

Brand guidelines

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The Swapped.com logo is a modern, minimal icon built on simplicity and direction, perfectly aligned with our brand's core values. The logo features a rounded square with softened corners. At its center are two opposing arrows forming an intuitive "swap" symbol, symbolizing the seamless, bidirectional nature of fiat-to-crypto transactions.

The primary color (#4608E3), as the background along with the logo color (#FFFFFF), reinforces our bold and innovative spirit, while the clean geometric design maintains a feeling of clarity and forward movement. The logo scales effortlessly for digital and print uses and is easily recognizable even at smaller sizes.



To preserve legibility and impact, always maintain a clearspace around the logo. The minimum required clearspace is equal to the height of the “S” around the logo on all sides. No text, imagery, or other graphic elements should intrude into this space.

The logo has been designed for clarity at every size. From small favicons and mobile apps to large billboards, the icon maintains its legibility and visual impact. We recommend using vector formats (SVG, EPS) to ensure it scales cleanly across all digital and print formats.

Minimum size:

Digital: 30 px height

Print: 6mm height



30px height - Digital



6mm height - Print



The logo should always appear in our primary pure white #FFFFFF when placed on light backgrounds. For light backgrounds or other light tones, the logo should switch to Electric Violet #4608E3 to maintain clarity and contrast.

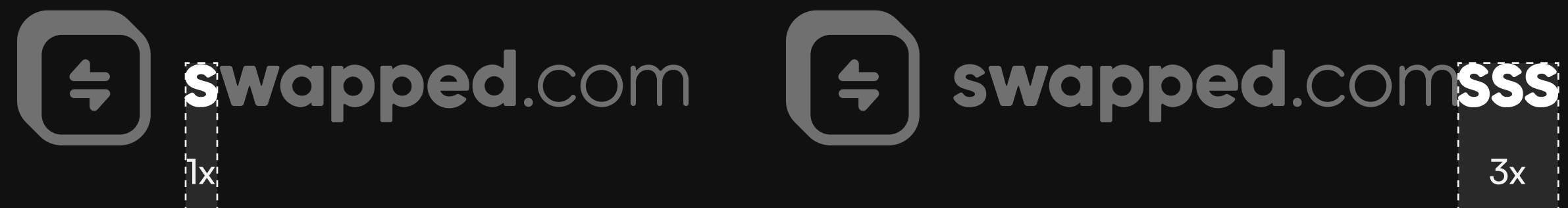
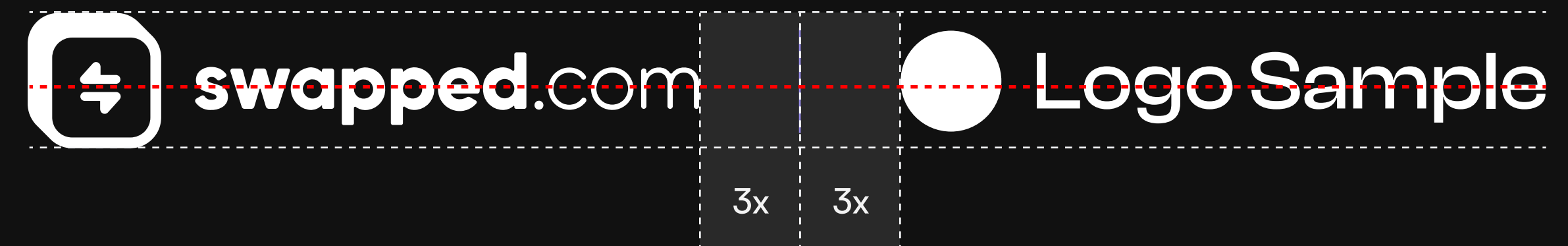


This ensures our logo always stands out and remains instantly recognizable, no matter the setting.

When Swapped.com appears alongside partner logos or in co-branded materials:

- Ensure all logos are similar in size and visual weight.
- The alignment should be made using the middle of the Logo symbol as a guideline.
- Maintain clear space by using “S” as reference.
- Place our logo on a neutral or brand-approved background.
- If alignment is required (horizontal or vertical), our logo should not be diminished or overshadowed.

When in doubt, Swapped.com branding should feel balanced, professional, and never secondary in presentation.



Logo do's:

Use the correct colors
Always use the approved primary or secondary colors to maintain brand consistency and recognition.

Maintain clear space
Ensure there's enough padding around the logo to avoid clutter and preserve its visual impact.

Use high-resolution formats
Always use the correct file type (SVG or PNG) to ensure the logo appears sharp and professional.

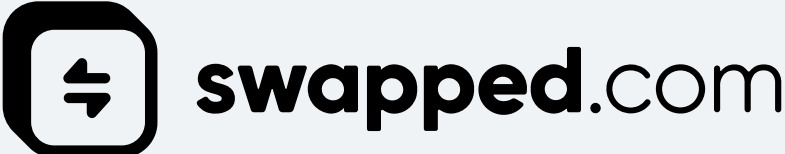
Primary logo



Secondary logo



Secondary logo



Secondary logo



Logo don'ts:

Don't alter
Avoid modifying the logo's proportions, colors, or elements, as it can dilute the brand identity.

Don't distort
Keep the logo in its original proportions; stretching or squashing will make it look unprofessional.

Don't add effects
Avoid applying unnecessary filters, shadows, or textures that detract from the logo's clarity and professionalism.

Don't place on busy backgrounds
Avoid placing the logo over images or patterns that make it difficult to read or recognize.



Don't stretch the logo



Don't outline the logo



Don't mask an image with the logo



Don't add outline to the logo



Don't alter the colors



Don't add effects to the logo



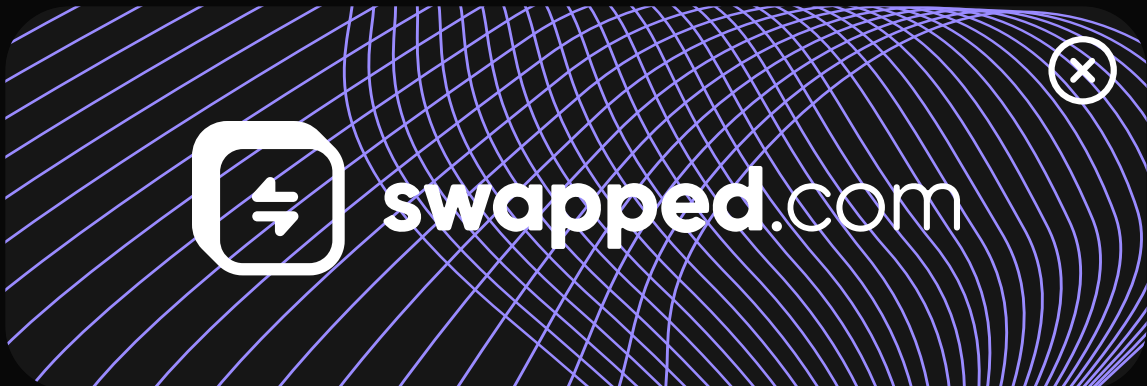
Don't add a glow on the logo



Don't change the spacing of the logo



Don't swap brand mark and word mark



Don't place the logo on an overly busy background



Don't add a dropshadow to the logo



Don't place the logo on colors with insufficient contrast



The Swapped.com logo symbol is a modern, minimal icon built on simplicity and direction, perfectly aligned with our brand's core values. The logo features a rounded square with softened corners. At its center are two opposing arrows forming an intuitive "swap" symbol, symbolizing the seamless, bidirectional nature of fiat-to-crypto transactions.

The primary color (#4608E3), as the background along with the logo color (#FFFFFF), reinforces our bold and innovative spirit, while the clean geometric design maintains a feeling of clarity and forward movement. The logo scales effortlessly for digital and print uses and is easily recognizable even at smaller sizes.



To preserve legibility and impact, always maintain a clearspace around the logo. The minimum required clearspace is equal to the height of the “S” around the logo on all sides. No text, imagery, or other graphic elements should intrude into this space.

The logo symbol has been designed for clarity at every size. From small favicons and mobile apps to large billboards, the icon maintains its legibility and visual impact. We recommend using vector formats (SVG, EPS) to ensure it scales cleanly across all digital and print formats.

Minimum size:

Digital: 30 px height

Print: 6mm height



30px height - Digital



6mm height - Print



The logo symbol should always appear in our primary Electric Violet #4608E3 when placed on light backgrounds. For dark backgrounds or other deep tones, the logo should switch to pure white #FFFFFF to maintain clarity and contrast.



This ensures our logo always stands out and remains instantly recognizable, no matter the setting.

For social media profile images, use the Swapped logo symbol. The logo should be centered with balanced clear space on all sides, ensuring it does not touch or appear too close to the edges when cropped into a circular or square avatar. This sizing preserves clarity, legibility, and visual balance across all social platforms. The minimum size for profile picture is 1000px × 1000 px.



Social media profile picture



Symbol too small



Symbol just right



Symbol too big

Logo symbol do's:

Use the correct colors
Always use the approved primary or secondary colors to maintain brand consistency and recognition.

Maintain clear space
Ensure there's enough padding around the logo to avoid clutter and preserve its visual impact.

Use high-resolution formats
Always use the correct file type SVG or PNG) to ensure the logo appears sharp and professional.

Primary logo



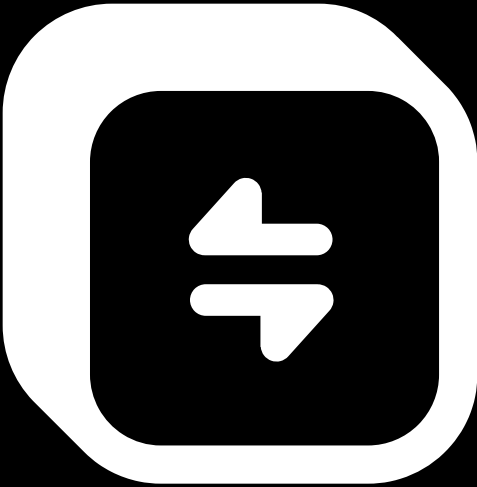
Secondary logo



Secondary logo



Secondary logo



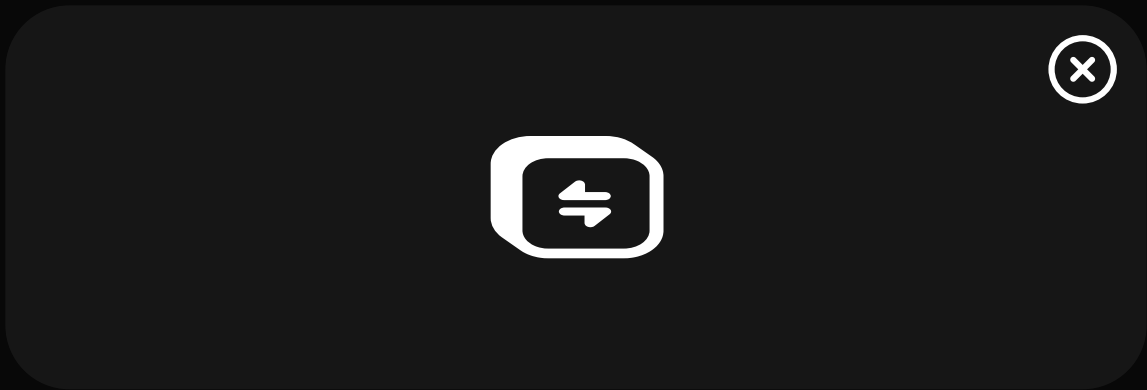
Logo symbol don'ts:

Don't alter
Avoid modifying the logo's proportions, colors, or elements, as it can dilute the brand identity.

Don't distort
Keep the logo in its original proportions; stretching or squashing will make it look unprofessional.

Don't add effects
Avoid applying unnecessary filters, shadows, or textures that detract from the logo's clarity and professionalism.

Don't place on busy backgrounds
Avoid placing the logo over images or patterns that make it difficult to read or recognize.



Don't stretch the logo



Don't outline the logo



Don't mask an image with the logo



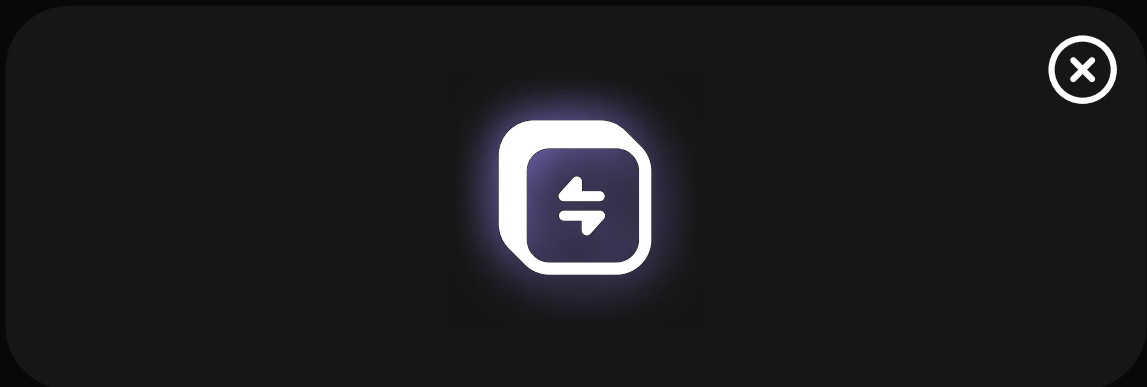
Don't add outline to the logo



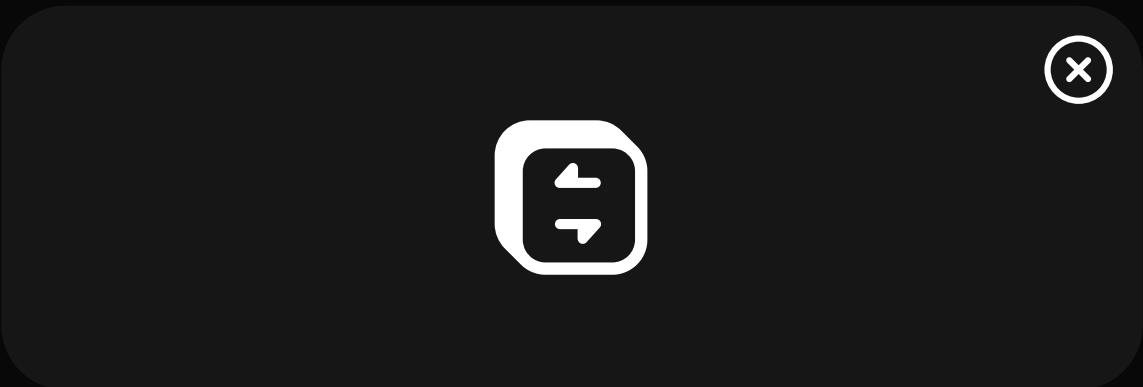
Don't alter the colors



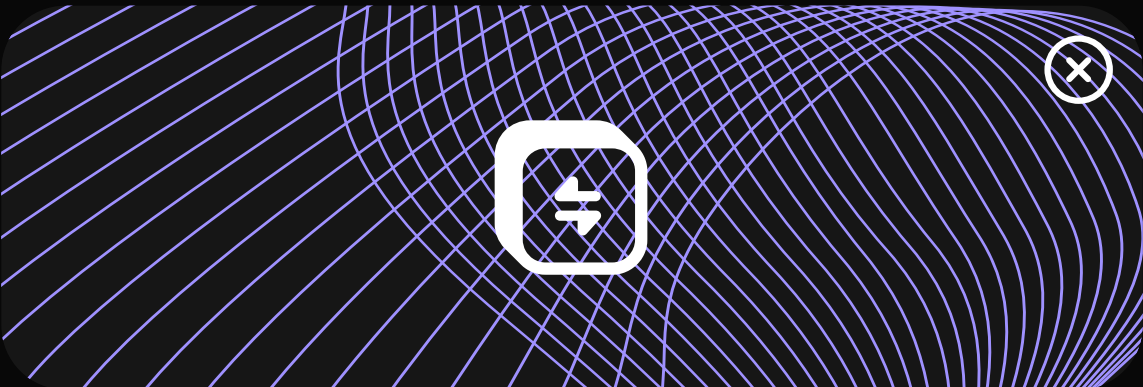
Don't add effects to the logo



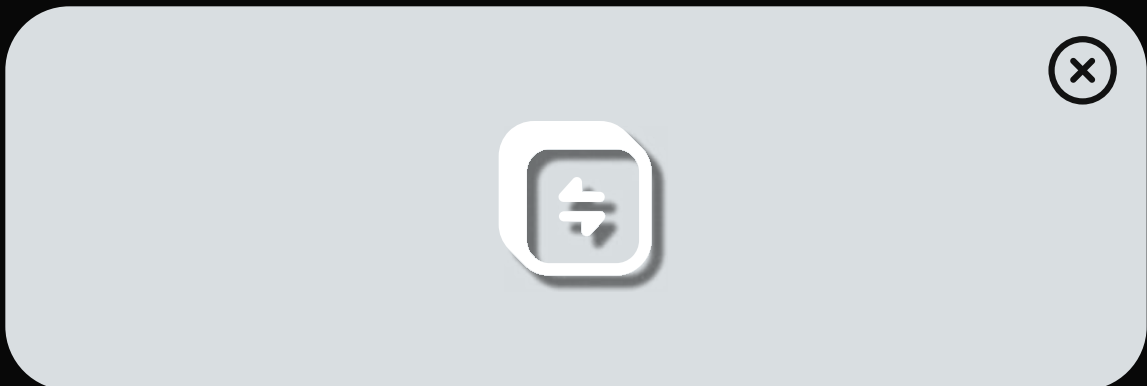
Don't add a glow on the logo



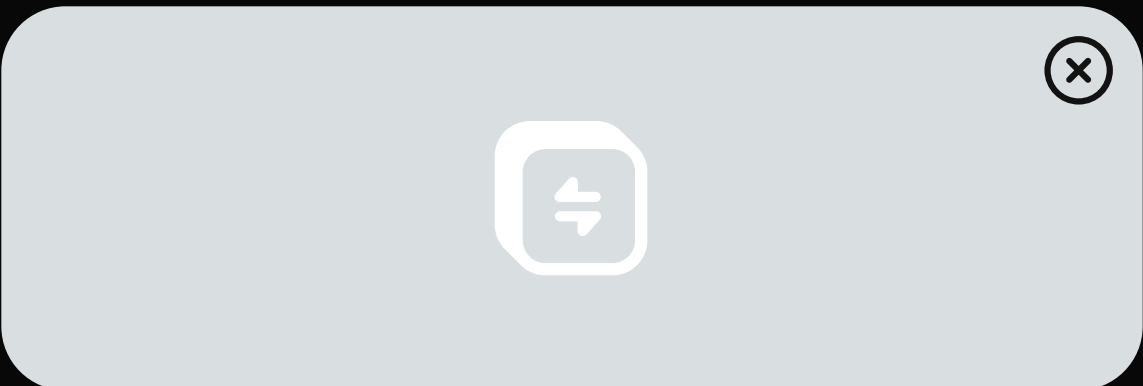
Don't change the spacing of the logo



Don't place the logo on an overly busy background



Don't add a dropshadow to the logo



Don't place the logo on colors with insufficient contrast

These brand guidelines, including all logos, colors, typography, and content herein, are the intellectual property of Swapped.com. No part of this document may be copied, modified, distributed, or used without prior written permission from Swapped.com.

For brand use inquiries, please contact: support@swapped.com