



Brand Book

IDENTITY
GUIDELINES

“

**Your brand is what
other people say about
you when you're not in
the room.**

— Jeff Bezos

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1 Our Story



As part of the Snap One family, you get to shape what people say about us. You're a brand ambassador. And that's where this brand book comes in—to give you a guideline on how best to represent who we are. We want you to own our brand. It's yours, and it's yours to protect in everything you say and do.



Why Snap One?

We first took on the “Snap” name to represent our mission to make our Partners’ lives easier. Whether they were researching, buying, installing, or requesting support—it was all quick and easy. A “snap!”

“Snap” is still a vital part of our identity, but we’ve grown beyond selling A/V hardware in an online store. We now do much more to help Partners succeed, which is why we work every day to be the one company they can’t live without.

By combining our founding principle and future aspiration,
Snap One was born.


**We are Snap One.
One team aspiring to be:**

- ☒ One home for the broadest portfolio of best-in-class products
- ☒ One business with the best solutions, services, and platforms
- ☒ One shopping experience that can be done online or in-store
- ☒ One partner that professionals can't live without



Our Mission

We bring together the best people, partners, and products to make lives more enjoyable, connected, and secure.



Company Tenets



Be an Owner

Bias for action. Raise the bar. Think BIG. Deliver results. Stay connected. Earn the trust of others.

Be the Best Place to Work

Hire and develop the best. Be a leader. Serve and empower others. Celebrate success. Have fun.



Learn Every Day

Be curious. Embrace change. Be tolerant. Humbly challenge decisions. After debate, commit.

Obsess Over Customers

Start with the customer. Make things simple, reliable, and valuable. Embrace the golden rule.



Company Elevator Pitch

For EVERYONE

We design, manufacture, and distribute smart solutions for homes and businesses to make life better—all installed and supported by trusted professionals worldwide.

For OUR PARTNERS

We offer thousands of proprietary SKUs and third-party solutions across countless technology categories, available online and in local brick-and-mortar stores. We've also built two distinct software platforms (OvrC and Control4 OS3), as well as tools, training, and support to help Partners drive business efficiencies and be more successful.

For CONSUMERS

We manufacture industry-leading products and services that are installed and supported by authorized professionals worldwide. Snap One products can operate as standalone solutions or alongside some of today's leading brands to create exceptional, connected experiences.

for VENDORS

Our Vendor Partners choose us as their distribution and fulfillment partner because our expansive, global footprint enables them to easily reach more professionals and customers through a single partner.

2 Voice and Tone

Snap One Voice

Our name, logo, and website are all visual identities of our brand, but our voice is our brand expressed in written form. Although we can utilize different tones within our voice, it always acts as our messaging framework.

Consider the following when writing in the Snap One voice:

Be Personable

We pride ourselves on being industry fanatics ourselves, so we should be relatable. We utilize a more conversational writing style, which means we write sentences that actually make sense when read aloud. Clarity and relatability are our goals, even if it means breaking a few grammar rules here and there.

We Sell Solutions and Experiences, Not Products

Black boxes in a rack aren't exciting, but what they help accomplish is. While "speeds and feeds" are important, look towards the ultimate benefit that we're providing our Partners and customers.

Honesty is the Best Policy

People can see through "corporate-speak", so be honest and upfront in communications. If we make a mistake, don't try to talk around it or make excuses—acknowledge it and work to make it better.

“ Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away.

—Antoine de Saint-Exupéry

Time is Money, so Let's Get to the Point

We're long past the days of college word counts. The quicker someone can digest content the better, and that means simpler words, shorter sentences, and bullet points where applicable.

Avoid Buzzwords and Industry Jargon

You know those words you hate hearing in meetings? Guess what, people hate reading them too. Be thoughtful in your word choice and in the amount of technical language you use—you don't know what level of expertise your reader has. No one should read our communications and turn to Google to decipher it.

The Greatest Tip Ever: Don't Hyperbolize

Not everything is “the best” or “revolutionary.” Scrutinize adjectives, use superlatives sparingly, and instead focus on what problem our product or solution is solving.

Snap One Tone

What's the difference between voice and tone? This way, your voice never changes, but your tone certainly does. Imagine talking to your boss about your job performance versus joking with your friends. The same is true for our communications – think of who your audience is and what their state of mind will be in reading your copy, then adjust the tone accordingly.

Our tone is:

- ✓ **Active:** Utilize active voice instead of passive. In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it.
- ✓ **Positive:** Lead with positive language instead of negative. It sets the tone for the communication.
- ✓ **Plainspoken:** Write for clarity, cohesion, and comprehension.
- ✓ **Authentic:** Be honest and straightforward. At the end of the day, all we're doing is having a conversation.
- ✓ **Confident:** We're industry leaders for a reason. Act confidently, not condescendingly, to help garner influence.

Our tone is not:

- ✗ **Arrogant**
- ✗ **Complicated**
- ✗ **Tone-deaf**
- ✗ **Vague**
- ✗ **Deceitful**
- ✗ **Unreliable**

A Few Grammatical Guidelines

Subheads

Subheads should be written with initial caps and should not end with a period.

Abcd Efg

Lists

Use a colon after a complete sentence that introduces a horizontal list.

Abcd efg: h, i, j...

Oxford Comma

Use the Oxford (or serial) Comma before the word “and” at the end of a list.

A, b, and c

Em Dashes

Em dashes can take the place of commas, parentheses or colons. Use them without any spaces between the words they separate. Use them only once per paragraph.

Abcd efg—hi jk lmnop.

All Caps

Use all caps only for eyebrows on headlines or for other ways of guiding readers through an editorial experience. Never use them for emphasis in copy.

ABCD EFG

Contractions

Use contractions in your writing, but never use them for added emphasis or tone.

Abc’d

Write the Way You Talk

Whenever you’re unsure whether or not you’re using the Snap One voice properly, write in a simple, conversational tone.

Abcd efg hi, jk?

Writing in Title Case

When writing in title case, always capitalize the first and last word of the phrase. Other parts of speech, including articles, coordinating conjunctions, and prepositions should be lowercased. Here are a few examples of words that shouldn’t be capitalized in titles:

a	from
an	nor
and	on
at	or
but	the
by	to
for	with

A Few Grammatical Guidelines

(Continued)

URL

When writing out the URL in a paragraph, the “S” in “Snap” and the “O” in “One” are capitalized:

SnapOne.com

When used in a stand alone type treatment, Snap One can be all lowercase and a color can separate the two words:

snapone.com

Emails

When possible, email addresses should be written out in the same way:

john@SnapOne.com

Snap One In-Text Uses

Always typeset Snap One as two words with an uppercase S and an uppercase O followed by lowercase letters. Don’t break Snap One over two lines. Always use Snap One in singular form.

✓ Snap One

✗ Snapone

✗ snapone

✗ SnapOne

✗ Snap one

✗ SNAP ONE

✗ SNAPONE

✗ Snap One’s

Trademark Symbols

In communications distributed only in the United States, the appropriate symbol (™) must follow each Snap One trademark the first time it is mentioned in body copy.

Do not use the trademark symbol in headline copy.

Do not use trademark symbols on communications that will be distributed outside the United States.

3 Logo and Usage

The Snap One Logo

The Snap One logo has been specially designed as a unit and must not be recreated. It's important that the appearance of the logo remain consistent in every use. These correct variations of the logo are supplied as official artwork. Consistent application of the logo will continue to reinforce the Snap One brand.



This is our primary usage of the logo and should be used when possible.



Snap One Logo Horizontal



Snap One Logo Stacked



Snap One Logo Horizontal Reversed



Snap One Logo Stacked Reversed

Used primarily when only one color can be used. Example: packaging/boxes



Snap One Logo One Color Horizontal



Snap One Logo One Color Stacked



Snap One Logo One Color Reversed



Snap One Logo One Color Stacked Reversed

Used primarily for vinyl stickers where tones cannot be used.



Snap One Logo Black Horizontal



Snap One Logo Black Stacked



Snap One Logo Reversed

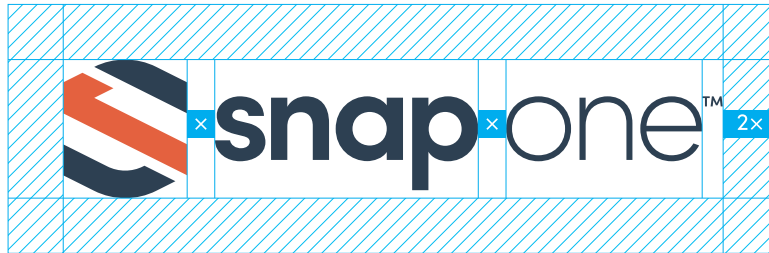


Snap One Logo Stacked Reversed

Logo Spacing

Our primary logo includes the Snap One name and logo mark. When space is limited, use the stacked version. To ensure the logo stands on its own, please avoid placing anything within the area we've designated as minimum clear space.

PRIMARY USAGE (HORIZONTAL)

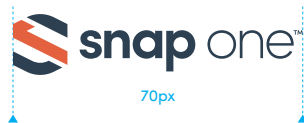


SECONDARY USAGE (STACKED)



Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.



The Snap One logo should never be smaller than 70px in digital or 20mm in print



The Snap One logo should never be smaller than 21px in digital or 6mm in print

More Than Meets the Eye

A company logo is more than just a cool design—it's about relating to the audience and clearly representing what the brand stands for. The Snap One logo features subtle hidden meanings that, once discovered, help viewers feel more connected to the brand.



S + 1

Hidden in plain site is the letter "S" and number "1"

The "S" is a shorthand for our full name, "Snap One"

The "1" represents our goal to be the one partner that professionals can't live without.



The Check

With the logo rotated 90°, an orange check mark becomes clearly visible, indicating approval and correctness.

We can utilize this mark alongside specific lists that represent our company and values.

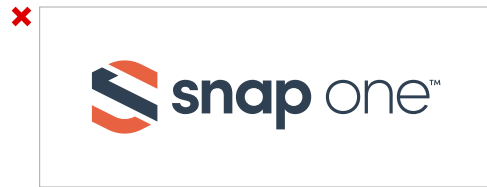
Better Together

Trusted

"We've got your back"

Logo Misuse

Our primary logo includes the Snap One name and logo mark. When space is limited, use the stacked version. To ensure the logo stands on its own, please avoid placing anything within the exclusion zone.



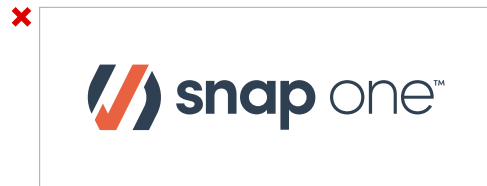
Do not change any colors of the logo.



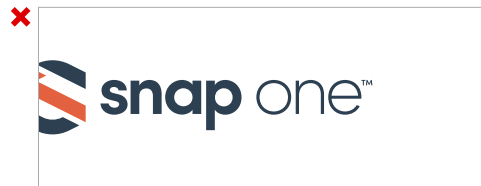
Do not resize or change elements of the logo.



Do not place the two color logo on black.



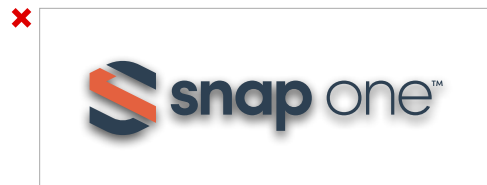
Do not rotate individual parts of the logo.



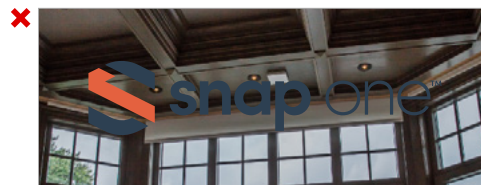
Do not crop the logo.



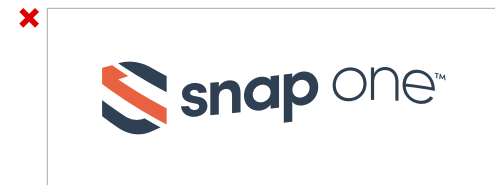
When rotating the logo, make sure the check is visible with the logo mark at the bottom. (No upside down check marks!)



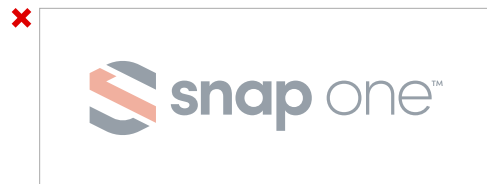
Do not add any effects to the logo.



Do not place logo on a busy background or image.



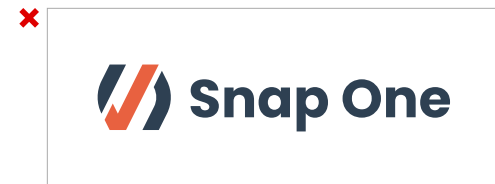
Do not stretch or distort the logo in any way.



Do not change the transparency of the logo.



Do not place the logo on a color that makes it difficult to read.



Do not change the word mark in any way.

Logo Lock-ups

On occasion, we'll need to develop a program, tagline, or campaign that will need a lock-up with the Snap One logo. Below are guidelines and examples on how to create one.

The lock-up follows the same guidelines as the original Snap One logo, with the addition of the vertical line and text matching the word mark "one."



Shown here on the right are examples of what a logo lock-up could look like.



4 Color Palette

Snap One Color Palette

Color is integral to the Snap One brand. The color palette is friendly, bright, and optimistic and meant to be used with an ample amount of white space which helps our brand stand out from the competition. We have established six primary colors: Almond, Turquoise, Flax, Coral, Plum, and Charcoal. Charcoal is used primarily as a background color, helping white and our lighter colors stand out.



Color Values

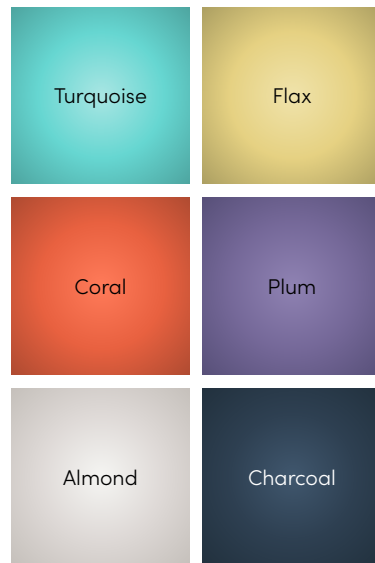
Use only the colors shown below in the exact mixes (Hex, RGB, CMYK, Pantone) depending on your medium. The primary color, or the color we use most often, is the middle value. The colors above and below our primary color are shades that can also be used if needed.

ALMOND	TURQUOISE	FLAX	CORAL	PLUM	CHARCOAL	
Hex: F5F4F1 RGB: 245, 244, 241 CMYK: 3, 2, 3, 0	Hex: A8E6E4 RGB: 168, 230, 228 CMYK: 31, 0, 13, 0	Hex: F0E3AC RGB: 240, 227, 172 CMYK: 6, 7, 38, 0	Hex: FF7B59 RGB: 255, 123, 89 CMYK: 0, 65, 65, 0	Hex: 9083b2 RGB: 144, 131, 178 CMYK: 47, 49, 8, 0	Hex: 3F576E RGB: 63, 87, 110 CMYK: 80, 61, 40, 20	Secondary Usage
Hex: DDDAD7 RGB: 221, 218, 215 CMYK: 12, 10, 12, 0 Pantone: 2330C	Hex: 66D7D1 RGB: 102, 215, 209 CMYK: 52, 0, 24, 0 Pantone: 2226C	Hex: E5D282 RGB: 229, 210, 130 CMYK: 11, 13, 59, 0 Pantone: 460C	Hex: E86140 RGB: 232, 97, 64 CMYK: 4, 76, 81, 0 Pantone: 2026C	Hex: 756999 RGB: 117, 105, 153 CMYK: 62, 63, 17, 0 Pantone: 7676C	Hex: 2D4052 RGB: 45, 64, 82 CMYK: 84, 68, 47, 37 Pantone: 2377C	Primary Usage
Hex: C4BFBB RGB: 196, 191, 187 CMYK: 23, 21, 23, 0	Hex: 4DA39F RGB: 77, 163, 159 CMYK: 70, 17, 40, 0	Hex: AB9D61 RGB: 171, 157, 97 CMYK: 35, 31, 73, 3	Hex: AD4930 RGB: 173, 73, 48 CMYK: 23, 82, 91, 14	Hex: 564f78 RGB: 86, 79, 120 CMYK: 74, 74, 29, 12	Hex: 22303D RGB: 34, 48, 61 CMYK: 84, 70, 53, 53	Secondary Usage

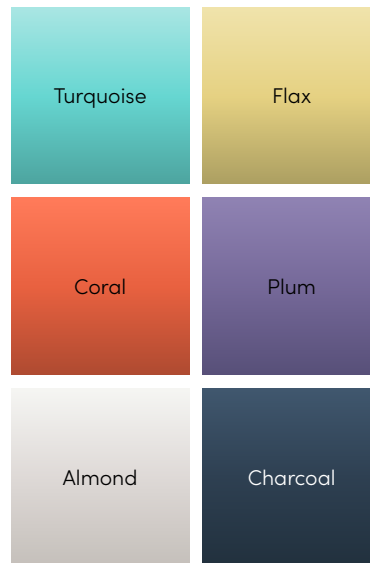
Gradients

Gradients can be used to add depth or focus to a subject. However, we want to limit the amount of gradients, so they can achieve this desired impact. You'll see them most often when featuring product images. Below are approved examples of gradient usage.

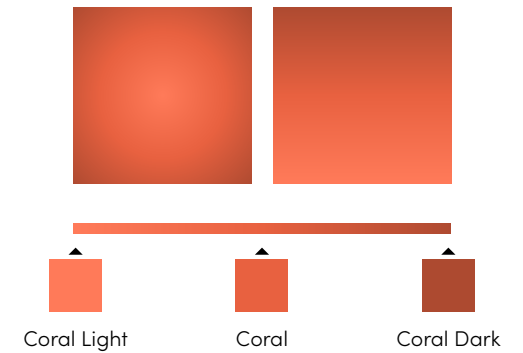
RADIAL GRADIENTS



LINEAR GRADIENTS



GRADIENT BUILD



EXAMPLE



EXAMPLE



UI Colors and Symbols

While certain colors may not be part of our official “brand colors”, they often help improve user experience and navigation. As with any color scheme, consistency is important.

FEEDBACK COLORS

For critical, success, warning, and notice information

<div>Critical</div> <div>!</div>	Hex: DE0000 RGB: 222, 0, 0 Hex: EBC7C4 RGB: 235, 199, 196
<div>Success</div> <div>✓</div>	Hex: 6BAB33 RGB: 107, 171, 51 Hex: DEF2D6 RGB: 222, 242, 214
<div>Warning</div> <div>!</div>	Hex: FFD400 RGB: 255, 217, 5 Hex: F7F2D6 RGB: 247, 242, 214
<div>Notice</div> <div>i</div>	Hex: 3382E5 RGB: 51, 130, 229 Hex: E0FOFF RGB: 224, 240, 255

NEUTRAL COLORS

For containers, container borders, fonts, and backgrounds

	Hex: 555555 RGB: 85, 85, 85
	Hex: 939393 RGB: 147, 147, 147
	Hex: CBCBCB RGB: 203, 203, 203
	Hex: EBEBEB RGB: 235, 235, 235

Examples

FEEDBACK COLOR

First name

First name is a required field.

NEUTRAL COLOR

✓

Clicked State

✓

Disabled Check

Un-checked

✓

Checked

Disabled

✓

Checked & Disabled

5 Fonts

Primary Font: Sofia Pro

Sofia Pro is our official font and must be used when possible. Not only is it modern and sophisticated, but it's easy to read and feels authentic and familiar. Sofia Pro is a licensed font and is used in all marketing collateral and assets. The logo was created using Sofia Pro.

PRIMARY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%&*()-=_+ 1234567890

Sofia Pro
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro
Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro
Semi Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro
Medium Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro
Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro
Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro
Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro
Extra Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Free Font Alternative: Poppins

Because Sofia Pro is a licensed font, not everyone will have access to it. For this reason, we use Poppins, a free Google font alternative that has a similar look and feel. It is also easy to read, clean, and modern. This font can be downloaded here: [Poppins Font →](#)

FREE FONT ALTERNATIVE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%&*()-=_+1234567890

Poppins
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins
Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins
Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins
Semi Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins
Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins
Medium Italics
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins
Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins
Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins
Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins
Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins
Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins
Extra Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font Color + Color Background

Regarding colors, the Web Content Accessibility Guidelines (WCAG) standard defines two levels of contrast ratio: AA (minimum contrast) and AAA (enhanced contrast). The level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text (at least 18 point) or bold text. The level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text or bold text.



Contrast Ratio

9.75:1

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

UI Components

WCAG AA: **Pass**



Contrast Ratio

7.59:1

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

UI Components

WCAG AA: **Pass**



Contrast Ratio

8.25:1

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

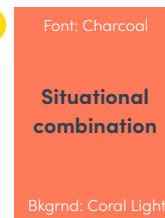
Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

UI Components

WCAG AA: **Pass**



Contrast Ratio

4.14:1

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

Large Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

UI Components

WCAG AA: **Pass**



Contrast Ratio

3.04:1

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

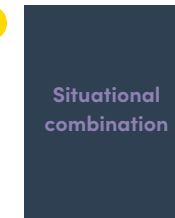
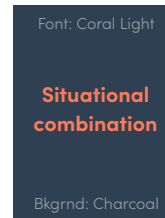
Large Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

UI Components

WCAG AA: **Pass**



Font Colors on White

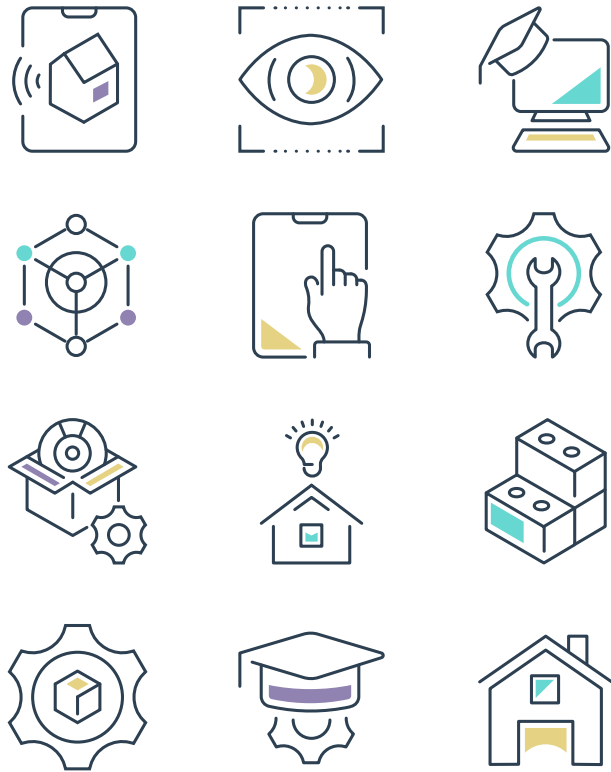
The same principles apply to color text on white. The level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text (at least 18 point) or bold text. The level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text or bold text.

 <p>Contrast: 1.09:1 Normal Text: Fail Large Text: Fail UI Components: Fail</p>	 <p>Contrast: 1.4:1 Normal Text: Fail Large Text: Fail UI Components: Fail</p>	 <p>Contrast: 3.49:1 Normal Text: Fail Large Text: Pass UI Components: Pass</p>
 <p>Contrast: 1.39:1 Normal Text: Fail Large Text: Fail UI Components: Fail</p>	 <p>Contrast: 1.73:1 Normal Text: Fail Large Text: Fail UI Components: Fail</p>	 <p>Contrast: 4.95:1 Normal Text: Pass Large Text: Pass UI Components: Pass</p>
 <p>Contrast: 1.82:1 Normal Text: Fail Large Text: Fail UI Components: Fail</p>	 <p>Contrast: 2.97:1 Normal Text: Fail Large Text: Fail UI Components: Fail</p>	 <p>Contrast: 7.51:1 Normal Text: Pass Large Text: Pass UI Components: Pass</p>
 <p>Contrast: 2.56:1 Normal Text: Fail Large Text: Fail UI Components: Fail</p>	 <p>Contrast: 1.28:1 Normal Text: Fail Large Text: Fail UI Components: Fail</p>	 <p>Contrast: 7.48:1 Normal Text: Pass Large Text: Pass UI Components: Pass</p>
 <p>Contrast: 3.37:1 Normal Text: Fail Large Text: Pass UI Components: Pass</p>	 <p>Contrast: 1.52:1 Normal Text: Fail Large Text: Fail UI Components: Fail</p>	 <p>Contrast: 10.65:1 Normal Text: Pass Large Text: Pass UI Components: Pass</p>
 <p>Contrast: 5.52:1 Normal Text: Pass Large Text: Pass UI Components: Pass</p>	 <p>Contrast: 2.69:1 Normal Text: Fail Large Text: Fail UI Components: Fail</p>	 <p>Contrast: 13.5:1 Normal Text: Pass Large Text: Pass UI Components: Pass</p>

6 Icons

Marketing Icons

Icons should help tell a story or convey a concept visually. It's important to not rely on or over-use icons, using them only when it improves storytelling. You'll notice that pops of our color palette are used in our icons. Please don't change or manipulate colors in the icons.

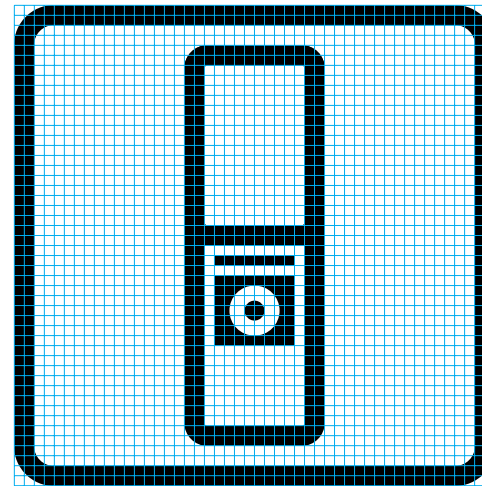


Grid

We build our icons on a 48 pixel grid. We chose to use a 1 pixel width as our primary line weight.

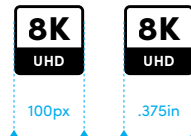
Product Feature/Utility Icons

These icons follow the same rule as our marketing icons, but they include a 2 pixel border around the icon. Icons may include additional data or information, and we do that with a content tray at the bottom of the icon. These icons are used when referring to specific products and what they feature and can be on the website or printed on boxes.



Grid

We build our icons on a 48 pixel grid. We chose to use 2 pixels as our primary line weight and a 1 pixel weight for details when needed.



Icons should never be smaller than 100px in digital or .375 inches in print. This will ensure legibility for information in a content tray.

7 Photography

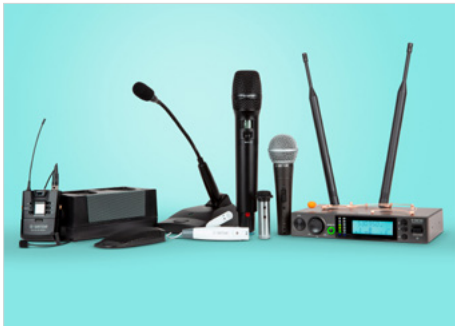
Lifestyle

Lifestyle photos focus on the experience more than the product. You clearly know the people are enjoying our products even though the product may not even be shown.



Products

The product is our hero in this photography. This type of photography helps the viewer understand what the product is and more about its physical features. When possible, product photos should include a shadow making it feel grounded and in a physical space. Products can be placed on a color, gray, white, or in an environment.

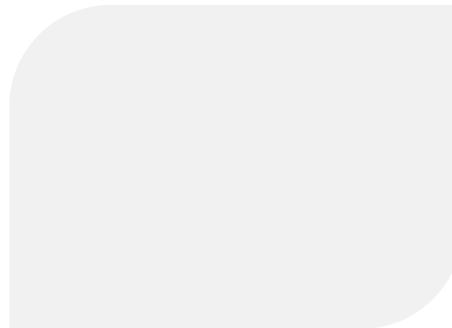


Shape Frames

Framing photography in our unique brand shapes provide a way to draw attention or help add contrast to a photo.



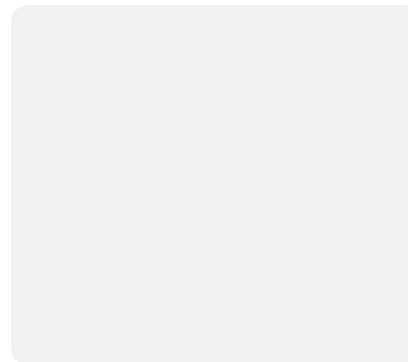
+



=



+



=



8 Components

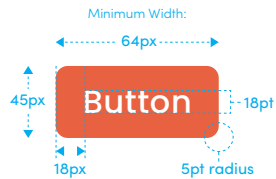
Components: Brand Elements

These approved brand elements will be used in marketing materials.



Quote Mark

This is the approved quote mark and should be used once for all quotations. The color of the mark can be changed.



Button

This coral button should be used on all web-related materials if a generic button is needed.

Link Style →
or
Link Style

Links

This coral link style should be utilized for any in-text hyperlinks in web materials.



Check

This check is pulled from the logo and can be used in tables or other comparison charts. Color can be altered.



Brand Shapes

Shapes can be used to contain photography and text, or as a simple design element within a page.



Brackets

Brackets are another design element that can be used with photography or text. Colors can be altered.

Components: Brand Elements Examples

QUOTE MARK EXAMPLE

A rebrand is holistic, not just design.

—Jennifer Larsen Morrow

BUTTON & LINK EXAMPLE

Find a Snap One Pro

Talk to a Snap One representative that can help you find a certified professional perfectly suited for your needs.

[Get Started Now](#)
[Learn More →](#)

CHECK EXAMPLE

Annual Program Spending	\$10K	\$35K	\$50K	\$100K	\$200K	\$275K
Free Shipping	✓	✓	✓	✓	✓	✓

BRAND SHAPE EXAMPLE

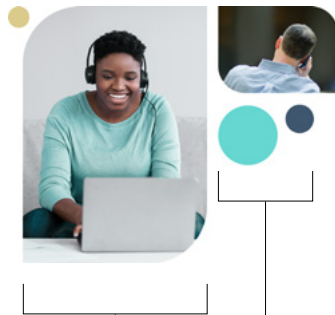


BRACKET EXAMPLE



Brand Shape Templates

The following pages contain approved templates for our brand shapes that can be used in marketing materials.



Photos

When possible, photos should contain people using or enjoying a Snap One product. Adjust colors in shapes or photo to coordinate the photo with a brand color.

Shape Colors

Every template contains shapes using our brand colors. You're welcome to change the colors to meet your needs but limit the number of colors to three at the most.

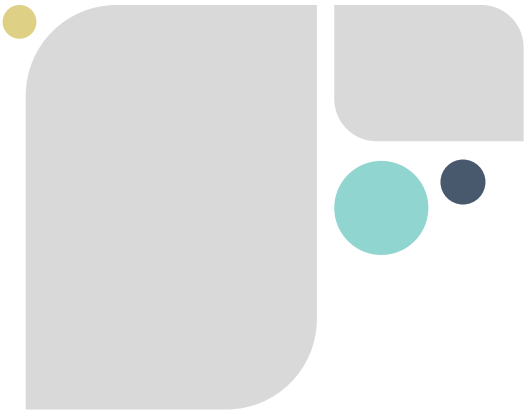
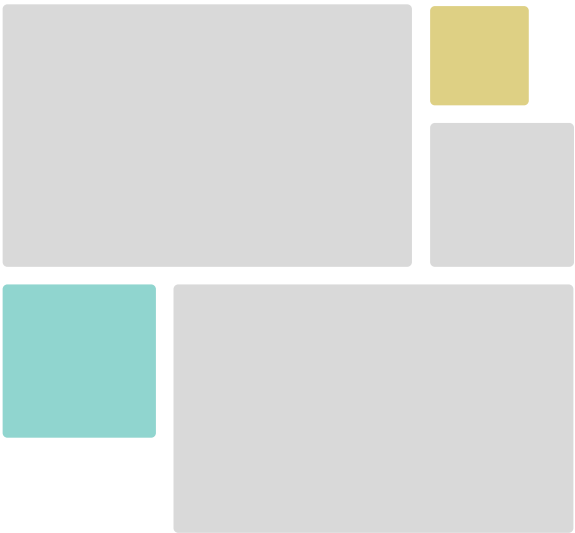
TEMPLATE



EXAMPLE



Templates



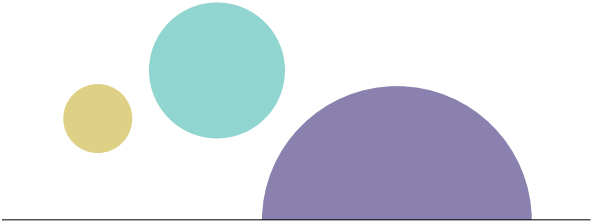
Templates



Templates



SHAPE PATTERNS





Thank
You