

Sway
Rest. Relax. Revive.

Branding Competition

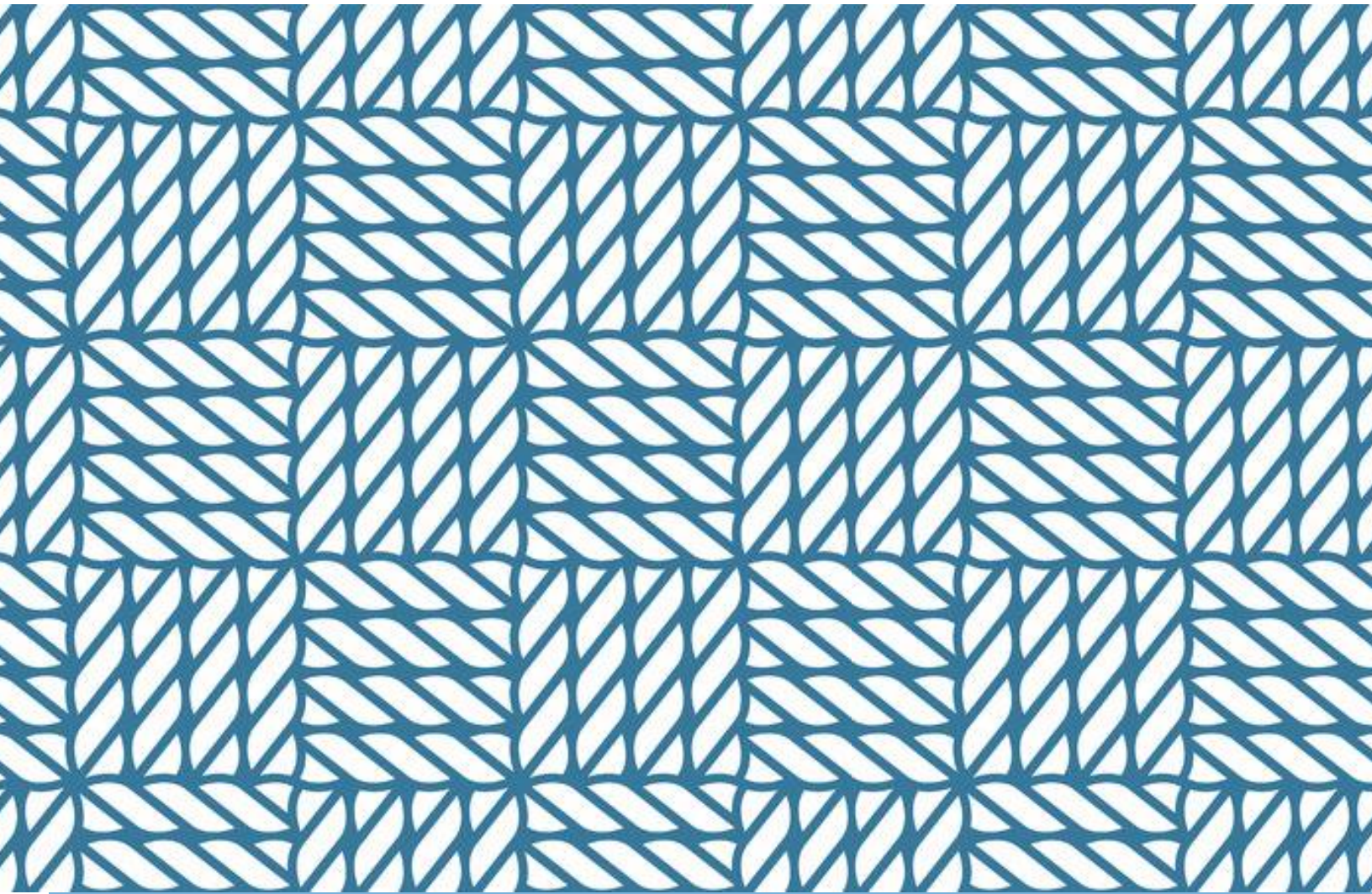


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Logos



Our darker logo with a white background stands out and makes a lasting impression, while representing the transparency of our firm. Our light blue logo brightens up any dark background. This versatility allows Sway to easily adapt to any marketing opportunity.



Our iconic logo design promotes serenity and a calm state of mind. All four of our theme colors were utilized to create this quintessential emblem. The marketing team incorporated our slogan to intrigue prospective customers.

Fonts

Avenir is the primary font used for Sway's business forms and marketing materials. Its simplistic look conveys the same calm ideology that our logo achieves.

Headline Sample

{37 pt . Avenir}

Bold head goes here

{15 pt . Avenir}

(Body Copy) Sway understands the importance of taking time out of our stressful lives to relax and unwind. As a B Corporation, our company is dedicated to supporting the National Center for the Prevention of Youth Suicide.

{13 pt . Avenir}

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Colors



The color blue produces chemicals from the body that are calming and emit feelings of tranquility. Green is the most restful and relaxing color for the view of the human eye.

#B0FFEE

#7BC8ED

#185E84

#00486A

Letterhead/Company Overview



Sway
Rest. Relax. Revive.

49 Lilac Road
Westhampton Beach, NY 11978
631.288.3800 x 286
sway.ny@veinternational.org
swayhammocks.com

Dear Name:

Founded in October 2018, Sway is revolutionizing how our customers relax and de-stress. Here at Sway, we take pride in providing our customers with durable, beautiful hammocks that will change the way you rest. Our goal is to help customers relax anywhere they'd like, including the office, living room, outdoors, and even on the beach. Sway's high quality, durable products are made from recycled fibers that hold their strength and provide the ultimate level of comfort. Chose our hammocks, Sway all day.

Best Regards,

Sway



swayhammocks.com
sway.ny@veinternational.org
631.288.3800 x 286

Rest. Relax. Revive.



Wherever, Whenever,
Sway All Day



Business Card

Serena Robbins
CEO

sway.ny@veinternational.org
swayhammocks.com
49 Lilac Road
Westhampton Beach, NY 11978
(631) 288-3800 x286



Sway



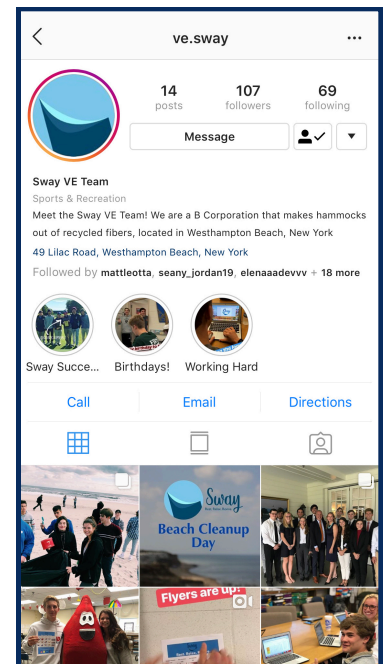
Social Media



Twitter: @VE_Sway



Instagram: @ve.sway



Facebook: SwayVETeam



Sway values a strong social media presence. We have made it a priority to have an active presence on Twitter, Instagram, and Facebook.



Apparel

