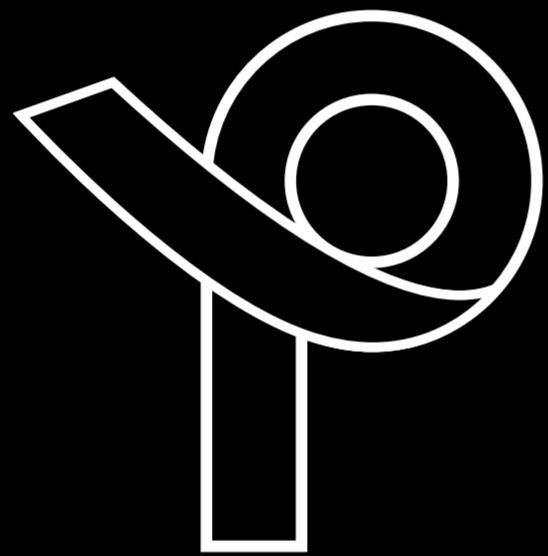


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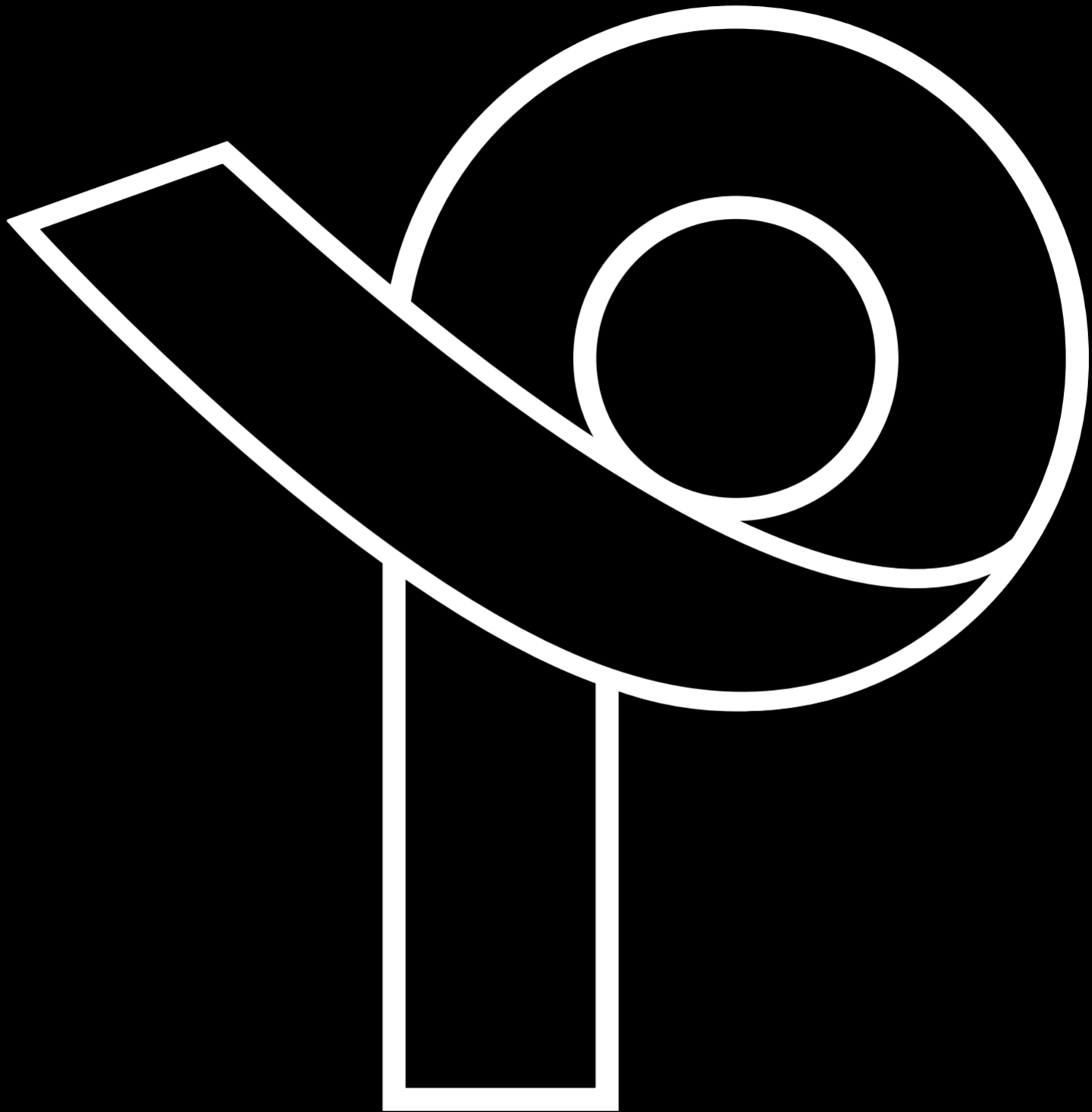


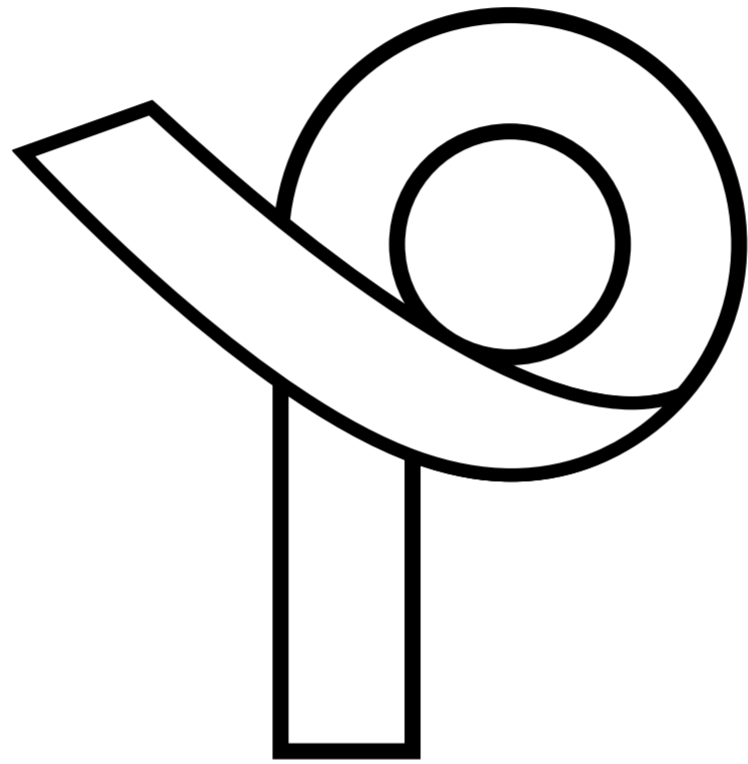


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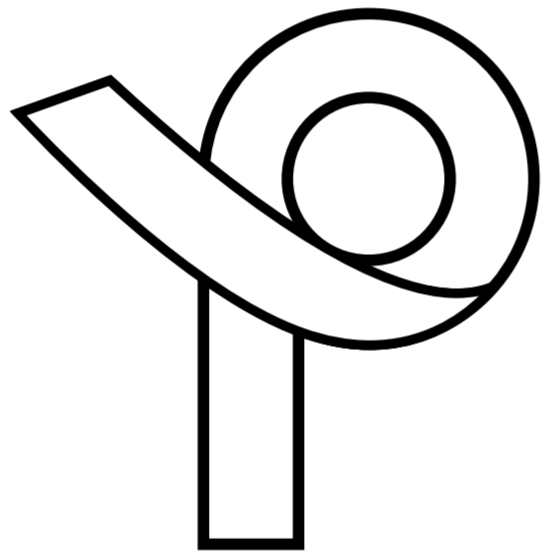


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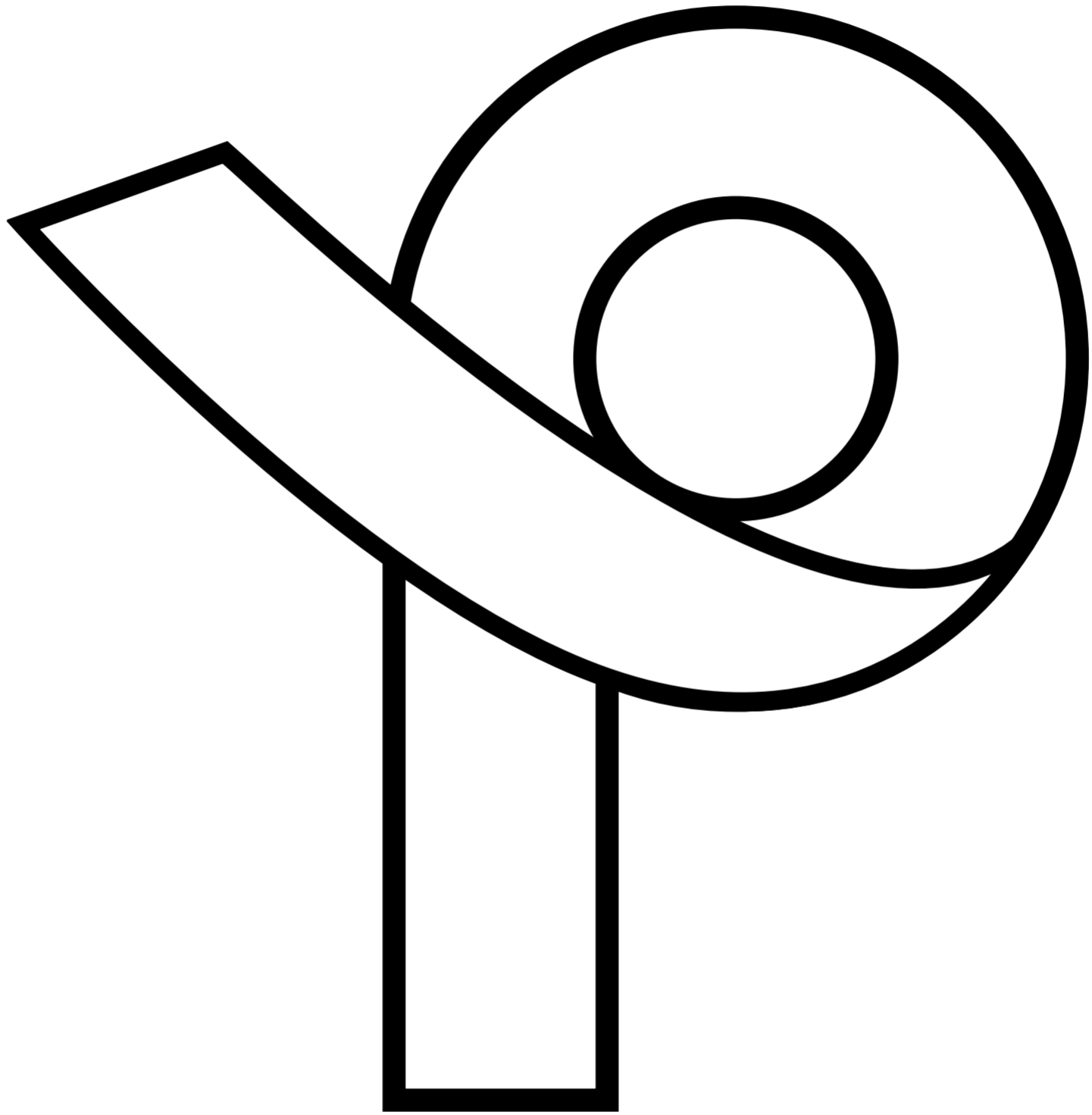




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Sincerely,

A handwritten signature in black ink, appearing to read 'Sara Mills', written in a cursive style.

Sara Mills
SEO/Founder







Sara Mills

SEO/Founder

San Francisco

www.portiko.com

info@portiko.com

555-555-5555

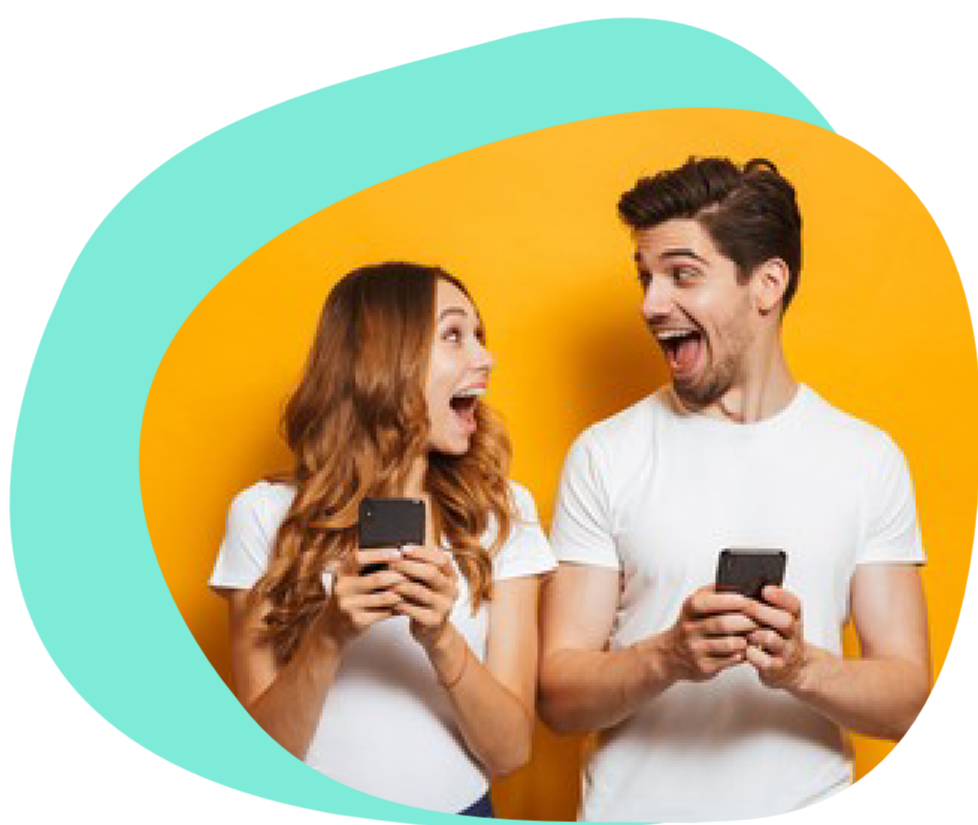
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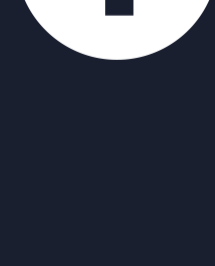


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