



Brand Guidelines

& Design System · v2.0

Brand Overview

The Swift Digital Suite is the all-in-one marketing and communications platform trusted by Australian government, enterprise and not-for-profit organisations.

Brand positioning

The trusted communications platform for organisations that can't afford to get it wrong.

Brand personality

Trustworthy	Government-grade reliability
Clear	No jargon, no ambiguity
Capable	Quietly powerful, never flashy
Considered	Restrained, intentional design

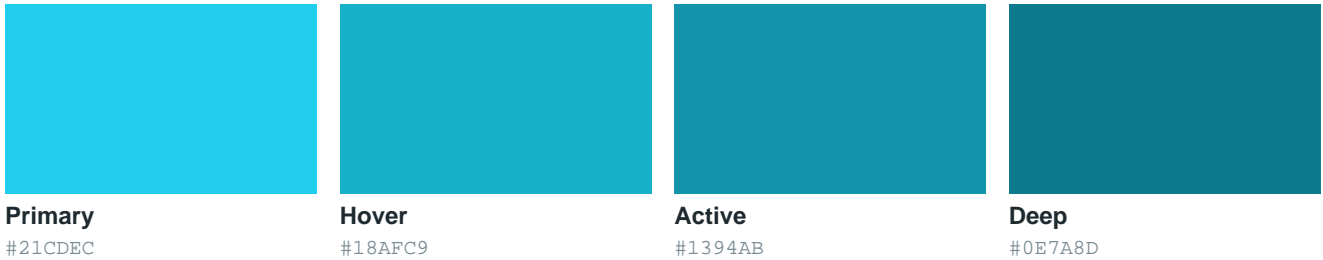
Critical brand direction

REMOVED	Pink/fuchsia (#EC2176) — incompatible with enterprise tone
RETAINED	Primary cyan-blue (#21CDEC) as the only brand accent
INTRODUCED	Mature 11-step neutral ramp; 80% of UI is neutral
REDUCED	Decorative colour usage — colour now signals meaning
ELEVATED	Structure, spacing and typography over ornament

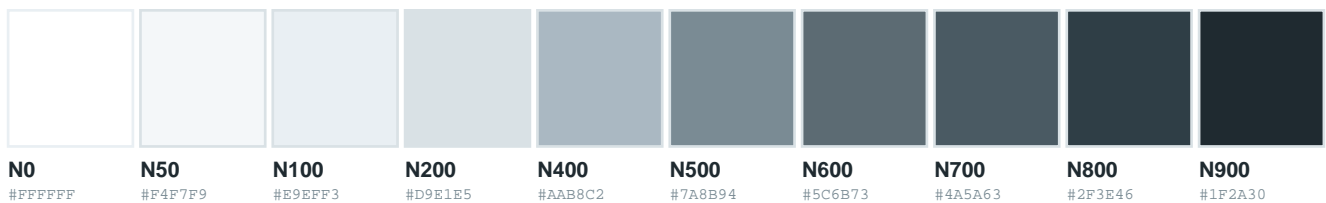
Colour System

Swift Digital uses an 80/15/5 colour ratio. Neutrals carry the interface, brand blue signals key actions, semantic colours communicate state.

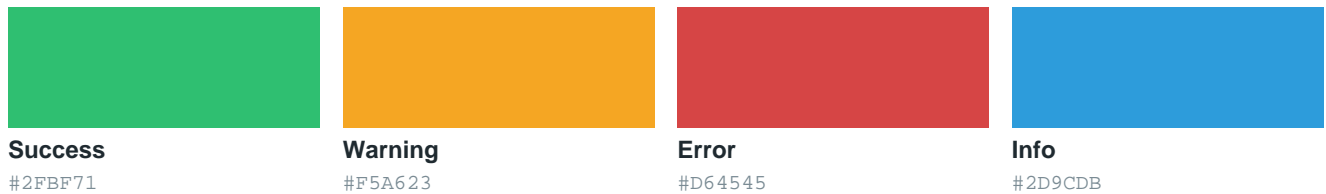
Brand primary



Neutral ramp



Semantic



Typography

Two typefaces carry the entire system. Nunito provides warmth and authority for headings; Mulish gives clean readability for body and UI.

Type pairing

DISPLAY · NUNITO

Aa

Type scale

Display	48 / 56px	700
H1 · Page title	32 / 40px	700
H2 · Section	24 / 32px	700
H3 · Sub-section	20 / 28px	600
H4 · Group	16 / 24px	600
Body L	16 / 26px	400
Body M	14 / 22px	400
Body S	13 / 20px	400
Caption	12 / 18px	500

BODY · MULISH











Aa

Marketing pages
Top of every page
Major sections
Card titles, modals
Form groups
Intro paragraphs
Default body
Tables, metadata
Timestamps, badges

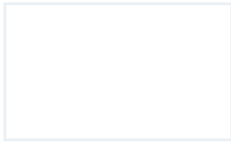
Spacing & Layout

Spacing is built on a 4-pixel base unit. Use multiples of 4 for every margin, padding and gap.

Spacing scale

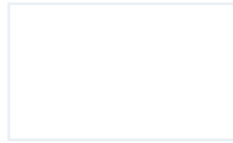
space-1	4px	
space-2	8px	
space-3	12px	
space-4	16px	
space-5	20px	
space-6	24px	
space-8	32px	
space-10	40px	
space-12	48px	
space-16	64px	

Elevation



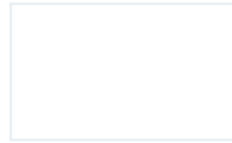
None

Borders only



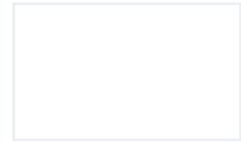
XS

Subtle separation



SM

Cards, dropdowns



MD

Modals, popovers

Border radius



SM - 4px

Inputs, badges



MD - 6px

Buttons, cards



LG - 8px

Panels



XL - 12px

Hero

Buttons

One primary action per screen. Use secondary for the most common alternative, ghost for low-emphasis, destructive for irreversible actions.

Variants

primary

A solid blue rectangular button with the text "Save changes" in white, bold, sans-serif font.

secondary

A white rectangular button with a thin grey border and the text "Cancel" in grey, bold, sans-serif font.

ghost

A light grey rectangular button with the text "View details" in grey, bold, sans-serif font.

outline


A white rectangular button with a blue outline and the text "Learn more" in blue, bold, sans-serif font.

destructive

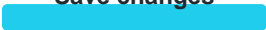
A solid red rectangular button with the text "Delete" in white, bold, sans-serif font.

Sizes

sm · 32px

A small, solid blue rectangular button with the text "Save changes" in white, bold, sans-serif font.

md · 40px

A medium-sized, solid blue rectangular button with the text "Save changes" in white, bold, sans-serif font.

lg · 48px

A large, solid blue rectangular button with the text "Save changes" in white, bold, sans-serif font.

Usage

- DO** One primary button per view, mapped to the most likely action.
- DO** Use sentence-case verb labels: 'Save changes', 'Send campaign'.
- DON'T** Stack two primary buttons side by side — pair primary + secondary.
- DON'T** Use destructive for routine actions like 'Cancel' or 'Close'.

Tables

Tables are the heart of Swift Digital. Dense enough for power users, calm enough for occasional ones.

ID	CAMPAIGN	SENT	OPEN	STATUS
EML-2041	Use case 7 — Lapsed Visitor	1,008,979	42.1%	Sent
EML-2040	CCIWA Survey Email — Reminder	12,440	31.7%	Sent
EML-2039	Reminder — Action Required	—	—	Draft
EML-2038	Final Reminder — Action Required	8,210	—	Scheduled
EML-2037	Internal Notice: New Protocol	412	88.4%	Sent

Anatomy

HEADER	N50 background, N600 text, 11px uppercase, bold
ROW	44px tall, 14px text, 12px horizontal padding
HOVER	Full row tints to N50 — never colour brand blue
NUMBERS	Right-aligned with tabular-nums for clean columns
STATUS	Small badge in dedicated column, not full-row colour

Forms, alerts & feedback

Inline alerts

Info

MFA required for all non-SSO users by 30 June 2026.

Success

Campaign delivered to 12,440 recipients.

Warning

Low credit balance — 49 SMS credits remaining.

Error

Send failed for 3 recipients. Review error log.

Form pattern

Add new contact

Add a single contact to your mail group.

FIRST NAME

LAST NAME

EMAIL

We'll send a verification email.

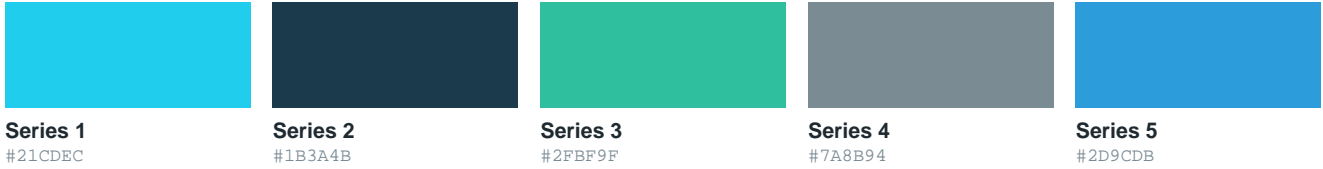
Cancel

Add contact

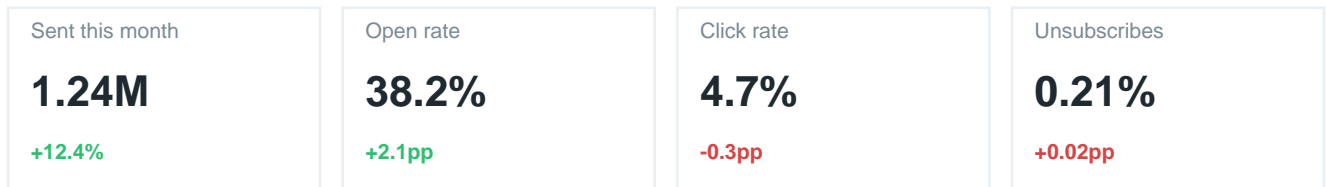
Data Visualisation

Charts must serve comprehension, not impress. Use the restrained palette and label every axis.

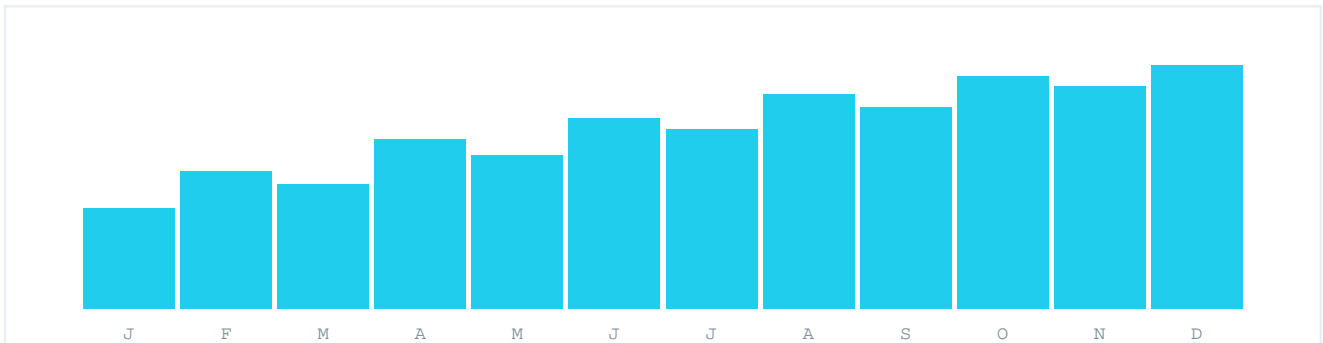
Chart palette



KPI tiles



Sample chart



Design & UX Principles

The five rules every Swift Digital screen must obey.

01 Reduce cognitive load

Show only what the user needs at this moment. Hide complexity behind progressive disclosure.

02 Predictable over clever

Same problem, same solution, every time. Familiarity beats novelty in enterprise tools.

03 Density with breathing room

Data-heavy UIs need rhythm, not packing. Use spacing scale, not arbitrary values.

04 Colour means something

Status, focus, brand. Never decoration. If you remove all colour, the UI must still work.

05 Accessible by default

WCAG AA contrast, keyboard-first navigation, screen-reader aware. Non-negotiable.

Accessibility checklist

- ✓ Text contrast $\geq 4.5:1$ (body) / $3:1$ (large)
- ✓ Focus rings visible on every interactive element
- ✓ Touch targets $\geq 44 \times 44\text{px}$
- ✓ Form errors linked to inputs via `aria-describedby`
- ✓ Status conveyed by both colour AND icon/text

Swift Digital

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For questions or asset requests, contact the Swift Digital design team.