[INSERT YOUR BRAND NAME]
BRAND STYLE GUIDE

BRAND POSITIONING

Describe in one or two sentences how you want your brand to be perceived. 'Short' and 'snappy' are the key words here.

LOGO

[Insert your logo and tagline* here]

[Insert your logo and tagline* here]

*If applicable

*If applicable

BRAND PERSONALITY

Here are examples of how you would and wouldn't describe your brand if it were a person.

WE ARE	WE ARE NOT
[Blank]	[Blank]
[Blank]	[Blank]
[Blank]	[Blank]
[Blank]	[Blank]
[Blank]	[Blank]

FONT

Our font is type is [add font].

This font that is appropriate for [your audience] and represents our brand because [add a brief sentence explaining why you chose this font].

TYPOGRAPHY

Header Level 1
Size [XYpx]

Header Level 2
Size [XYpx]

Header Level 3
Size [XYpx]

This is body. 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 ex ea commodo consequat.

COLOUR PALETTE

Please maintain the integrity of our brand by keeping these colours consistent in printing and display design processes.

[Colour]
C0 **M**0 **Y**0 **K**0
R0 **G**0 **B**0
PMS 000C
PMS 000U

[Colour]
C0 **M**0 **Y**0 **K**0
R0 **G**0 **B**0
PMS 000C
PMS 000U

[Colour]
C0 **M**0 **Y**0 **K**0
R0 **G**0 **B**0
PMS 000C
PMS 000U

SNAP PRINT AND DESIGN
BRAND STYLE GUIDE

BRAND POSITIONING
We put passion and craft into print, so that each and every customer gets the wow! response they're looking for.

LOGO & TAGLINE

snap
For the love of print

LOGO & TAGLINE

snap
For the love of print

BRAND PERSONALITY
Here are examples of how we would and wouldn't describe our brand if it were a person.

WE ARE	WE ARE NOT
Punchy	Forceful
Informal	Careless
Genuine	Righteous
Playful	Childish
Knowledgeable	Smug

FONT
Our font type is [Avenir].

This font is appropriate for our customers and represents our brand because it has a clean design, which is not only in line with our brand identity but makes it great for a wide range of applications.

TYPOGRAPHY

HEADER LEVEL 1
Size [30px]

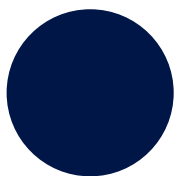# HEADER LEVEL 2
Size [24px]

HEADER LEVEL 3
Size [16px]

This is body. 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 ex ea commodo consequat.
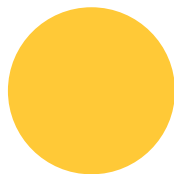
COLOUR PALETTE
Please maintain the integrity of our brand by keeping these colours consistent in printing and display design processes.
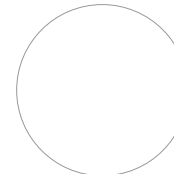
Primary colour palette

Snap Blue
C100 M82 Y10 K64
R0 G22 B71
HEX #001647
PMS 282C
PMS 282U

Snap Yellow
C0 M21 Y88 K0
R255 G201 B55
HEX #FFC937
PMS 123C
PMS 155U

White
C0 M0 Y0 K0
R255 G255 B255
HEX #000000
PMS White

Secondary colour palette

Light Blue
C52 M4 Y3 K0
R108 G197 B233
HEX #6CC5E9
PMS 297C

Grey
C43 M35 Y34 K0
R152 G153 B155
HEX #98999B
PMS COOL GREY 7C

Orange
C0 M62 Y80 K0
R255 G128 B65
HEX #FF8041
PMS 164C

Red
C0 M92 Y67 K0
R250 G54 B74
HEX #FA3364E
PMS 1787C

Teal
C69 M0 Y45 K0
R60 G188 B165
HEX #3CBCA5
PMS 14-5721 TPG

Magenta
C17 M94 Y4 K0
R204 G48 B141
HEX #CC2E8C
PMS 3527CP

Want to learn more about branding? Visit our **Snap News Centre**

For the love of print snap