



SWRV Tech

How the brand looks, sounds, and moves. The reference for anyone building with it.

SWRV into the future.

swrv.tech

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An engineer with taste

SWRV Tech (pronounced "Swerve Tech") is a US-based studio that builds websites, ecommerce, apps, software, automation, and Google presence as one connected system. The register, the booking system, the customer database, and the website run on the same rails.

The identity concept is **controlled directional movement**. A swerve is not a random turn: it is changing direction intelligently. Everything in the brand, from the logo to the motion, expresses momentum with intent, not drift.

MISSION

Build the systems businesses actually run on, so the website is not a brochure sitting outside the business.

Values

Precise by default

Name the real thing. Measure it. Ship it tested.

Candid always

Honesty is a feature. Founder work is labeled founder work; demo content is labeled demo.

Momentum with intent

Move fast in a chosen direction. A swerve is a decision, not a drift.

Taste over templates

An engineer with taste, not a marketer with templates.

Taglines

One tagline per surface. Never stack two. The primary line closes a page; the campaign question opens a conversation.

CAMPAIGN

Does your business need to SWRV?

SUPPORTING

One system. No drift.

SUPPORTING

Change direction with intent.

Specific, confident, human

Short sentences. Concrete nouns (POS, booking system, customer database, Google Business Profile) over abstractions. Lead with the outcome, then the detail. Explain what SWRV builds and what problem it removes.

WRITE THIS

- "The register and the online store don't agree."
- "Your bookings write themselves into the calendar."
- Buttons as verb + object: "Map your project," "Send message."
- Founder work labeled founder work. Demo content labeled demo.

NEVER THIS

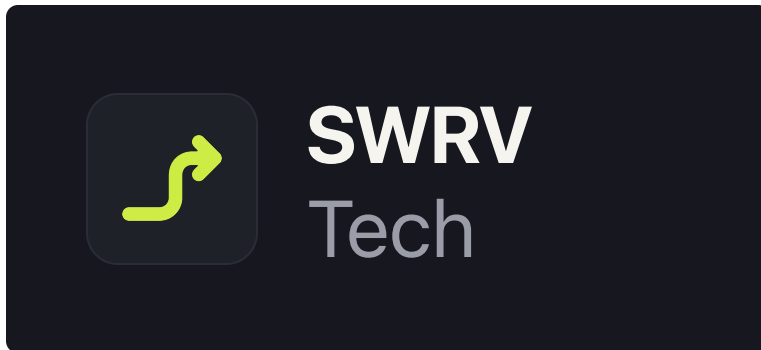
- "digital experiences" · "cutting-edge"
- "innovative technology" · "transform your online presence"
- "where creativity meets technology"
- "solutions" as a filler noun
- Em dashes as a default rhythm; aphoristic closers repeated section after section

Bilingual note

SWRV serves a genuinely bilingual (English/Spanish) audience. When Spanish is used, it is a real translation on its own surface, never machine-swapped text on the same page.

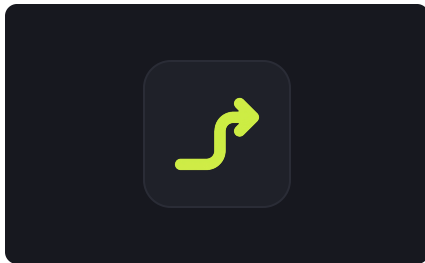
The swerve mark

The mark is an abstract swerve: a path that enters low-left, rises, and changes direction with an arrowhead. Momentum turning deliberately. It reads as an S-curve and an arrow at once.

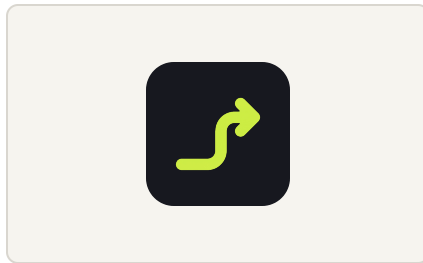


Primary lockup

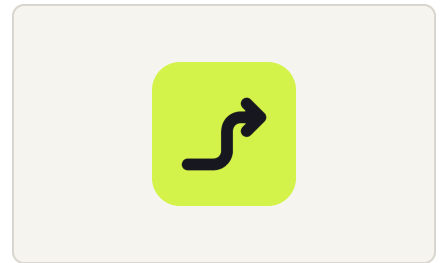
Tile + SWRV (bold) + Tech (regular, muted). Use whenever there is room. The wordmark never appears without this weight contrast.



Mark alone · dark



Tile on light



Inverse · electric tile

Clearspace



Keep space equal to the height of the tile on all sides. Never crowd it.

Minimum size

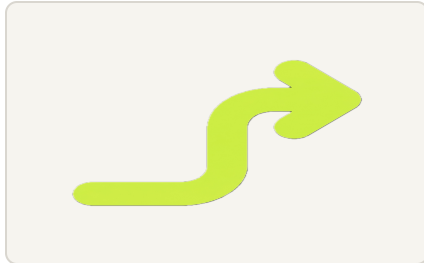


24px · smallest

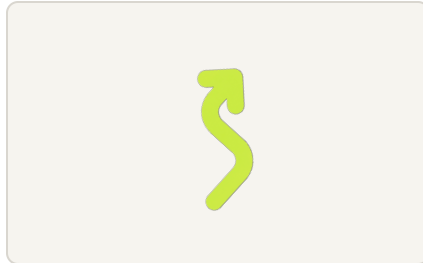
The mark stays legible to ~24px (designed and tested at favicon scale). Below that, use the mark without the wordmark.

Don't do this

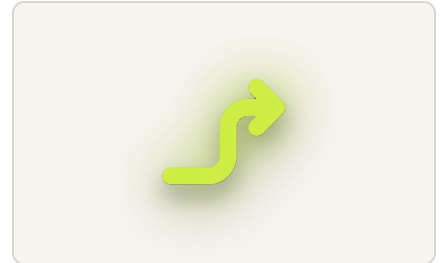
The mark ships in two approved pairings: chartreuse stroke on the graphite tile, or graphite stroke on the electric tile. Everything below is rejected on sight.



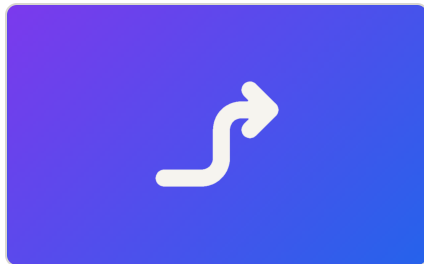
✗ Don't stretch or squash



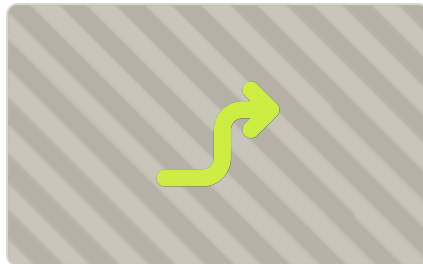
✗ Don't rotate



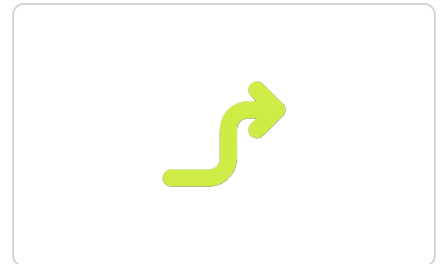
✗ No glows or shadows



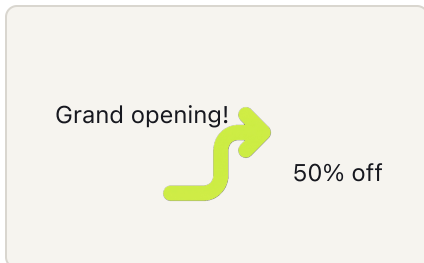
✗ No gradients, no recolors



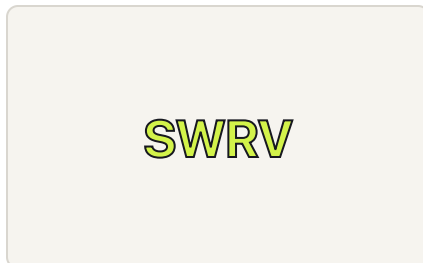
✗ Not on busy or low-contrast fields



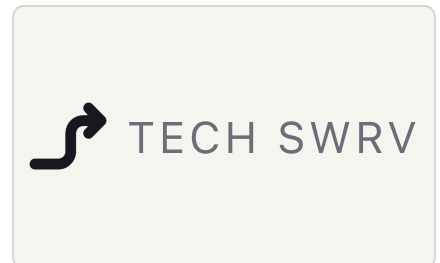
✗ No bare chartreuse on white: use the tile



✗ Don't crowd the clearspace



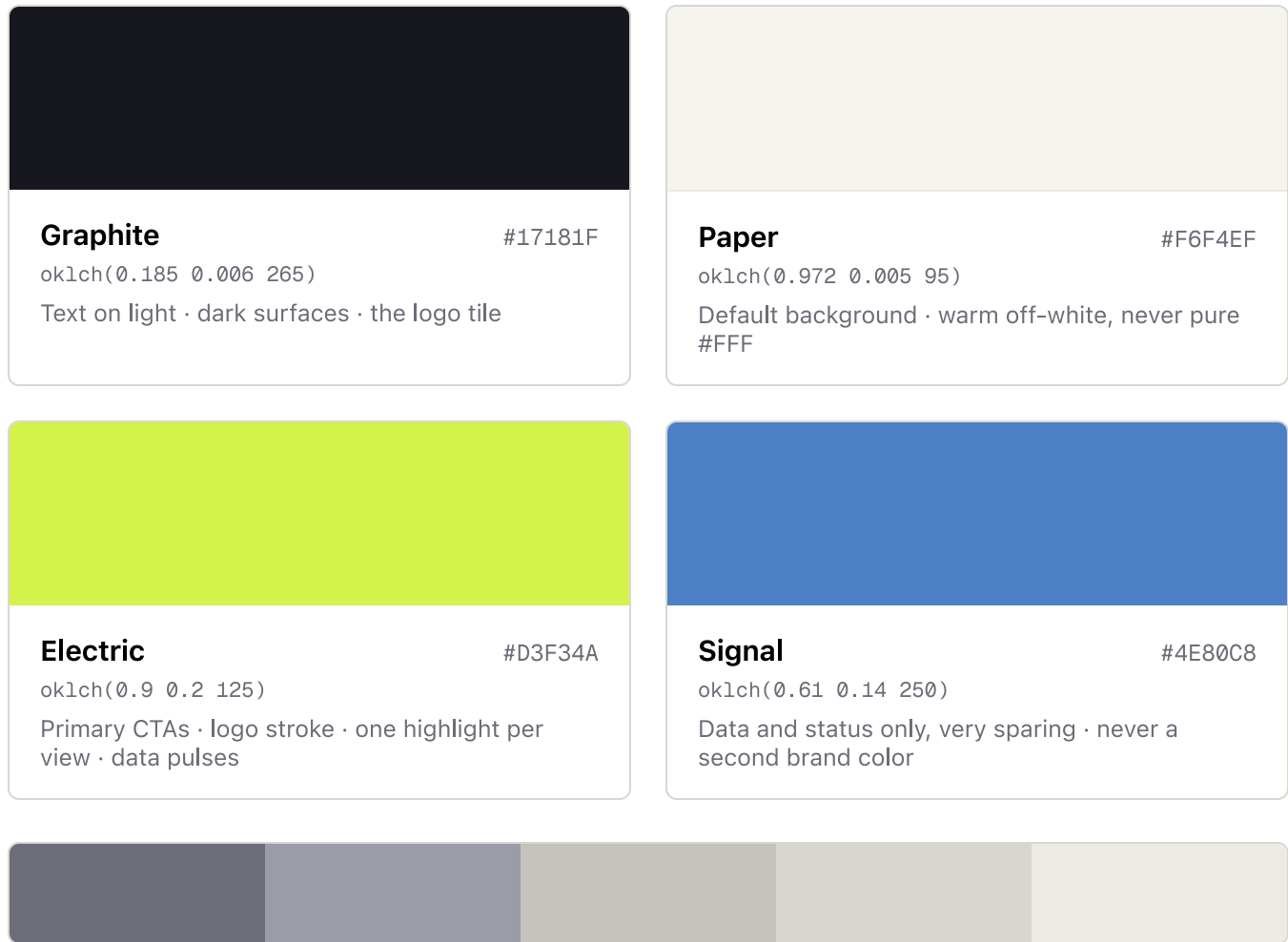
✗ No outlined or chartreuse wordmark text



✗ Don't rebuild or reorder the lockup

One loud accent, everything else calm

Near-black, warm off-white, and a single electric accent. One electric moment per screen: the accent marks the single most important action or highlight. If everything is chartreuse, nothing is.



Cool gray ramp (hue ~260) · #6B6E78 secondary text · #D9D6CF hairlines

- **One electric moment per screen.** No rainbow section themes, no second bright color.
- **Chartreuse is a fill, not a text color** on light backgrounds. Use it as a background with graphite text or as an icon accent.
- **Dark mode inverts** to Graphite surfaces with Paper text; chartreuse stays the accent. Design in semantic roles, not raw hex.

Contrast is non-negotiable

Body text needs 4.5:1 or better; large text (24px+) needs 3:1. These are the approved pairings. Anything not on this chart gets checked before it ships.

SAMPLE	PAIRING	RATIO	VERDICT
	Graphite on Paper	15.5:1	AAA · body text
	Paper on Graphite	15.5:1	AAA · body text
	Graphite on Electric	13.1:1	AAA · buttons, chips
	Electric on Graphite	13.1:1	AAA · accents on dark
	Gray 500 on Paper	4.7:1	AA · secondary text
	Signal on Paper	3.7:1	Large text / data only
	Electric on Paper	1.2:1	Fail · never as text

Never set light-gray body text on a tinted background. Text and icons on chartreuse are always graphite.

Two families, both Geist

Geist Sans carries display and body. Geist Mono is the technical voice: eyebrows, labels, metrics, code. Cap the count at these two; never introduce a third family.

GEIST SANS · DISPLAY & BODY

Momentum with intent

The register and the online store finally agree. Body sits at 16 to 18px, line-height near 1.6, line length capped at 65 to 70 characters.

GEIST MONO · LABELS & TECHNICAL

swrv-built · POS-synced · booking→calendar

SECTION EYEBROW · UPPERCASE · WIDE TRACKING

Scale & weight

- Headings: weight 550–650, tracking -0.02em to -0.03em
- Display hero caps at ~6rem
- Modular scale, ratio ≥ 1.25 between steps
- text-wrap: balance on large headings

Rules

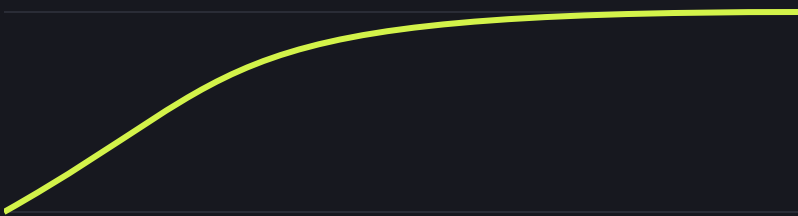
- Mono for short technical strings, never body paragraphs
- No all-caps body copy; only small mono labels go uppercase
- Reading text is never letterspaced

Direction, not decoration

Motion enters with intent along a path, settles fast, and never gates content or causes layout shift. Exits are faster than entrances.

SIGNATURE EASING · "THE SWERVE"

```
cubic-bezier(0.32, 0.72, 0.24, 1)
```



Confident ease-out. No bounce, no elastic.

140ms

Micro-feedback: hovers, presses

220ms

State changes: toggles, tabs, menus

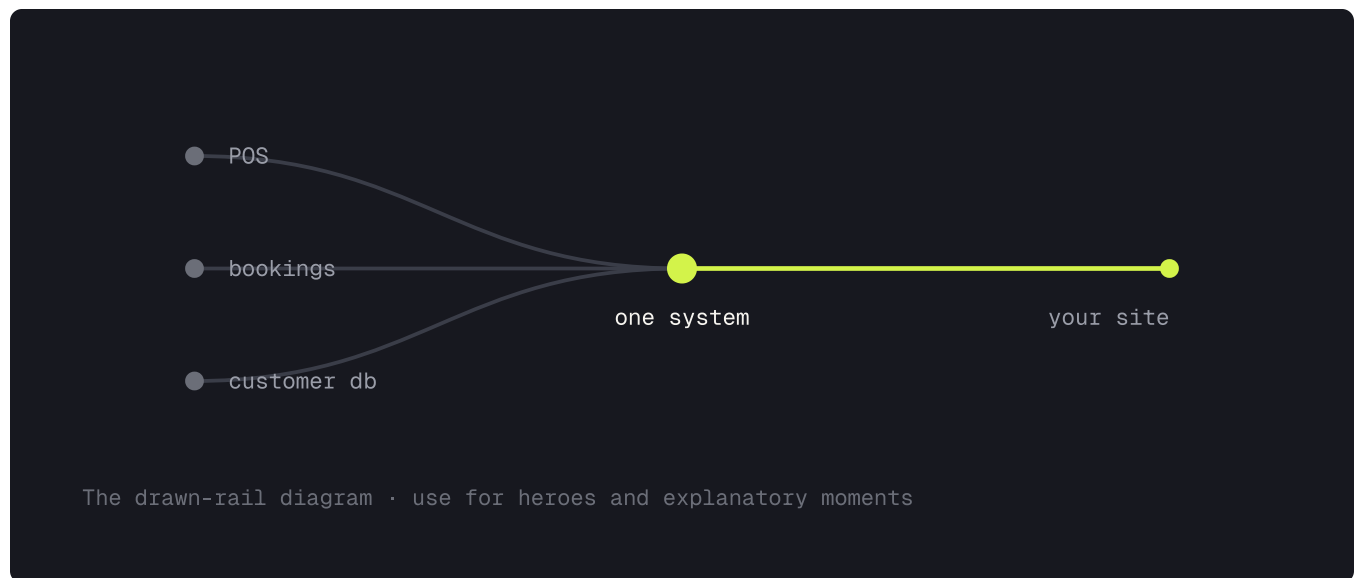
320–440ms

Entrances: rise 8–18px and fade, once per viewport entry

- Rails and diagrams draw themselves in; chartreuse pulses travel them.
- **Reduced motion is mandatory:** every animation has a static end state under `prefers-reduced-motion`. Content never hides waiting for JS.
- No scroll-hijacking, heavy parallax, cursor gimmicks, or marquees.

Draw the pitch

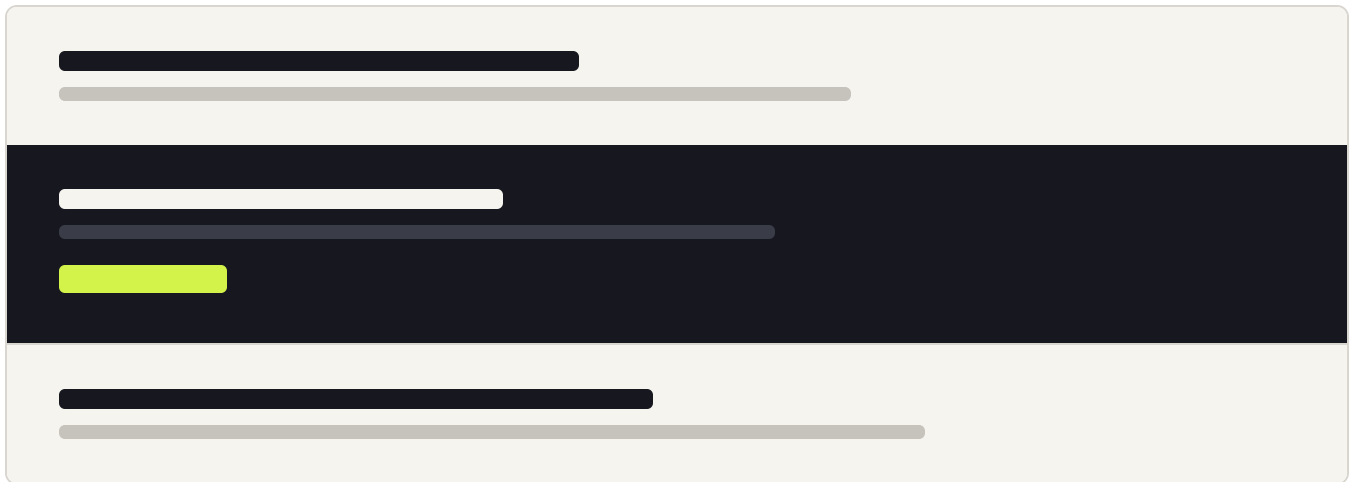
The signature visual is the drawn-rail system diagram: labeled nodes connected by curved rails that swerve into a central hub, with the accent pulsing along them. Separate tools becoming one connected system.



- **Original CSS/SVG artwork over stock.** No generic stock photos, no AI-generated people, no fake logo walls.
- **Real proof beats decoration.** Show actual work and real product UI, never a colored rectangle standing in for content.
- **Icons: one set only** (lucide-react), ~1.5px stroke, consistent sizing. Never emoji as UI icons.
- When photography is genuinely needed, it is art-directed and specific, not a category cliché.

Whitespace is a feature

- Fewer, larger, well-spaced sections over dense stacks
- Section rhythm from a fixed set: 64 / 96 / 128 / 160px
- One idea per section; cut before cramming two messages in
- Content max-width 1200–1280px; gutters 24px mobile, 48px desktop
- 1px hairline borders (#D9D6CF on light), base radius ~6px
- Separate with a border *or* a background shift, not both
- Cards only when truly the best affordance, never nested
- Alternate paper and graphite bands to build rhythm



Band rhythm: paper → graphite → paper · one electric moment

The system in use

WEB · HERO

**Your website, your register,
and your bookings on the
same rails.**

[Map your project](#)

[See the work](#)

One electric moment: the primary CTA. The secondary stays quiet.



**Does your business need
to **SWRV**?**

swrv.tech

Social · 1:1 campaign tile



SWRV Tech

Your March numbers are in.

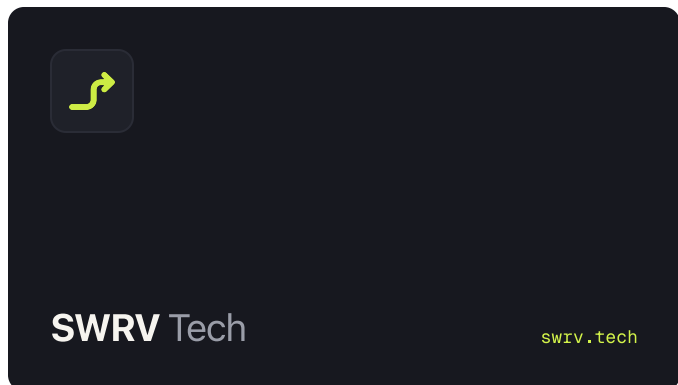
Bookings up 12%. The site handled 214 orders while the register stayed in sync. Full report attached.

[View the report](#)

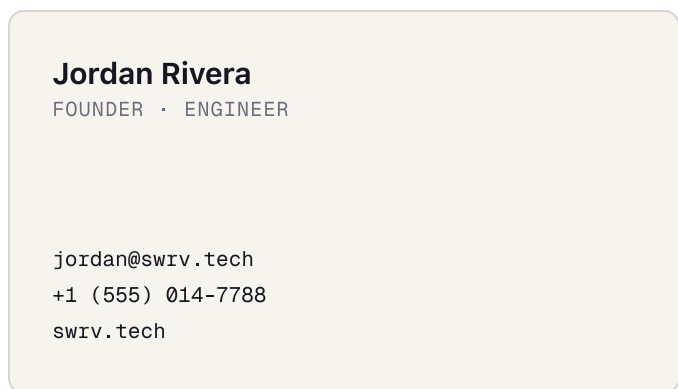
swrv.tech · Reply to this email and a person answers

Email · header, body, one CTA

Cards & letterhead



Card front · 3.5 × 2 in



Card back · contact in mono



SWRV Tech

swrv.tech

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Letterhead

Lockup top-left at 20px tile height. Mono URL top-right. Body set in Geist Sans 11pt, graphite on paper. Footer carries the mono contact line only. No watermarks, no chartreuse fields behind text.

Mark alone, tile always

Avatars and app icons use the mark alone on the graphite tile. The wordmark never appears inside an avatar. The mark fills ~62% of the tile width, centered.



Profile · circle crop



App icon



44px



Favicon · 24px

One system. **No drift.**

swrv.tech

Social banner · graphite field, one electric phrase, no imagery clutter

Partners sit beside, never inside



SWRV Tech

partner logo

- Equal visual weight: match the partner logo's height to the SWRV tile, separated by a 1px hairline with clearspace on both sides.
- SWRV leads on SWRV-owned surfaces; the partner leads on theirs.
- The partner logo keeps its own colors; SWRV stays graphite + electric. Never recolor either mark to match the other.
- On dark surfaces, use the partner's approved reversed version, never an auto-inverted one.
- "Built by SWRV Tech" credit lines are set in Geist Mono, 11px, uppercase, and link to swrv.tech.

Rejected on sight

SWRV is positioned against template and AI clichés. If a layout could ship from a landing-page generator, it is not SWRV.

✗ Purple-to-blue gradient heroes; gradient text

✗ Emoji as feature icons; sparkle motifs

✗ Fake browser-chrome screenshots; fake terminals

✗ A tracked eyebrow above every section by reflex

✗ Glassmorphism cards, glowing borders, 3D blobs

✗ Identical three-column icon-card grids by default

✗ "Trusted by" walls of invented logos

✗ Typewriter hero text; counters animating on every scroll

The one-page version

NAME

SWRV Tech ("Swerve Tech") · concept:
intelligent change of direction

TYPE

Geist Sans (display + body) · Geist Mono
(labels + technical)

RULES

One accent per screen · warm off-white,
never pure white · AA contrast always

COLORS

Graphite #17181F · Paper #F6F4EF
Electric #D3F34A · Signal #4E80C8

CRAFT

radius 6px · cubic-bezier(0.32,
0.72, 0.24, 1)

VOICE

Specific, confident, human · no buzzwords
· honesty as a feature



SWRV Tech

Brand Guidelines v1.0 · 2026 · brand@swrv.tech