



portal

tap into your tech.





portal

who we are.

Here at **Portal**, we provide a seamless gateway for you and your tech. Our innovative, accessible, and superior computer accessories empower people to accomplish more. Our diverse product lines appeal to a wide range of audiences, offering efficient solutions and fulfilling experiences.

we enable you to
tap into your tech.

WE
ARE:

Always Advanced, Never Complex
Always Exceptional, Never Exclusive
Always Captivating, Never Disappointing
Always Ahead, Never Looking Back.





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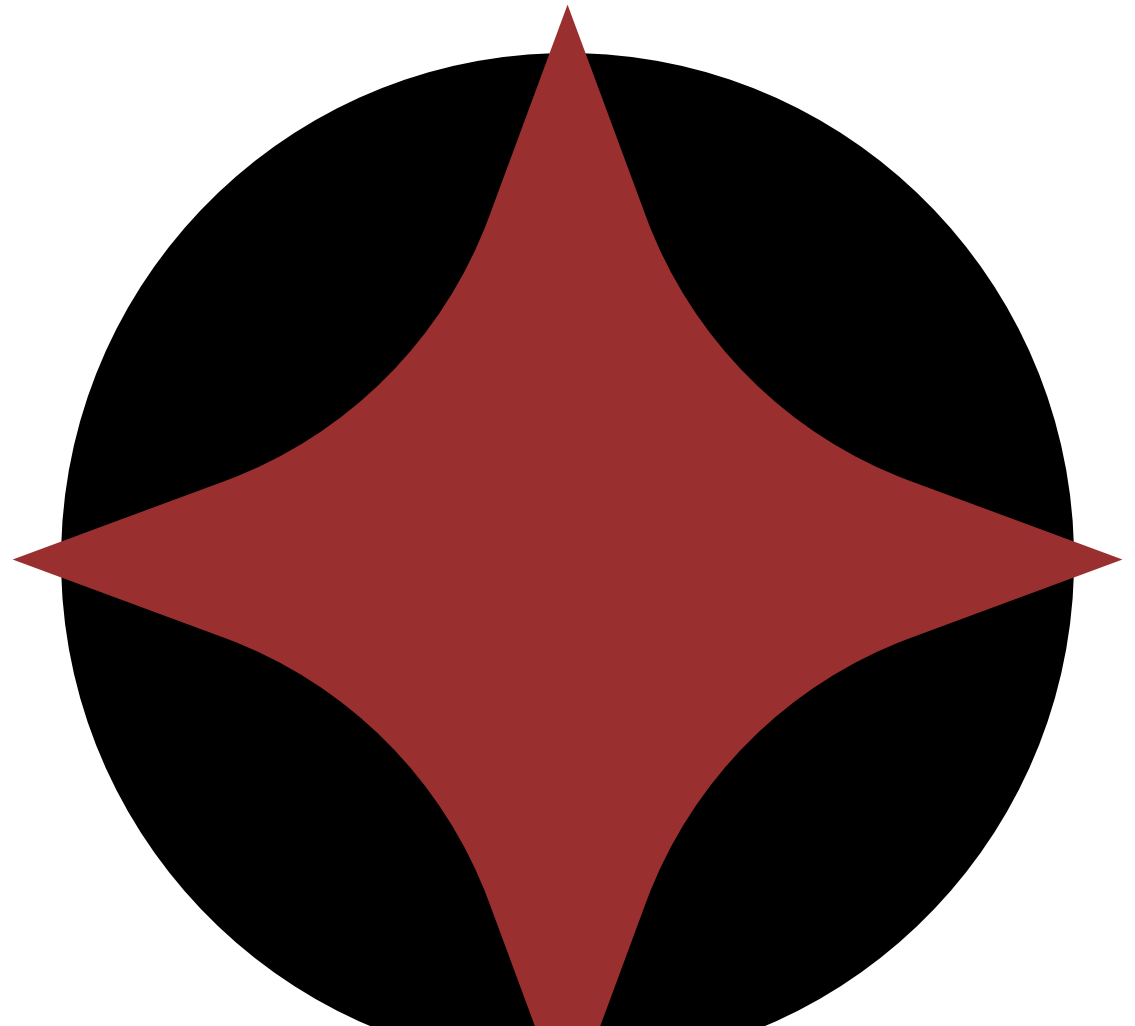
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our logo - versions

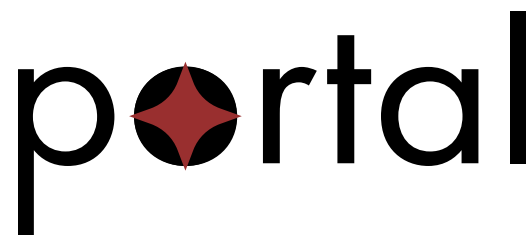
The Portal company logo is the core of our brand, reflecting our principal characteristics of discovery and potential. The icon represents the infinite pathways we offer and the limitless opportunities our products provide, while our iconic tagline sparks imagination and inspiration.

WORDMARK & TAGLINE



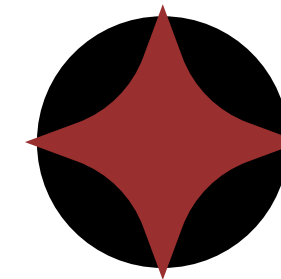
The full wordmark logo with the “tap into your tech” tagline should be used when the logo needs to be displayed at any size larger than **2.5 in x 1 in**. This ensures that the tagline is legible and clear. Possible use cases include banners, headlines, and hero sections.

WORDMARK



The central Portal wordmark sans tagline is to be used when the logo must be scaled to a smaller size. These sizes are anywhere above **1 in x 1 in** but below **2.5 in x 1 in**. Possible use cases include product packaging, footers, and navigation menus.

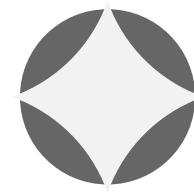
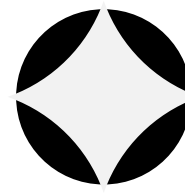
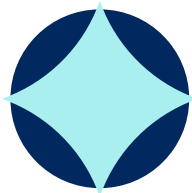
ICON



The Portal icon is used when brand iconography must be compressed or shrunk. (it is displayed at a larger size for this vdocument) It is to be used at any size smaller than **1 in x 1 in**. Use cases include on the products themselves, in-house documents, or collaboration products.

our logo - colour & sizing

Here is every version of the Portal logo in main colour, alternate colour, black and white, and greyscale. For more information on Portal's colour palettes, please see pages 7 & 8.



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Our logo should always have at least a **1/2 inch** of space separating it from any other element. This applies to all variations and colour palettes.

our logo - usage

 | partner company

DO use our logo in conjunction with affiliate's logos, with a clear separation

~~portaltastic!~~

DO NOT use the wordmark to replace letterforms.

portal portal

DO use our black and white logo in conjunction with our main logo, when appropriate

~~portal~~

DO NOT use colours outside of the approved* palettes.

~~portal~~

DO NOT place the logo on backgrounds with poor contrast.

~~portal
tap into your tech~~

DO NOT place the icon onto any extra letters.

~~portal portal~~

DO NOT squash or stretch the logo in any way.

~~portal~~

DO NOT add effects to the logo.

* please see pages. 7 & 8

our typography & slogan

portal

futura pt book

is the main font of the Portal brand.

Futura PT Book should be used in all marketing and communication materials created by Portal designers and partners.

Bahnschrift may also be used, only if necessary.

tap into your tech. our slogan is key
to who we are.

“Tap Into Your Tech” is Portal’s driving force and central goal. It’s not just a tagline; it is our mission statement. Because of its importance, it should be found in at least one place on all Portal products. If the wordmark or icon logo must be used, the tagline should be found nearby. Affiliates may choose to exclude the slogan for hierarchy.

our colours - main

Our central colour palette combines pure black with red ochre, encapsulating the core of Portal as a brand. These colours both contrast and compliment each other, sparking a sense of intrigue and representing the technology we produce.

black -
hex: #000000
rgb: 0, 0, 0
cmyk: 0%, 0%, 0%, 100%

black and portal red are the core colours of our brand. For most product lines, use these core colours. For alternate product lines, see the secondary colour palette on page 8. If the logo must be displayed in black and white or greyscale, please see page 5.

portal red
hex: #973332
rgb: 151, 51, 50
cmyk: 0%, 66%, 67%, 41%

our colours - alt

Our alternate colour palette combines marine navy and pale turquoise to create a softer, professional duo of colours. This combination is only to be used in certain product lines, such as our accessories designed for younger audiences.

portal navy
hex: #01295f
rgb: 1, 41, 95
cmyk: 99%, 57%, 0%, 63%

portal cyan
hex: #a9efef
rgb: 169, 239, 239
cmyk: 29%, 0%, 0%, 6%

our photography

Staying consistent with our visual language is just as important as being consistent with any other element of the Portal brand. When working with photography in Portal marketing, keep these principles in mind:

authenticity



Photography used in Portal media should capture our products in realistic scenarios. We design our products for use in day-to-day life, so the photos that represent us should feel grounded, never staged.

ease of use



We pride ourselves on making efficient and user-friendly products. With this in mind, marketing photography should radiate a sense of peace and calm. When faces are captured, their expressions should be mellow, happy, focused or at ease.

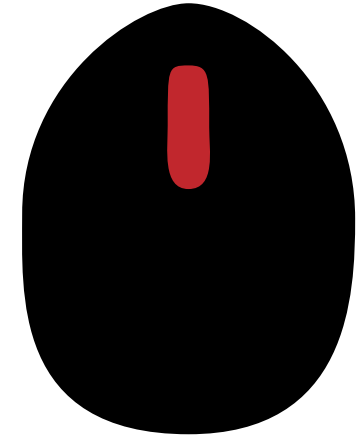
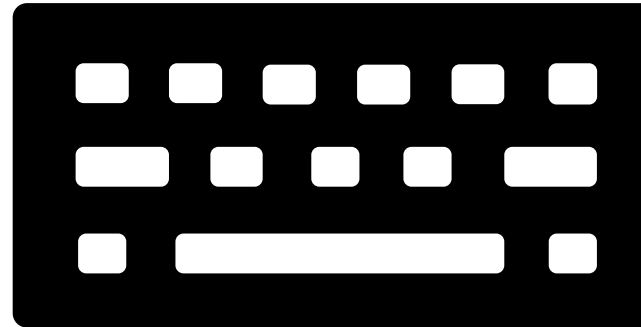
polish

Close-up shots of our products should be clean and refined. However, in line with authenticity, do not make the image so polished that the products look fake. Make sure to capture texture and colour.



our graphics

Effective illustrations can guide and comfort users when using new products. Utilizing icons that are consistent with Portal's brand is essential to establishing connections with our customers, so keep these principles in mind when it comes to graphics:



simplicity

Illustrations used in Portal media should never be over-complicated or confusing. Clean and clear icons reduce cognitive strain on a user, making the intention of our products immediately understandable.

accuracy

Do not use illustrations that do not represent our products well. Graphics should always be indicative of the product they represent, used on appropriate product materials.

familiarity

In line with simplicity, do not use icons that are foreign to most users. Graphics that are similar to those used on other platforms are more easily understood, so use icons that follow established design conventions.

consistency

Just as Portal's photography style must stay consistent, so should our graphical style. If an illustration stands out and draws attention away from the Portal product, it is not consistent with our brand. In addition to following these principles, consider using the established Portal colour palettes* when designing icons.

* please see pgs. 7 & 8



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