

ABOUT PORTICO

We are Portico, a major international deep-sea port and one of the UK’s largest fresh produce importers.

Experts in the marine industry we provide our customers with the technical knowledge to manage their goods from ship to shore, and beyond.

Located on the south coast we’re conveniently connected to both main shipping channels and the national motorway network.

We’re proud to play a significant role strengthening Portsmouth’s international trade and for providing our customers with a friendly and professional service.

Our style guidelines outline how to use artwork associated with our brand.

We have a palette of three distinct colours, with green being our primary brand colour.

If you have any questions about how to apply the guidelines please contact communications@porticoshipping.com

LOGO



Typographical logo where the first **O** is split into two to signify how PORTICO is a combination of services on land and on sea.

The split is in the form of a forward slash, symbolising the forward thinking ethos behind the business.

Clear space is required around the logo to allow it to stand out and appear legibly. This space is equal to the width of the **O** on the sides and the height of the **O** on the top and bottom.

This is our logo, it should not be altered in any way. Always reproduce the logo from master artwork, it is available in approved colour ways and EPS, PNG and JPEG files.

COLOUR

The primary brand colour is green. This is supported by a dark grey and off-white.

CMYK: Printers also use cyan, magenta, yellow and black (CMYK). These are the four colours that are used to produce all possible colours in full colour litho print, for example publications and newsletters.

RGB: Red, green and blue values are used for on screen designs such as PowerPoint presentations and websites.



CMYK
C: 70 M: 0 Y: 55 K: 0
RGB
R: 61 G: 187 B: 149
HEX
#3DBB95
PANTONE
7723
RAL CLASSIC*
6024



CMYK
C: 15 M: 0 Y: 0 K: 90
RGB
R: 51 G: 60 B: 66
HEX
#333C42
PANTONE
426C
RAL CLASSIC*
7016



CMYK
C: 5 M: 5 Y: 5 K: 5
RGB
R: 226 G: 224 B: 224
HEX
#E2E0DF
PANTONE
7541 C
RAL CLASSIC*
9003

*RAL Classic references are only a ‘best match’ and should only be used if no other option is available

TYPOGRAPHY

The primary brand typeface is

Proxima Nova

This typeface has been chosen for its legibility, modern look and wide range of weights available. Proxima Nova is available from Adobe Fonts.

Our corporate font is **Arial regular 11pt** – this is for emails, letters and other documents where a universal font is necessary.



ROUNDEL

This graphic is only to be applied on social media, where display features restrict the use to a circular option.

It can also be used to replace the old versions of logo on PPE.

This is not the main logo and should not be used in any other instance unless approved by communications.



SUB BRANDS

Portico is the parent brand but there are a number of stand-alone departments within the company, which might benefit on occasion from using a sub-brand logo.

Portico will always remain as the dominant brand, however if you need to explicitly refer to a specific area of work the sub-brand element could be appropriate.

When to apply a sub-brand depends on who your audience or customer is and the context of your interaction.

For example Portico Customs is a distinct department who work with customers independent from the parent company.

If you have any questions about when it’s appropriate to use a sub-brand contact the communications team.

PORTICO
STEVEDORING

PORTICO
FREIGHT
FORWARDING

PORTICO
CUSTOMS

PORTICO
SHIPPING

PORTICO
CARGO