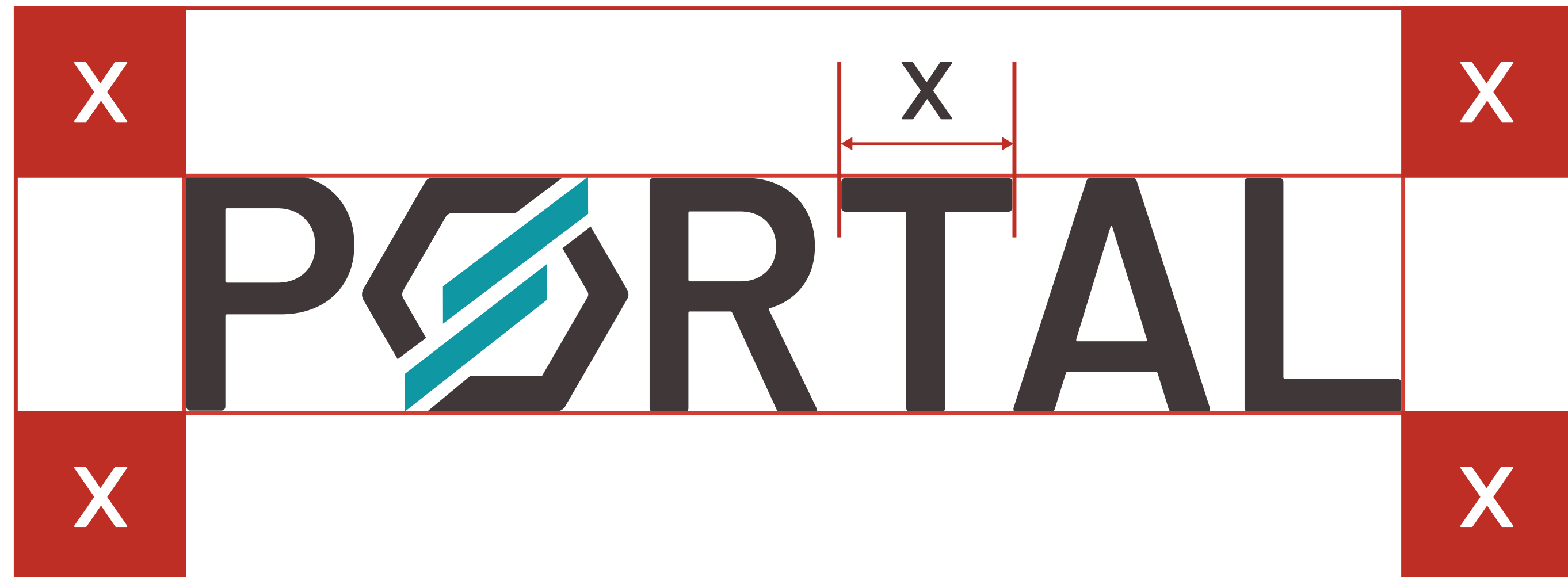# LOGO GUIDELINES

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

Placement on light background

In general use, the logo is gray and turquoise.

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

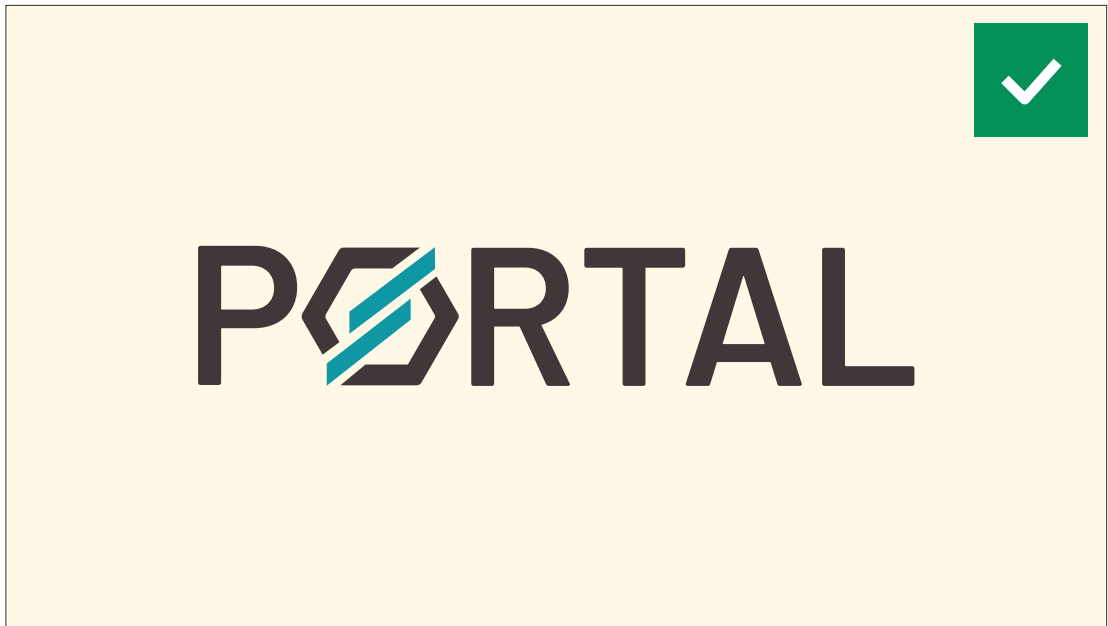# EXEMPLARY LOGO APPLICATIONS

For light backgrounds

For dark backgrounds