

Swoop Brand Guidelines

Welcome to the Swoop Style Guide—a comprehensive resource designed to ensure consistency and clarity across all aspects of our brand. This guide serves as a roadmap for how we present ourselves to the world, reflecting the values, precision, and innovation that define Swoop.

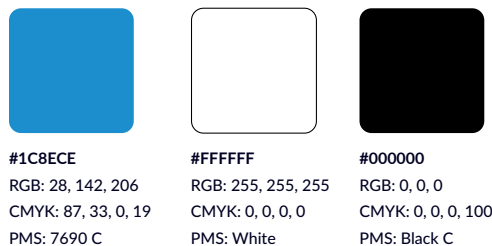
Primary Logo Wordmark



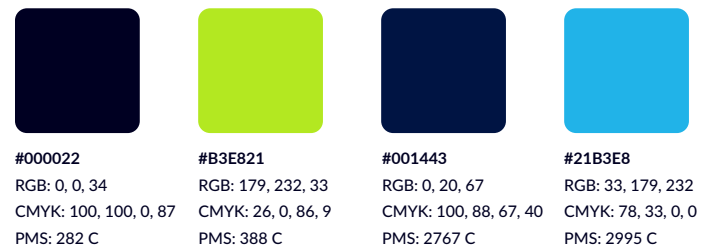
Primary Logo Lockup



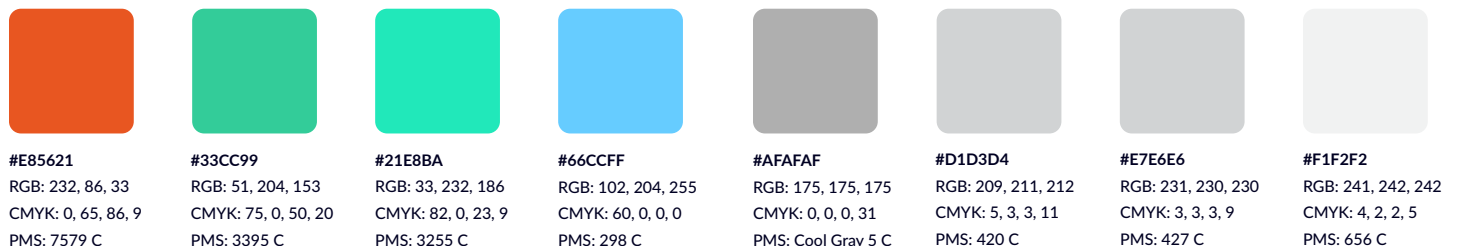
Primary Colors



Secondary Colors



Tertiary Colors



Primary Font for Print and Web

Lato Light
Lato Regular
Lato Bold

Primary Font for Powerpoint and Word

Arial Regular
Arial Bold
Arial Black