

BRAND GUIDELINES

How to use the Swag Dimension brand

For journalists, partners building integrations, and agencies implementing co-marketing materials. This kit defines what our brand looks like, how it sounds, and what to avoid.

The wordmark

The Swag Dimension wordmark is the primary editorial mark. Use it for press mentions, partnership marketing, and any context where the brand needs to read clearly at a small size.



SWAG DIMENSION

On dark backgrounds — wordmark in white. Maintain at least one wordmark height of clear space on all sides.



SWAG DIMENSION

On light backgrounds — wordmark in navy (#0A1340). Same clear-space rule applies.

SWAG DIMENSION




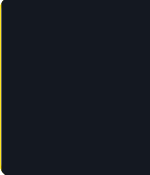
BRAND GUIDELINES · V1

COLOR PALETTE





The Swag Dimension palette

A small, intentional palette built around three primary colors and three accents. Use the navy and brand blue for primary surfaces; use gold for accents and CTAs; reserve forest for storefront product backgrounds.

Primary

 Navy Headlines, dark surfaces, headers #0A1340	 Brand Blue Primary CTAs, links, brand accents #1F50E5
 Cream Background, light surfaces, type-on-dark #FFFFFF	 Charcoal Body text, ink for readability #141821

Accents


 Gold Premium accents, highlights, badges #C99B58	 Gold Light Decorative gradients, hover states #E0BC7E
 Brand Light Secondary CTAs, link hover #3E6CFF	 Forest Storefront product backgrounds, premium product surfaces #0F2D24

Functional


 Ink Dim	 Border
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SWAG DIMENSION

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Secondary text, captions, metadata
#3D4754



Hairline borders, dividers, subtle separators
#1F50E520

TYPOGRAPHY

Two typefaces. Clear hierarchy.

Display headlines lead with personality; body copy stays clean and readable. Both are loaded via next/font for zero CLS and optimized weights.

Display — Outfit

Geometric sans-serif. Used for headlines, hero copy, and section labels. Weights 400–900 available; we typically use 700 for headlines and 800–900 for hero displays at 56px+.

OUTFIT BOLD (700)

Wear your brand.

Hero (800/900) at 56–80px · Headlines (700) at 24–48px · Eyebrows (700) at 11–13px uppercase

Body — Inter

Neutral, highly legible sans-serif. Used for all body copy, UI labels, buttons, and forms. Weights 400–700 in active use.

INTER REGULAR (400)

Body copy at 11–14px. Line-height 1.5–1.6. Always set in Inter for technical accuracy and readability across surfaces.

Body 11–14px · UI labels 9–11px · Captions 8.5–10px

Eyebrow style

Small, uppercase, letter-spaced. Used to label sections, categories, and metadata. Always in brand blue (#1F50E5) on light surfaces, or gold-light (#E0BC7E) on dark surfaces.

HOW TO USE THE EYEBROW

SWAG DIMENSION

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Outfit Bold · 8.5–11px · text-transform: uppercase · letter-spacing: 1.6 · color: brand or gold-light

VOICE & TONE

How we sound

Premium-but-approachable. Specific, not abstract. Confident, never breathless. We speak in plain English that a small-business owner, a PTA volunteer, and a corporate buyer all understand. We never stack adjectives; we let the product do the work.

Three pillars

- **Specific.** Real numbers, real product names, real outcomes. Avoid "premium," "best-in-class," "world-class." Use 50,000 SKUs, not "extensive catalog."
- **Honest.** Acknowledge what competitors are good at. Don't fake reviews. Don't claim trust we haven't earned. Honesty IS the marketing.
- **Royal.** The product is premium. Customers are kings and queens. Lean in — "Wear your brand. Live in royalty." is the through-line.

Logo do's & don'ts

DO

- Use the wordmark on solid backgrounds with sufficient contrast.
- Maintain at least one wordmark-height of clear space on all sides.
- Use the icon mark in tight spaces (favicons, app icons, social avatars).
- Stick to navy on light, white on dark.

DON'T

- Recolor the wordmark outside the navy / white pair.
- Stretch, condense, or rotate any version of the mark.
- Place on busy photographic backgrounds without contrast.
- Add drop-shadows, outlines, or 3D effects.
- Combine the mark with other brand marks in a "lockup" without permission.

ASSETS

Brand asset URLs

Direct links to the source files. Right-click ' Save As, or use the URLs in your CMS. All assets are PNG with transparent backgrounds.

Wordmark	swagdimension.com/brand/swag-dimension-wordmark.png
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Logo lockup	swagdimension.com/brand/swag-dimension-logo.png
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Icon mark	swagdimension.com/brand/swag-dimension-icon.png
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Favicon	swagdimension.com/icon
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Apple touch icon	swagdimension.com/apple-icon.png
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Live press hub

The full press kit — boilerplate, founder bio, story angles, and additional resources — lives at swagdimension.com/press. A standalone press-kit PDF is also available at swagdimension.com/api/press/kit.pdf.

Contact

- Brand questions, co-marketing requests, custom-asset asks: brand@swagdimension.com
- Press inquiries, interview requests, embargo coordination: press@swagdimension.com
- Partnership / integration questions: partners@swagdimension.com