

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

Swoop Blue #1C8ECE RGB: 28, 142, 206 CMYK: 87, 33, 0, 19 PMS: 7690 C	Pure White #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 PMS: White	Pure Black #000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100 PMS: Black C

Secondary Colors

Carbon Blue #000022 RGB: 0, 0, 34 CMYK: 85, 78, 46, 78 PMS: 282 C	Swoop Green #B3E821 RGB: 179, 232, 33 CMYK: 35, 0, 100, 0 PMS: 388 C	Prevision Navy #001443 RGB: 0, 20, 67 CMYK: 100, 91, 37, 53 PMS: 2767 C	Insight Blue #21B3E8 RGB: 33, 179, 232 CMYK: 69, 10, 0, 0 PMS: 2995 C

Tertiary Colors

Channel Orange #E85621 RGB: 232, 86, 33 CMYK: 4, 81, 100, 0 PMS: 7579 C	Vital Green #33CC99 RGB: 51, 204, 153 CMYK: 67, 0, 55, 0 PMS: 3395 C	Vital Aqua #21E8BA RGB: 33, 232, 186 CMYK: 48, 0, 33, 0 PMS: 3255 C	Soft Blue #66CCFF RGB: 102, 204, 255 CMYK: 54, 3, 0, 0 PMS: 298 C	Deep Gray #AFAF AF RGB: 175, 175, 175 CMYK: 0, 0, 0, 36 PMS: Cool Gray 5 C	Surface Gray #D1D3D4 RGB: 209, 211, 212 CMYK: 0, 0, 0, 19 PMS: 420 C	Mist #E7E6E6 RGB: 231, 230, 230 CMYK: 0, 0, 0, 10 PMS: 427 C	Frost White #F1F2F2 RGB: 241, 242, 242 CMYK: 0, 0, 0, 4 PMS: 656 C

Primary Font for Print and Web

Lato Light
Lato Regular
Lato Bold

Primary Font for Powerpoint and Word

Arial Regular
Arial Bold
Arial Black