

MINIMUM SIZE

The smallest the logo should be represented is 1.5" wide.



LOGO USAGE

- Only use the logo over white or light gray backgrounds.
- Only use the reverse/white logo over darker colored backgrounds.
- If possible, please link any logo used to swyftfilings.com

SECONDARY LOGO

The secondary logo can be used in place of the primary logo. The symbol & monogram can be used when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text.

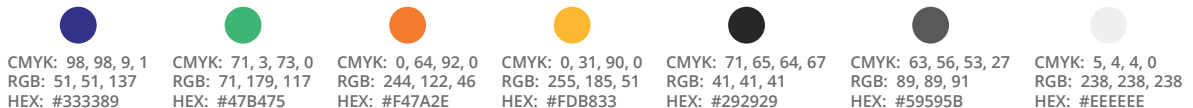
UNACCEPTABLE USAGE

Don't compromise the overall look of the logo by rotating, skewing or distorting in any way - that includes adding other unnecessary elements like drop shadows, text decorations and outlines. Here are a few examples you should never consider using the logo:

- Don't rotate the logo
- Don't stretch
- Don't resize individual parts
- Don't add drop-shadows or other text styles
- Don't use off-brand colors
- Don't place elements in the logo clear space

COLOR PALETTE

Color is an integral part of brand identity. The color palette must be used consistently in order for the brand to evoke immediate recognition and response.



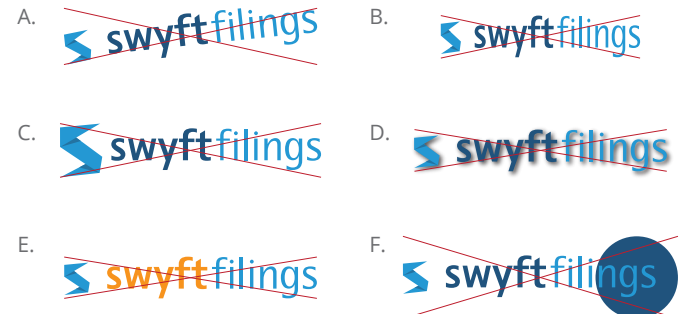
TYPOGRAPHY

Typography is a powerful brand tool. This set of typefaces best represent the feel of the brand and should be used across all web applications and print purposes.

CLEAR SPACE

Always keep a minimum clear space around the logo to ensure legibility. This way, the mark will be isolated from any other competing graphics or elements that might conflict with it.

The minimum clear space is defined as the height of the logo symbol and it should be maintained as the logo is proportionally resized.



Open Sans	Use for body text A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Raleway	Use for headlines A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z