



Primary version

Inverted version

Clear space

Additional
two-color version

Logo colors

Additional
one-color version

Additional version
with descriptor

Co-branding

Co-branding layouts

Short logo
version

Minimum sizes

Incorrect usage

Primary color schemes



The guide is created
in the RGB color profile

Logo

Primary version

The primary logo consists of the custom
SOFTSWISS wordmark and the graphic symbol.



Logo

Inverted version

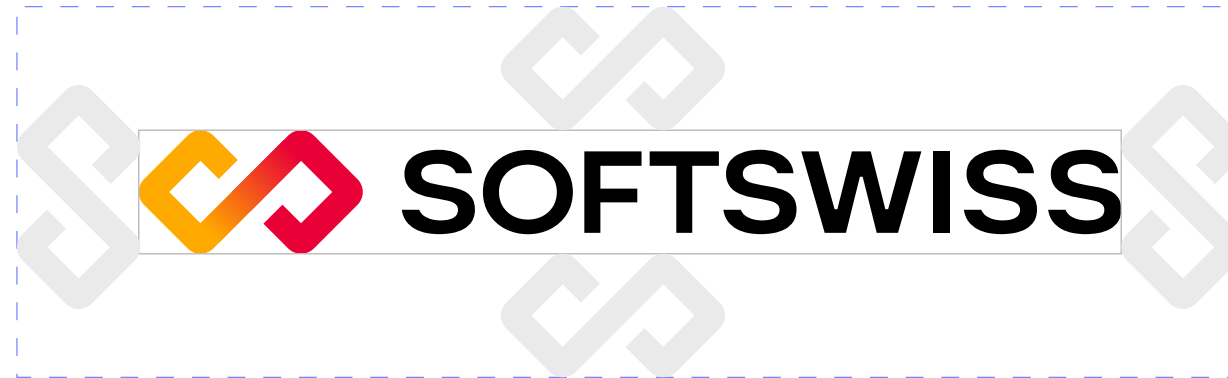
The inverted logo version is intended
for use on dark backgrounds.



Logo

Clear space

The minimum clear space around the logo must be equal to the width of the logo symbol.



Logo

Additional two-color version
with simulated gradient

The two-color logo version is used in cases where
reproducing the primary logo version is not possible.





HEX	ffaa00	HEX	e80037
RGB	255 170 0	RGB	232 0 55
CMYK	0 30 100 0	CMYK	0 100 70 0
Pantone	1235C	Pantone	192C

A horizontal bar showing a gradient from the yellow color to the pink color.

Logo

Additional
one-color version

The one-color logo version is used in cases where reproducing either the primary or the two-color logo version is not possible.



Logo

Additional version
with descriptor

The logo with descriptor has two alignment options:
left baseline alignment and center baseline alignment.

Left baseline alignment



Center baseline alignment



Logo

Co-branding

Both horizontal and vertical co-branding layouts are permitted.

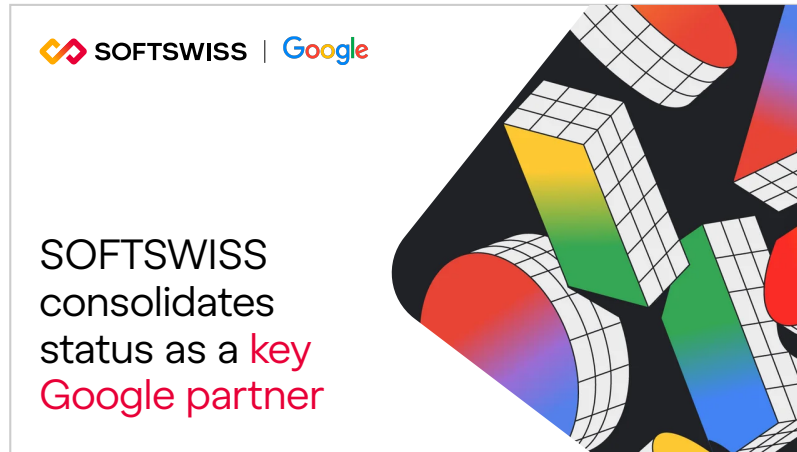
Horizontal layout



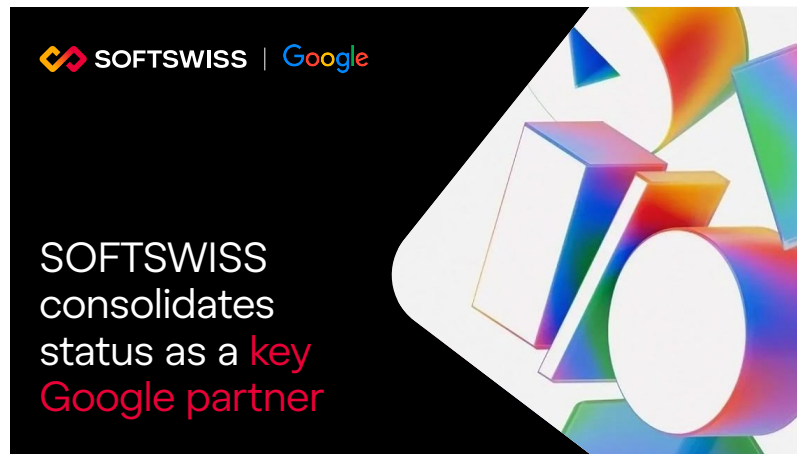
Vertical layout



Partner visual priority



SOFTSWISS visual priority



Logo

Short logo version

The short logo version consists of the graphic symbol only. It is intended for use in icons, favicons, avatars, and merchandise.

Dark theme



Light theme



Logo

Minimum sizes

Ensure the logo remains legible when used at minimum sizes.

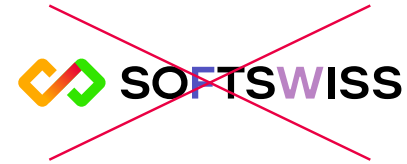




Do not alter the logo elements



Do not apply effects that reduce legibility



Do not change the logo colors



Do not place the logo on busy or highly detailed backgrounds



Do not modify the logo composition



Do not use other typefaces



Do not rotate the logo at arbitrary angles



Do not scale the logo disproportionately

Full-color / Two-color version



One-color version



Avoid ambiguous logo placements

