

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



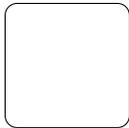
Primary Logo Lockup



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



Precision 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

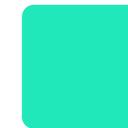
Tertiary Colors



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



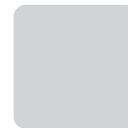
Vital Aqua
#21E8BA
RGB: 33, 232, 186
CMYK: 48, 0, 33, 0
PMS: 3255 C



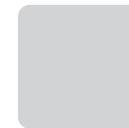
Soft Blue
#66CCFF
RGB: 102, 204, 255
CMYK: 54, 3, 0, 0
PMS: 298 C



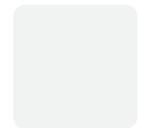
Deep Gray
#AF AF AF
RGB: 175, 175, 175
CMYK: 0, 0, 0, 36
PMS: Cool Gray 5 C



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