SWANQ

STANDARD HARDWARE

Contents

About
Strategy
Brand Voice
Logo
Colour
Typography
Brand Pattern
Logo Usage
Content usage



CLASS
LUXURY
ELEGANCE

One-stop solution for all luxury or imported furniture and appliances. Showroom caters to all type of customer needs. German, Indian and Italian brands collaboration, once completed it will be the largest kitchen display showroom in Madhya Pradesh (12 kitchens).

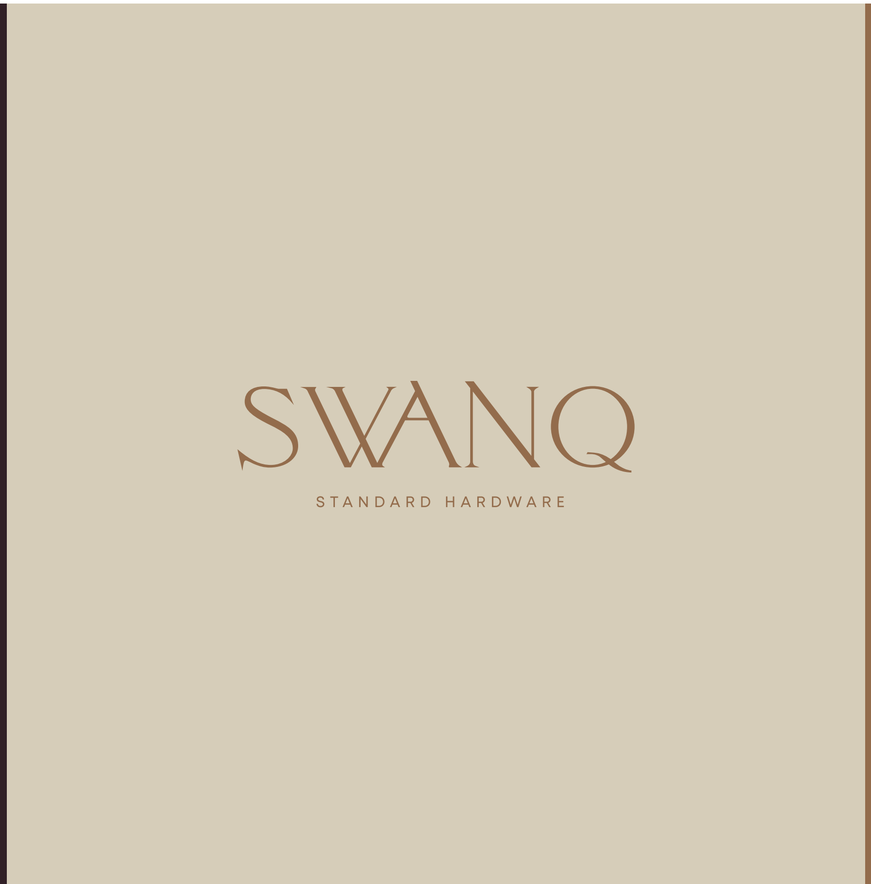
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Logo Variations

The brand elements should not be altered in any way from the form in which they're received and should only be used in the brand colours provided. When possible, pair the logo and identity with the designated brand colours and typefaces, and always maintain strong contrast between brand elements and the background colour to ensure legibility.







Bleached Cedar

R : 49
G : 32
B : 38

C : 0
M : 7
Y : 4
K : 81

White Rock

R : 214
G : 205
B : 185

C : 0
M : 4
Y : 11
K : 16

Dark Chestnut

R : 147
G : 108
B : 76

C : 0
M : 15
Y : 28
K : 42

Brand Pattern



Brand Pattern



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Logo usage

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✅ Correct way to use logo



❌ Don't recreate type/tagline



❌ Don't place logo diagonally or any other angle



❌ Don't stretch/expand logo



❌ Don't use any other colours than the ones in guidelines



❌ Don't overlap on top of other graphics or elements



❌ Don't use logo without tagline/type
❌ Don't move type/tagline

Typography

Athelas

Aa

bold

Heading

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*0_+0:"<>?~.,./-=I

Gotham

Aa

book

Body text & Subtitle

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*0_+0:"<>?~.,./-=I

Aa

bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*0_+0:"<>?~.,./-=I

Heading will go here.

Subtitle will go here.

Body text will go here. This is a sample text. One-stop solution for all luxury or imported furniture and appliances. Showroom caters to all type of customer needs. German, Indian and Italian brands collaboration, once completed it will be the largest kitchen display showroom in Madhya Pradesh (12 kitchens).

Logo Structure

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Logo Structure - Tagline wordmark

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Font used : Mont Blanc
Letter spacing : 30%
Uppercase / Capitalisation



DESIGNED BY TARUSHI CHOUDHARY