

Bodyswaps brand guidelines ensure consistency across the business, indicating how we promote and discuss our AI-powered soft skills training, and emphasise our tone of voice and accessibility standards.

Bodyswaps
Brand Style Guidelines
2024



⌘ bodyswaps

Brand Guidelines

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Intent of this guide

This style guide is a reference for our internal design team, vendors, and others authorised to work with Bodyswaps.

The standards, guidelines, and references within this document are based on years of research, experimentation, and brand executions that have shaped our new brand identity.

Our intent with this guide is not to restrict creativity and innovation; in fact, innovation is one of our core values. We believe in the creative spirit.

What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want people to recognise it as Bodyswaps.

While some of our brand executions and graphics have been standardised – like business cards, letterhead, and envelopes – this guide ensures consistency across all touchpoints.

The focus of this guide is to empower you, the creative, with the elements you need to create. By utilising these tools, resources, and adhering to the guidelines within, you'll ensure everything looks like the Bodyswaps brand, every time.

Please refer back to this guide often. Our style guide is a living document that should evolve and grow over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to our Marketing Team at marketing@bodyswaps.co

For legal, copyright, or usage questions relating to our brand visuals, please reach out to Georgia, georgia@bodyswaps.co.

Using brand materials

We uphold the integrity of our brand with unwavering commitment. While we embrace flexibility in many aspects, safeguarding our brand's reputation demands rigorous standards.

Access to our brand materials, including graphics and visual elements outlined in this guide, requires explicit permission and authorisation. Mere possession of these assets does not grant usage rights.

Each utilisation of our brand undergoes an approval process, tailored to the specific context. Feel free to reach out for clarifications.

We retain the prerogative to decline any use of our logo, brand visuals, or associated elements at our discretion, without limitation or constraint.

SECTION 01

About the brand

Transforming soft skills training with AI and VR: The Bodyswaps story

Bodyswaps is a pioneering brand in AI-enhanced immersive learning, specialising in soft skills training. We empower students and educators through realistic VR simulations and AI-powered feedback, creating impactful and accessible learning experiences. Our mission is to transform soft skills training, making soft skills development engaging and effective. With a commitment to innovation, accessibility, and measurable impact, Bodyswaps stands out as a leader in education technology.

INSIDE

- About the Brand
- History
- Values
- Brand Personality

From Somewhere Else to Bodyswaps: Revolutionising soft skills training

The journey of Bodyswaps began with a different name and a different mission. Known then as Somewhere Else, we were a storytelling-driven VR agency. In 2019, our path took a pivotal turn when we were approached to develop an experience to help mental health nurses practise difficult conversations in a safe, controlled environment.

As we delved into research to address this challenge, a transformative idea emerged. Groundbreaking papers on virtual embodiment and behavioural change, especially those by Jeremy Bailenson and Mel Slater, illuminated a new direction.

We realised that to provide learners with practical insights and a secure space to practise, we needed to merge realistic VR-simulated conversations with AI-powered feedback. This vision of creating a “flight simulator for soft skills” ignited our passion. After developing an initial prototype and seeing promising results from a study conducted by UCL, we knew we had something extraordinary. It was then that we decided to rename our organisation to Bodyswaps, dedicating ourselves entirely to this innovative vision.

Core values: The foundation of Bodyswaps

OUR CORE VALUES

- Safe Empowerment
- Impact
- Accessibility & Inclusivity

Safe Empowerment: At Bodyswaps, we create a psychologically safe environment for learners to develop their soft skills. Our training solutions offer realistic practice scenarios, empowering individuals to grow and learn without fear of judgement.

Impact: We deliver measurable improvements in performance through scalable, impactful training solutions. Our focus on real, quantifiable outcomes drives us to constantly refine and enhance our offerings to meet the needs of our users.

Accessibility and Inclusivity: Bodyswaps is dedicated to making high-quality training accessible to all, ensuring everyone can develop essential soft skills. We design our tools to accommodate diverse learning needs, making our solutions user-friendly and adaptable. Our commitment extends to reaching underserved populations with cost-effective, scalable training modules that can be implemented across various institutions. By prioritising accessibility and inclusivity, we aim to level the playing field and provide equal opportunities for growth and development.

SECTION 02

Voice & style

Voice and style guidelines for Bodyswaps

This section will outline general guidance on our tone of voice and writing style to be used across all external branded communication. It includes three taglines you can use, as well as a Master Style reference page.

INSIDE

- Tone of Voice
- Taglines
- Master Style List

Tone of voice

Bodyswaps' writing tone is a careful blend of professionalism and approachability, designed to resonate with a wide audience. We strive to convey our expertise in a manner that is both authoritative and accessible, ensuring that our communication reflects our deep knowledge and reliability. By avoiding unnecessary jargon, we maintain clarity, making complex concepts understandable and engaging for all readers, whilst avoiding being condescending.

Our voice is empathetic and encouraging, building trust and excitement about our innovative training solutions. We provide supportive, empowering content that addresses user needs, creating a positive connection and making them feel valued. Our style should ensure clarity, concision, and engagement across all communications. Bodyswaps' writing reflects our core values of support, impact, empowerment, and innovation, aiming to be both informative and inspiring.

Word-of-mouth is highly effective for us, so our focus should be on showcasing our clients' success stories and experiences as well as highlighting the technical aspects of our solution.

Taglines

01	Immersive AI-powered soft skills training	Summarises our key appeal as a provider of innovative and impactful training.
02	Soft skills training, reinvented	Indicates how we're providing a fresh take on soft skills training.
03	Practice human skills in a virtual world	Suggests users can develop and refine their soft skills in immersive VR environments, making learning practical and engaging.

This is a guide to the grey areas in grammar, spelling, and commonly confused styles. This list is not comprehensive. When in doubt, contact the Marketing Team with any questions.

Master style

Headlines

Headlines should be short, clear, and “hook” the user into reading more

Use sentence case, not Title Case

Use periods when writing in sentences

Use consistent punctuation

Do not end bulleted or numbered lists in periods, unless the list item contains multiple sentences.

Do not hyphenate paragraphs

Correct spelling

Use British English for the majority of communications, using American English only when targeting North America specifically

Capitalise the first word in a sentence

Contact information & times

Phone numbers should be written according to the relevant countries standard (i.e. UK phone numbers are plain numbers, US phone numbers use hyphens)

Use normal time formatting. For example: 1:30 pm not 1330, Military time should never be used.

Use en-dash when referring to time ranges instead of words like “through, to, or thru”

Do not use capitalised 'AM' or 'PM', use 'am' or 'pm' only

Use 24-hour instead of 24 hour

Days should never be abbreviated. Use the full spelling: Monday – Thursday

SECTION 03

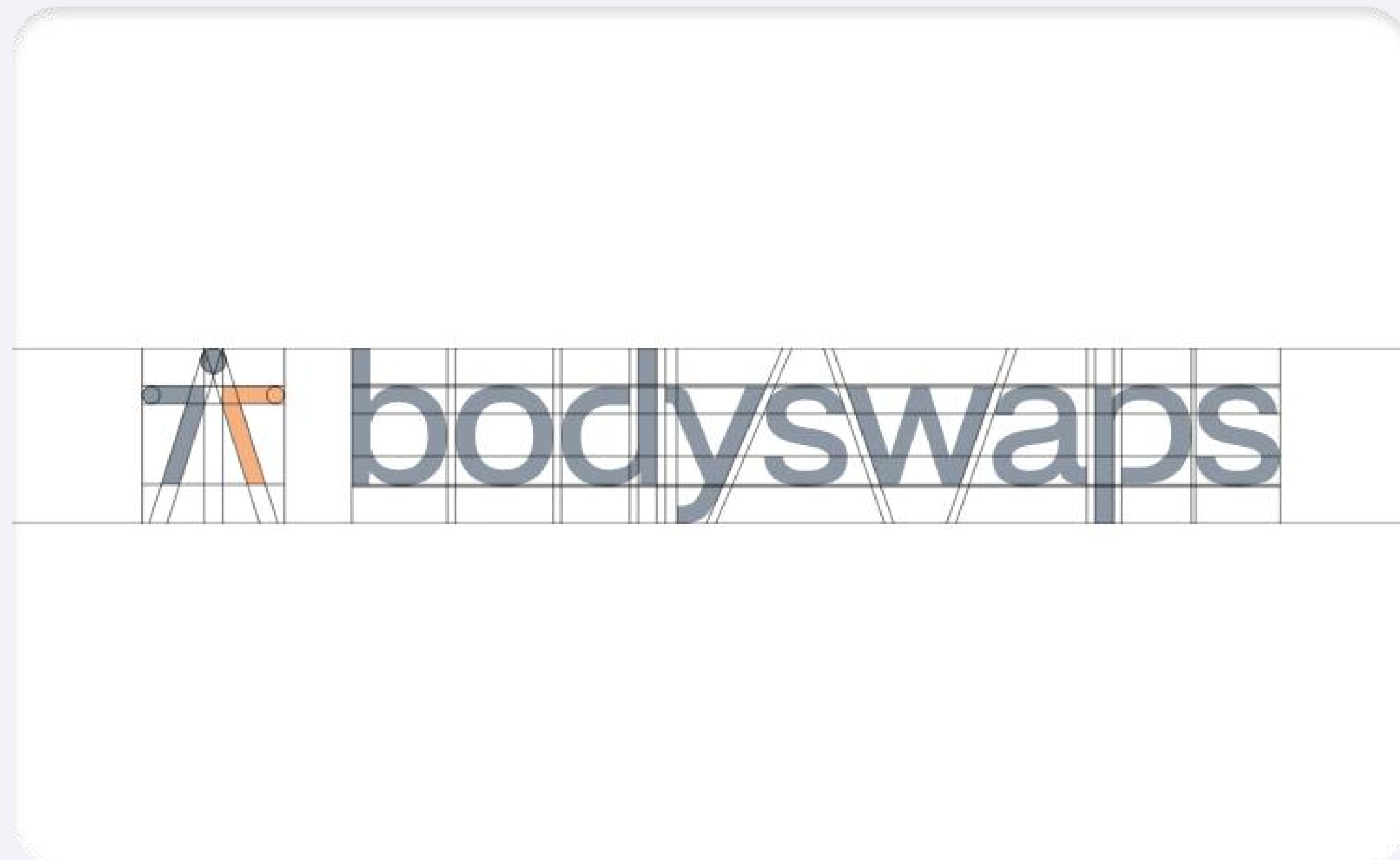
Brand logo

The heart and soul of the Bodyswaps brand.

The following section outlines what our logo stands for, how it should be presented, and guidance for its use across a variety of channels.

INSIDE

- Logo Mark
- Primary Lock up
- Service Mark
- Color Variation
- Word Mark
- Clear Space
- Applications



What our icon stands for

The Bodyswaps logo is thoughtfully designed to encapsulate the essence of our brand's human-centric philosophy. At its core, the logo features an abstract representation of a person, symbolising our commitment to fostering individual growth and development through innovative learning experiences. This human figure serves as a reminder that our primary focus is on enhancing the human soft skills of our users.

The interplay of colours within the logo reflects the concept of swapping bodies or perspectives, a foundational element of our immersive learning approach. By allowing users to experience different viewpoints, we aim to foster empathy, understanding, and effective communication skills.

Primary lockup

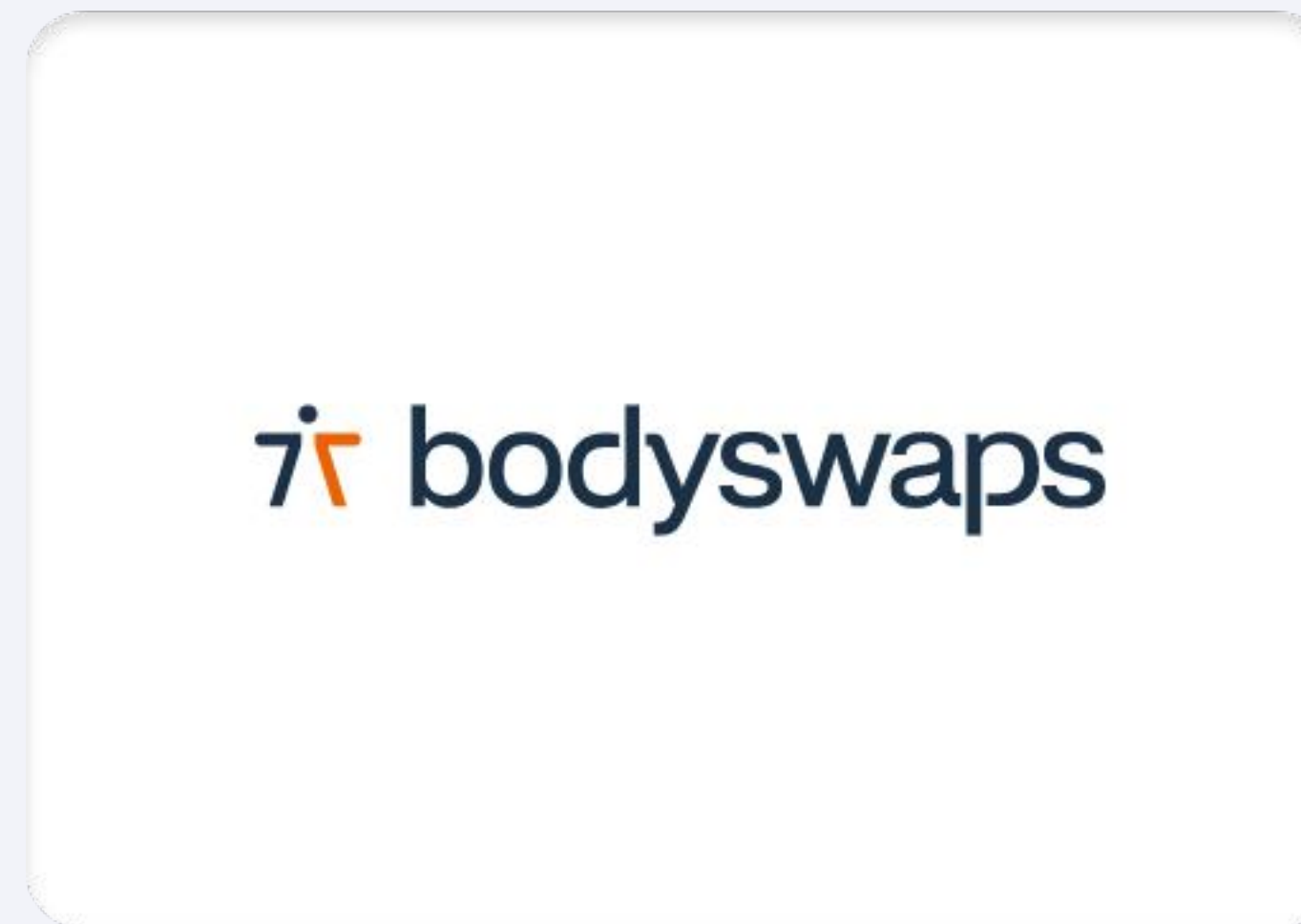
The brand logo identifies the Bodyswaps brand as a whole. Use this logo to represent the platform, products, events, merchandise, and operations.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

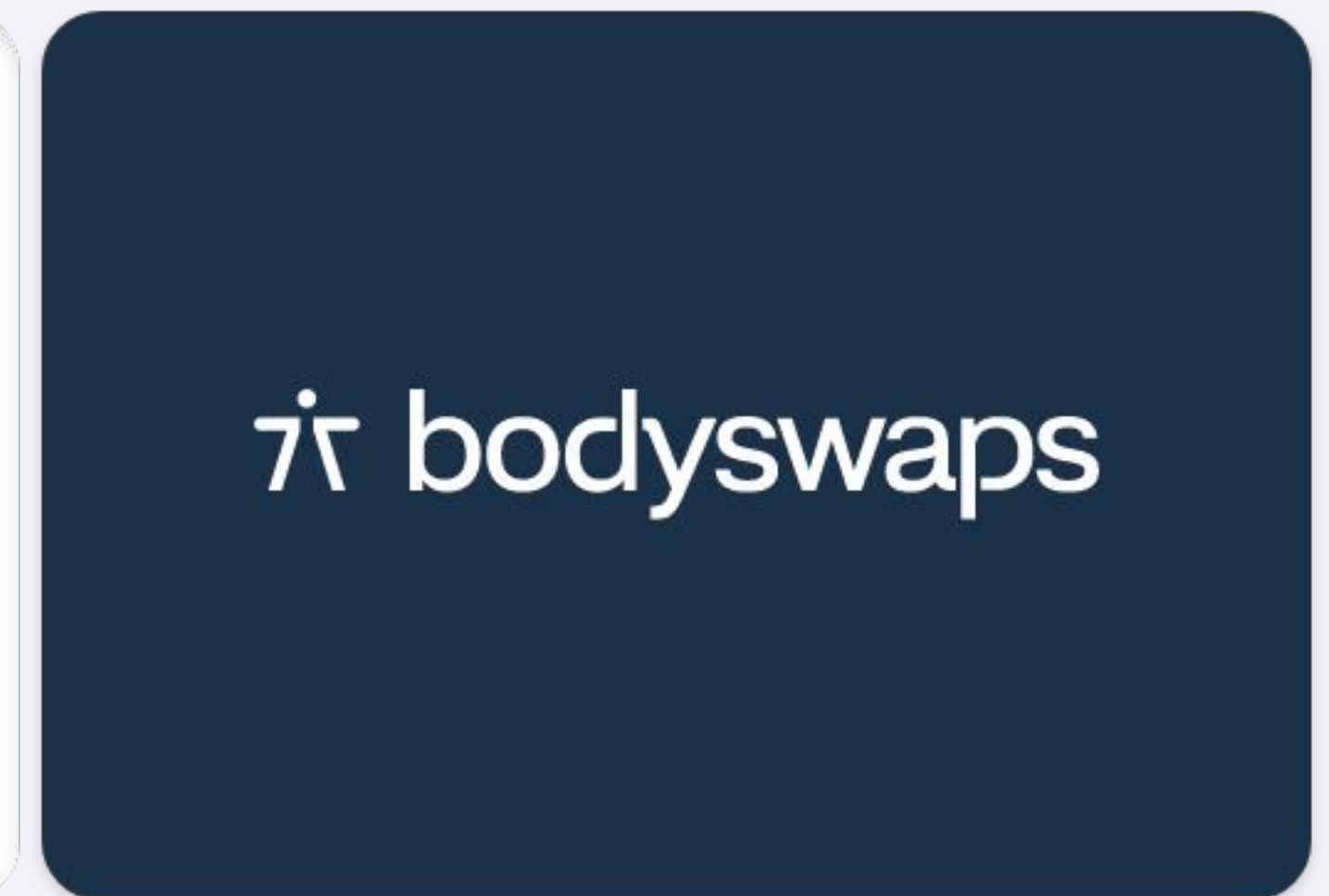


Color variations

Our primary logo has two colour variations for use on different background types, tones, and colours. When in doubt, use the most legible version of the logo for the available background. For printed executions, special care should be given to ensure logo legibility on the final media or material used.



Logo on Light Background
Logomark: black | Logotype: black



Logo on Dark Background
Logomark: white | Logotype: white



Primary Lockup



Icon-only



Wordmark

**A scalable
identity system**

Our identity system is designed for flexibility, consistency, and brand recognition. We have provided different logo lockups that should cover every space imaginable.

Where possible, use the primary lockup, but in cases where you're not able to fit the full logo, the icon-only and the wordmark are available.

Icon-only lockup



SPECIAL COLOUR USAGE
Utilise the same colour combinations as for the primary lockup.

Wordmark lockup

When space is at a premium, the Bodyswaps wordmark can be used in place of a full brand logo lockup. This logo is designed for small spaces and imprints that are infamous for legibility issues.



MINIMUM SIZE
This wordmark is designed for extra small spaces. The minimum height is .25" for print and 18px for digital applications.

Clear space

For optimal legibility and visual impact, the minimum size for the Bodyswaps logo is 120pixels for digital applications, or approximately 1.6 inches (4cm) for print. This size ensures the logo remains distinct and effective across all mediums, maintaining our brand’s prominence

- 120 pixels- digital
- 1.6 inches (4cm) for print



On the page digital and printed

Place the logo left-aligned on the primary grid line. If this space is not available, the logo belongs in the top or bottom left page corners.



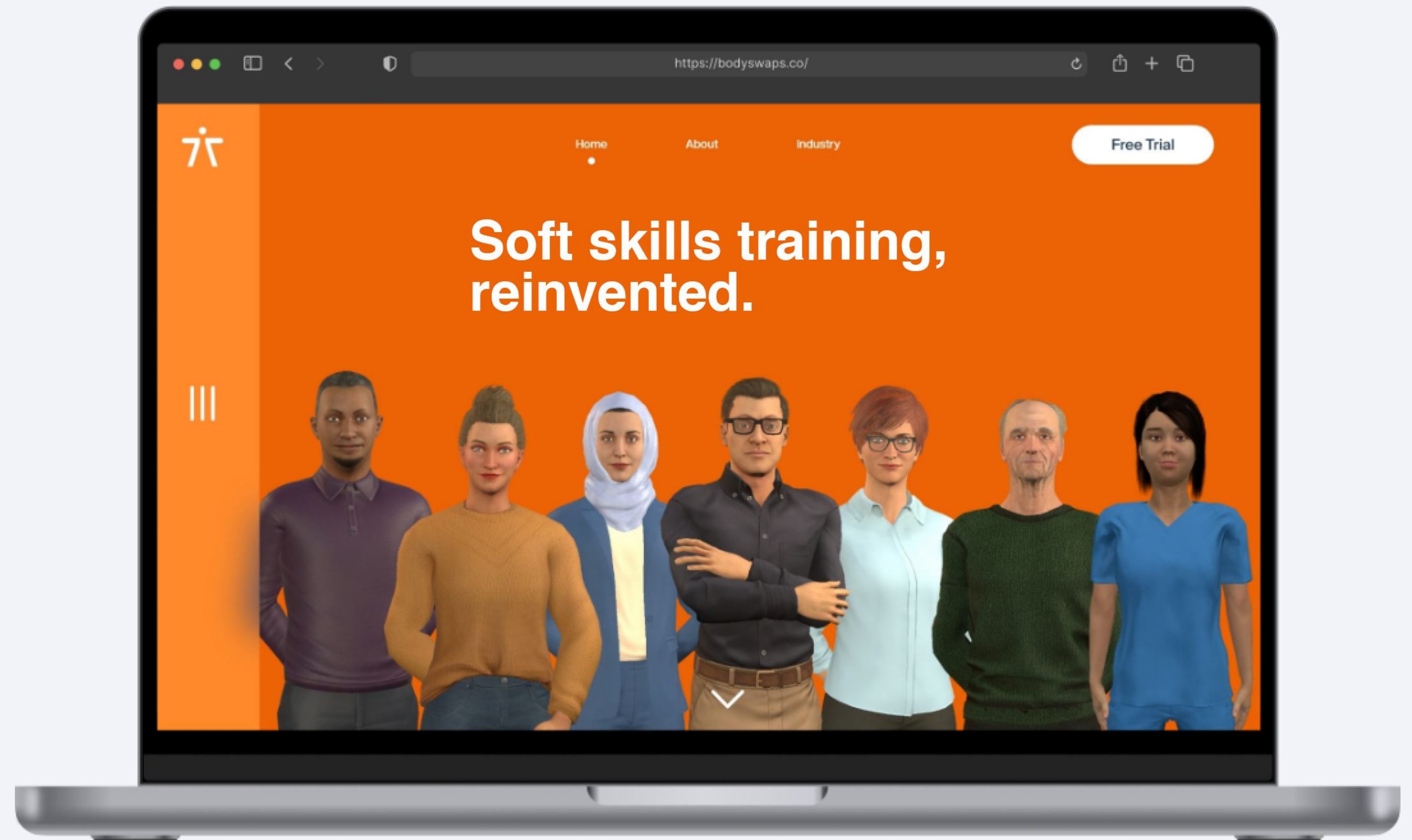
PREFERRED
Align the logo to the primary grid line (referred to as the spine). The primary lockup looks best when left-aligned.



ALTERNATIVE OPTIONS
Align the primary lockup to the bottom left corner. If necessary, align to the right

On the web

Place the logo left-aligned on the primary grid line. If this space is not available, the logo belongs in the top or bottom left page corners.



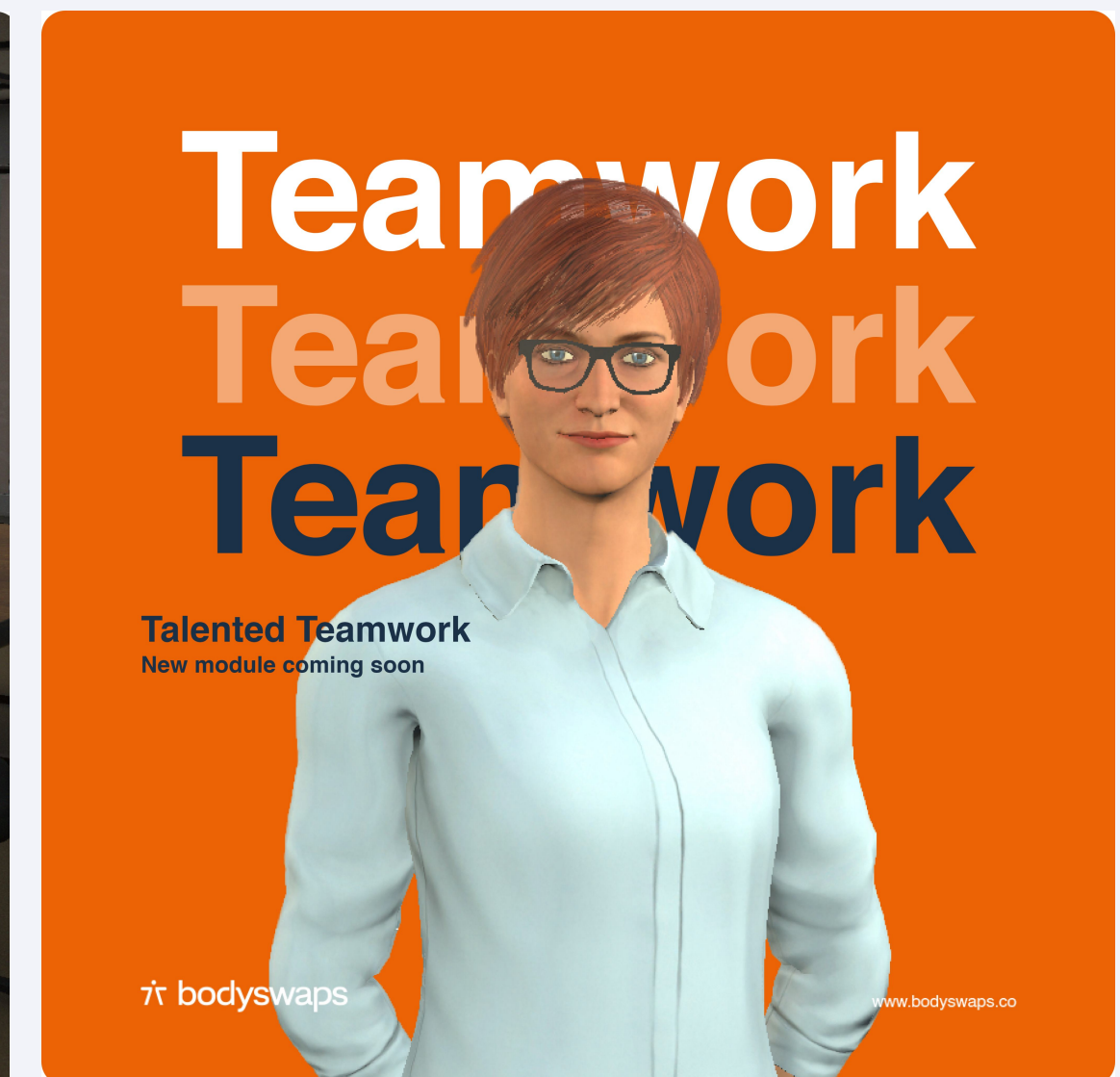
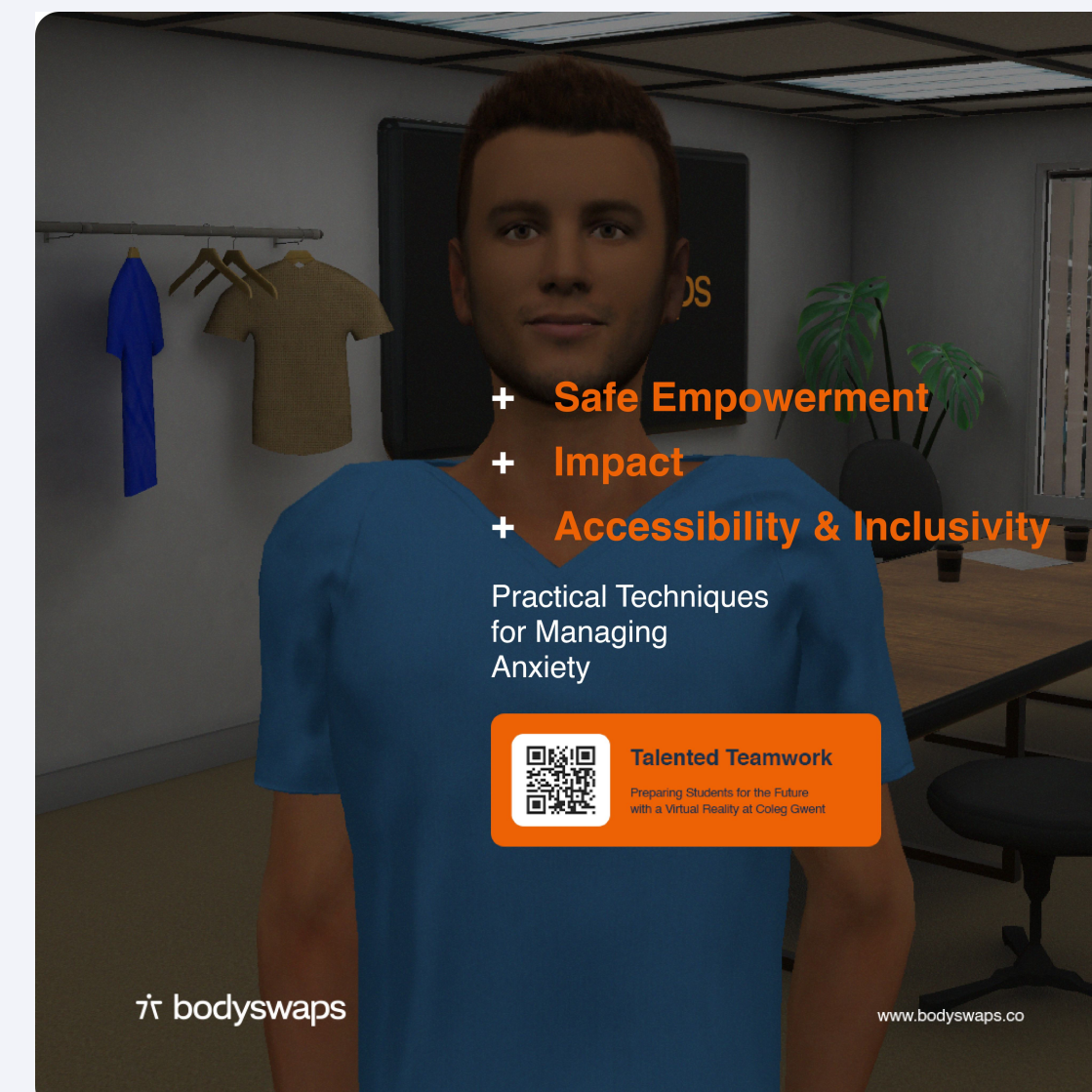
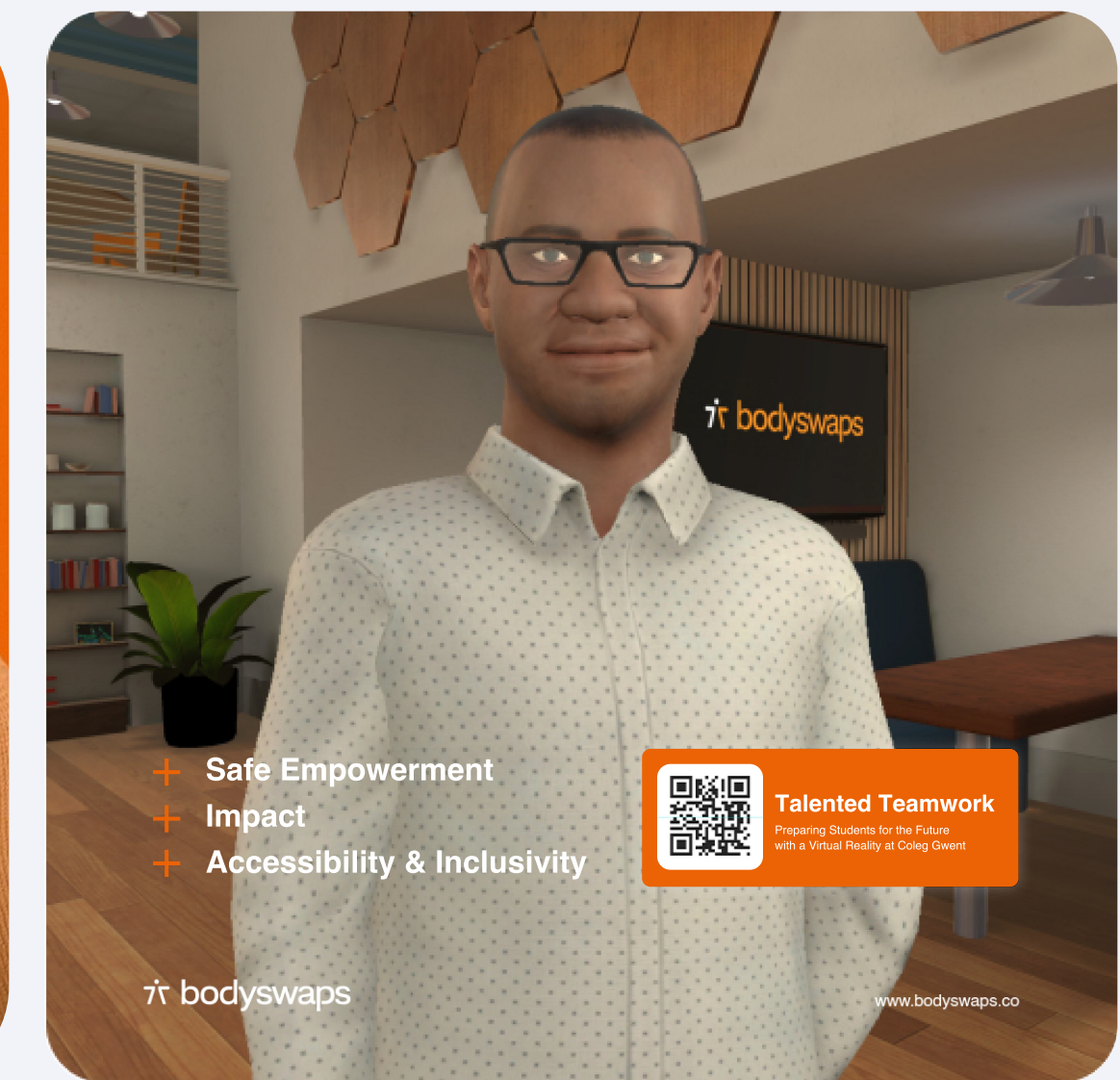
On stationery

Place the logo left-aligned on the primary grid line. If this space is not available, the logo belongs in the top or bottom left corners.



On social media

Place the logo left-aligned on the primary grid line. If this space is not available, the logo belongs in the top or bottom left page corners.



SECTION 04

Brand colors

Colour sets us apart & helps to invoke emotion.

The colours we've chosen for our brand is a key factor in differentiation and brand recognition. As such, it is vital that our colours are reproduced faithfully and combined in the right way. This section covers these guidelines in detail. Any colour outside of those outlined within this section is subject for approval.

INSIDE

- Primary Palette
- Black & White
- Secondary & Tints

Spanish Orange

HSV: 25°, 98%, 92%

CMYK: 0%, 58%, 98%, 8%

RGB: 235, 99, 5

HEX: #EB6305

Yankees Blue

HSV: 211°, 63%, 28%

CMYK: 63%, 32%, 0%, 72%

RGB: 27, 49, 72

HEX: #1B3148

Dark Blue

HSV: 211°, 66%, 14%

CMYK: 66%, 34%, 0%, 86%

RGB: 12, 23, 35

HEX: #0C1723

Primary color palette

The consistent use of colour is vital to effective brand recognition. Our brand should always be represented in one of the colours on this page, aside from specific recommendations within this guide. Do not use any other/unauthorised colours. Use of the Pantone Matching System is highly recommended to ensure colour consistency.

If Pantone colour matching is not available or out of budget, please take great care to match the hues above precisely. We prefer a natural matte/uncoated paper stock, so always match to the Uncoated Pantone book.

Steel

HSV: 235°, 14%, 100%
CMYK: 14%, 13%, 0%, 0%
RGB: 220, 223, 255
HEX: #DCDFFF

02

HSV: 256°, 52%, 55%
CMYK: 38%, 52%, 0%, 46%
RGB: 86, 67, 139
HEX: #56438B

Apricot

HSV: 21°, 18%, 100%
CMYK: 0%, 11%, 18%, 0%
RGB: 255, 226, 210
HEX: #FFE2D2

02

HSV: 0°, 53%, 54%
CMYK: 0%, 53%, 53%, 46%
RGB: 137, 65, 65
HEX: #894141

Flora

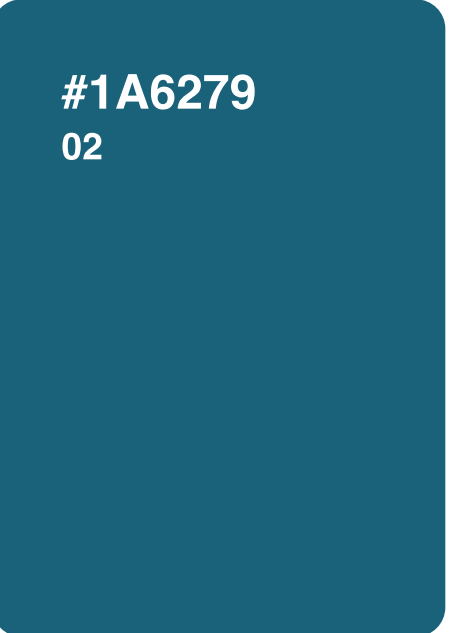
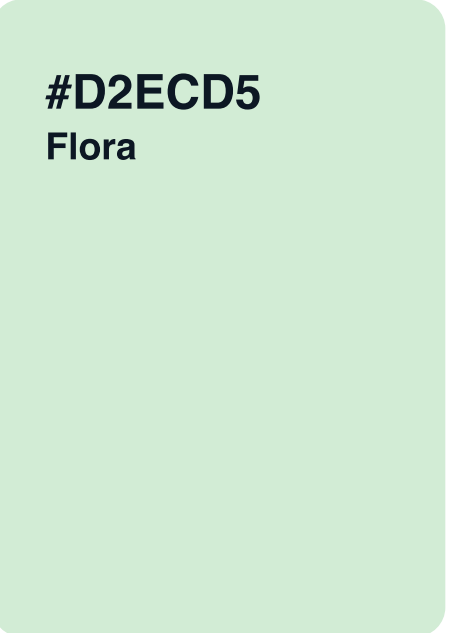
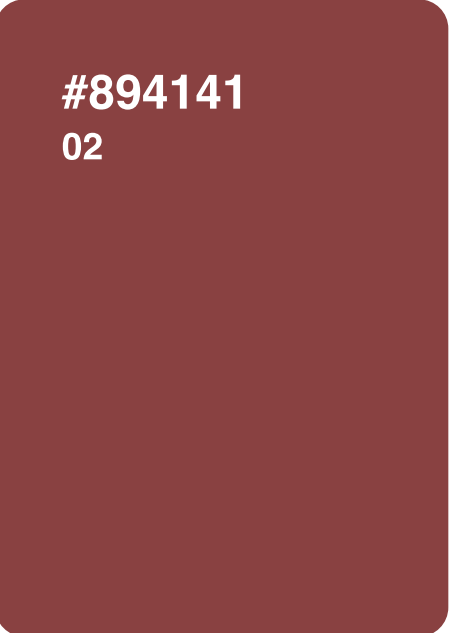
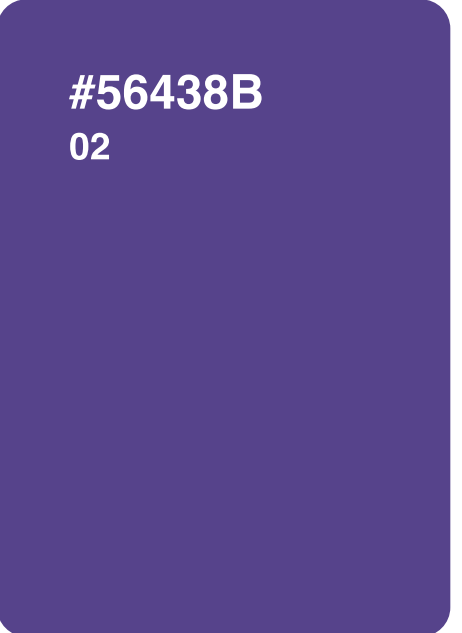
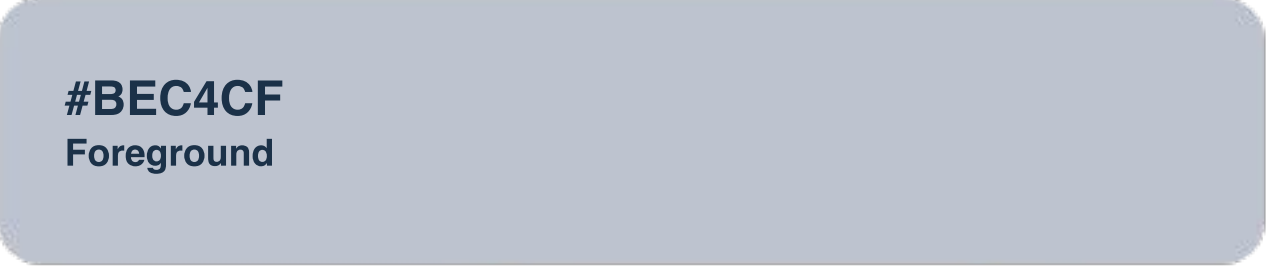
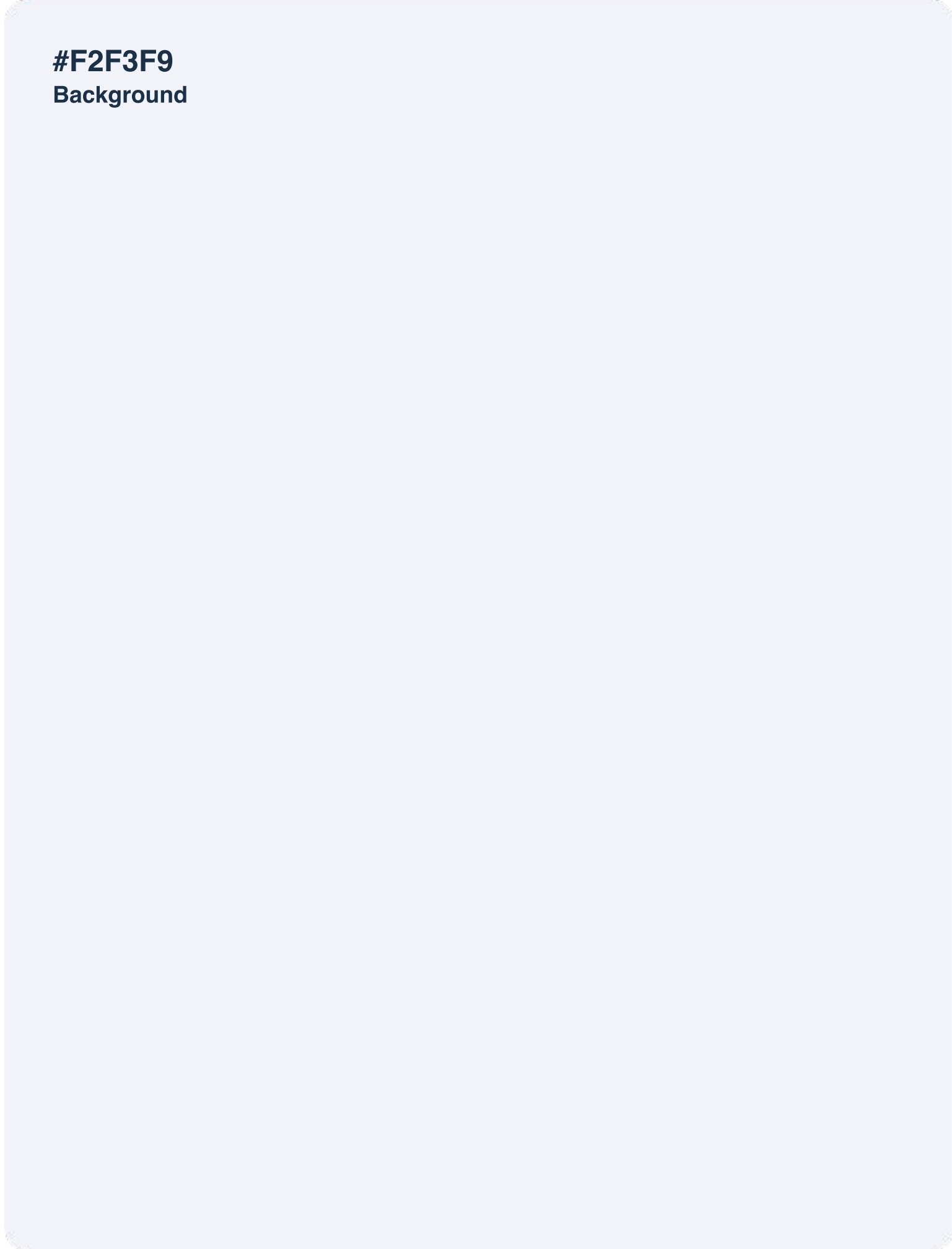
HSV: 127°, 11%, 93%
CMYK: 11%, 0%, 10%, 8%
RGB: 210, 236, 213
HEX: #D2ECD5

02

HSV: 195°, 79%, 47%
CMYK: 79%, 19%, 0%, 53%
RGB: 26, 98, 121
HEX: #1A6279

Secondary colours

These colours are intended to be used as complementary or in addition to our primary colours.



The use of white text on an orange background must meet accessibility standards, requiring the text to be bold and at least 16pt (20px) in size. All colour combinations should pass the WCAG AA standard, which can be verified using online tools like WebAIM or Contrast Checker.

The dark blue colour is primarily designated for text and should not be used for background designs. Yankee Blue is designated for background designs, and should rarely be used for text.

When combining colours, white text on an orange background should always be bold and sufficiently large, ensuring it meets the necessary contrast ratio for readability. Similarly, dark blue text on a white background should maintain a high contrast ratio to comply with accessibility standards. These guidelines ensure that Bodyswaps branding materials are accessible, readable, and adhere to industry best practices.

Secondary colour palette: These colours are intended to be used as complementary or in addition to our primary colours.

Tints

We prefer our brand colours used without editing, but some situations require the use of colour tints, especially on the web. For example, when a user hovers over a button on our website, using a tint change can help confirm their action.

Any dark tints used as a background will require text on top of it to either be white or to be highlighted to make it visible.



SECTION 05

Typography

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest. This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips. Any typeface not referenced in this section will be considered unauthorised for use.

INSIDE

- Primary Typeface
- Approved Weights
- Digital Typography
- Common Errors

Helvetica regular

aâbcçdðeéfghiijklmµnñoøpqaerstuüvwxyz
AÂÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,''-;:)?&©`°π®†≈◇™£¢∞§•ªº

Helvetica bold

**aâbcçdðeéfghiijklmµnñoøpqaerstuüvwxyz
AÂÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,''-;:)?&©`°π®†≈◇™£¢∞§•ªº**

Helvetica bold italic

***aâbcçdðeéfghiijklmµnñoøpqaerstuüvwxyz
AÂÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,''-;:)?&©`°π®†≈◇™£¢∞§•ªº***

Helvetica

All headlines should be in bold to ensure prominence and readability. Standard body text should use a regular weight, reserving bold for emphasising key points or important information. Italics should be used sparingly to highlight quotes, book titles, or subtle emphasis, avoiding large blocks of italicised text to maintain readability. When using text against a grey background, employ both bold and orange to highlight specific words and phrases effectively. For text on other background colours, rely solely on bolding to emphasise important words and phrases. These guidelines ensure that Bodyswaps' typography remains consistent, readable, and visually appealing across all branding materials.

Secondary typeface

Arial

aåbcçdðeéffghijklmnpñõøpqræstuüvwxyz
AÂÃBCÇDEFGHIÍJKLMNOØÓÔÕPQRSTUVWXYZ 0123456789°(.,”-;:)?
&©´°π®†≈◇™£¢∞§•ªº

Arial bold

aåbcçdðeéffghijklmnpñõøpqræstuüvwxyz
AÂÃBCÇDEFGHIÍJKLMNOØÓÔÕPQRSTUVWXYZ 0123456789°(.,”-;:)?
&©´°π®†≈◇™£¢∞§•ªº

All headlines should be in bold to ensure prominence and readability. Standard body text should use a regular weight, reserving bold for emphasising key points or important information. Italics should be used sparingly to highlight quotes, book titles, or subtle emphasis, avoiding large blocks of italicised text to maintain readability. When using text against a grey background, employ both bold and orange to highlight specific words and phrases effectively. For text on other background colours, rely solely on bolding to emphasise important words and phrases. These guidelines ensure that Bodyswaps' typography remains consistent, readable, and visually appealing across all branding materials.

If Helvetica is unavailable, use Arial as the replacement font.

The six type commandments

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

Using type

01

Stay left-aligned, rag right

Legibility and clarity are vitally important to great typographic layouts. Since most people read from left to right, we should align our type accordingly.

03

Align X-heights or baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

05

Give things space, if needed

Negative space, or the space around elements is vital. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

02

Skip weights & double size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

04

Watch the rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

06

Keep line length reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

Website headings

The heading structure on this page is in direct reference to our current website design. This is the basic breakdown of standard heading sizes, and their relationship to body copy.

Obviously, exceptions exist, especially between different page templates. Also, the h-level of each heading should be set in accordance with search-engine and development best practices.

Digital type

Heading 1

USAGE

- Page headings
- Major section headings
- Emphasized words

Specifics

Font: Helvetica Bold
 Size: 80px (4.44rem)
 Bottom margin: 50px

Heading 2

USAGE

- Section headings
- Blog body headings
- Product headings

Specifics

Font: Helvetica Bold
 Size: 52px (2.89rem)
 Bottom margin: 30px

Heading 3

USAGE

- Sub headings
- Call to action headings
- Blog sub headings

Specifics

Font: Helvetica Bold
 Size: 34px (1.89rem)
 Bottom margin: 30px

Heading 4

USAGE

- Minor headings
- Table labels
- Sub-sub headings

Specifics

Font: Helvetica Bold
 Size: 18px (1rem)
 Bottom margin: 20px

Max Width: 700px

Body text

The root body text size, line width, line height, and tracking are set to enhance visibility and legibility on all screens.

Certain typographic situations specific to digital type like block quotes and text links are also outlined on this page.

Digital type

PARAGRAPH

Weight: Helvetica Regular
Size: 18px
Line Height: 26px
Color: Grey
Bottom Margin: 16px

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

STRONG OR BOLD

Weight: Helvetica

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

BLOCK QUOTE

Size: 30px
Line Height: 30px
Margins: 20px, 0
Padding: 0, 0, 0, 40px
Border (Left): 3px

Met prepudi pider ovid magnat adit offictet as
aut dolori acerspedis

TEXT LINKS

Weight: Helvetica Regular
Color: Blue
Underlined

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Lists

List styling is another important element of digital typography. Typically, lists are found in the body of blog articles, pages, and product descriptions.

By the end of this series, healthcare professionals will gain the following learning objectives:

- Understanding how different responses can defuse or exacerbate anger
- Identifying anger signals
- Remaining calm in hostile situations
- Responding with empathy to move the situation forward
- Applying these techniques to different situations"

Compatible with

VR

Vive Focus+, Vive Focus 3
Pico Neo 3 & 4
Meta Quest 2 & 3

SPECIFICS

Weight: Helvetica Regular
Size: 18px
Line Height: 20px
Color: Grey
Bottom Margin: 14px
Indents: 20px

Digital type

SECTION 07

Visual style & accessibility

Ingredients for on-brand layouts and composition

While brand consistency relies heavily on logo usage, colour, and typography, we recognise that these are not the only elements within a brand identity design system. This section contains guidelines on grid usage and references to approved visual elements like icons, illustrations, patterns, frames and more.

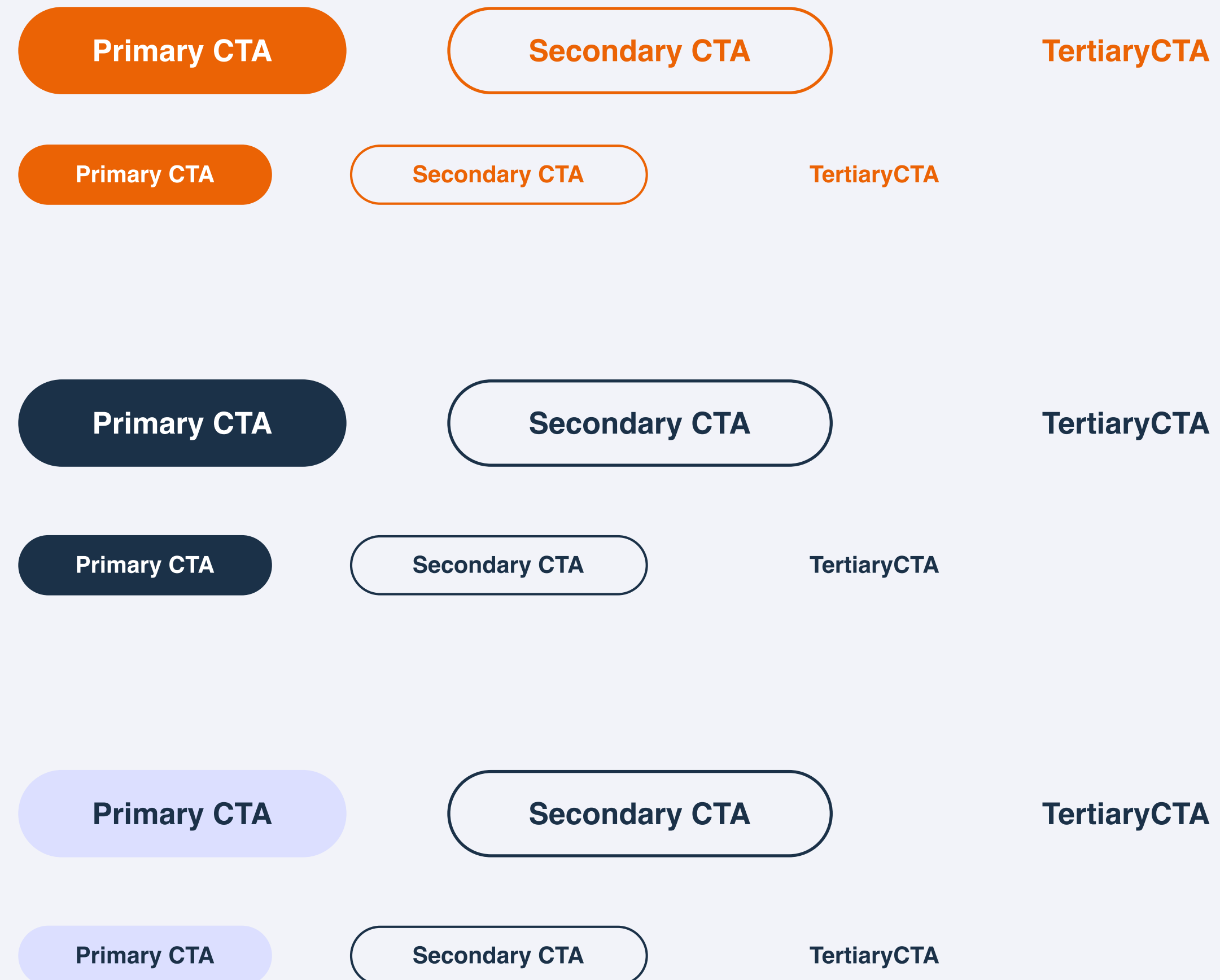
INSIDE

- Grids
- Photography
- Graphic Elements

Buttons

Buttons should have rounded corners and be large enough to be easily clickable, with a minimum height of 40px. Primary buttons should be orange, but in a case where the button will be too small for the orange/white combo to be accessible, buttons should be blue, while secondary buttons use a secondary colour like purple, green, apricot with all colours meeting WCAG AA contrast standards.

Button text should be bold and follow the brand's typography, with white text on dark buttons and dark text on light buttons. Hover states should adjust the button colour slightly, and active states should depress the button visually. Disabled buttons should have 50% opacity but remain readable. Buttons should be placed in an accessible way within the user interface with adequate spacing. These guidelines ensure visual appeal, accessibility, and a consistent user experience.



Checkbox & Radio Buttons

	Default	Hover	Focused	Disable
Active	<input checked="" type="checkbox"/> Label <input checked="" type="radio"/> Label	<input checked="" type="checkbox"/> Label <input checked="" type="radio"/> Label	<input checked="" type="checkbox"/> Label <input checked="" type="radio"/> Label	<input checked="" type="checkbox"/> Label <input checked="" type="radio"/> Label
Inactive	<input type="checkbox"/> Label <input type="radio"/> Label	<input type="checkbox"/> Label <input type="radio"/> Label	<input type="checkbox"/> Label <input type="radio"/> Label	<input type="checkbox"/> Label <input type="radio"/> Label

Toggles

	Default	Hover	Focused	Disable
Active	<input checked="" type="checkbox"/> Label	<input checked="" type="checkbox"/> Label	<input checked="" type="checkbox"/> Label	<input checked="" type="checkbox"/> Label
Inactive	<input type="checkbox"/> Label	<input type="checkbox"/> Label	<input type="checkbox"/> Label	<input type="checkbox"/> Label

Controls

For Bodyswaps' controls, ensure they are clickable, touch-friendly (minimum size 24px by 24px), and have rounded corners. Use primary colours like Yankees Blue for selected states and light grey for unselected states, with hover states slightly darker and disabled states at 50% opacity. Checkboxes should have rounded square boxes with an orange checkmark when selected, radio buttons should be circular with an orange filled circle when selected, and toggles should have a rounded rectangle shape with an orange background for "on" and light grey for "off." All controls must meet WCAG AA standards, be keyboard navigable, and screen reader compatible, with visible focus indicators.

Default

Label
Place holder

Label
Place holder ⓘ

Label
Place holder

Label
Place holder

Focus

Label
12345678 |

Label |
12345678 ⓘ

Label
12345678 ✓

Label
12345678 ✗

Disable

Label
12345678

Label
12345678 ⓘ

Label
12345678 ✓

Label
12345678 ✗

Filled + Supportive text

Label
12345678 |
Supportive text

Label
12345678 ⓘ
Supportive text

Label
12345678 ✓
Supportive text

Label
12345678 ✗
Supportive text

Controls



Backgrounds

Ensure settings are adjusted to brighten up the environment, using image editing software to increase brightness levels for a more inviting and engaging visual experience. Adjust contrast to maintain depth and definition, and balance colours to keep them vivid and true to life. An environment should not be used without at least one accompanying avatar, unless in cases of focusing on the environment itself (such as in Learning Designer collateral).

Do not use stock imagery or footage, and do not create or use AI-generated content. This is to maintain authenticity and originality.

Access to environment imagery is available on the team Google Drive, if you do not have access contact Georgia.



gov 70
Y -30

Key shapes

Our brand “pill shape” is a distinctive combination of a rounded square and rectangle, designed from a 45-degree perspective to create an organic appearance with added depth. It must be used consistently in its original form across all branding materials, without altering its perspective, proportions, or edges. It can be flipped horizontally if necessary, and it can be utilised in half at the bottom of designs if space is at a premium.

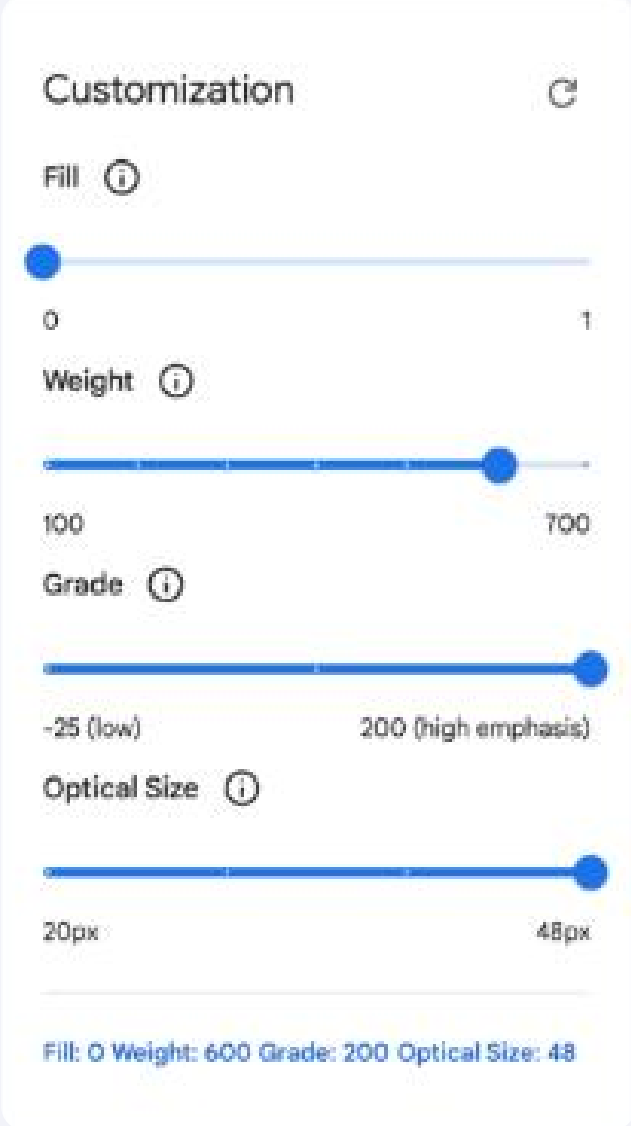
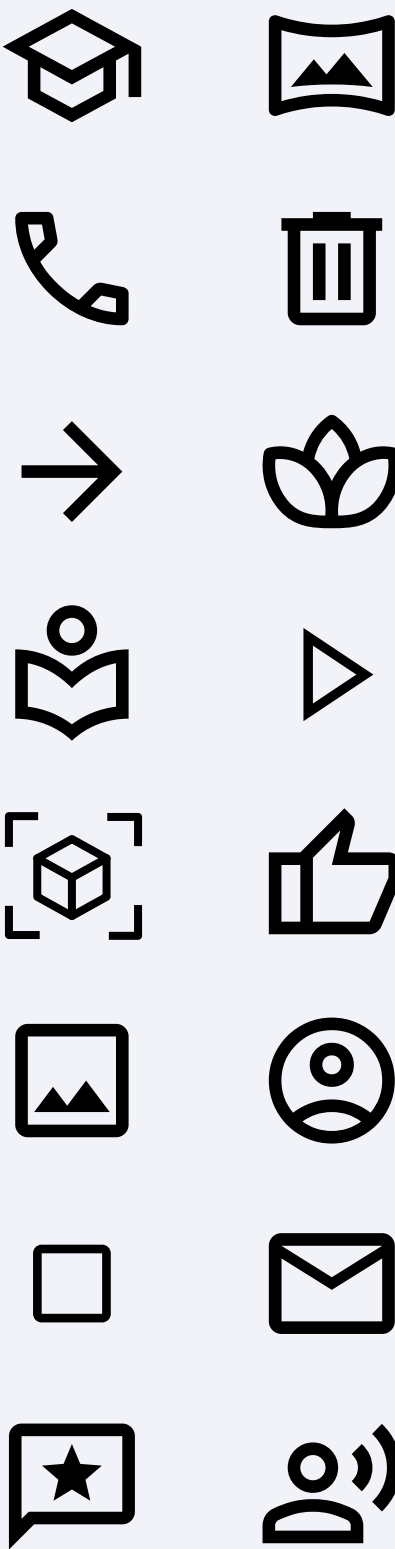
The shape should be prominently placed, with sufficient spacing to stand out, and filled or using either the brand’s primary and secondary colours to align with the overall colour palette, or with an environment and an avatar. High contrast between the shape and its background is essential for visibility. It should be scalable, maintaining clarity at all sizes, from small icons to large prints. The shape can be used as a standalone element or incorporated into larger designs, ensuring it remains a focal point.



Avatars

Avatars are essential for maintaining Bodyswaps' brand identity and should be used on both environmental images and branded coloured backgrounds like grey, Yankees blue, and Spanish Orange. They must be appropriately scaled and integrated into environmental images, or placed on branded backgrounds. Always use high-quality images with sufficient contrast for accessibility. Environmental images should always feature avatars to ensure visual consistency. Avoid unapproved backgrounds to maintain brand identity.

Access to avatar imagery is available on the team Google Drive, if you do not have access contact Georgia.



Icons

Icons should be selected from the Google Icons library to maintain a cohesive look, with consistent line thickness, proportions, and visual weight. Icons must be relevant to the content they represent, clear and easily recognisable at various sizes, and remain legible even when scaled down. Customise icons using the brand’s primary and secondary colours, ensuring high contrast against backgrounds for visibility. Icons should be appropriately sized for their context with consistent spacing and alignment, using grid systems where applicable.

Badge

Soft skills training - reinvented.

Bodyswaps leverage immersive simulations and AI to empower learners to practice and develop skills like these in total autonomy.

Designed for corporate, public and educational sectors, combining a distribution platform with an off-the-shelf course library.

Highlights

When highlighting important information in paragraphs, Bodyswaps uses bolding and coloured fonts strategically to ensure readability and emphasis. Bolding should emphasise key points, terms, or phrases and be used sparingly to maintain impact, with consistent application across documents. It is most effective for short phrases or individual words rather than large blocks of text. Coloured fonts, using the brand's primary or secondary colours like orange or blue, should draw attention to critical information such as calls to action, important dates, or key terms. The colour must provide sufficient contrast with the background to ensure readability. Combining bolding with coloured fonts can maximise emphasis on crucial information but should be used sparingly and consistently. Examples include bolding or colouring important dates, or using both bold and colour for maximum emphasis. Ensure the coloured font has a high contrast ratio for accessibility and avoid relying solely on colour to convey information, combining it with bolding for clarity.

The Bodyswaps VR asset guidelines prioritize authenticity, innovation, and emotional engagement. VR assets should capture genuine moments of learning and empowerment, reflecting the diverse and inclusive nature of the Bodyswaps community. Natural, immersive environments and realistic interactions are key, with subtle brand integration to maintain a cohesive visual identity. Drawing inspiration from real-world scenarios, VR assets should tell a story of skill development and personal growth, resonating with the brand's mission to empower individuals to master their soft skills. Consistency across platforms ensures a unified brand image that inspires and elevates users worldwide.

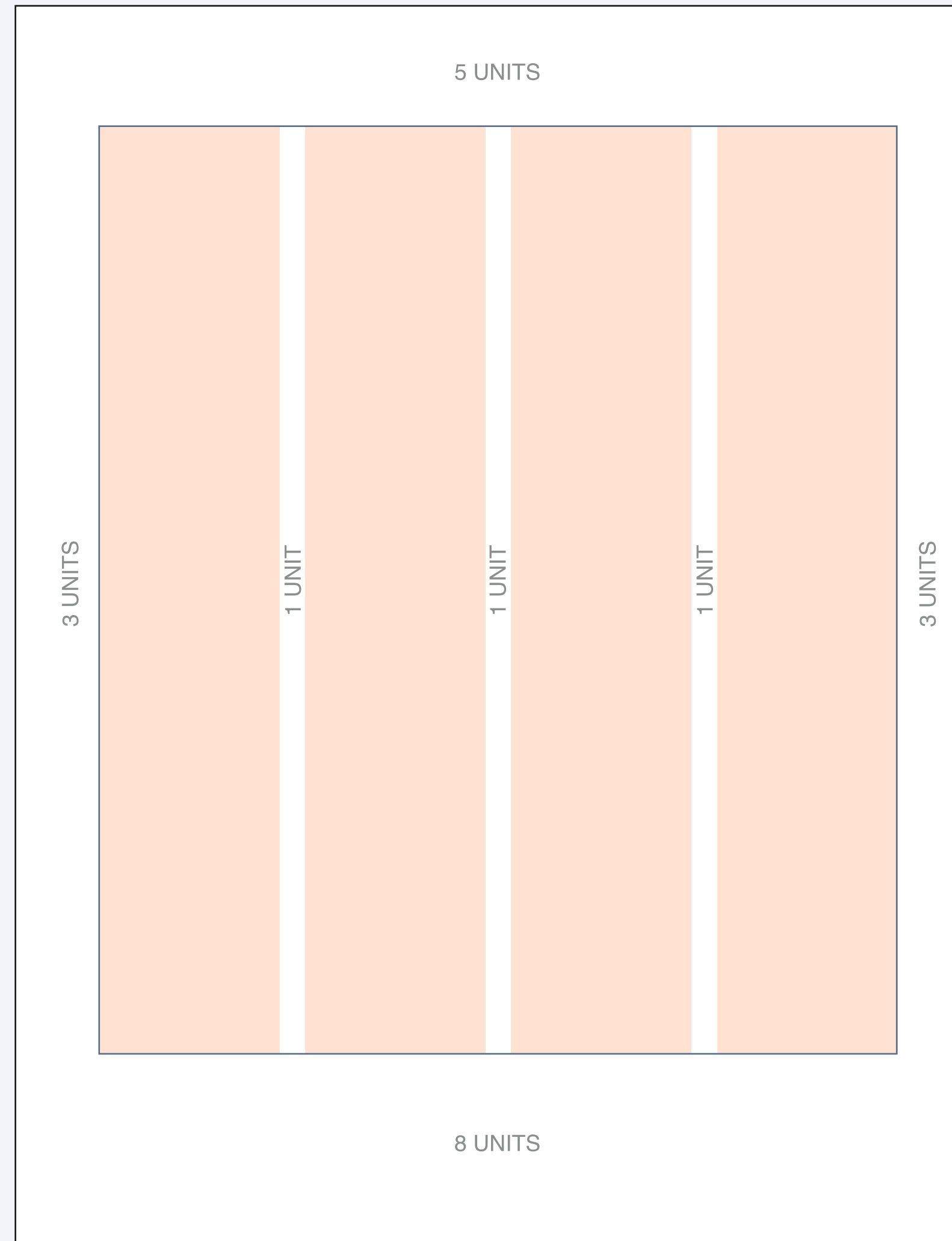
VR assets



Letter

For Bodyswaps' letter layouts, use a portrait orientation with a four-column grid and generous margins on all sides for a clean, professional look. Each column should be of equal width with consistent gutter spacing to ensure readability, typically around 1/3 to 1/2 of the column width. Top and bottom margins should be about 1 inch (25.4 mm) to frame the content, while left and right margins should also be 1 inch to centre the content visually. Headers and footers should be placed within the top and bottom margins, using a smaller font size to differentiate them from the body text. Body text should be evenly distributed across the columns, following the brand's typography guidelines. Align images and graphics with the column grid, ensuring they do not extend beyond the margins or overlap the gutters, and utilize whitespace effectively to avoid clutter.

Grids



UNITS OF MEASUREMENT

Units of measurement can change depending on the desired layout. The ratio between them is the most important element.

MARGINS

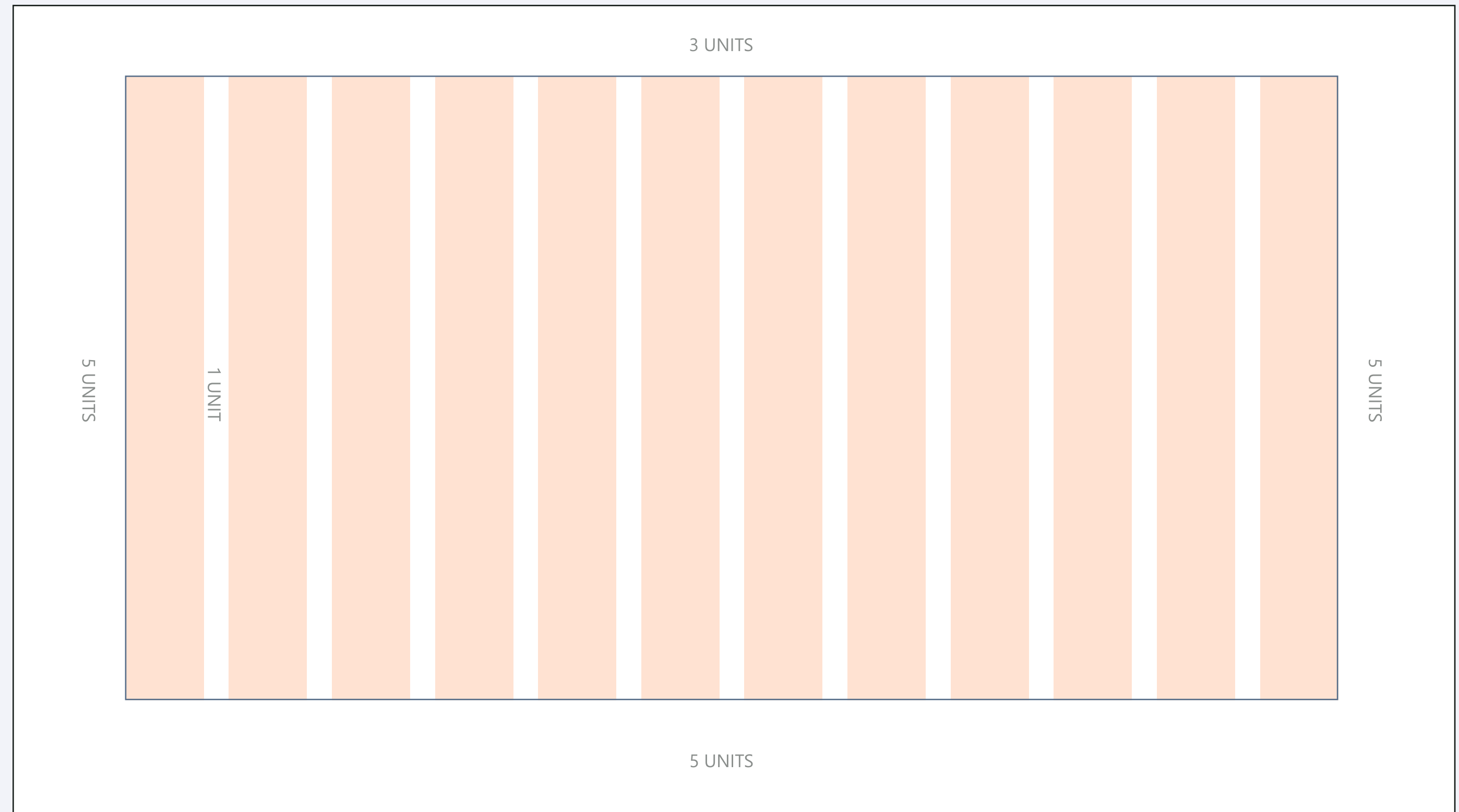
Generous margins set our stationery materials apart. We don't waste space with unnecessary filler.

MOUSE TYPE

If desired, mouse type or other small related elements can be set outside of the primary grid area.

Presentation

On presentation layouts, use a landscape orientation with a 12-column grid and generous margins on all sides to ensure a professional and visually appealing design. Each of the 12 columns should be of equal width, with consistent gutter spacing proportional to the column width, typically around 1/3 to 1/2 of the column width, to maintain readability. Top and bottom margins should be 1 inch (25.4 mm), as well as the left and right margins, to frame and center the content. Headers and footers should be placed within these margins, using a smaller font size to differentiate them from the body text. Distribute body text and visual elements evenly across the columns, aligning them with the grid to maintain structure. Visual elements should not extend beyond the margins or overlap the gutters. Use bold text for headings and subheadings to create a clear visual hierarchy, and utilise whitespace effectively to avoid clutter. These guidelines ensure that Bodyswaps' presentation layouts are professional, readable, and consistently designed.

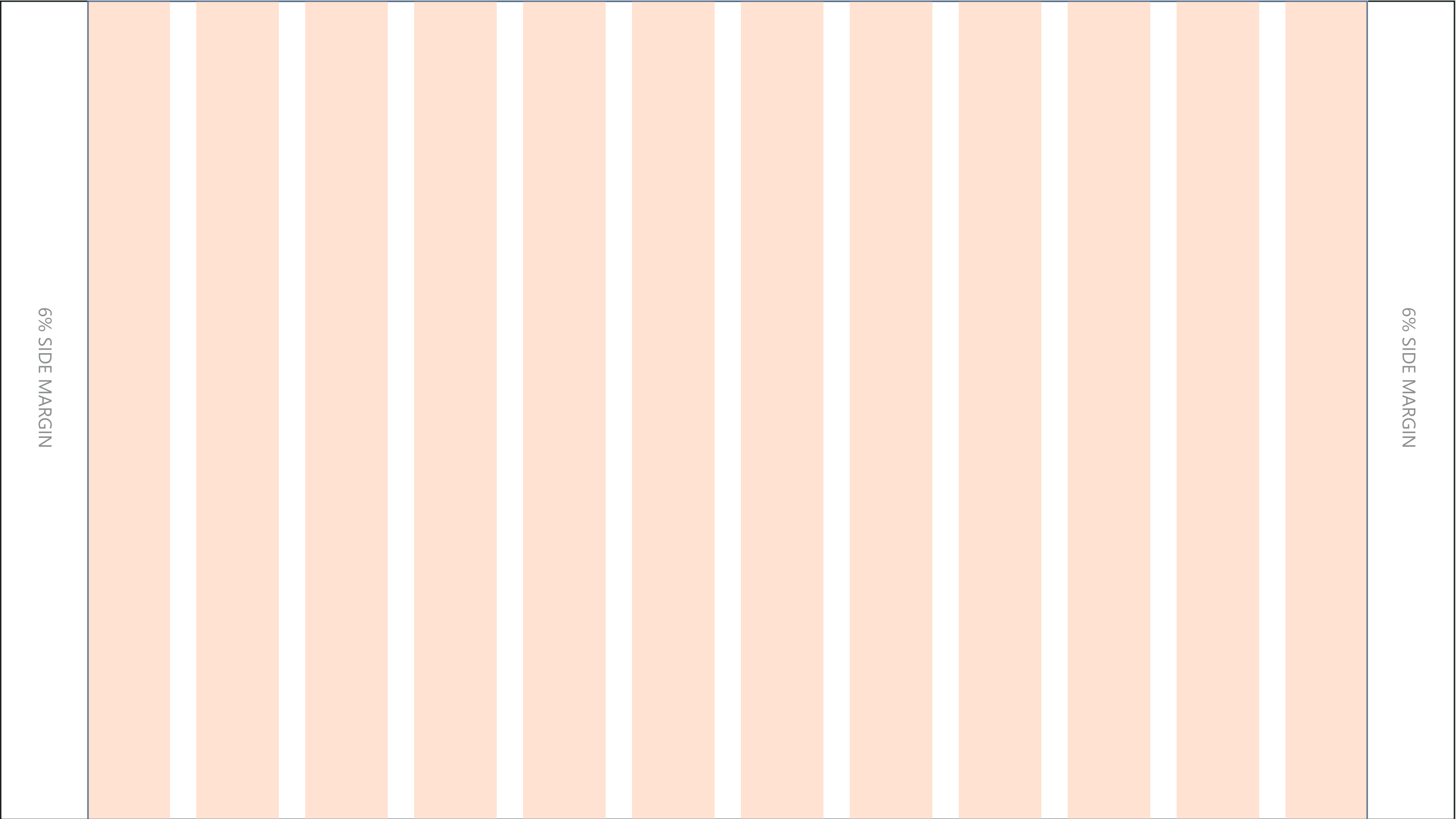


EXAMPLE

This guide is an excellent example of how we use the presentation grid. Take note of how elements are aligned within columns.

Website

On web layouts, use a responsive grid system that adapts to various screen sizes, ensuring a consistent and user-friendly experience across all devices. On desktop, the grid consists of 12 full columns, which decrease in number as the browser window size gets smaller, eventually transitioning to a single column on mobile devices. Gutter widths and side margins are calculated as a percentage of the user’s window size and adjust dynamically with the changing number of columns, ensuring proportional spacing. There are no top and bottom margins to allow for a seamless vertical flow of content. Content should be responsive, adapting fluidly to different screen sizes using media queries to maintain readability and usability. A clear visual hierarchy should be maintained with bold headings and subheadings, aligning content with the grid for a structured appearance. Images and graphics should be responsive, aligning with the grid and avoiding overlapping gutters and margins to maintain a clean layout. These guidelines ensure a responsive, user-friendly web layout that adapts seamlessly across all devices while maintaining visual consistency and usability.



Business cards

Business cards are reserved for Management, Customer Success and Sales roles, and printed on an as-needed basis. If these are not needed for day to day use, do not produce them. We prefer to reduce our usage of paper products

Content on all business cards should follow the included template: nothing should be added or removed.

Size: Standard 3.5" x 2" (88.9mm x 50.8mm)

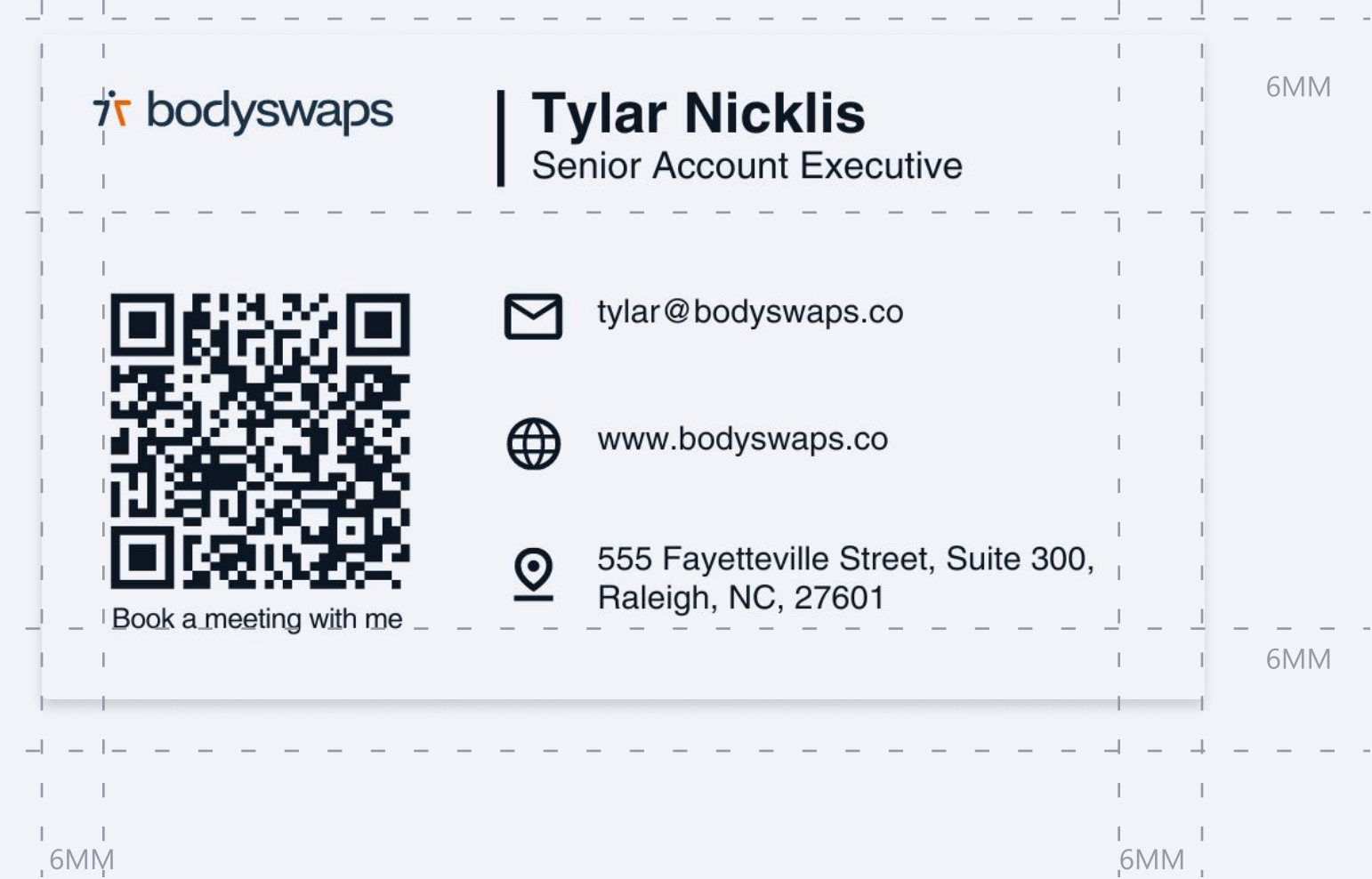
Paper: Mohawk Strathmore Soft Gray 88CB

Finish: Spot UV (Back)

Stationery

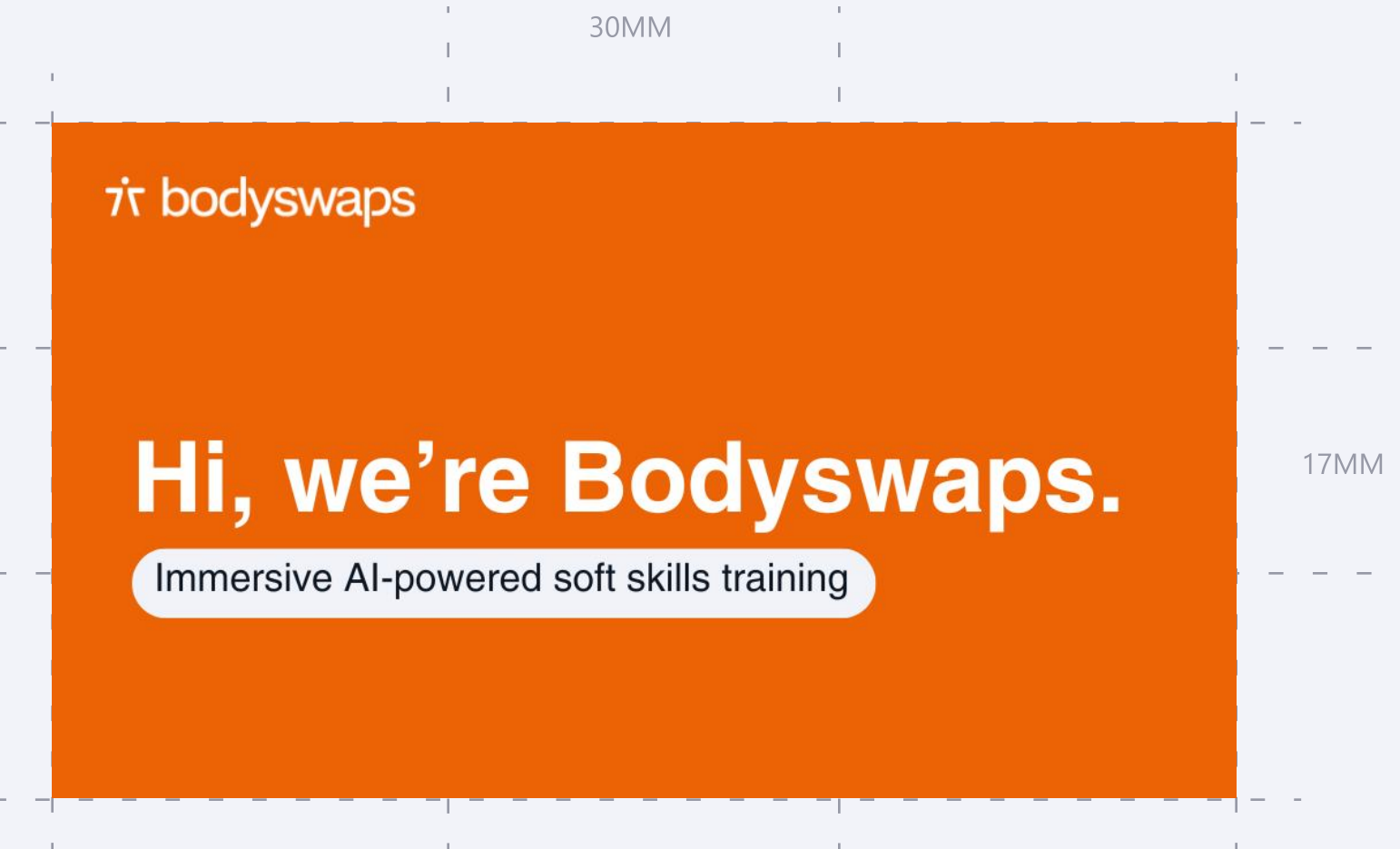
FRONT

Four-color process print on matte stock.
Name typeset in Articulat CF Bold
Details typeset in Suisse Int'l Regular



BACK

Three color process print on matte stock.
Centered icon printed in spot UV.



SECTION 09

In closing

Everything we forgot to mention before this.

Though we've come to the end of this guide, this is only the beginning of our journey.

In this section, you will find details on our approval process, several points of contact within the brand department, and a warm thank you note.

INSIDE

- Approvals
- File Types
- Thank You
- Contacts

Approvals

As previously stated, this guide is not a comprehensive list of rules. We recognise the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorised Bodyswaps representative.

You can reach out to Georgia Read, our Senior Marketing Executive, at georgia@bodyswaps.co for assistance with approvals. If you are a vendor working on one of our brand executions, we require an electronic or physical proof before any item is printed, published, or otherwise executed. These proofs can be submitted to your point of contact within Bodyswaps.

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!

File types

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

RASTER FILES

Raster files consist of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You've probably seen this before: images begin to appear pixelated if they're pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

VECTOR FILES

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of coloured squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vectors.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.

Thank you.

Thank you for your attention to detail, your unwavering support, and your commitment to making this brand vision a reality for so many people.

To all of our vendors, creative teams, and outside consultants: we are here for you. If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to Georgia at georgia@bodyswaps.co

Contacts

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