

Swing Factory
Brand Identity Overview

This page provides a brief overview of the branding for Swing Factory. Refer to this page when creating any visuals for print or digital mediums.

The Logo

Horizontal (Primary)



Logo Variations

Vertical (Secondary)



Logo Variations

Symbol Only Variation



Symbol in Circle Variation



Logo Type (Logo Fonts)

Gotham Black

AaBbCc
DdEeFf
6789+;
012345

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!\$%/,,:;-_*'")

Additional Brand Typography - Headings

Gotham Bold

AaBbCc
DdEeFf
012345
6789+;

Aa

AaBbCc
6789+;
DdEeFf
012345

Aa

Additional Brand Typography - Body copy

Gotham Book

Primary Colour Palette

Brand Colour Specifications



Hanvin
Salmon

CMYK 2 / 47 / 38 / 0
RGB 242 / 156 / 142
HSB 8 / 41 / 95
HEX #F29C8E



Sage
Green

CMYK 46 / 21 / 33 / 0
RGB 143 / 174 / 169
HSB 29 / 53 / 99
HEX #8FAEA9



Dusty
Blue

CMYK 86 / 66 / 30 / 11
RGB 54 / 88 / 126
HSB 212 / 57 / 49
HEX #36587E



Muted
Blue

CMYK 73 / 66 / 50 / 39
RGB 63 / 65 / 77
HSB 231 / 18 / 30
HEX #3F414D

Secondary Colours

Brand Colour Specifications



Black

CMYK 0 / 0 / 0 / 100
RGB 35 / 31 / 32
HSB 346 / 11 / 114
HEX #231F20



White

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HSB 300 / 0 / 100
HEX #000000

Colour Combinations

All primary colours are able to be used on a white background.



Colour Combinations

On Hanvin Salmon use Muted Navy, Dusty Blue and White to be used on large format only.



On Sage Green use Muted Navy or White. Dusty Blue to be used for large format only.



On Dusty Navy use White, Muted Navy, Sage Green and Hanvin Salmon to be used on large format only.



On Muted Navy use Hanvin Salmon, White, Sage Green. Dusty Blue to be used on large format only.

