swip**BOX**

SwipBox Design Manual
January 2019

....we are SwipBox

Driven by the ecommerce disruption, we provide high quality, consumer parcel delivery solutions globally. Our goal is that every element of the solution adds convenience for you and your customers, while lowering the cost of operation. We strive to build strategic long term partnerships.
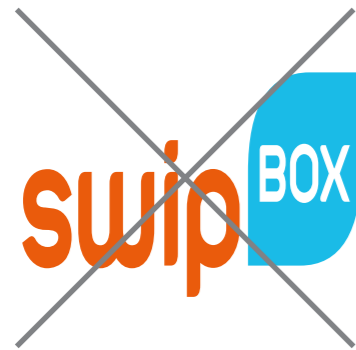
Deliveries - Way Easier

SwipBox logo
White/ShipBox Orange

Use on SwipBox Blue background.

File names - screen and print:
SwipBox_LOGO_2018_White-Orange_RGB.png
SwipBox_LOGO_2018_White-Orange_RGB.ai

File name - press:
SwipBox_LOGO_2018_White-Orange_CMYK.ai

SwipBox logo
White/SwipBox Blue

Use on SwipBox Orange background.

File names - screen and print:
SwipBox_LOGO_2018_White-Blue_RGB.png
SwipBox_LOGO_2018_White-Blue_RGB.ai

File name - press:
SwipBox_LOGO_2018_White-Blue_CMYK.ai

SwipBox logo
Negative/White

Use on dark backgrounds.

File name - screen and print:
SwipBox_LOGO_2018_ Neg.png

File name - press:
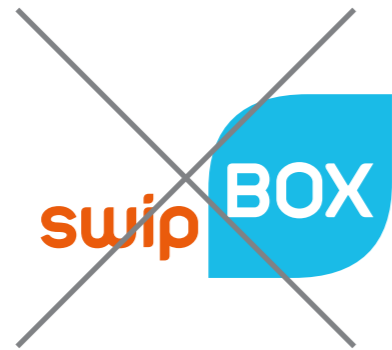SwipBox_LOGO_2018_ Neg.ai

SwipBox logo
SwipBox Blue

Use in legal documents; NDA's, contracts etc.

File names - screen and print:
SwipBox_LOGO_2018_Blue.png
SwipBox_LOGO_2018_Blue.jpg
SwipBox_LOGO_2018_Blue RGB.ai

File name - press:
SwipBox_LOGO_2018_Blue CMYK.ai

SwipBox logo
Black

Only used when needed, for example on labels.

File name - screen and print:
SwipBox_LOGO_2018_BW.jpg
SwipBox_LOGO_2018_BW.png

File name - press:
SwipBox_LOGO_2018_BW.ai

SwipBox logo
Main Logo

Use on light backgrounds.

File names - screen and print:
SwipBox_LOGO_2018_HighRes_300dpi_RGB.jpg
SwipBox_LOGO_2018_transparent_RGB.png
SwipBox_LOGO_2018_RGB.ai

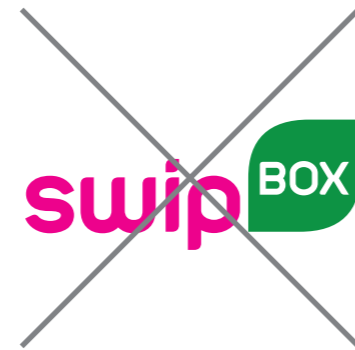**File names - press:**
SwipBox_LOGO_2018_CMYK.ai

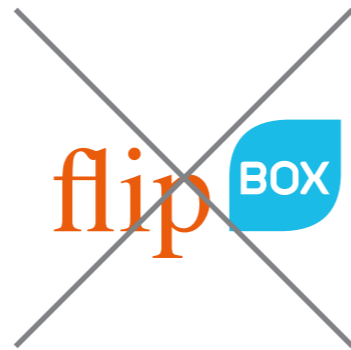All logos in different formats can be found on Google Drive.

NEVER distort the logo to make it fit in size.

NEVER adjust the logo in size or in the ratio between logotype and box.

The logo **MUST NEVER BE SHOWN** in other colours than SwipBox Blue and SwipBox Orange, Black or in negative/white.
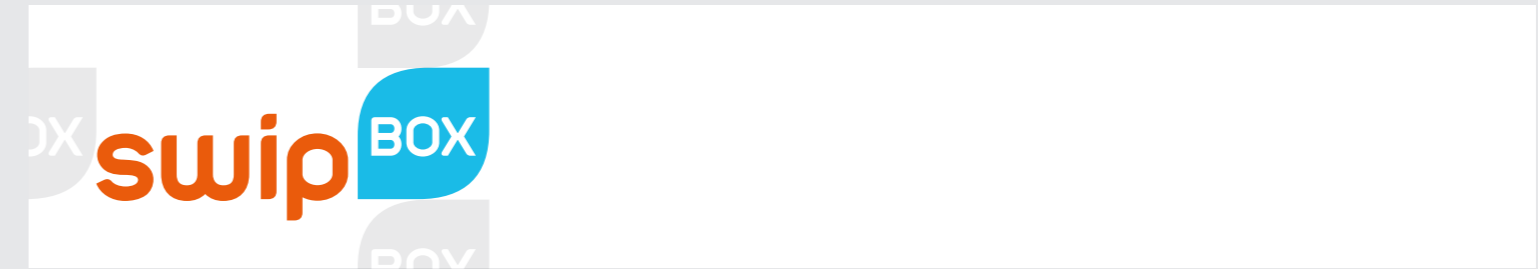
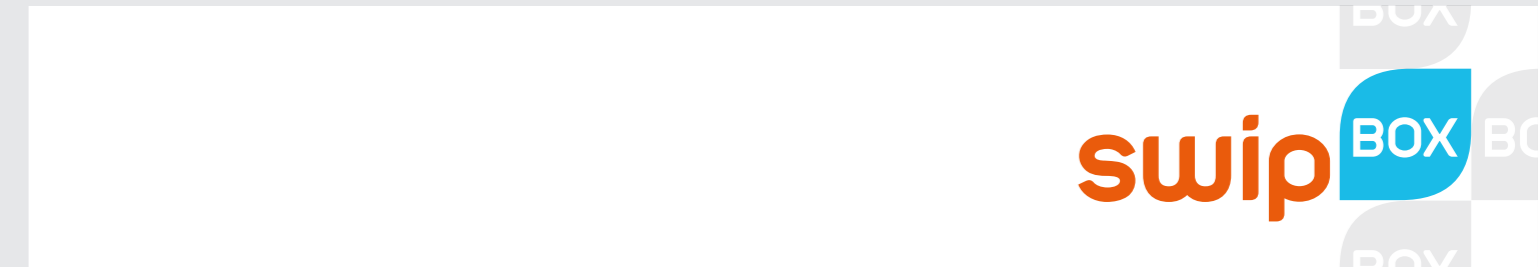The name must **NEVER** be replaced by other text.

Logo rules
Do not alter the SwipBox logo in any way.
Always use the complete electronic artwork provided by SwipBox.

Minimum logo clear-space top and bottom left side:

Minimum logo clear-space top and bottom right side:

Logo rules
Our logo is one of our most visible and valuable assets.
Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.
There is a defined pitch distance of a mininum half of the blue box on all sides.

swip BOX

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The logo and design guide for SwipBox has been
developed specifically for SwipBox, and may only
be used after permission by SwipBox.
For more information on use of logo and design
materials as well as requesting design elements
or design guide contact SwipBox.

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