



Brand Guidelines

CLASHWARE SARL



Swiss Precision. Bold Innovation.

01 Brand Story

Who We Are

Clashware is a Swiss technology company headquartered in Lausanne. We build products at the intersection of software engineering, artificial intelligence, and blockchain technology. Founded by three EPFL engineers, we combine academic rigor with entrepreneurial ambition.

Our Philosophy

We believe technology should be bold, not boring. While we embrace the Swiss tradition of precision and reliability, we refuse to play it safe. Every product we build challenges conventions and explores new frontiers.

Our name reflects our approach: we clash with the status quo. We clash with limitations. We clash with "good enough."

Brand Positioning

"Swiss Precision. Bold Innovation." This tagline captures our dual identity: the reliability and quality associated with Swiss engineering, combined with the courage to push boundaries across software, AI, and crypto.

Our Products

Metacube - Massive multiplayer gaming on Starknet blockchain

Bonega.ai - AI-powered long-form video generation

Coira.io - Crypto intelligence with STRICT methodology

02 Logo

The Clash Mark

Our logo features two crossed blades forming a dynamic X shape with a crimson-to-orange gradient. The intersection creates a distinctive visual that embodies our name and competitive spirit. The glowing center represents the spark of innovation.



Logo Variations

The logo is available in three variations:

Full Logo

Symbol + wordmark. Primary usage for websites, documents, and presentations.

Symbol Only

For favicons, app icons, social media avatars, and small-space applications.

Wordmark

Text only. For horizontal layouts, navigation bars, and co-branding.

Clear Space & Minimum Size

Maintain clear space equal to 0.5x the symbol height on all sides. Minimum size: 24px for symbol, 80px for full logo. Never place the logo on busy backgrounds or low-contrast surfaces.

03 Color Palette

Primary Colors



Crimson Fire
#DC2626



Coral Blaze
#F97316



Deep Crimson
#991B1B

Background Colors



Obsidian
#0A0A0F



Slate Dark
#18181B

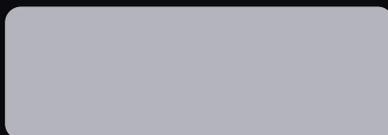


Slate
#27272A

Text Colors



Snow
#FAFAFA



Zinc
#B4B4BC



Stone
#AFAFB5

Product Colors



Metacube

#22C55E

Bonega.ai

#A855F7

Coira.io

#10B981

04 Typography

Primary Typeface: Inter

Inter is our primary typeface for all digital and print applications. Its geometric, neutral design aligns with Swiss design principles while remaining highly legible at all sizes.

Aa Bb Cc Dd Ee Ff Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Type Hierarchy

Display	48-96px / Bold
Heading 1	36px / Bold
Heading 2	24px / Semibold
Body Text	16px / Regular
Small Text	14px / Regular

05 Usage Guidelines

Do

- Use the logo on dark backgrounds
- Maintain clear space around the logo
- Use approved color variations only
- Scale proportionally
- Use high-resolution assets for print

Don't

- Rotate or skew the logo
- Change logo colors arbitrarily
- Add effects, shadows, or outlines
- Use on low-contrast backgrounds
- Place on busy images or patterns

Brand Voice

Tone

Confident, precise, and forward-looking. We speak clearly without jargon or hype.

Attributes

Professional but energetic. Technical credibility. Swiss quality assurance.

Contact

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