SWIFTWALL®

Brand Guide

Introduction / Contents

Great companies are built on strong brands that influence customer choice and build loyalty. A strong brand is a competitive asset — one that can improve market position and contribute to company success. When the essence of a brand is understood within a company, it can serve as a source of inspiration, excitement, and employee engagement.

Brand expression

Our vision is to be a partner and a first call when planning changes to any built environment. We enable construction without disruption by making the process cleaner, simpler, more affordable and sustainable.
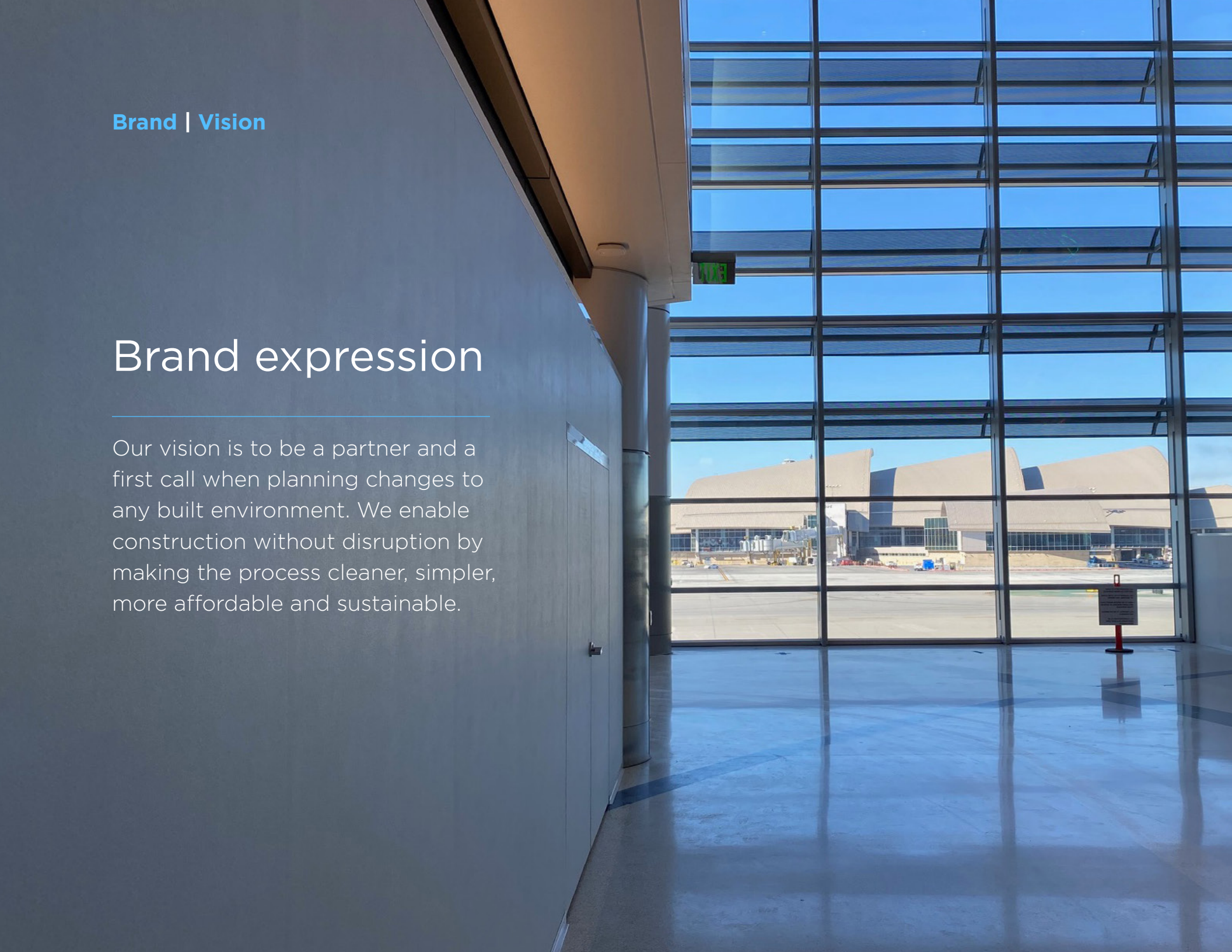
Positioning

Purpose
Why we're here

To revolutionize construction – to make the process a positive, more sustainable, less disruptive experience.

Promise
What you can expect from us

We eliminate obstacles in construction by making the process faster, cleaner, simpler, more affordable and sustainable.

Values
How we do things

Curious, optimistic, persistent, simplified, innovative

Differentiators
What makes us different

Disruptive change-makers	**Creative problem solvers**	**Proactive innovators**	**Risk takers**
Simple, fast, affordable, reusable, storable, clean alternative to drywall	Solution-oriented; agile; flexible; innovators; responsive to customer needs; ready for market changes	Ongoing sustainability improvements; future-looking	Bold; brave; daring

Brand toolkit

Our brand toolkit gives us a flexible system of design elements that, when used consistently, helps to create a distinct look and feel for SwiftWall materials.
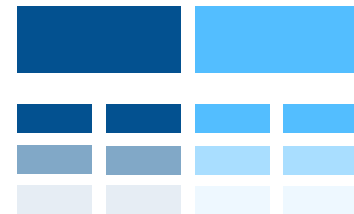

Logos

Typography

Color

Photography

Graphics

Iconography

Brand | Hierarchy

MASTER (ENDORSER) BRAND

Our identity system begins with the SwiftWall logo type and icon. This construction is carried through to all sub-brands.

PRODUCT BRAND / HYBRID

All product brands should include the SwiftWall endorsement line. When using the product brands combined with the SwiftWall master brand logo, you may choose to use the simplified logo marks.

Existing logomarks for trademarked product lines may be used, but simple typographical treatments are preferred.

SwiftInstall®   **SwiftKit®**

Product nomenclature consists of the endorser brand, product line or modifier, followed by a generic descriptor.

| SwiftWall® Max modular system | SwiftInstall® temporary construction walls | SwiftWall® construction barrier system |

Trademark usage in copy

In any communication, the first use of the SwiftWall name should always use the registered trademark. Subsequent uses within the same communication do not require the "®" symbol.

Logo | Origin

Logomarks

The SwiftWall logo conveys speed and stability. The icon uses simple shapes, almost in motion, as a literal representation of our wall systems. The SwiftWall logo is available in vertical and horizontal orientations along with standard print and digital formats.

As our logo is the most visible and essential element of our identity, using it correctly is critical. Incorrect use of the SwiftWall logo mark can dilute its meaning and weaken our trademark.
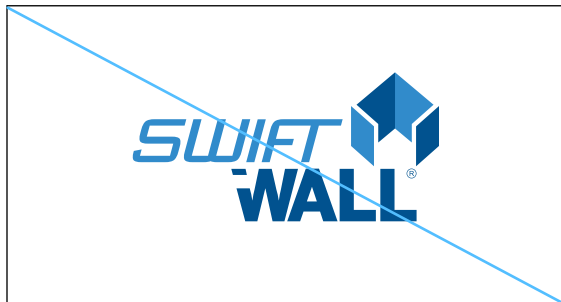
Vertical orientation

Horizontal orientation

Icon

Do not alter the shape or components

Do not change the color or add effects

Do not place on busy or non-contrasting images

Minimum size and clear space.

The SwiftWall logo must be easily seen and recognized. Don't crowd it with other images or type. Don't print it over a busy or heavily patterned image that limits the logo's visibility.

Minimum Sizes
Always use the logo at a legible size on all communications. The minimum size for print applications is 1.325 inches wide. Digital applications should be a minimum of 100 pixels wide.

1.325 Inches

100 pixels

Clear Space
Regardless of orientation, the preferred amount of clear space is equal to the height of the *SWIFT* logotype.

Favicon
A SwiftWall favicon has been developed for very small uses in digital applications. The favicon is never used as a substitute for the logo.

Logo application

Logos may be applied over a variety of backgrounds, including color and imagery. The key considerations are visibility and legibility. Reversed (white) logos work well on textures or complex photography while full color logos work best on very light colors or very dark colors.

Color

White

White Type

Logos on Photography
Be cautious when using logos over photography. Backgrounds should be very light or very dark and not contain distracting textures or patterns. White is the preferred logo over most photography.

Color | Formulas

Color specifications

The primary color palette should be used first and frequently throughout the identity system. Hero application areas — such as brochure covers, presentation covers and website home pages — should use this palette to reinforce the SwiftWall brand. Our palette also includes a palette of secondary and accent colors that adds flexibility and vibrancy to our materials.

PRIMARY COLOR PALETTE

Strong blues are the core of our color system. Tints may be used, but do not vary the color formulas.

BLUE
PANTONE 285 C
C:100 M:25 Y:0 K:0
R:0 G:143 B:227

DEEP BLUE
PANTONE 7692 C
C:100 M:25 Y:0 K:50
R:3 G:81 B:144

SECONDARY COLOR PALETTE

Our secondary colors add complementary blues to extend the range. Be mindful of contrast when combining blues.

DARK BLUE
PANTONE 539 C
C:100 M:25 Y:0 K:85
R:8 G:30 B:65

BRIGHT BLUE
PANTONE 292 C
C:60 M:10 Y:0 K:0
R:83 G:190 B:255

ACCENT COLOR

Accent color may be used to highlight information in a chart, graph or infographic, or to prompt an action within a printed or digital space. This color should be used sparingly.

DEEP YELLOW
PANTONE 123 C
C:0 M:25 Y:100 K:0
R:240 G:198 B:39

Font usage

Fonts portray a distinct brand personality and character. SwiftWall uses Gotham as its primary typeface. This font should be used on all print and electronic materials. Any style or weight found within the Gotham family may be used.

The Sporty Pro family may also be used for headlines and applications that need to draw attention. This font should be used sparingly and never for body copy.

Manual of style

SwiftWall follows the Associated Press (AP) Stylebook guidelines for grammar, punctuation and principles of reporting, including many definitions and rules for usage as well as styles for capitalization, abbreviation, spelling and numerals.

Gotham

Example of Gotham Regular 12 pt.
The brown fox jumped over the lazy dog.

Example of Gotham Medium 14 pt.
The brown fox jumped over the lazy dog.

Sporty Pro

Example of Sporty Pro Light 10 pt.
THE BROWN FOX JUMPED OVER THE LAZY DOG.

Example of Sporty Pro Bold 12 pt.
THE BROWN FOX JUMPED OVER THE LAZY DOG.

Microsoft® Office and alternative system fonts

When Gotham is not available, you may substitute with standard system fonts. Arial is the preferred alternative font for the MS-Office® platform and other digital applications.

Arial

Example of Arial Regular 12 pt.
The brown fox jumped over the lazy dog.

Example of Arial Bold 14 pt.
The brown fox jumped over the lazy dog.

Iconography

Our icons are uniquely styled and built to complement our identity system. Each icon is reduced to its minimal form, with every idea edited to its essence. Icons may be scaled up or down and may appear in any color from our palette. We pair our icons with descriptive text to call out specific actions or with the SwiftWall cube outline as a border.

Product Feature Icons
These icons are used to illustrate the feature or benefits of SwiftWall products.

Industry Icons
These icons are used to represent key industries or market themes.

Icon Construction
Our icons are drawn using a 3 point line on a 2" by 2" grid structure to ensure consistency. Icons may be used with the signature SwiftWall cube outline.

| Industries | | Features | | |

Photography

Imagery plays a powerful role in illustrating the features and benefits of our products. Whether selecting or shooting still images or video footage, the same principles for style and content apply.

Product Photography
Product photography should always be clean and simple. Color correction may be required for a consistent representation of product colors and finishes. 3D models or illustrations may be used, but should be accurate in their representation.
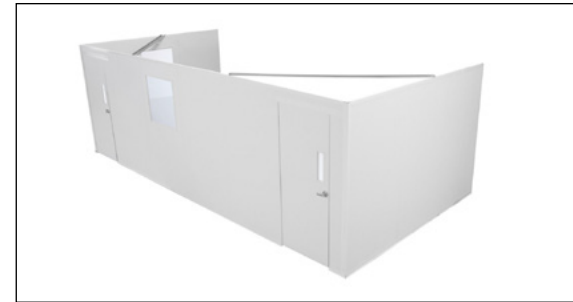
Products in Action
Products in action are the most authentic images. Interaction and story are key in this space, not solely capturing the product.

Industry Imagery
You may want to add context to your story using industry or application-specific images that do not contain SwiftWall products. These images should not dominate or be overly complicated to confuse the message.

Product

Product in Action

Industry/Contextual

Graphics

Supplementing text and photography with textures and bold graphics can add depth and excitement to your communications. Graphic elements should dovetail with other brand components to enhance but never distract.
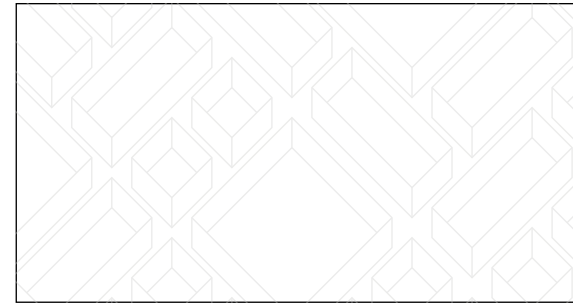
Textures
The SwiftWall texture is built from the logomark icon and can be used in different configurations using the SwiftWall color palette.

Illustrations
Diagrams and illustrations should always be clean and simple. Use colors outside the SwiftWall palette in moderation.

Textures

Illustrations

Brackets

The SwiftWall branding system includes a set of graphic elements referred to as the "SwiftWall Brackets." These iconic flourishes represent the concept of defining space.

For added continuity, these graphics were constructed from the logomark icon's four walls. These can be used to highlight headlines or as simple textural items to add visual interest.

Bracket Construction
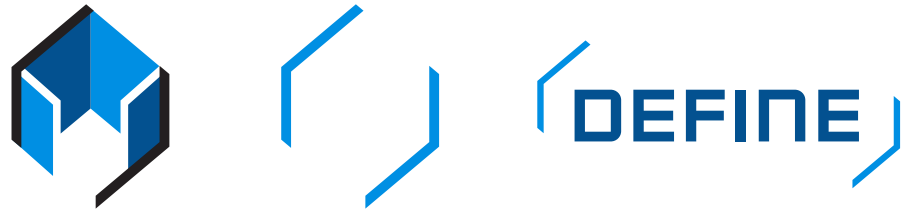
Example

The Brand Mascot

The main purpose of a mascot is to build and strengthen brand identity and create a stronger connection with the audience.

• Better recall
• Add personality to the brand
• Stand out from the crowd
• More emotional connection
• Connect to brand attributes

The SwiftWall Mountain Lion

A symbol of strength, speed and agility, the mountain lion is a bold symbol that embodies nearly every aspect of the SwiftWall brand. These majestic creatures can adapt to almost any environment and fiercely stake out their territory, preserving their habitat and defending from potential threats.

Territorial

Fast

Agile

Adaptable

Clean

Simple

Beautiful

Quiet

Strong
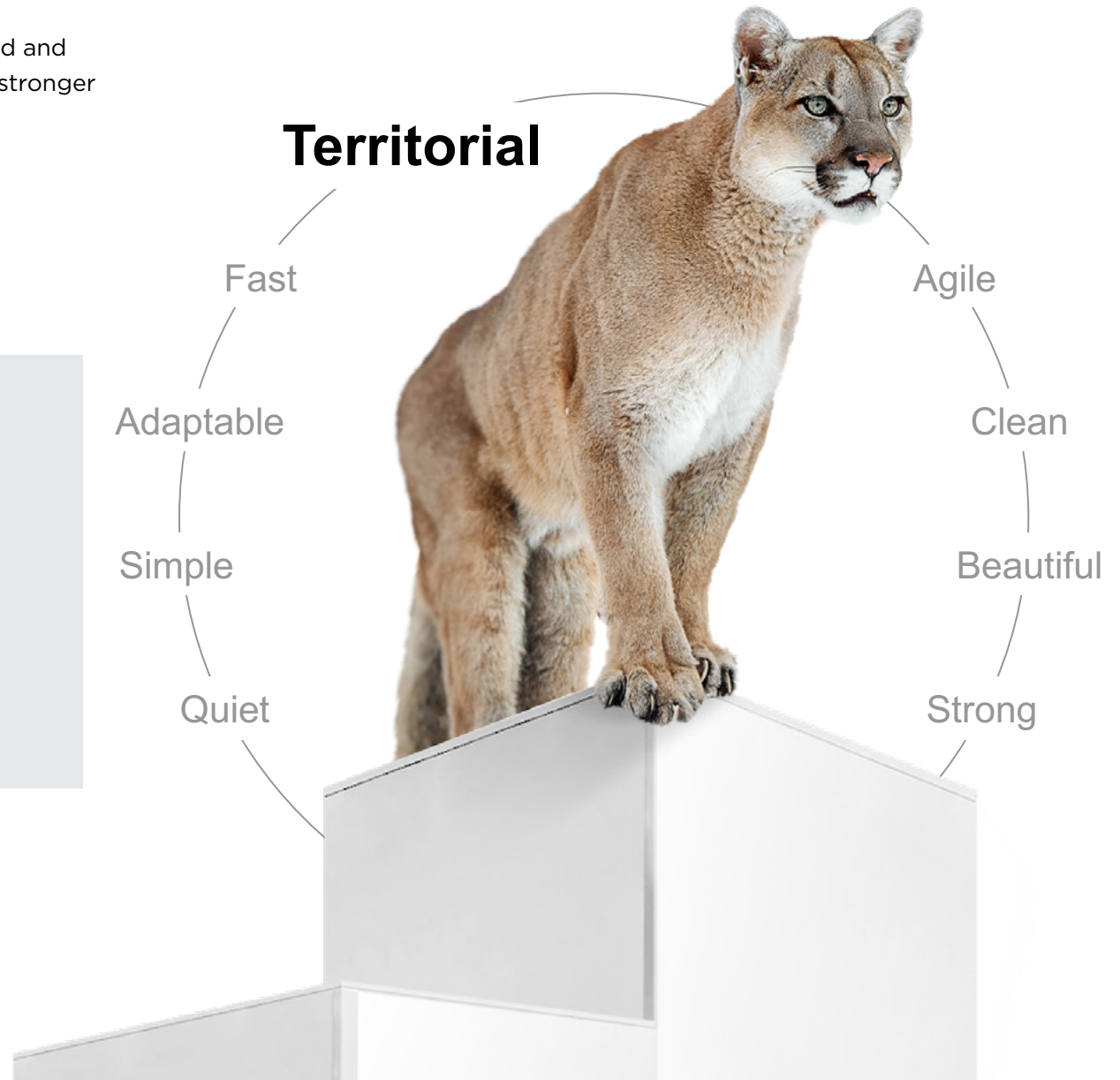
Product/Brand Attributes

Product/Brand Purpose

Divide and Create Space

• Create new temporary or extended-use spaces.
• Reconfigure existing spaces to meet technical or specialty needs.

Product/Brand Attributes

Fast and Nimble

• Fast setup and dismantle in hours instead of days.
• Lightweight and easy to handle.

Clean and Quiet

• No dust residue or on-site waste.
• Less disruptive. Cut and configure off-site.

Simple and Beautiful

• Straightforward setup requires only basic labor for installation.

• Fits with surrounding aesthetics as stand alone or with graphics application.

Examples

Branded apparel

Examples

White, blue or black are the preferred colors for clothing items that are imprinted or embroidered with the SwiftWall logo. When imprinting on darker colors the "White" or "White Type" versions of the logo are preferred.

Other creative options are permissible such as matching thread and shirt color for a "tone-on-tone" look. These are best suited for giveaway items, rather than uniform applications.

Promotional items

All promotional items should be of high quality and representative of the brand. Various logo options are available, including product line logo lockups.

Logo Color Formats
Use the **Pantone**® color builds for imprinting and embroidery items. These formats use the spot-color separations needed for these print applications.

E-mail signature

E-mail signature templates are available along with branding assets. While some customization is possible, for brand consistency, your e-mail signature should be implemented by the IT department only.

• Shown for demonstration purposes only. E-mail signatures should be created and implemented using approved templates only.

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Thank you,

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SWIFTWALL

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SWIFTWALL PRO
Demo Video ▶

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