

**SWISET**

# Brand Guidelines



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Section 1

# Re - Defining Our Brand

# A Strategic Evolution

The rebranding of Swiset emerges as a response to the need for positioning the brand as a leading enterprise. Our goal is to project an image of authority and expertise - one that reflects our commitment to providing cutting-edge technology and unwavering support to brokers.

Swiset is not just a brand; it's a trusted partner. Thanks to our solutions, brokers and Introducing Brokers (IBs) have achieved significantly improved user retention rates. We aspire to be recognized as a leader and a reliable ally in the trading technology industry.

This manual has been crafted to ensure consistent and effective use of the Swiset brand across various environments. It provides clear guidelines so that anyone working with our brand can confidently uphold and communicate the values and vision that Swiset embodies. By adhering to these standards, we can collectively reinforce Swiset's identity as a symbol of innovation, trust, and leadership within the industry.

# Brand Archetype

## “The Wise”

Based on Carl Jung’s 12 brand archetypes

Swiset embodies the Sage archetype, a brand driven by the pursuit of knowledge, truth, and wisdom. Rooted in a commitment to empowering individuals and organizations, Swiset delivers insights, tools, and strategies that enable informed decisions and foster growth.

Swiset appeals to individuals and businesses seeking clarity in decision-making and actionable insights. It resonates with those who value expertise, continuous learning, and strategic solutions.

Swiset exists to illuminate paths forward, turning knowledge into a powerful tool for transformation. Its promise is to always deliver wisdom-driven solutions that empower and inspire.

# Brand Concepts & Personality

**Wise:** Swiset approaches every challenge with a profound understanding and strategic perspective.

**Analytical:** Driven by data and facts, the brand provides clarity in a complex world.

**Trustworthy:** Swiset is a reliable source of accurate information and guidance.

**Inquisitive:** Always seeking to learn, Swiset continuously innovates to stay ahead.

**Inspirational:** Swiset encourages others to seek knowledge and embrace critical thinking.

# Voice and Tone

**Insightful:** Communicates with depth and clarity, providing meaningful takeaways.

**Professional:** Maintains a polished and authoritative tone, reinforcing credibility.

**Encouraging:** Inspires curiosity and learning while remaining approachable.

Section 2

# The Logo



# The “S”

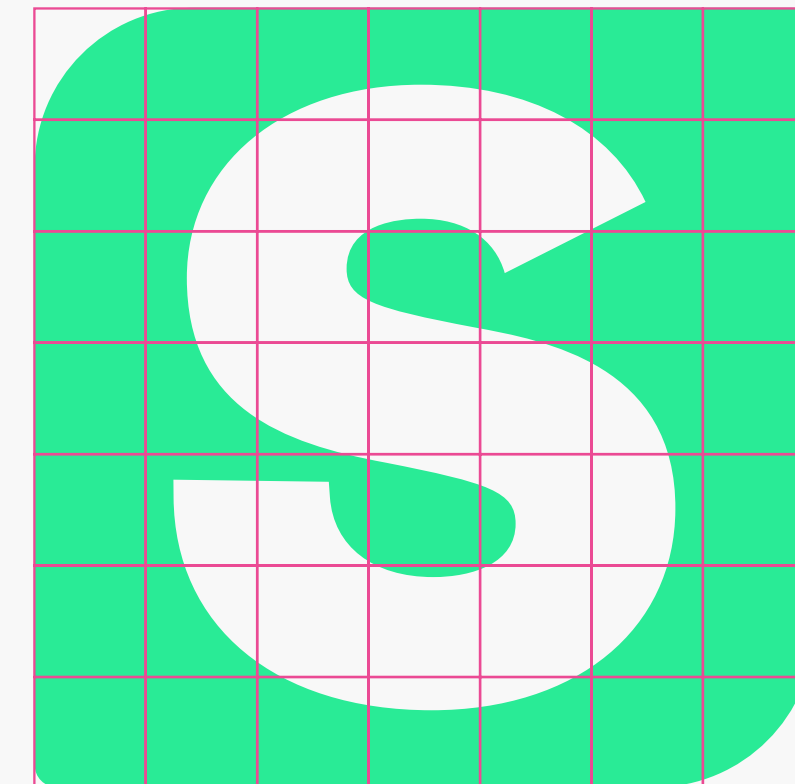
The “S” ( our responsive version) is composed by a stacked S in a geometric rounded square with the diagonals finishing in tips

The symbol is legible at most sizes, and a small version is provided for micro applications.

The “S” symbol



7x7 Grid



# The Logo

The Swiset logo is composed of a symbol and a logotype set in Aeonik Bold, this with a variation on the "S" serif to look more legible in small applications.

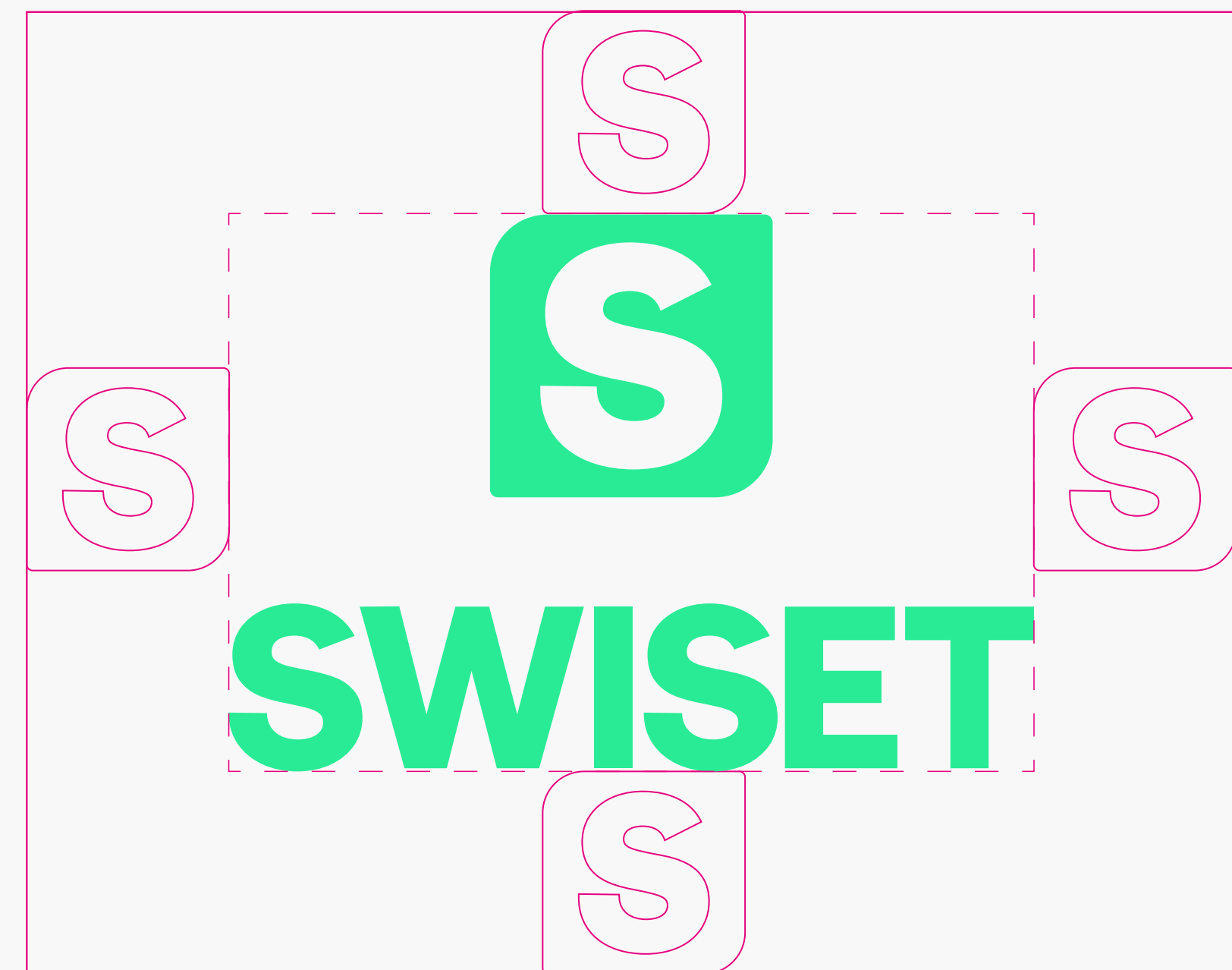
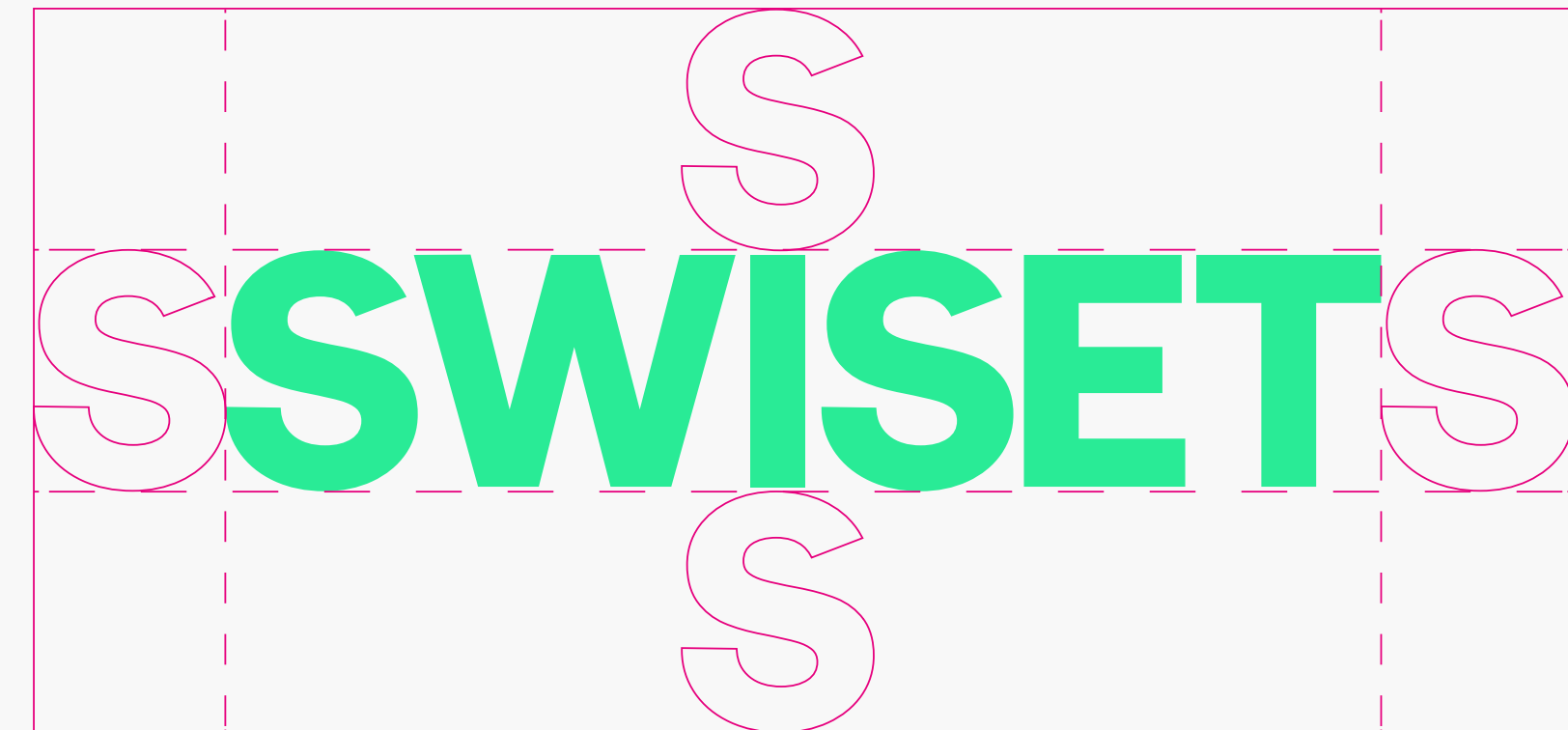
The logotype is the main logo and should be used in most instances.

The stacked logo is for vertical or large-scale use.

Avoid using at small sizes, as it can become illegible

Always use the logo files provided.

**Do NOT re-create the logo.**



# Small Uses

There is a specific logo for small sizes and should be used when the logo is rendered at a size between 90 px wide and 150px wide.

The small logo mark should be used at a size between 50px tall and 20px tall.

Only the horizontal logos and responsive are appropriate for small use.

Do not use the stacked logo for small use.

## Maximum Sizing for Small Use Logo

150px wide, approx.



(or approx 2,5 cm for print)

## Minimum Sizing for Small Use Logo

90px wide, approx.



(or approx 2 cm for print)

70px wide, approx.



(or approx 1,5 cm for print)

50px wide, approx.



(or approx 1 cm for print)

# Usage on Backgrounds

The one-color logo should be used only on photographs and color backgrounds within the Slack color palette.

The one-color logo should be only on black and white colorways.

If using an "swiset's green" background, we strongly prefer to use the black color. However, if design limitations conflict with this, then the logo should appear in white on swiset's green.



# Usage on Backgrounds

## Responsive

The one-color logo should be used only on photographs and color backgrounds within the Slack color palette.

The one-color logo should be only on black and white colorways.

If using an "swiset's green" background, we strongly prefer to use the black color. However, if design limitations conflict with this, then the logo should appear in white on swiset's green.



# Logo Misuse

Applying for all versions (full, stacked and responsive)



Do not crop the logo

**SWISET**

Do not change the size or position of the logo & symbol

**SWISET**

Do not use gradients on the logo or responsive

**SWISET**

Do not change the transparency of the logo

**SWISET**

Do not distort the logo

**SWISET**

Do not use drop shadows or any other effects

**SWISET**

Do not shuffle around the colors of the logo

**SWISET**

Do not re-create using any other typeface

**SWISET**

Do not rotate any part of the logo

**SWISET**

Do not use different colors

**SWISET**

Do not outline logotype

**SWISET**

Do not use backgrounds with poor contrast

Section 3

# Core Colors

## Main Green

PMS: 3385 C

#28EA96

RGB: 40, 150, 234

CMYK: 62, 0, 60, 0

## Accent Yellow

PMS: 100 C

#F9E65F

RGB: 249, 230, 45

CMYK: 6, 4, 72, 0

## Calm Green

PMS: 0921 C

#C3FFE3

RGB: 195, 255, 227

CMYK: 27, 0, 21, 0

## Dark Green

PMS: 100 C

#005931

RGB: 0, 89, 49

CMYK: 91, 37, 92, 36

## Black

PMS: Black C

#14161B

RGB: 20, 22, 27

CMYK: 0, 0, 0, 100

## White

#F8F8F8

RGB: 248, 248, 248

CMYK: 0, 0, 0, 0



# Accessible Color Combinations

All examples shown on the right pass the contrast standards to combine colors properly

**Dark Green  
on Calm Green  
Black on Calm Green**

**Black on White  
Dark Green on White**

**Dark Green  
on Main Green  
Black on Main  
Green**

**Black on White  
Green on Black  
Yellow on Black**

**Green on Dark  
Calm on Dark  
Yellow on Dark  
White on Dark**

**Dark Green  
on Yellow  
Black on Yellow**

Section 4

# Typography

For Titles

# Aeonik

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!"#\$%&/()=?i\*\*|{-.,

Air

Light

Regular

Medium

**Bold**

**Black**

For Text

# Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!"#\$%&/()=?i\*\*|{-.,

Book

Roman

**Black**

# Type specimen: Ideal stack

This is not a rigid rule; the recommended size hierarchy is designed with print media in mind. For web applications, considering the vast range of screen dimensions, this size — while ideal — may be adjusted by up to 10 points to ensure optimal adaptability.

**H1**  
Aeonik Bold 48/50 **Welcome to Swiset**

**H2**  
Aeonik Medium 27/30 **Acquire and Retain Traders & IBs**

**H3**  
Aeonik Medium 23/25 **Supercharge Trader Success with Swiset’s Cutting-Edge Risk Management Tool!**

**H4**  
Aeonik Regular 18/20 **With leading tools to manage, boost and fund your traders**

**P** Di debitiorepta qui opta volorenimusa doloreprepe re dolumquia volorio nsequame volorum recatur, ut odipsam harit ulpa dolore perum aborum ventur mincto de nectem adi dolorporrum vella doluptat.  
Ri te consequas es aut eumquibus maiorendam eum, sinvele ntorionsero bea cusapit inum que re, cone porate niscipi ctenectiis illitatie quo qui beatendae laudis excernatis esequid estiur? Imus, ut esequiolorro dolorum, qui-berferum quo blabo. Ut molum aut qui

ipsanditam sinctum, sit molenecesequid quam sumquamus repedignate ium rendit voluptae. Ut lit vel etus ut qui sinimusda esti ipsuntiusa pelicti onserum et rem as earumquiscid mos ipsumqui omnim exerum adiae con pressi omnihit omnimilia dolorrum quiat atatatem remperspid maximus et autem. Tem nes escidem et ipidemposam renis diorepe si quae dolenti atumquiducit ut voluptium, sin nonem quide acearum eaque des doluptur as incipicil inum iduciatiur, consequis moloria erspis exereratemo

At Swiset, we’re dedicated to elevating traders’ risk management, unlocking greater results.

**Hero P**  
Avenir Roman 18/20

**Book a Demo**

**Book a Demo**

**CTA Text**  
Aeonik Bold 16/18

**Quote Mark**  
Aeonik Bold 36 “

**Pull Quote** At Swiset, we’re dedicated to elevating traders’ risk management, unlocking greater results.  
Aeonik Regular 18/20

**Sign / Attribution** **Camilo Tobar**  
Avenir Black, Regular 16/15 CEO of Swiset

Section 5

# Architecture

# Primary Lockup

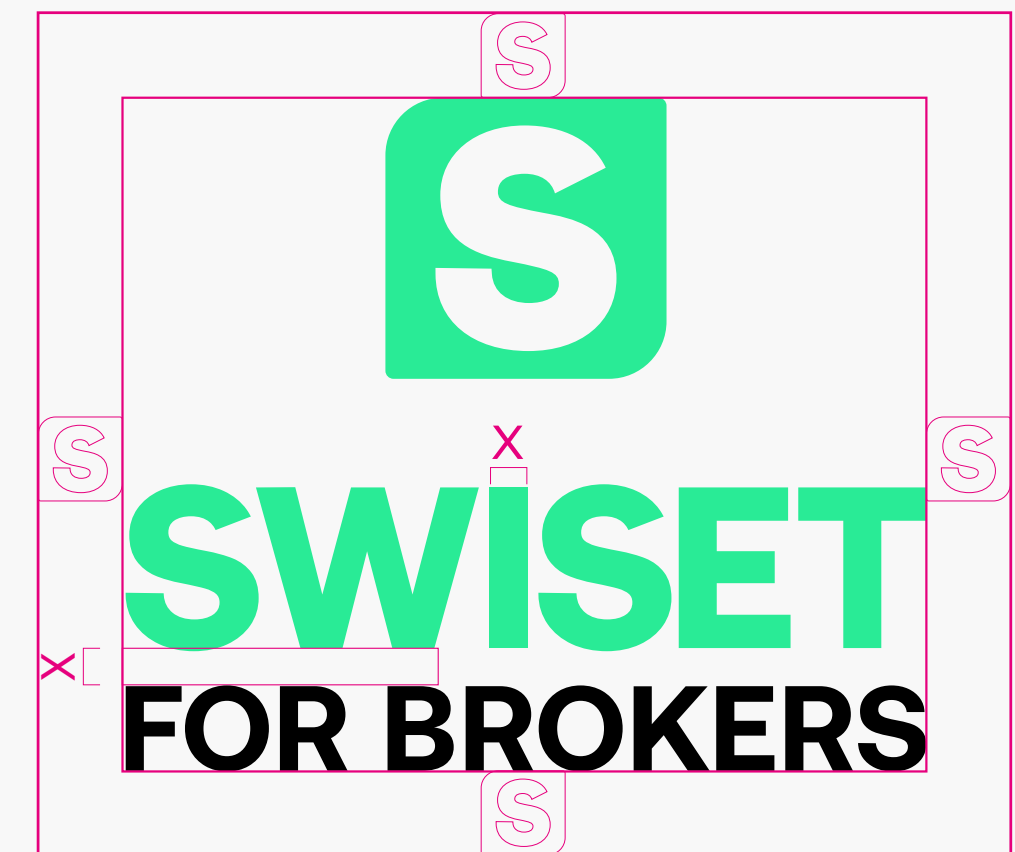
The primary lockup is used for external-facing entities that represent an extension of the Swiset master brand. These include programs, products, events, and groups with the highest potential for external visibility to promote brand recognition.

We lock up the Swiset logo with the entity name. The name should appear in uppercase, typeset in Aeonik Medium, optical kerning, with -10 tracking. The entity name is set to the right of the Swiset logotype, separated by a distance equal to "X"

**SWISET FOR BROKERS**



**SWISET  
FOR BROKERS**



# Partnership Lockup

The partnership lockup is used for communication around approved Swiset partnerships.

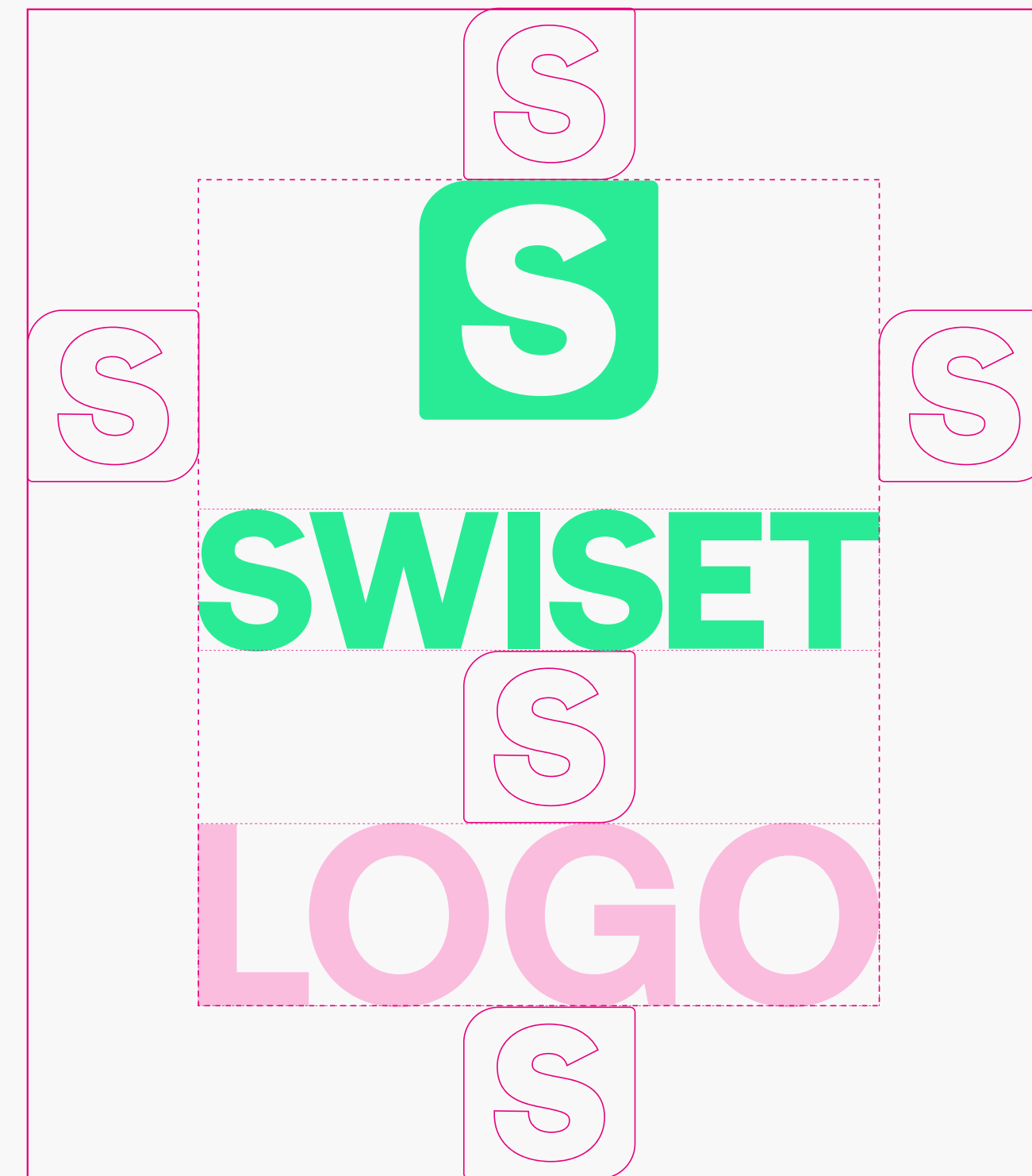
We lock up the Swiset full logo with a partner logo, placing the Swiset logo either to the left or top of the partner's logo. We add clear space between the logos equal to the size of the Swiset symbol, and divide this space in half by a vertical line.

Both logos should appear to be of equal size. Partner logos should be aligned to the optical baseline of the Swiset logotype.

We also kindly ask that you adhere to the following:

Do not pair the Swiset symbol with partner logos—always use the Swiset full logo.

- Do not use the Swiset name or marks as part of your own.
- Do not use Swiset in any advertising without our explicit approval.
- Do not use Swiset assets or similar words/marks on apparel or merchandising.



Section 6

# Icons



# Icons Use

Swiset icons are used across different brand touchpoints, from marketing to environment to product.

They provide symbolism, conceptual clarity, and visual interest through simplistic shapes and forms.

Icons can be use in color and outlined version



Brokers



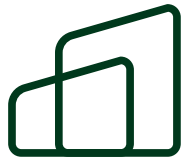
Traders



Props



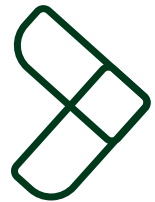
Communities



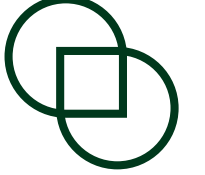
Brokers



Traders



Props



Communities

