



Brand Guidelines

Clashware Sarl

Swiss Precision. Bold Innovation.

Brand Story

Who We Are

Clashware is a Swiss technology company headquartered in Lausanne. We build products at the intersection of gaming, artificial intelligence, and blockchain technology.

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 gaming, AI, and crypto.

Logo Usage

The Clash Mark

Our logo, the "Clash Mark," features two abstract blade forms crossing at a dynamic 60-degree angle. The intersection creates a distinctive visual that embodies our name and competitive spirit.



Logo Variations

The logo is available in three variations: Full Logo (symbol + wordmark), Symbol Only (for favicons, app icons, social avatars), and Wordmark Only (for horizontal applications).

Clear Space

Maintain clear space equal to 0.5x the symbol height on all sides. Minimum size: 24px for symbol, 80px for full logo.

Color Palette

Primary Colors



Crimson Fire

#DC2626



Coral Blaze

#F97316



Deep Crimson

#991B1B

Background Colors



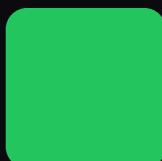
Obsidian

#0A0A0F

Slate Dark

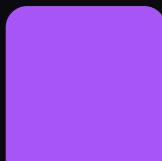
#18181B

Product Colors



Metacube

#22C55E



Bonega.ai

#A855F7



Coira.io

#10B981

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

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Type Hierarchy

Display: 48-96px Bold

H1: 36px Bold

H2: 24px Semibold

Body: 16px Regular

Small: 14px Regular

Usage Guidelines

Do

- Use the logo on dark backgrounds
- Maintain clear space around logo
- Use approved color variations
- Scale proportionally

Don't

- Rotate or skew the logo
- Change logo colors arbitrarily
- Add effects or shadows
- Use low contrast combinations

Brand Voice

Our voice is confident, precise, and forward-looking. We speak clearly without jargon or hype. Key attributes: Professional but energetic, Technical credibility, Swiss quality assurance.

Contact

For brand inquiries: brand@clashware.com

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