

In words of our CEO [Luis Majano](#), Ortus means:

To Rise

A New Beginning

Ever Changing

Reforming itself

So, the swirl has no beginning and no end

it keeps changing and forming itself

And that is why the swirl is present in our logo.

# HOW TO USE

We give enough space to breathe to our logo, the clear space around is the width of the letter **T**



# IN CONTEXT

The main focus is to give a proper contrast to ensure our logo readability.



# OUR COLORS

## Primary Colors



HEX #8FC73E

RGB 143, 199, 62

HSB 85, 69%, 78%

LAB 74, -34, 59

CMYK 49%, 0%, 99%, 0%

Pantone 368 C or 382 U



HEX #000000

RGB 0, 0, 0

HSB 0, 0%, 0%

LAB 0, 0, 0

CMYK 75%, 68%, 67%, 90%

Pantone Black

## Secondary Colors



HEX #0F347E

RGB 15, 52, 126

HSB 220, 88%, 49%

LAB 23, 12, -46

CMYK 100%, 91%, 22%, 8%

Pantone 288 C



HEX #007FAA

RGB 0, 127, 170

HSB 195, 100%, 67%

LAB 49, -18, -32

CMYK 86%, 40%, 18%, 1%

Pantone 7468 C or 633 U



HEX #575757

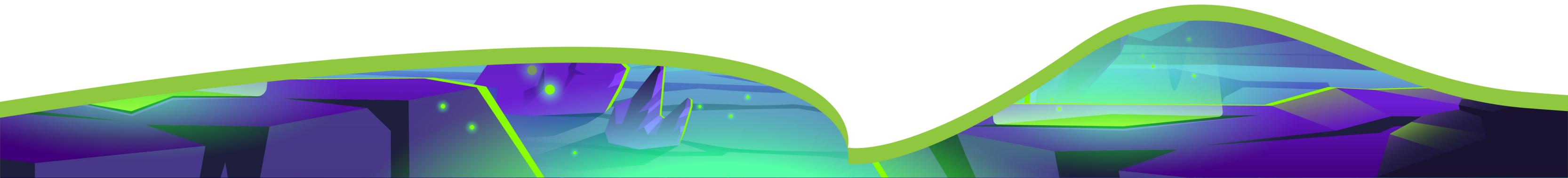
RGB 87, 87, 87

HSB 0, 0%, 34%

LAB 37, 0, 0

CMYK 63%, 55%, 55%, 30%

Pantone 425 C or 426 U



# MAIN COLORS READABILITY

The contrast ratio represent the readability of the logo or text, is based on the relation with the element and the background.

## Graphical Objects and User Interface Components



0% Black

✓ Green Contrast ratio = 2.01:1

✓ Black Contrast ratio = 21:1



25% Black

✗ Green Contrast ratio = 1.08:1

✓ Black Contrast ratio = 11.29:1



50% Black

✗ Green Contrast ratio = 2.01:1

✓ Black Contrast ratio = 5.17:1



75% Black

✓ Green Contrast ratio = 5.21:1

✓ White Contrast ratio = 10.53:1



100% Black

✓ Green Contrast ratio = 10.4:1

✓ White Contrast ratio = 21:1

\* The green CR is acceptable depending on the size of the element

## Normal and Large Text

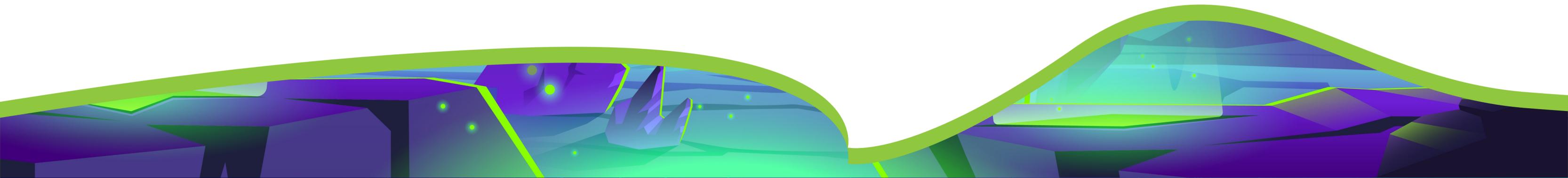
A contrast ratio of 3:1 is the minimum level recommended by [ISO-9241-3] and [ANSI-HFES-100-1988] for standard text and vision

Modernize or die! <sup>TM</sup>									
Modernize or die! <sup>TM</sup>		Modernize or die! <sup>TM</sup>		Modernize or die! <sup>TM</sup>		Modernize or die! <sup>TM</sup>		Modernize or die! <sup>TM</sup>	
Contrast Ratio = 2.01:1		Contrast Ratio = 1.08:1		Contrast Ratio = 2.01:1		Contrast Ratio = 5.21:1		Contrast Ratio = 10.4:1	
<b>Normal Text</b>	<b>Large Text</b>								
✗ WCAG AA	✗ WCAG AA	✗ WCAG AA	✗ WCAG AA	✗ WCAG AA	✗ WCAG AA	✓ WCAG AA	✓ WCAG AA	✓ WCAG AA	✓ WCAG AA
✗ WCAG AAA	✗ WCAG AAA	✗ WCAG AAA	✗ WCAG AAA	✗ WCAG AAA	✗ WCAG AAA	✗ WCAG AAA	✓ WCAG AAA	✓ WCAG AAA	✓ WCAG AAA

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

# THINGS TO AVOID



# TYPOGRAPHY

## Open Sans

Regular

Almost before we knew it, we had left the ground.

Bold

**Almost before we knew it, we had left the ground.**

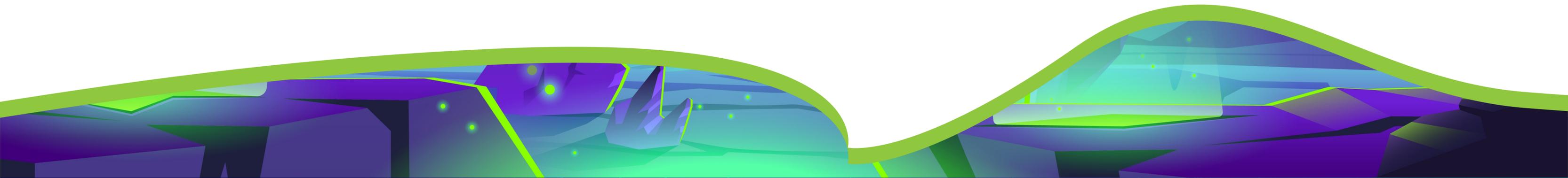
 [Download Family](#)

## HandelGotDBol

Regular

**Almost before we knew it, we had left the ground.**

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# DOWNLOAD



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