



# Brand Guidelines

Clashware Sarl

Swiss Precision. Bold Innovation.

# Brand Story

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## 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

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## 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

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## Primary Colors



**Crimson Fire**  
#DC2626

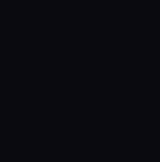


**Coral Blaze**  
#F97316



**Deep Crimson**  
#991B1B

## Background Colors



**Obsidian**  
#0A0A0F

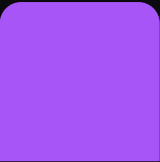


**Slate Dark**  
#18181B

## Product Colors



**Metacube**  
#22C55E



**Bonega.ai**  
#A855F7



**Coira.io**

#10B981

# Typography

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## 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**

**H1: 36px Bold**

**H2: 24px Semibold**





Body: 16px Regular

Small: 14px Regular





# Usage Guidelines

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## 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](mailto:brand@clashware.com)

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