

PORT42

Branding guide

Colors

Primary



Port42 Slate

Hex: #01579b
RGB: 1, 87, 155
CMYK: 99, 44, 0, 39



Port42 Sky

Hex: #0288d1
RGB: 2, 136, 209
CMYK: 99, 35, 0, 18



Port42 Robin

Hex: #03A9F4
RGB: 3, 169, 244
CMYK: 99, 31, 0, 4

Accent



Port42 Burnt Orange

Hex: #E65100
RGB: 230, 81, 0
CMYK: 0, 65, 100, 10



Port42 Orange

Hex: #EF6C00
RGB: 239, 108, 0
CMYK: 0, 55, 100, 6



Port42 Citrus

Hex: #FFB74D
RGB: 255, 183, 77
CMYK: 0, 28, 70, 0

Neutral



Port42 Night

Hex: #212121
RGB: 33, 33, 33
CMYK: 0, 0, 0, 87



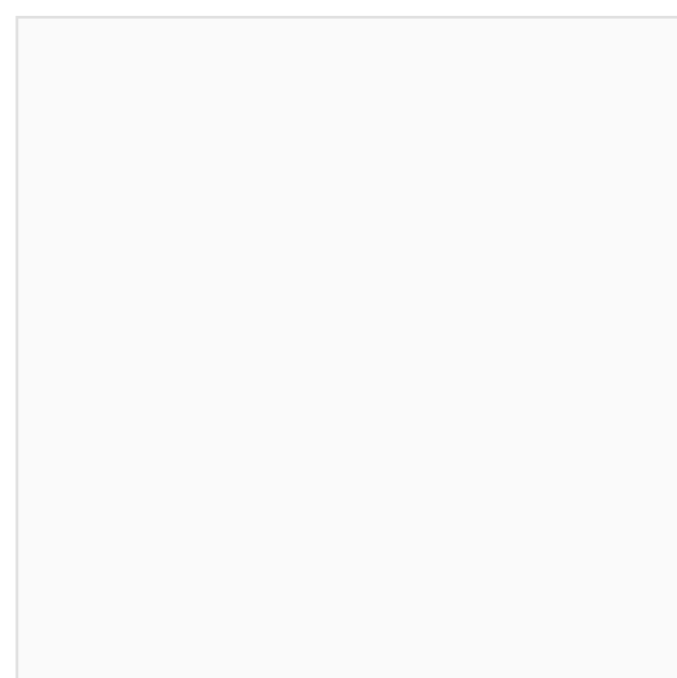
Port42 Storm

Hex: #37474F
RGB: 55, 71, 79
CMYK: 30, 10, 0, 69



Port42 Smoke

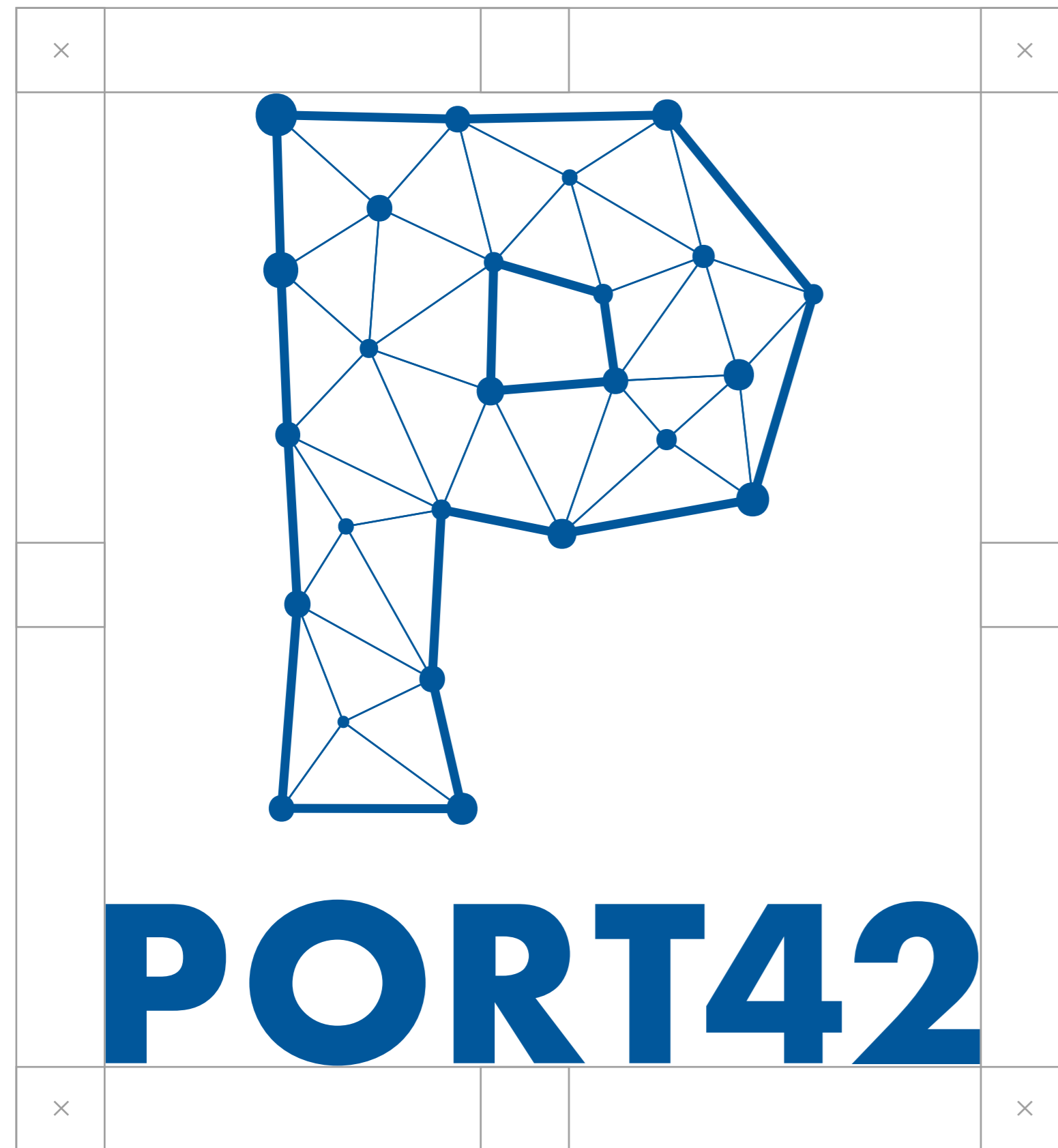
Hex: #bdbdbd
RGB: 189, 189, 189
CMYK: 0, 0, 0, 26



Port42 Cloud

Hex: #FAFAFA
RGB: 250, 250, 250
CMYK: 0, 0, 0, 2

Logo

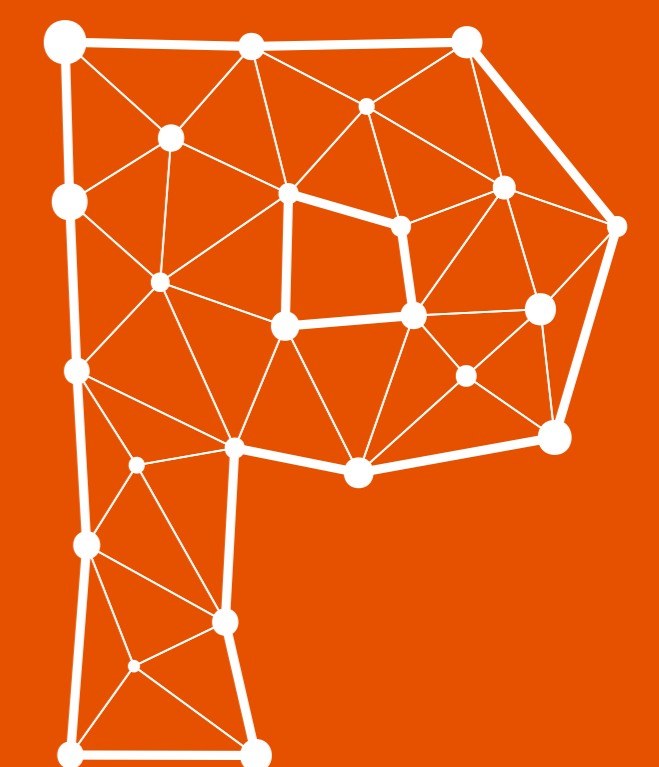
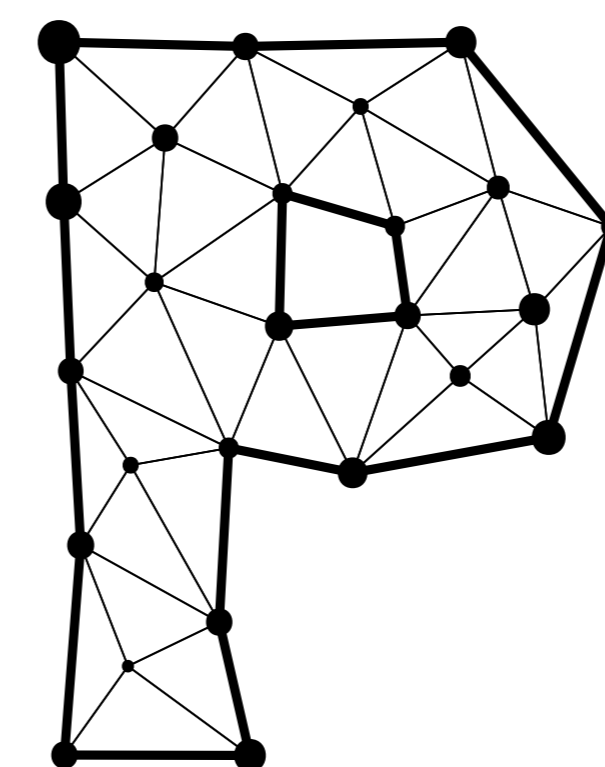
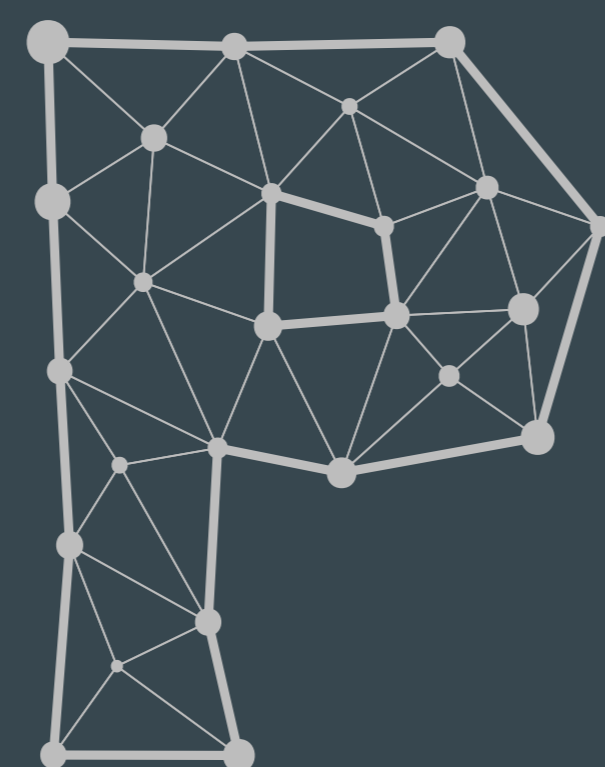
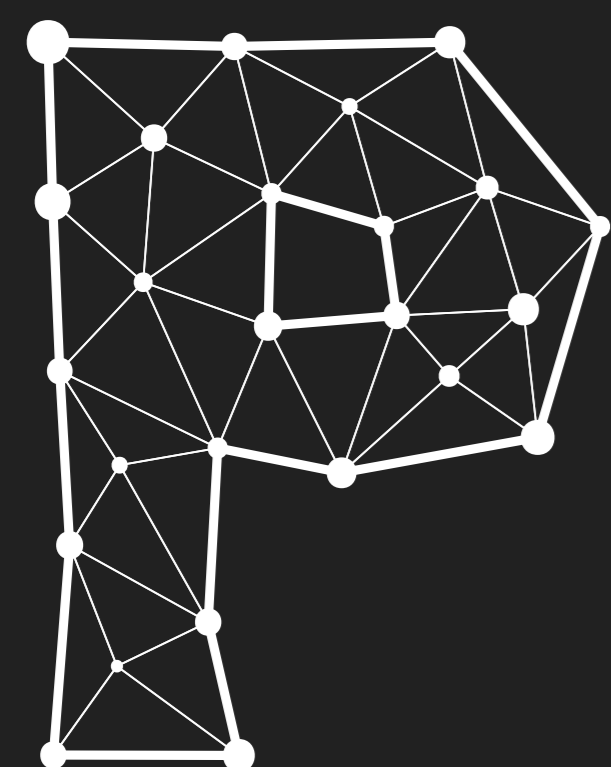


Clear space

Clear space helps the logo stand out from other elements. Use the height of the negative space of the "o" in "Port" to set a minimum amount of clear space around the sides of the logo when combined with other elements.



Logo Variants



Typography

Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

(!@#\$%^&*)[,;' /] { : < " ? }

The quick brown fox jumped over the lazy dog.

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