

Brand Guideline

++ Portiko

I see Portiko as a modern, mobile-first tech company that values clarity, innovation, and professionalism. Visually, the identity reflects this balance: clean geometry, strong typography, and a focused color palette that communicates reliability while still feeling energetic and current. Overall, the brand presents Portiko as a dependable partner in technology, grounded in expertise but always looking ahead.



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Brand Personality



Innovative



Future-focused and modern

Reliable



Trustworthy and enterprise-ready

Collaborative



Partner-driven and client-first

Adaptive



Flexible and scalable beyond mobile

Refined



Polished, professional, and high quality execution

Logo System

The primary logo reflects who the company is and where it's headed. The deep blue gives it a trustworthy, professional feel, which is important for a tech organization aiming to become an industry leader. The stylized "P" with circuit-inspired lines ties directly to the company's current focus on mobile app development while still feeling broad enough to grow as the company expands into other areas of technology. Overall, this version serves as the main, recognizable mark that supports a modern, enduring design system across digital-first marketing.



Primary Logo

Primary Logo



Black & White



Watermark



Logo Variations

Icon



Horizontal Logo



Verticle Logo



Logo on Background



Color System

The color palette chosen is built to feel modern and trustworthy. The navy blue anchors the brand with a strong, professional tone that fits the goal of working with major enterprise clients. The royal blue adds energy and reflects the company's agile, forward-thinking approach to mobile app development. The gray keeps everything balanced and flexible across digital and print use. Together, these colors create a clean, durable foundation the brand can grow with.



Primary Colors

Portiko Navy Blue
#002e5d

RGB

(0, 46, 93)

CMYK

(100%, 67%, 36%, 39%)

Portiko Royal Blue
#0057b2

RGB

(0, 87, 178)

CMYK

(63%, 72%, 0%, 0%)

Portiko Gray
#666667

RGB

(102, 102, 102)

CMYK

(50%, 51%, 50%, 39%)

Type System

This typography system was chosen to give Portiko Technologies a clean, modern, and tech-forward feel. Montserrat serves as the primary typeface because it brings a strong, confident look to headings and keeps subheadings clear and consistent. Figtree supports the system as the body font, offering simple, highly readable text that works well across all digital platforms. Together, these fonts create a flexible, professional foundation that fits Portiko's mobile-first focus and can grow with the company as it expands.



Primary Typography

Aa

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headings

Aa

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Subheadings

Secondary Typography

Aa

Figtree Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Text

Stationary & Web

The following design choices show how Portiko's brand translates across both print and digital.

The business cards carry that same clarity into a small print format. The bold "P" mark, straightforward layout, and consistent typography make the cards feel modern, readable, and aligned with the rest of the system. The letterhead uses clean geometric shapes, clear hierarchy, and the brand's color palette to create a polished, professional look that supports the company's enterprise-focused goals.

The website, app screens, and favicon highlight the company's mobile-first expertise with simple layouts and consistent visuals that strengthen recognition across digital touchpoints.



Business Card V1



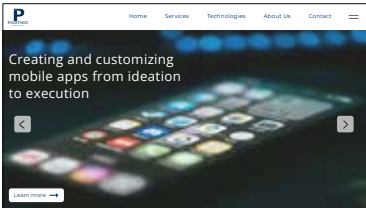
Business Card V2



Letterhead



Website Homepage



App Homepage



Favicon



The End



P Portiko Style Guide

Logo



Typography

Primary Typography

Aa

Montserrat Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headings

Aa

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Subheadings

Secondary Typography

Aa

Figtree Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Text

Color Palette



Portiko Navy Blue
#002060

RGB
(0, 32, 96)

CMYK
(00%, 87%, 96%, 29%)



Portiko Royal Blue
#0070C0

RGB
(0, 111, 192)

CMYK
(93%, 12%, 0%, 0%)



Portiko Royal Blue
#808080

RGB
(128, 128, 128)

CMYK
(80%, 81%, 80%, 20%)

P Portiko Style Guide

Business Cards



Letterhead

