



SWAPPER

BRAND GUIDELINES

LOGO

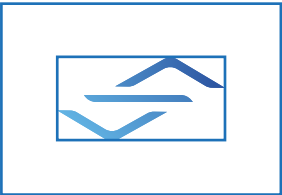
Logo

Swapper logo has 3 possible positions. It can be used full horizontal, the icon can be upper the naming and the icon can work by itself alone. It's important to keep the identity just like this to respect the brand. Both positions have the same size in the icon and in the naming.



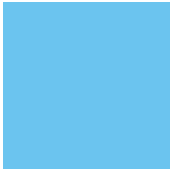
Spacing

It's important to respect an exclusion zone to secure the impact of the logo in each design or post.



COLOURS

Primary Colours

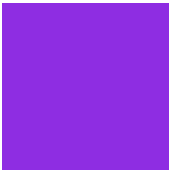


#6BC4EF

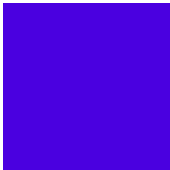


#2D56A2

Secondary Colours



#8E2DE2



#4A00E0



#38393C
(typo)

Fades



#6BC4EF

#2D56A2



#8E2DE2

#4A00E0

TYPOGRAPHY

App typography

Open Sans

Open Sans

Open Sans

Open Sans

Website typography

Poppins

Poppins

Poppins

Poppins

Poppins