

# Portico

BRAND STYLE GUIDE

The following materials constitute Portico's Brand Guidelines. Guidelines are not hard and fast rules, they are guidelines. Consistency is a cornerstone of successful branding, but there will be times when it is prudent to make exceptions.

Doing what is right for the customer and the brand is a prudent exception, personal preference is not.

**03 Logo**

04 Primary Logo

05 Icon & Avatar

06 Safety Space & Sizing

07 Incorrect Logo Usage

08 Brandmark as a Design Element

**09 Color**

10 Primary Logo Colors

11 Full Color Palette

12 Color Hierarchy

**13 Typography**

14 Brand Type

15 Type Hierarchy

**16 Photography**

17 Stock Imagery Art Direction

18 Internal Photography

**19 Applications**

20 App & Social

21 Printed Collateral

22 Newsletter & Email Signature

23 Out-of-Home

26 Web

# Table of Contents

Logo

LOGO

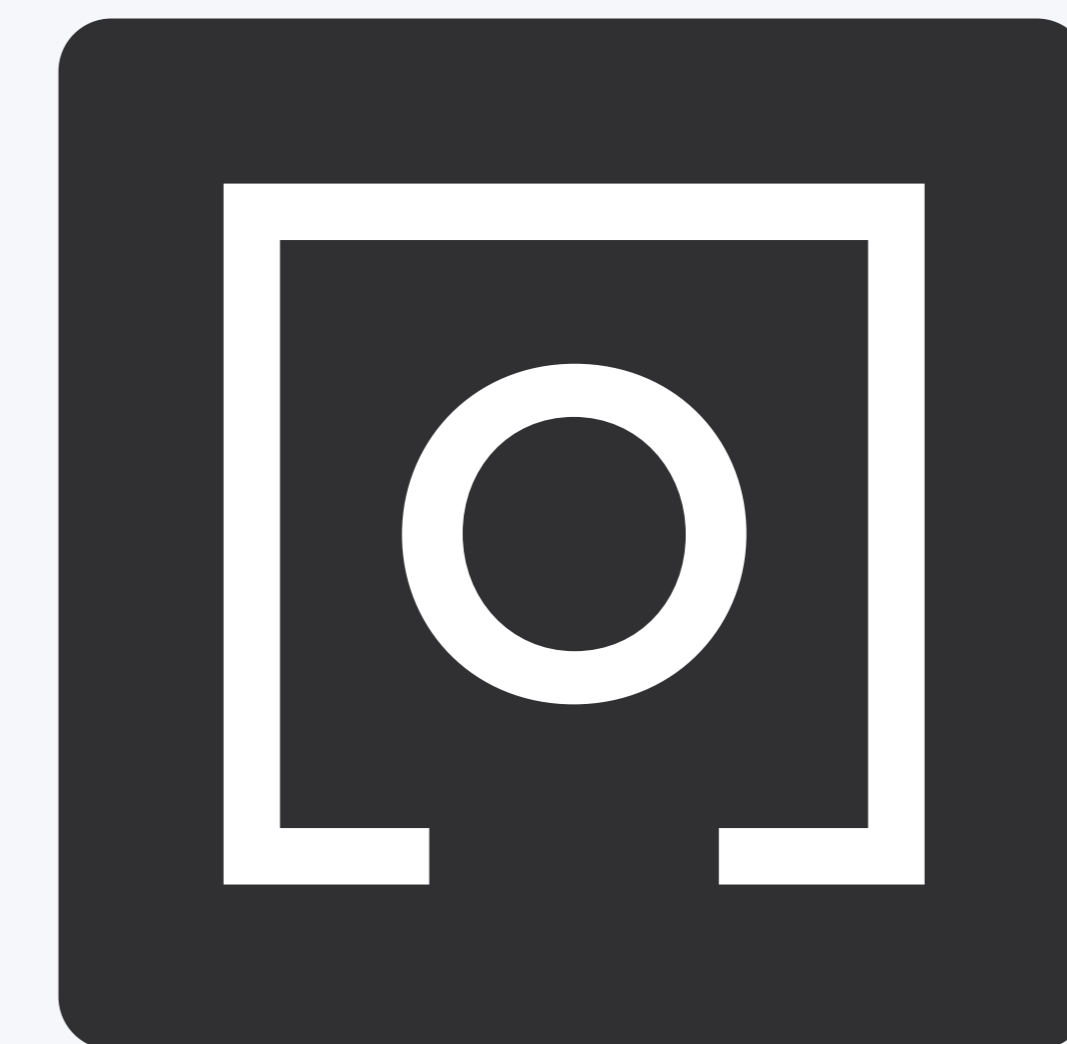
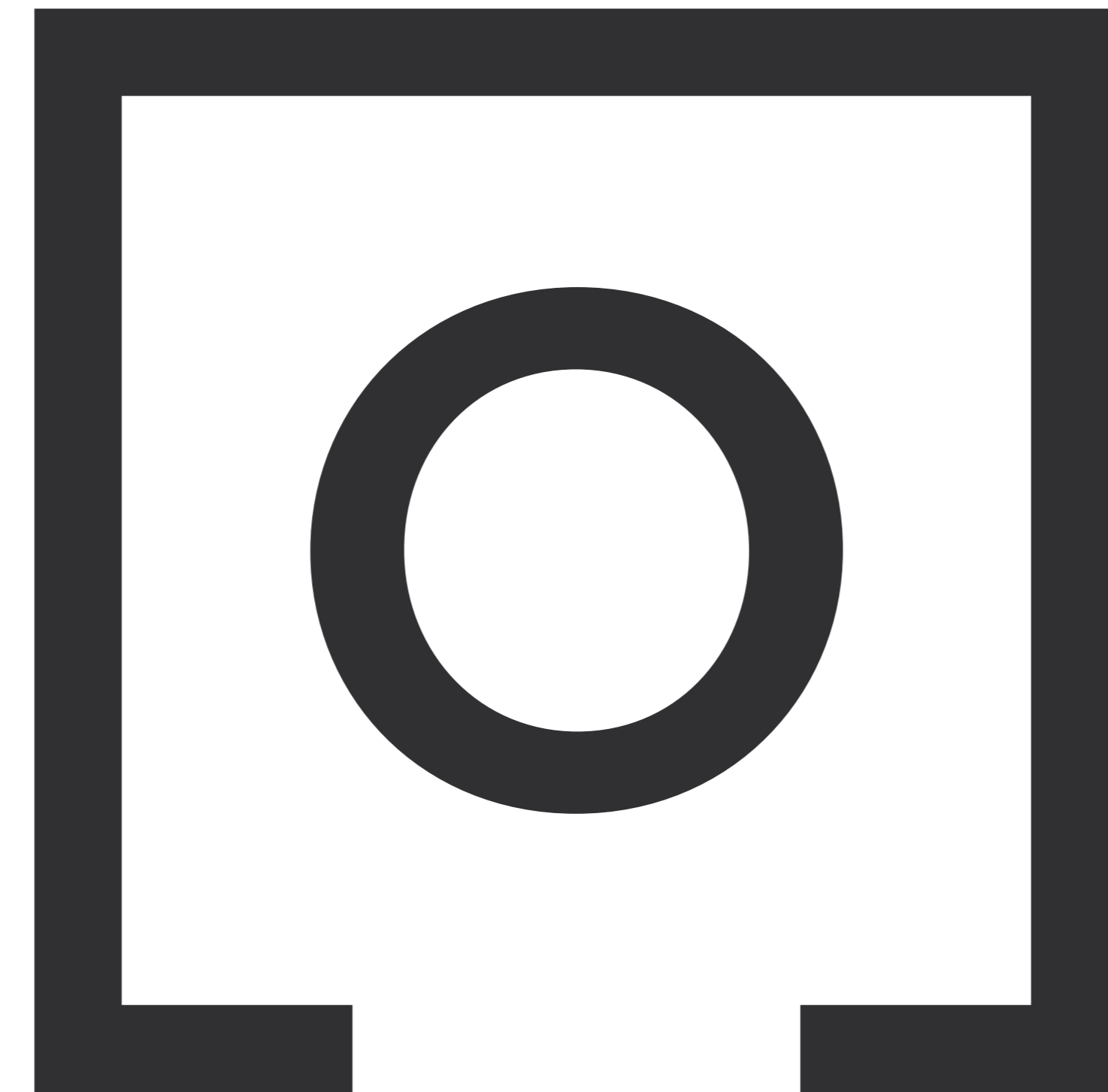
Primary Logo



## Icon & Avatar

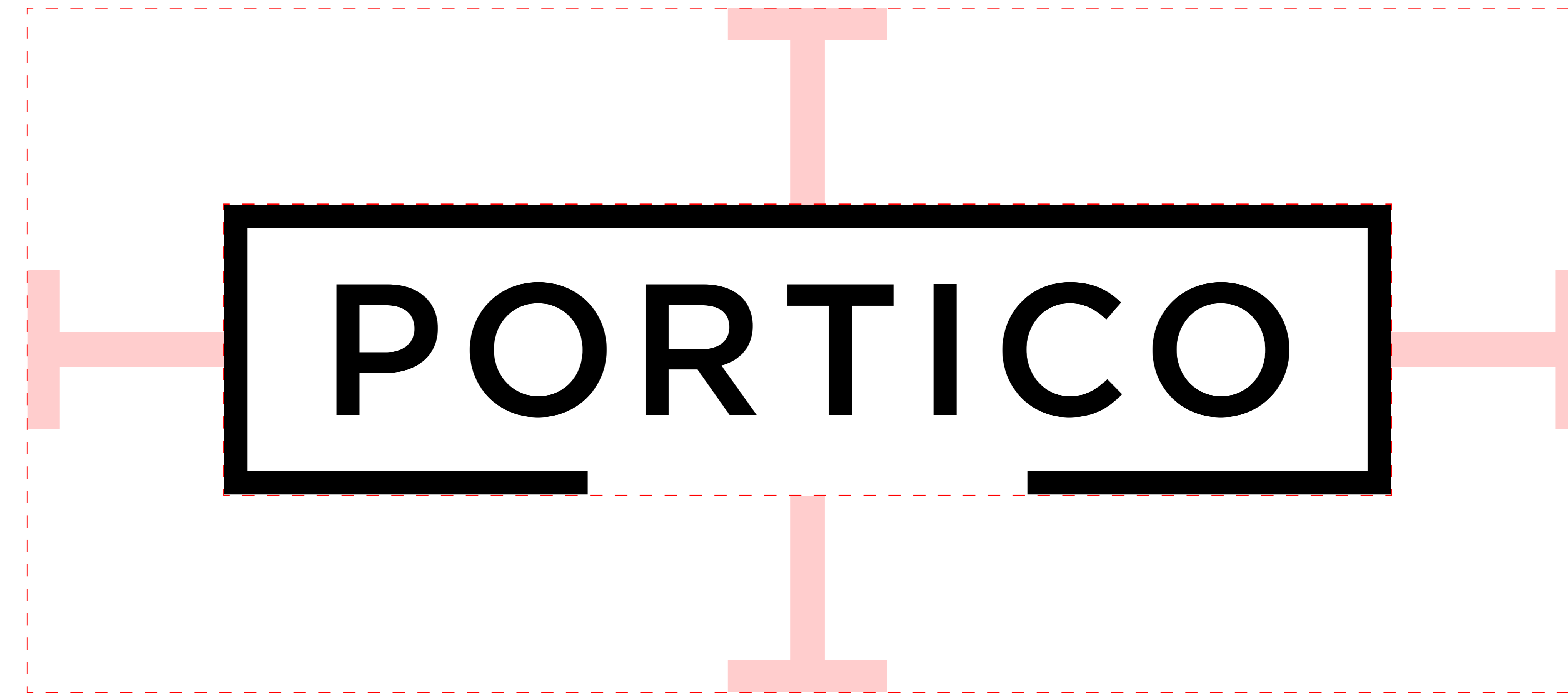
The Portico secondary logo can be used in small applications and settings.

Use the icon lock-ups when the Portico logo appears in a square container, and the circle avatar whenever the logo is cropped into a circle. There should always be an adequate amount of space between the 'bracket' and the edge of the background container.



## Safety Space & Sizing

The Portico logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to 150% of the height of the landmark 'T' is drawn around the logo to create the invisible boundary of the area of isolation.



The logo should never scale down below **32px in height**. The height of the logo is measured by the top and bottom edges of the landmark.



## Incorrect Logo Usage

The Portico Primary Logo was designed to effectively evoke the Portico brand's core values and attributes. All elements of the logo, including but not limited to typography, size, spacing, and color, are deliberately designed with this goal in mind, and work together to establish a visual harmony and balance.

Modifying any of these properties or the relationship between them not only compromises the consistency of the Portico brand, but weakens the logo's representation of the Portico brand's core values and attributes.



⊗ **DO NOT** rotate the logo for any reason



⊗ **DO NOT** add drop shadows, bevels, or any other effects



⊗ **DO NOT** use gradients within the logo



⊗ **DO NOT** change sizing or positioning of logo frame to logotype



⊗ **DO NOT** apply transparency effects to the logo




⊗ **DO NOT** reproduce the logo in unauthorized colors

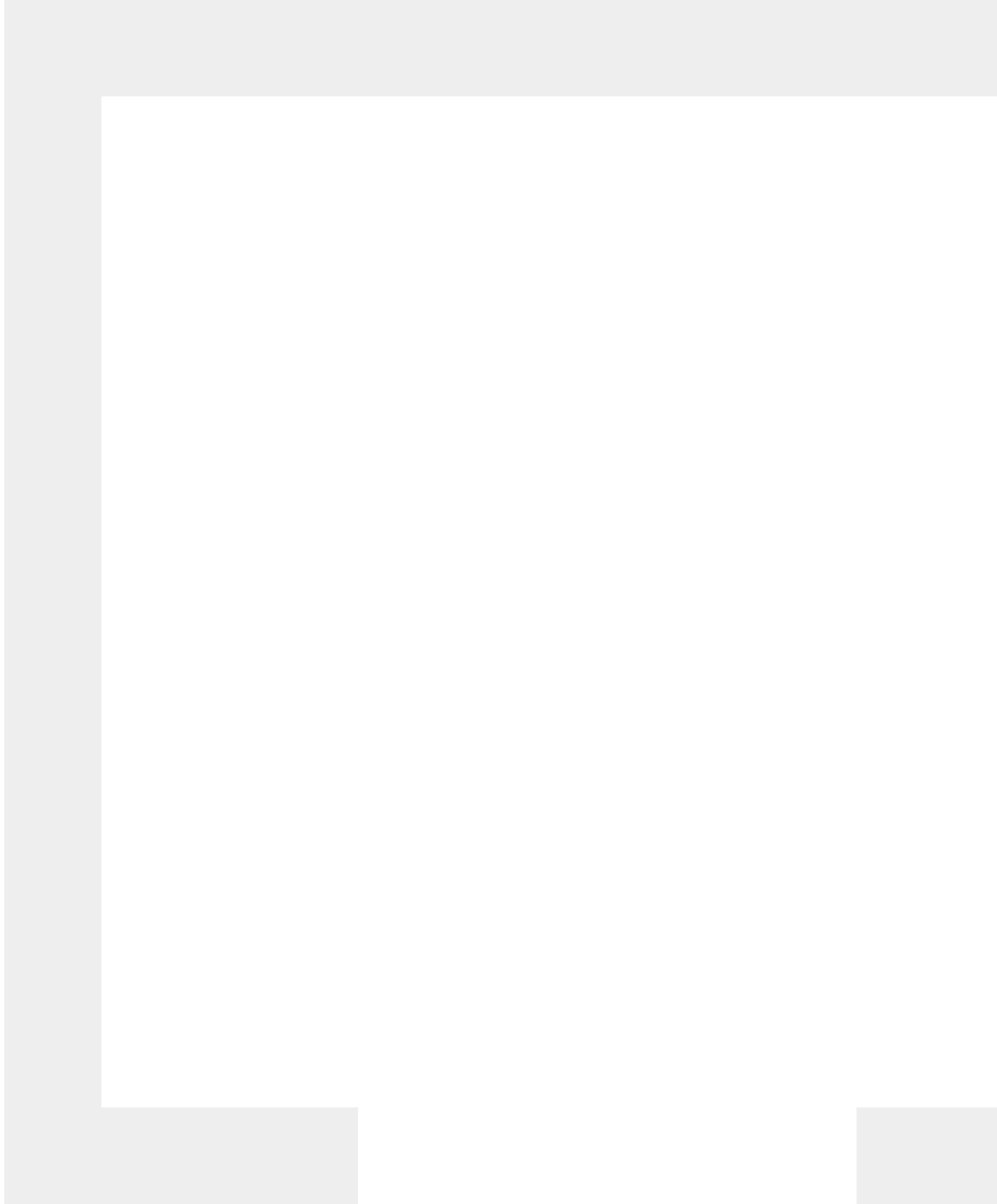
## Brandmark as a Design Element

The Portico 'bracket' container can be used as a background element in print and digital assets to help create interesting, fluid layouts.

It can also be used at 100% opacity integrated within background imagery. See application mocks starting on **Page 19** for examples.



**On Darker Backgrounds**  
**Color: Portico White**  
**Opacity: 10%**



**On Lighter Backgrounds**  
**Color: Portico Dark Gray**  
**Opacity: 8%**

Color

COLOR

**Primary Logo Colors**

CMYK values have been determined using the Pantone Color Bridge. Due to varying results with print processes and different print surfaces, optimum results when printing in 4-color can be best determined through working directly with your printer.

# Portico Dark Gray

Hex: #313032  
RGB: 49 / 48 / 50  
Pantone 4287 C  
CYMK: 0 / 0 / 0 / 90

# Portico Off-White

Hex: #f5f5fc  
RGB: 245 / 245 / 252  
Pantone 5315 C  
CYMK: 0 / 0 / 0 / 8

COLOR

## Full Color Palette

CMYK values have been determined using the Pantone Color Bridge. Due to varying results with print processes and different print surfaces, optimum results when printing in 4-color can be best determined through working directly with your printer.

### Dark Gray

Hex: #313032  
RGB: 49 / 48 / 50  
Pantone 4287 C  
CYMK: 0 / 0 / 0 / 90

### Off-White

Hex: #f5f5fc  
RGB: 245 / 245 / 252  
Pantone 5315 C  
CYMK: 0 / 0 / 0 / 8

### Pure White

Hex: #ffffff  
RGB: 255 / 255 / 255  
CYMK: 0 / 0 / 0 / 0

### Rich Black

Hex: #181819  
RGB: 24 / 24 / 25  
Pantone 419 C  
CYMK: 60 / 40 / 40 / 100

### Light Gray

Hex: #727275  
RGB: 114 / 114 / 117  
Pantone Cool Gray 8 C  
CYMK: 0 / 0 / 0 / 60

### Electric Blue

Hex: #0e0ee0  
RGB: 14 / 14 / 224  
Pantone 286 C  
CYMK: 90 / 82 / 0 / 0

### Canary Yellow

Hex: #ffda00  
RGB: 255 / 218 / 0  
Pantone Yellow C  
CYMK: 0 / 1 / 100 / 0

### Vermillion

Hex: #ec4636  
RGB: 236 / 70 / 54  
Pantone Warm Red C  
CYMK: 0 / 83 / 81 / 0

COLOR

## Color Hierarchy

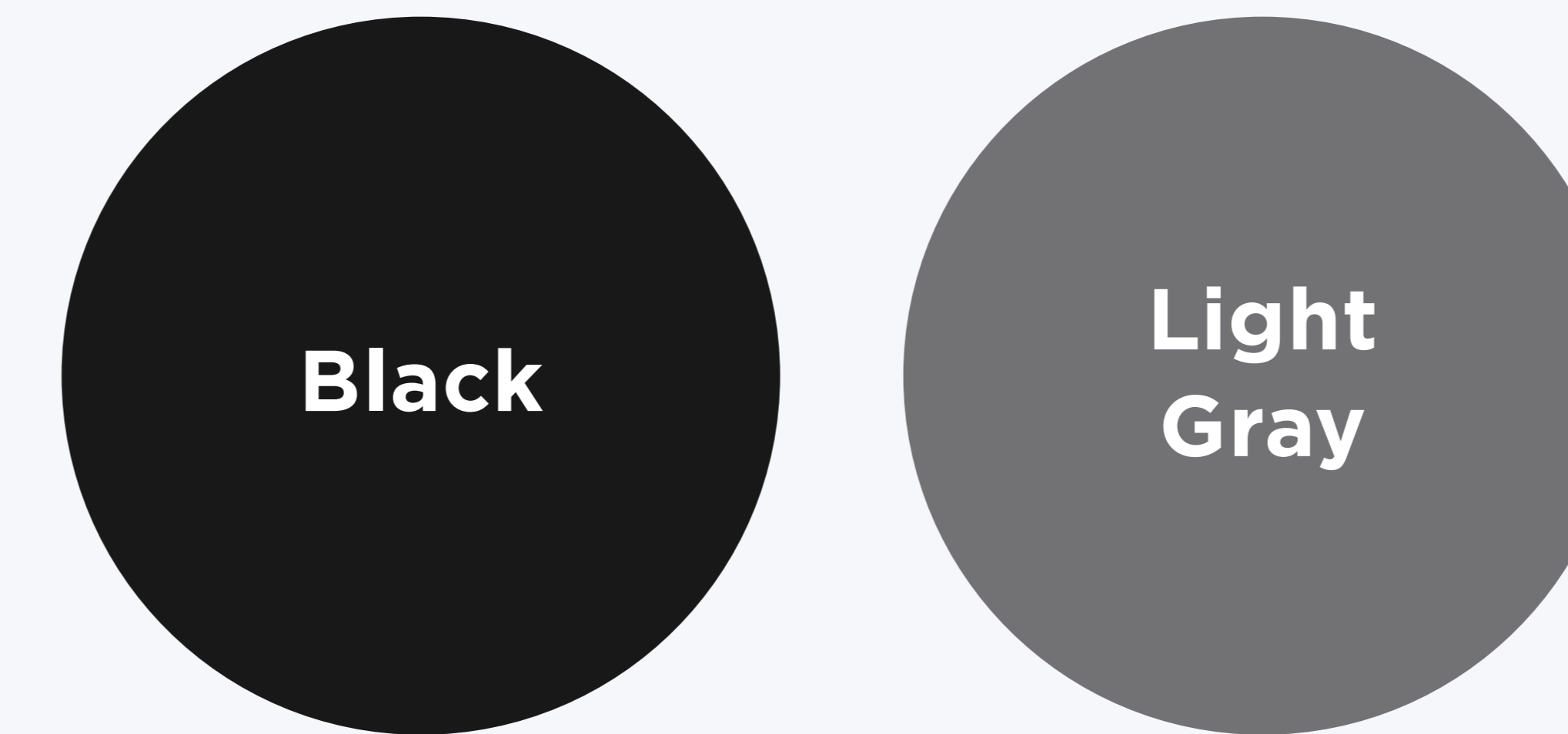
### PRIMARY

The Portico brand should include the following shades of gray & white. The brand is heavily monochromatic with only a pop of bright color usage.



### SECONDARY

The following colors should be used less frequently. The size of the color swatches below represent the general appropriate hierarchy and frequency of use across applications.



### TERTIARY

The following colors should be used sparingly and should not overwhelm the rest of the brand palette. See application mocks starting on **Page 19** for examples.



Typography

## Brand Type

The Portico brand uses two typeface families to help establish an on-brand look and feel and ensure increased legibility and readability in both digital and print settings.

The two type families can be sourced from the links below.

### RECKLESS

[displaay.net/typeface/reckless-collection/reckless/](https://displaay.net/typeface/reckless-collection/reckless/)

### GOTHAM

[typography.com/fonts/gotham/overview](https://typography.com/fonts/gotham/overview)

[myfonts.com/collections/gotham-font-hoefler-and-co](https://myfonts.com/collections/gotham-font-hoefler-and-co)

### RECKLESS

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### GOTHAM

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Reckless should be used mainly in large headline & display type, while Gotham should be used in smaller headlines and paragraph copy.

---

EXAMPLE HEADER 1

The quick brown fox jumps over the lazy dog.

---

EXAMPLE HEADER 2

The quick brown fox jumps over the lazy dog.

---

EXAMPLE HEADER 3

The quick brown fox jumps over the lazy dog.

---

EXAMPLE HEADER 4

The quick brown fox jumps over the lazy dog.

---

EXAMPLE HEADER 5

The quick brown fox jumps over the lazy dog.

---

EXAMPLE HEADER 6

The quick brown fox jumps over the lazy dog.

Photography

PHOTOGRAPHY

## Stock Imagery Art Direction

In order to avoid cliché stock photos, and keep Portico's imagery elevated, rules have been created that will help you choose photos that are on brand.

Avoid stock imagery where people are smiling too obviously.

Detail images where a resident or staff member is performing a task are good options.

Avoid images where the subject is looking directly into the camera. We want candid-feeling imagery, not posed.

Avoid using vector illustrations and/or iconography in place of photography.

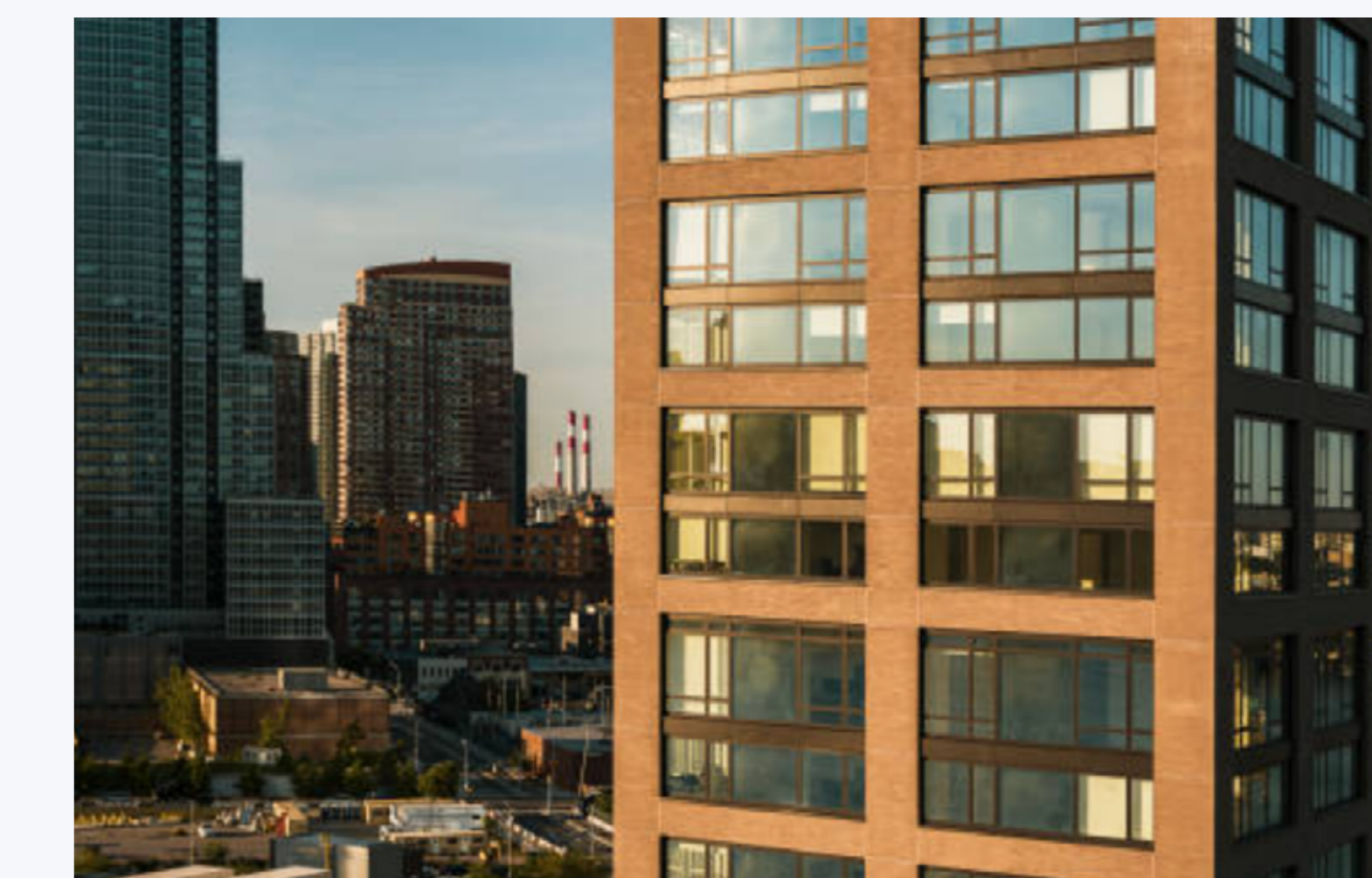
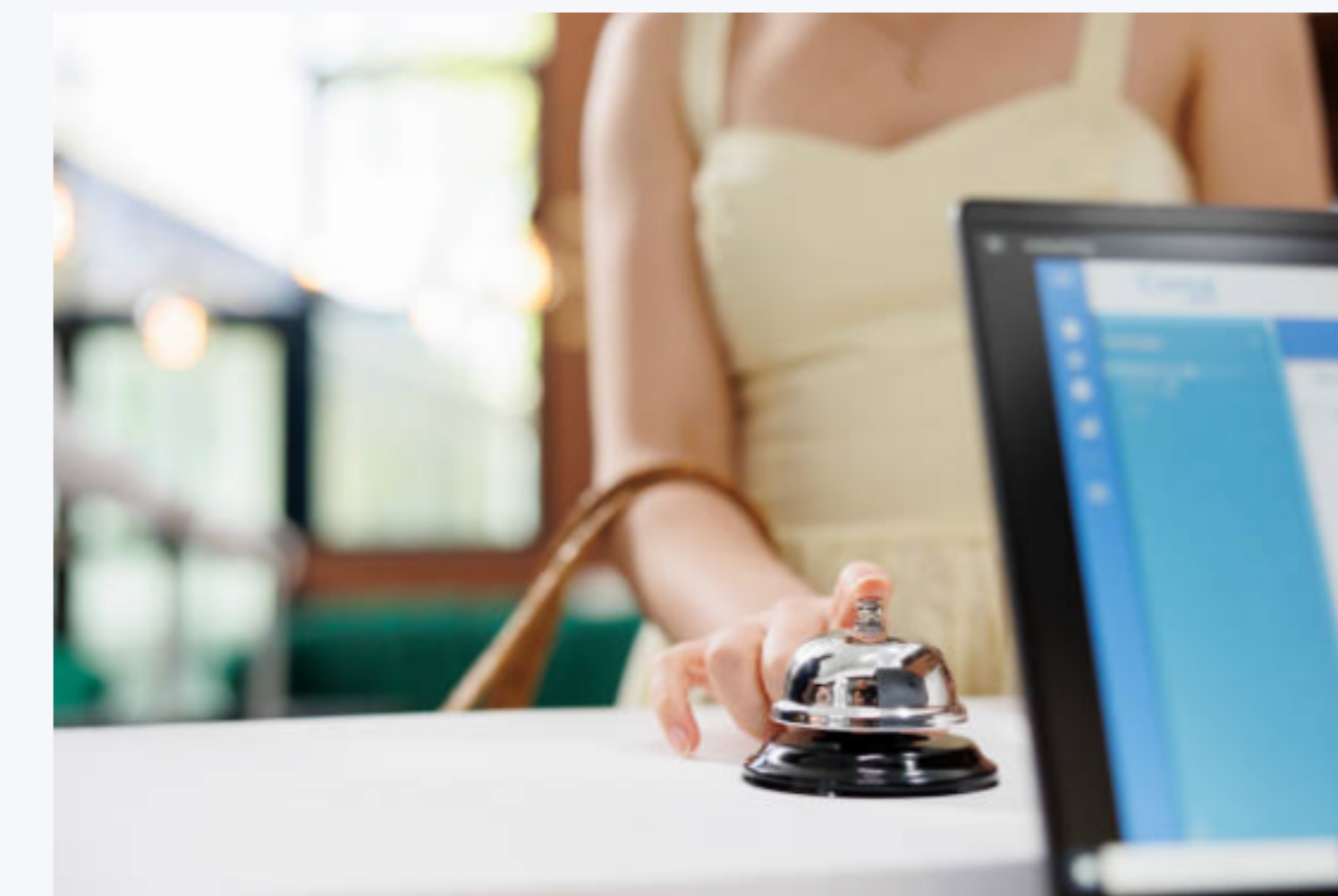
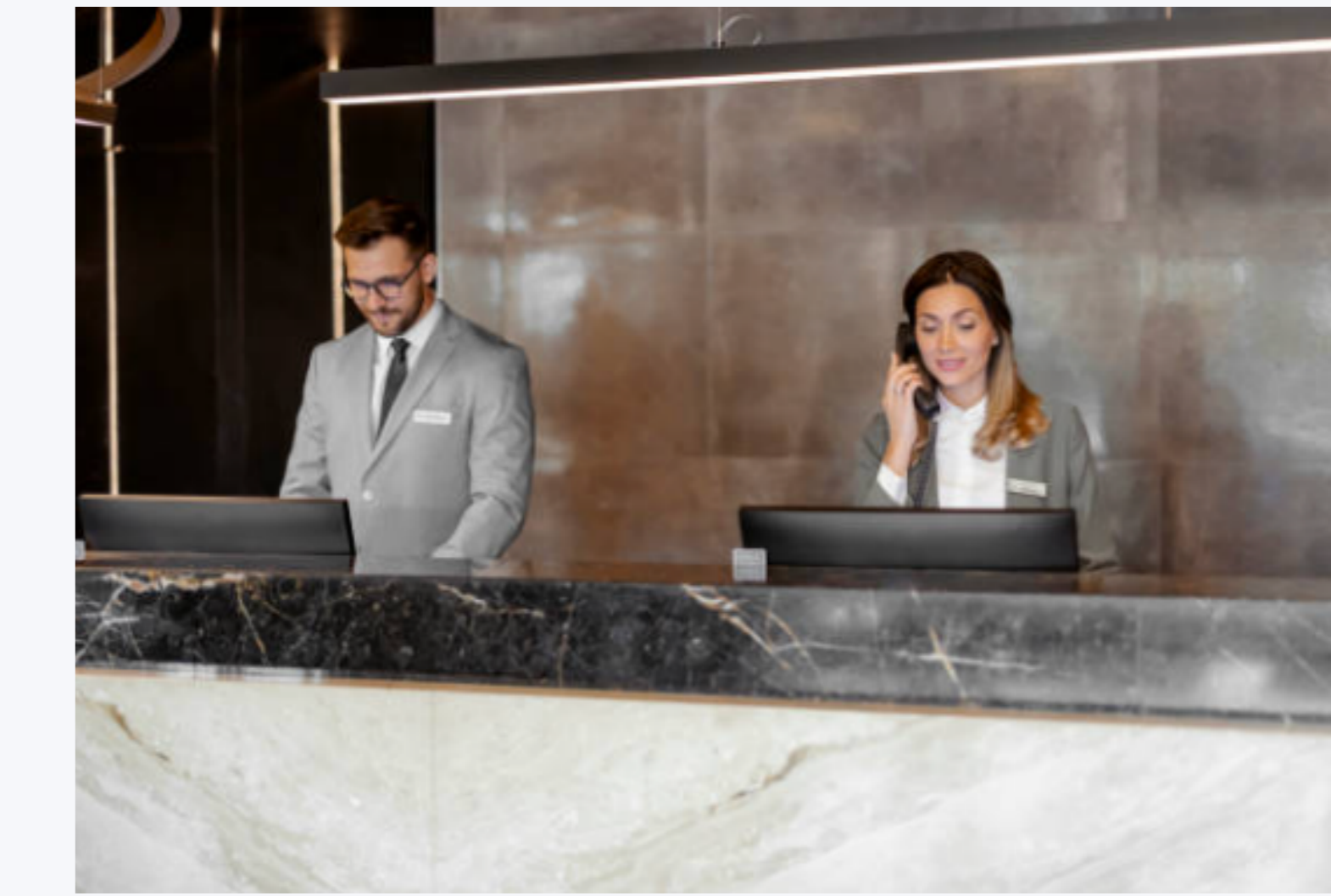
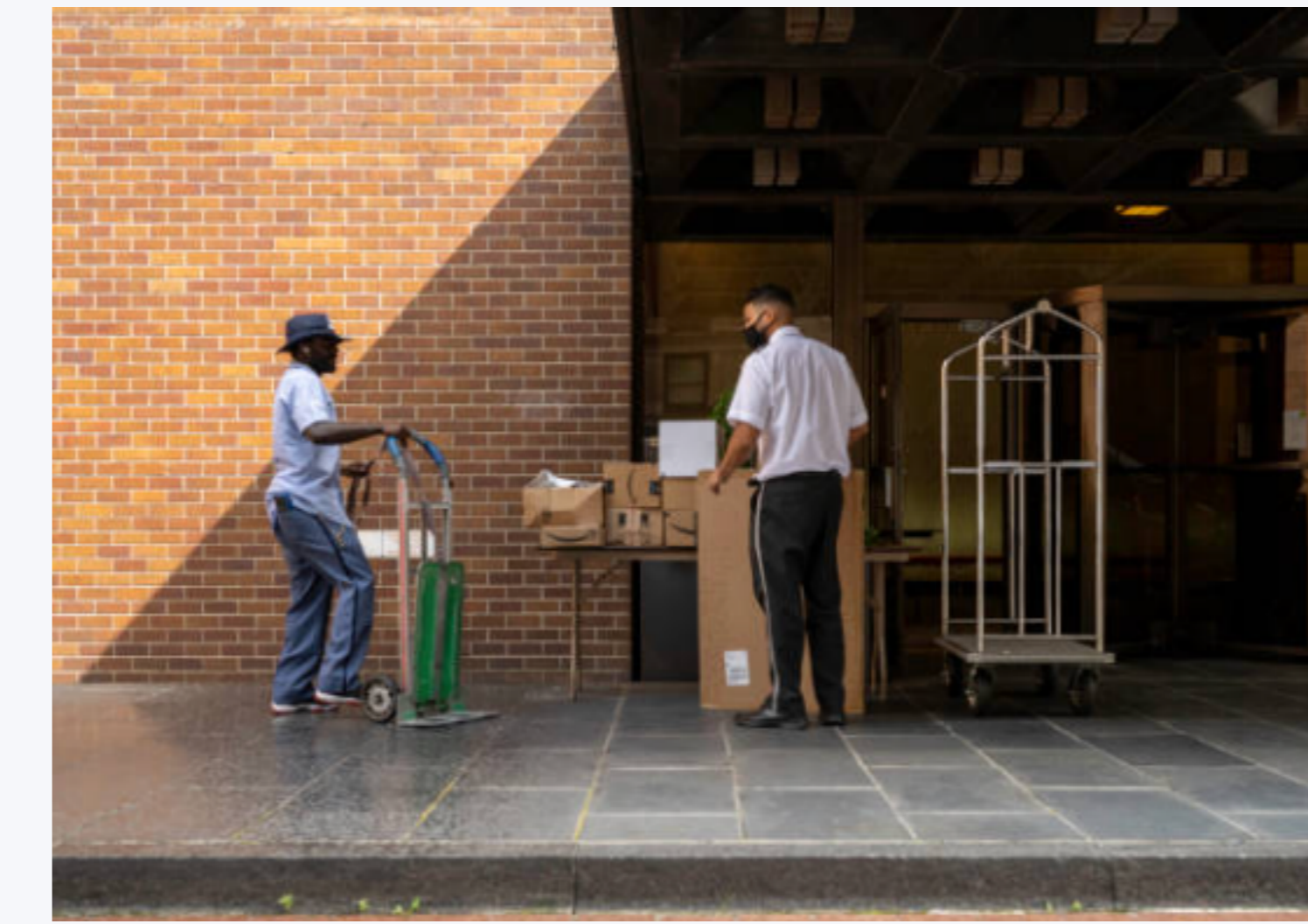
At right, the list of keywords and suggestions for what types of images to feature will help guide you as you choose imagery that aligns with the Portico brand.

### VISUAL KEYWORDS

- Sturdy
- Classic
- Old New York
- High Quality
- Characterful
- Masculine
- Warm
- Friendly
- Clean
- Reliable

### SUGGESTED SUBJECT MATTER

- Interior architecture
- Elevated furnished apartments
- Interior lobbies
- Exterior detail shots
- Detail shots of lobby desks
- Building staff
- Hands pressing elevator buttons
- Package deliveries
- Residents greeting building staff
- Romanticized neighborhood imagery



PHOTOGRAPHY

Internal Photography

See examples here of imagery from the TFC website that are acceptable for use with the Portico brand.



Applications

# App & Social

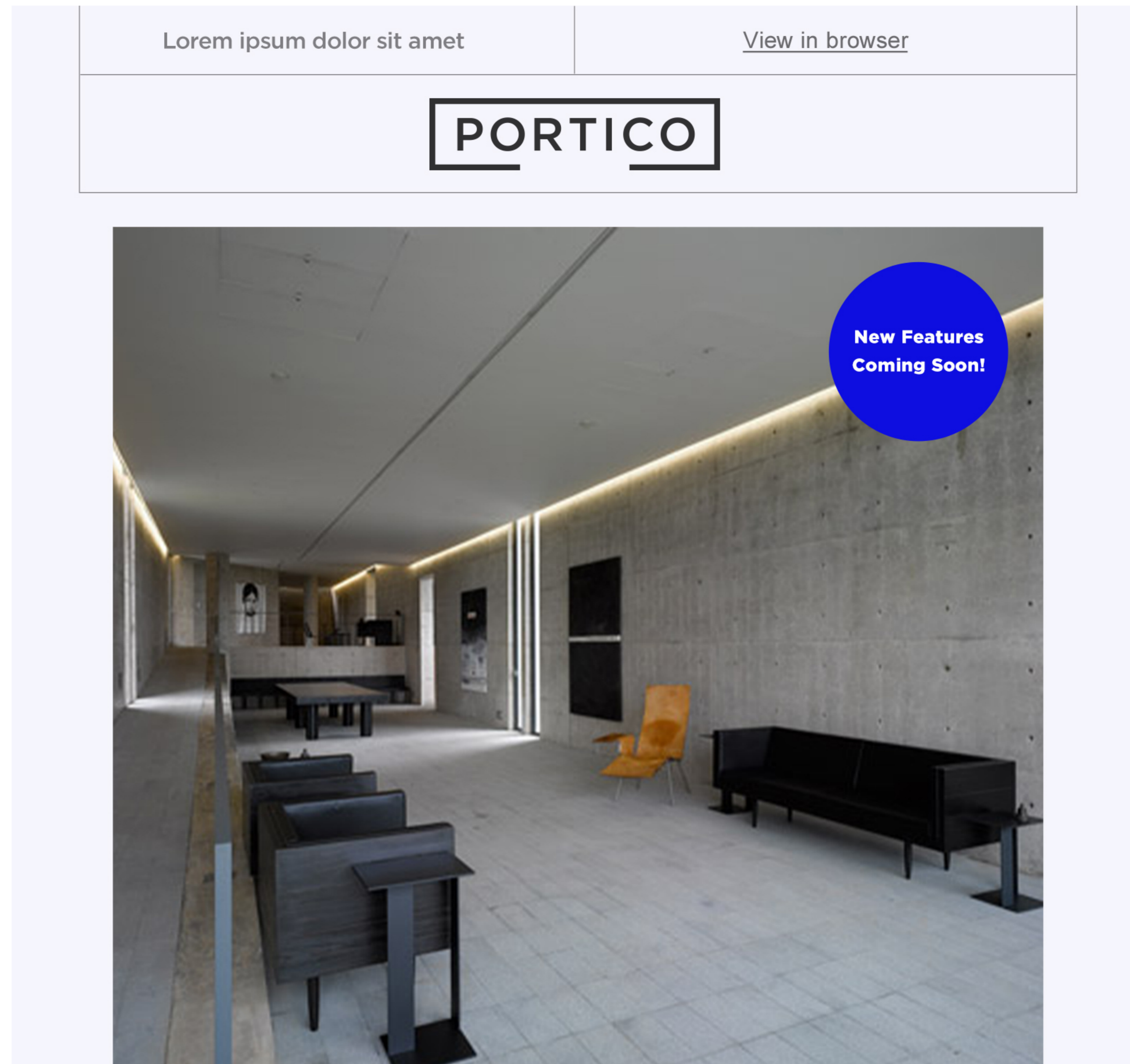


A collage of social media posts from the Portico account. The top post is a poll titled "Which of the following aspects find the hardest to keep track of?" with options: Inspections, Preventative Maintenance, Equipment and Asset Director, and Vendor and Compliance Track. It shows 12 votes and is closed. Below the poll is a post snippet for an article titled "A Week in the Life of a Condominium Property Manager" with 4 reposts. The article snippet includes a photo of a modern living room with a grey sofa, yellow pillows, and a green lamp. The Portico profile information shows 9,767 followers and a "Follow" button.

## Printed Collateral

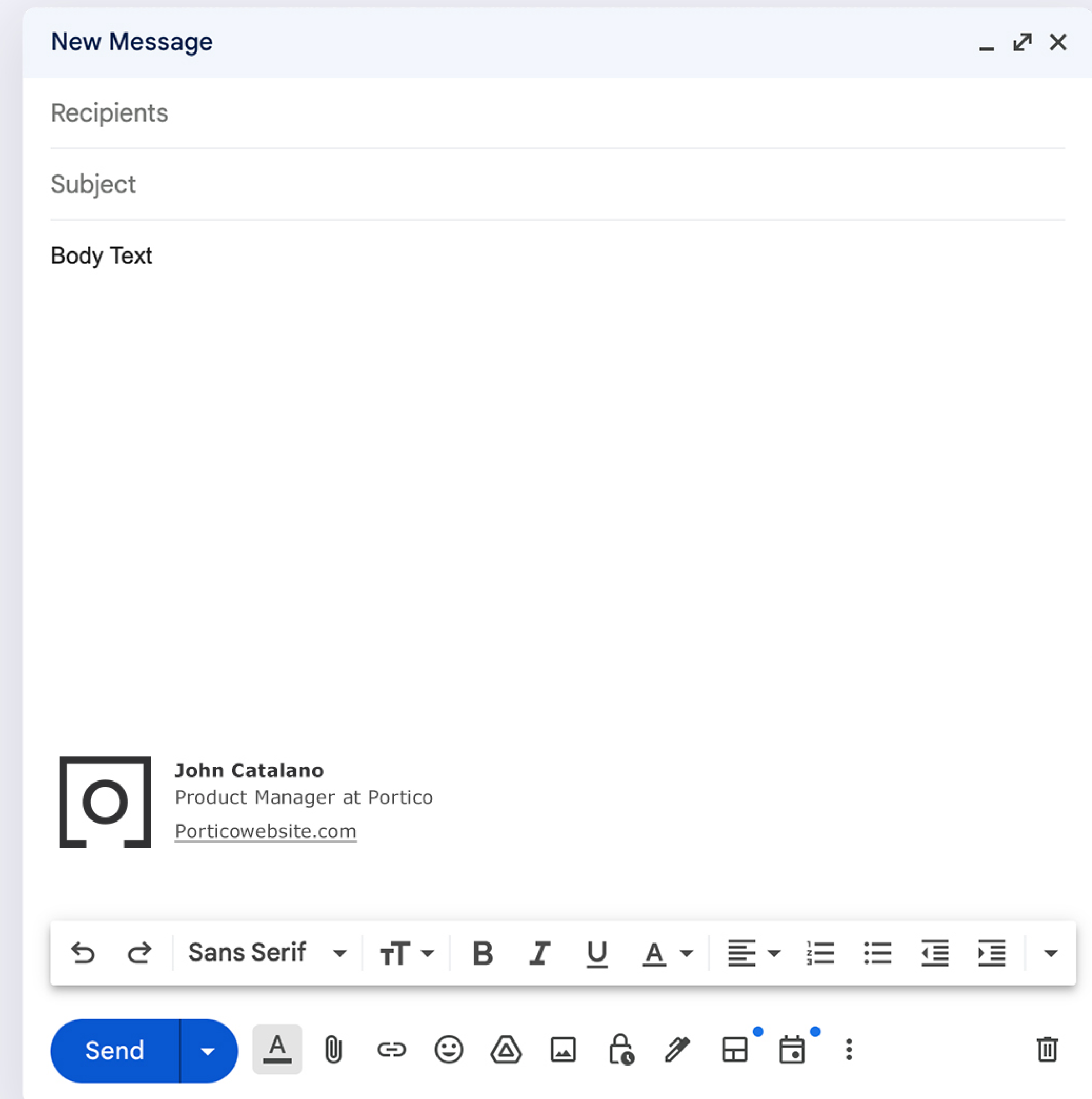


## Newsletter & Email Signature



### Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur mattis quis purus ut cursus. Fusce ac nunc risus. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nunc luctus tortor eros, eu rutrum eros pellentesque sit amet. Vivamus at mauris eu odio interdum lacinia. Aliquam vehicula eu justo sed efficitur. Quisque



Your  
Doorman's  
Favorite  
Software



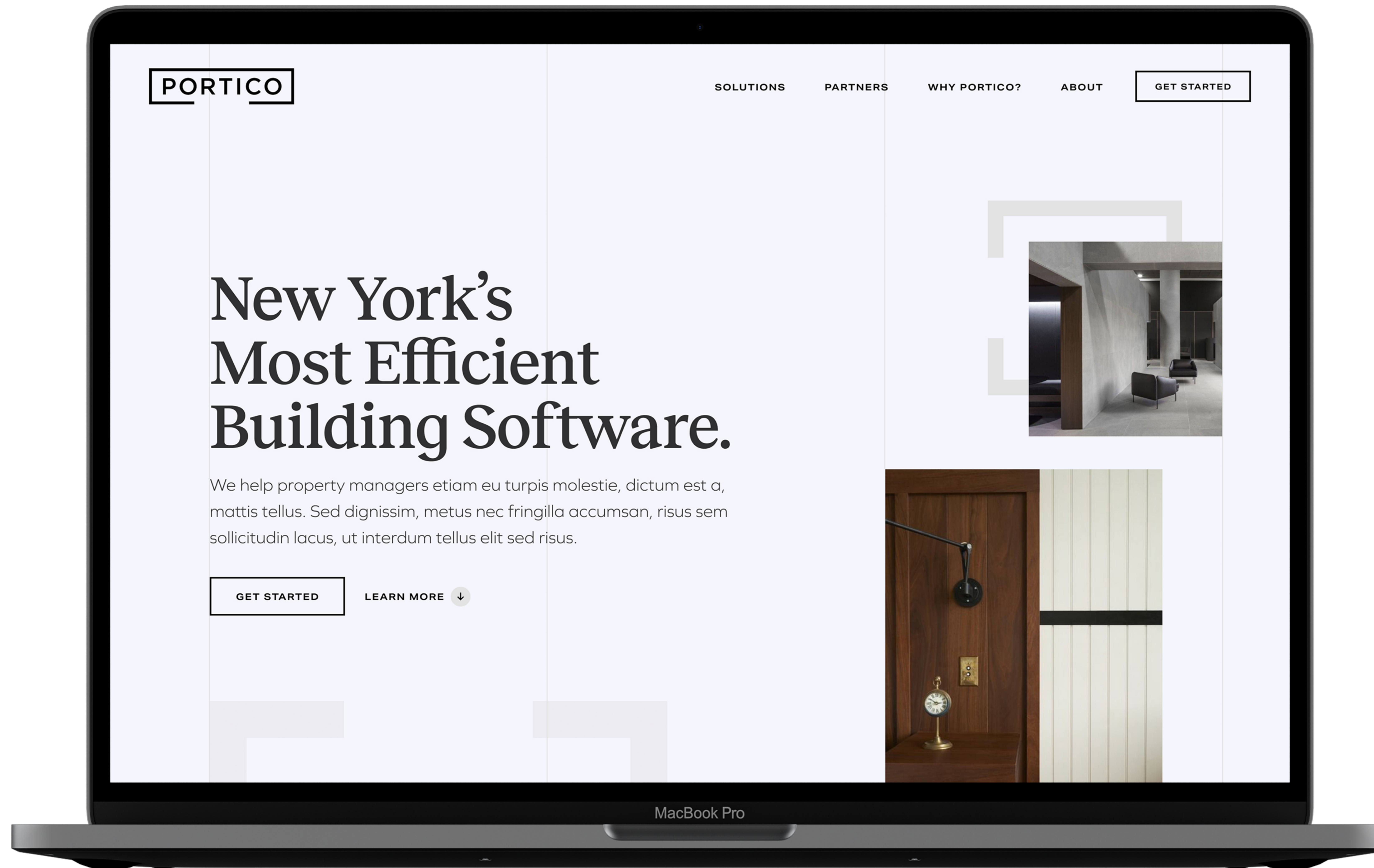
Out-of-Home



Manage Plumbers,  
Packages,  
and Petunias...  
All in One Place.

PORTICO







Do not edit the contents of this document without the consent of relevant parties from Portico.

If you have any questions or require assistance on how to use this style guide,  
please write to [henry.lo@tfc.com](mailto:henry.lo@tfc.com)