

A close-up, monochromatic blue-tinted photograph of a human eye, showing the iris, pupil, and eyelashes. The eye is looking slightly to the right.

Swann Branding Style Guide

Swann Logo

The logo is a specially designed graphic element which must not be modified or altered in any way. The distinctive design of the logo features the Swann name and distinctive blue and white icon.

The logo is available as graphic file artwork (eps, tif or jpeg) and should not be recreated, scanned or copied from the internet.

When applying the Swann logo, it is important to maintain adequate clear space around it to ensure its clarity and prominence. The clear space will provide separation from competing text, images, and other graphic elements. The illustration below specifies the minimum clear space required.

The logo will not be used in a sentence, headlines or copy. When referring to the Swann name in these situations, set the Swann name in the typeface being used.

Each of the examples presented demonstrates the correct use of the Swann logo. They will serve as a guide for those applying the logo in various visual treatments.



The official logo appears at the left. Use only authorised artwork when reproducing the logo.

	lx		lx
lx			
x			
lx			

To assure its integrity and visibility, the Swann logo should always be separated from competing text, images, and graphics.

The configuration at the left demonstrates the minimum clear space required, as determined by the height of the customised logo.



Do not attempt to specify the logo at less than 1.25mm, based on the length of the logo. Use the special letterspaced version of the logo for reduced size applications.

Use of Colour for the Swann Logo

Only the colours presented below are authorised for use with the Swann logo. Exceptions are not permitted. The logo is available as graphic file artwork (eps, tif or jpeg format) and should not be recreated, scanned or copied from the internet.



2 Colour:

Pantone 3015C and Black. To be used on white, light grey, or neutral backgrounds when these two authorised logo (corporate) colours are available.



2 Colour with web address:

The same as the logo above but the corporate URL is added. Predominantly used in the footer of product packaging & brochures in combination with official standard 2 color logo positioned at top left.



1 Colour:

Pantone 3015C.

To be used on white or light-value backgrounds when only Pantone 633 is available.



Black:

100% black.

To be used on light or medium-value backgrounds to maintain good contrast when only black is available.



Reverse:

White (on all colour backgrounds). To be reversed in white from any full-bleed colour background.

Do not place the logo in a box or containing shape.

Incorrect Use of the Swann Logo

The proportions of the logo are as important as its colour. Finished art graphic files will be provided in the correct proportions. Do not do any of the following:



Warp



Stretch



Recreate



Add



Change Colours



Download

Typography

Typographic fonts have been selected for use in the Swann visual system. Consistent use of these typefaces will enhance the distinctive presentation of Swann across all visual communications. Since typography is used so widely on all materials, it contributes greatly to Swann's proprietary expression.

Only the timesteps presented here may be used in the Swann system. They have been selected because they are readily available on Macintosh and PC workstations and have a flexible range of weights, from light to bold.

It is recommended that typography be specified flush left and ragged right. Capital and lowercase settings are preferred; the use of all capital letters should be avoided. The examples throughout the guidelines demonstrate how typography may be presented in the context of actual materials.

Macintosh & PC Adobe Font Library

Humanist521 BT
Humanist521 Lt BT

PC Workstation Alternative Fonts

Arial
Arial Black

Aa

Aa

Aa

Aa