

SWIVEL®

An SWBC Company

Brand Guidelines



Table of Contents

Our Identity	2
Logo Usage	4
Typography	6
Color	8
Graphical Elements	10
Iconography	13
Illustration Style	14
Photography	16
Visual Treatments	18
Social Images	20
Co-Branding	22
Samples	25

Our Identity

Core Identity

SWIVEL enables modern, intuitive, and secure financial interactions between financial institutions and the people they serve. We simplify operational and technological complexity for credit unions and banks, delivering reliable, future ready payment experiences without adding burden to their teams. Our FI first approach ensures every solution is built around the real needs of institutional decision makers, supported by deep industry expertise and a commitment to elevating the digital experience for both FIs and their members.

SWIVEL stands as a strategic partner that helps institutions **stay competitive** as market expectations, technology standards, and consumer behaviors continue to evolve.

Brand Personality

SWIVEL is a confident, modern leader—professional, tech forward, and insight driven. We communicate with authority grounded in expertise, not comparison. Our personality reflects intelligent clarity and polished simplicity, mirroring the clean, intuitive nature of our technology. We are respectful of the time, intelligence, and responsibilities of FI leaders, presenting information with purpose and precision. At the same time, we remain approachable and human, showing that SWIVEL's experts are collaborative partners invested in solving complex operational challenges. Our tone is innovative and fresh but always professional, reflecting a premium brand built for serious institutional needs.

Tone of Voice

SWIVEL's tone is clear, direct, and strategically focused on financial institution outcomes. We lead with what the product does, immediately address why it matters to the institution, and reinforce benefits with insight, data, or research. Our voice is modern, premium, and plain speak—technical when needed but never jargon heavy or condescending. We maintain a positive, aspirational, and supportive tone that reinforces partnership and trust. Every message respects the FI audience by staying concise, relevant, and value driven. We communicate like experts who “make the complex simple,” using clean language and smart metaphors that illuminate—not over explain—our technology and its strategic impact.

Our Logo



Clear space

The logo lockup should have as much space around it as possible to ensure visual impact. The minimum amount of space around the logo is equal to the “S” in the word “SWIVEL.” No text, image, pattern, or other graphic element is allowed to enter this space.



Usage on Colored Backgrounds

Use full-color logos only on white or SWIVEL Light backgrounds. For dark backgrounds, or SWIVEL Dark, use the knockout logo.



Logo Alterations

To maintain brand consistency, Use full-color logos only on white or SWIVEL Light backgrounds. For dark backgrounds, or SWIVEL Dark, use the reversed logo.



Typography

Poppins Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
@#\$%&*()_+|:"'<>? 0123456789

Poppins Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
@#\$%&*()_+|:"'<>? 0123456789**

Elza Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
@#\$%&*()_+|:"'<>? 0123456789

Elza Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
@#\$%&*()_+|:"'<>? 0123456789**

Main Headlines use
Poppins Bold or Medium.
Bold text for emphasis.

**Use Poppins Bold or Medium
to set Sub-Headlines.**

Use Elza to set body text. Optical kerning and set in sentence case. Do not set in all-caps or all-lowercase.

Use Elza Regular for footnotes.

Color

SWIVEL’s core color palette reinforces our expertise in the digital payments space while presenting a modern, distinctive visual identity. These colors set us apart from the industry’s traditional tones, helping our brand feel innovative, forward-thinking, and **unmistakably SWIVEL**.

Core

				
Purple	Magenta	White	Dark Gray	Light Gray
PMS 2607 C	PMS 247 C	PMS White	CMYK 68-62-55-60	CMYK 4-3-4-0
CMYK 83-99-0-2	CMYK 35-95-0-0	CMYK 0-0-0-0	RGB 51-50-54	RGB 240-239-237
RGB 80-7-120	RGB 187-22-163	RGB 255-255-255	HEX #3C3C40	HEX #F0EFED
HEX #500778	HEX #BB16A3	HEX #FFFFFF		

Secondary

				
Light Magenta	Glacier	Dark Glacier	Harpoon	Dark Harpoon
PMS 7436 C	PMS 3115	PMS 3135	PMS 2380	CMYK 85-60-40-85
CMYK 2-14-0-0	CMYK 59-0-14-0	CMYK 100-0-20-0	CMYK 91-71-36-56	RGB 0-16-32
RGB 238-218-234	RGB 0-193-213	RGB 0-142-170	RGB 40-51-74	HEX #001020
HEX #EEDAEA	HEX #00C1D5	HEX #008EAA	HEX #28334A	

Background Gradients

SWIVEL Dark



Dark Pink	Dark Harpoon
CMYK 73-75-39-33	CMYK 85-60-40-85
RGB 77-61-89	RGB 0-16-32
HEX #4D3D59	HEX #001020

SWIVEL Light



Light Pink	Light Blue
CMYK 5-9-2-0	CMYK 18-7-6-0
RGB 243-235-243	RGB 218-228-236
HEX #F3EBF3	HEX #DAE4EC

SWIVEL’s Light Mode

Headers can be in Purple, Magenta, or Dark Gray.

All body copy is written in **Dark Gray**. Boldened words can be in **Dark Gray**, **Dark Glacier**, or **Purple**. Other colors such as Magenta, Harpoon and Dark Harpoon can also be used for graphical touches.



Background uses **SWIVEL Light**. Apply gradient at a 45 degree angle.



SWIVEL’s Dark Mode

Headers can be in White or Light Magenta.

All body copy is written in **White**. Boldened words can be in **White**, **Light Magenta**. Other colors such as Light Gray, Glacier and Magenta can also be used for graphical touches.



Background uses **SWIVEL Dark**. Apply gradient at a 45 degree angle.



Graphical Elements

Consistent use of graphical elements is essential for maintaining a cohesive visual identity across the brand. When incorporating these elements, keep them minimal to align with SWIVEL’s modern aesthetic. All graphics should remain subtle and should support the imagery or content rather than become the main focus of the design.

The SWIVEL Axis

The SWIVEL “I” is comprised of a double lozenge shape that creates an axis. The SWIVEL axis can be used as a graphical element in several use cases. These elements should only consist of graphical applications and be used in way that modifies typography or the SWIVEL logo.



Social Post Image Spread

Call to Action

Call to Action

Keep in Mind!

Treat the spacing around the text similar to the minimum spacing rule for the SWIVEL logg. 5.

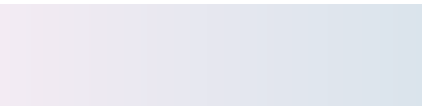
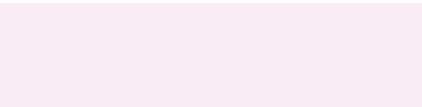
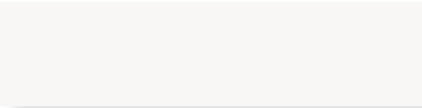
Line Treatments

Line weights are set to 1pt and can be either solid or Japanese Dotted. Lines can use any of the Core or Secondary colors. Feel free to decrease tint or opacity to make the lines visually lighter as to not distract for the key visual.



Drop Shadows

Drop shadows are applied to any containers used within the design. While there are no rules on direction, please maintain consistency of the source light throughout the entire design. Shadows are always set to black, multiply at 15% opacity.



Containers can be set to any of these colors:

On light backgrounds–Cool Grey, Light Magenta, SWIVEL Light
On dark backgrounds–Dark Gray, SWIVEL Dark

Patterns

A subtle isometric pattern can be used in designs where SWIVEL Light or Dark is used as the background to give the illusion of a technical space. This can be used to emphasize SWIVEL’s expertise in digital payments.



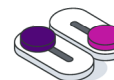
Heads Up!

To see more treatments and guidelines using the Pill behind a person in photos, refer to **Pg. 15**.



Iconography

Iconography should use clean, thick strokes in either purple or magenta for brighter compositions and white or light magenta for darker compositions. Visual style should be round, bubbly and modern. Icons should only be used at an appropriately small size. **Any larger scale visuals will require an “illustration” execution instead. (Next Page)**



Avoid using:

1. Thin Line Weights



2. Sharp Angular Corners



3. Complex Imagery



4. Varying Line Weights



5. Colored Shadows

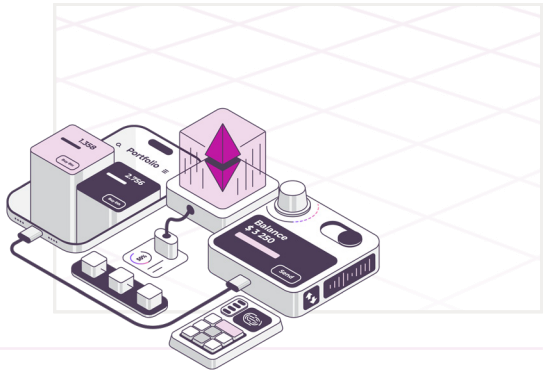


Illustration Style

Illustration is a key part of SWIVEL’s visual identity, helping us communicate complex products and technologies with clarity and confidence. It allows designers to highlight how our digital payment solutions work, especially when concepts need added emphasis or simplification. When traditional photography feels limiting or diminishes the message, illustration provides a more impactful way to express our innovation and expertise.

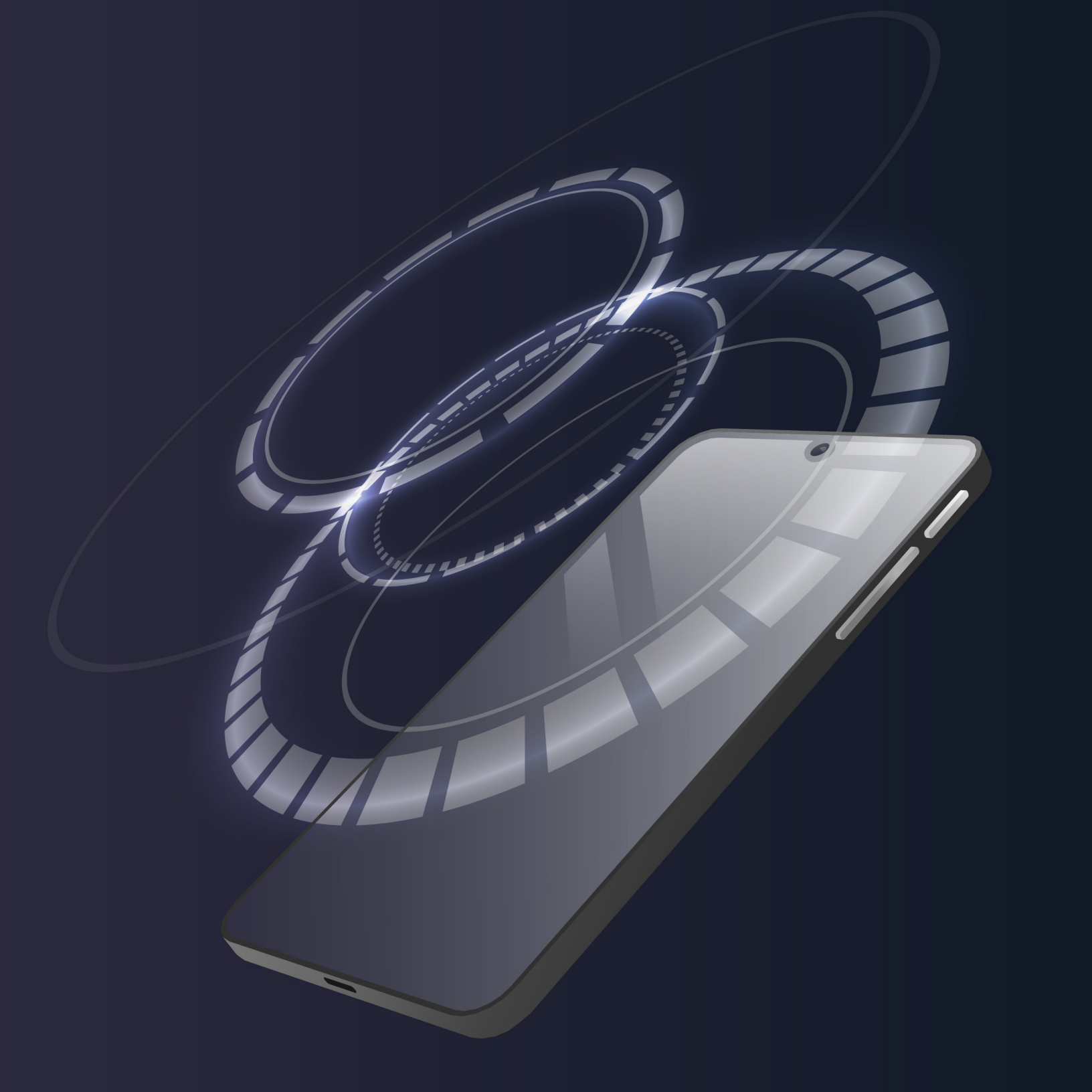
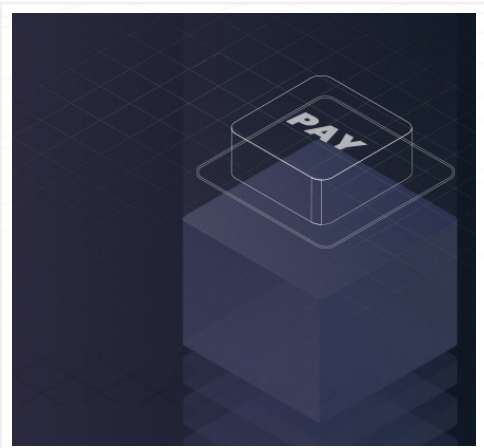
Isometric Perspective

Line weights are set to 1pt and can be either solid or Japanese Dotted. Lines can use any of the Core or Secondary colors. Feel free to decrease tint or opacity to make the lines visually lighter as to not distract for the key visual.



Drag and Drop

Choose from a variety of different modules to drag and drop onto the grid to create the message you want to convey. This helps maintain consistency across the entire brand as well as simplify the illustration process.



Photography

Photography should reflect the professional, modern, upscale look of the brand.

SWIVEL’s messaging tailors to **both** financial institutions and their members. Please keep the target audience in mind when picking a photo that either represents the FI themselves or one of their members using SWIVEL’s products. Whether they are on their phone or laptop, in a meeting, waving hello or simply holding their hands in their pockets, their actions should **always be professional and positive**.

Choose close-up photography that clearly separates the subject from the background. This can be achieved by slightly desaturating the background and increasing exposure on the subject to help them stand out.



Visual Treatments

Add a touch of color

Change an element of clothing or accessory to contain **one of SWIVEL’s secondary colors** such as Light Magenta or Light Harpoon. This helps set stock photography apart from the rest of the competition.



Use the SWIVEL Axis

Place the SWIVEL Axis element behind the subject in either a “Core” color using a thin line weight, or a “Secondary” color using a fill. The purpose is to have the Axis be complimentary to the subject rather than as a distraction.



Apply a Gradient

Use a gradient fade at 30–45% opacity to help separate the subject from the background. This not only helps maintain visual consistency across images, but also creates an area for typography.



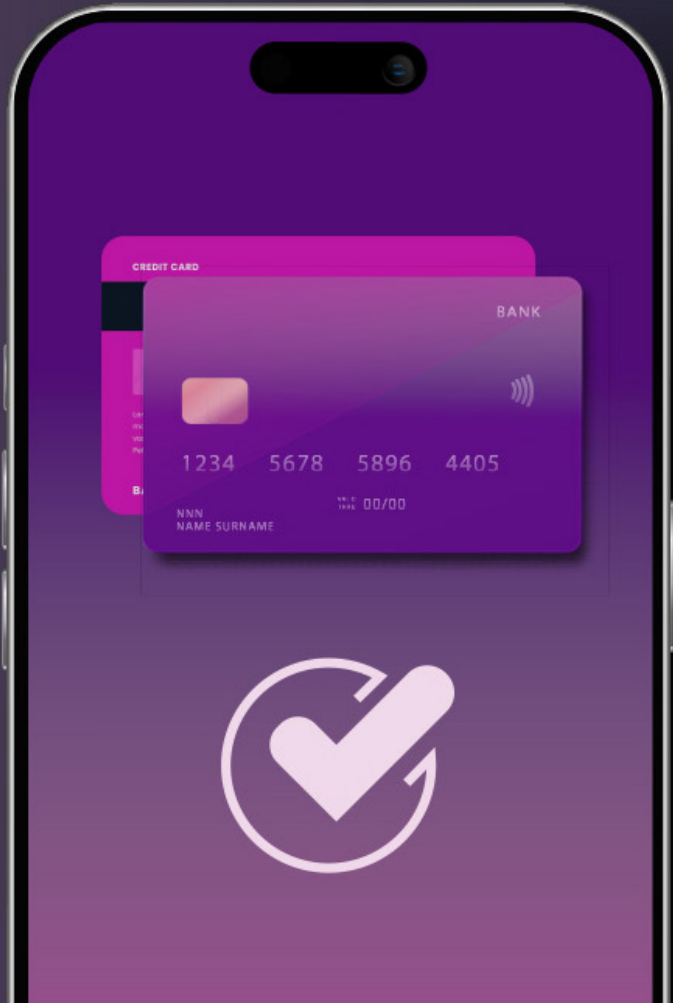
Social Images

Visually consistent social images are a key pillar of SWIVEL’s marketing strategy.

SWIVEL’s social image lock-up primarily consists of a headline located in the top left or right corner of the artboard with the bottom left or right corner reserved for the SWIVEL logo enclosed in the axis shape.



Optimize your payment flow for performance and trust.



Co-Branding with EFUNDS for Schools

Visually layering the EFUNDS platform over the SWIVEL Technology.

When co-branding SWIVEL with EFUNDS for Schools, present the relationship using the approved line “EFUNDS for Schools, powered by SWIVEL.” EFUNDS should lead as the primary school-focused brand, while SWIVEL appears as the trusted payments partner that provides security, compliance, and infrastructure support. Follow all SWIVEL logo, clear-space, and background rules to ensure accuracy and consistency, and never alter the SWIVEL mark. Use EFUNDS’ supportive, school-smart voice and K-12 messaging while maintaining SWIVEL’s modern visual standards. Together, the brands should communicate a unified, secure, and intuitive school-payments experience.

Core

Purple Rain
PMS 2607 C
CMYK 83-99-0-2
RGB 80-7-120
HEX #500778

Electric Pink
PMS 247 C
CMYK 35-95-0-0
RGB 187-22-163
HEX #BB16A3

Text

Scratch
PMS 446 C
CMYK 70-59-59-44
RGB 63-68-68
HEX #3F4444

15% of Scratch
for light use in
backgrounds

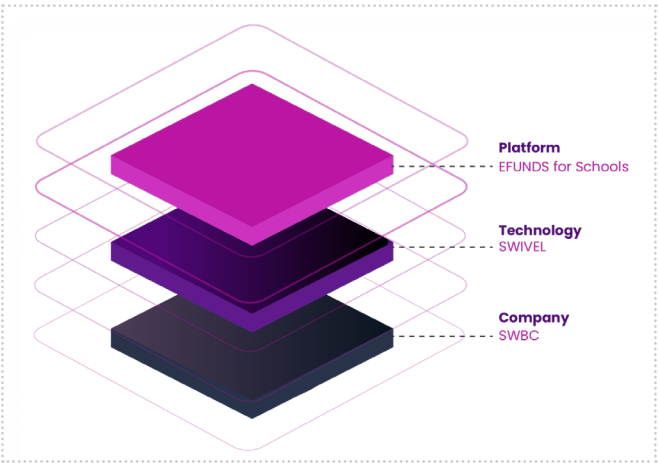
Accent/Background

The Green
PMS 7480 C
CMYK 80-0-65-0
RGB 0-196-11
HEX #00C473

Gold
PMS 122 C
CMYK 0-11-80-0
RGB 254-209-65
HEX #FED141

Example in a press release: “EFUNDS for Schools, powered by SWIVEL, is expanding its unified payments platform to help districts streamline fees, enhance reporting accuracy, and deliver a more intuitive experience for families.”

Example in booth signage: “EFUNDS for Schools, powered by SWIVEL: Simple, secure, and unified payments for every campus.”



EFUNDS for Schools branded with SWIVEL

Efficient Payments for Smarter Schools & Communities

Simplify payments. Empower parents. Support every student.

Trusted by K-12 districts, private academies, and community organizations, **EFUNDS** for Schools, a product of SWIVEL, helps schools accept payments anywhere with ease. Whether collecting tuition, donations, or event fees, we make every transaction simple, secure, and connected.

Our platform enhances staff efficiency and integrates effortlessly with the tools schools rely on daily. Detailed reporting and real-time visibility help simplify day-to-day payment management.

Built for Busy Schools & Parents

Web & Mobile Payments
Parent & School-friendly payment flows that work on any device and support multi-student management.

In-Person Point-of-Sale
Accept cash & card payments at offices, kiosks, cafeterias, and events.

Donations & Fundraising
Create dedicated pages and accept secure online contributions for school initiatives.

Digital Wallets & Methods
ACH, card, and digital wallet payments are all processed securely through one platform.

One-Time or Recurring Payments
Flexible scheduling for tuition, lunch, fees, and programs.

Connected & Customizable
EFUNDS for Schools integrates seamlessly with leading student information systems (SIS), lunch systems, and accounting tools, eliminating the need for manual data entry while giving staff real-time visibility across every payment.

EFUNDS for Schools Platform

SWIVEL Technology

SWBC
50 years
Experience

22 | SWIVEL Brand Guidelines

SWIVEL Brand Guidelines | 23

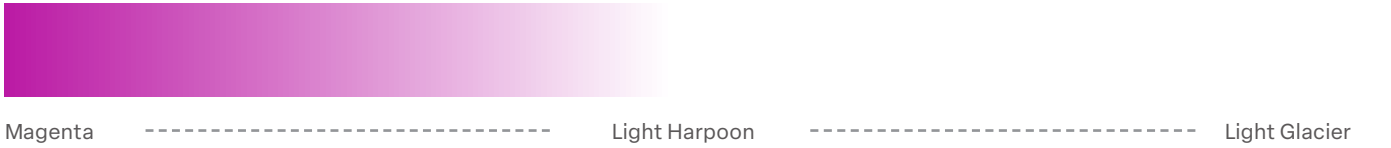
Co-Branding with SWBC

SWIVEL is an SWBC company. **From time to time, there will be instances where the SWBC brand will need to be integrated with the SWIVEL brand.** To achieve this, incorporate elements from SWBC such as their core colors, a co-branded gradient, and imagery that can fit both the SWBC and SWIVEL brand.

Co-Brand Colors

Light Glacier	Dark Glacier	Light Harpoon	Dark Harpoon
PMS 3115	PMS 3135	CMYK 91-71-36-56	CMYK 85-60-40-85
CMYK 59-0-14-0	CMYK 100-0-20-0	RGB 40-51-74	RGB 0-16-32
RGB 0-193-213	RGB 0-142-170	HEX #28334A	HEX #001020
HEX #00C1D5	HEX #008EAA		

Co-Brand Gradient



Co-Brand Images

Use images that fit both the SWBC and SWIVEL brand. Subjects should be on solid backgrounds. Avoid using overly dynamic poses and expressions. Try using subjects that contain SWBC’s co-brand colors instead of SWIVEL’s core colors.

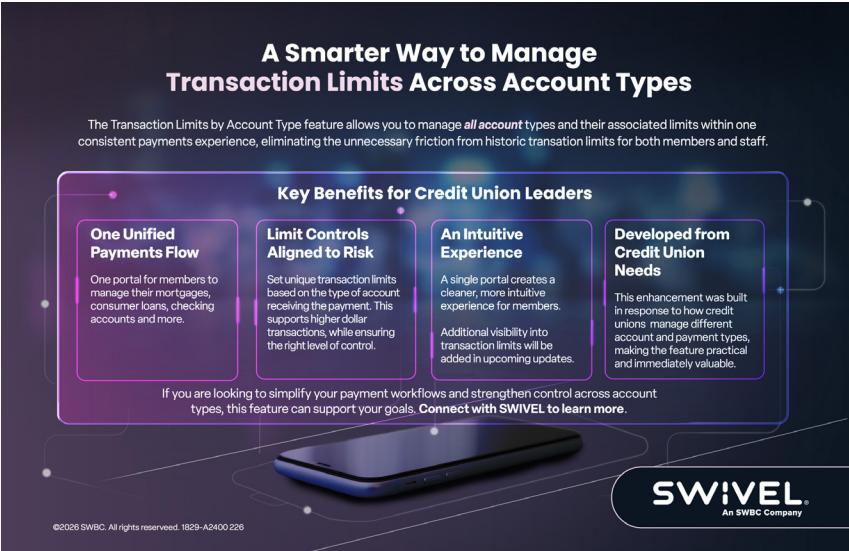


Examples

Case Study Example



Digital Ad



Brochure Example

We move money BETTER

Uncomplicated payment solutions for a complicated world.



SWiVEL
An SWBC Company

A trusted SWBC Company

getswivel.io

Pivot to Simplicity with Secure Payments Solutions

Streamlined. Scalable. Backed by decades of expertise.

At SWiVEL, we simplify how organizations move money. Backed by SWBC's established financial expertise, our secure, integrated platform connects every payment channel, so you can manage transactions with confidence and focus on what matters most: your account holders, your mission, and your growth.

No matter who you serve, we make complex payments feel simple (without compromising security, compliance, or reliability).

- Secure, scalable payments designed for growth
- Omnichannel experiences for web, mobile, text, and voice
- Transparent pricing and compliance-first support
- Advisory partnership from a team that knows your world

getswivel.io

Why Choose SWiVEL?



Our Unique Approach

Built on Trust. Driven by Partnership. Focused on You.

Client-Centric Partnership
We believe success is a shared journey. That's why we take the time to understand your goals, your challenges, and your vision. Our team works alongside yours to tailor solutions. With SWiVEL, you're never just a client; you're a partner.

Straightforward Pricing. No Hidden Fees
Transparency is non-negotiable. Our pricing model is clear, honest, and free from hidden charges or incremental surprises. You'll always know what you're paying for. This commitment to fairness builds trust and ensures long-term value.

Advisory Relationships That Empower
Our team brings deep expertise in payments, compliance, and integrations to help you make informed decisions. Whether you're launching a new service or optimizing existing workflows, we're here to guide you with clarity and confidence.

Dedicated Support and Compliance Guidance
Navigating financial regulations can be complex. That's why we offer hands-on support and proactive compliance guidance tailored to your institution's needs. From onboarding to ongoing service, your dedicated SWiVEL contact ensures you're supported every step of the way.

getswivel.io

Social Media Example

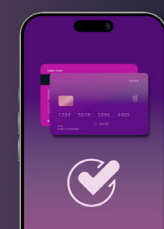
Set It and Forget It.

Automate payments using stored cards.



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Optimize your payment flow for performance and trust.



SWiVEL
An SWBC Company

Product Sheet Examples

Correlation Connector

Integrated Payment Access for Credit Unions

Managing external payments just got easier. The **Correlation Connector** empowers credit unions to initiate and manage loans and share payments directly from within KeyStone. With Correlation Connector, credit union agents can access the AutoPilot Portal from within the Correlation KeyStone core system without ever leaving the platform.

KEY BENEFITS

- Core-Integrated Convenience**
Launch SWiVEL directly from within Correlation KeyStone—no going back and forth between systems.
- Seamless Payment Experience**
Initiate single or recurring payments with just a few clicks
- Improved Member Experience**
Faster, more reliable payment processing enhances service and builds trust.
- Real-Time Posting**
Payments are processed and posted efficiently using SWiVEL's ECM file.

HOW IT WORKS

- Agent selects **SWBC SWiVEL Payments** from the transaction work area
- A browser window opens to the **SWiVEL Platform**
- Payments are initiated and processed via **ECM file** for final credit

Ready to pivot to simplicity and enhance your member experience?
Contact your SWiVEL or visit the customer portal to activate Correlation Connector today.

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ACH Dealer Funding

Funding dealer loans has never been easier.

ACH Dealer Funding is a full-featured solution for efficiently funding all your dealer-originated and dealer-referred loans. Approve your daily loan proceeds in minutes, deliver instant notification to dealers, and transmit ACH settlement to any financial institution.

REAP THE BENEFITS

- Eliminate** paper check handling, wires, courier services, and other inconvenient procedures.
- Provide funds **faster**, settling via ACH to dealer accounts as early as the next business day. Same-day ACH is also available, according to current regulatory transaction limits.
- Send dealer notifications via email and/or fax **immediately** after disbursements are approved.
- Accommodates for one dealer or **hundreds**.
- Generous** security and risk controls that fit with your existing operational procedures.
- Designed to work alongside **any** loan origination services you or your dealers may be using.
- Compatible with data file imports from **any** loan origination software and manual entry of funding records.
- Scalable and affordable solution that is quick and easy to implement—the **perfect complement** to your lending capabilities.

Not only can loaned ACH Dealer Funding is a great fit for banks, RV's, RVAC, and other financing needs.

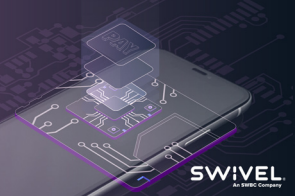
Ready to Pivot to Simplicity?
Reach out to Your SWiVEL Representative Today!

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INVISIBLE BUT TRUSTED

How Payment Providers Build Consumer Confidence

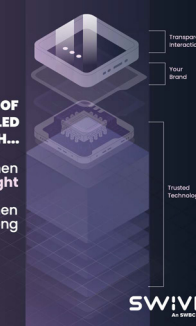


SWiVEL
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Members rarely see the technology behind their payment experience but trust still matters even when the provider operates behind the scenes

THE PARADOX OF WHITE-LABELED FINTECH...

Seamless when done right
Confusing when done wrong



Payment providers strengthen trust with

- Seamless UI continuity
- Clear and consistent communication
- Optional transparency: "Powered by SWiVEL"

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Have any questions?

Send us an email!

✉ marketing@swbc.com

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