

A large, semi-transparent watermark of the Portal logo is centered in the background. It consists of a stylized 'P' followed by the word 'RTAL' in a bold, sans-serif font.

LOGO GUIDELINES

PORTAL

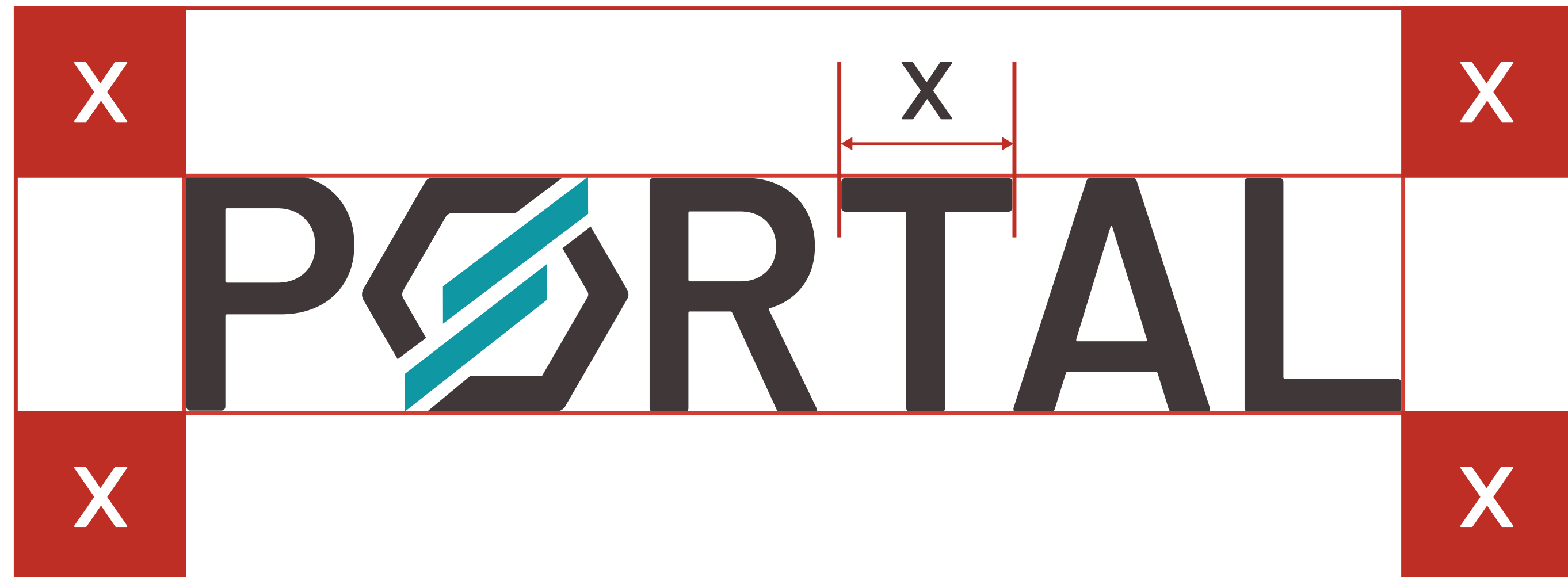
LOGO

The logo consists of the product name PORTAL.
The PORTAL-O is the main element of recognition.
Barlow was used as the font.



PROTECTION AREA

The protection area around the logo is at least the width of the T bar.



COLOR VARIANTS

The logo consists of the word "PORTAL" in a bold, sans-serif font. The letter "O" is replaced by a stylized geometric icon. This icon is composed of two overlapping shapes: a dark gray chevron pointing right and a turquoise chevron pointing left, creating a central negative space.

Placement on light background

In general use, the logo is gray and turquoise.

The logo is displayed in white against a solid teal background. The word "PORTAL" is in a bold, sans-serif font. The letter "O" is replaced by the same stylized geometric icon as in the light background version, but rendered in white.

Placement on dark background

If the background is too dark, the white alternative of the logo is used.

INCORRECT LOGO APPLICATIONS



Full turquoise



Skewed horizontally



Skewed vertically



Place on angle



Different color or tone



Elements in the protection area



Restless background

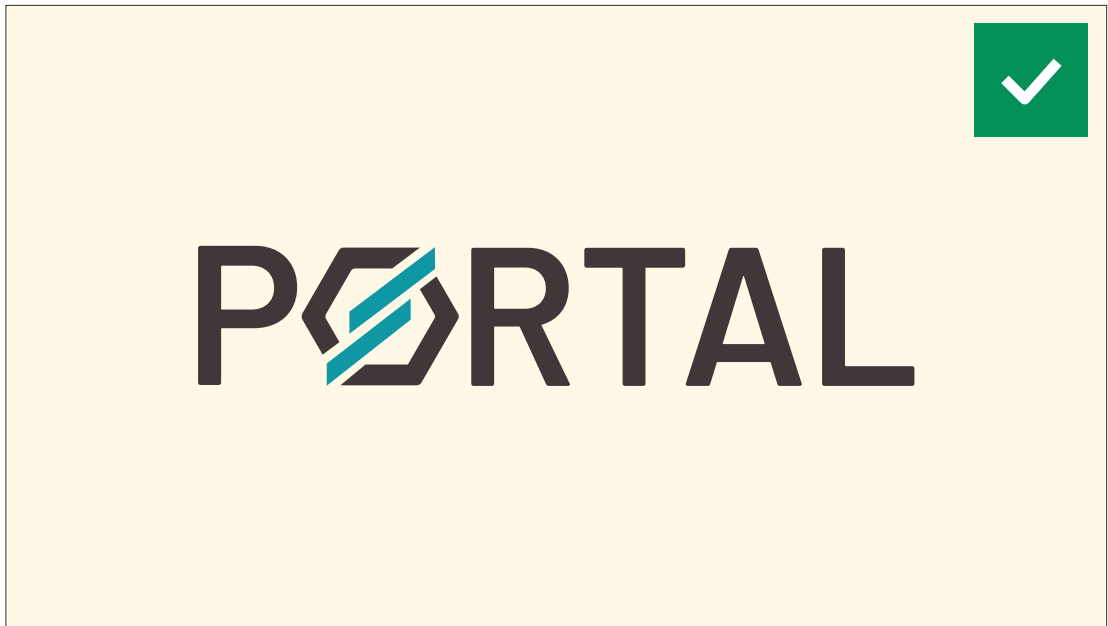


Low contrast ratio

EXEMPLARY LOGO APPLICATIONS



For light backgrounds



For dark backgrounds

