snapLogic®

Our Brand Guide

SnapLogic sells an AI-powered integration platform that integrates, automates and orchestrates the flow of data across your enterprise.

We bring together multiple technologies to connect your enterprise systems and break down data silos to improve the way data flows through your organization. This unified approach delivers faster insights that boost user productivity, accelerate innovation and drive business results.

Enterprises are connecting more apps, unifying their data and moving more of their critical systems and data to the cloud to drive better business results. These nimble enterprises need a way to simply connect their complex systems, across every person and team, to quickly innovate and deliver value to their customers, without friction from integration and automation.

Our Tagline
Unify Your Data, Liberate Your Teams, Transform Your Enterprise

Our Logo

This is our corporate logo. It should only appear in SnapLogic Blue or White.

A registered trademark symbol must always accompany the SnapLogic logo, and must appear in the prescribed position. Do not modify or edit the logo mark in any way.
Our Logos can be downloaded here.

The SnapLogic logo is composed of two pieces;
Fig 1. The OG symbol and Fig 2. The SnapLogic Wordmark.
The OG Symbol may appear by itself, but it can never be
the primary brand element. It must always be used in a
supporting role to the wordmark. For example, it can go on
the sleeve of a T-shirt, with the full logomark on front, but the
OG mark cannot go on the front, by itself. Another example,
is that it may appear in the corner of a presentation doc,
but never on the cover slide, or divider slide by itself.

The logo may not be modified, or abbreviated in any way.
When written out in copy, you want to capitalize the S and L,
so it reads as SnapLogic.

Fig. 1
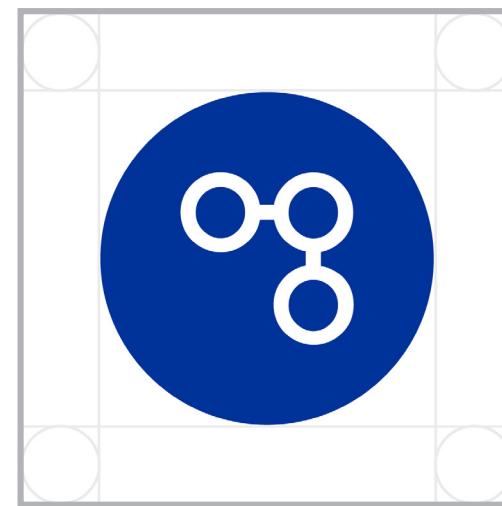
Clear space is the area around the logo so that it has ample
room to breathe as seen in the diagrams. The rules of clear
space for the SnapLogic brand is simple. The space is the
size of the "O" from the same logomark or OG symbol.

Fig. 2

Brand Typography

We use two primary fonts across all of our platforms from our website to presentation decks, to assets and collateral.

Poppins is our headline font, only to be used for large headlines. Download Poppins from Google Fonts

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Roboto is our everyday body copy font used for the majority of written text. Use it on presentation decks, collateral, letterhead and any other branded document.
Download Roboto from Google Fonts

Poppins For Large Headline Use Only

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light, Regular, *Italic,* Medium, *Medium Italic*, **Bold,** ***Bold Italic***

Roboto For Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular, *Italic,* Medium, *Medium Italic*, **Bold,** ***Bold Italic***

The Symbol Pattern

Our Patterns are derived from the OG Symbol Mark, and combined together, it can be used to create abstract patterns, or used with a non connected circle to create a repeating pattern.

We always keep the symbol oriented in the same direction as in the OG symbol mark and we only use connectors of the OG mark.

The pattern can be used with solid colors from our primary palette, or used with transparency (50% shown at right) to create a subtle texture on a colored background.

Do not rotate, change, outline or fill in the symbol.
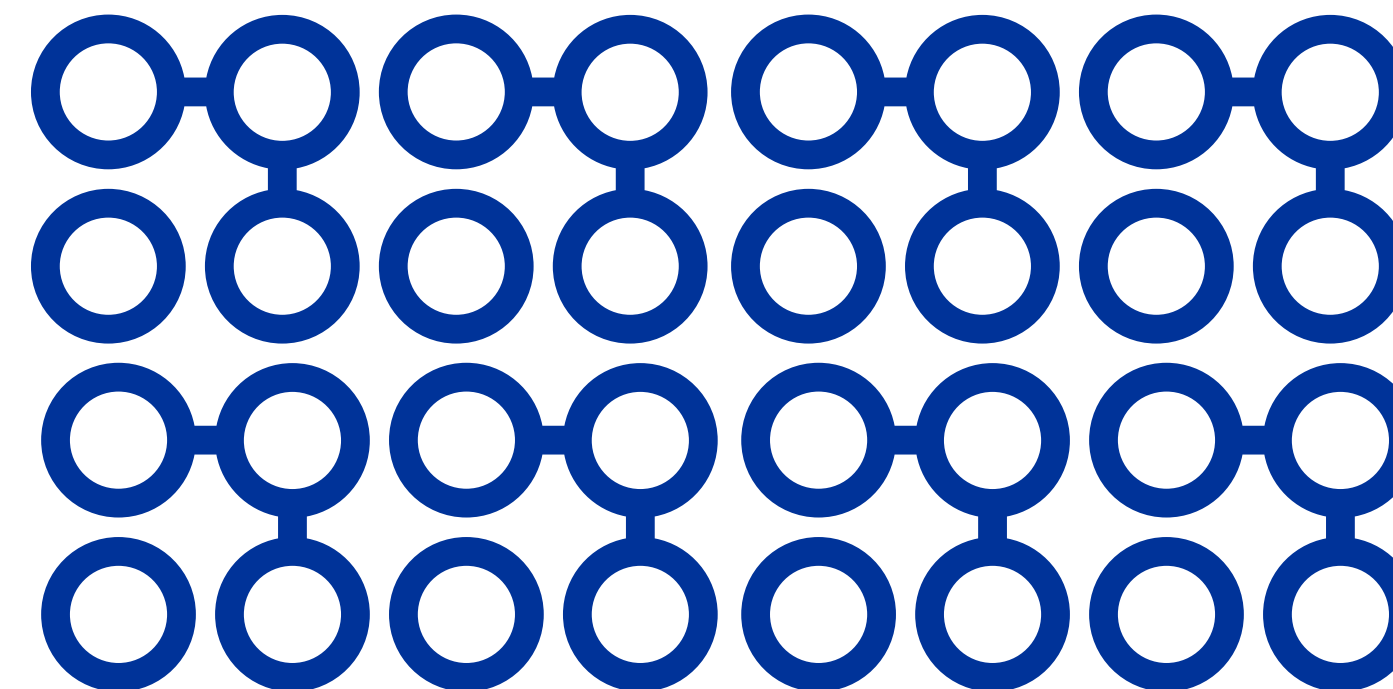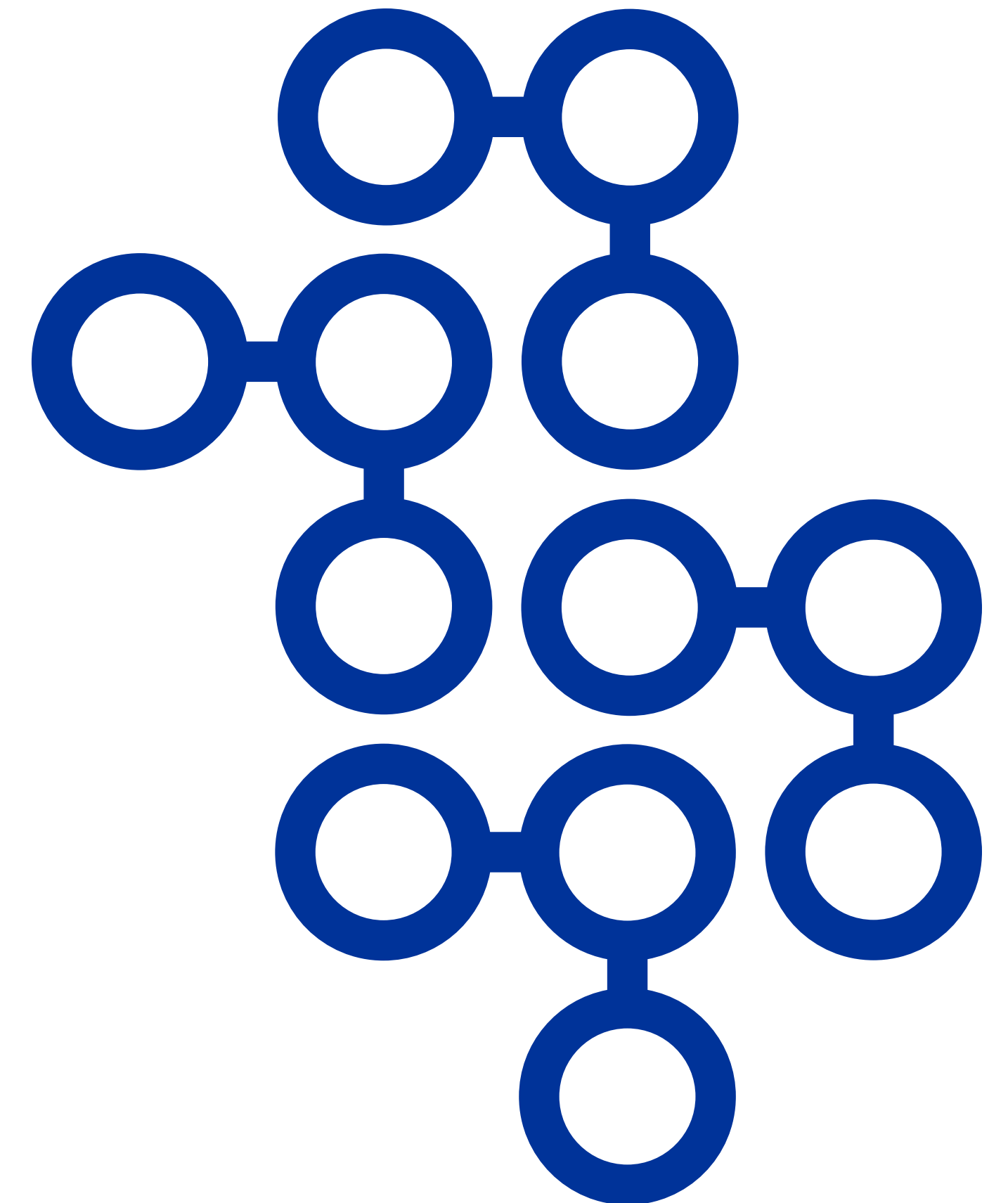
Primary Color Palette

These are our primary brand colors. We lead with **SnapLogic Blue,** as it works well as a large background color, or for large headlines.

SnapLogic Jade is our second primary color. Use it for subheadings, call out boxes, call to action buttons and other areas to give more energy and variety to a page full of blues.

We use Navy Blue as our primary dark color and it is our replacement for black. The only instance where we should use black is with body text such as in paragraph copy. All of our secondary colors (as featured on the next page) work well against this dark Navy.

SnapLogic Blue
PANTONE: Dark Blue C
CMYK: 100 | 85 | 0 | 15
RGB: 0 | 51 | 153
HEX: 003399

SnapLogic Jade
PANTONE: 3265 C
CMYK: 76 | 13 | 50 | 0
RGB: 45 | 164 | 147
HEX: #2DA493

SnapLogic Navy
PANTONE: 280 C
CMYK: 100 | 79 | 12 | 59
RGB: 24 | 40 | 82
HEX: #182852

Secondary Color Palette

These are our secondary brand colors.

Yellow and Orange should be used as callouts for subheadings, bullet points, and areas where you need a spark of energy. Avoid using these colors for large areas or backgrounds.

Alice Blue is only used on our digitally in applications such as webpages and presentation decks as a background, callout style box. It is our version of a light grey.

Black is only to be used for text.

Yellow
PANTONE: Yellow C
CMYK: 0 │ 19 │ 100 │ 0
RGB: 255 │ 215 │ 0
HEX: FFD700

White
CMYK: 0 │ 0 │ 0 │ 0
RGB: 255 │ 255 │ 255
HEX: ffffff

Orange
PANTONE: Orange 21 C
CMYK: 1 │ 71 │ 100 │ 0
RGB: 242 │ 109 │ 14
HEX: F26D0E

Black
CMYK: 0 │ 0 │ 0 │ 100
RGB: 0 │ 0 │ 0
HEX: 000000

Alice Blue
CMYK: 9 │ 4 │ 0 │ 0
RGB: 231 │ 245 │ 255
HEX: E7F5FF

Dark Grey
CMYK: 0 │ 0 │ 0 │ 80
RGB: 51 │ 51 │ 51
HEX: 333333

Color Gradients

Gradients can be used as background elements to give some extra flavor and excitement to a presentation slide, web page, field booth or other item.

Use these sparingly and look into asset templates, master slides etc for guidance.

Our builds use the three primary colors in different configurations to create a dark background.

Navy   **SL Blue**   **Jade**

SL Blue   **Jade**

Navy   **SL Blue**
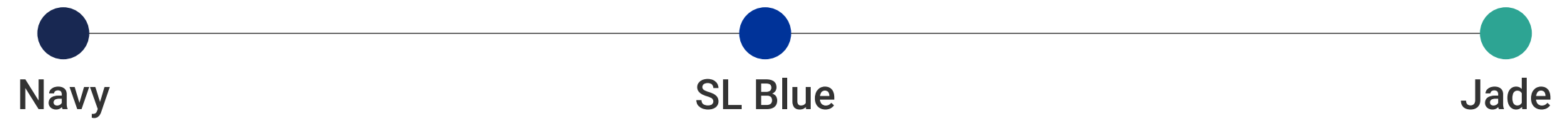
Questions?
If you have any questions related to these guidelines,
please contact the marketing brand team:
marketing@snaplogic.com