



Version 01 | 2021

# Visual Brand Guidelines



01

## Welcome

- 03 Welcome statement
- 04 Brand Manifesto

02

## Logos

- 12 Logo System
- 13 Primary Logo
- 15 Secondary Logo
- 17 Brandmark
- 20 Wordmark
- 22 Partner Lockups
- 26 Logo Usage

03

## Color

- 30 Primary Colors
- 31 Secondary Colors
- 32 Background Colors
- 33 Expanded Illustration Palette

04

## Type

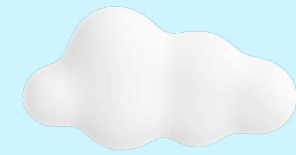
- 35 Brand Fonts
- 38 Font Usage

05

## Snappy Mascot

- 40 Meet Snappy
- 41 Snappy's Traits
- 46 3D Snappy
- 48 2D Snappy
- 49 Snappy Colors

# Contents



## Section 01

Snappy was born out of a determination to connect people with the power of gratitude, and our vision to bring more joy to the world through giving hasn't changed one bit. As a team, this is the connection we all share. From our New York headquarters to our Tel Aviv, United Kingdom, and Ukraine offices, you can find in the places where happiness works.

# Introduction

Giftgiving has lost its magic—think  
gift cards, monetary bonuses,  
or a company branded pen.

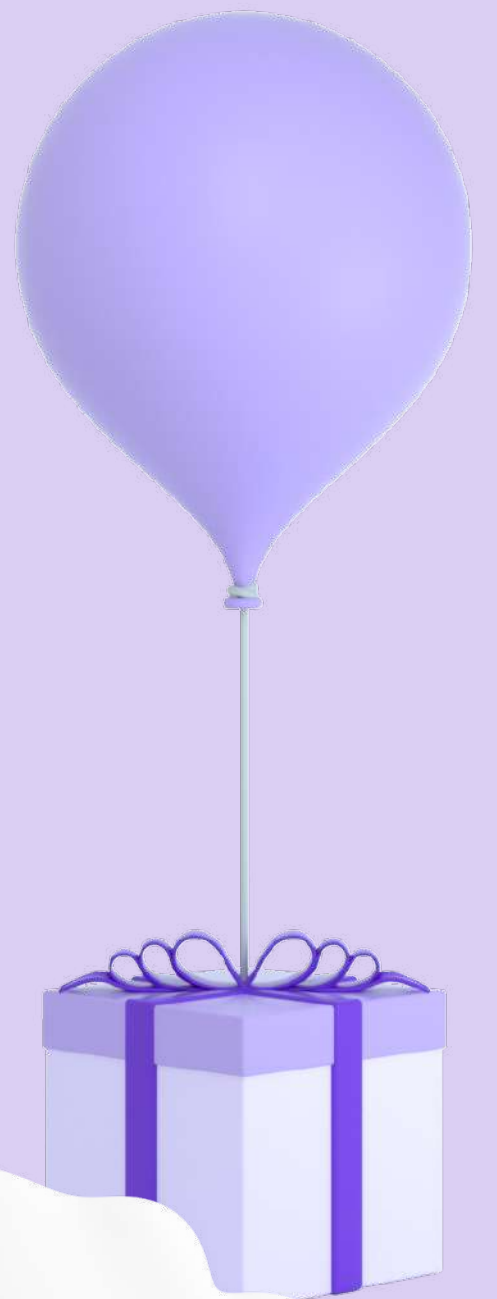
**It's not like when you were young, and  
someone gave you a gift. Your  
imagination swirled. You couldn't wait to  
rip the wrapping paper off.**





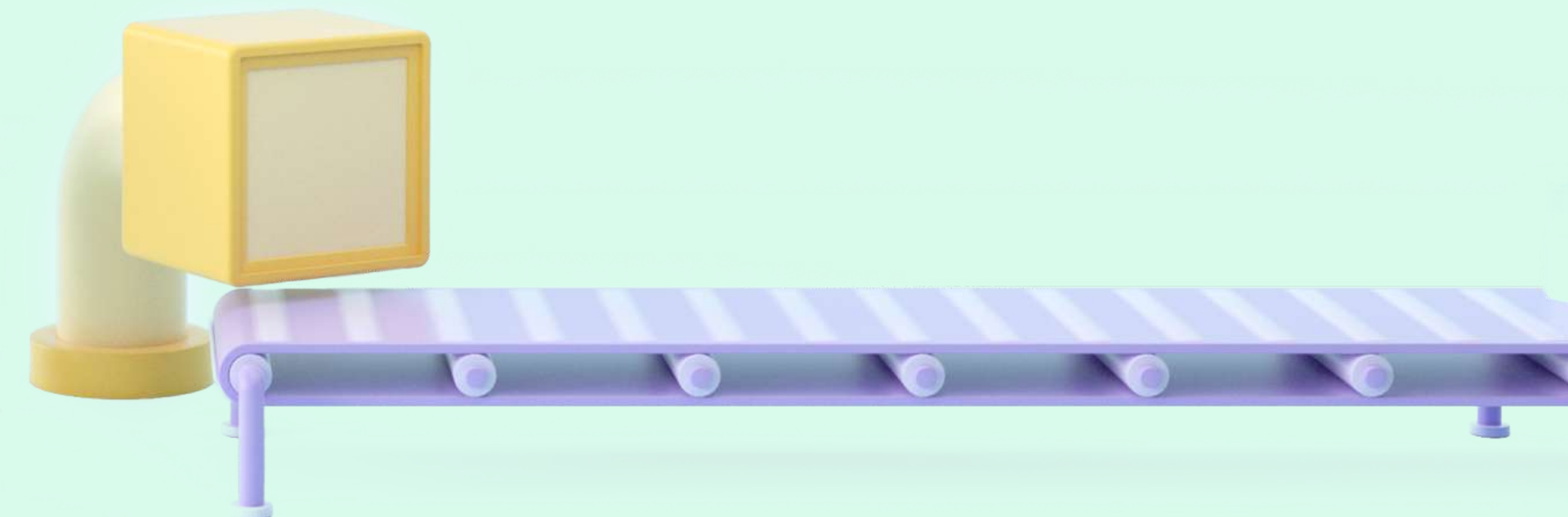
In that moment of pure wonder before the reveal, you felt special, the centre of attention, full of excitement. It brought a smile to your face. And that, right there, was delight.

And we believe that everyone should  
get to experience that  
feeling—especially in the workplace.



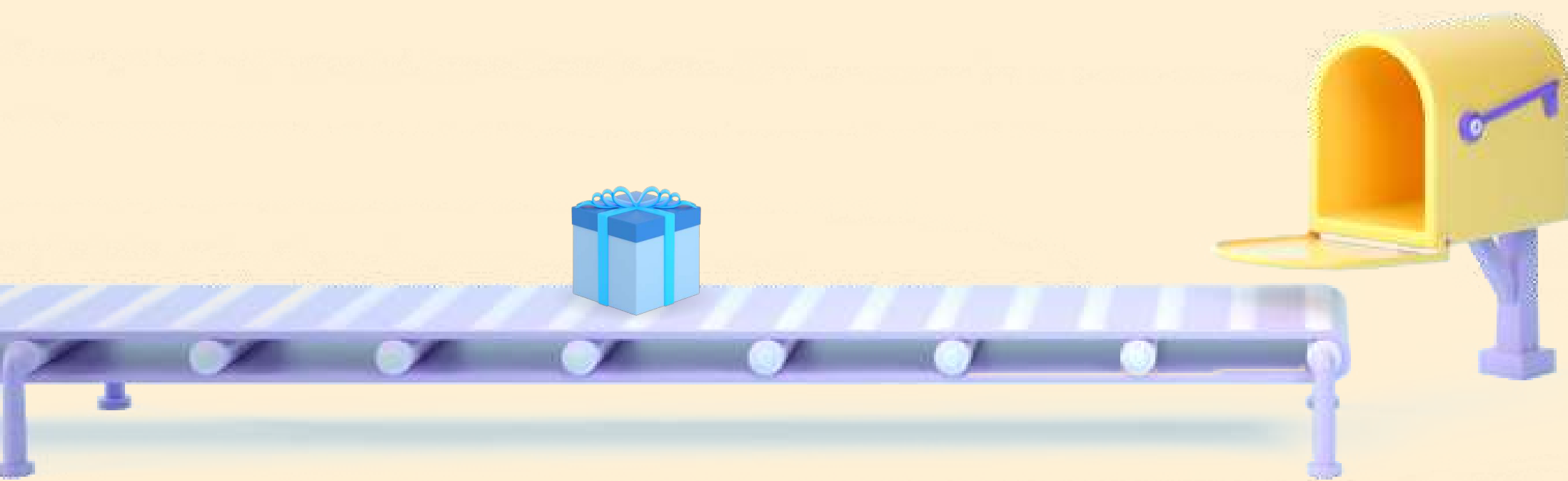


From a job well done to just a  
moment of fun, sharing delight with  
those in the professional world is  
simpler than you think.





So find us in the places that believe  
smiles count as ROI. Where delight is  
common practice. And where the oldest  
tradition never gets old.



Find us where  
happiness works.



# Section 02

12	Logo System
13	Primary Logo
15	Secondary Logo
17	Brandmark
20	Wordmark
22	Partner Lockups
26	Logo Usage

# Logo Family

# Logo System

Our logo system makes use of 4 different marks. In general, our primary logo should be used in most cases. Our secondary logo can be used in designs that require a stacked composition. And our Brandmark and Wordmark both have additional context on the following pages.

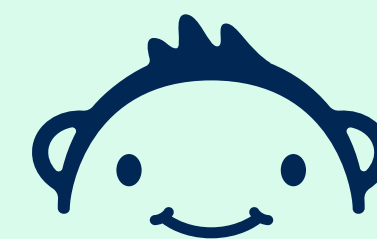
1 Primary Logo



1 Secondary Logo



1 Brandmark



1 Wordmark

snappy

# Primary Logo

The “Primary Lockup” should be used the majority of the time within the system. This should be used for all sales and marketing purposes, such as presentation decks, customer outreach, and digital advertisements. It is meant to be the main player within the logo family—when in doubt, use this.



# Primary Logo:

## Spacing and Sizing

### Spacing:

The “Primary Lockup” should have X space around it at all times to maintain legibility. X is a variable based on the Wordmark. To find X you take the area of the “p” in the Wordmark.

### Sizing:

Don’t scale down the “Primary Lockup” past 120 pixels in digital formats and 2 inches in print formats. The Primary Lockup becomes increasingly hard to read or recognize below these sizes.

## Spacing:



## Sizing:

Digital  
Minimum Width : 120 px



Print  
Minimum Width : 2 in



## Secondary Logo

### **Intended Use:**

The Secondary Lockup should only be used when the dimensions of the primary logo do not work effectively in space available. Examples of this could include some brand advertising formats, social media posts and some swag / corporate branded items.





# Secondary Logo:

## Spacing and Sizing

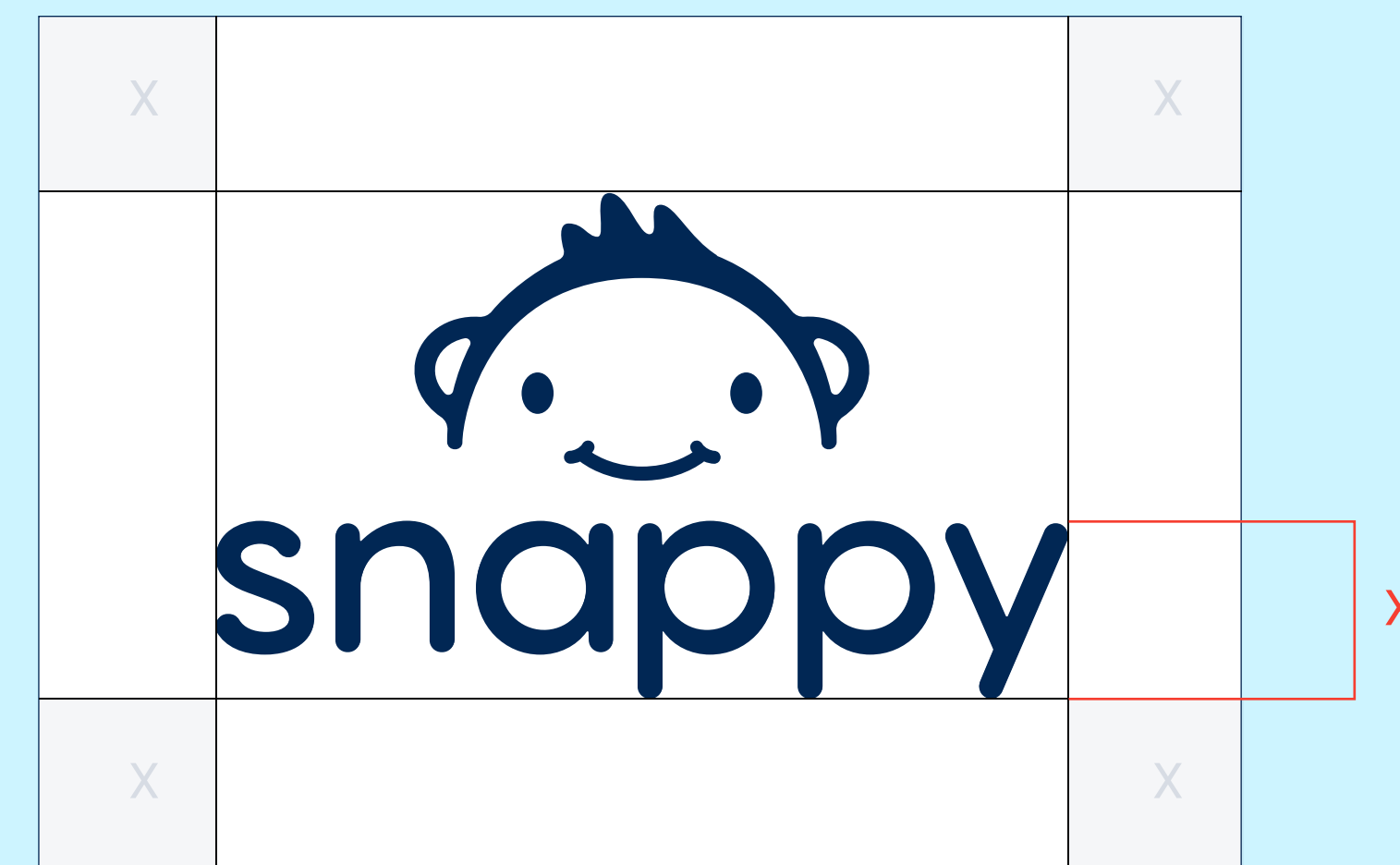
### Spacing:

The “Secondary Lockup” should have X space around it at all times to maintain legibility. X is a variable based on the wordmark. To find X you take the area of the “p” in the wordmark.

### Sizing:

Don’t scale down the “Secondary Lockup” past 90 pixels in digital formats and 1.5 inches in print formats. The “Secondary Lockup” becomes increasingly hard to read or recognize below these sizes.

### Spacing:

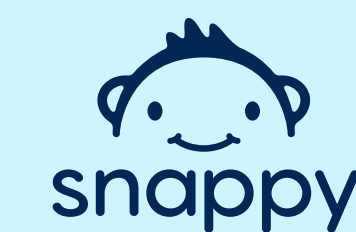


### Sizing:

Digital  
Minimum Width : 90 px



Print  
Minimum Width : 1.5 in

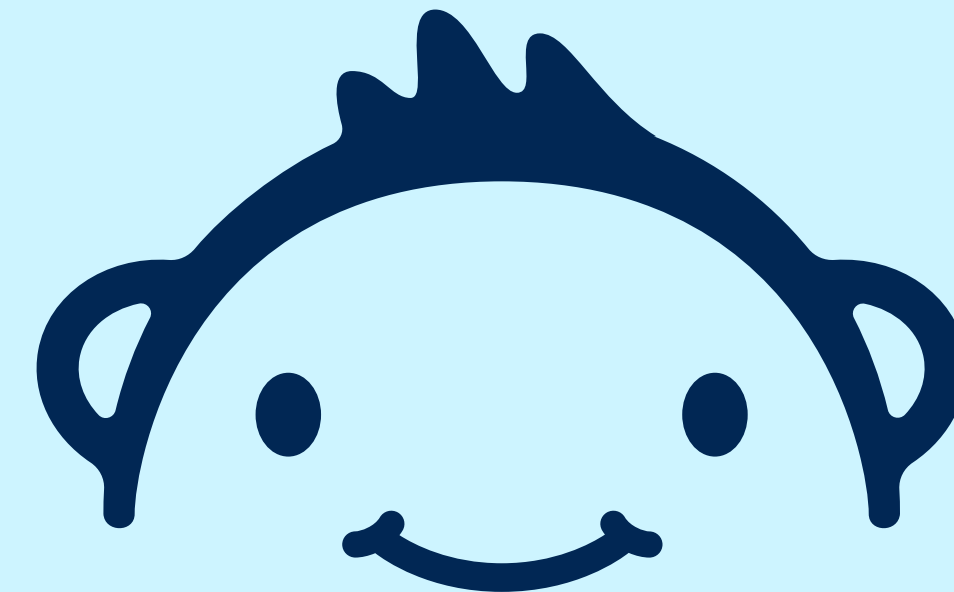


# Brandmark

## Intended Use:

To build a strong association with the consumer, the "Brandmark" should always be used in tandem with the Snappy Wordmark. Exceptions to this are: using the Brandmark for social avatars, or Favicons for internet browsers.

The Brandmark should be primarily used in Navy, but can be used in Snappy Blue for specific use cases. Please contact the Brand & Creative team for guidance.



# Brandmark:

## Spacing and Sizing

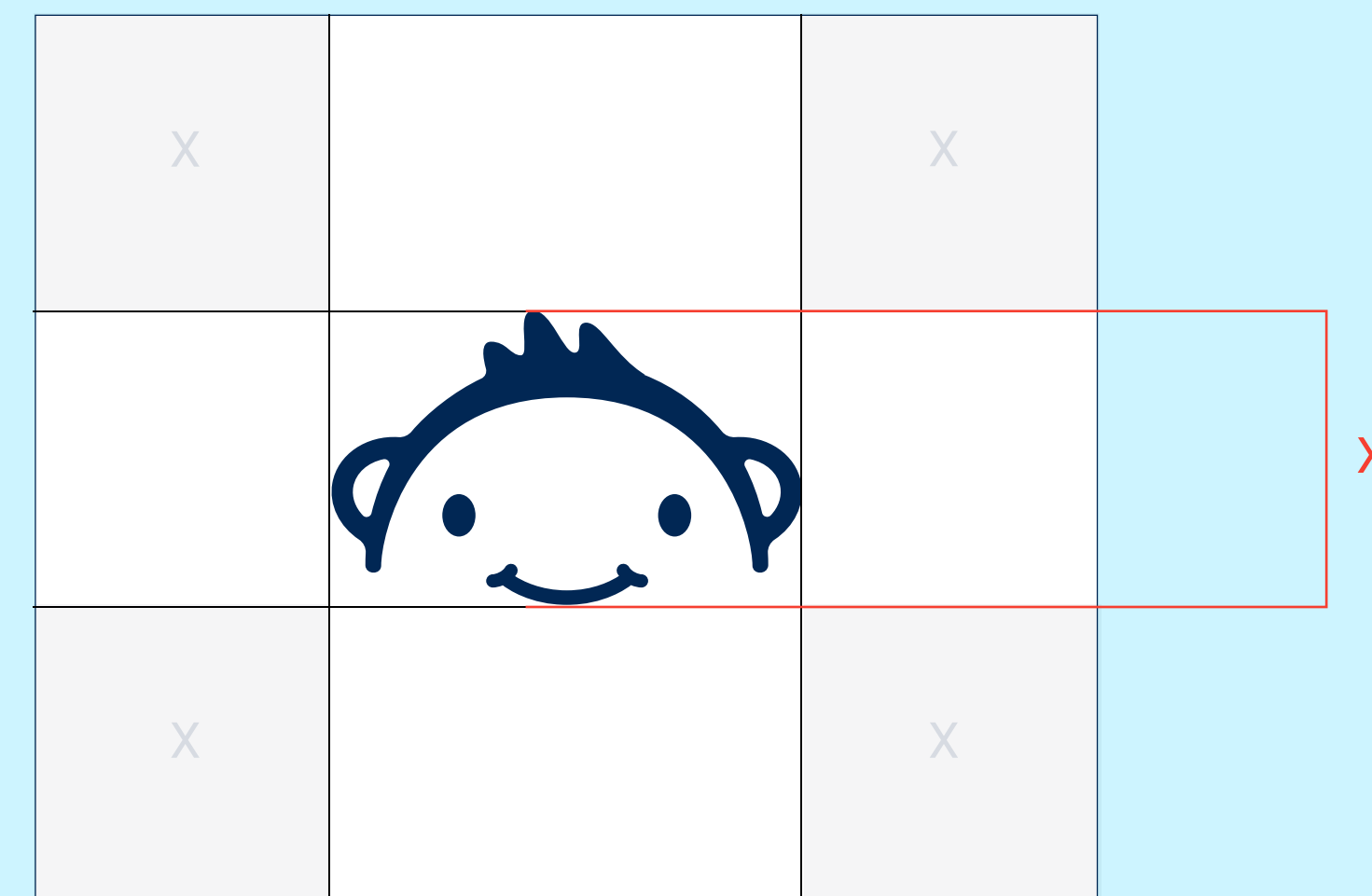
### Spacing:

The “Standard Brandmark” should have X space around it at all times to maintain legibility. X is a variable based on the width of the Brandmark. To find X you take the width of the Brandmark then divide by two.

### Sizing:

The “Standard Brandmark” is thinner, especially around the facial features of Snappy. At small sizes the original qualities of these features are lost. The “Standard Brandmark” has a minimum digital size of 70 pixels and a minimum print size of 1.25 inch. When application warrants smaller sizing, please use our “Micro Brandmark.” (See next page)

### Spacing:



### Sizing:

Digital  
Minimum Width : 70 px



Print  
Minimum Width : 1.25 in

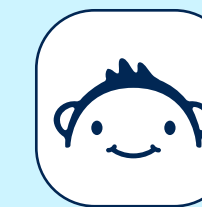


# Brandmark:

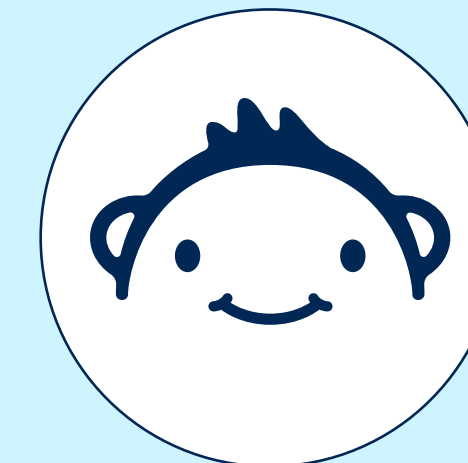
## Social Avatars

Shown to the right are recommended Social Avatars and a browser Favicon. Social Avatars always use the Standard Brandmark and should feature the signature Nice Navy, to help build awareness for the brand. Favicons should always use the Micro Brandmark.

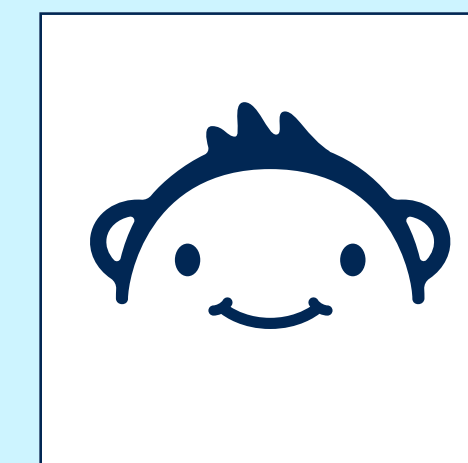
Favicon  
32px x 32px



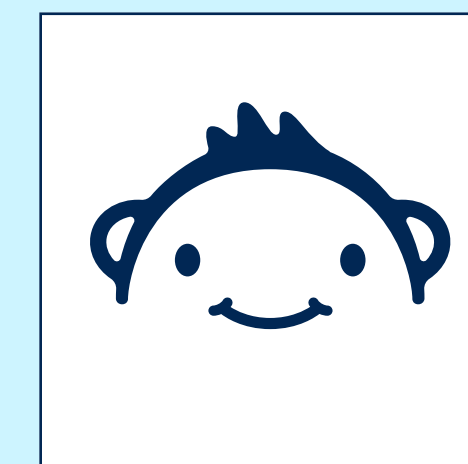
Instagram  
200px x 200px



Facebook  
180px x 180px



LinkedIn  
400px x 400px



# Wordmark

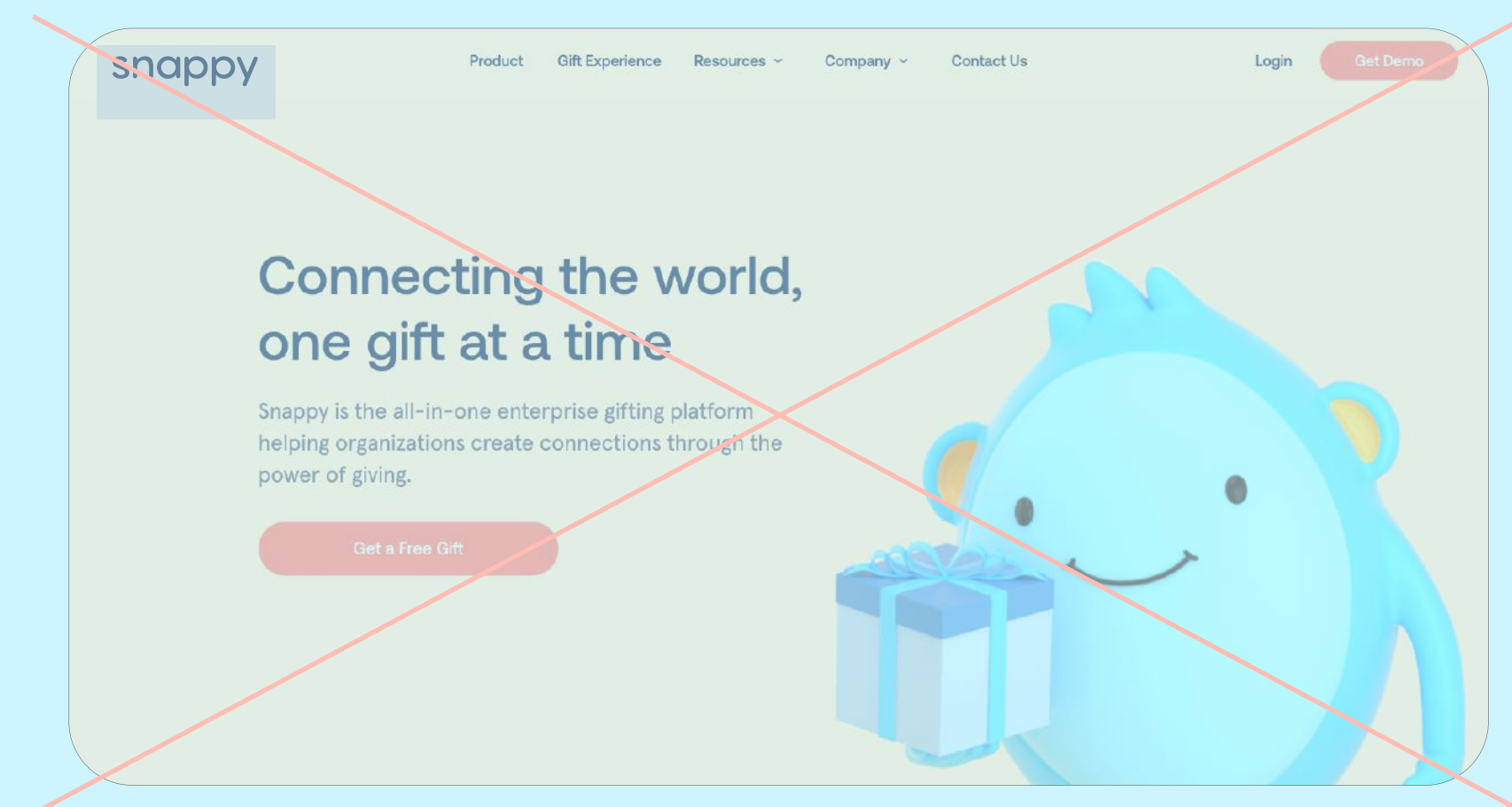
Under very exceptional circumstances we provide our wordmark without the brandmark. The following page explains its proper use.



# Wordmark Usage

The snappy wordmark should not be used on its own as a logo. However, under very exceptional circumstances we provide our wordmark without the brandmark. This may only be used in the case that a 3D Snappy is in motion or hovering over the left of the wordmark where our brandmark would be. Do not instruct animations to make snappy leave the page otherwise you risk ending the animated scene on a frame with only our wordmark.

When 3D Snappy is not touching the logo—whether in motion or static—always use our primary brand mark.

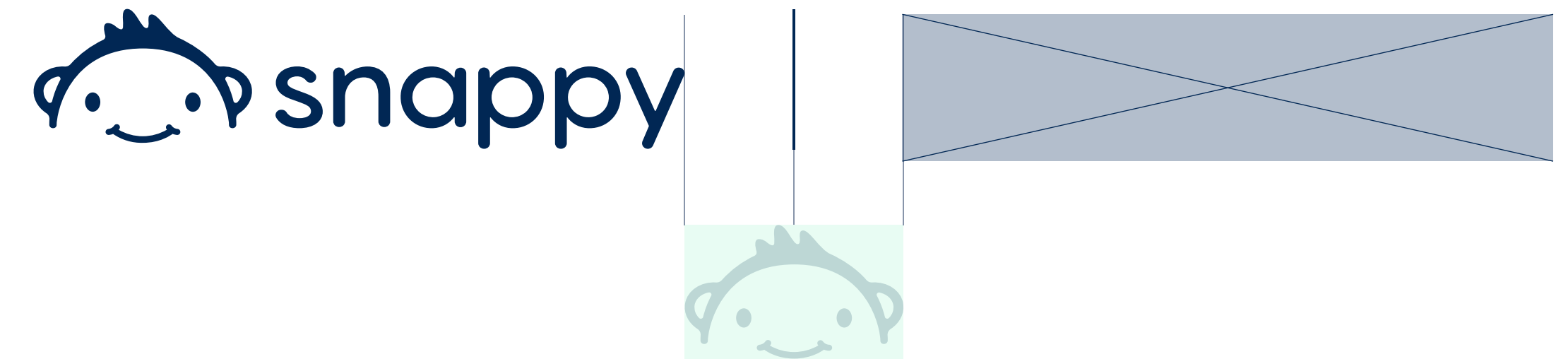




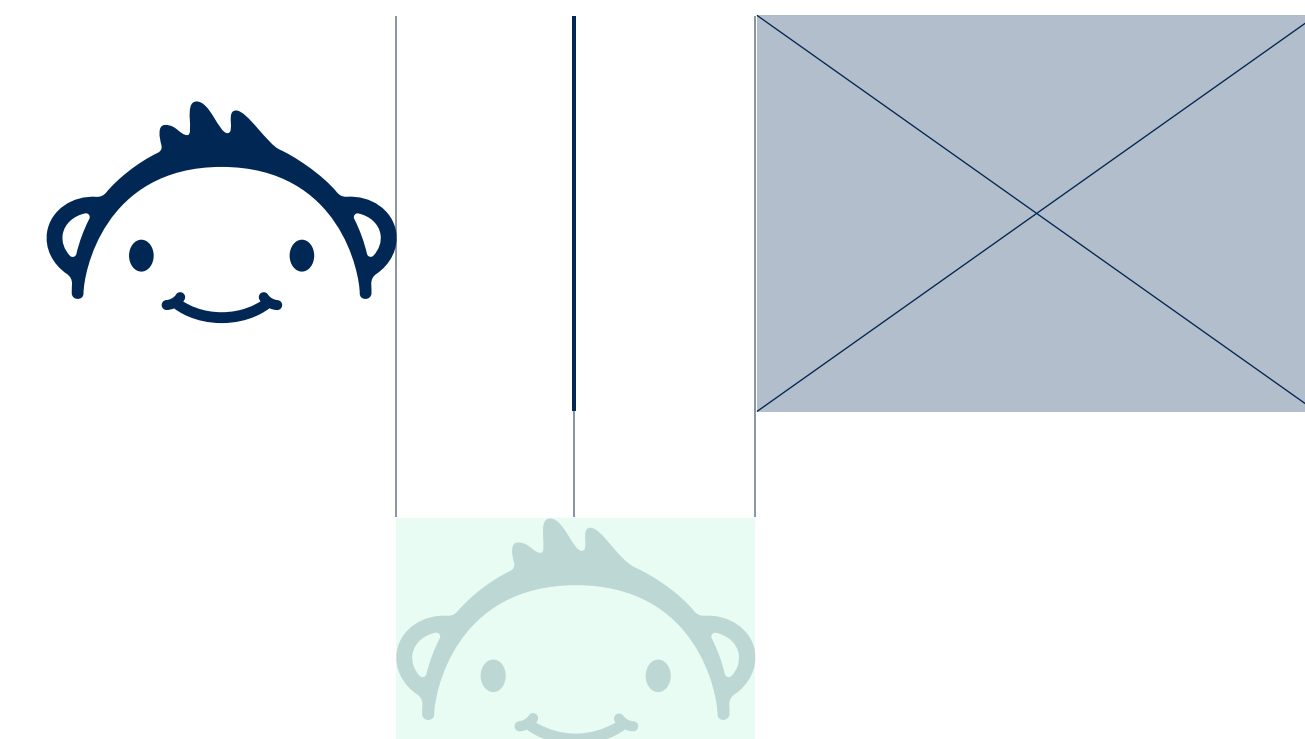
# Partner Lockups

Whether it's a seasonal campaign or an event announcement, here is how to lock up our logo with other logos. If you are locking up another logo with ours, consider where this is going to live. Will it be on a wall with other logos? Are all of the logos the same size/dimension? Probably not. Each use case will need to be addressed accordingly, as the world of logos comes in all shapes and sizes.

Primary Logo Lockup:  
For general use



Brandmark Lockup:  
For product use





# Partner Lockups:

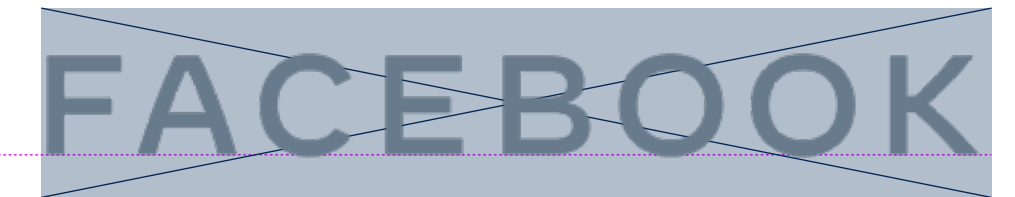
## How to build

When locking up another logo that is roughly the same size as ours (lengthwise), use these images as guidance.

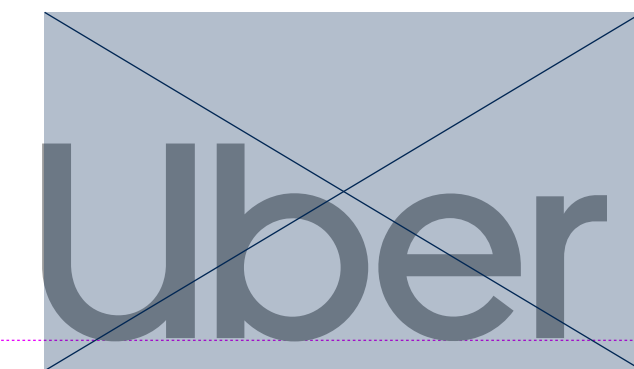
If you're in need of a different lockup format, use these guides. Note that the brandmark lock up is only to be used in the product platform.



Try to use the baseline of the logos text to visually align the words.



Our stacked logo looks better with more vertical/square shaped logos



For product use



# Partner Lockups:

## Acceptable Usage

### Corporate lockups:

When using another company's logo, do not change its color to Snappy blue or Navy – we wouldn't want them changing our logo to their colors! Generally accepted guidelines are that both companies' logos should be in their approved colors where possible, but if this does not work based on the context or background, then both should be published in a neutral grey.

We should avoid publishing Partner lockups on dark backgrounds if at all possible. If there is no alternative, seek guidance from the Brand & Creative team for a solution.



Snappy Brand Color: Nice Navy

Uber

Uber Brand Color: Black



Uber

# Partner Lockups:

## Incorrect Usage

### Corporate lockups:

Some companies have strict rules about color applications, so we keep in neutral greys. When using a partners logo in a high-profile design, always consult with our the Brand & Creative team to see what is most appropriate for the occasion.

Generally accepted guidelines are that both companies' logos should be in their approved colors where possible, but if this does not work based on the context or background, then both should be published in a neutral grey.



Uber Brand Color: Black

Uber Brand Color: Black



Snappy Brand Color: Nice Navy

Snappy Brand Color: Nice Navy

# Logo:

## Color Applications

Ideally, we should always use our Navy Primary logo on a white or a pastel background.

However, there are exceptional circumstances where other versions of the logo can be used.

1. If the logo has to be presented on a dark background where the contrast with our Primary logo will not be sufficient
2. If it is being printed on specific material where Nice Navy would not work

If you need to use a non-Navy logo please contact the Brand & Creative team for a solution who have access to white, grey and Snappy Blue versions.

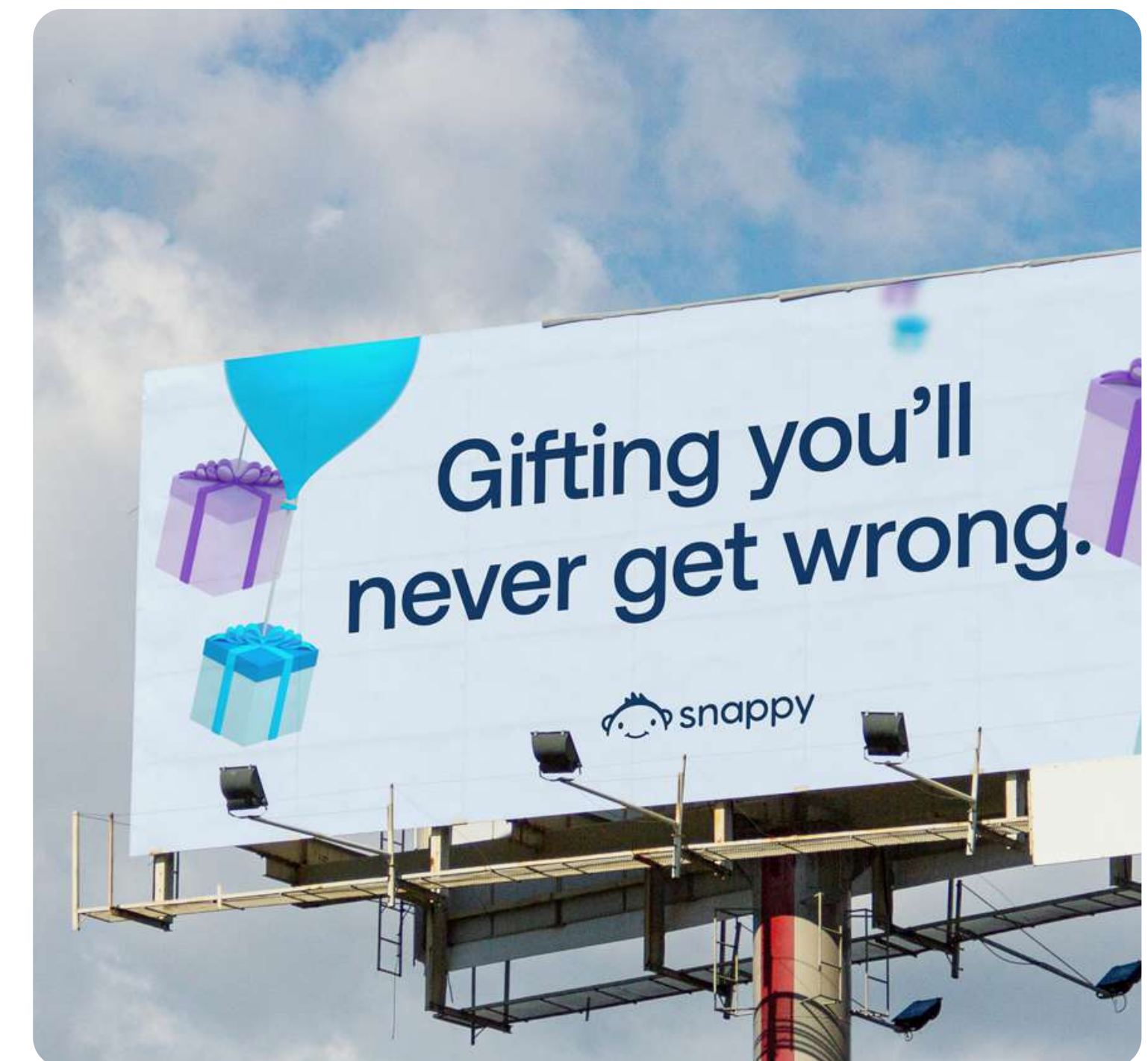




# Logo:

## Acceptable Usage

When using our logo on a colored background, we prefer the use of pastel backgrounds and Nice Navy logos to ensure optimal clarity in form.



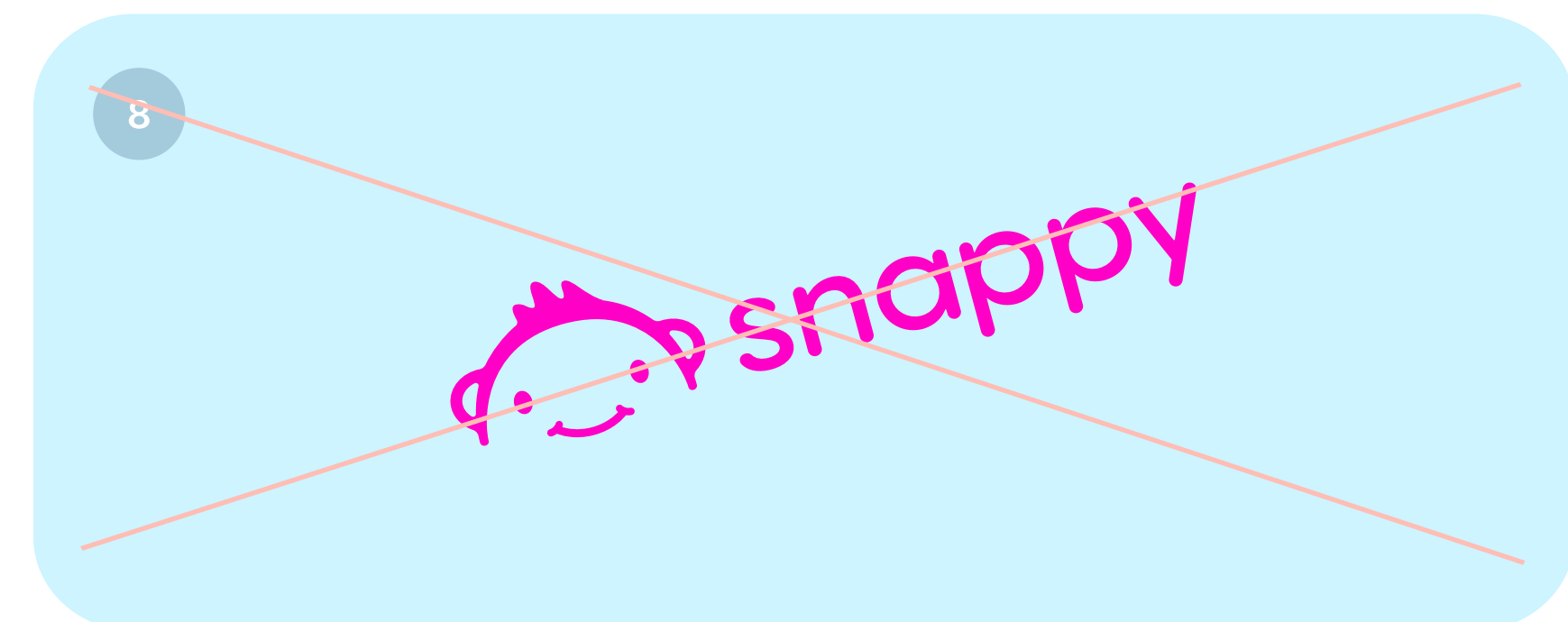
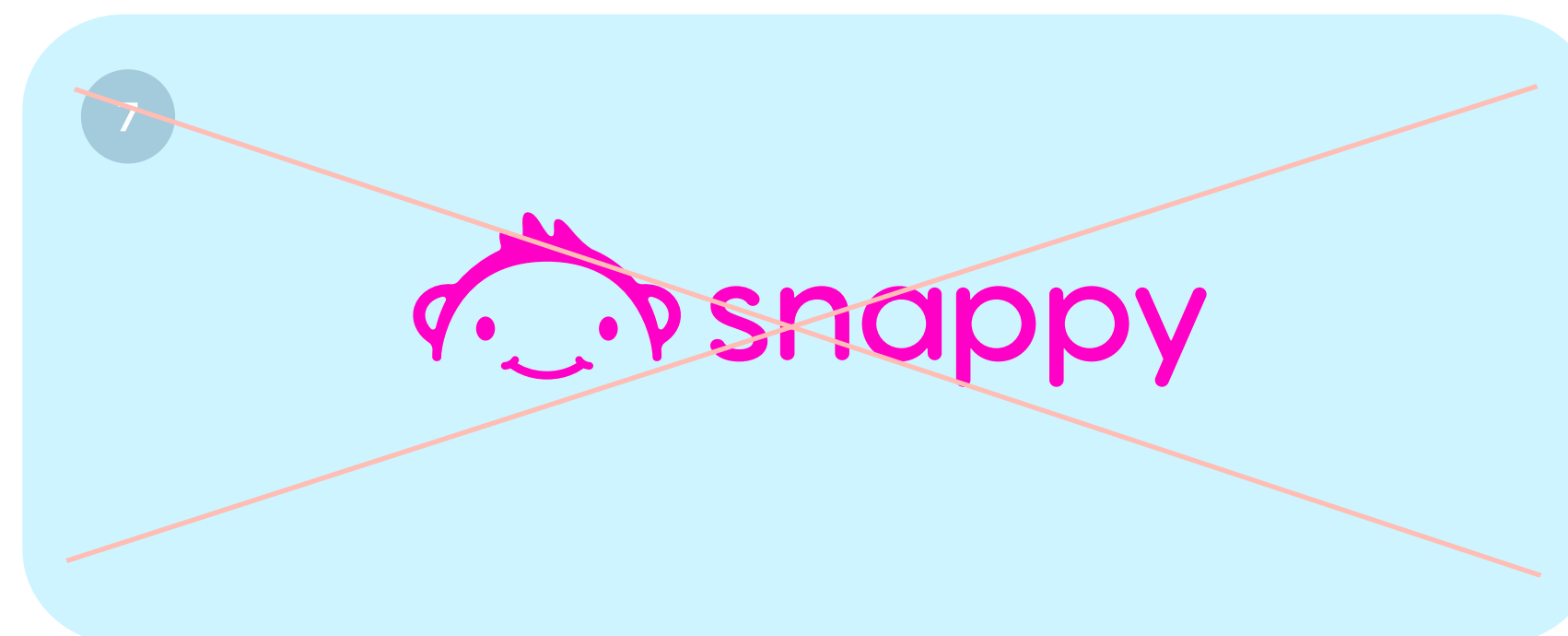
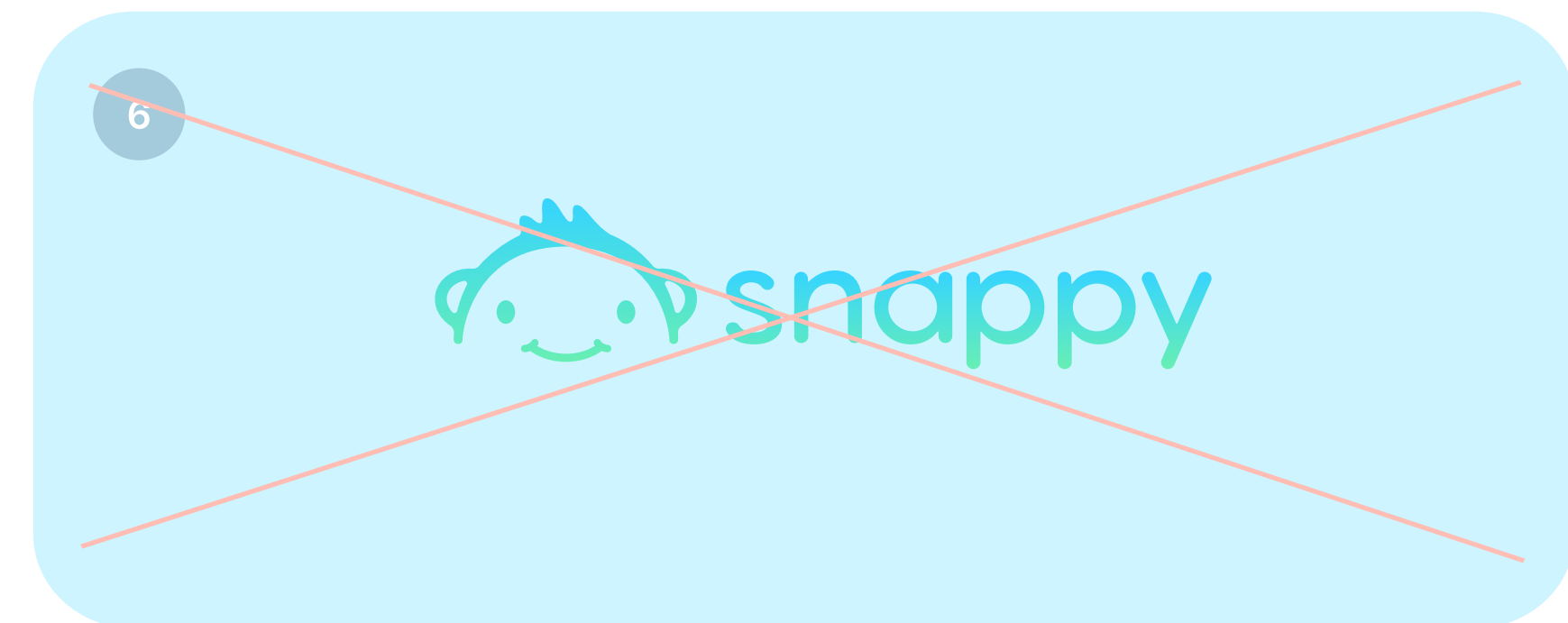
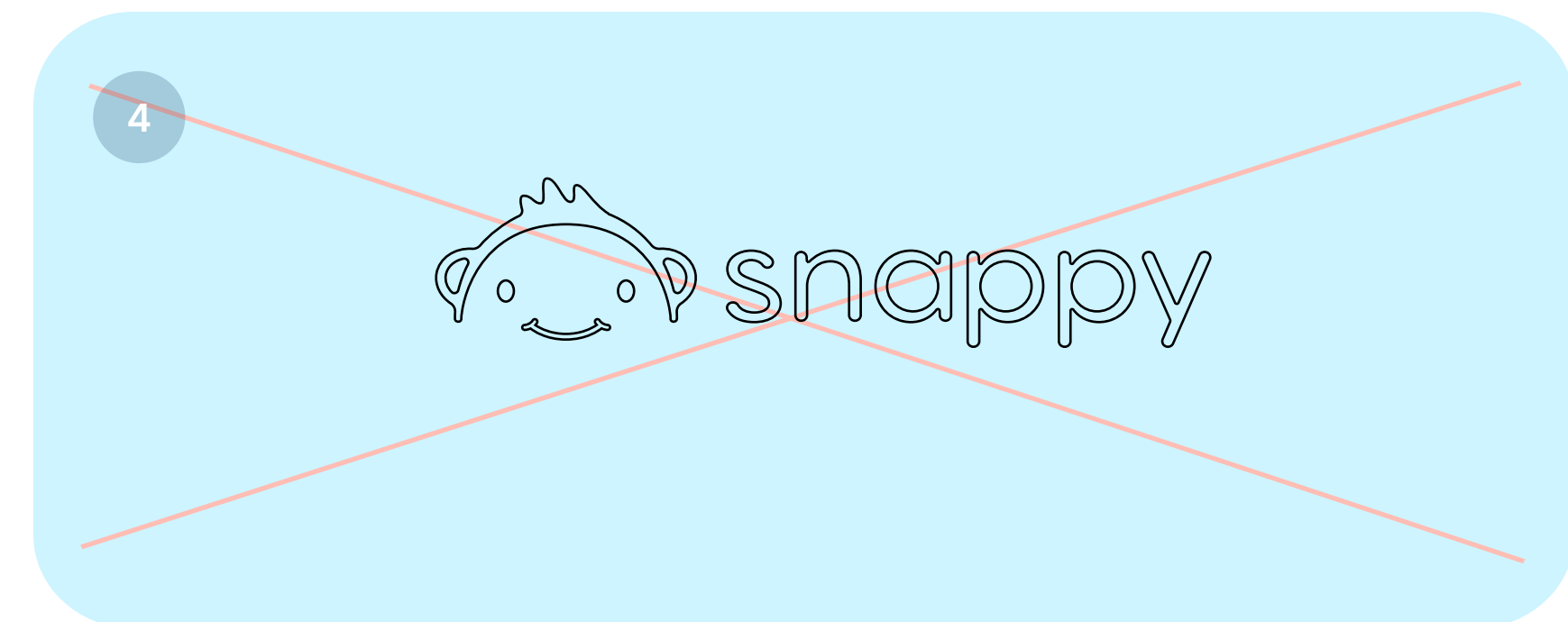
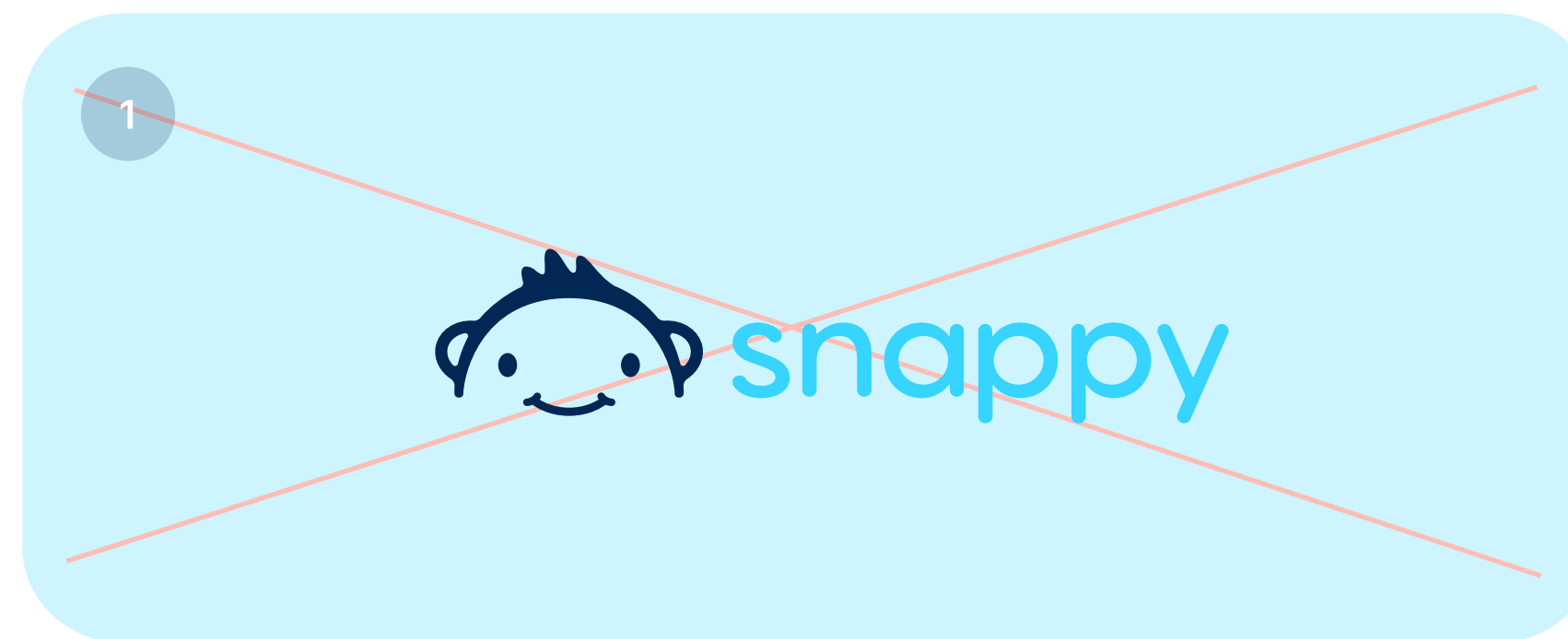


# Logo:

## Incorrect Usage

The following incorrect usage examples apply to the Logos.

- 01 Multiple colors.
- 02 Unapproved lockups.
- 03 Alterations.
- 04 Outlines.
- 05 Insufficient contrast.
- 06 Gradients or Effects.
- 07 Off-Brand Colors.
- 08 Rotations.



# Section 03

30	Primary Colors
31	Secondary Colors
32	Background Colors
33	Expanded Illustration Palette

# Brand Colors



# Primary Colors

These are the primary colors. Use on all branded collateral. They are the first touchpoint of the brand.

Snappy Blue  
#36D4FF

**RGB:**  
54, 212, 255

**CMYK:**  
79, 17, 0, 0

**PMS:**  
2985 c/u

Nice Navy  
#012754

**RGB:**  
1, 39, 84

**CMYK:**  
33, 18, 0, 67

**PMS:**  
295 c/u

# Secondary Color:

## Overview

Our brand’s secondary colors come in two categories: Accents and Pastels. Note that we use a Pastel of Snappy Blue (rather than Indigo) for our main blue pastel color.

Always lead with our primary colors, of course. But when a viewer goes deeper into the experience of the brand, it is ok to make use of our secondary colors. This palette includes supporting colors that can be used in our illustrations and data visualization for more visual interest.

### Accents:

Invigorated Indigo

#3077C9

RGB:

49, 119, 201

CMYK:

60, 32, 0, 21

PMS:

660 c/u

Present Purple

#713FCF

RGB:

113, 63, 207

CMYK:

37, 56, 0, 19

PMS:

2089 c/u

Gifting Gold

#FFC352

RGB:

255, 195, 82

CMYK:

0, 24, 68, 0

PMS:

135 c/u

Giving Green

#68EFB3

RGB:

104, 239, 179

CMYK:

53, 0, 24, 6

PMS:

3375 c/u

Celebratory Coral

#FF7B69

RGB:

255, 123, 105

CMYK:

0, 52, 59, 0

PMS:

170 c/u

### Pastels:

Snappy Blue  
25%

#CDF4FF

RGB:

205, 244, 255

CMYK:

20, 4, 0, 0

PMS:

656 c/u

Present Purple  
25%

#DBCFF3

RGB:

219, 207, 243

CMYK:

9, 14, 0, 5

PMS:

2085 c/u

Gifting Gold  
50%

#FFF0D4

RGB:

255, 240, 212

CMYK:

0, 6, 17, 0

PMS:

155 c/u

Giving Green  
50%

#D9FBEC

RGB:

255, 240, 212

CMYK:

0, 6, 17, 0

PMS:

2253 c/u

Celebratory Coral  
75%

#FFBDB4

RGB:

255, 189, 180

CMYK:

0, 26, 29, 0

PMS:

2337 c/u

# Secondary Colors:

## Background Pastels

Background colors are tints of the brand colors. As a general rule, use the examples shown here for most backgrounds. Always ensure that text on top of these colors should fit the color standards. When in doubt, only use Nice Navy for text. If you are concerned about contrast, seek guidance from the Brand & Creative team for a solution.

25% Snappy Blue#CDF4FF

RGB:  
205, 244, 255

CMYK:  
20, 4, 0, 0

PMS:  
656 c/u

25% Present Purple#DBCFF3

RGB:  
219, 207, 243

CMYK:  
9, 14, 0, 5

PMS:  
2085 c/u

50% Gifting Gold#FFF0D4

RGB:  
255, 240, 212

CMYK:  
0, 6, 17, 0

PMS:  
155 c/u

50% Giving Green#D9FBEC

RGB:  
255, 240, 212

CMYK:  
0, 6, 17, 0

PMS:  
2253 c/u

# Expanded Illustration Color Palette

Need more variety? This color palette can add dynamic detail and atmosphere in both 2D and 3D illustrations.

This palette can also be used to create soft gradients for digital assets. For these we use pastel backgrounds colors fading to white only. Do NOT mix colors for gradients.

## Primary Colors:



Snappy Blue  
#36D4FF



Nice Navy  
#012754



#68DFFF 75%



#405D7F 75%



#9AE9FF 50%



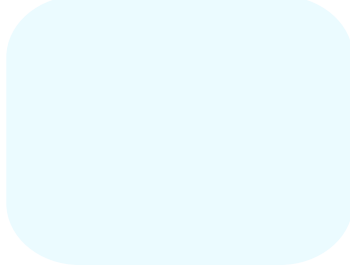
#8093A9 50%



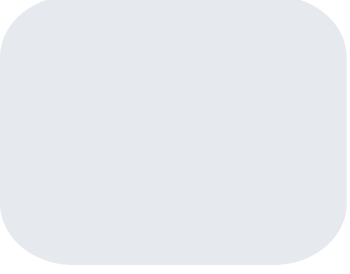
#CDF4FF 25%



#BFC9D4 25%



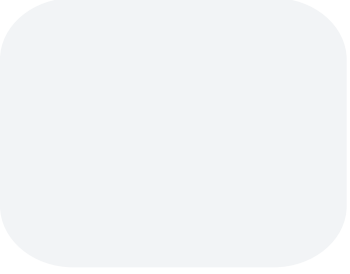
#EBFBFF 10%



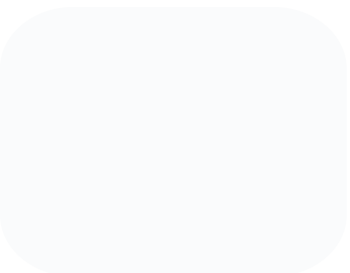
#E6E9EE 10%



#F5FDFF 5%



#F2F4F6 5%



#FAFBFC 2%

## Accent Colors:



Invigorated Indigo  
#3077C9



Present Purple  
#713FCF



Gifting Gold  
#FFC352



Giving Green  
#68EFB3



Celebratory Coral  
#FF7B69



#6499D6 75%



#946FDB 75%



#FFE1A8 75%



#B3F7D9 75%



#FFBDB4 75%



#97BBE4 50%



#B89FE7 50%



#FFF0D4 50%



#D9FBEC 50%



#CBDDF1 25%



#DBCFF3 25%



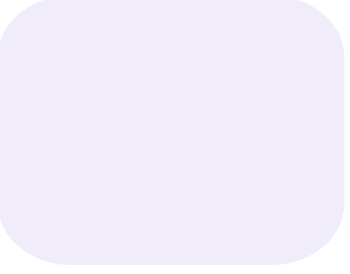
#FFF6E5 25%



#E8FDF4 25%



#EAF1FA 10%



#F1ECFA 10%



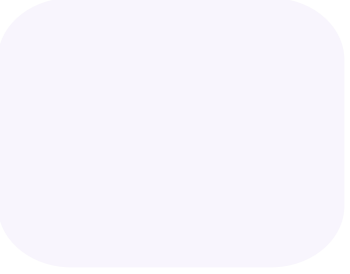
#FFF9EE 10%



#F0FDF7 10%



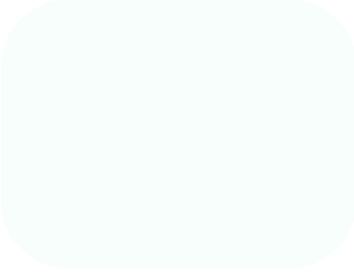
#F5F8FC 5%



#F8F5FD 5%



#FFFCF6 5%



#F7FEFB 5%

## Section 04

35  
38

Brand Fonts  
Font Usage

# Typography

# Type:

## Font Overview

Our Brand font is purchased for Snappy, and can only be used by the Brand & Creative Team / 3rd parties who have access to it. It is used on parts of our website and should be used on physical / print material where a strong brand font is required.

However, most of our content is created digitally – in our product applications, google docs or digital assets where web fonts are more accessible. So our default fonts for the majority of presentations, one-pagers and other digital assets is Inter and DM Sans.

On the rare occasions where webfonts are unavailable, the default fonts should be set to Arial and Calibri

Primary  
Headline Font:

Aeonik  
Medium



Replacement  
Headline Font:

Inter  
Medium

Default System font:  
Arial

Primary  
Body Font:

Apercu  
Regular



Replacement  
Body Font:

DM Sans  
Regular

Default System font:  
Calibri

# Type:

## Brand Fonts

### Headlines: Aeonik

With Modernist roots and details referencing mechanical early Grotesks, Aeonik positions itself as a Neo-Grotesk with a Geometric skeleton. Structurally, this creates a fantastic balance for both display and text use.

### Body: Apercu

Apercu was started in December 2009, and was trialled & tested throughout a number of design commissions. The conceit behind Apercu was to create an amalgamation of classic realist typefaces to build an extensive and usable family: Johnston, Gill Sans, Neuzeit & Franklin Gothic.

Headlines:  
Aeonik Medium

Aeonik

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 ± ! @ # \$ % ^ & \* ( ) \_ + - = \$ £ ™ i

Body Copy:  
Apercu Regular

Snappy is the all-in-one enterprise gifting platform helping organizations create connections through the power of giving. Although cash and gift cards are easy to give, they're just as easy

to forget. Snappy makes giving real gifts really easy. We ensure everyone feels appreciated with a gift they actually want. It's a win, win... win.

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 ± ! @ # \$ % ^ & \* ( ) \_ + - = \$ £ ™ i



# Type:

## Digital Fonts

**Headlines: Inter**  
Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text.

**Body: DM Sans**  
DM Sans is a low-contrast geometric sans serif design, intended for use at smaller text sizes.

Headlines:  
Inter Medium

Inter

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 ± ! @ # \$ % ^ & \* ( ) \_ + - = \$ £ ™ ;

Body Copy:  
DM Sans Regular

Snappy is the all-in-one enterprise gifting platform helping organizations create connections through the power of giving. Although cash and gift cards are easy to give, they're just as easy to forget. Snappy makes giving real gifts really easy. We ensure everyone feels appreciated with a gift they actually want. It's a win, win... win.

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 ± ! @ # \$ % ^ & \* ( ) \_ + - = \$ £ ™ ;

# Type:

## Font Usage

When the Brand font is to be used, Aeonik is meant for headlines. Apercu is meant for body text.

Never mix brand and digital fonts.

Font color should be in Nice Navy as standard, but depending on the needs of the design, the 50% gradient #8093A9 can also be used. Making use of alternative colors is meant only to differentiate in hierarchy of information. Hierarchy of information is always a priority and should inform the design choices made on everything.

## SECTION ONE

Folio | Example: 20pt / 100% / 4%

# Happiness is a one-of-a-kind ROI.

Heading | Example: 80pt / 100% / 0%

## A one-stop-shop for your corporate gifting.

Sub-Heading | Example: 40pt / 110% / 0%

Gifting is one of the oldest traditions of humankind. But its rich history got lost in the professional world. Gifting has become more like a transaction—think gift cards, monetary bonuses, bulk gift buying. It's not like when you were young, and someone gave you a gift. Your imagination swirled. It was never really about what's inside the box, but that moment of pure wonder before the reveal. It brought a smile to your face. And that, was delight.

Body | Example: 20pt / 125% / 0%

Whether automating birthday gifts or standing out with current customers, Snappy makes organizing the complex process of gift giving as simple as possible.

Captions | Example: 16pt / 130% / 0%

# Section 05

40	Meet Snappy
41	Snappy's Traits
46	3D Snappy
48	2D Snappy
49	Snappy Colors

# Snappy Mascot

# Meet Snappy!

More than a mascot, Snappy is the personification of why we do what we do: to share the joy of giving. He is synonymous with our brand and his presence is everywhere across brand touchpoints that connect with our customers, partners, and gift recipients.



## Snappy's Traits

Whether static or in motion, 2D or 3D, Snappy is always represented as a joyful, kind, whimsical and adventurous character. Sometime's he's more one than the other, so there are a few considerations to follow when using him.

Keep these four “moods” in mind when creating new Snappy assets:

1

# Joyful

2

# Kind

3

# Whimsical

4

# Adventurous



01 / 04

# Joyful

The very nature of Snappy is positive and joyful.

**Where he shows up as Joyful:**

General branded content and ads. As representative of our company ethos, he gets his own moments to overtly shine his joy for the world.

**How he shows up as Joyful:**

In world building moments where Snappy is the main character in delightful scenes. Here, the image itself expresses more than words.

Inspired by our Company Value : Endlessly Positive



02 / 04

# Kind

Humble, helpful and respectful,  
Snappy always puts other first.

## Where he shows up as Kind:

As a character that helps users across all of our customer service touchpoints, like our help center, how-to guides, instructional guides, and any one-pagers we produce.

## How he shows up as Kind:

Snappy has a dash of modesty in every action and does not place his own importance above the service or feelings of others. Given that he serves others, his actions and props should imply a sense of humility, never pride or arrogance.

Inspired by our Company Value :  
Inherently Humble





03 / 04

# Whimsical

A lovably playful character, he exudes positivity and a sense of wonder at the world.

**Where he shows up as Whimsical:**

Moments we want to generate intrigue, build some kind of rapport with the viewer, or connect some adoration of Snappy as our brand representative.

**How he shows up as Whimsical:**

We use the page frame for composition to convey a sense of mystery and playfulness. For example, peeking in on the page, standing outside of it, or partially placed on the page in minimally hidden ways.

Inspired by our Company Value : Truly  
Passionate



04 / 04

# Adventurous

A can-do attitude, eager to learn, with an uncanny ability to do it all.

**Where he shows up as Adventurous:**

Special moments, like holidays, personalized experiences, transactions, or moments of partnership.

**How he shows up as Adventurous:**

Shown with props specific to the event or moment to convey context.

Compositions should be straightforward and informative, featuring Snappy in a clear view and in tandem with a message.

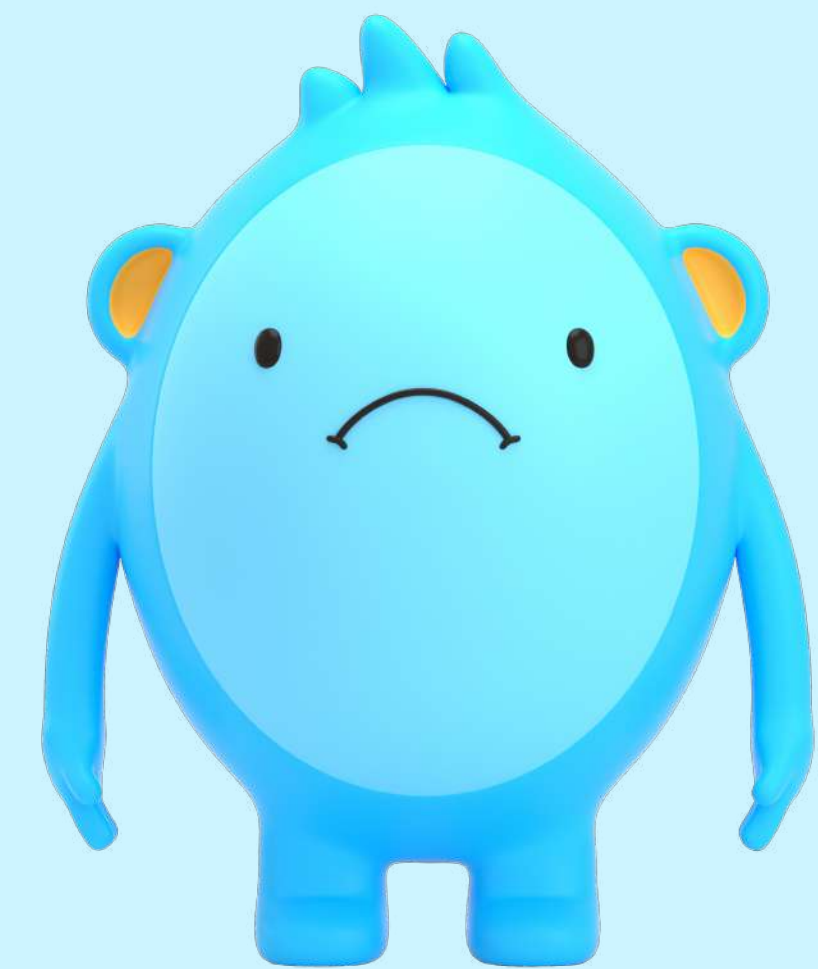
Inspired by our Company Value : Always Fearless



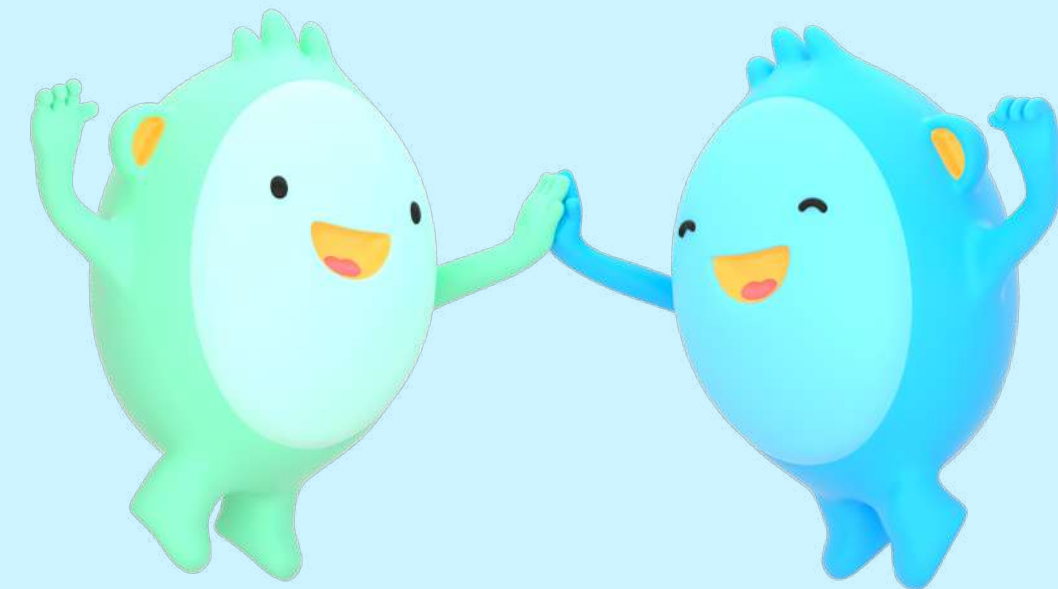
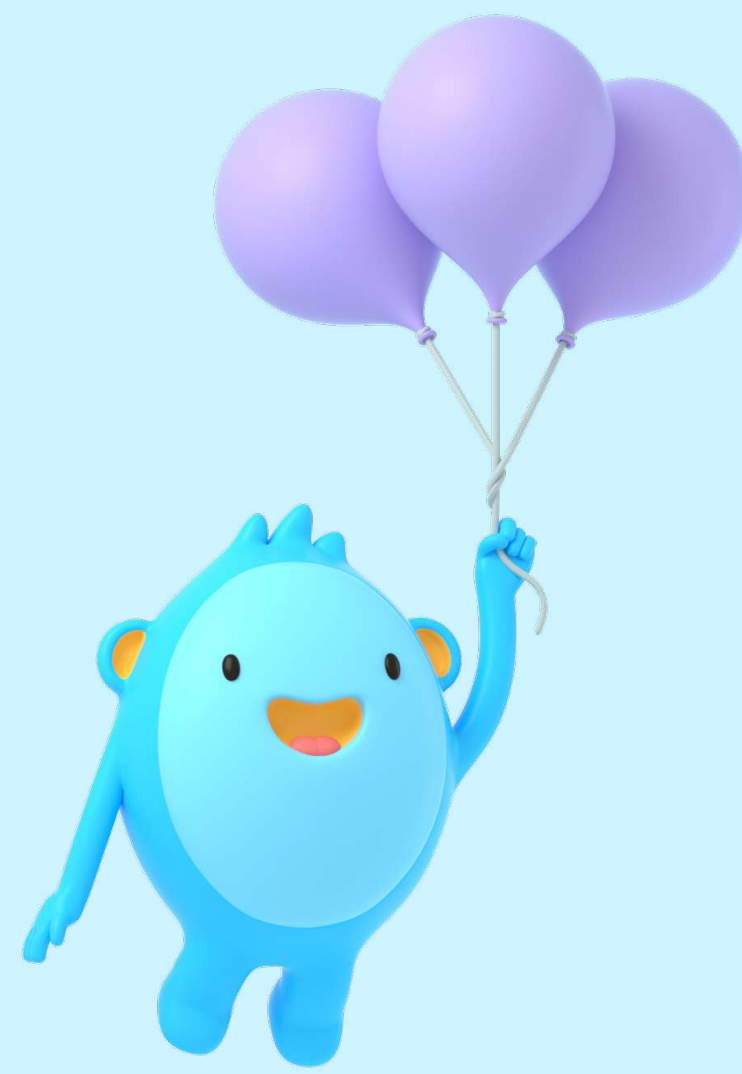
## 3D Snappy

Meet 3D Snappy, he's used mainly as static images on the website, documents and presentations.

We can also have a library of 3D animations but these are used for major marketing material and the Snappy platform.







## 2D Snappy

This is our 2D Snappy. Predominantly used in our sales GIFs, videos and assets needed on a quick turnaround.



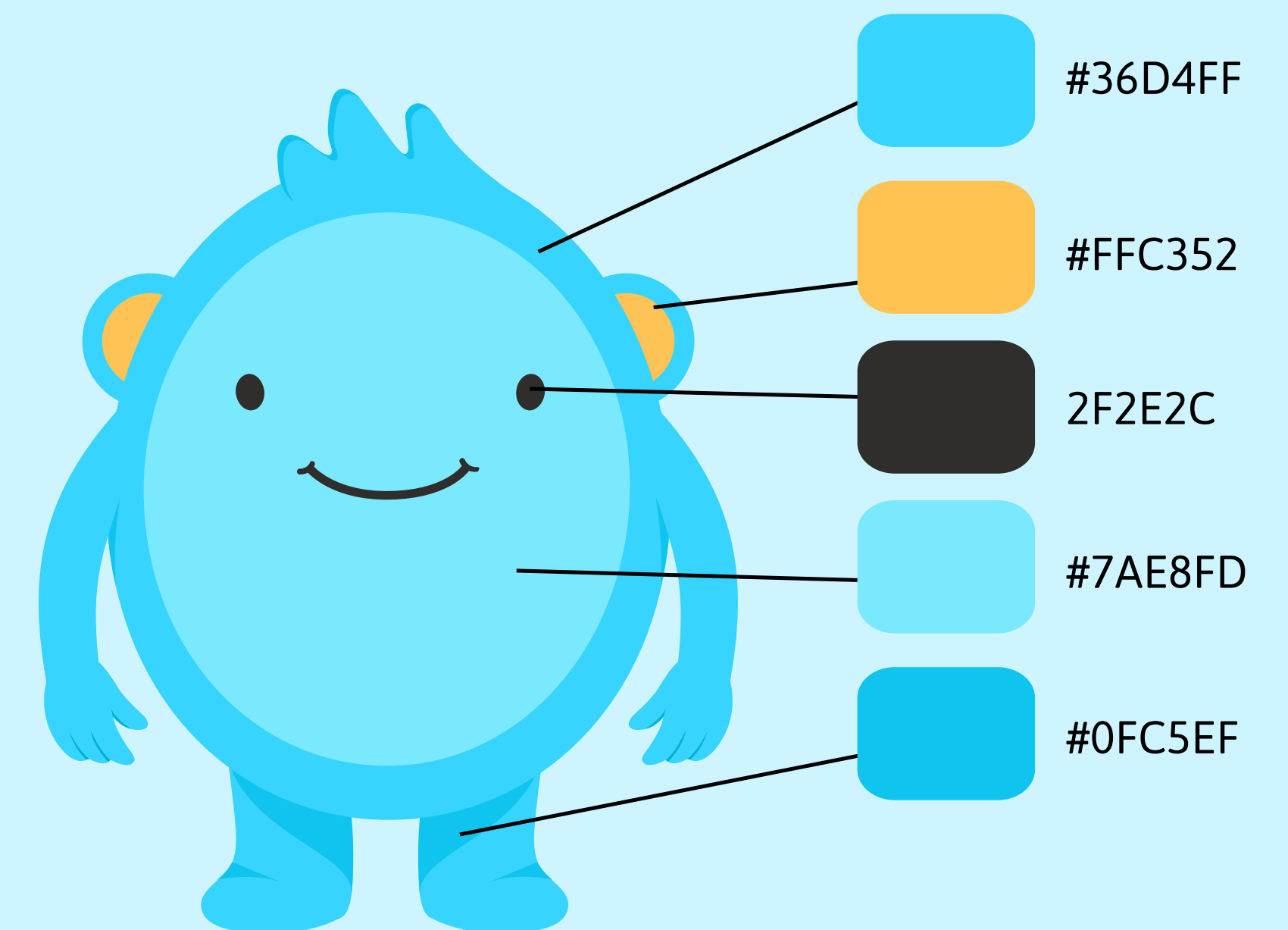
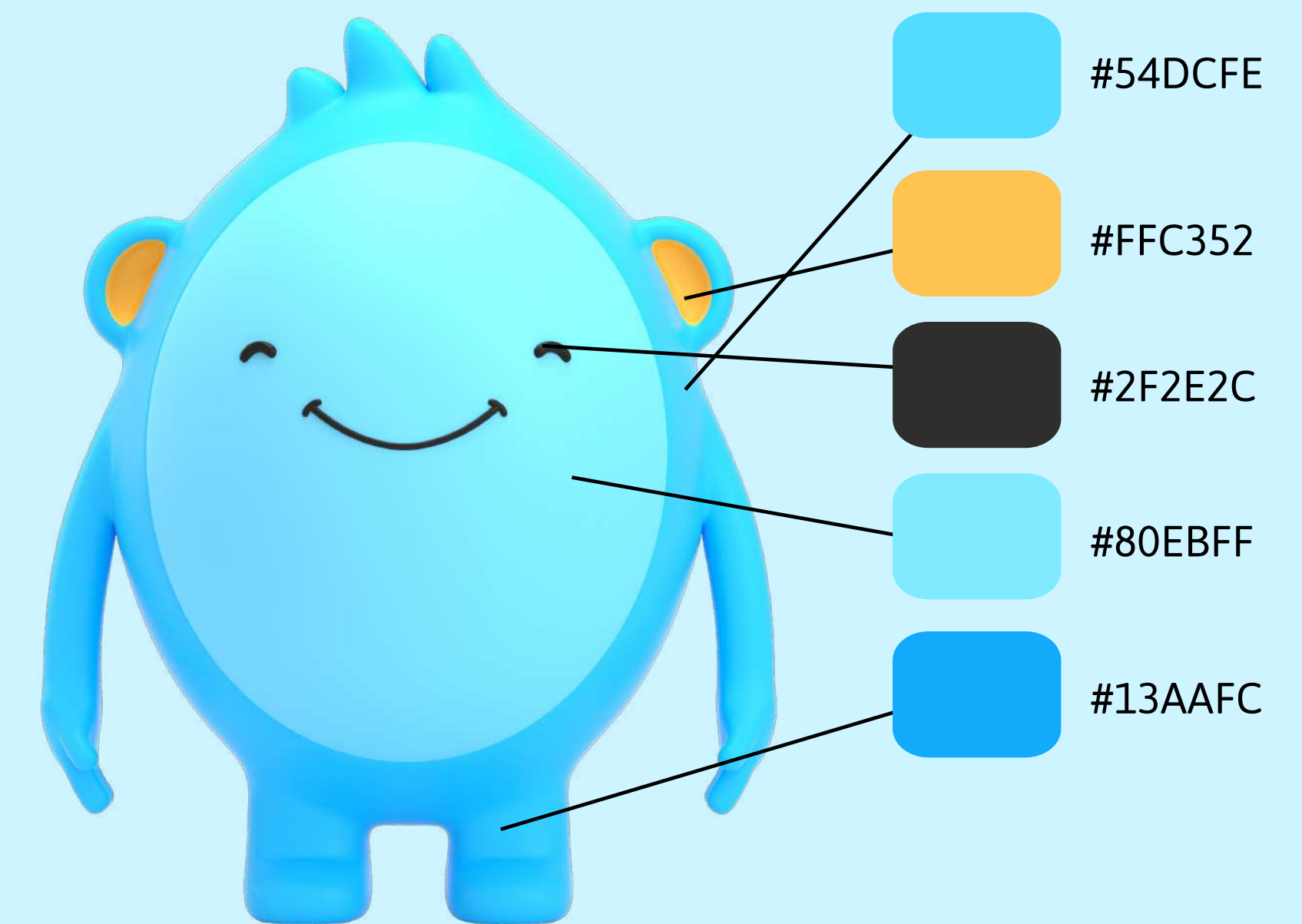
# Snappy Colors

## 3D & 2D Color Palette

2D Snappy's colors should always match these HEX codes so he is visually consistent.

When creating images of 3D Snappy, lighting choices impact the Snappy colors, and can materially change the final appearance. Please follow these colors as a reference to aim for, so that any 3D Snappy assets that you create are in line with these 'outcome' colors.

Please contact the Snappy Creative & Design team for the creation of any 2D or 3D assets.







Thank you.