

**switch.**

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## **Brand Guidelines**

This document communicates the brand identity of Switch with confidence and clarity.

The Switch logo is an important asset of the company, providing a legal trademark and guarantee of quality. This document explain how to use it in a proper way and should be used to inspire and motivate creative expression.

Switch's brand guidelines contains other communications materials like the stationary and visual assets that will lead to a more cohesive communications and a stronger brand image.

## Logotype Variations

The preferred Switch logo alignment is horizontal. There is also secondary logotype represented by the Switch word in a square when used alongside other logos (In this case the goal is to highlight the logo from the others).



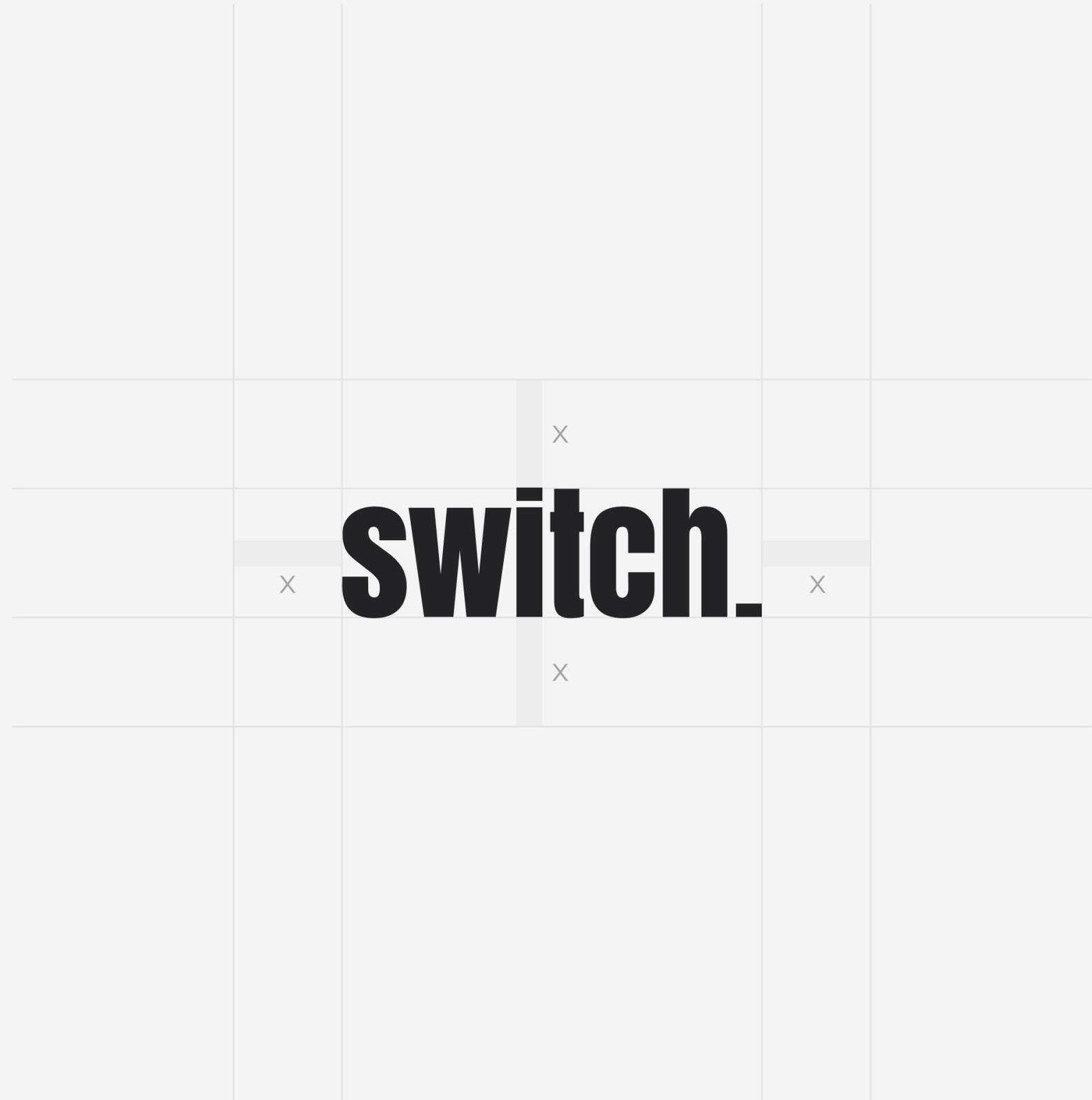
Primary logotype



Secondary logotype

## Logo grid — clear space

The clear space minimum is equivalent to x measure (l's letter height), regardless of the size the logotype is reproduced. This isolates the logo from competing elements such as photography, text or background patterns that may distract attention and lessen the overall impact.



Positive / Negative Space

NEGATIVE

**switch.**

POSITIVE

**switch.**

## Incorrect Uses

When using the Switch logotype, its location relative to the resident objects is important. Inconcorret use may result in the logo losing its properties among other elements.

When using the logo in printed products or digital canvas, do not use the logo in smaller sizes than indicated in order to keep readability and recognition of the mark.

## MINIMUM SIZE

**switch.**

PRINT 1.5 CM

DIGITAL 40PX

## PROHIBITED USES AND DISTORTIONS

✗ **switch**

Do not take off any element off

✗ **switch.**

Do not use the logo upside down

✗ **switch.**

Do not apply any distortion

✗ **switch.**

Do not rotate or use the logo in a vertical position.

✗ **switch.**

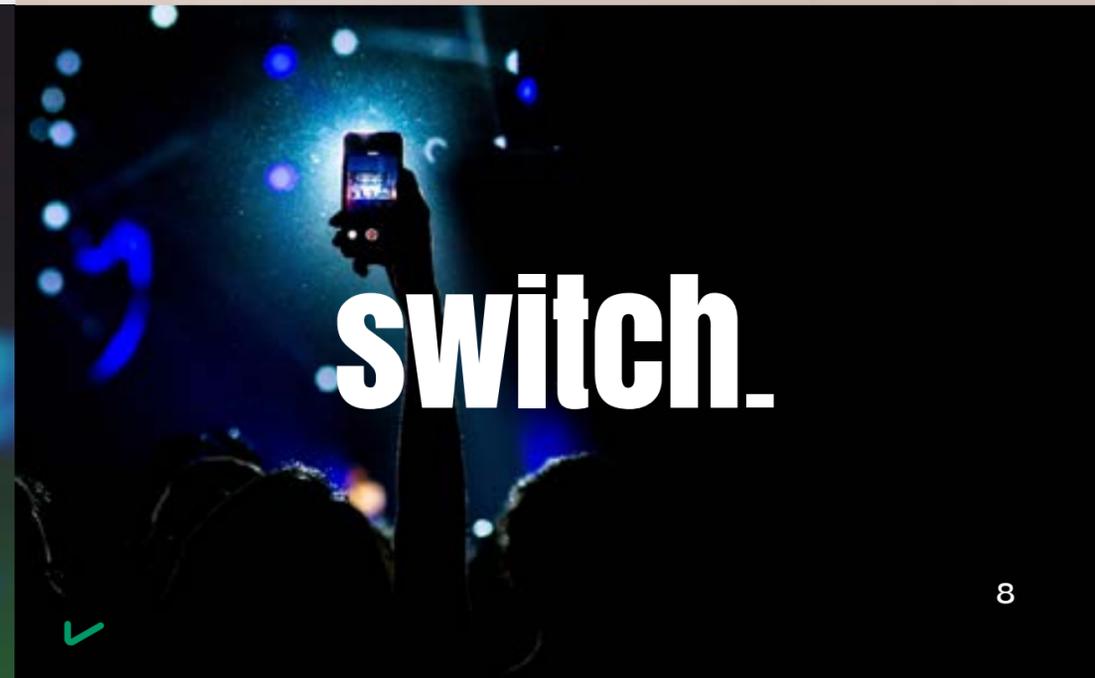
Do not apply any distortion

✗ **switch.**

Do not flip horizontal ou verticaly

## Logo on Background

The chromatic integrity of the logo must also be maintained on photographic backgrounds, with the highest possible contrast. Therefore, the areas with dark colors, closer to the brand's colors, should be avoided, since they prevent its proper readability and perception.



## Brand Colors

The primary dark grey and the secondary shades are part of the brand's identity and are representative of our company.

We should always use dark gray as the main color in all documents, however it is important to use other colors to highlight information.

### Black

HEX #232326

RGB 35;35;38

CMYK 73;67;62;70

PANTONE Black 6 C/U

### Purple / Blue

HEX #4B4ED6

RGB 74;81;206

CMYK 78;73;0;0

PANTONE 2736 C/U

### Light Grey

HEX #FBFBFB

RGB 241;242;242

CMYK 4;2;3;0

PANTONE Gool Grey 1 C/U

### Light Purple

HEX #AAA6D5

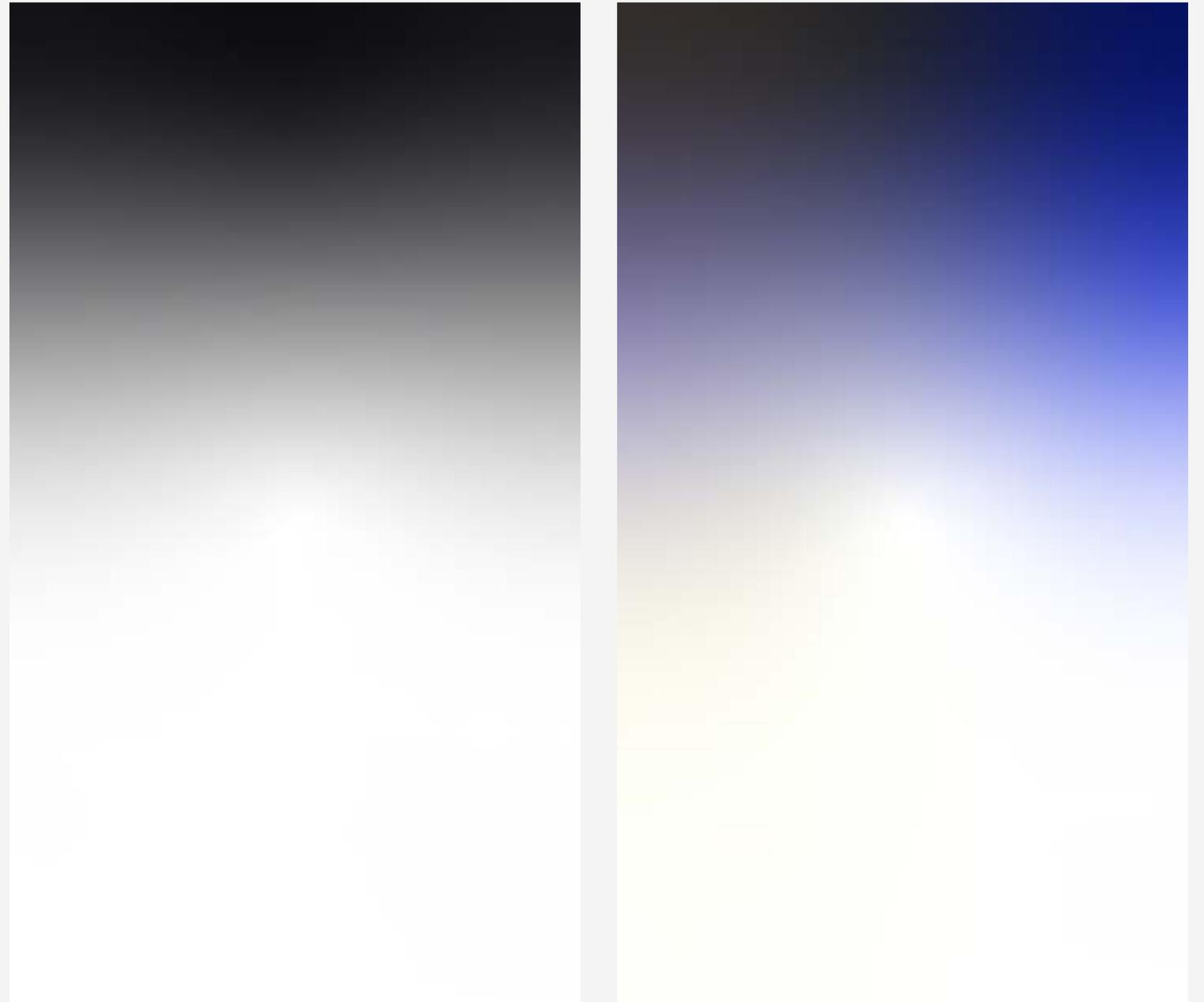
RGB 169;167;209

CMYK 33;32;0;0

PANTONE 270 C/U

## Brand Gradients

One of the visual elements present in Switch's identity is the use of gradients. These gradients are made of the colors of the brand: dark grey, blue, purple and grey. We could use the gradient on flat backgrounds, in illustrations, on the website, in presentations, or in other graphic media.



## Brand Typography

Primary Typeface (main texts; information; documentations)

—Montserrat

# Aa

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit. Nam a  
ligula consectetur, finibus nisi non,  
egestas sapien. Quisque bibendum  
eleifend turpis sit amet dignissim.  
Donec porta purus ut pharetra  
congue. Aenean sed suscipit lorem.  
Pellentesque sed felis a risus iaculis  
facilisis sed et tortor.

↓ Download font:

<https://fonts.google.com/specimen/Montserrat?selection.family=Montserrat>

Extra Light

*Extra Light Italic*

Light

*Light italic*

Regular

*Regular italic*

Medium

*Medium italic*

**Semi Bold**

**Semi Bold Italic**

**Bold**

***Bold Italic***

**Black**

***Black Italic***

## Brand Typography

Secondary font (graphic details; highlights; links)

— Space Mono

# Aa

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit. Nam  
a ligula consectetur, finibus  
nisi non, egestas sapien. Quisque  
bibendum eleifend turpis sit amet  
dignissim. Donec porta purus ut  
pharetra congue.

[Aenean sed suscipit lorem.](#)

↓ Download font:

<https://fonts.google.com/specimen/Space+Mono>

Regular

*Regular Italic*

**Bold**

***Bold Italic***

## Applications

The logotype can be applied on multiple media. In any application, the logo must be articulated in a clear and intelligent way with other elements of the company's identity. A creative way for exploring the dynamism of the brand should always be found while, at the same time, never neglecting the rules concerning colours, typeface and the visual universe.

Stationary

Business Cards

Envelope Light / Dark

A4 Letter

A4 Folder

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