



# SwellAI Ltd

## Brand Guidelines



# ABOUT

## Company name

Welcome to [store name], your number one source for all things [product, ie: shoes, bags, dog treats]. We're dedicated to giving you the very best of [product], with a focus on [three characteristics, ie: dependability, customer service and uniqueness.]

Founded in [year] by [founder's name], [store name] has come a long way from its beginnings in a [starting location, ie: home office, toolshed, Houston, TX.].

We hope you enjoy our products as much as we enjoy offering them to you.



design is not just what it  
looks like and feels like.  
design is how it works.

- Steve jobs

”

# our logo

Our full-color logo is our primary colorway - but only use it when displaying the logo on a white background. When displaying the logo on a photo or colored background, use the white or black version.



# logo usage

Avoid rotating the logo, distorting it, partially covering it up, or displaying it directly on a photo



# colors

Our brand is made up of the following colors. Any colors outside of this palette must be used with discretion.

rgb(4, 22, 53)

hsl(218, 86%, 11%)

#041635

rgb(0, 207, 200)

hsl(178, 100%, 41%)

#00cfc8

rgb(255, 255, 255)

hsl(0, 0%, 100%)

#ffffff

rgb(8, 42, 100)

hsl(218, 86%, 21%)

#082a64

rgb(0, 156, 151)

hsl(178, 100%, 31%)

#009c97

rgb(0, 2, 6)

hsl(215, 100%, 1%)

#000206

# typography

Typography is the work of typesetters, typographers, graphic designers, art directors, comic book artists, graffiti artists and now anyone who arranges words, letters, numbers and symbols for publication, display or distribution.

Header Text

Prompt

Text

Hind Madurai

# application

This is an example of how the logo and brand elements may be used in brand applications such as business cards.



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# contact

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