A PORTUGUESE PERSPECTIVE. A EUROPEAN CONVERSATION.

PromptTugal.*news*

Technology and AI, in context.

The selected editorial identity pairs a red T and green ugal with a black dot and italic .news. The PT.news square stamp carries the same character into compact spaces.



PromptTugal.news

Technology and AI, in context.



A publication with a point of view.

Independent reporting on technology and AI, from Portugal for Europe.

01 / INFORMED

Write for readers who know the field. Explain what changed and why it matters.

02 / PRECISE

Make the evidence visible. Use dates, sources and clear distinctions between reporting and analysis.

03 / INDEPENDENT

Keep sponsor credits separate from the masthead. Let authority come from the work.

04 / PORTUGUESE

Carry place through the name and restrained colour. Avoid tourist symbols and decorative flags.

The wordmark is the identity.

PRIMARY / PAPER

PromptTugal.*news*

Keep PromptTugal.news on one line. P and T are capitals. T is red, ugal is green, and the dot and italic news are black on paper.

PromptTugal.*news*

DARK / OPTICALLY LIGHTENED ACCENTS

ONE COLOUR / INK

PromptTugal.*news*

Use the monochrome artwork when colour reproduction is limited. Paper-on-ink artwork is also included.

Use the supplied outlined SVG master. The display lettering uses Newsreader 600 at optical size 72. The italic suffix uses weight 400 at 78% of the main em size. Fine rules may frame the complete nameplate.

One identity, at every size.

PT.NEWS / SELECTED SQUARE STAMP





The square stamp uses a black P, red T, black dot and italic news, a thin black frame and a green underline. Use it for avatars, cover stamps and app icons.

RESPONSIVE FAVICON / PT + DOT



At browser size, use both letters and the neutral dot. The heavier optical cut supports small rendering.



16 PX 32 PX 48 PX

Light assets use an ink-black dot. Dark assets reverse the dot and neutral lettering to paper.

Colour belongs to the name.

Paper

#F6F3EC

RGB 246 / 243 / 236



Ink

#121317

RGB 18 / 19 / 23



Portuguese red

#C52830

RGB 197 / 40 / 48



Portuguese green

#006600

RGB 0 / 102 / 0

Use paper and ink for most surfaces. Red marks the T. Green marks ugal in the name and the underline in the stamp. The dot follows the neutral text colour.

Dark mode

Paper on ink. Use red #F07278 and green #6DBB7E for the dark wordmark. Neutral rule: #D8D4CB.

DIGITAL MASTER VALUES / SRGB / PRINT VALUES REQUIRE A PROFILE-SPECIFIC PROOF

Editorial voice. Technical precision.

NEWSREADER / HEADLINES & READING

The story behind *the technology.*

Newsreader carries the publication: expressive headlines, readable stories and the nameplate. Use weight 600 for headlines and 400 for body text. Let optical sizing follow the reading size.

IBM PLEX SANS / INTERFACE

Clear navigation. Useful labels.

Use 400 for supporting copy and 600 for navigation and compact headings.

IBM PLEX MONO / DATES & METADATA

`LISBON / ANALYSIS / 05 NOV 2026`

Use sparingly for dates, bylines, article categories and source notes.

SUGGESTED WEB SCALE

Headline 48/52 Subhead 28/34 Body 20/30 UI 16/24 Metadata 12/18

ORIGINAL FONT FILES & OFL LICENCES INCLUDED / LOGO SVG FILES REQUIRE NO FONTS

Give the name room to read.

WORDMARK / HALF THE CAPITAL P HEIGHT

PromptTugal.news

Keep at least half the capital P height clear around the visible wordmark. Use 240 CSS px or 45 mm as a starting minimum width, then check the final medium.

APPLICATION RULES

Preserve the letter proportions, exact case and italic suffix. Use the supplied colour or one-colour master. Keep surrounding imagery quiet enough for every letter to read.

SQUARE STAMP / 1/8 SIDE CLEARANCE



Allow clear space of one eighth of the square side around the frame. Start at 96 CSS px or 20 mm for the full stamp.

Use the dedicated PT favicon at 16-64 px. The complete .news stamp serves larger avatar and app-icon placements.

A system for stories.

ILLUSTRATIVE WEBSITE HEADER

PromptTugal.news

LATEST AI STARTUPS EUROPE ANALYSIS

ANALYSIS / LISBON

What happens after the AI announcement?

Follow the evidence, the people and the consequences.

LAYOUT PRINCIPLES

A centred masthead between fine rules. Generous margins. A strong headline hierarchy. Metadata that is easy to scan.

Photographs should document real people, places and work. Use honest captions. Avoid generic robot imagery and staged technology spectacle.

PT .news

Place partner credits in their own line below the masthead.

Recognisable beyond the front page.

ILLUSTRATIVE SOCIAL CARD / 1200 X 630



VOICE / INFORMED, DIRECT, CURIOUS

Lead with the finding. Use concrete language. Separate evidence from opinion. Be curious without hype.

Instead of

"A revolutionary AI breakthrough changes everything."

Write

"What changed, what the evidence shows, and what remains untested."

The kit includes outlined wordmarks and framed mastheads, PT.news stamps, responsive PT favicons in SVG/PNG/ICO, app icons, editable social and slide templates, font files, colour tokens and the updated presentation image.

FONT SOURCES: GITHUB.COM/PRODUCTIONTYPE/NEWSREADER | GITHUB.COM/IBM/PLEX