

Brand Guidelines.

Driven Excellence

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Brand Message

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Logos

The Dark background color logo is the primary logo and should be used in most instances. The Light color logo is for light color background. Avoid using at small sizes, as it can become illegible. Always use the logo files provided. Do not re-create.



Logos (for small use)

There is a specific logo for small sizes and should be used when the logo is rendered at a size between 50px wide and 90px wide.

The small logo mark should be used at a size between 15px tall and 20px tall.

Only the horizontal logos are appropriate for small use. Do not use the stacked logo for small use.

MAXIMUM SIZING FOR SMALL USE LOGO

90px wide max,
approx



(or approx 1.25 inches)

MINIMUM SIZING FOR SMALL USE LOGO

90px wide max,
approx



or approx 0.7 inches)

Usage on Backgrounds

The full-color logos should be used only on white, black, or aubergine colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.



Logo Misuse



Do not crop
the logo

Do not change the
transparency of the logo

Do not change the size
or position of the Crown
and logotype.

Do not use
different colors



Do not distort
the logo

Do not use drop shadows
or any other effects

Do not rotate any
part of the logo

Do not outline
logotype

Brand Color Palette

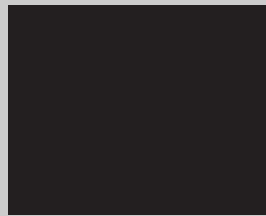
Use these color proportions in any layout or collateral design.
Text should always be set in black, white.

RED



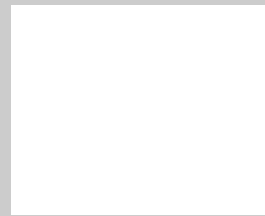
CMYK 0-100-90-0
RGB 237-27-47
HEX ED1B2F

BLACK



CMYK 0-0-0-100
RGB 0-0-0
HEX 000000

RED



CMYK 0-0-0-0
RGB 255-255-255
HEX FFFFFFFF

GREY



CMYK 0-0-0-70
RGB 109-110-113
HEX 6D6E71

Primary Typefaces

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Montserrat was selected to complement the voice and tone of Switcher's brand. This typeface is a websafe font with flexibility built in — there are a range of styles within the font family. Omnes is the supporting font, acting as the body copy or alternate subhead styles.

MONTERRAT **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$%^&*) 0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (.,:;!@#\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (.,:;!@#\$%^&*) 0123456789

Arabic Typeface

ALMARAI is a good option when primary brand font must be used.

ALMARAI

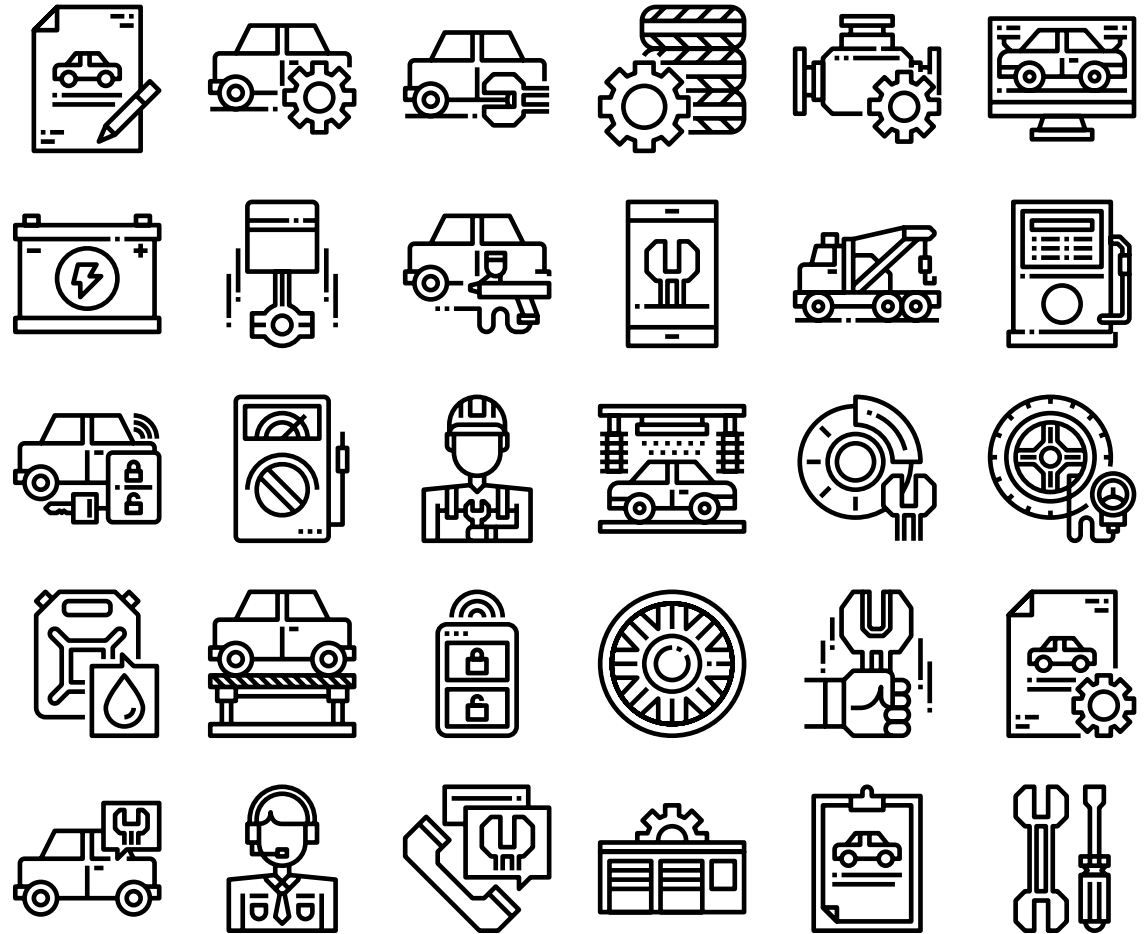
زي

زي خوووت سرق پون مل ك جي ه ع في دچب ا
٠١٢٣٤٥٦٧٨٩

Icons

Royal Swiss icons are used across different brand touchpoints from marketing, environment to product.

They provide symbolism, conceptual clarity, and visual interest in simplistic shapes and forms.



Photography

Like our brand voice, all photography direction is based on a spectrum of relatable to aspirational.

Avatars: Relatable, human, warm, quirky, but not silly, colorful, but mature, personable.

Still life: Attainable, clear, concise, human, demonstrates Slack's personality, simple, not overly complex Lifestyle: Aspirational, alludes to collaboration, confident, clear, focused, environmentally inclusive (the subject is a part of something bigger)



Photography (do & don't)

DO



Technician Wearing Gloves



Clean Workplace



Plate Covered



Subject Focused

DON'T



Subject not focused



Trash & Tidy Workplace



No gloves



Plate Number Showing

Videography

Like our brand voice, all photography direction is based on a spectrum of relatable to aspirational.

Avatars: Relatable, human, warm, quirky, but not silly, colorful, but mature, personable.

Still life: Attainable, clear, concise, human, demonstrates Slack's personality, simple, not overly complex Lifestyle: Aspirational, alludes to collaboration, confident, clear, focused, environmentally inclusive (the subject is a part of something bigger)



Videography (do & don't)

DO



Video clips are focused on the main subject



Video Includes Our Logo



Video Includes Title

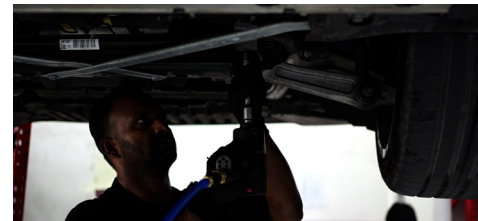


Video Size 1920x1080 & 1080x1920

DON'T



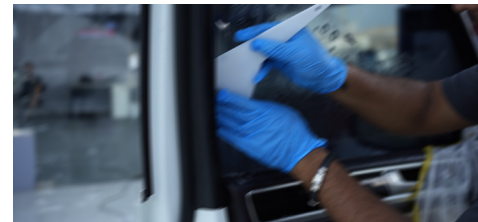
Blurred Footage



Dark & Bad Lighting Footage

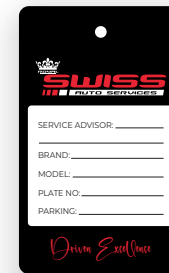
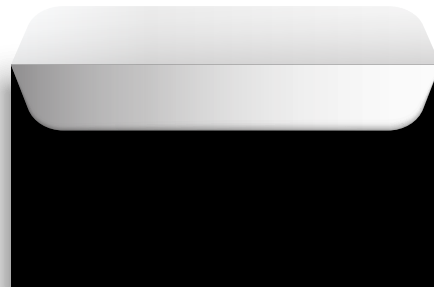
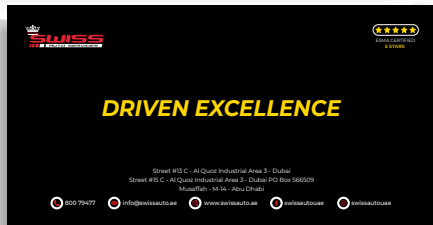
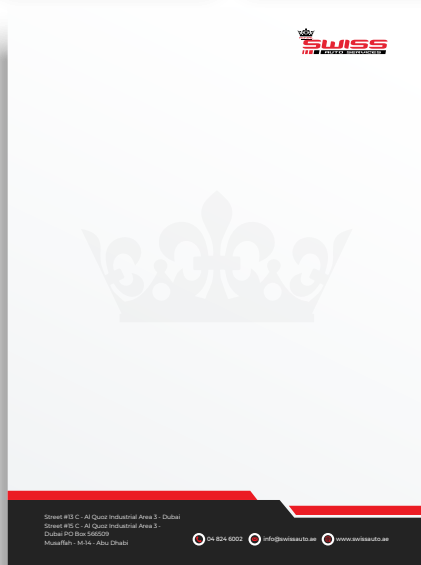


Overexposed Footage



Shaky Footage

Graphic Materials



Graphic Materials



THANK YOU