

SWENEXT BRAND GUIDELINES

Primary Logo



☒ Full-color version (preferred)



☒ Reversed version

In Conjunction with the SWE Logo ☒



☒ The SWE Master Brand should appear in conjunction with the SWENEXT logo on the first reference, such as title page, cover page, etc. The logo may be placed anywhere on the page that makes sense within the design and may be sized smaller than the SWENEXT logo, as long as it meets specified size requirements for the SWE Master Brand.

Brand Color Palette



PURPLE

PMS: 5275 C
CMYK: 71/71/31/13
RGB: 90/83/119
Hex Code: #5A5377



LIGHT BLUE

PMS: 305 C
CMYK: 57/0/6/0
RGB: 87/200/231
Hex Code: #57C8E7



BRIGHT GREEN

PMS: 381 C
CMYK: 24/0/100/0
RGB: 206/219/0
Hex Code: CEDB00



PINK

PMS: 710 C
CMYK: 4/90/64/0
RGB: 230/63/82
Hex Code: E63F52