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# Identity Guidelines

June 2020

# SWITCHEO

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# Introduction to Switcheo

We are Switcheo, a non-custodian exchange, facilitating peer-to-peer transfers of digital assets. It is vital our identity is applied clearly and consistently so our target market can understand who we are and what we do.

## Core elements

The Switcheo visual identity incorporates two key elements: the logotype, and arrow symbol. In this section, the function and usage of each element are explained. It is vital that our identity is applied clearly and consistently so that our audiences can easily recognise Switcheo.



## Core logo

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The Switcheo logo is the primary representation of the brand, and is used as the main identifying device on all brand assets.

It is essential that the supplied logo master files are used and in no instance is it appropriate to recreate the logo. Please only use the logotype in the colour-ways as specified in these guidelines.

Our logo



**SWITCHEO**

## Core logo

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The Switcheo logo works in reverse colour.

Our logo reversed

# SWI7CHEO

# Exclusion zone and minimum size

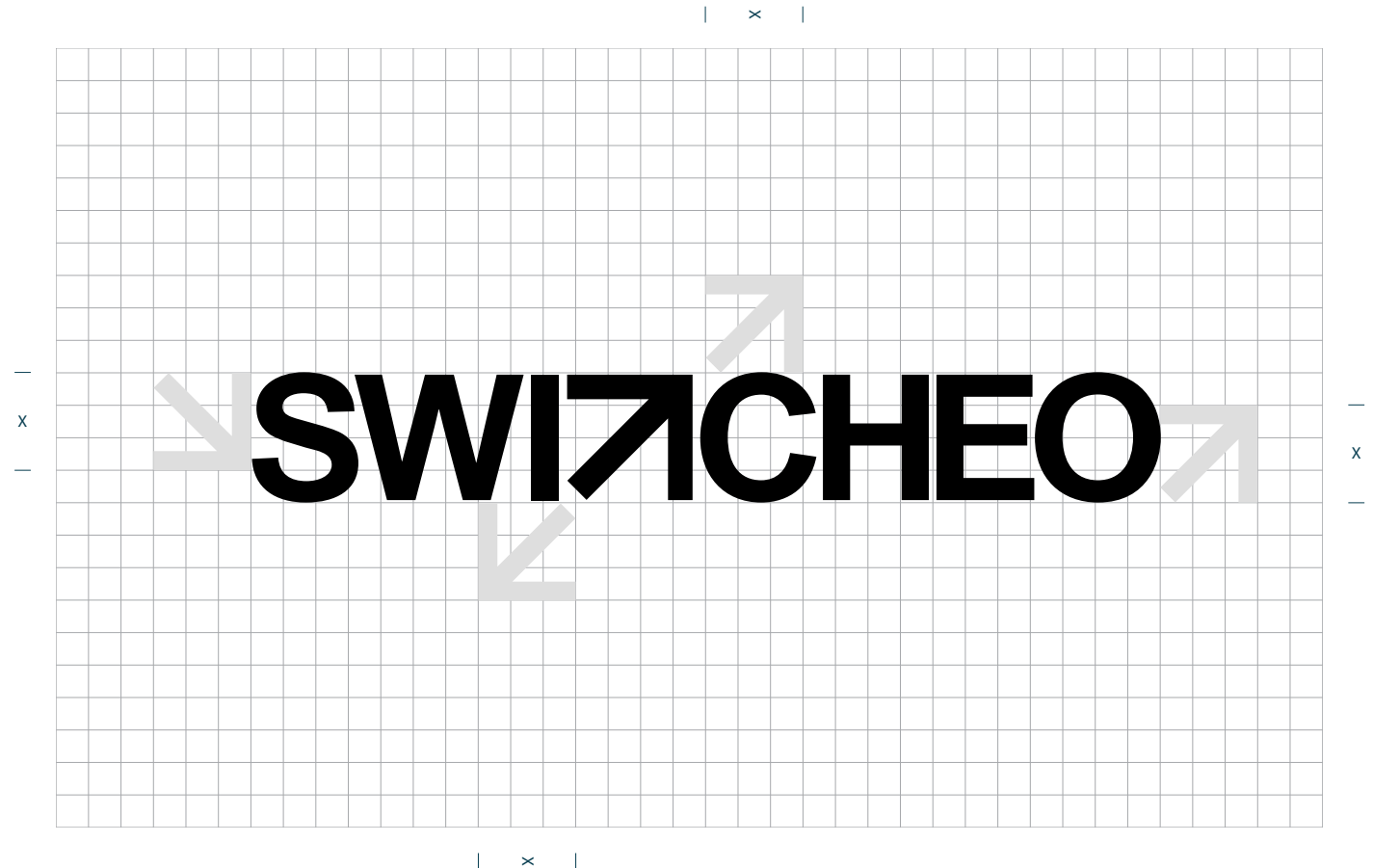
To maintain the visual integrity of the logo there are rules outlining the amount of clear space that must surround it. This is known as the exclusion zone. The exclusion zone ensures that other visual elements (i.e. headlines, text) do not encroach on the logo.

The exclusion zone is defined by the value X. X is 75% of the logo height.

Please note: the exclusion zone is a minimum and should be increased wherever possible.

To maintain clarity and legibility, the Switcheo logo should not be displayed at any size less than the minimum size as outlined below:

Print: 30mm Length  
Digital: 113px Length



Minimum size: Print



Minimum size: Digital



# Switcheo arrow

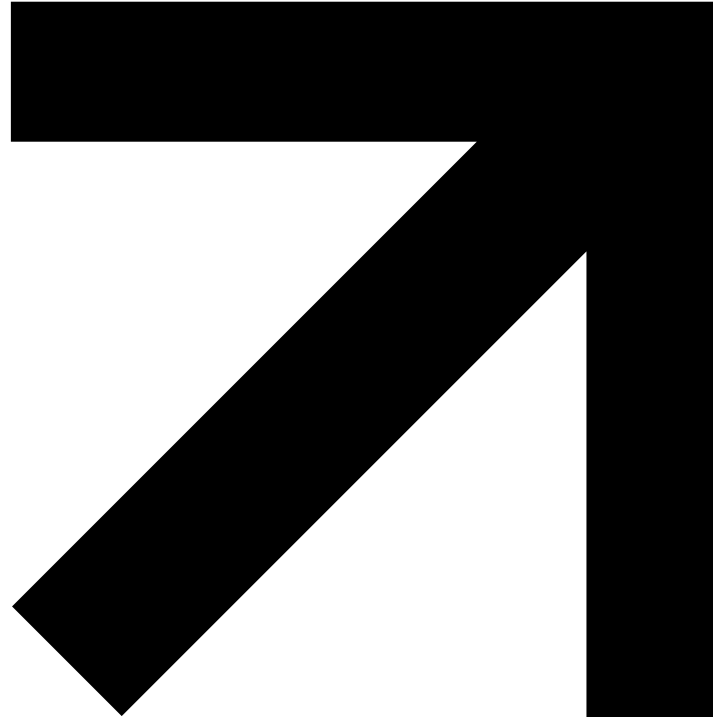
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The bespoke Switcheo arrow is designed to be used as a graphic visual representation of the brand in commercial and marketing use. For example, in merchandise, brand applications and advertising collateral.

It has been drawn specifically for the logotype, and adds another level of sophistication to our identity. It' has a positive connotation in moving forward.

Please note: The arrow is always displayed at this angle. It must never be rotated.

Our arrow symbol



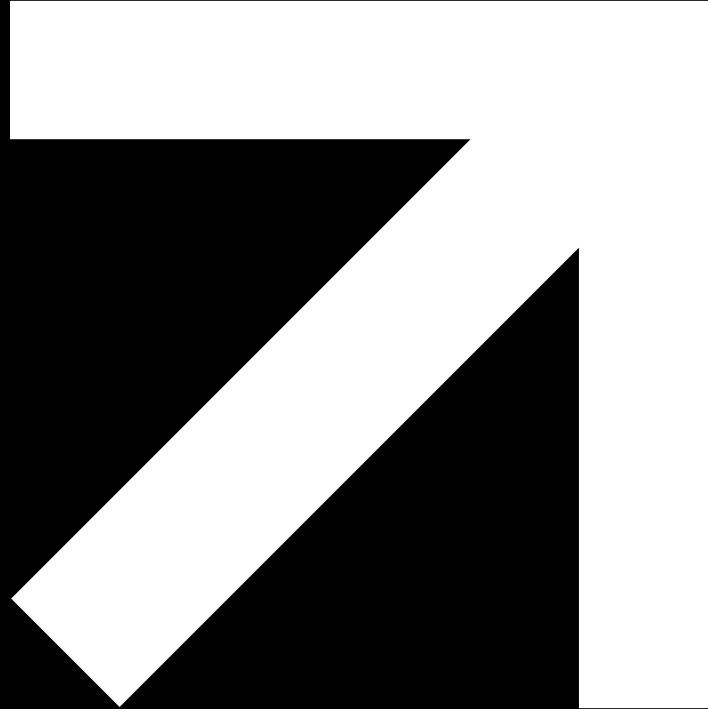


# Switcheo arrow

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The Switcheo arrow works in reverse colour.

Our arrow symbol reversed



# Exclusion zone and minimum size

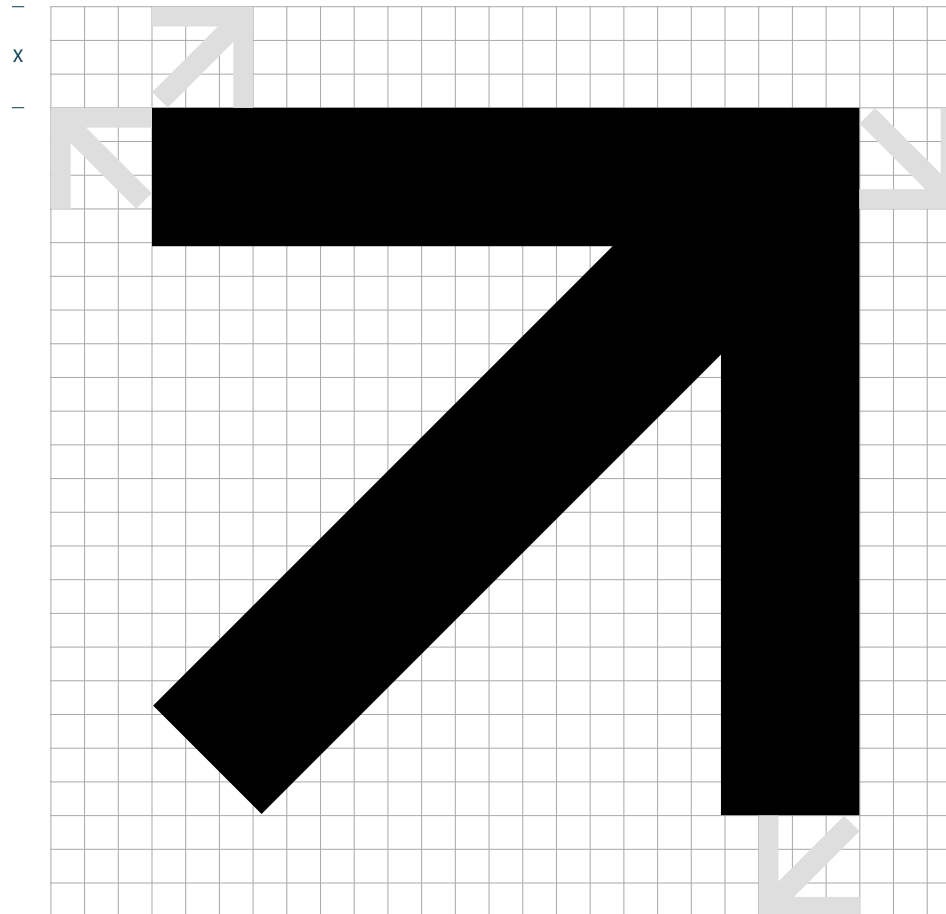
To maintain the visual integrity of the arrow there are rules outlining the amount of clear space that must surround it. This is known as the exclusion zone. The exclusion zone ensures that other visual elements (i.e. headlines, text) do not encroach on the arrow.

The exclusion zone is defined by the value X. X is 14% of the arrow height.

Please note: the exclusion zone is a minimum and should be increased wherever possible.

To maintain clarity and legibility, the Switcheo logo should not be displayed at any size less than the minimum size as outlined below:

Print: 7mm Length  
Digital: 26.5px Length



Minimum size: Print



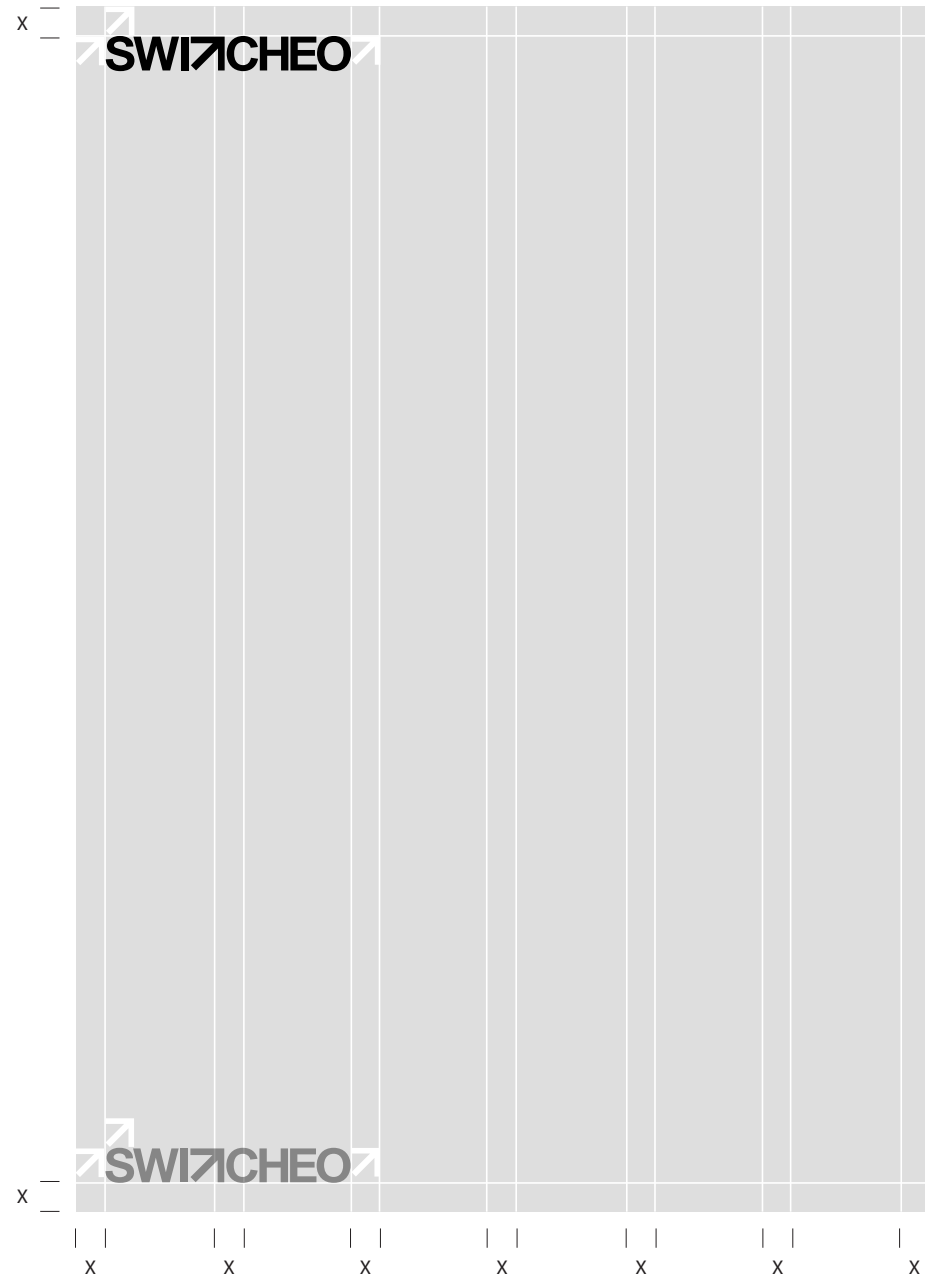
Minimum size: Digital



# Logo usage: 01

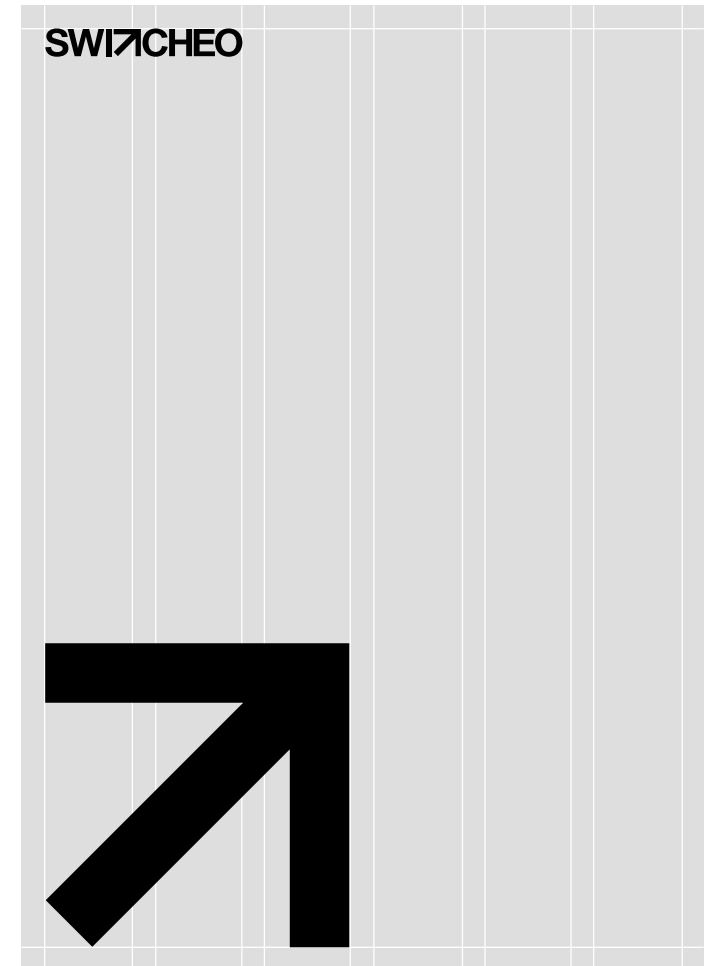
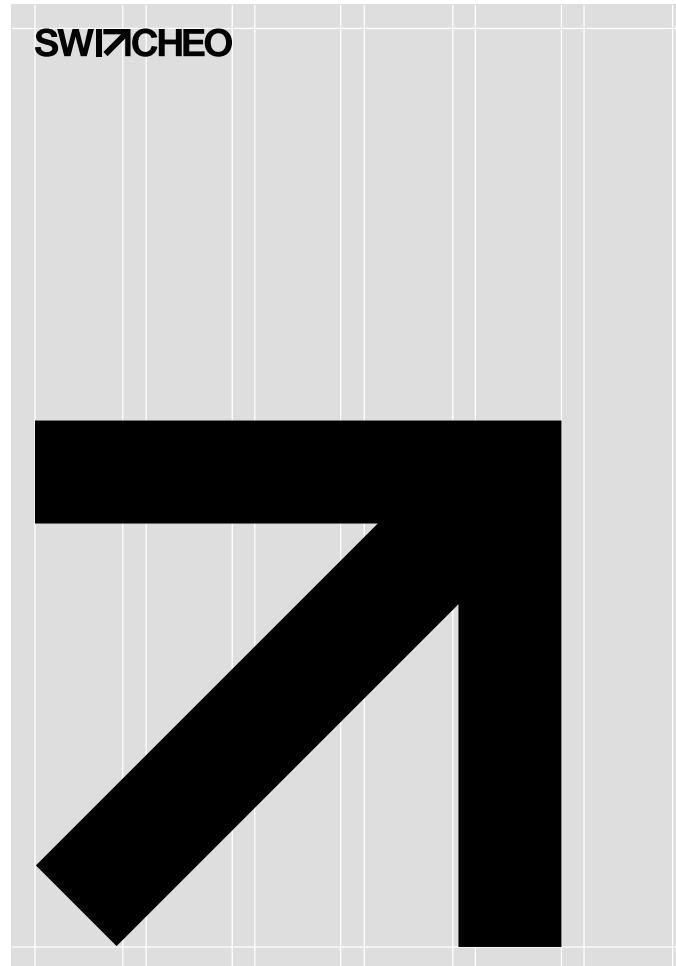
A six column grid should be used for all printed applications. This insures a consistent and flexible structure.

The Switcheo logotype must sit inside 2 columns, the margin and gutter space (x) must equal the exclusion zone.



## Logo usage: 02

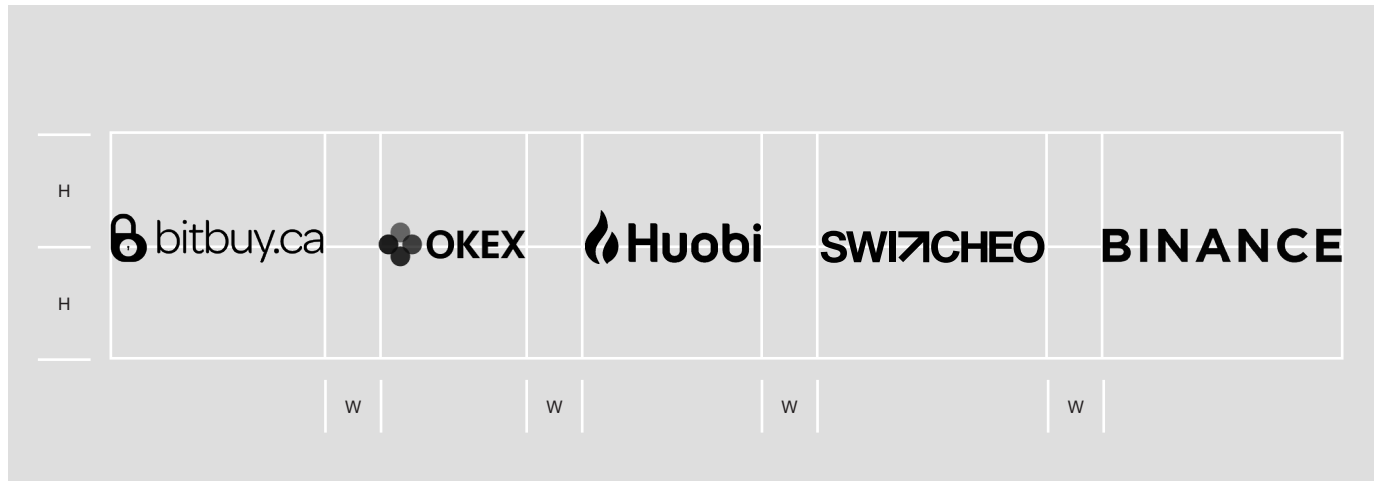
Once the logotype is in place, the Switcheo arrow can be added as an extra graphic device. It must always be in line with a gutter.



# Co-branding

In instances where the Switchero logotype sits alongside other logos from other brands, the recommended exclusion zone must be used.

Using the Switchero logo with other brands.



# What to avoid

It is important to ensure that the logo is reproduced with consistency and integrity. It is essential that the supplied logo master files are used and in no instance is it appropriate to recreate, colour or redraw the elements. The logos may only be used in their original states and must not be manipulated in any way. Always ensure the proportions of the logo are locked when scaling.

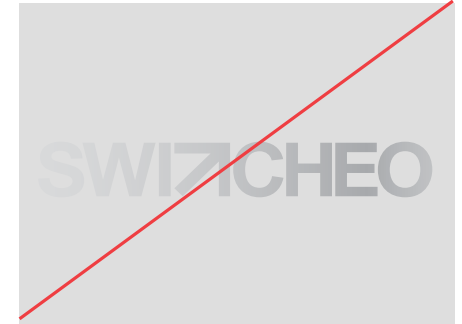
Never skew the Switcheo logo.



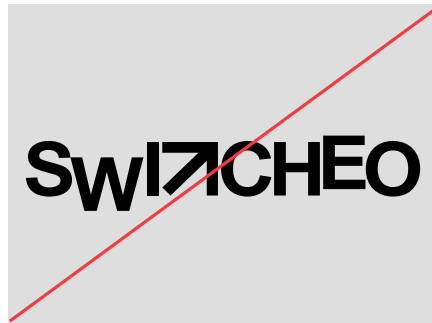
Never crop the Switcheo logo.



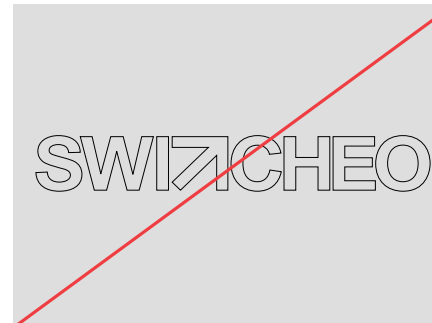
Never colour the Switcheo logo as a gradient or apply any effects to it.



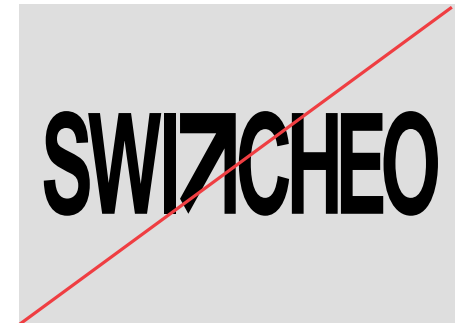
Never move or alter any of the letters within the Switcheo logo.



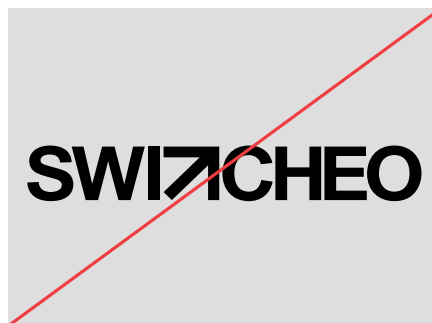
Never outline the Switcheo logo.



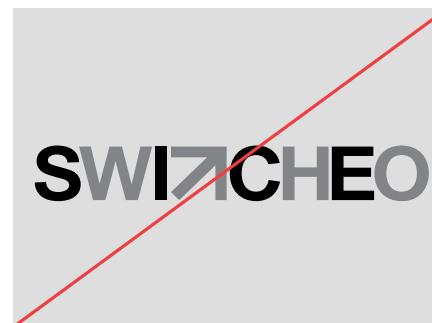
Never stretch the Switcheo logo.



Never single out the arrow



Never colour the Switcheo logo in different colours or different shades of one colour.



Never crop the Switcheo logo outside of the boundaries of the format.



## Visual language

This section demonstrates best practice examples of how to use the Switchco visual language: colour palette, typography and photography style.



# Typeface

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Our core brand typeface is Union. This is the primary typeface used across all brand applications. We use two weights: Regular and Bold.

This typeface is used in for all brand applications, including print and digital.

## Union Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Union Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**



# Colour

The brand colour palette is made up of primary colours. Please ensure these values are used as demonstrated on this page to ensure brand consistency.

Please note: Switcheo green is visually stronger on digital applications, on CYMK it may appear differently.

**Switcheo Blue**  
**PANTONE 548C**  
C:89 M:50 Y:32 K:58\*  
R:7 G:60 B:80

**Switcheo Green**  
**PANTONE 2281C**  
C:17 M:0 Y:47 K:0\*  
R:226 G:252 B:164

**Switcheo Grey**  
**PANTONE COOL GRAY 1 C**  
C:0 M:0 Y:0 K:18\*  
R:222 G:222 B:222

**Black**  
C:0 M:0 Y:0 K:100  
R:000 G:000 B:000

**White**  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255

## Colour usage

The logo should only be reproduced in the specified colours. The preferred choices are the Switchco Green and Switchco Blue.



**SWITCHCO**



**SWITCHCO**



**SWITCHCO**



**SWITCHCO**



**SWITCHCO**



**SWITCHCO**

## Colour usage

Do not use the colour palette in this way.



SWITCHEO



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## Contact information

For any questions please contact:  
[pr@switcheo.network](mailto:pr@switcheo.network)