

SWAP SOCIETY

BRAND GUIDELINES

DESIGNED 2020

LOGO:

- The wordmark is created using Adrianna typeface, a female name for a female founder
- Branding is simple, using a black and white palette to allow the clothing to act as the accent colors for the brand
- An icon is created out of two overlapping S's, creating a subtle "SOS" out of the monogram
- All logos will be provided in black and white, exported in all sizes

SWAP SOCIETY

PRIMARY LOGO MARK



ICON

**SWAP
SOCIETY**

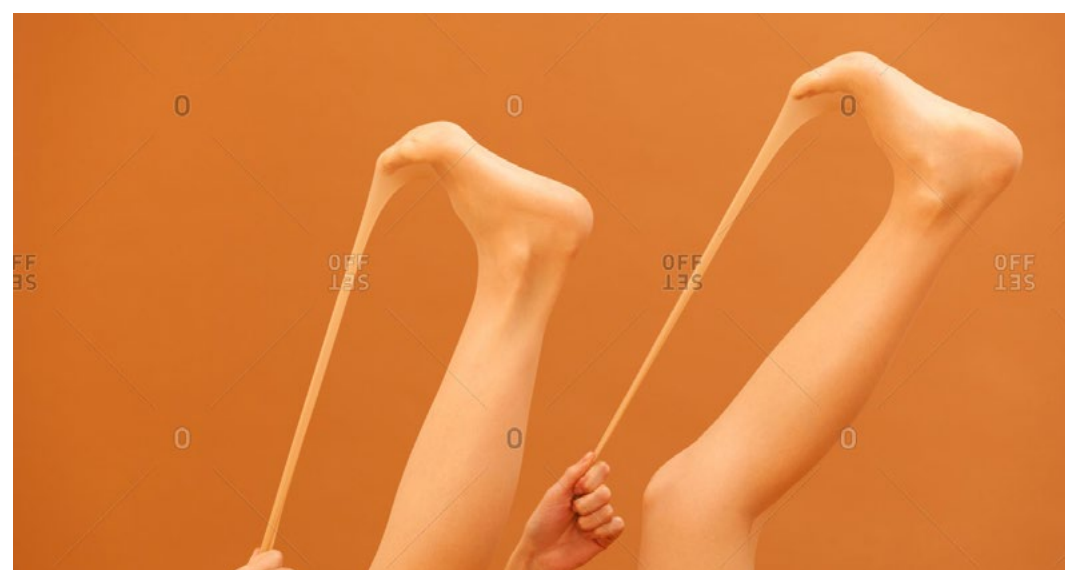
SECONDARY MARK

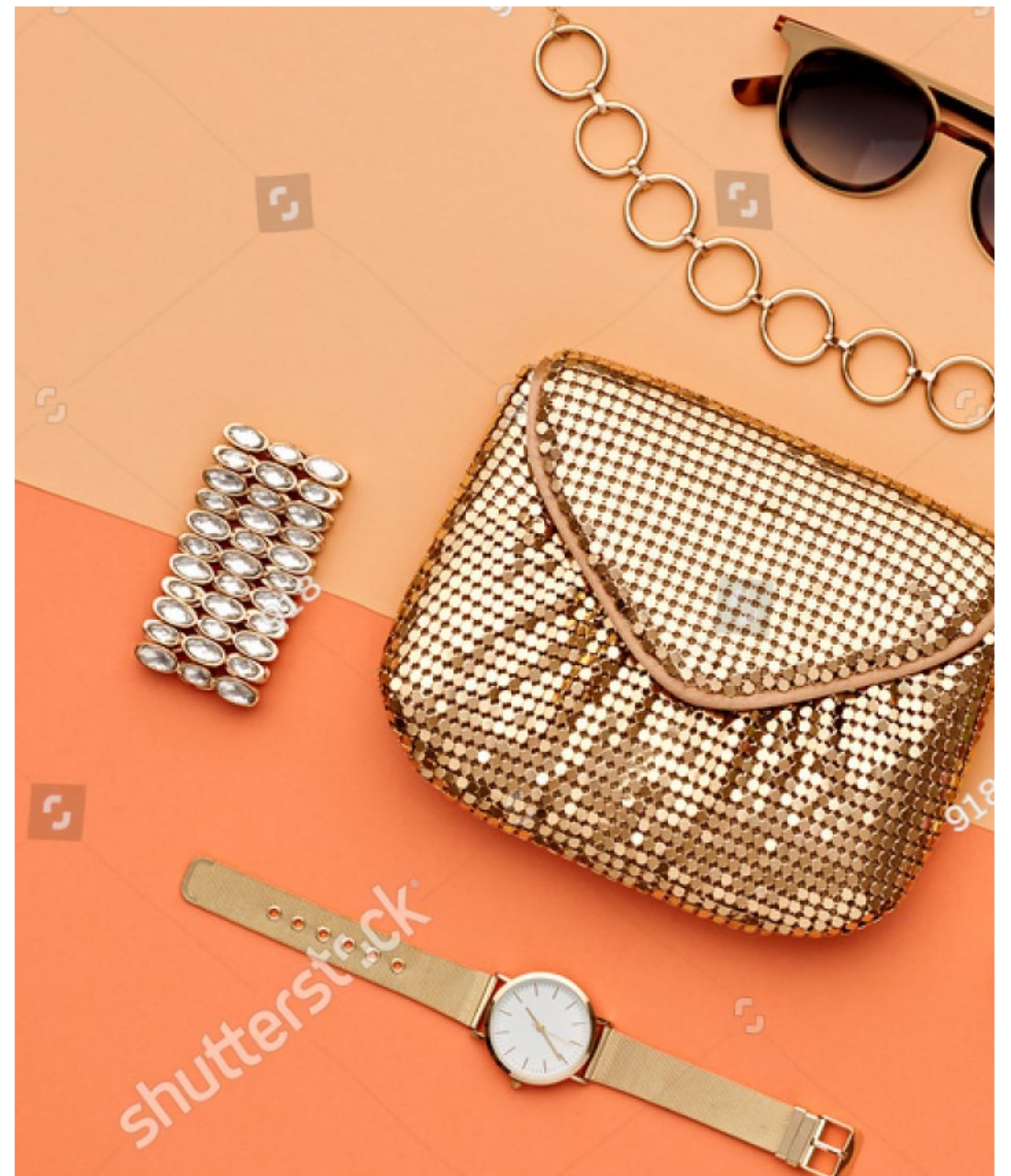
PHOTOGRAPHY:

- When sourcing photos, look for high contrast photos with a pop of color and interesting subjects
- Images should be thought provoking, cropping in on subjects to become abstract
- All example images are sourced from [Unsplash](#), [Offset](#) and [Shutterstock](#) stock sites
- Bundle of stock images will be provided for purchase or use



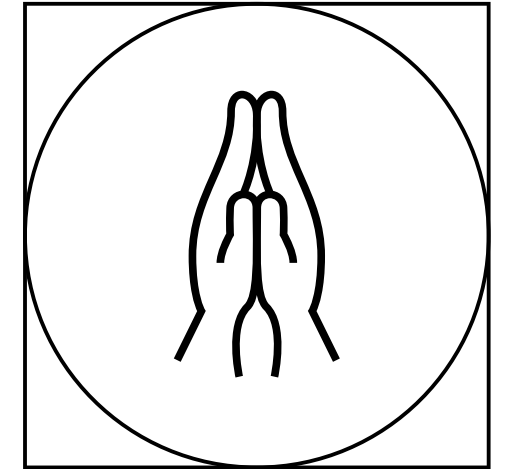
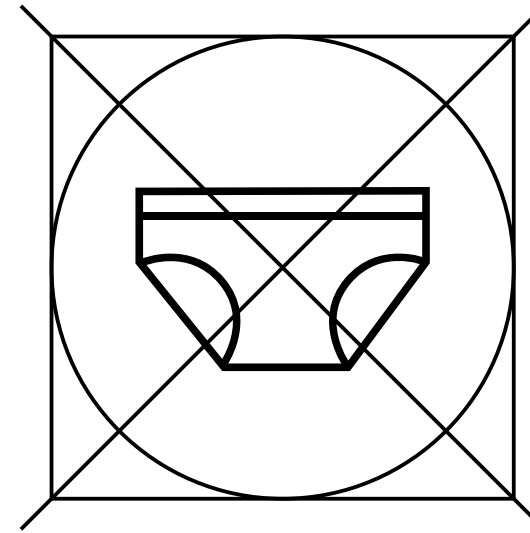
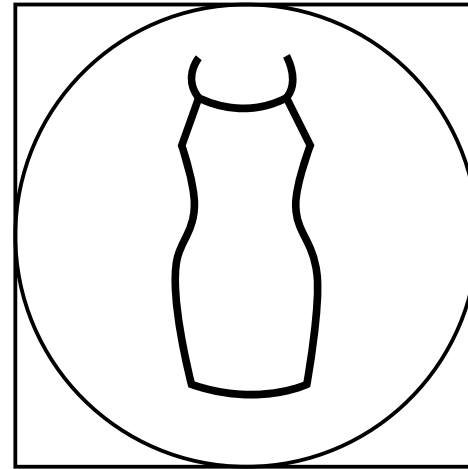






ICONS:

- Icons should be extremely minimal, with a solid line weight and only seen in black and white
- A fun play on laundry graphics for explainer icons can be used
- Can source icons from [The Noun Project](#) for visual consistency



TYPOGRAPHY:

- PS Fournier and Obviously are headline fonts sourced from Adobe Typekit, which have a bold personalities that bring the minimal branding to life
- Balanced out by a standard Google Font, Montserrat, to provide a stable base for all body copy and long form text

PS Fournier Std

For large headlines and minimal word count copy.

Obviously

For subheadlines and alternate call-out styles, mostly in it's extended bold form.

Montserrat

For all body copy and long form text.

BUSINESS CARDS:

- Business cards should be printed on black stock with white ink
- Can be sourced by any specialty printer using screenprinting, embossing, debossing or letterpress methods
- Working print files will be provided for future modifications or to release for production



WELCOME KIT:

- Welcome kits are double sided 8.5"x5.5" full color designs, to fit snugly into the existing packets
- Provided with alternate front designs and revised copy on both sides
- Can be used as a template with alternate images or to put into production immediately
- Recommend printing on 100lb recycled stock or higher weight



Please read the following instructions before sending your items, and please contact us with any questions:

1. FILL A BAG

Fill your bag with freshly laundered clothes that are in excellent condition. (Please see guidelines before sending.)

2. SEND IT BACK

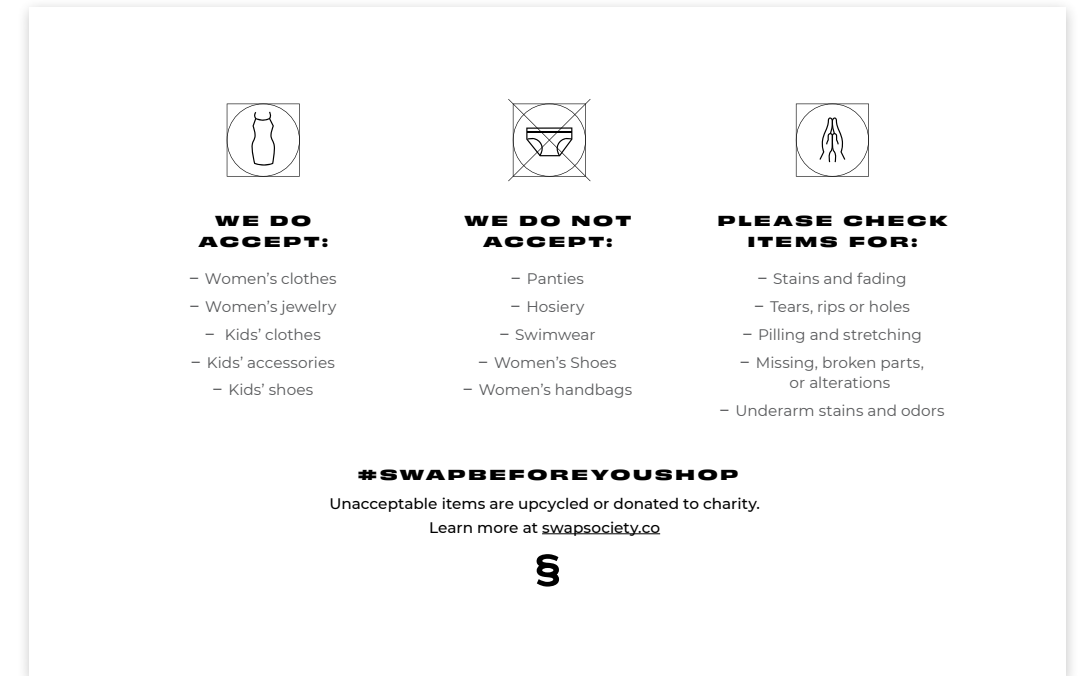
Shipping's on us! Using the provided shipping label, leave it for your letter carrier or drop it off at any USPS location.

3. CLOTHING REVIEW

We will review your clothes and assign points to accepted items. Points will be emailed to you or viewed by logging in to your account.

4. START SWAPPING

Points are how we keep things fair to ensure you get equal value for what you send in. Everything you order from our site is points + \$3.99.



WE DO ACCEPT:

- Women's clothes
- Women's jewelry
- Kids' clothes
- Kids' accessories
- Kids' shoes



WE DO NOT ACCEPT:

- Panties
- Hosiery
- Swimwear
- Women's Shoes
- Women's handbags



PLEASE CHECK ITEMS FOR:

- Stains and fading
- Tears, rips or holes
- Pilling and stretching
- Missing, broken parts, or alterations
- Underarm stains and odors

#SWAPBEFOREYOUSHOPIP
Unacceptable items are upcycled or donated to charity.
Learn more at swapsociety.co



Please read the following instructions before sending your items, and please contact us with any questions:

1. FILL A BAG

Fill your bag with freshly laundered clothes that are in excellent condition. (Please see guidelines before sending.)

2. SEND IT BACK

Shipping's on us! Using the provided shipping label, leave it for your letter carrier or drop it off at any USPS location.

3. CLOTHING REVIEW

We will review your clothes and assign points to accepted items. Points will be emailed to you or viewed by logging in to your account.

4. START SWAPPING

Points are how we keep things fair to ensure you get equal value for what you send in. Everything you order from our site is points + \$3.99.



Please read the following instructions before sending your items, and please contact us with any questions:

1. FILL A BAG

Fill your bag with freshly laundered clothes that are in excellent condition. (Please see guidelines before sending.)

2. SEND IT BACK

Shipping's on us! Using the provided shipping label, leave it for your letter carrier or drop it off at any USPS location.

3. CLOTHING REVIEW

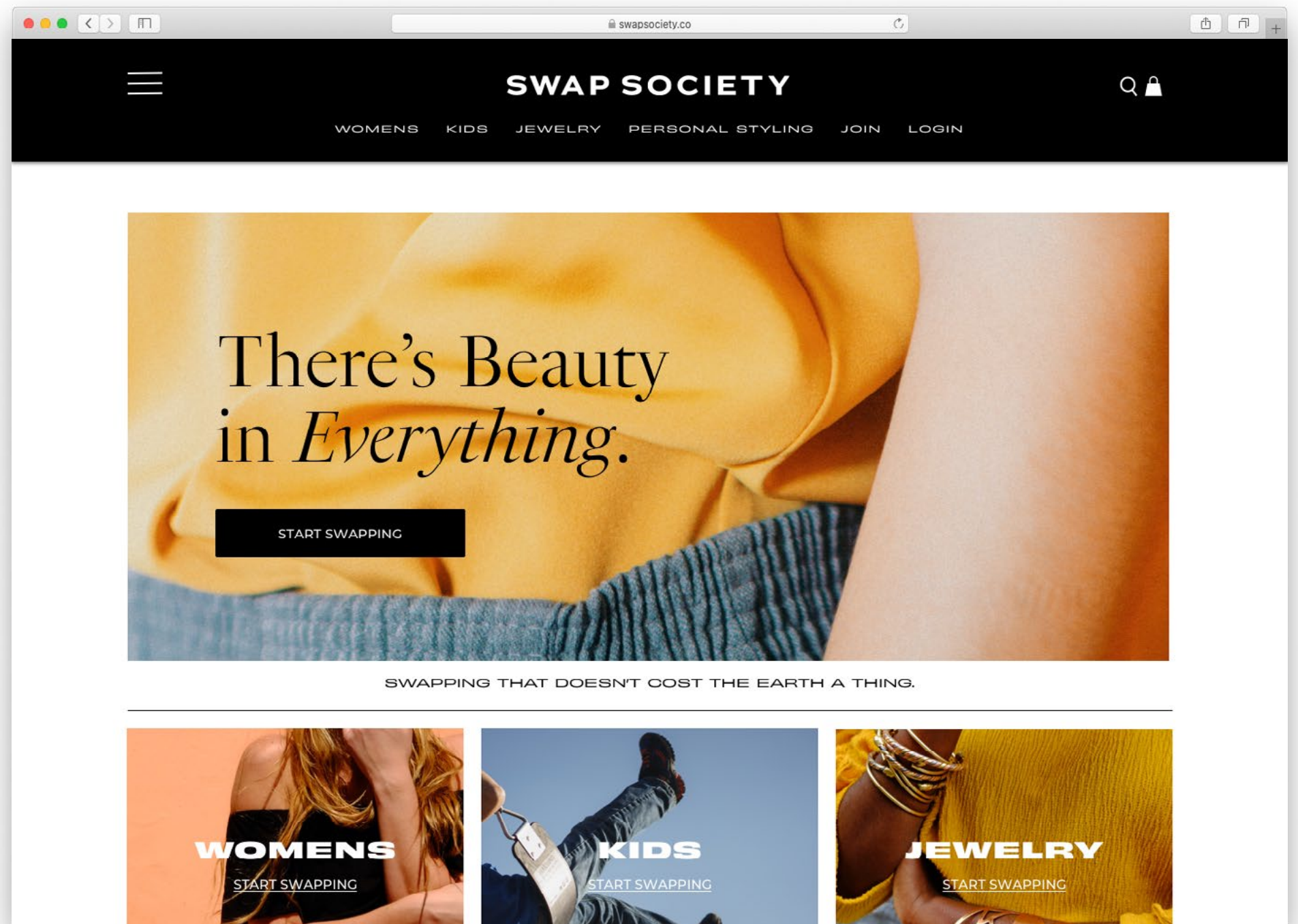
We will review your clothes and assign points to accepted items. Points will be emailed to you or viewed by logging in to your account.

4. START SWAPPING

Points are how we keep things fair to ensure you get equal value for what you send in. Everything you order from our site is points + \$3.99.

WEBSITE:

- The final revised design reflects the new SwapSociety brand, while maintaining the existing content
- Photography and headline suggestions may be used at the brand's discretion
- The suggested design files should be used as a reference for building out future pages
- Try to use as few variations on the styling as possible to stay consistent



SWAP SOCIETY

WOMENS KIDS JEWELRY PERSONAL STYLING JOIN LOGIN

There's Beauty in Everything.

START SWAPPING

SWAPPING THAT DOESN'T COST THE EARTH A THING.

WOMENS KIDS JEWELRY

Why Swap?

ALWAYS SOMETHING NEW
Send us the clothes that don't fit, that aren't your current style, that you bought but never wear, and swap them for clothes you want to wear now.

UNLIMITED CLOTHING
Mix up your wardrobe on the regular, or do an occasional purge. Plus, you can keep items, resell, or swap them again. We accept all brands!

SAVE MONEY ON CLOTHES
Swap Society is the only service that gives you equal value for your clothes. Get points for your old clothes, then use those points to get new clothes of equal value.

SMALLER FOOTPRINT
Buying a new garment can reduce its carbon, water and other footprint by 75% and accounts for 10% of some countries' climate change impact.

MORE INFO

Unlimited Swapping Free Shipping* Starting at \$15/month

SEND US YOUR CLOTHES GET POINTS FOR YOUR CLOTHES START SWAPPING

WE'LL SEND YOU A WELCOME KIT ONCE YOU JOIN. EVERYTHING YOU ORDER FROM OUR SITE COSTS POINTS + \$15.

From Our Community

HEAR WHAT MEMBERS HAVE TO SAY ABOUT SWAP SOCIETY.

AMBER VALLETTA MODEL AMBER VALLETTA MODEL AMBER VALLETTA MODEL

READ MORE

Welcome Kits GET A FREE WELCOME KIT WHEN YOU JOIN

Gift Cards GIVE THEM THE ULTIMATE GIFT: A DREAM WARDROBE

WHY SWAP FOUNDER BLOG EVENTS FAQ TESTIMONIALS NEWS

© 2026 Swap Society

SWAP SOCIETY

WOMENS KIDS JEWELRY PERSONAL STYLING JOIN LOGIN

SWAP WOMENS

It's Denim Season.

START SWAPPING

DRESS UP

DRESSES ACCESSORIES JEWELRY ROMPERS SHORTS SKIRTS SUITS TOPS

EXPLORE WOMENS

Your style is priceless.

DRESS DOWN

ACTIVEWEAR COVERSUPS OUTERWEAR JEANS MATERNITY PANTS INTIMATES SWEATERS

EXPLORE WOMENS

Ready, casual, conscious.

BROWSE BY SIZE

XS XS S M L XL 2XL 3XL 4XL 5XL 6XL 7XL 8XL 9XL 10XL 11XL 12XL 13XL 14XL 15XL 16XL 17XL 18XL 19XL 20XL 21XL 22XL 23XL 24XL 25XL 26XL 27XL 28XL 29XL 30XL 31XL 32XL 33XL 34XL 35XL 36XL 37XL 38XL 39XL 40XL 41XL 42XL 43XL 44XL 45XL 46XL 47XL 48XL 49XL 50XL 51XL 52XL 53XL 54XL 55XL 56XL 57XL 58XL 59XL 60XL 61XL 62XL 63XL 64XL 65XL 66XL 67XL 68XL 69XL 70XL 71XL 72XL 73XL 74XL 75XL 76XL 77XL 78XL 79XL 80XL 81XL 82XL 83XL 84XL 85XL 86XL 87XL 88XL 89XL 90XL 91XL 92XL 93XL 94XL 95XL 96XL 97XL 98XL 99XL 100XL

EXPLORE ALL WOMENS

Welcome Kits GET A FREE WELCOME KIT WHEN YOU JOIN

Gift Cards GIVE THEM THE ULTIMATE GIFT: A DREAM WARDROBE

WHY SWAP FOUNDER BLOG EVENTS FAQ TESTIMONIALS NEWS

© 2026 Swap Society

SWAP SOCIETY

WOMENS KIDS JEWELRY PERSONAL STYLING JOIN LOGIN

SWAP JEWELRY

Accessories for Summer.

START SWAPPING

Transform any outfit.

SWAP ANY JEWELRY

ALL JEWELRY

BRACELETS PENDANTS RINGS EARRINGS NECKLACES SETS

EXPLORE JEWELRY

Welcome Kits GET A FREE WELCOME KIT WHEN YOU JOIN

Gift Cards GIVE THEM THE ULTIMATE GIFT: A DREAM WARDROBE

WHY SWAP FOUNDER BLOG EVENTS FAQ TESTIMONIALS NEWS

© 2026 Swap Society

SWAP SOCIETY

WOMENS KIDS JEWELRY PERSONAL STYLING JOIN LOGIN

SWAP KIDS

Ready to Play?

START SWAPPING

ALL KIDS

BABY BOYS BABY GIRLS BOYS GIRLS

EXPLORE KIDS

They grow so fast.

Welcome Kits GET A FREE WELCOME KIT WHEN YOU JOIN

Gift Cards GIVE THEM THE ULTIMATE GIFT: A DREAM WARDROBE

WHY SWAP FOUNDER BLOG EVENTS FAQ TESTIMONIALS NEWS

© 2026 Swap Society

SWAP SOCIETY

WOMENS KIDS JEWELRY PERSONAL STYLING JOIN LOGIN

Join the Swapping Revolution.

JOIN NOW

SWAPPING THAT DOESN'T COST THE EARTH A THING.

Start Swapping with Us

Yearly PAY \$30 YEARLY 300 BONUS POINTS

Quarterly PAY \$25 QUARTERLY 150 BONUS POINTS

Monthly PAY \$15 MONTHLY 75 BONUS POINTS

WE'LL SEND YOU A WELCOME KIT ONCE YOU JOIN. EVERYTHING YOU ORDER FROM OUR SITE COSTS POINTS + \$15.

How it Works

SEND US YOUR CLOTHES GET POINTS FOR YOUR CLOTHES START SWAPPING

WE'LL SEND YOU A WELCOME KIT ONCE YOU JOIN. EVERYTHING YOU ORDER FROM OUR SITE COSTS POINTS + \$15.

What We Accept

WHAT WE ACCEPT: WOMENS CLOTHES AND FASHION JEWELRY, GIRLS AND BOYS CLOTHES AND ACCESSORIES

WHAT WE DON'T ACCEPT: NO SWIMWEAR, NO PANTIES, NO HOSE, NO BACKLASH CLOTHES

AND PLEASE: FRESHLY LAUNDERED CLOTHES, NO COORDINATES, NO TIE-DYES, NO ALTERATIONS

A Few Questions...

IMPERFECT ITEMS: Sometimes we receive garments that are totally wearable, but have a minor imperfection. Whether it's a tiny snag, a faint stain or a missing button, at our discretion, we may accept a garment and mark it as "imperfect".

EASY RETURNS: If you receive something that you don't like or that does not fit, you may return it to us. Simply send it back using the reusable mailer that your order arrived in. You may also use that mailer to send in new items to swap. Points for returned items are "refunded" to your account, but the per-item fee is a service charge and is non-refundable.

SHIPPING: When you place an order, we send a reusable bag with a mailing label (see to one per month) so you can send us more clothes. Memberships include one bag per month. Shipping is included in our monthly fee. If you place more than one order per month, you will not receive a return mailing label with those orders. Shipping is really simple and we would love to charge you for our service if we could for more than one shipping shipment per month. You are always welcome to ship extra bags at your own cost. If you need a bag and/or a label and haven't placed an order lately or yours is lost, just email us and we will happily send one to you. Email us, we'll take care of you.

UNACCEPTED ITEMS: Unaccepted items are accepted by sustainable fashion brands like Eileen Fisher and Eileen Fisher or donated to charity, including Cloverbud Women's Center (CWC) in Los Angeles, the only organization in Los Angeles focused exclusively on serving and empowering women experiencing homelessness and formerly homeless women. Their mission is to end homelessness for women in greater Los Angeles through housing, wellness, and advocacy.

STILL HAVE QUESTIONS? VISIT OUR FAQ PAGE FOR MORE INFO.

WHY SWAP FOUNDER BLOG EVENTS FAQ TESTIMONIALS NEWS

© 2026 Swap Society

WEB TYPE STYLING:

- Using the recommended brand fonts, the attached styling sheet is a quick reference for maintainin the type styling as seen on the sample site
- To maintain consistency, use as few type variations as possible
- Copy should only be black or white

SWAP SOCIETY

WEBSITE TYPE STYLING

There's Beauty
in *Everything*.

H1: Top of Page Headers
PS Fournier 80 pt, (light + light italic)

DRESS UP

H3: Category Headers
Obviously, 20 pt (Extended Bold, all caps)

Mix up your wardrobe on the regular, or do an occasional purge. Plus you can keep items forever, or swap them again. We accept all brands!

BC1: All Body Copy
Montserrat, 15/25 pt (light)

*Memberships include one pre-paid mailer per month for incoming clothing to Swap Society, plus free shipping on qualifying orders of 5+ items.
**For a limited time, new members will receive 200 bonus points with a yearly membership, 100 bonus points with a quarterly membership or 50 bonus points with a monthly membership.

BC3: Disclaimers
Montserrat, 10 pt (Medium)

Why Swap?

H2: Secondary Headlines
PS Fournier, 50 pt (light)

SWAPPING THAT DOESN'T
COST THE EARTH A THING.

H4: Subtext + Quotes
Obviously, 12 pt (Extended, all caps)

UNLIMITED CLOTHING

BC2: Body Copy Headers
Obviously, 12 pt (Extended Bold, all caps)

START SWAPPING

CTA: All Button Copy
Montserrat, 15 pt (medium)