



SwapLoader Logo Style Guide for Advertising

Introduction

The SwapLoader logo is a visual cornerstone of our brand. Consistent and proper usage ensures we maintain a strong, professional, and recognizable identity across all platforms. This guide outlines the approved ways our logo should be used in advertising to uphold our brand integrity.

1. Logo Versions

Primary Logo

- Full-color version with icon and wordmark.
- Use on light or white backgrounds.



Reversed Logo

- White logo used only on dark or solid-colored backgrounds.



Black Logo

- Use when color or reversed options are not feasible (e.g., black-and-white print).



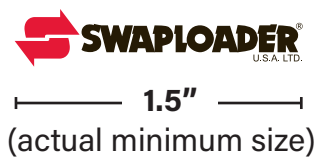
2. Clear Space Requirements

Maintain a clear space equal to the height of the "S" in SwapLoader on all sides of the logo. No text, images, or design elements should intrude into this space.

3. Minimum Size

To ensure legibility:

- **Print:** Minimum width is 1.5 inches.
- **Digital:** Minimum width is 150 pixels.





4. Background Control

- **Acceptable:** White, neutral, or SwapLoader brand-colored backgrounds.
- **Unacceptable:** Busy images, gradients, or low-contrast colors that compromise legibility.
- Always use the reversed logo on dark backgrounds.

5. Incorrect Usage

Do not:

- Stretch, skew, rotate, or distort the logo.
- Change logo colors.
- Add effects (e.g., shadows, glows, bevels).
- Crop or obscure the logo.
- Place over conflicting background images or patterns.
- Recreate or redraw any part of the logo.

6. Co-Branding & Partner Logos

When used with partner logos:

- Maintain clear spacing between logos.
- SwapLoader's logo should never appear smaller or visually subordinate.
- Align horizontally unless vertical orientation is necessary for layout.
- Use a divider line or adequate spacing to maintain brand distinction.



7. File Formats

Use the correct file type for the application:

- .EPS / .AI — For print (high-res, scalable).
- .PNG — For digital use (transparent background).
- .JPG — For web use with solid backgrounds.
- Contact the SwapLoader marketing team for approved files.

8. Color Specifications

SwapLoader Red



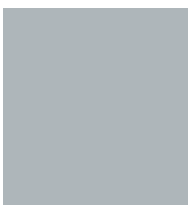
- Pantone: 185 C
- CMYK: 0 / 100 / 81 / 4
- RGB: 227 / 25 / 55
- Hex: #E31937

SwapLoader Blue



- Pantone: 2955 C
- CMYK: 100 / 81 / 36 / 26
- RGB: 0 / 57 / 98
- Hex: #003962

SwapLoader Gray



- Pantone: 4274 C
- CMYK: 33 / 22 / 21 / 0
- RGB: 205 / 6 / 73
- Hex: #B0B7BC

SwapLoader Black



- Pantone: Black C
- CMYK: 0 / 0 / 0 / 100
- RGB: 0 / 0 / 0
- Hex: #000000



STYLE GUIDE

LOGO USAGE

9. Tagline Usag

When including our company tagline *"Hooked on Quality"*:

- Always position it below the logo or in a separate block of text.
- Use approved fonts (Acumin or Arial) and colors that match brand standards.
- Do not modify or reword the tagline.

10. Questions or Approval

All advertising and promotional materials featuring the SwapLoader logo must be approved by the SwapLoader Marketing Department.

- Contact: communications@swaploader.com

Final Details

By adhering to this guide, you help protect the strength of the SwapLoader brand and ensure our message remains consistent across all advertising channels.



1800 Broadway Avenue, Des Moines, IA 50313-2644
515-266-3042 888-767-8000 www.swaploader.com

© 2026 Swaploader U.S.A. Ltd. All rights reserved. SWL-100-STYLE GUIDE 04.20.26