Brand Guidelines

Portugal Tech Week

Welcome to the
Portugal Tech Week Brand Guidelines.

This document is your essential resource
for understanding and implementing
our brand's visual language.

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Overview

Portugal Tech Week is more than an event: it is an **ongoing movement and a living innovation ecosystem**, active throughout the year and culminating in its flagship annual week. The brand connects people, projects, and ideas shaping the future of Portugal through a decentralized, accessible approach rooted in Portuguese culture, territory, and community.

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Brand Positioning

These statements guide every decision we make and communicate why we exist.

Purpose

To connect the people, projects, and ideas shaping the future of Portugal, all year round. Portugal Tech Week exists to strengthen the Portuguese innovation ecosystem, spotlight high-impact initiatives, and create meeting points between technology, community, business, and creativity.

Vision

To become Portugal's leading innovation platform and network, building Portugal Tech Week into a living, editorial, and sustainable brand with a year-round presence. PTW is designed to go beyond the boundaries of a single event and evolve into a broader innovation ecosystem with a clear annual peak moment, while remaining distinctly Portuguese and locally grounded.

Mission

To energize Portugal's innovation ecosystem through stories, events, ideas, and connections, while celebrating that movement each year through a decentralized, democratic, and open-format event. The mission of Portugal Tech Week is to keep the ecosystem active throughout the year and, during PTW week, bring that energy together in a major moment of connection, visibility, and celebration.

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Core Values

Our core values are the fundamental beliefs that guide our actions

Connection

PTW exists to connect people, projects, ideas, and communities across the Portuguese innovation ecosystem. The brand creates bridges between technology, business, creativity, and society, turning innovation into a shared and accessible experience.

Openness

PTW believes innovation should be open, democratic, and inclusive. The brand welcomes different voices, backgrounds, generations, and geographies, creating space for participation, exchange, and visibility across the ecosystem.

Impact

The brand stands for innovation with purpose. PTW highlights ideas, businesses, and communities that create tangible value and contribute to a more relevant, sustainable, and forward-looking future for Portugal.

Movement

PTW is not static. It is a brand built around momentum, evolution, and continuous presence. More than a single moment in time, it represents an ecosystem in motion, active throughout the year and brought together in one annual peak moment.

Proximity

PTW is rooted in people, place, and culture. Its perspective is contemporary and internationally relevant, while remaining deeply connected to Portugal's local reality, creative energy, and community spirit.

Curiosity

The brand is driven by exploration, ideas, and new perspectives. PTW encourages discovery, conversation, and critical thinking around technology, innovation, and the future, always with an open and forward-thinking mindset.

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Tone of Voice

Our tone of voice is defined by a set of key principles.

Purposeful

Portugal Tech Week speaks with intention. Its voice should feel forward-looking, meaningful, and idea-driven, always encouraging progress, connection, and awareness. The brand does not communicate just to inform, but to inspire action and open new perspectives.

Accessible

The brand should make innovation feel close, understandable, and relevant. Its language must be clear, direct, and easy to engage with, avoiding technical jargon, overly complex expressions, or anything that creates distance between the brand and its audience.

Modern and Curious

PTW should sound contemporary, dynamic, and culturally aware. Its voice should reflect curiosity about what is emerging, what is changing, and what is possible now. It should invite exploration, conversation, and discovery with a fresh and intelligent tone.

Optimistic and Grounded

The brand believes in a future that can already begin to take shape in the present. Its tone should be optimistic, but always concrete and credible. PTW should avoid exaggeration, empty promises, or trend-driven buzzwords, choosing instead a voice that is ambitious while staying rooted in reality.

Inclusive and Inspiring

Portugal Tech Week should speak to different generations, communities, and profiles in a way that feels open and relevant. Its communication should be empathetic, welcoming, and thought-provoking, inspiring people not through hype, but through clarity, ideas, and a genuine sense of possibility.

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Logomark

The logomark is the iconic symbol of our brand. Use it as a compact identifier in spaces like social media avatars, favicons, or when the brand is already well-established.



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Wordmark

The wordmark is not intended for standalone use. It may only appear as part of the complete logo or within approved branded compositions supported by the logomark and the wider visual identity.



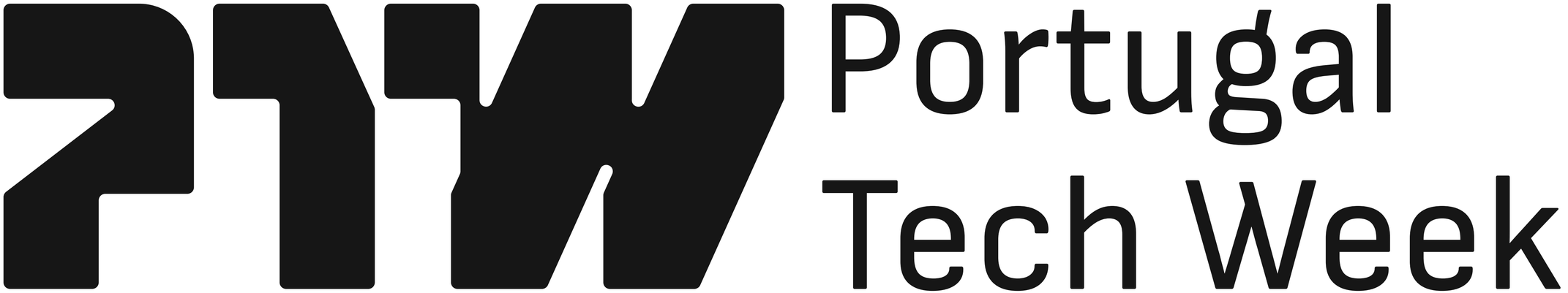
Logomark



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Primary Logo

The primary logo is the main signature of the Portugal Tech Week identity. It combines the logomark and wordmark in a clear and balanced lockup, and should be used as the preferred version whenever possible.



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Stacked Logo

The stacked logo is an alternative version for applications where the primary logo is not the most suitable option. It maintains clarity and recognizability in more compact formats.



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Vertical Variation

The vertical logo is designed for formats that require a more compact or upright composition. The primary vertical lockup should be used whenever possible, while the secondary vertical lockup may be used in selected applications where additional layout flexibility is needed.



Primary Vertical Version



Secondary Vertical Version

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Minimun Size

To ensure legibility, our logo must not be reproduced at sizes smaller than those specified here.

Adhering to these minimums for print and digital use is essential for brand integrity.

35px



50px

Portugal
Tech Week

50px



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Clearspace

Clearspace is the minimum protected area surrounding the logo. This "breathing room" must be kept free of any other visual elements to ensure the logo's prominence and impact.





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Logo Backgrounds

Our logo is designed for versatility. Always select a background color or image that provides sufficient contrast to ensure the logo is clearly visible and maintains its integrity.









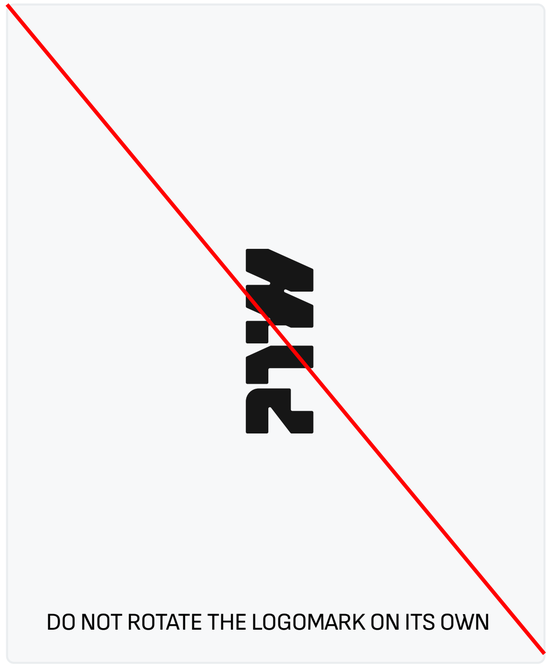
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Logo Misuse

To protect our brand's integrity, the logo must never be altered. Avoid stretching, rotating, re-coloring, or adding effects. Proper and consistent use is essential.



DO NOT STRETCH THE LOGO



DO NOT ROTATE THE LOGOMARK ON ITS OWN



DO NOT USE THE WORDMARK ON ITS OWN



DO NOT FLIP HORIZONTALLY



DO NOT FLIP VERTICALLY



DO NOT SHEAR THE LOGO

Colors

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Color Palette

Color is a fundamental part of the Portugal Tech Week identity, shaping recognition, contrast, and energy across brand applications. The palette is structured to balance clarity, vibrancy, and flexibility across digital and print communications.

White

HEX #ffffff
RGB 255 255 255
CMYK 0 0 0 0

Light Grey

HEX #d3d3d3
RGB 211 211 211
CMYK 0 0 0 17

Burnt Orange

HEX #e64126
RGB 230 65 38
CMYK 4 90 99 0

Blaze Orange

HEX #f26419
RGB 242 100 25
CMYK 0 75 100 0

Volt Yellow

HEX #f9e11b
RGB 249 255 27
CMYK 4 6 97 0

Black

HEX #000000
RGB 0 0 0
CMYK 80 80 80 100

Charcoal

HEX #131313
RGB 19 19 19
CMYK 73 67 66 81

Deep Blue

HEX #0f0d30
RGB 15 13 48
CMYK 93 90 47 63

Electric Blue

HEX #283cc8
RGB 40 60 200
CMYK 88 80 0 0

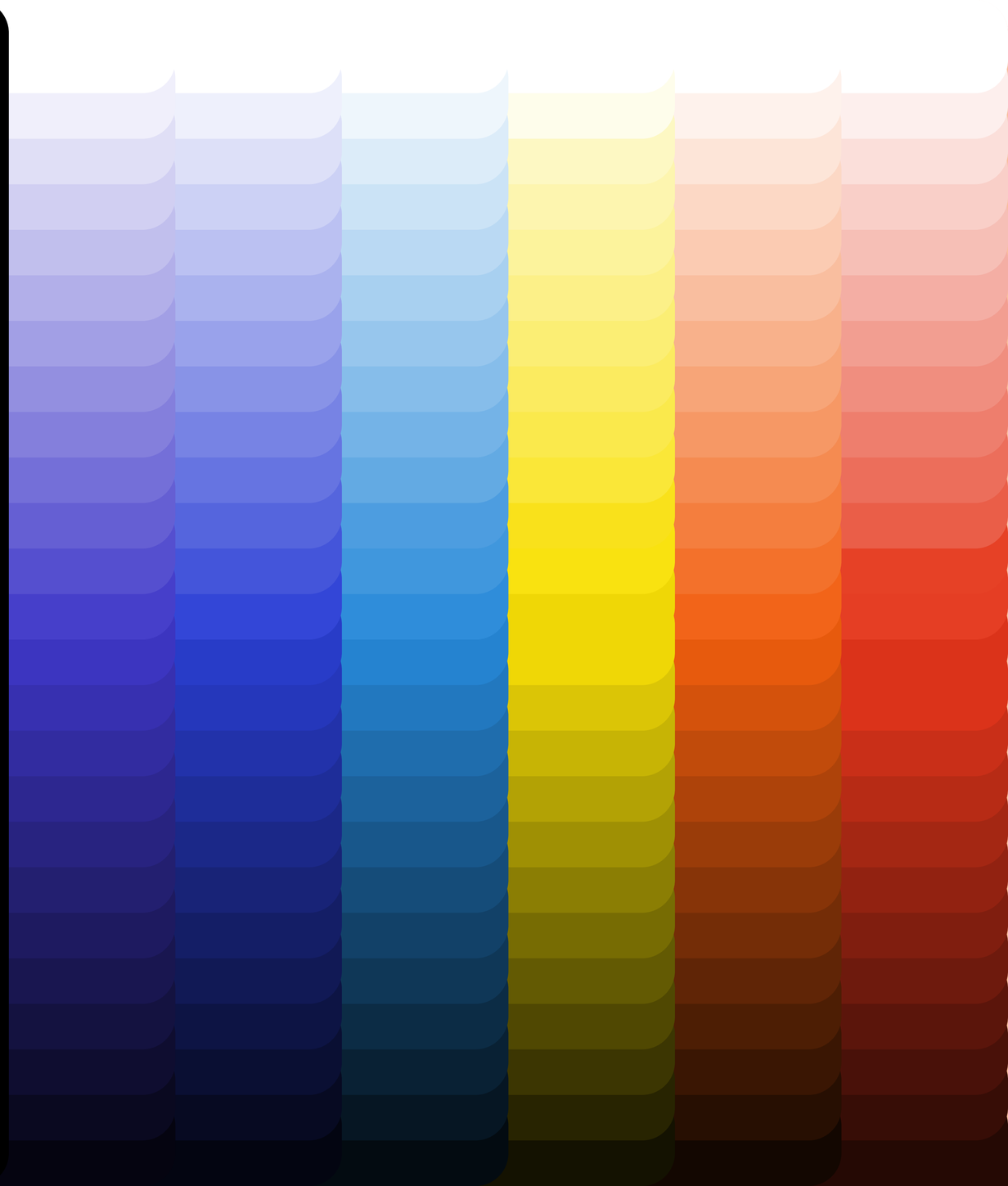
Sky Blue

HEX #4d9de0
RGB 77 157 224
CMYK 65 27 0 0

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Extended Palette

The extended palette is designed as a supporting color system for infographics, data visualization, and future illustrative applications.
It allows the Portugal Tech Week identity to grow with consistency, supporting new formats, content needs, and future brand developments.



Typography

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Typeface

Sofia Sans is the typeface used across the Portugal Tech Week identity. Clean, modern, and highly legible, it reflects the brand's confident, clear, and accessible character.

Used across all brand communications, it creates a consistent and cohesive typographic voice across digital and print applications.

Sofia Sans

ABCDEFGHIJKLNOPQRSTVWXYZ
abcdefghijklnopqrstuvwxyz
0123456789
!@#$^&*()_+=;'<>,./?

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Type Hierarchy

Our type hierarchy uses distinct weights and sizes to create clear and scannable content. Follow this structure for headers, sub-headers, and body text to ensure legibility and consistency.

Header style 1:
Sofia Sans - Regular/SemiBold/Bold

KEEP IT CATCHY

Header style 2:
Sofia Sans - Regular/SemiBold/Bold

Keep it short

Sub-Header:
Sofia Sans - Regular/SemiBold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

Body Text:
Sofia Sans - Regular/Light

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad **minim veniam**, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea.

Body Text:
Sofia Sans - Regular

Visit Portugal Tech Week.email to learn more

Body Text:
Sofia Sans - Regular

Learn more

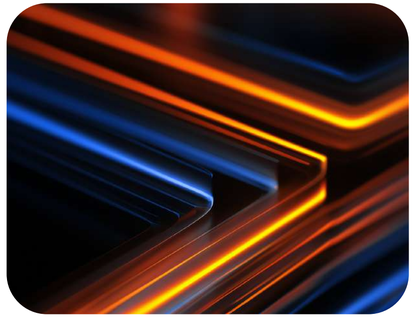
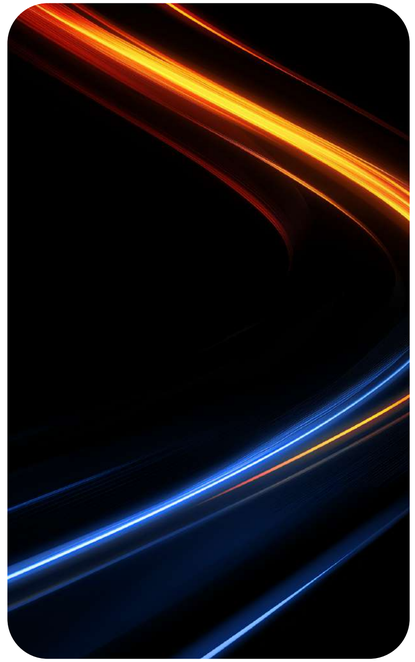
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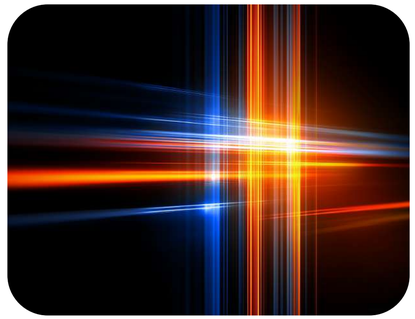
Background System

These backgrounds are an established part of the Portugal Tech Week visual identity. Built around light, motion, and contrast, they add energy, depth, and recognizability across brand applications. Designed to work in harmony with the logo and typography, they support a cohesive and contemporary visual system across digital and physical formats.



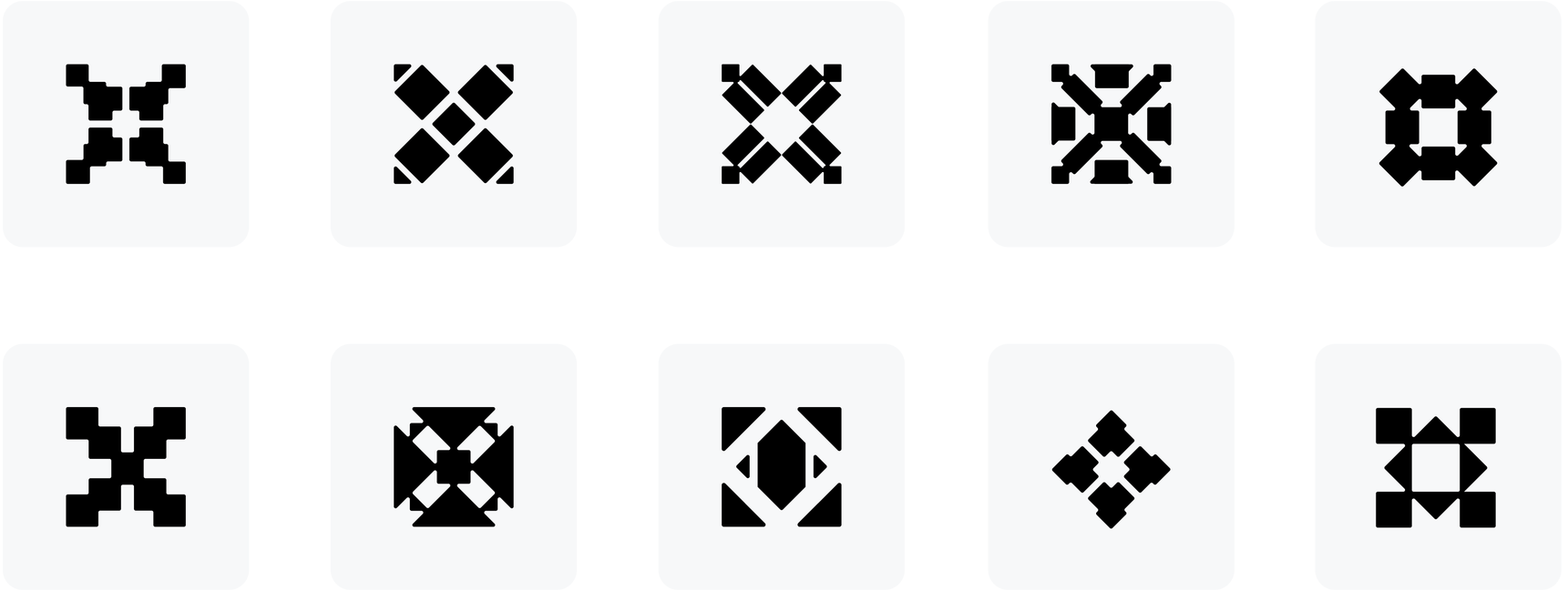


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Tile-Inspired Visual Elements

Inspired by Portuguese tiles, these supporting visual elements extend the Portugal Tech Week identity beyond the logo. Combining cultural reference with a contemporary graphic language, they create a modular system that works in harmony with the logo and strengthens the brand identity across applications.



Corporate Assets

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Letterhead & Cover

Use the official templates for all letterheads and document covers. This ensures professional communications are consistent and always on-brand.





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Business Card

The business card applies the Portugal Tech Week identity in a clear, compact, and professional format. It combines the core brand elements to create a functional and recognizable touchpoint across everyday communications.





Photography

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Photo Directions

Portugal Tech Week photography should reflect the brand's human, energetic, and forward-looking character. Images should feel authentic and contemporary, capturing the people, interactions, and technologies that shape the ecosystem.

1. Community in Action:
   Focus on real moments of collaboration, participation, and exchange. Images should convey movement, openness, and the collective spirit of innovation.

2. Human-Centric:
   Portraits should feel natural, confident, and expressive. The emphasis should be on real people, real voices, and the individuality behind ideas, leadership, and creativity.

3. Innovation in Detail:
   Close-up images should highlight technology, environments, and visual details that add depth and reinforce the brand's contemporary visual language.







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Mockup 1

These mockups show our brand identity in action across various applications.



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Mockup 2

These mockups show our brand identity in action across various applications.



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Mockup 3

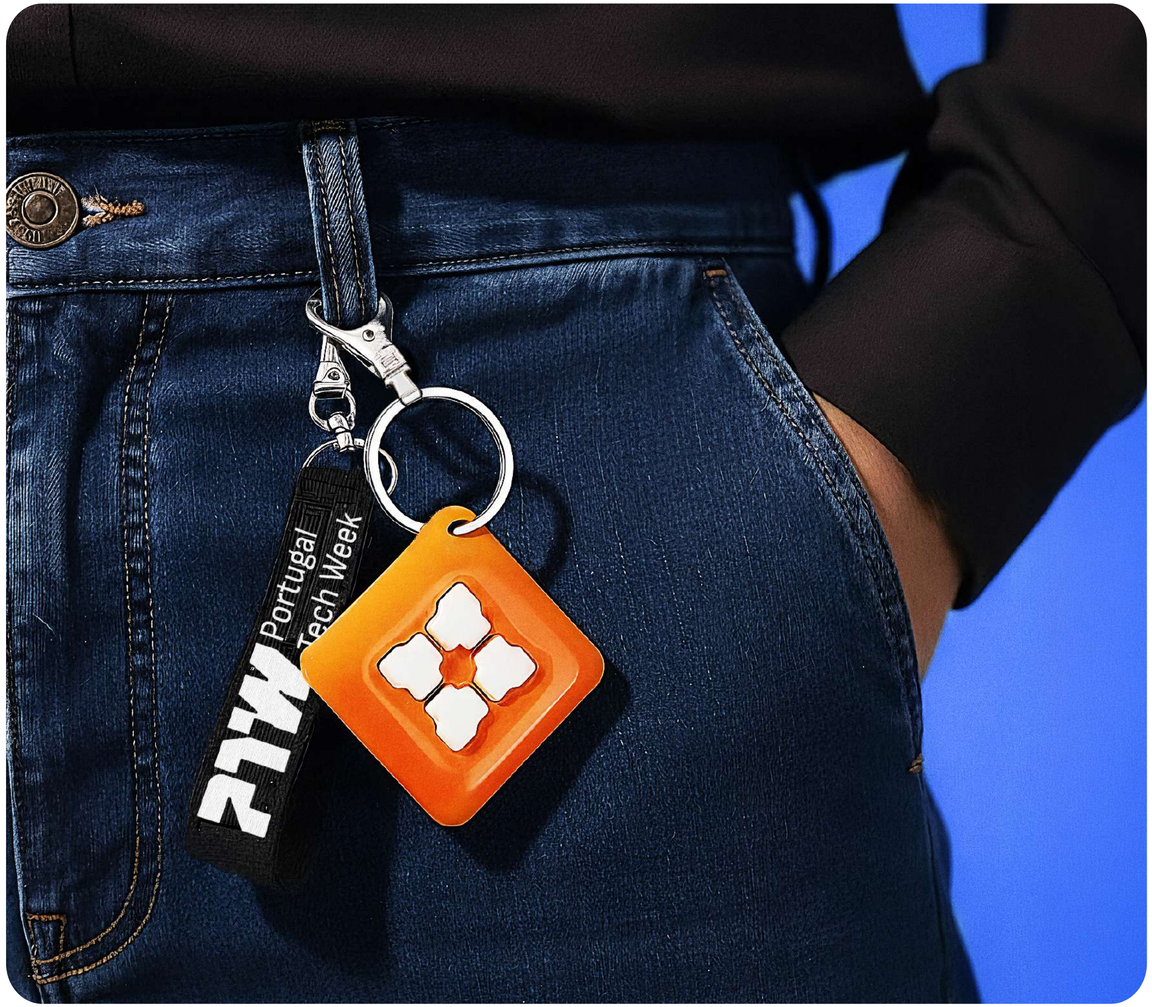
These mockups show our brand identity in action across various applications.



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Mockup 4

These mockups show our brand identity in action across various applications.







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Mockup 5

These mockups show our brand identity in action across various applications.



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Mockup 5

These mockups show our brand identity in action across various applications.



Thank You

2025

Brand Strategy

Adriana Sixel

Brand Design

Fernanda Nazário

Special Thanks

Fernando Jardim, PTW President

Marcelle Santori, PTW Manager

PTW Team

With thanks to the PTW team for their ideas, input, and ongoing contribution throughout the development of the brand.

Portugal Tech Week