

COMPREHENSIVE BRANDING STANDARDS GUIDE

Version 2024.01.25



SNAP2 CABINETS

TABLE OF CONTENTS

BRANDING STANDARDS for Snap2 Cabinets

“This comprehensive branding standards guide is a mandatory reference for all vendors, affiliates, and professionals involved in our marketing efforts. It provides key principles and guidelines for maintaining a consistent and effective brand identity across all communication channels.

Following these guidelines is crucial in building a strong and recognizable brand that stands out in a crowded market and resonates with customers.”

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For usage questions, please contact the company’s marketing department directly.

LOGOMARK

AUTHORIZED LOGOMARK - MEANING	3
AUTHORIZED LOGOMARK - STANDARDS	4
AUTHORIZED LOGOMARK - VARIANTS	5
AUTHORIZED LOGOMARK - PLACEMENT REQUIREMENTS.....	6
UNAUTHORIZED LOGOMARK - DO NOTS!	7

COLORS

LOGOMARK COLORS - STANDARDS.....	8
LOGOMARK COLORS - COMPLIMENTARY	9

DESIGN ELEMENTS

BRANDING - TYPOGRAPHY STANDARDS.....	10
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UTILITY STANDARDS

STANDARDS - BUSINESS CARD TEMPLATES.....	11
STANDARDS - WRITTEN LANGUAGE FORMATS.....	12
STANDARDS - SIGNATURE FORMATS.....	13

AUTHORIZED LOGOMARK - MEANING

“A logomark is a visual representation of a brand that people associate with a company. A logo with an intentional meaning creates a deeper connection with the audience and communicates the brand’s values and mission.

This makes the brand more memorable and recognizable, and sets it apart from competitors.

A well-designed logo that embodies the essence of a brand also builds trust and loyalty with customers, making it a powerful tool for building and maintaining a successful brand image.”

The attached is a quick summary of the design thought process used in the overall logo series, and the subtle meanings behind it.

OUR TRUE COLORS

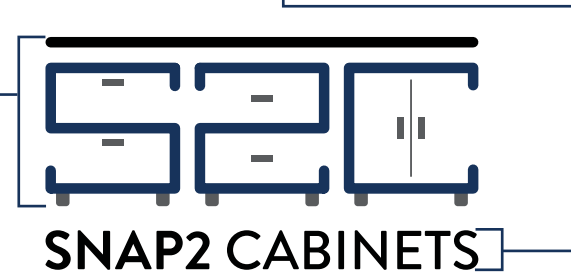
The standard logo colors were chosen for its professionalism and subtle differences. Dark blue is often associated with professionalism, trustworthiness, and reliability. It conveys a sense of authority and competence. Dark blue is considered a sophisticated color, adding an element of formality and credibility to a brand. Dark gray, being a neutral and subdued color, adds a touch of elegance and timelessness to the logo. It is often associated with classic and enduring qualities. Dark gray conveys a sense of seriousness and authority, and its subtlety communicates a reserved and composed image. Combining dark blue and dark gray in a logo creates a look of professional sophistication. It suggests a level of seriousness and competence. The color black counter and words frames the logo, and centers the letter elements.

OUR SUBTLE ICON

The creation of the named letters into subtle and different cabinets was a natural fit, showing the different styles of options, and highlighting the letters.

OUR NAME

The playfulness of the name suggests ease, and quickness, such as “snap to it!”. It evokes a playful yet serious tone to the company, and its unique selling feature of the installation process.



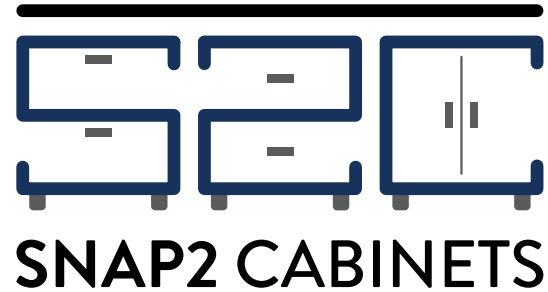
AUTHORIZED LOGOMARK - STANDARDS

“A thoughtful, meaningful, and simple logo is critical for a company’s brand identity. A logo serves as the face of a company, and it is often the first thing that customers notice.

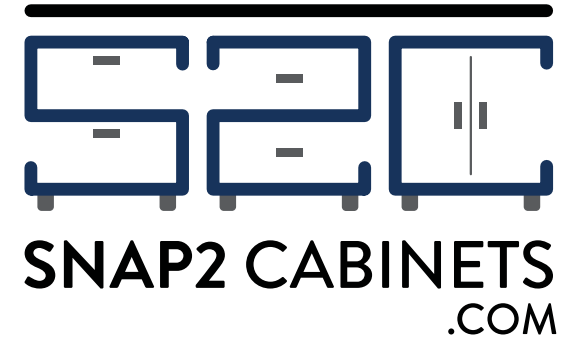
A well-designed logo conveys the company’s values, message, and personality in a simple and memorable way. It should be easy to recognize and distinguish from competitors.

A thoughtful and meaningful logo shows that the company has put time and effort into creating a strong and professional brand identity that resonates with its target audience.”

FULL COLOR LOGO
(primary use logo)



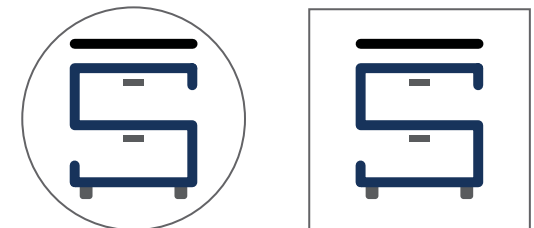
FULL COLOR LOGO 2
(primary alternative use logo w/extension)



ICON ONLY



ICONOGRAPHY- SOCIAL MEDIA USE



The attached are the only authorized full-color logos acceptable for use in appropriate differing scenarios.

AUTHORIZED LOGOMARK - VARIANTS

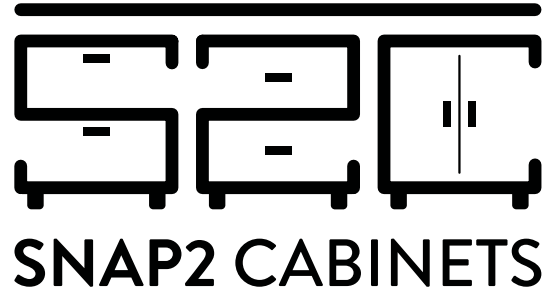
“A thoughtful, meaningful, and simple logo is critical for a company’s brand identity. A logo serves as the face of a company, and it is often the first thing that customers notice.

A well-designed logo conveys the company’s values, message, and personality in a simple and memorable way. It should be easy to recognize and distinguish from competitors.

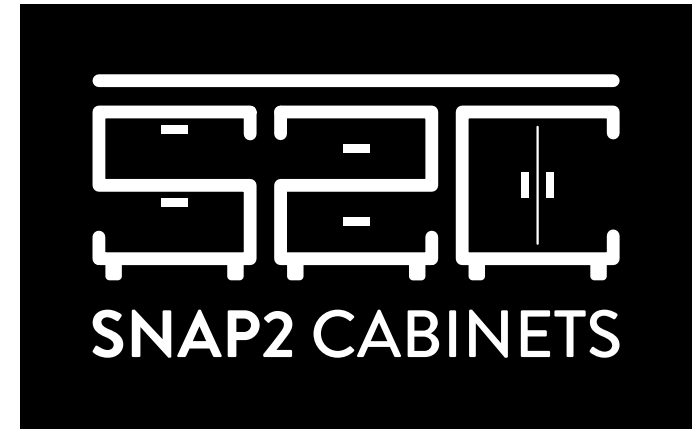
A thoughtful and meaningful logo shows that the company has put time and effort into creating a strong and professional brand identity that resonates with its target audience.”

The attached are the only authorized examples of the use of variants acceptable in different situations and applies to all logo variations.

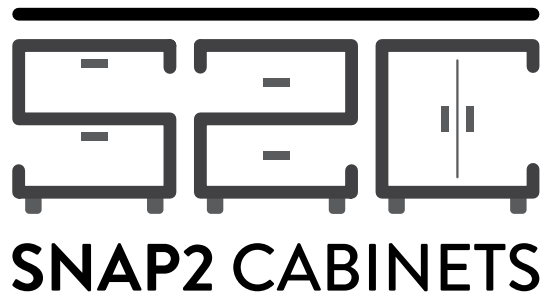
ONE COLOR



WHITE ON BLACK



GREYSCALE



*A NOTE ON ONE COLOR USAGE:

In the case of the Snap2 logo, it has been designed to be able to be used with different versions of one color application. A word of caution; it would be advisable to use bold, dark colors, instead of whimsical bright color variants.

AUTHORIZED LOGOMARK - PLACEMENT REQUIREMENTS

“Proper placement and clear space around a company’s logo is important for creating a strong and recognizable brand.

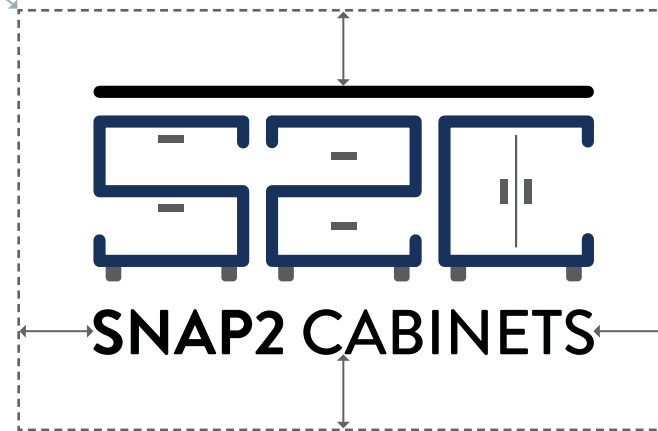
Placing the logo prominently in marketing materials and providing enough clear space around it helps it stand out and be easily recognized, building trust and loyalty among customers. It’s important for companies to consider the logo’s placement and clear space in all their marketing efforts.”

The attached is a guide for use of any version of the company logo on placement in virtually every circumstance.

CLEAR, UNOBSTRUCTED PLACEMENT

- Any version of the logomark should always have clear, unobstructed placement, with a clean white background around it on all 4 sides.
- The length of the clear space should be defined as no less than the height of the word SNAP2 CABINETS in the logomark version itself.

Pro Tip: Holding the “shift” key when resizing in layout programs will constrain the object to its current proportions.



GENERAL GUIDELINES

- In nearly all cases, the logomark should be displayed in full color on a white background.
- If color is simply not available, use the gray scale or one color variation of the logo.
- On black, solid colors, and gradients, use the one color variation only. DO NOT place either full color nor one-color varieties of the logo on busy photos, busy textures, or any busy backgrounds.
- Do not modify the logo in any way. Modifying the logo quickly degrades the quality and consistency of the brand.

UNAUTHORIZED LOGOMARK - DO NOTS!

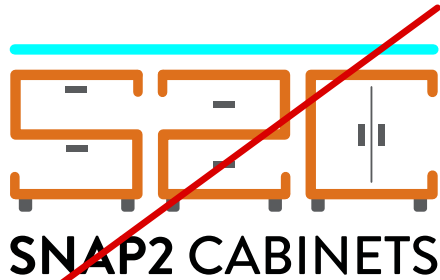
“Adhering to logo brand standards is crucial for maintaining consistency and building brand recognition.

Alterations made to an authorized logo is confusing to customers and damage the brand’s reputation.

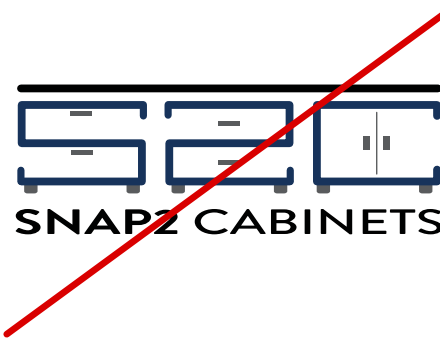
Consistency establishes a strong and recognizable identity, making it easier to identify and remember the brand. Deviating from brand standards leads to inconsistencies and dilutes the brand’s impact. In a nutshell, don’t ever do it.”

The attached includes, but is not limited to, examples of alterations that are not authorized, and are prohibited in all circumstances.

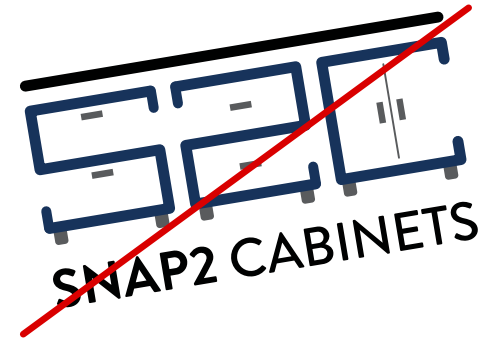
DO NOT: MODIFY COLORS



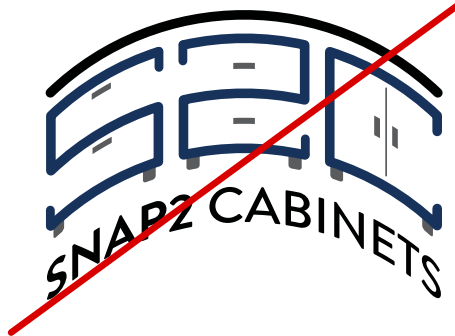
DO NOT: DISTORT OR STRETCH



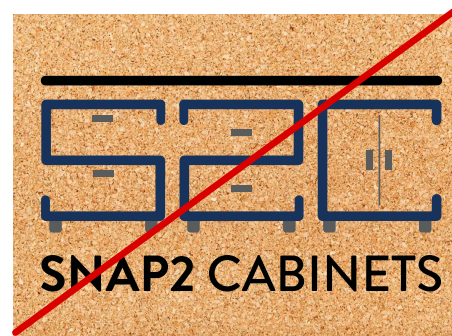
DO NOT: ROTATE



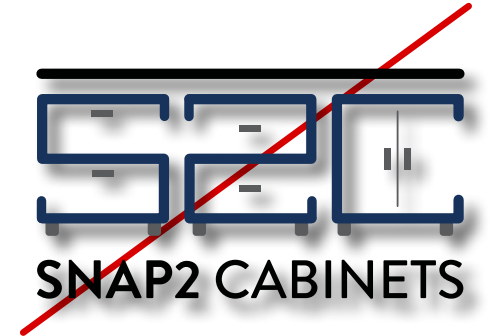
DO NOT: SKEW OR WARP



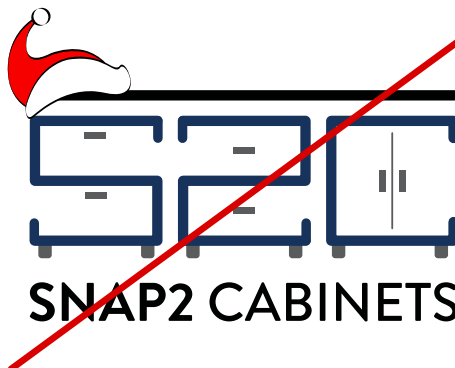
DO NOT: PUT ON BUSY OR PHOTO BACKGROUND



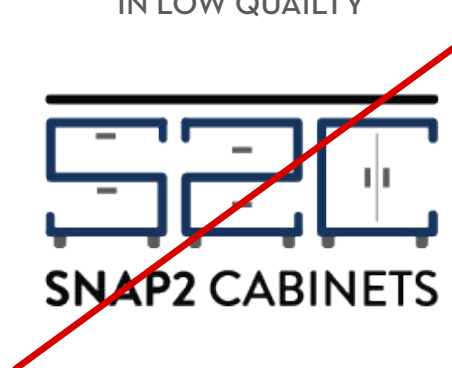
DO NOT: ADD ANY EFFECTS (drop shadows, glows, bevels)



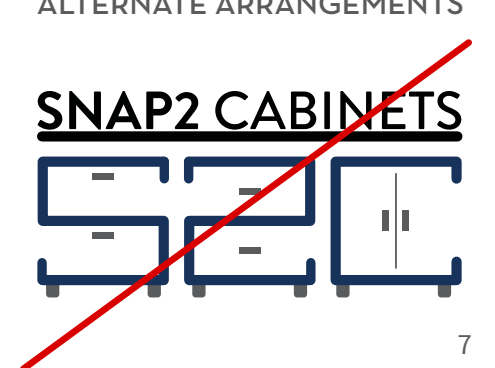
DO NOT: ADD ANY ELEMENTS



DO NOT: REPRODUCE IN LOW QUALITY



DO NOT: RECONFIGURE IN ALTERNATE ARRANGEMENTS



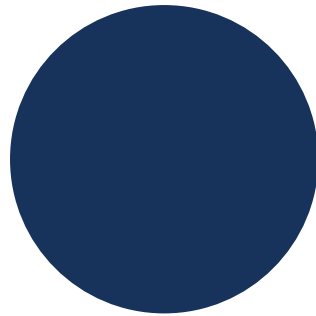
LOGOMARK COLORS - STANDARDS

“Color and color theory play a crucial role in an organization’s branding efforts, subtly but greatly impacting emotions and perceptions.

The thoughtful use of color can evoke specific feelings, establish a brand personality, and increase brand recognition. Selected colors need to align with values, messaging, and target audience.

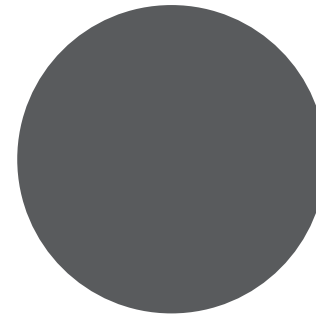
The consistent use of selected color in branding efforts increases brand recognition and creates a sense of familiarity with customers.”

BLUE



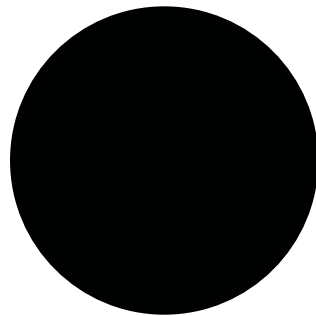
R:23 G:51 B:91
C:100 M:85 Y:38 K:29
Hex #: 16335B
Pantone: 534 C

GREY



R:89 G:90 B:92
C:64 M:55 Y:52 K:27
Hex #: 595A5C
Pantone: 7540 C

BLACK



R:0 G:0 B:0
C:75 M:68 Y:67 K:90
Hex #: 010101
Pantone: Neutral Black C

A WORD ON COLOR SUBSTITUTIONS

In certain instances, it may simply not be cost effective for exact color matches, as an example in embroidery thread. Also, as on backgrounds like grey shirts, a specific logo color may have to be altered to show enough contrast. Extreme discretion must be used to match as close to the original as possible, to maintain the overall integrity of the brands color scheme.

The attached are the only authorized colors for use in the logo and main branding elements.

LOGOMARK COLORS - COMPLIMENTARY

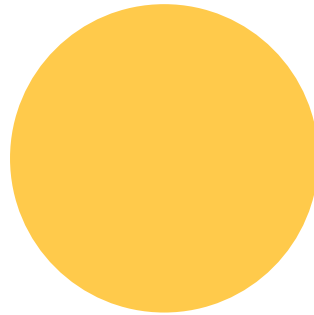
“Color and color theory play a crucial role in an organization’s branding efforts, subtly but greatly impacting emotions and perceptions.

The thoughtful use of color can evoke specific feelings, establish a brand personality, and increase brand recognition. Selected colors need to align with values, messaging, and target audience.

The consistent use of selected color in branding efforts increases brand recognition and creates a sense of familiarity with customers.”

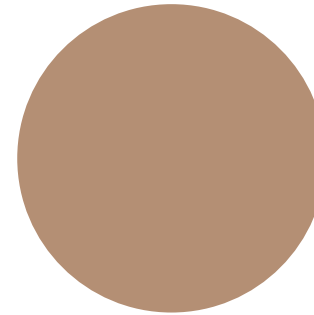
The attached are suggested options for use of accents and touches in marketing considerations that compliment the brands theme.

MIMOSA



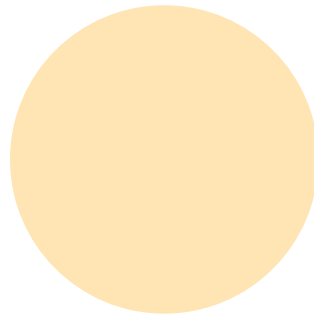
R:255 G:202 B:75
C:0 M:21 Y:81 K:0
Hex #: FFCA4B
Pantone: 1225 C

LIGHT BROWN



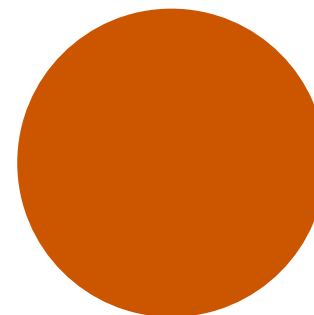
R:216 G:156 B:96
C:14 M:41 Y:70 K:0
Hex #: B48F74
Pantone: 4655 C

PEACH



R:255 G:229 B:180
C:0 M:9 Y:33 K:0
Hex #: FFE5B4
Pantone: 7506 C

BURNT ORANGE



R:204 G:85 B:0
C:15 M:78 Y:100 K:4
Hex #: CC5500
Pantone: 167 C

A WORD ON COMPLIMENTARY COLOR USE

- Attached colors are selected as ideal options utilizing modern color theory, with consideration to how they blend with the overall brand. They are not required use.
- Complementary colors should only be used as accents and touches, and not overwhelm the overall brands standard color theme and intent.

BRANDING - TYPOGRAPHY STANDARDS

“Typography can convey a brand’s personality and tone, making it an essential element in marketing materials such as logos, advertisements, and websites.

Using standardized thoughtful and meaningful typography consistently throughout marketing efforts creates a sense of cohesion, builds brand recognition, and establishes a professional image.

By using standardized typography, businesses can communicate their brand effectively, enhance their messaging, and differentiate themselves from competitors.”

The attached are the only authorized typography standards for use in print, and web applications. If not available, a similar font type should be substituted.

Headings:

Neutra Text Demi

(blue discretionary)

Lorem ipsum dolor

Subheading:

Neutra Text Demi

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Body:

Neutra Text Book

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.

Bullet Style:

Neutra Text Book (blue bullet)

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit, sed do

Quote:

Neutra Text Book Italic

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore”

Drop Caps:

Neutra Text Demi + Neutra Text Book
(capital blue)

Corem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labor

STANDARDS - BUSINESS CARD TEMPLATES

“A well-designed and memorable business card is a powerful tool for making a positive first impression and establishing credibility in the business world.

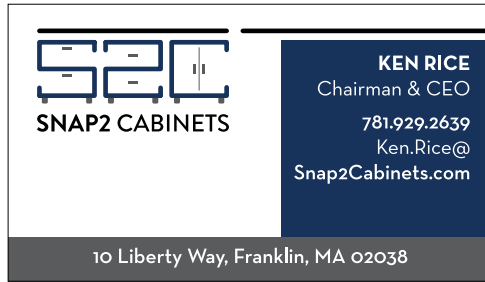
At mere pennies per card, they are still one of the most cost-effective and useful business tools today.

Great business card design includes a clear and concise layout, use of high-quality materials, representing the brand accurately.

By investing in a professionally designed business card and using it effectively, individuals can increase their visibility and credibility, ultimately leading to more business opportunities and connections.”

The attached are the only authorized versions of the company business cards. It is critical to start from the authorized template and root file only.

LANDSCAPE VERSION



SQUARE VERSION (General card)



CARDSTOCK & ORDERING INFORMATION

Business cards can be ordered from anywhere, as long as they meet the quality standards or exceed listed below. Most online sources are simple, cheaper, and easy to order from.

We have chosen to use the standards below from GotPrint.com.

Size: 2" x 3.5" US Standard
3" x 3" Square Custom

Orientation: *Depends on selection

Paper: 16 pt. Premium Matte

Color: Full Color Both Sides

Quantity: Varies, but 1000+ are usually the best value per card.

Corners: Standard on normal, Rounded on 3x3

***NOTE:** It is important to always start from the root template file when changing information, otherwise subtle differences may creep in over time, as people try to recreate them, which will weaken the brand.

STANDARDS - WRITTEN LANGUAGE FORMATS

“Consistent and clear language in a company’s outward messaging and marketing is crucial for establishing a strong brand identity.

When language is consistent across all channels, customers understand what sets the company apart from competitors, building trust.

Standardized language establishes a brand voice and tone that can be used across all different channels, creating a cohesive identity that customers recognize.”

STATEMENTS & SLOGANS

The following core business statements can be used as needed to enhance any marketing efforts where appropriate, and must not be altered.

SLOGAN

Solid Beauty, Assembled in a Snap!

MISC. WRITING STANDARDS

‘Snap2 Cabinets’ or ‘Snap2 Cabinets, LLC’

The company name should always be represented as capitals on individual syllables to separate word meanings, but combined as one word. The LLC should only be used when needed for legal reference.

‘Snap2Cabinets.com’

Writing all website domains such as the main site should avoid the use of the ‘.www’ precursor to keep it simple.

‘800.123.4567’

Phone numbers should always be separated with dots and avoid dashes or slashes.

‘Gernard.B@Snap2Cabinets.com’

Emails such as this example should always be created and expressed with the persons first name, last initial, company name, and ‘.com’; using capitals on individual syllables to separate word meanings, but combined as one word.

The attached are the written standards and formats in certain messaging and language to be used.

STANDARDS - SIGNATURE FORMATS

“Consistent and clear formatting in a company’s outward messaging and marketing is crucial for establishing a strong brand identity.

When formatting is consistent across all channels, customers understand what sets the company apart from competitors, building trust. Standardized formatting establishes a brand voice and tone that can be used across all different channels, creating a cohesive identity that customers recognize.”

The attached are the written standards and formats in certain messaging and language to be used.

EMAIL SIGNATURES

Email signature lines should always follow the below template format for consistency across all channels to show unity and professionalism. If a portion is not applicable for particular personnel, it can be eliminated.

- Fonts should follow the company standards, and be sized equal to or 1 point below the email written bodies, using the varying colors and bold and italicized accents as shown.
- The icon should be the same size as the height of the lines, and positioned to the left with the “horns” slightly above the words.
- Both the icon and the website should be linkable, while keeping the colors consistent (i.e. eliminate the linkable blue line)



Gernard Blansen - Director
Snap2 Cabinets
SNAP2 CABINETS O: 719.123.4567 | C: 719.234.5671 | Snap2Cabinets.com

TITLES FOR SIGNATURES

Gernard Blansen - Vice President

(Director level positions and above should always be placed ‘Position, Department’)

Gernard Blansen - Production Manager

(Positions below a Director should always spell out the title as ‘Department Position’)

Gernard Blansen - President / Principal

(Always use “/” if more than one title)

Gernard A. Blansen Jr., P.H.D. / L.M.N.T. - Director, Engineering

(Certifications should be in CAPS, separated by ‘.’, and if more than one, separated by ‘/’)

NOTES ABOUT TITLES

- The name and title line should always be represented in bold, and one line when possible.
- Titles should always be spelled out as in ‘Vice President’, and not abbreviated, as in ‘VP’.
- Names should always be represented as **First** and **Last** name only, and in order.
- Use add-ons like ‘Gernard Blansen Jr.’ or a middle initial like ‘Gernard A. Blansen’ only if needed as a differentiator within the company.