

sway



visual identity guidelines

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SWAY.CO

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brand position

PERSONALITY

VISIONARY

SCRAPPY CLEAN

DISRUPTIVE

ONE-OF-A-KIND

AWARE

Sway is a modern clothing brand that blends the appeal of high fashion with the impact of social good. It utilizes the power of collaborations to work alongside nominated, local, small, people-of-color owned businesses to design lines of apparel and merchandise.

Each collaboration is a unique launch, and each launch's limited supplies last until merchandise is sold out both in store and online. For this reason, consumers always know they are purchasing a limited edition piece. 30% of profits are funded back to the local business working in collaboration.

logo



Ensure that when using logo, there is clear space on all sides equal to the initial letter “s” in the Sway logo.



Sway’s personality of high-fashion styles with humanistic values is conveyed through the curvature of this serif type. Spacing and emphasis on movement between letters was created through subtle manipulation of letter edges.

This results in a natural “sway” of letterforms that convey approachability.



Minimum size usage for logo should be 1” wide.



1” wide



USAGE

logo



sway



SECONDARY

If paired with other colors, use the logo in same color, but two tones darker or lighter, depending on whether initial color is dark or light.



COLORS

PRIMARY

Primary color usage of logo should be it's primary navy blue or white.

color palette



CLASSIC AND CLEAN

Sway’s primary colors are navy blue and light pink. To maintain a look of classic and clean, it is best to utilize these two colors with white.

Navy blue should be the primary color usage for text and sway logo on documents. It is meant to be versatile with the medium.

Secondary tones should primary be used when neutrals are needed and pale pink is not being utilized as a background color.

Accent colors for calls to action, high-lighting texts, or graphic elements.

PRIMARY

PALE PINK

C2 M26 Y23 K0
R245 G196 B181
HEX #f5c4b5

NAVY BLUE

C99 M100 Y36 K48
R25 G16 B66
HEX #191042

SECONDARY

MED GREY

C54 M45 Y43 K9
R121 G122 B125
HEX #797a7d

CLEAN WHITE

C0 M0 Y0 K0
R255 G255 B255
HEX #ffffff

LIGHT GREY

C16 M11 Y12 K0
R211 G213 B214
HEX #d3d5d6

BLACK

C2 M26 Y23 K0
R245 G196 B181
HEX #f5c4b5

ACCENT

TEAL

C74 M28 Y59 K7
R71 G137 B118
HEX #478976

YELLOW

C1 M26 Y100 K0
R251 G192 B18
HEX #fbc012

SALMON

C14 M76 Y79 K3
R06 G93 B67
HEX #ce5d43

NUDE

C10 M17 Y21 K0
R228 G207 B192
HEX #e4cfc0

STRATEGIC PAIRING

It’s best to pair our more neutral colors with the accents. All text should be in dark tints or white (if background is dark).

typography



Our typography helps communicate a lot about our personality as a brand. Sway is edgy, but Sway is human.

HEADLINES

Clearface Black SSI should be used for primary, bold headlines. It is the typface used in our logo, and signifies humanistic elements in the way it’s letter shapes sway. Use in lower case letters.

SUBHEADLINES

Helvetica Neue in bold and in all caps should be used for subheadlines.

BODY COPY

Body copy should be written in Helvetica Neue Regular.

HELVETICA NEUE BOLD

AaBbCcDdEeFfGg
HhIiJjKkLlMm Nn
OoPpQqRrSsTt
UuVvWwXxYyZz

HELVETICA NEUE REGULAR

AaBbCcDdEeFfGg
HhIiJjKkLlMm Nn
OoPpQqRrSsTt
UuVvWwXxYyZz

clearface
black ssi

AaBbCcDdEeFfGg
HhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz

imagery



STYLE

Our photography should portray our personality throughout campaigns; high fashion, but human. We want consumers to connect with what they see, so strive for eye contact.

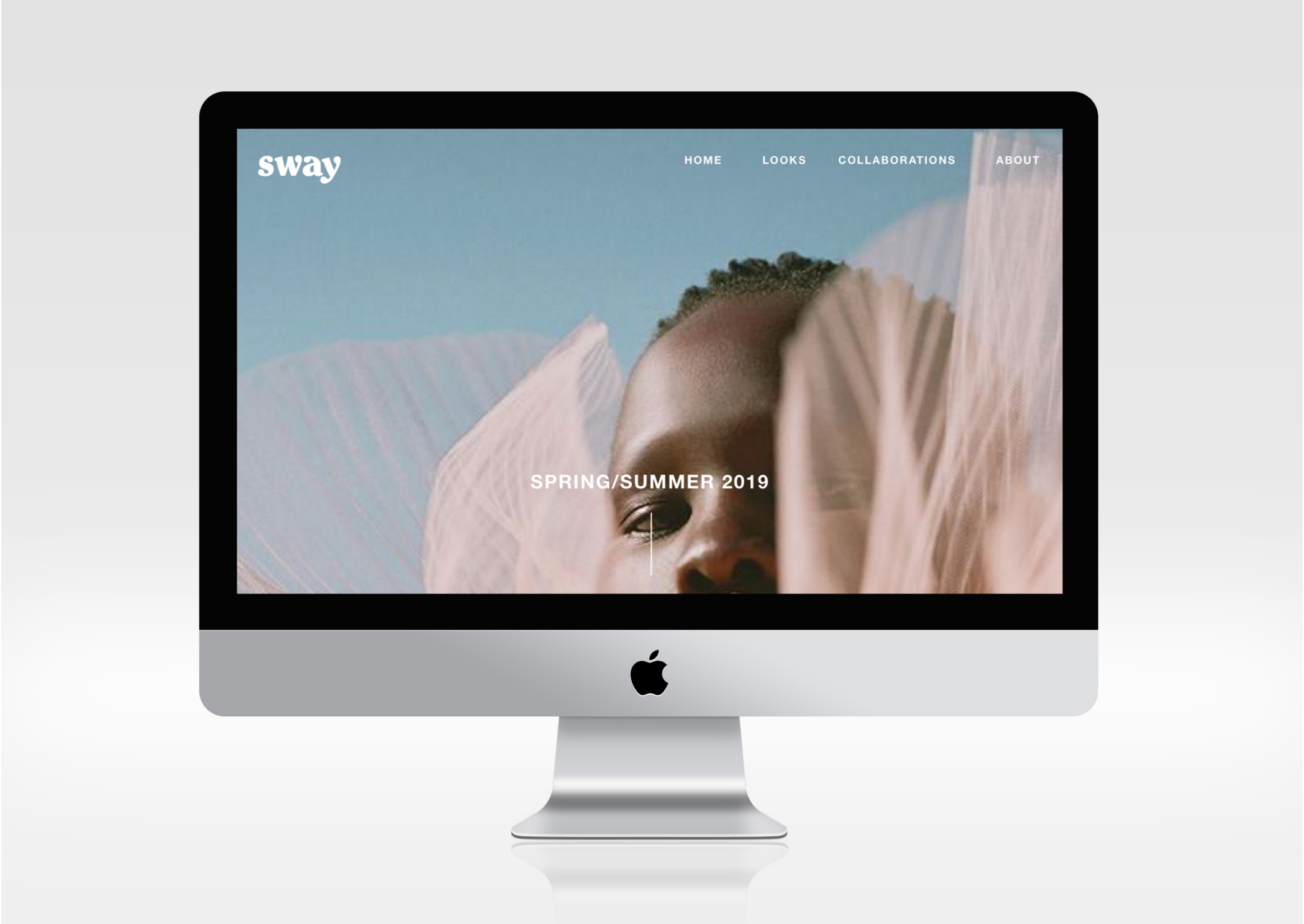
DIVERSITY & INCLUSION

Representation is extremely important to us; ensure diversity and inclusion is highly valued when casting models.





SAMPLE APPLICATIONS







SAMPLE ADS FOR NEW COLLECTION



thank you!

We are so appreciative of your attentiveness throughout this guide.
Regardless of guidelines, the core of Sway's brand is YOU; the people
who create, build, and impact each persons experience with the brand.