



VISUAL BRAND DESIGN GUIDELINES

VERSION 2.1 | SEPTEMBER 2020



VISUAL BRAND DESIGN GUIDELINES

TABLE OF CONTENTS

INTRODUCTION

- 1 Snowflake Brand Story
- 2 Brand Elements Overview

PRIMARY ASSETS | HOW TO USE THEM

- 4 **LOGO**
- 5 Don'ts
- 6 **BRAND COLORS**
- 7 Don'ts
- 8 **BRAND FONTS**
- 9 Principles
- 10 Don'ts
- 11 **HEADLINES**
- 12 Principles
- 14 Don'ts
- 15 **GRAPHIC ELEMENTS - DOTS & ARROWS**
- 16 Principles
- 21 Don'ts
- 22 Print Executions
- 23 Digital Executions
- 24 Booth Executions
- 25 Billboard Executions

SECONDARY ASSETS | HOW TO USE THEM

- 27 **LOGO BUG**
- 28 Don'ts
- 29 **SECONDARY COLORS**
- 30 Don'ts
- 31 **IMAGERY**
- 33 Principles
- 34 Don'ts
- 35 Print Executions
- 36 Digital Executions
- 37 Booth Executions

TERTIARY ASSETS | HOW TO USE THEM

- 39 **TERTIARY COLORS**
- 40 **GRAPHIC ELEMENTS - FRAMING**
- 41 Executions

CREATING MERCH | HOW TO DESIGN

- 43 **MERCHANDISE**
- 44 T-Shirts
- 45 Principles
- 46 Don'ts
- 47 Merch Executions

PARTNER GUIDE | HOW TO CO-BRAND

- 49 **PARTNERSHIP PRINCIPLES**

SUB BRANDS | AN OVERVIEW

- 51 **SUB BRAND LIBRARY**

THE BEAR | SNOWFLAKE THE BEAR MASCOT

- 58 **MASCOT GUIDELINES**
- 59 Mascot Executions
- 60 Checklist
- 61 Contact

INTRODUCTION
SNOWFLAKE BRAND STORY

DATA NATION UNITE

Calling the Data Nation: The data era is here. An era of infinite possibilities. One that will initiate real change for companies—connecting new insights, profits and people. But barriers do exist...

Snowflake is here to tear down those barriers, paving the way for everyone to dream bigger on a limitless scale. How? By enabling EVERY organization to be data-driven.

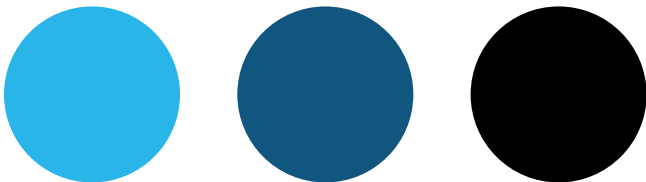
It all starts with a smarter data movement—a movement that puts customers first, embraces data beyond borders, provides business intelligence game-changing tools, shares governed data securely, and scales instantly, near-infinately and effortlessly across any cloud.

Let's build a brighter, more data-centric future. Together, we can lead the data revolution—propelling our world and the data cause forward, faster.

Data Nation, Unite.

INTRODUCTION
BRAND ELEMENTS OVERVIEW

PRIMARY ELEMENTS



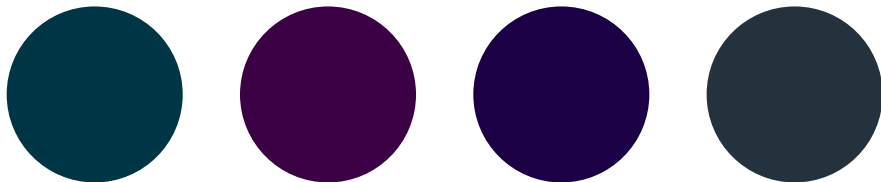
BOLD
HEADLINES



SECONDARY ELEMENTS



TERTIARY ELEMENTS



PRIMARY ASSETS

Logo, brand colors, brand fonts, headlines, and graphic elements

You lead with your strongest players, and with brand it is no different.

LOGO

The Snowflake logo represents data, all varying and different, like snowflakes. We bring data together so that people can create and manage all of their data workloads on one platform. The logo is one that we wear with great pride!



QUICK REFERENCE SNOWFLAKE BLUE

HEX #29B5E8
RGB 41 / 181 / 232
CMYK 67 / 8 / 0 / 0
PMS 298C

PRIMARY ASSETS | HOW TO USE THEM

LOGO BASICS

THE SNOWFLAKE BLUE LOGO

Use the Snowflake Blue logo on white or dotted backgrounds.



THE WHITE LOGO

Use the white logo on full-bleed Snowflake Blue, on color-overlay images, and on non-white specialty and promotional items.



CLEAR SPACE

The logo requires a minimum clear space on all sides that is equal to the x-height of the logotype.



MINIMUM SIZE

To make sure the logo is always clear and legible, there is a minimum size requirement. The minimum size requirement is based on the height of the logo bug.



PRIMARY ASSETS | HOW TO USE THEM

LOGO DON'TS

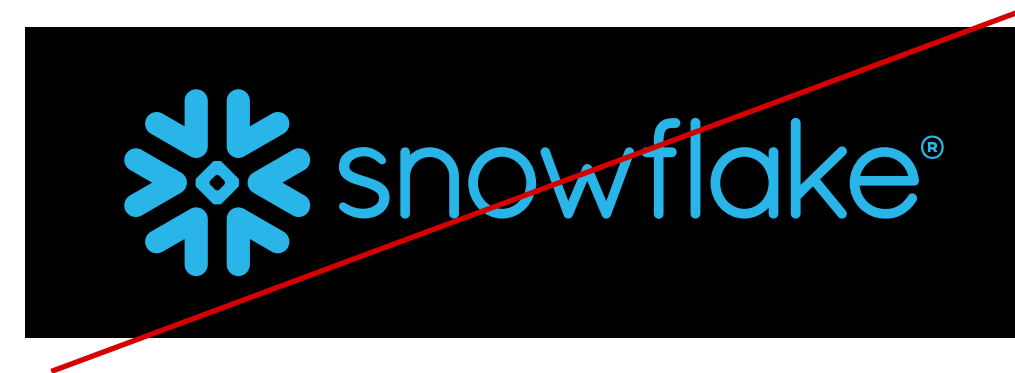
LOGO COLOR

Don't use any other color for the logo, even if it's a brand color.



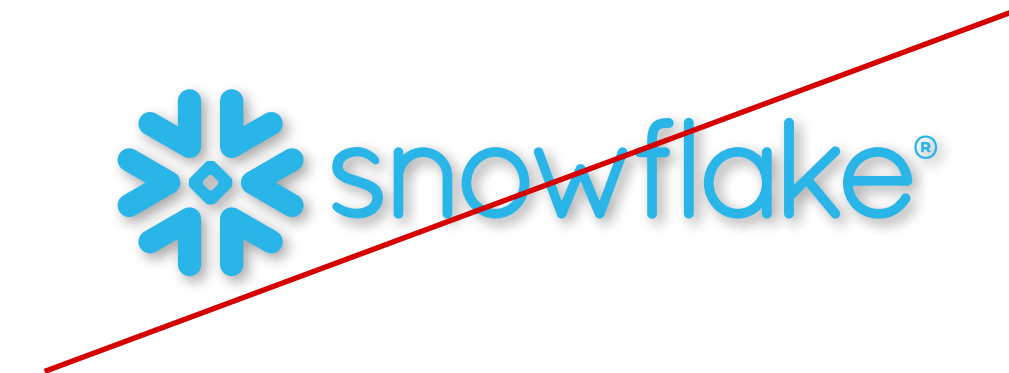
COLOR COMBINATIONS

Don't use the Snowflake Blue logo on any color other than white.



EFFECTS

Don't add any type of effect to the logo.



REGISTRATION

Don't use the logo without the registration mark.



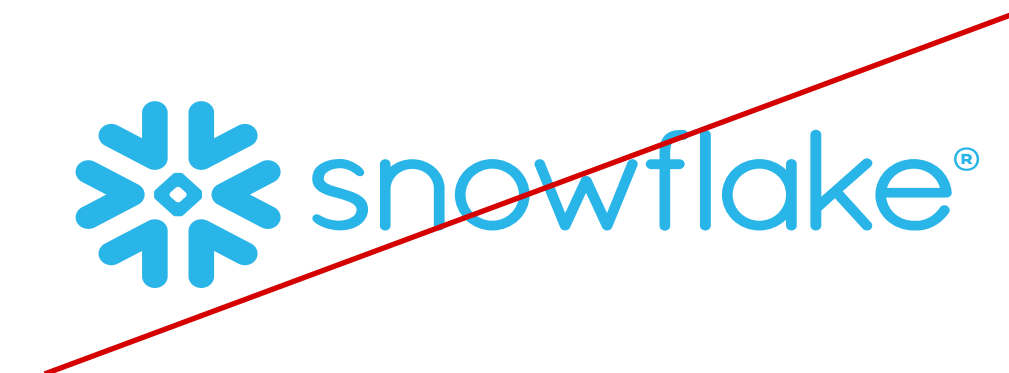
PARTS

Don't separate the logotype from the bug.



DISTORTION

Don't use a stretched or otherwise distorted logo.

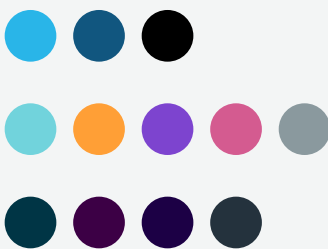


PRIMARY COLORS

Snowflake Blue is our signature color, that sets us apart from the crowded space of dark tech blues. Use it to put the Snowflake “stamp” on all of what we share with the world.



QUICK REFERENCE BRAND COLORS



PRIMARY ASSETS | HOW TO USE THEM

BRAND COLOR BASICS

SNOWFLAKE BLUE
Core Brand Blue

HEX

#29B5E8

RGB

41 / 181 / 232

CMYK

67 / 8 / 0 / 0

PMS

298 C

#D4F0FA

#A9E1F6

#7FD3F1

#54C4ED

MID BLUE
Contrasting Blue

HEX

#11567F

RGB

17 / 86 / 127

CMYK

95 / 66 / 29 / 11

PMS

7700 C

#CFDDE5

#A0BBCC

#709AB2

#417899

MIDNIGHT
For Serious Business

HEX

#000000

RGB

0 / 0 / 0

CMYK

75 / 68 / 67 / 90

PMS

Black 6 C

#CCCCCC

#999999

#666666

#2D2C2C

PRIMARY COLOR RATIO

When in doubt, use Snowflake Blue! We want our materials to be easily recognizable and branded, with our signature blue 80% of the time.

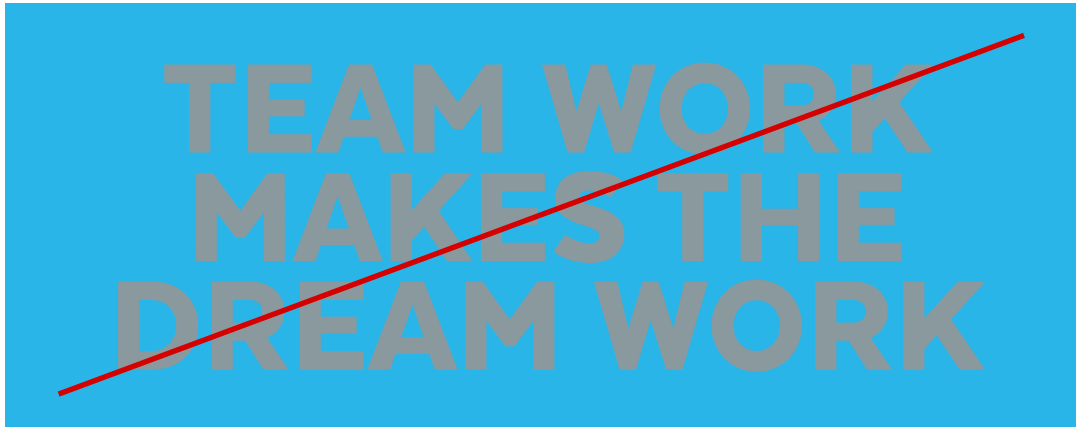


PRIMARY ASSETS | HOW TO USE THEM

BRAND COLOR DON'TS

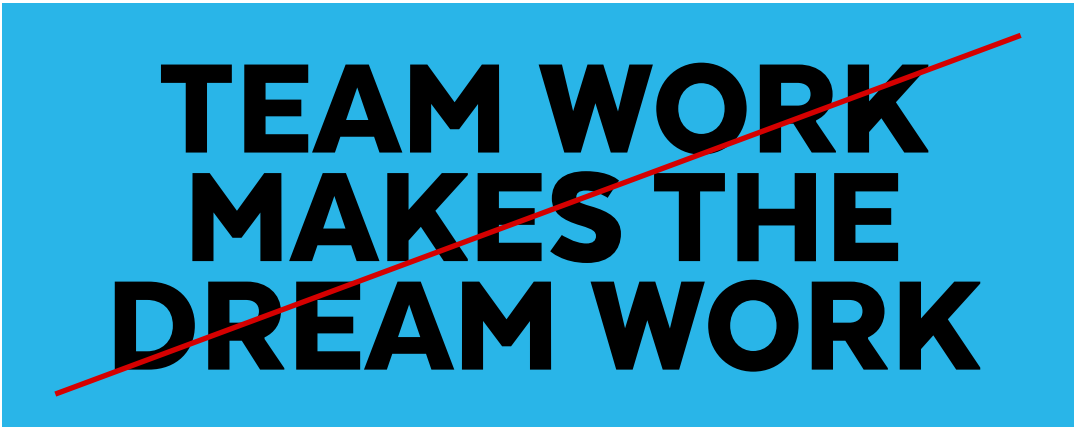
LOW CONTRAST

Don't use low-contrast color combinations that make copy hard to read.



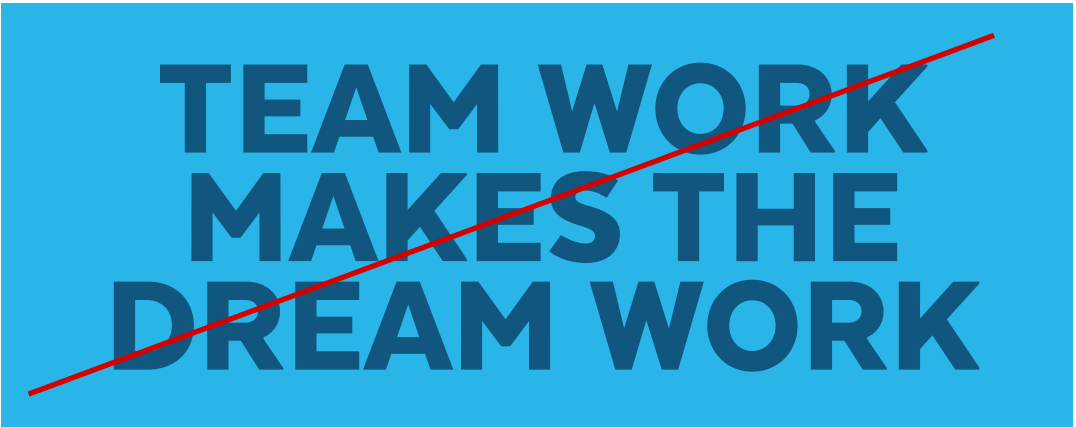
ON BLACK

Don't use all Midnight (black) text on Snowflake Blue floods.



ON SNOWFLAKE BLUE

Don't use colored text on Snowflake Blue floods.



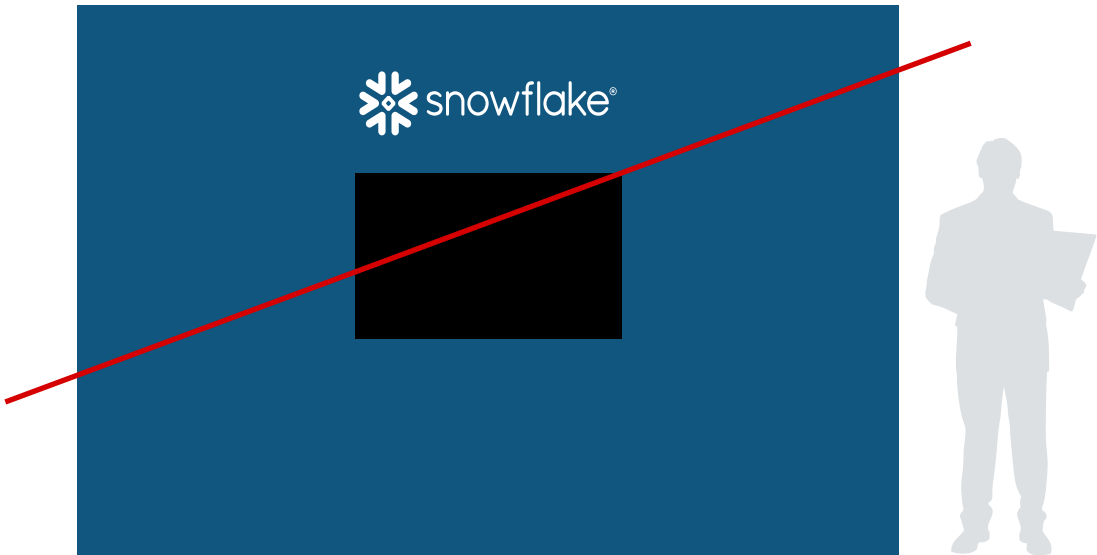
COLOR OVERLAYS

Don't use color overlays with photography in any color other than Snowflake Blue.



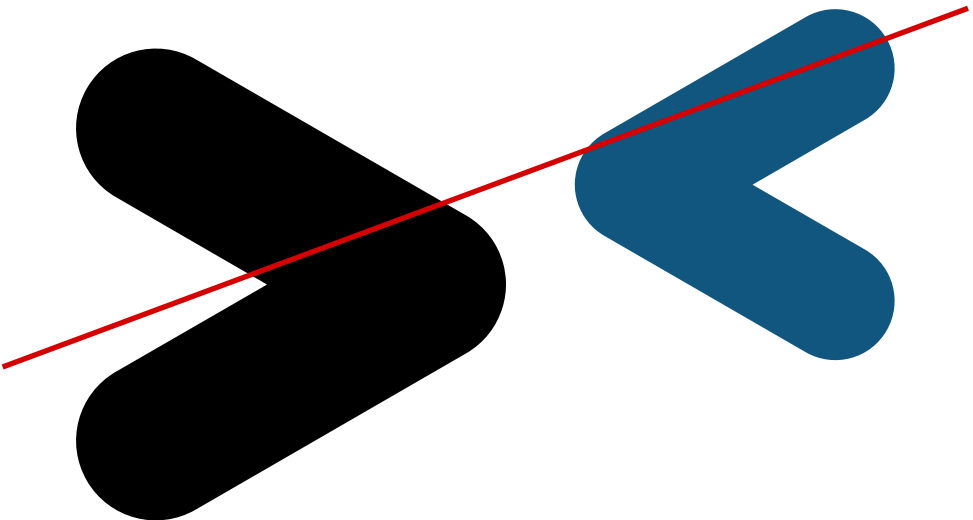
BOOTH COLOR FLOODS

Don't use full color floods in any color other than Snowflake Blue for booth installations.



ARROW COLORS

Don't use arrows in the wrong colors.



TYPEFACES

Snowflake is a bold brand that uses clear, readable fonts that convey clarity and confidence with an all caps, bold style typeface — Texta Black.

HEADLINES, OVERLINE & HIGHLIGHT

Headlines are treated ALL CAPS for readability and confidence.

TEXTA BLACK
TEXTA HEAVY
TEXTA BOLD
TEXTA MEDIUM
TEXTA REGULAR

SUBHEADLINES & BODY

Subheads are sentence case for readability, with varying weights depending on the application needed.

Lato Light
Lato Regular
Lato Medium
Lato Bold
Lato Heavy

PRIMARY ASSETS | HOW TO USE THEM

BRAND FONT PRINCIPLES

The full text block, when appropriate, should sit in aligned to the center of your piece

THIS IS OVERLINE

THIS IS A HEADLINE

This is a subheadline

Wednesday, December 4 | 11:30 AM - 12:30 PM

This is a body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam augue velit, suscipit et sagittis sed, placerat vitae ante. Fusce hendrerit, leo eu rhoncus facilisis, ante sem elementum nunc, ac hendrerit orci ex id lectus.

Overline is set in **Texta Black, ALL CAPS** and sits above the headline or other body of text

Headlines are set in **Texta Black, ALL CAPS** and follow the 'headline leading equation'

Subheadlines are set in **Lato Regular, Sentence case**

Dates are set in **Texta Heavy, Title Case**, with times set in **ALL CAPS**. The separator bar is set in **Texta Regular** for contrast

Body copy is set in **Lato Regular, Sentence case**



QUICK REFERENCE

HEADLINE LEADING EQUATION

Leading = Point Size x .74

PRIMARY ASSETS | HOW TO USE THEM

ALTERNATIVE FONT PRINCIPLES

ALTERNATIVE HEADLINE FONTS

When Texta is not available for editable applications such as PowerPoint, Word or email, the Google Font alternative should be used. When this is not available the System Font should be used.

GOOGLE FONT HEADLINE ALTERNATIVE

When Texta is not available Montserrat Extra Bold should be used for headlines

SYSTEM FONT HEADLINE ALTERNATIVE

When Montserrat is not available Arial Black should be used for headlines

MONTSERRAT EXTRA BOLD

ARIAL BLACK

ALTERNATIVE SUBHEADLINE FONTS

When Lato is not available for editable applications such as PowerPoint, Word or email, the Google Font alternative should be used. When this is not available the System Font should be used.

GOOGLE FONT SUBHEADLINE ALTERNATIVE

Lato is a Google Font and does not need to be replaced

SYSTEM FONT HEADLINE ALTERNATIVE

When Lato is not available Arial Regular should be used for headlines

Lato Regular

Arial Regular

PRIMARY ASSETS | HOW TO USE THEM

BRAND FONT DON'TS

SENTENCE CASE

Don't set headlines in sentence or title case.

~~Team Work
Makes the
Dream Work~~

WRONG HEADLINE WEIGHT

Don't use any weights other than Texta Black for headlines.

~~TEAM WORK
MAKES THE
DREAM WORK~~

WRONG HEADLINE BRAND FONT

Don't use Lato for headlines.

~~TEAM WORK
MAKES THE
DREAM WORK~~

WRONG SUBHEAD BRAND FONT

Don't use Texta for subheadlines.

~~TEAM WORK
MAKES THE
DREAM WORK~~
DREAM THE DREAM

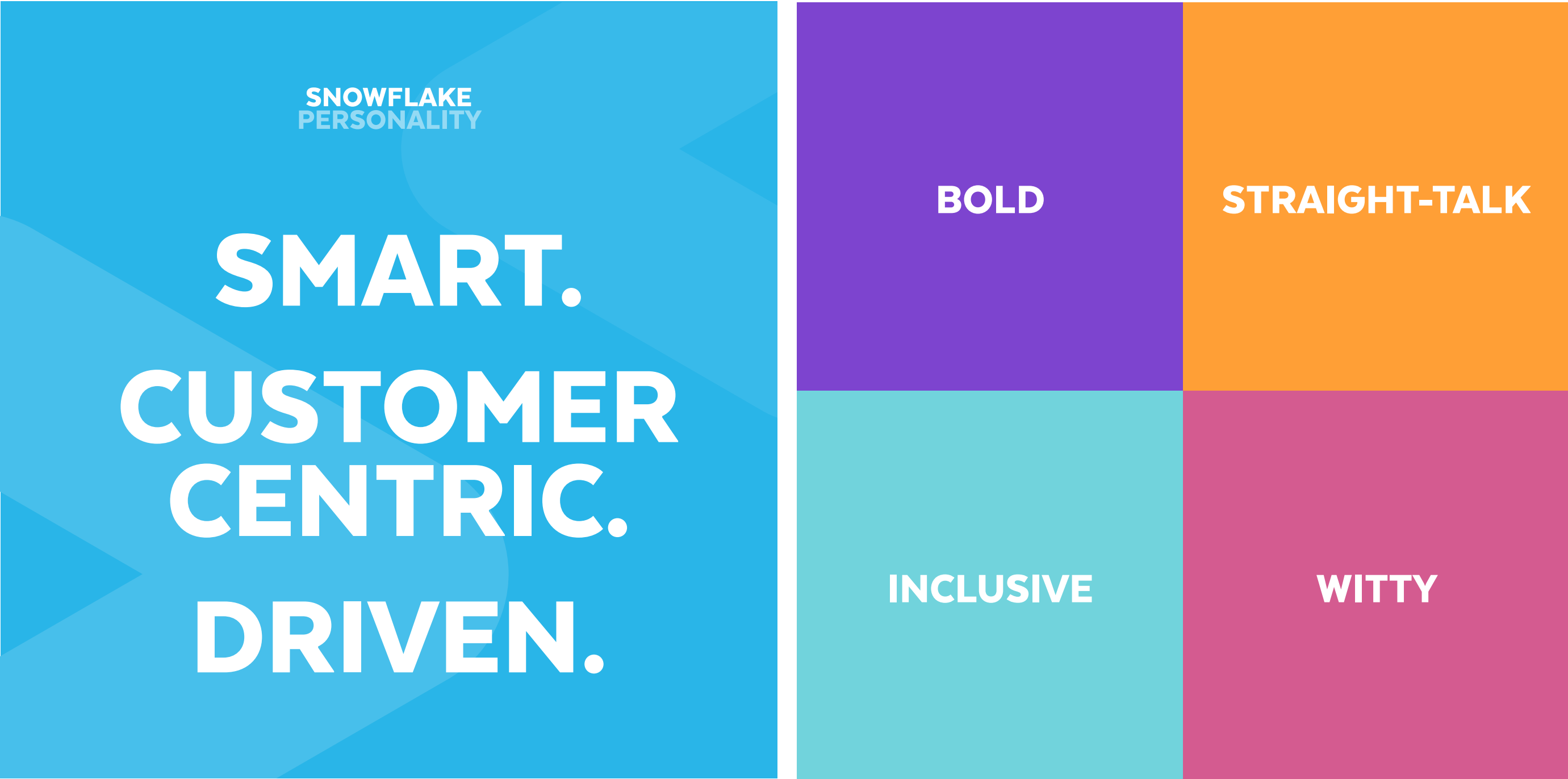
TONE

Snowflake is smart, approachable and forward-thinking. We put customers first and our passion for data comes through in everything we do.

PRIMARY ASSETS | HOW TO USE THEM
HEADLINE BASICS

BRAND TONE

Snowflake is smart, customer-centric and driven. Data is changing the world and we’re at the forefront of the data revolution. Our tone and company values should echo this across all of our communications.



TYPESETTING HEADLINES

Snowflake headlines are a recognizable brand element and should therefore always be typeset properly. Headlines are set in Texta Black ALL CAPS with a leading of .74 x the font size.

TEAM WORK
MAKES THE
DREAM WORK

Headlines are set in
Texta Black, ALL CAPS

The space between the lines is called **leading**. To set the leading simply multiply your headline font size by .74

leading

HIGHLIGHTING HEADLINES

Highlight the part of the text that is the main- or selling point. Always highlight full lines. The highlight color is always in a brand color (or in 100% white if reversed out on a color flood).

LOREM IPSUM
DOLOR SIT
CONSEC TET

First line

LOREM IPSUM
DOLOR SIT
CONSEC TET

Last line

LOREM IPSUM
DOLOR SIT
CONSEC TET

First two lines

LOREM IPSUM
DOLOR SIT
CONSEC TET

Last two lines

PRIMARY ASSETS | HOW TO USE THEM

HEADLINE HIGHLIGHT PRINCIPLES

HEADLINES ON WHITE

On white or on dots, the highlight color is **100% Snowflake Blue** and the remaining text is **100% Midnight**.

TEAM WORK
MAKES THE
DREAM WORK

Highlight color options:

SNOWFLAKE
BLUE
MIDNIGHT

MID
BLUE
MIDNIGHT

VALENCIA
ORANGE
MIDNIGHT

HEADLINES ON LIGHT COLOR FLOODS

On light color floods, the highlight color is **100% white** and the remaining text is **50% of the flood color**.

TEAM WORK
MAKES THE
DREAM WORK

50% Snowflake Blue

Highlight color option:

MIDNIGHT
FULL OPACITY
WHITE

HEADLINES ON DARK COLOR FLOODS

On dark color floods, the highlight color is **100% white** and the remaining text is **60% of the flood color**.

TEAM WORK
MAKES THE
DREAM WORK

60% Mid Blue

PRIMARY ASSETS | HOW TO USE THEM

HEADLINE DON'TS

HIGHLIGHT COLOR

Don't use anything aside from the 3 allowed colors to highlight, even if it's a brand color.

TEAM WORK
MAKES THE
DREAM WORK

NON-HIGHLIGHT COLOR ON WHITE

Don't use other colors for the non-highlight text.

TEAM WORK
MAKES THE
DREAM WORK

NON-HIGHLIGHT COLOR ON FLOOD

Don't use colored text on Snowflake Blue backgrounds..

TEAM WORK
MAKES THE
DREAM WORK

LEADING

Don't use leading that is too open (or too tight).

TEAM WORK
MAKES THE
DREAM WORK

SPLITTING LINES

Don't cherry-pick or split highlighted text across lines, even if it's a more natural break in the sentence.

TEAM WORK
MAKES THE
DREAM WORK

DOTS & ARROWS

The dots and arrows are core elements in the Snowflake brand. The dots create a structured grid for a subtle branded background pattern or fill, while the arrows (from the Snowflake logo) represent data that can be securely shared.

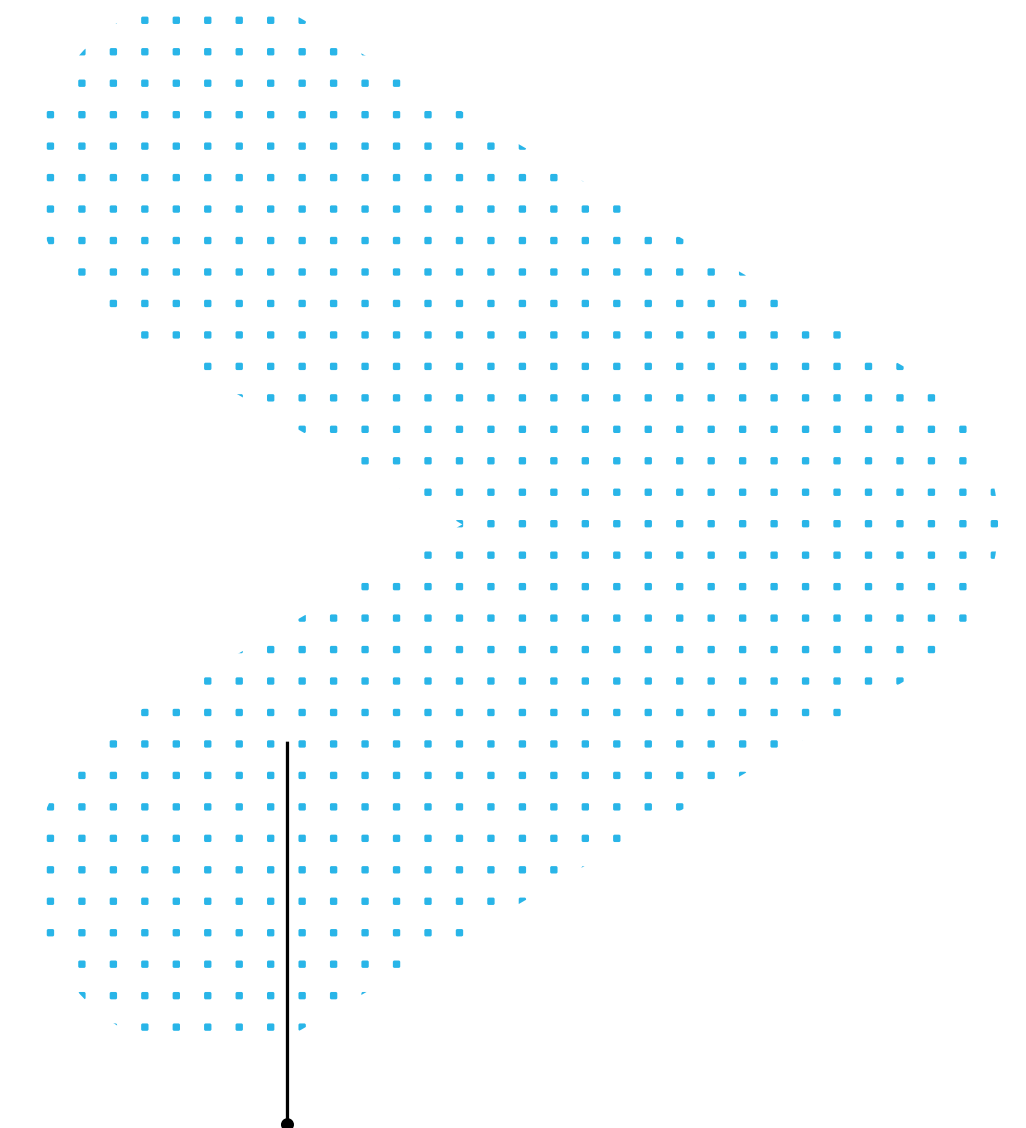
THE ARROWS

The arrows are used to communicate the flexibility of accessing and sharing data with Snowflake. Use arrows in varying opacities or dot-filled and only ever at 90 degrees going left and right.



Arrows at **varying opacity**

Arrows are always used at **90°**
and only point **left or right**



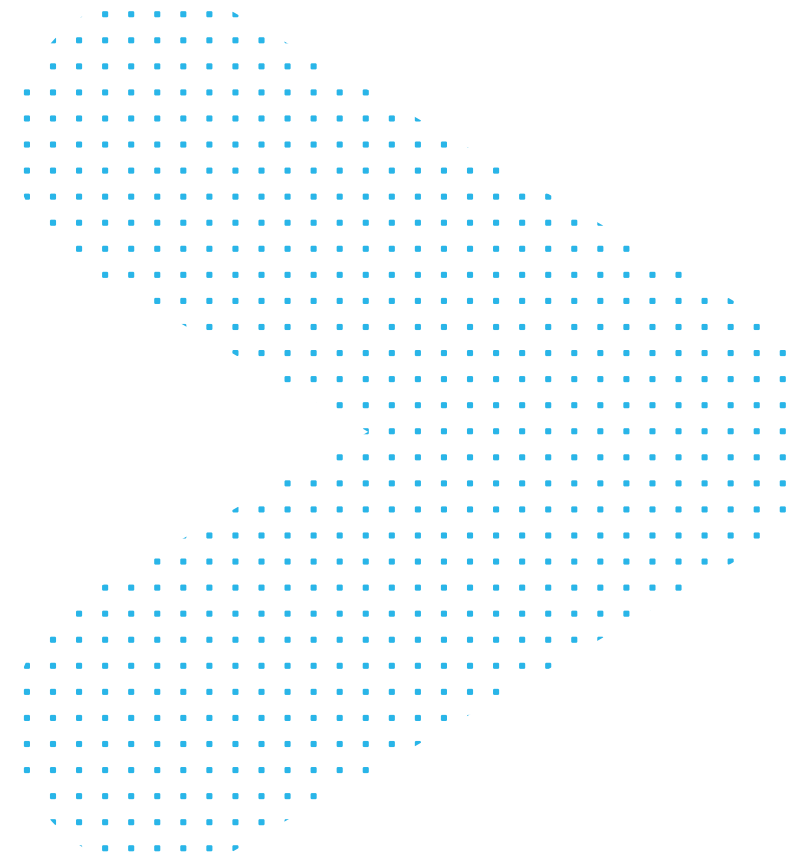
Dot-filled arrows

PRIMARY ASSETS | HOW TO USE THEM

GRAPHIC ELEMENTS PRINCIPLES

ARROW FILLS: DOTS

The arrows can also be used to mask the signature brand dots. These are used to give depth, lightness and movement to materials.



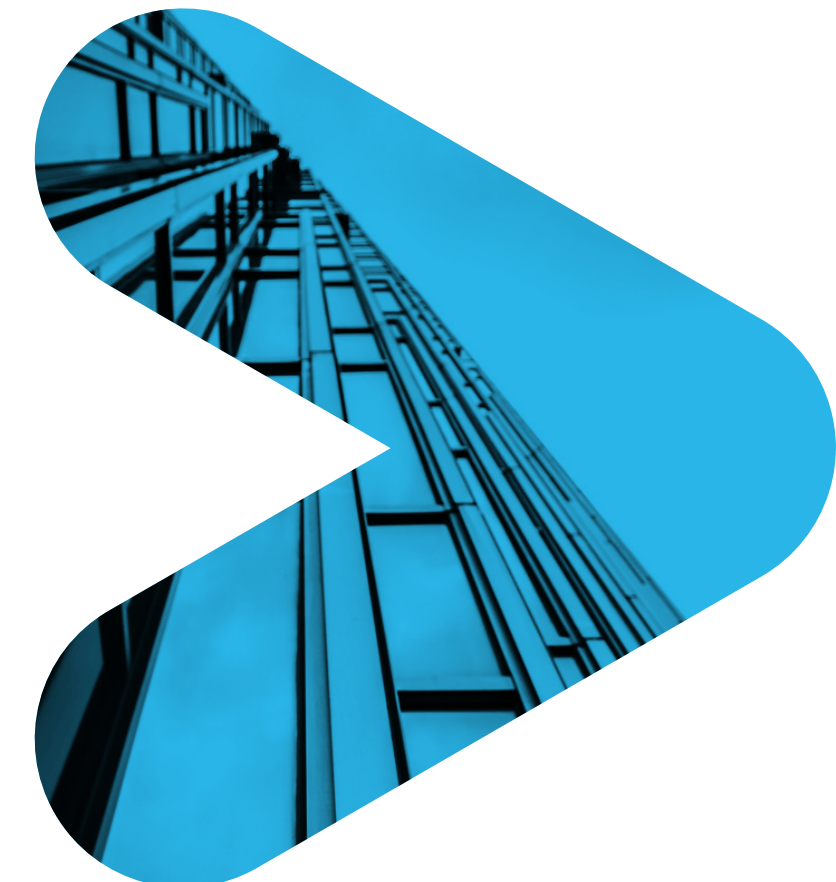
ARROW FILLS: IMAGERY

Using the arrows to mask imagery gives Snowflake a reinforced branded shape while adding a layer of texture to materials.



ARROW FILLS: IMAGERY OVERLAY

The color overlay in a masked arrow adds visual interest to the piece while reinforcing the Snowflake brand through color.



PRIMARY ASSETS | HOW TO USE THEM

GRAPHIC ELEMENTS PRINCIPLES

BASIC DOT-FILL ARROW USAGE

The masked arrow can be used with solid dots or gradient dots for lighter and bolder effects.



Solid Snowflake Blue on white



Solid white on Snowflake Blue



Gradient Snowflake Blue on white



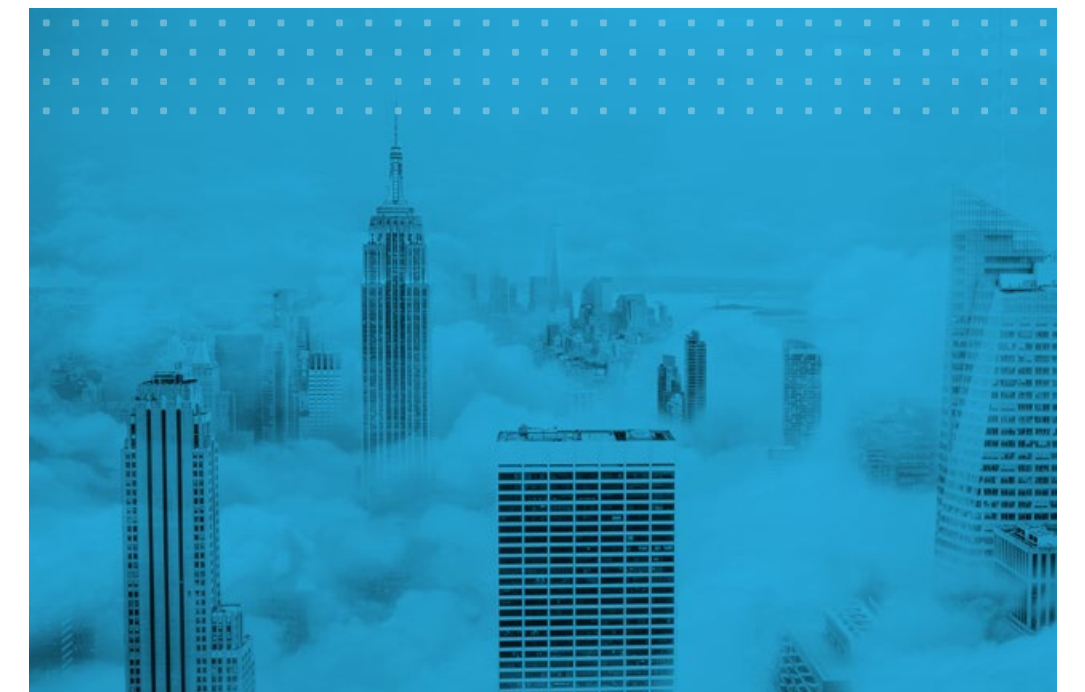
Gradient Star Blue on Snowflake Blue

PRIMARY ASSETS | HOW TO USE THEM

GRAPHIC ELEMENTS PRINCIPLES

COMBINING DOTS AND PHOTOGRAPHY

Dots can be used masked in an arrow or applied sparingly in a few rows over treated photography.



PRIMARY ASSETS | HOW TO USE THEM

GRAPHIC ELEMENTS PRINCIPLES

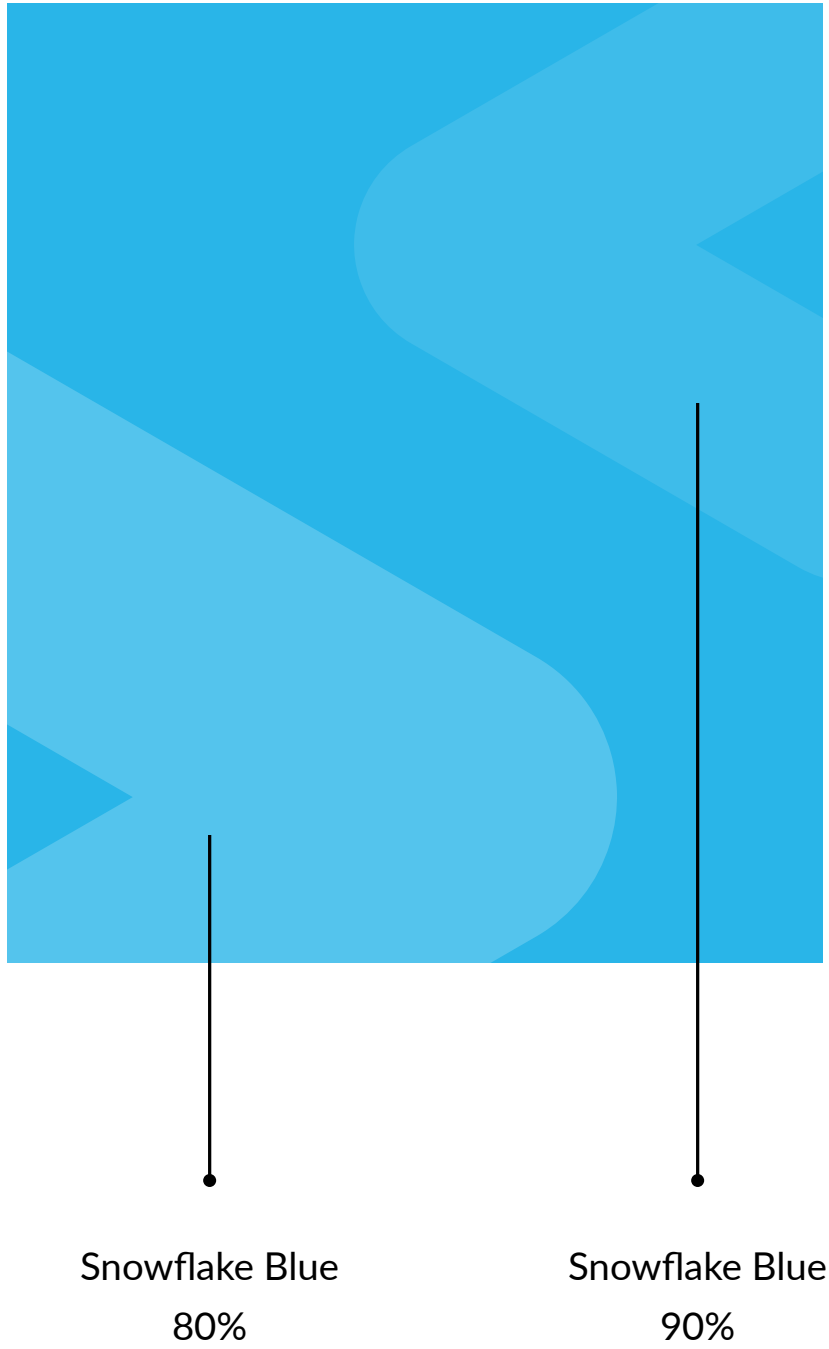
SOLLID ARROW FILLS: COLOR

The varying opacity of arrows gives a layered effect that conveys complex amounts of data, easily handled.



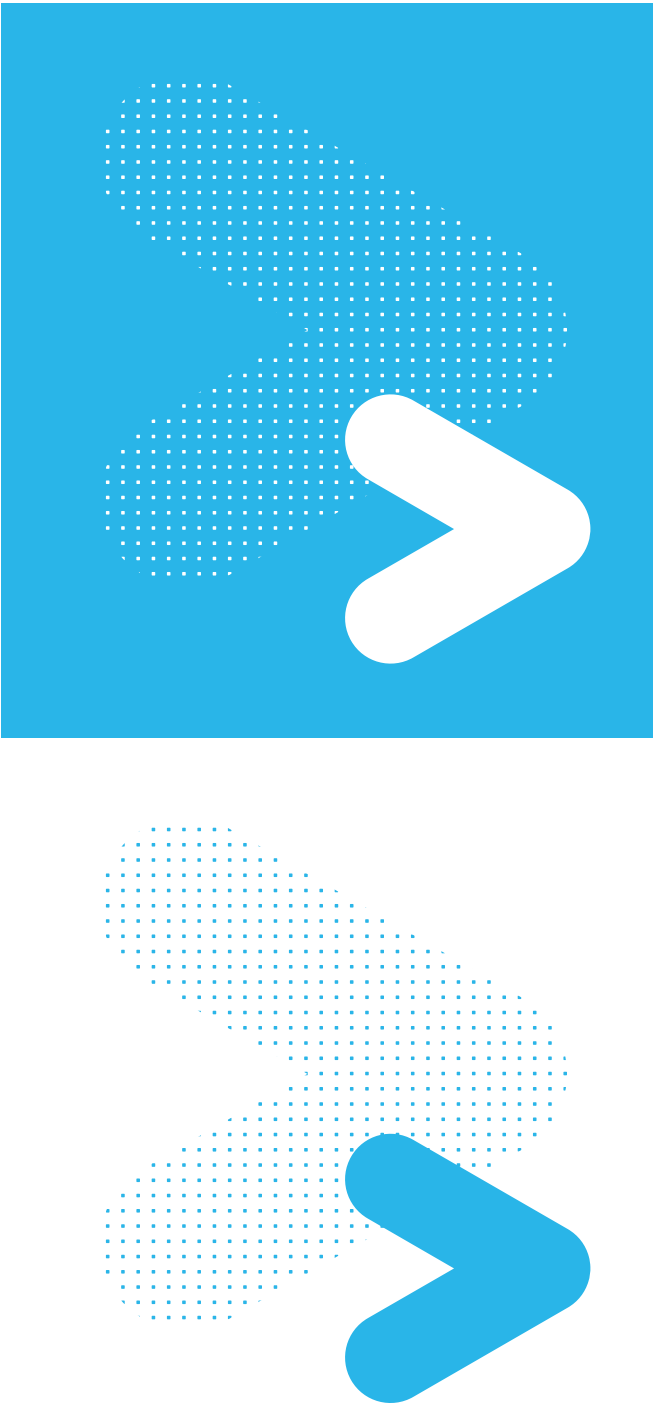
USING SOLID ARROWS ON FLOODS

Provide varying opacities in your white arrows on top of a Snowflake blue flood of color.



MIXING SOLID AND DOT-FILL ARROWS

Layering solid arrows on top of dot-filled arrows can add depth to a layout.



PRIMARY ASSETS | HOW TO USE THEM

GRAPHIC ELEMENTS PRINCIPLES

PLACING ARROWS WITH LOGO

Give the Snowflake logo enough room, with some white space.
Don't layer an arrow under the entirety of the Snowflake logo.



SIZING DOTS FOR HEADLINES

An easy rule of thumb to follow is 3 dots per cap height of your text.
Outside of this rule, your dots will appear too large, or too small.



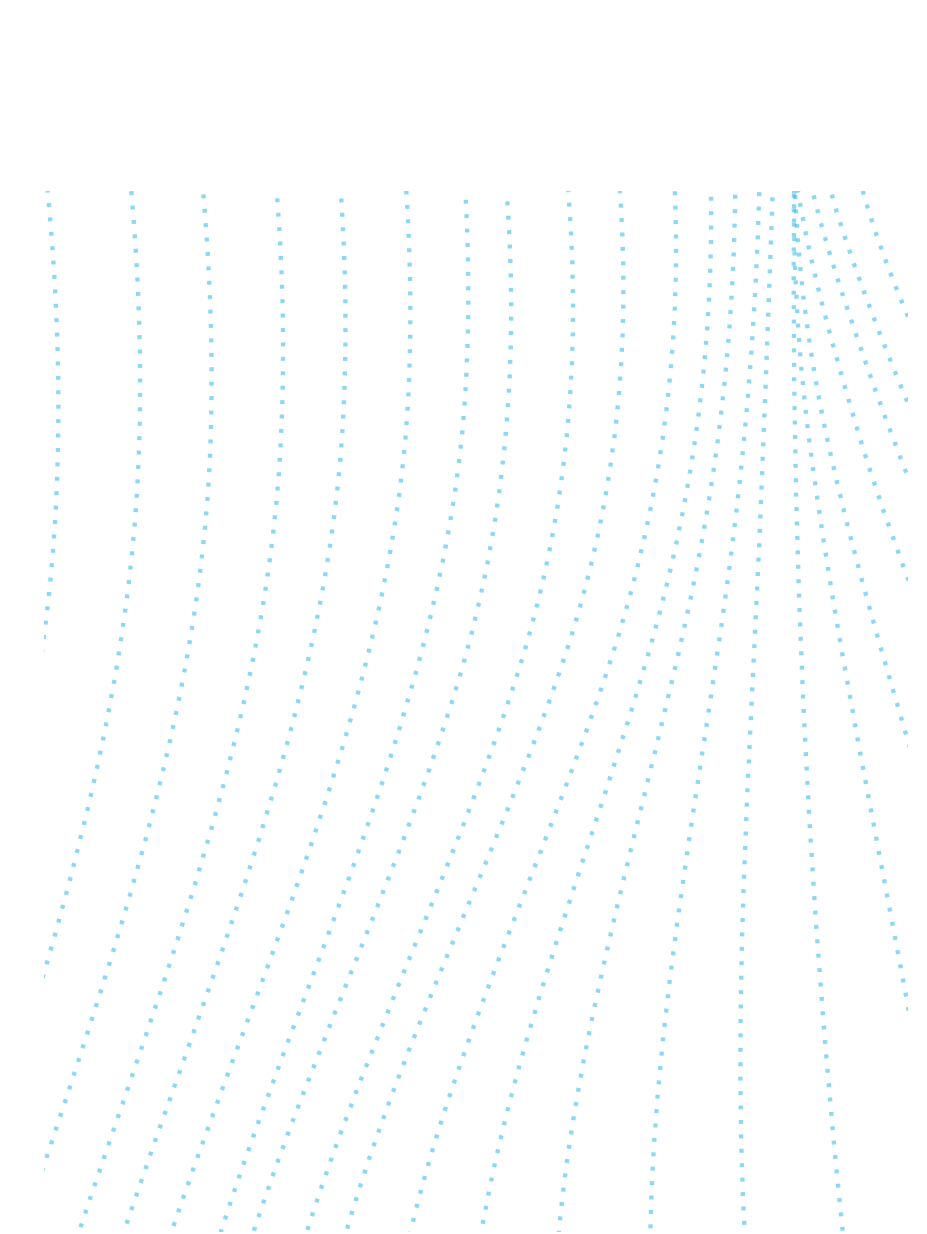
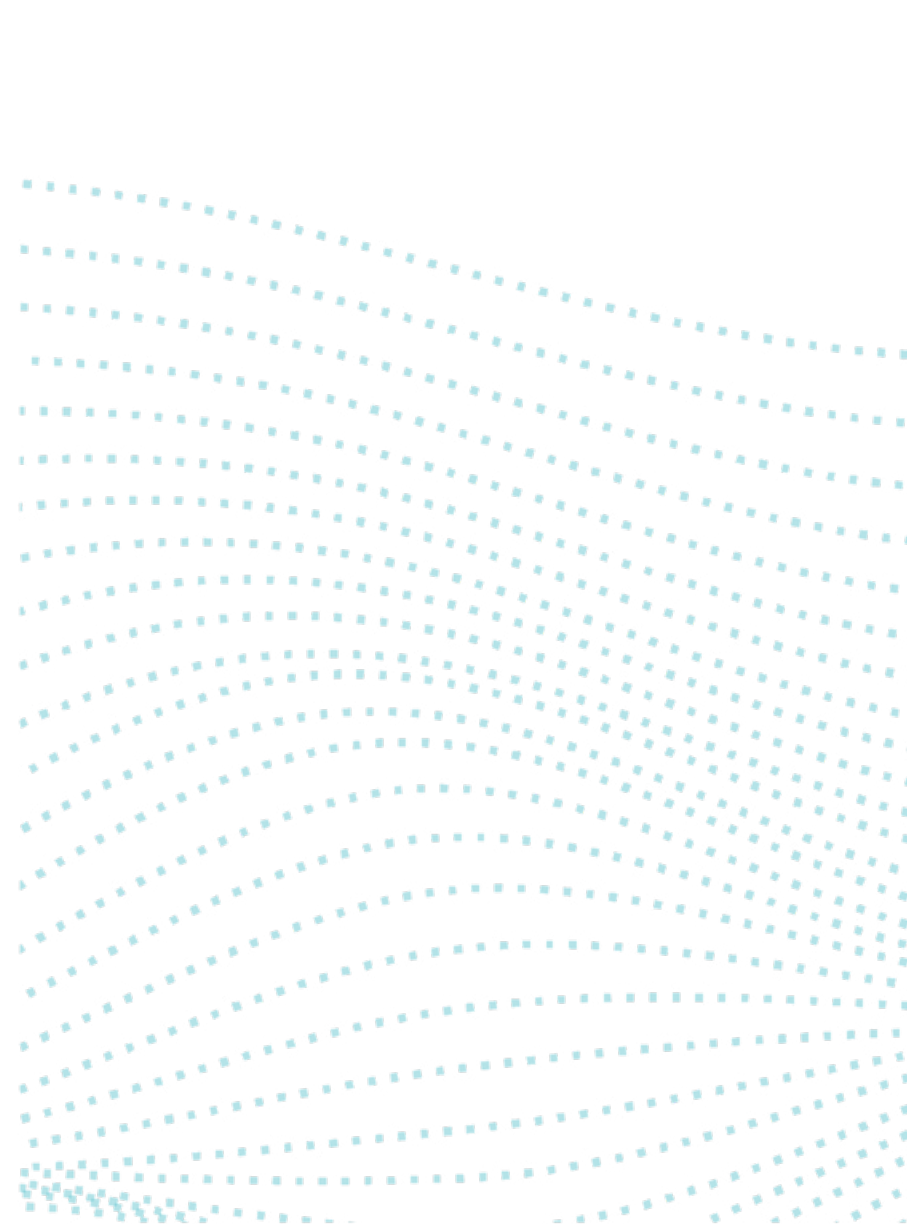
NOTE: If you're producing a multi-panel booth use the dot size of your main panel, so dot size is the same throughout

PRIMARY ASSETS | HOW TO USE THEM

GRAPHIC ELEMENTS PRINCIPLES

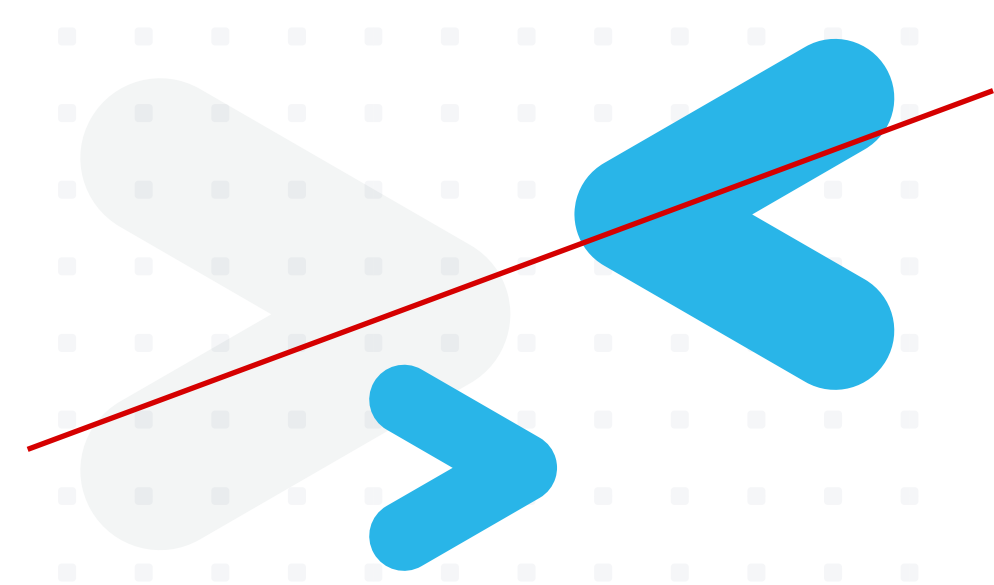
ABSTRACT DOT WAVE LIBRARY

There are a range of ways to use the abstract dot wave graphics. They can range in color, direction and size.



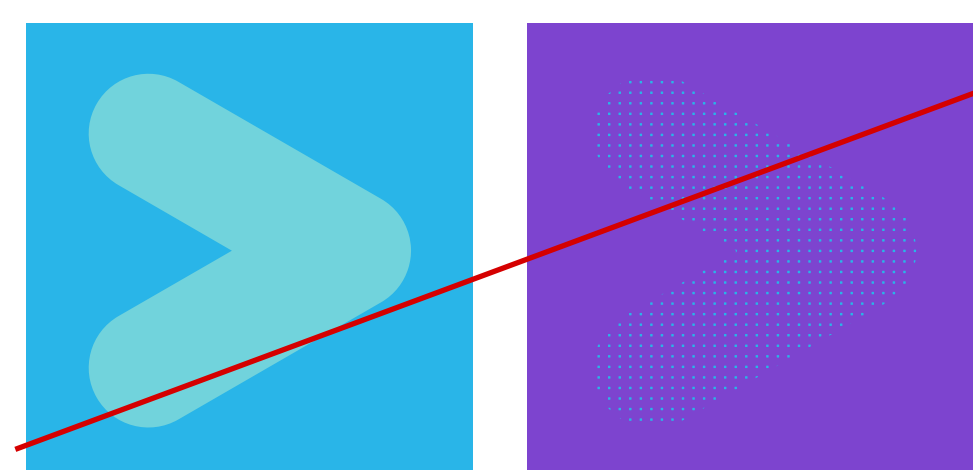
SOLID ARROWS

Don't use more than one solid arrow in a layout.



ARROWS COLORS

Don't use any non-approved brand color combinations.



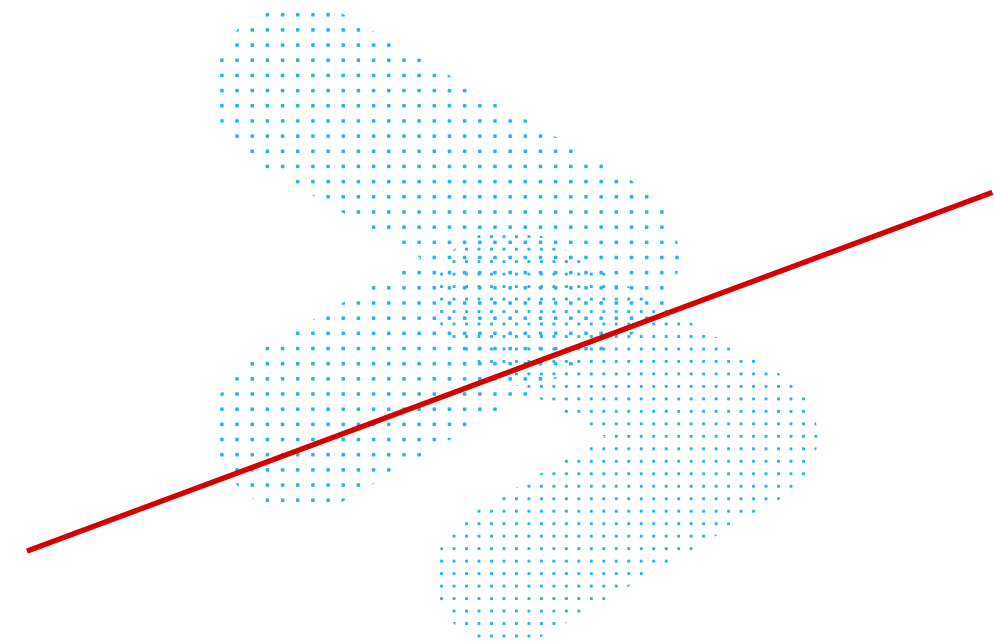
DOT-FILLED ARROWS

Don't use dot fills in other colors.



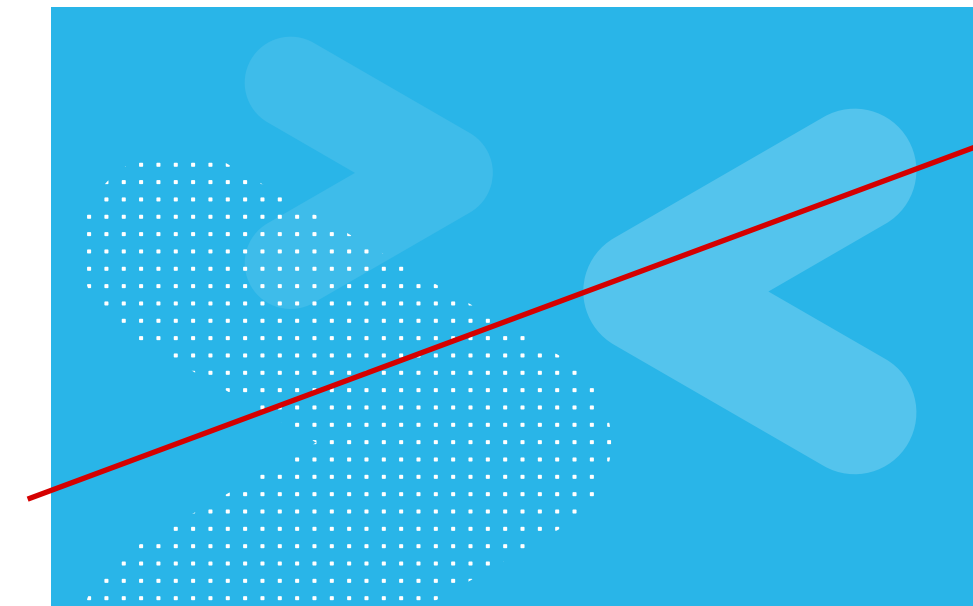
DOT-FILLED ARROWS

Don't layer dot-filled arrows.



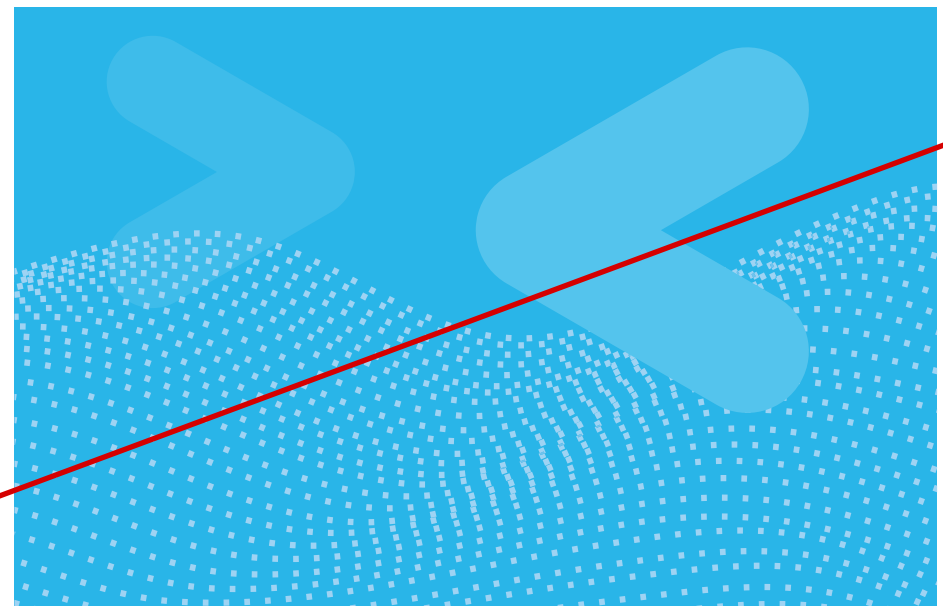
MIXING ELEMENTS

Don't use transparent arrows and dot-fill arrows in the same layout.



MIXING ELEMENTS

Don't use arrows and waves in the same layout.

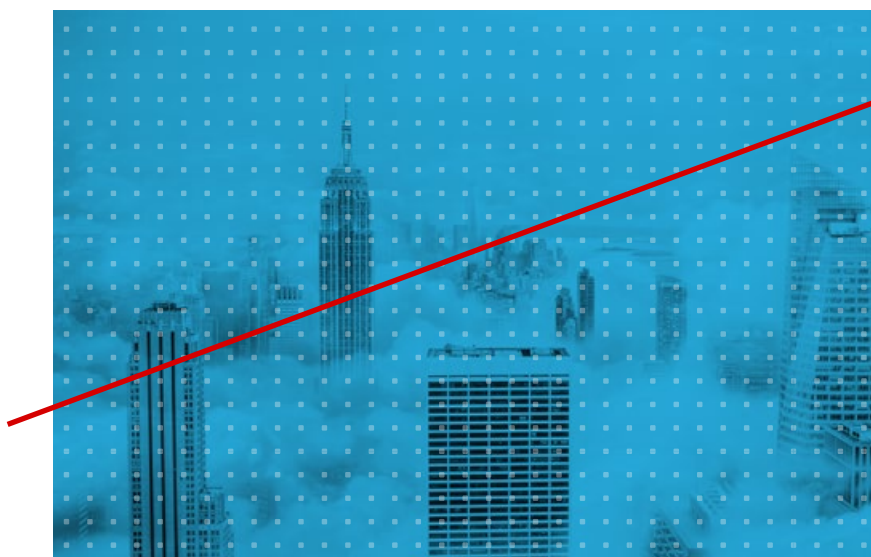


PRIMARY ASSETS | HOW TO USE THEM

GRAPHIC ELEMENTS DON'TS

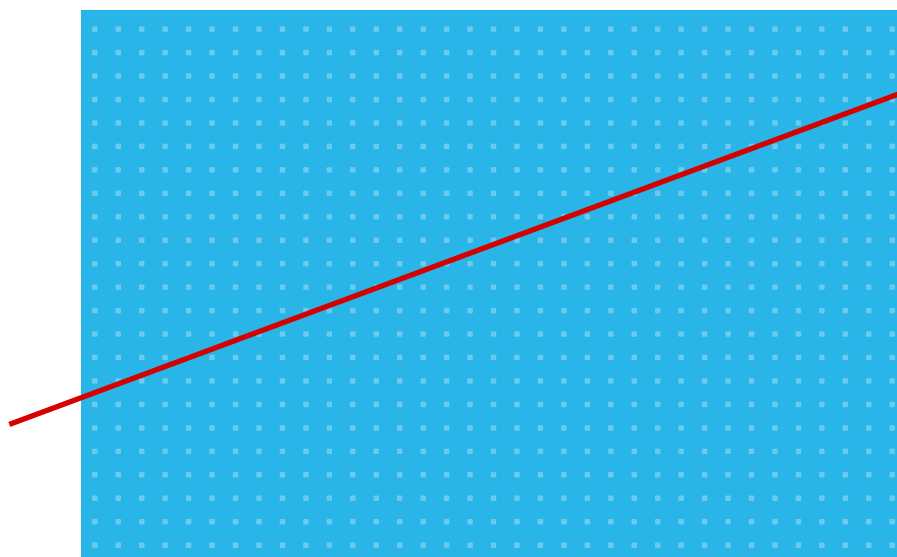
DOT USAGE

Don't use a full flood of dots over photography.



DOT USAGE

Don't use a full flood of dots over large areas of color.



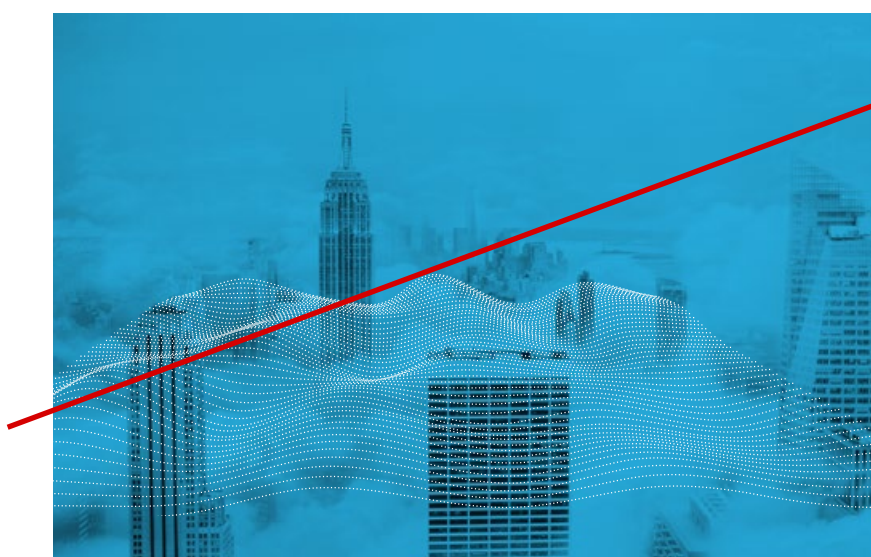
DOT LAYERING

Don't use dots in a way that makes the logo or copy illegible.



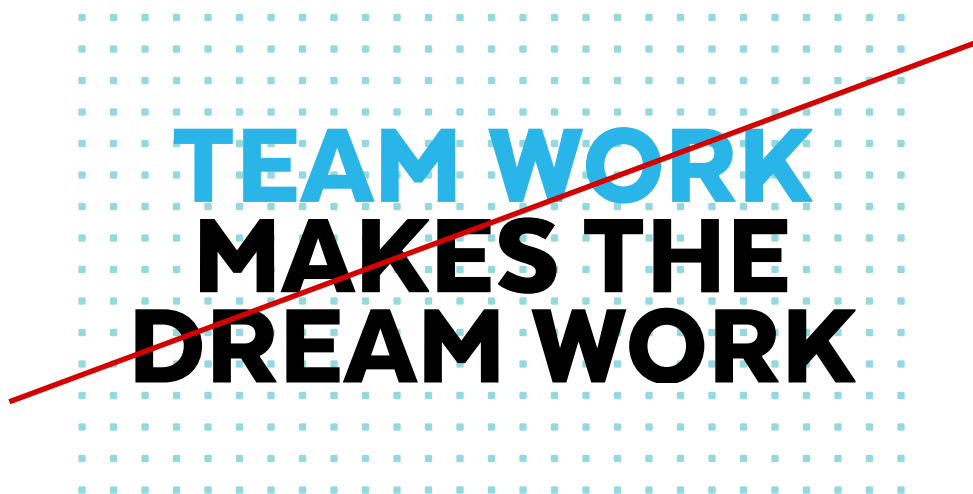
WAVE USAGE

Don't use the wave graphic on photography.



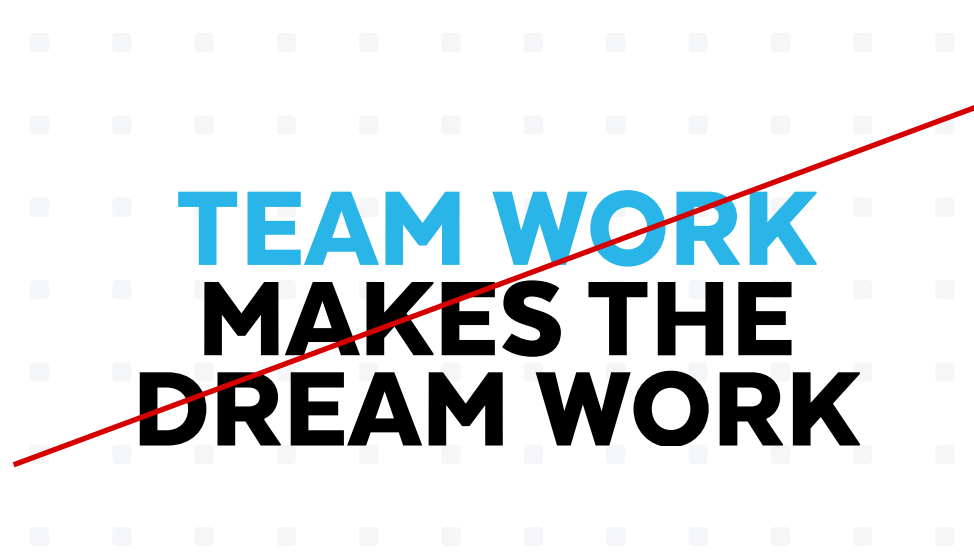
BACKGROUND DOT COLOR

Don't use background dots in any other color.



BACKGROUND DOT SIZE

Don't use dots larger (or smaller) than 3 dots to the cap height.



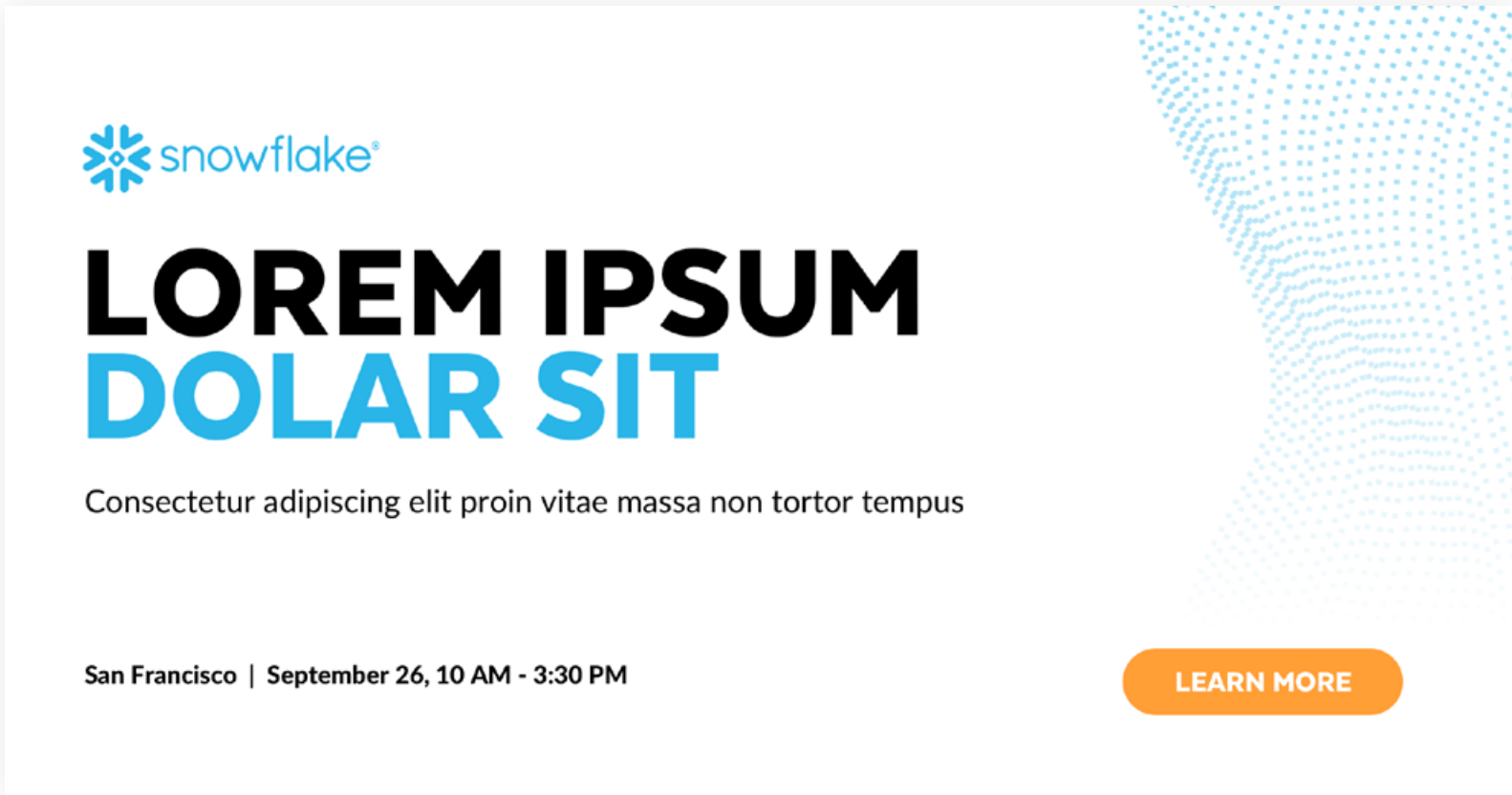
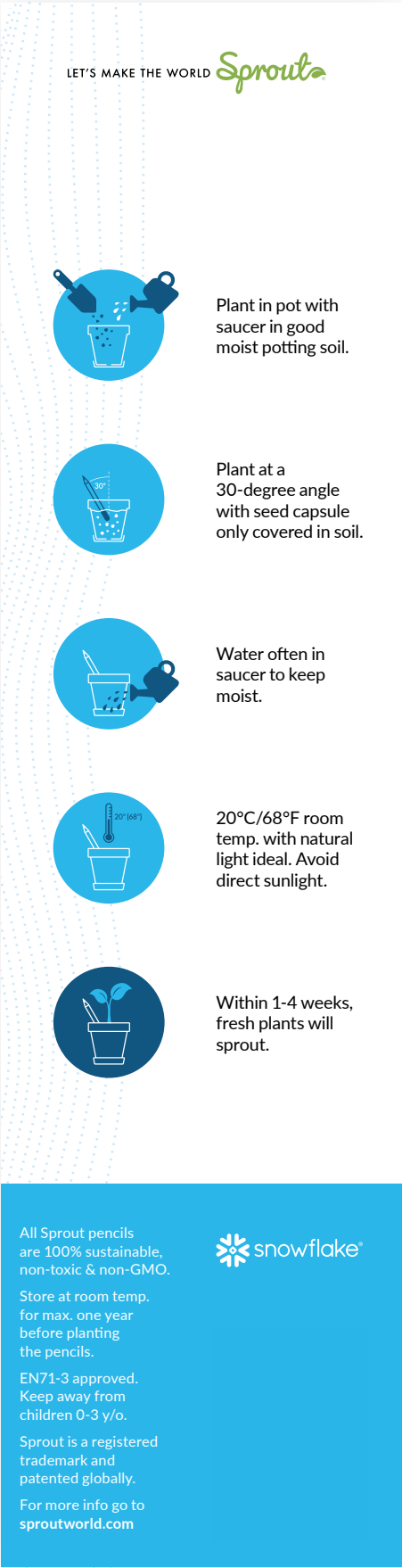
PRIMARY ASSETS | HOW TO USE THEM

DOT-FILL ARROWS PRINT AND DIGITAL EXECUTIONS



PRIMARY ASSETS | HOW TO USE THEM

ABSTRACT DOT WAVE PRINT AND DIGITAL EXECUTIONS



PRIMARY ASSETS | HOW TO USE THEM

PRINT EXECUTIONS

Learn from the Electronic Arts (EA) chief business intelligence (BI) architect and director of BI about how EA improved data democratization across the business through a combination of AWS tools, Snowflake, and Slack as a backend system for analytics queries. Come hear about how EA's BI team rolled out a Slackbot solution to the entire business to provide better and faster insights, resulting in a 360-degree view of data.

SPEAKERS:
KALIAPERUMAL ARUMUGAM
Director, Business Intelligence
VLAD VALEYEV
Chief BI Architect

ARIA, LAS VEGAS
LEVEL 3 WEST, JUNIPER 4

 snowflake®

AWS RE:INVENT CONFERENCE 2019

**HOW EA BUILT
SELF-SERVICE
TOOL SLACKBOT**

to provide better user insights

Wednesday, December 4 | 4:00 PM – 5:00 PM



 snowflake®

**ATTEND A DEMO FOR A CHANCE TO WIN A PAIR OF
BOSE HEADPHONES**



DEMO TIMES:
WEDNESDAY 10:40am and 3:20pm | THURSDAY 10:40am and 3:20pm

PRIMARY ASSETS | HOW TO USE THEM

DIGITAL EXECUTIONS

HELLO SWITZERLAND

The data warehouse built for the cloud has arrived.



JOIN US

Venue Name, Zurich 19 September



MONETIZE YOUR DATA WITH SNOWFLAKE

Reach thousands of data consumers
and open new revenue streams

LEARN MORE

 + dun & bradstreet

MONETIZE YOUR DATA WITH SNOWFLAKE

Reach thousands of data consumers
and open new revenue streams

LEARN MORE

 + dun & bradstreet

PRIMARY ASSETS | HOW TO USE THEM


BOOTH EXECUTIONS



PRIMARY ASSETS | HOW TO USE THEM

BILLBOARD EXECUTIONS





**LOVE AT
FIRST PETABYTE**

Fall For The Infinite Scale Cloud Data Platform



20/20 DATA VISION

Ring In The New Year With The #1 Cloud Data Platform



**FELIZ
NAVIDATA**

Season's Greetings from the #1 Cloud Data Platform

SECONDARY ASSETS

Logo bug, secondary color palette, and imagery

We all need a good support system; our secondary assets provide that.

LOGO BUG

The Snowflake bug is a powerful graphic that we use for bold, eye-catching materials. When used the audience knows us, so we're able to use our logo 'short-hand.'

SECONDARY ASSETS | HOW TO USE THEM

LOGO BUG BASICS

THE SNOWFLAKE BLUE LOGO BUG

Use the Snowflake Blue logo on white or dotted backgrounds.



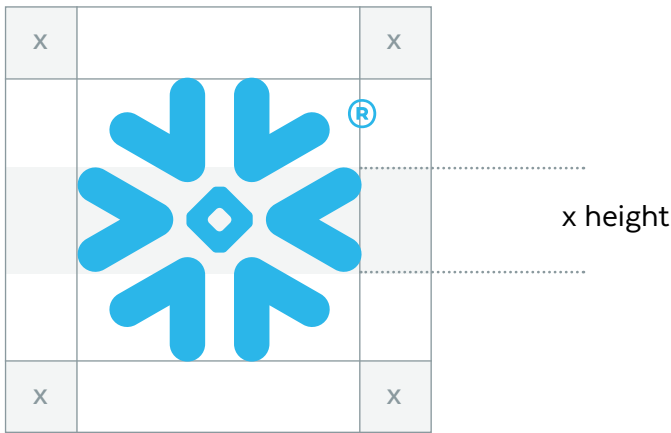
THE WHITE LOGO BUG

Use the white logo on full bleed Snowflake Blue, on color-overlay images, and on non-white specialty and promotional items.



CLEAR SPACE

The logo requires a minimum clear space on all sides that is equal to the x-height of the bug (x-height being one arrow segment).



MINIMUM SIZE

To make sure the logo bug is always clear and legible, there is a minimum size requirement. The minimum size requirement is based on the height of the logo bug.

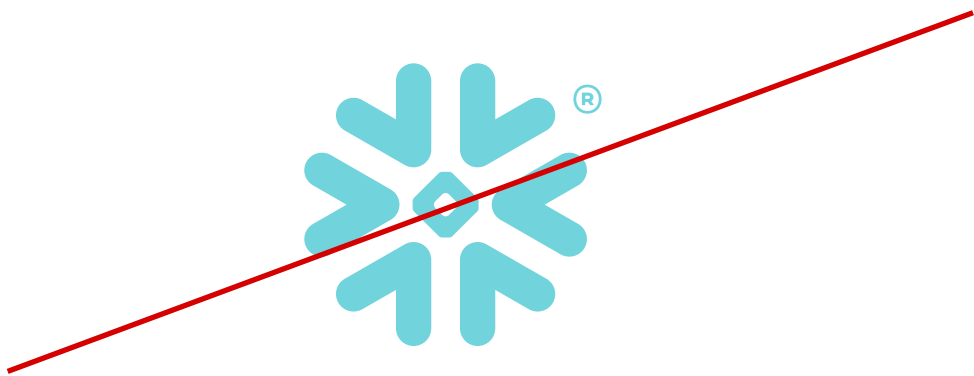


SECONDARY ASSETS | HOW TO USE THEM

LOGO BUG DON'TS

LOGO COLOR

Don't use any other color for the logo, even if it's a brand color.



COLOR COMBINATIONS

Don't use the Snowflake Blue logo on any color other than white.



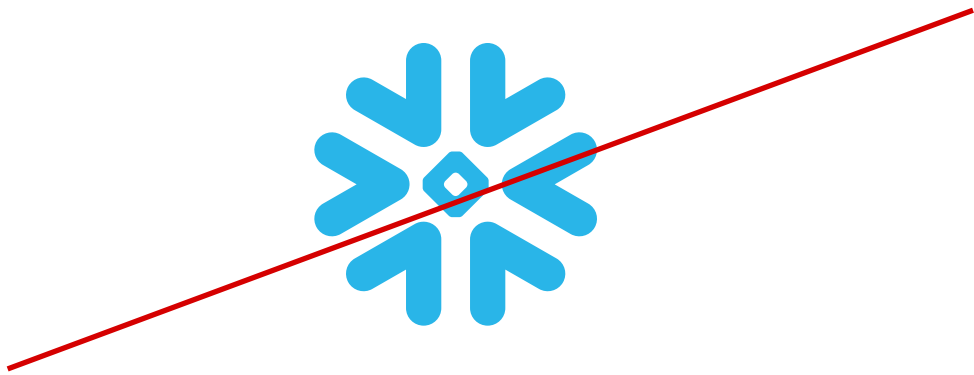
EFFECTS

Don't add any type of effect to the logo.



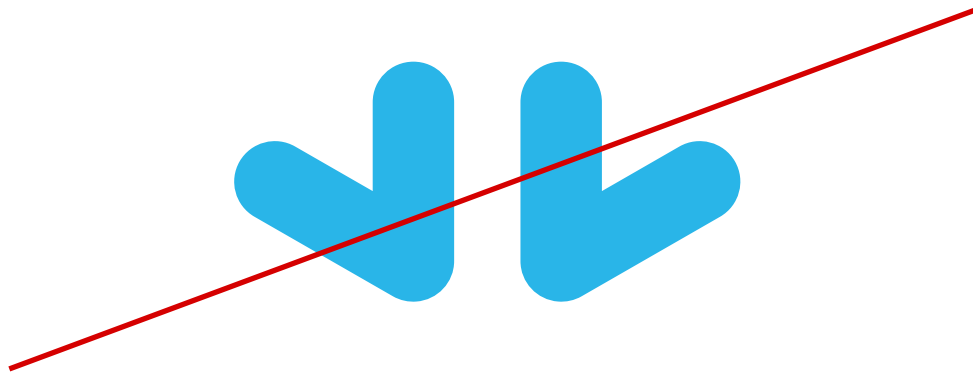
REGISTRATION

Don't use the logo without the registration mark.



PARTS

Don't use parts of the bug.



DISTORTION

Don't use a stretched or otherwise distorted logo.



SECONDARY COLORS

This family’s purpose is for pops of color. Use to highlight a ‘call to action’ or add in small areas to add contrast.



QUICK REFERENCE BRAND COLORS



SECONDARY ASSETS | HOW TO USE THEM

SECONDARY BRAND COLOR BASICS

STAR BLUE
Accent Blue

HEX

#71D3DC

RGB

113 / 211 / 220

CMYK

50 / 0 / 16 / 0

PMS

3105 C

VALENCIA ORANGE
Accent Orange

HEX

#FF9F36

RGB

255 / 159 / 54

CMYK

0 / 44 / 87 / 0

PMS

1375 C

PURPLE MOON
Accent Purple

HEX

#7D44CF

RGB

125 / 68 / 207

CMYK

65 / 78 / 0 / 0

PMS

266 C

FIRST LIGHT
Accent Rose

HEX

#D45B90

RGB

212 / 91 / 144

CMYK

14 / 78 / 14 / 0

PMS

674 C

WINDY CITY
Neutral

HEX

#8A999E

RGB

138 / 153 / 158

CMYK

49 / 33 / 33 / 1

PMS

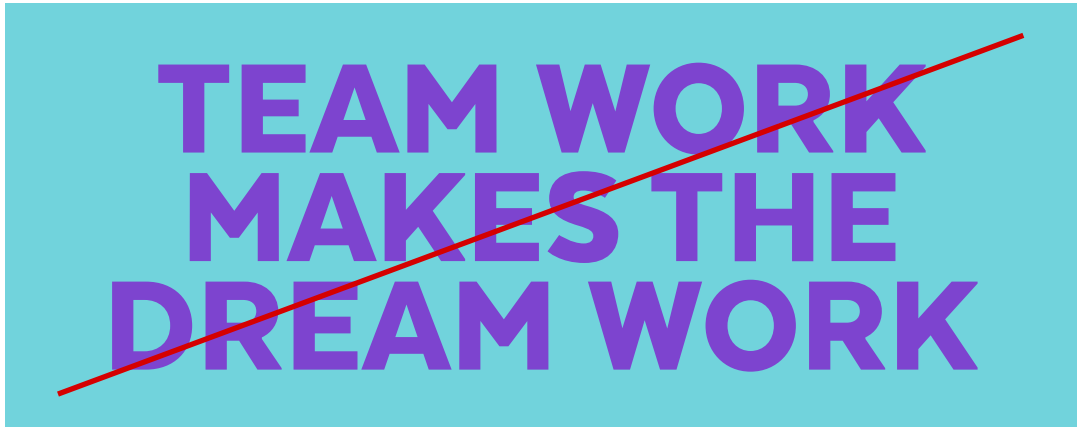
443 C

SECONDARY ASSETS | HOW TO USE THEM

SECONDARY BRAND DON'TS

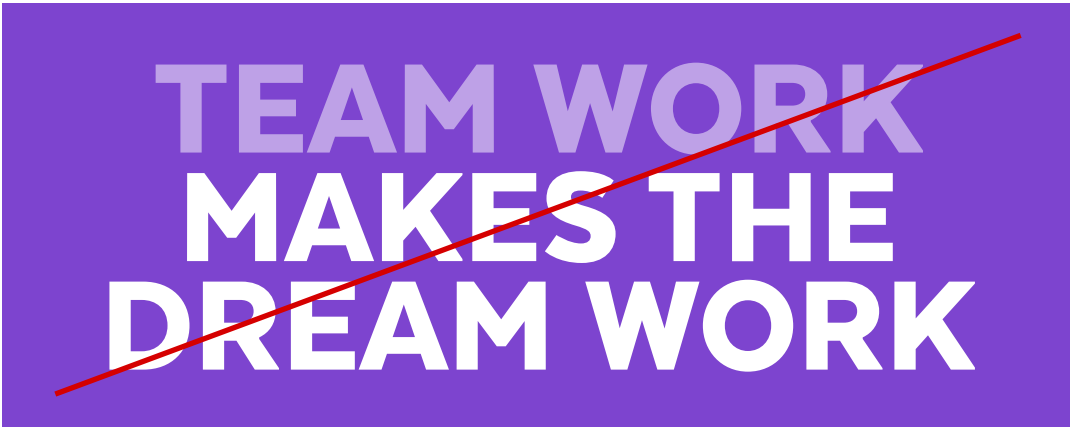
OFF-BRAND COLOR COMBINATIONS

Don't use color combinations that aren't recognizably Snowflake.



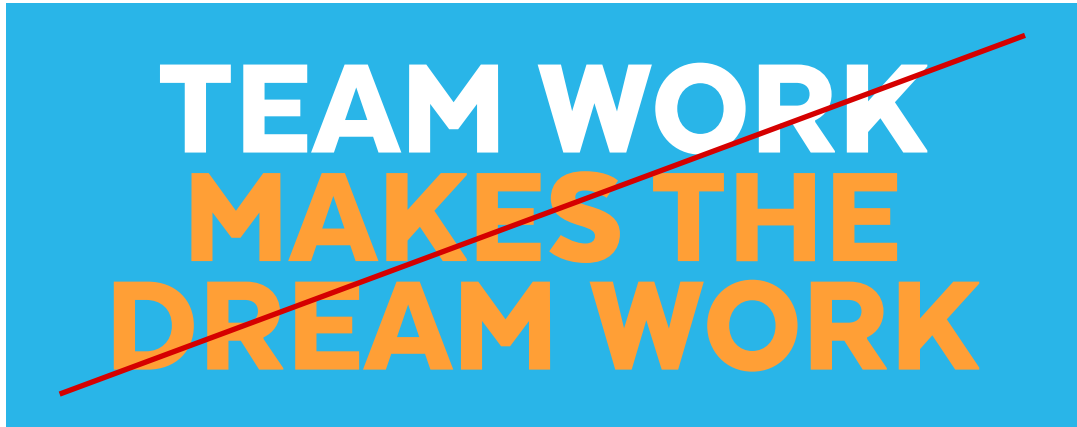
COLOR FLOODS

Don't use secondary colors for full-color floods.



VIBRATING TEXT

Don't use combinations that vibrate.



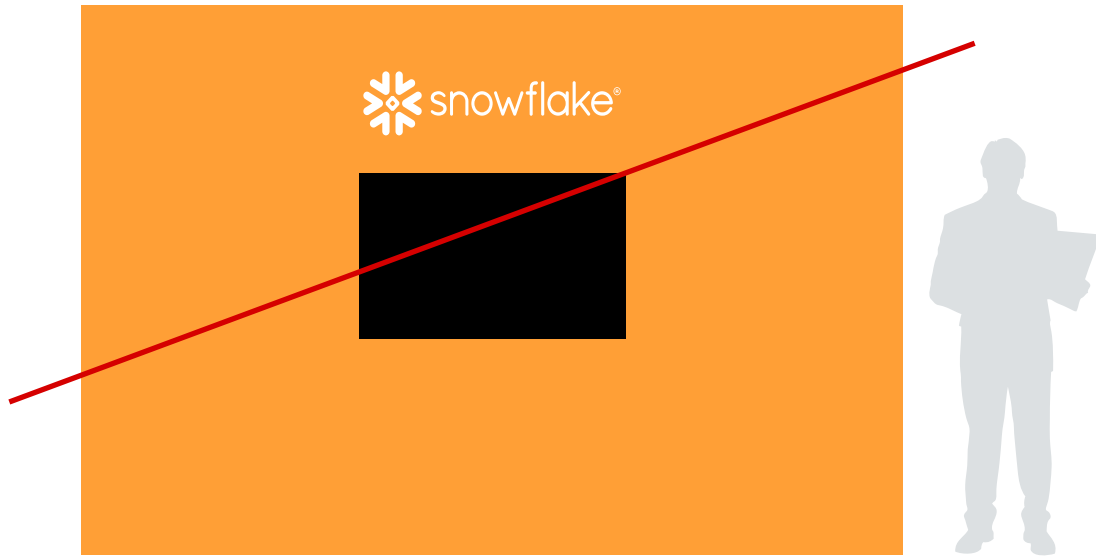
BOOTH OVERLAYS

Don't use secondary color overlays for booth installations.



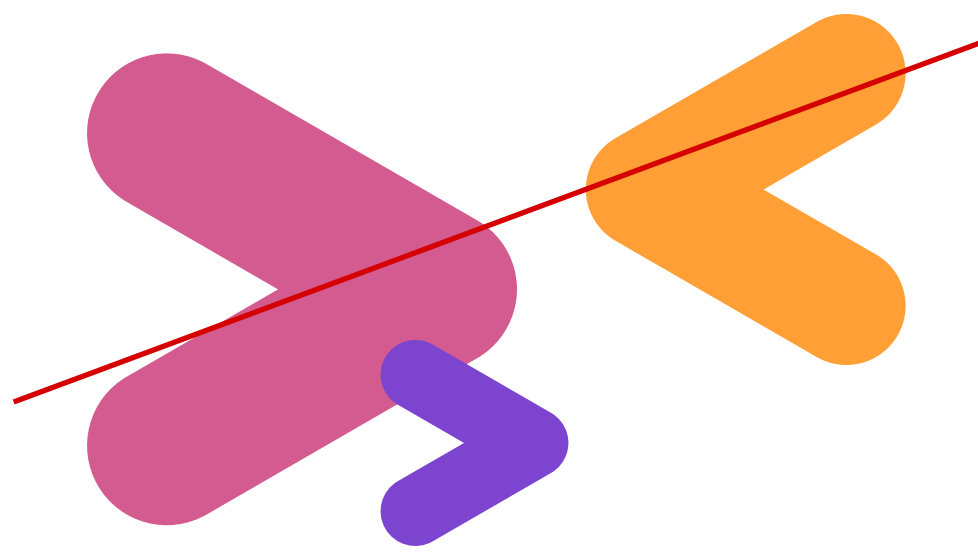
BOOTH COLOR FLOODS

Don't use full secondary color floods for booth installations.



ARROW COLOR

Don't use secondary colors for arrows, other than Star Blue.



PHOTOGRAPHY

Snowflake imagery uses a variety of directions to communicate the vast possibilities with data. Overall Snowflake photography is modern, light and conveys a sense of motion and global, forward thinking.

SECONDARY ASSETS | HOW TO USE THEM

IMAGERY BASICS

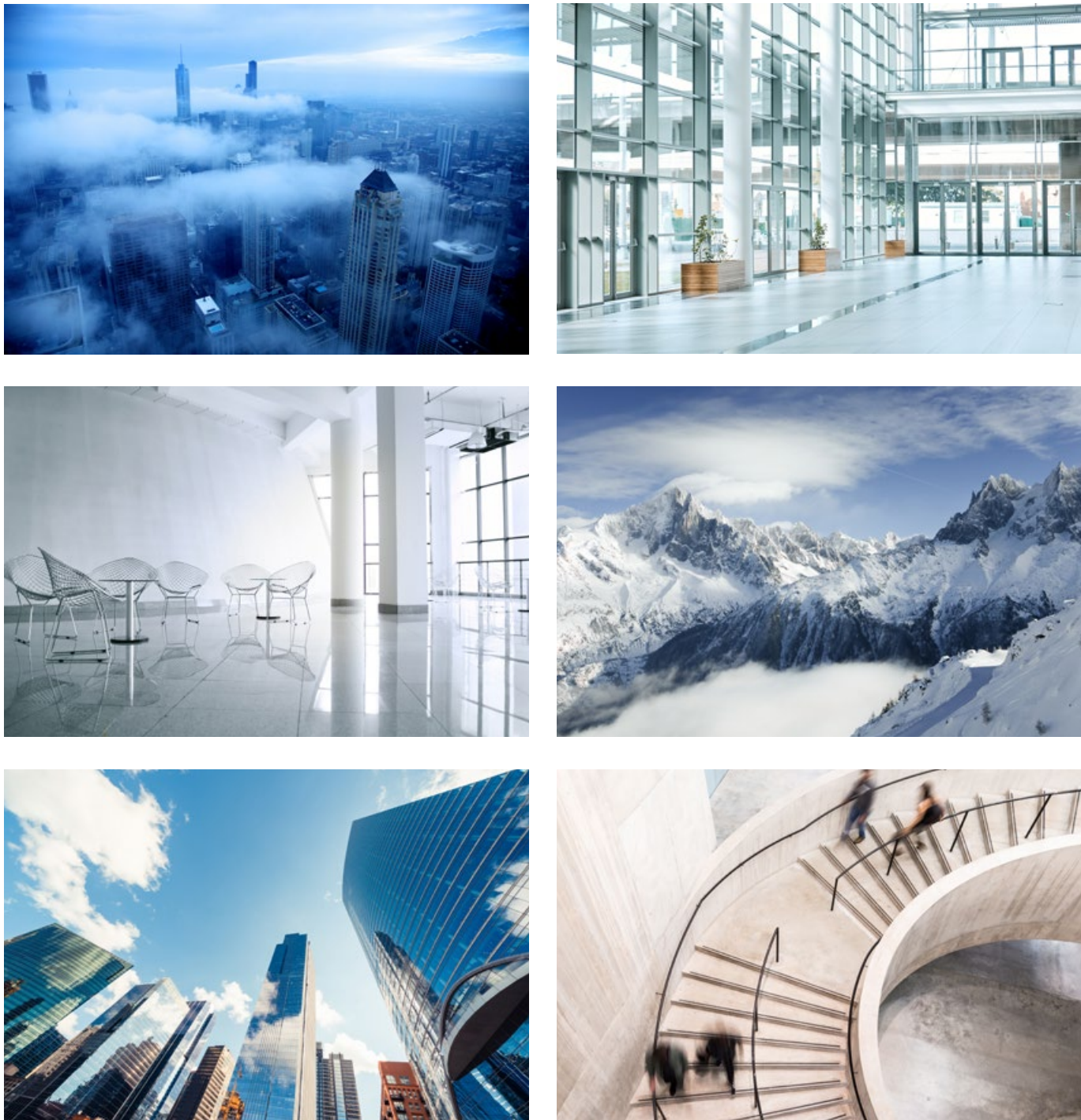
OFFICE LIFESTYLE: WITH PEOPLE

This library of photography showcases technology driven people working in environments using Snowflake and data. The people are diverse and modern, close-up and zoomed out to feature expansive offices.



ARCHITECTURE • ABSTRACT • LANDSCAPE

This library of photography uses a range of landscape in nature, skyline and architecture. Enterprise building structures are used to convey enterprise and opportunity without feeling empty.



PHOTOGRAPHY

Snowflake has expanded the styles and types of photography it uses so that we can properly represent the type of company we've grown into. Events and leadership are an important goal, along with showcasing what the world can do with access to data through the cloud.

SECONDARY ASSETS | HOW TO USE THEM

IMAGERY BASICS

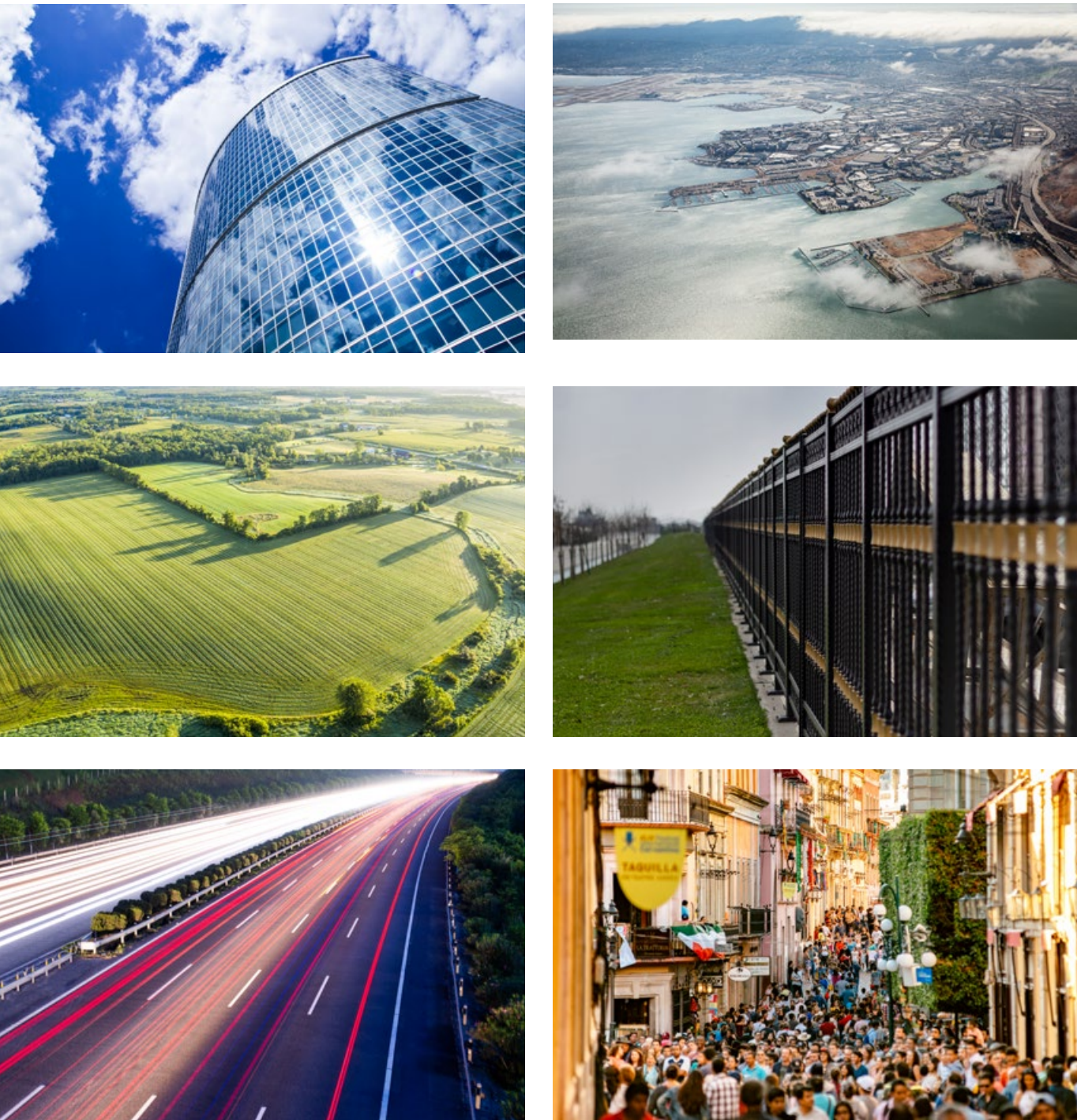
SNOWFLAKE EVENTS

This library of photography connects audiences to Snowflake's thought leadership and event sector. Use this style photography sparingly and when appropriate, when showcasing Snowflake announcements or events.



PRODUCT REPRESENTATION

This library of photography is broken into product benefits, for example: 'any cloud,' 'security,' 'performance,' and many more. It's similar in style to the second library, but visually expresses product benefits and offerings.

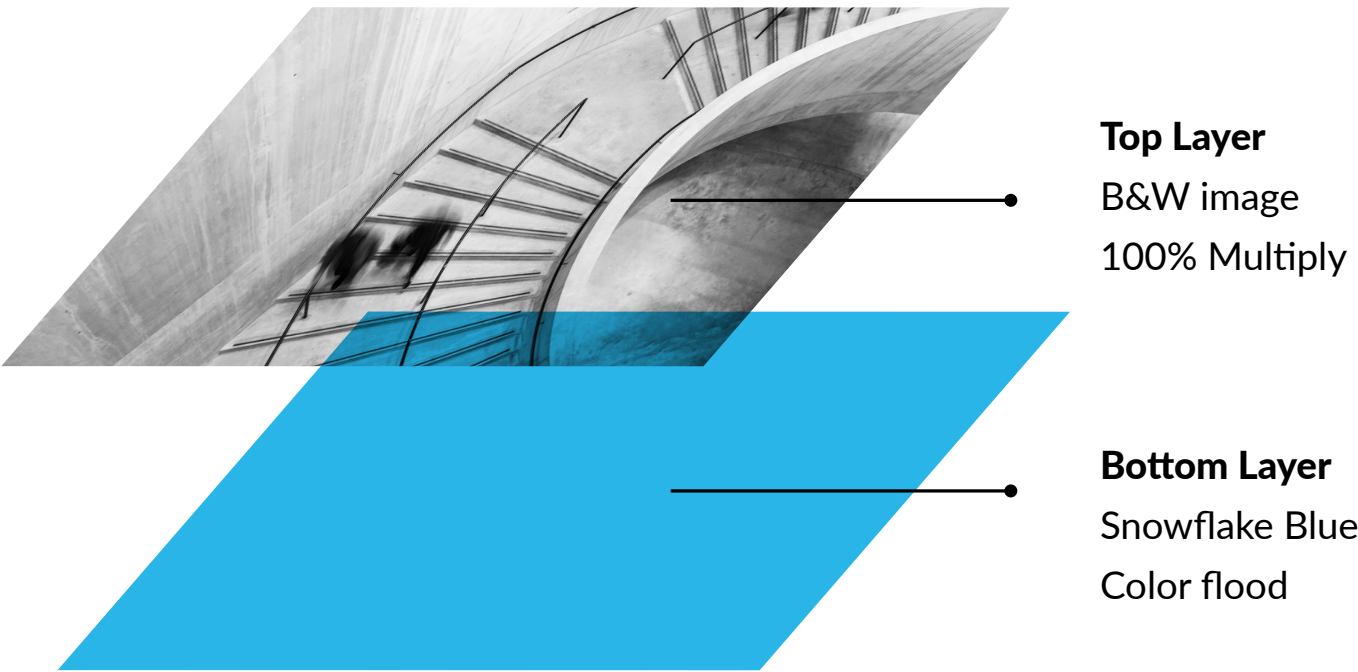


SECONDARY ASSETS | HOW TO USE THEM

IMAGERY PRINCIPLES

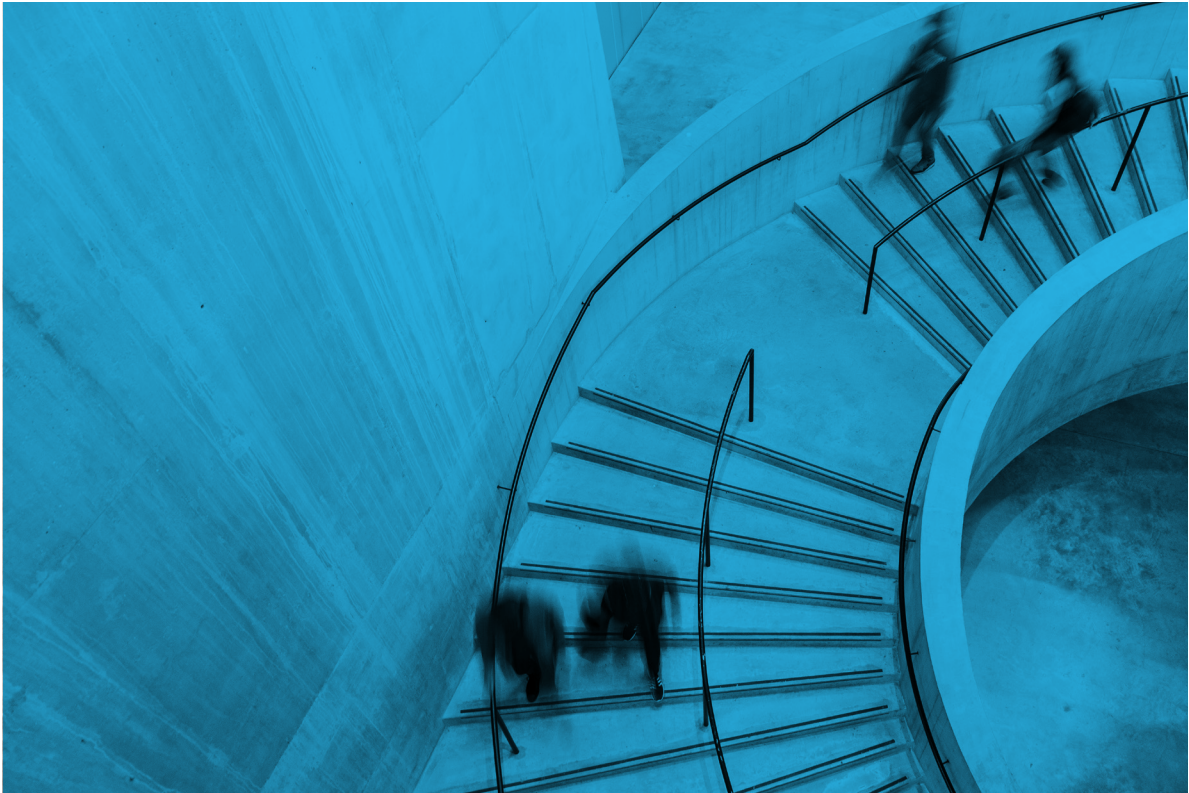
BUILDING AN OVERLAY

This layering technique gives a distinct combination of contrast and shadow that is exclusive to the Snowflake brand.



OVERLAY

The overlay appearance with the correct layering. Some photos take extra manipulation with the brightness and contrast feature.



IMAGES WITH COPY

When layering copy over an image with a color overlay, make sure to use less busy images so that text is readable.

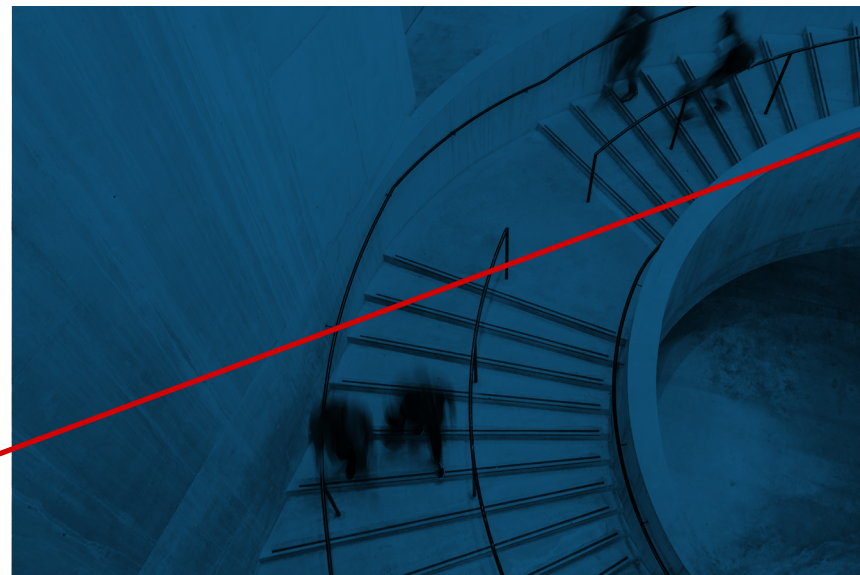


SECONDARY ASSETS | HOW TO USE THEM

IMAGERY DON'TS

MID BLUE OR DARK COLORS

Don't use Mid Blue or any colors other than Snowflake Blue for the color flood background color.



BLACK & WHITE IMAGERY

Don't use imagery in black & white.



FULL COLOR IMAGERY WITH COPY

Don't put copy over a full color image.



FULL COLOR IMAGERY WITH OVERLAY

Don't use full color imagery with color overlays.



BUSY IMAGES WITH COPY

Don't use copy over a busy image.



STOCK IMAGERY

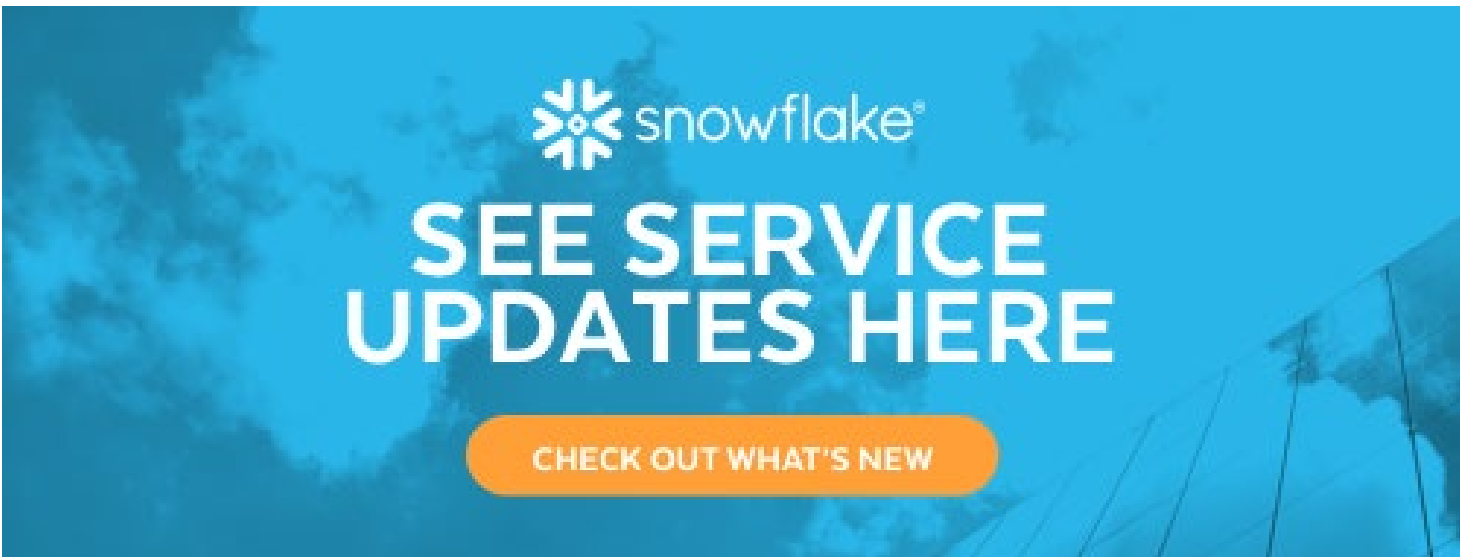
Don't use cliché stock imagery.



SECONDARY ASSETS | HOW TO USE THEM

PRINT EXECUTIONS





SECONDARY ASSETS | HOW TO USE THEM

BOOTH EXECUTIONS



TERTIARY ASSETS

Graphic elements and tertiary color palette

For exclusive use, when the timing is right.

TERTIARY COLORS

The tertiary colors should be used sparingly. The most common usage is to have varying text tints.



QUICK REFERENCE BRAND COLORS



ICEBERG
Serious Blue

HEX

#003545

RGB

0 / 53 / 69

CMYK

97 / 67 / 51 / 47

PMS

3025C

RUBY SKY
Serious Mauve

HEX

#3C0045

RGB

60 / 0 / 69

CMYK

77 / 100 / 33 / 48

PMS

261C

VIOLET DAWN
Serious Purple

HEX

#1C0045

RGB

28 / 0 / 69

CMYK

75 / 68 / 67 / 90

PMS

273C

WINTER
Serious Neutral

HEX

#24323D

RGB

36 / 50 / 61

CMYK

83 / 68 / 54 / 53

PMS

7545C

FRAMING

Framing is a strong graphic statement that drives attention to the message you have to convey.

FRAMING OVER IMAGERY

When using framing, always center align text.



FRAMING OVER FLOOD OF COLOR

When using framing over a flood of Snowflake Blue, use an opacity of 70% white so the framing doesn't dominate the canvas.

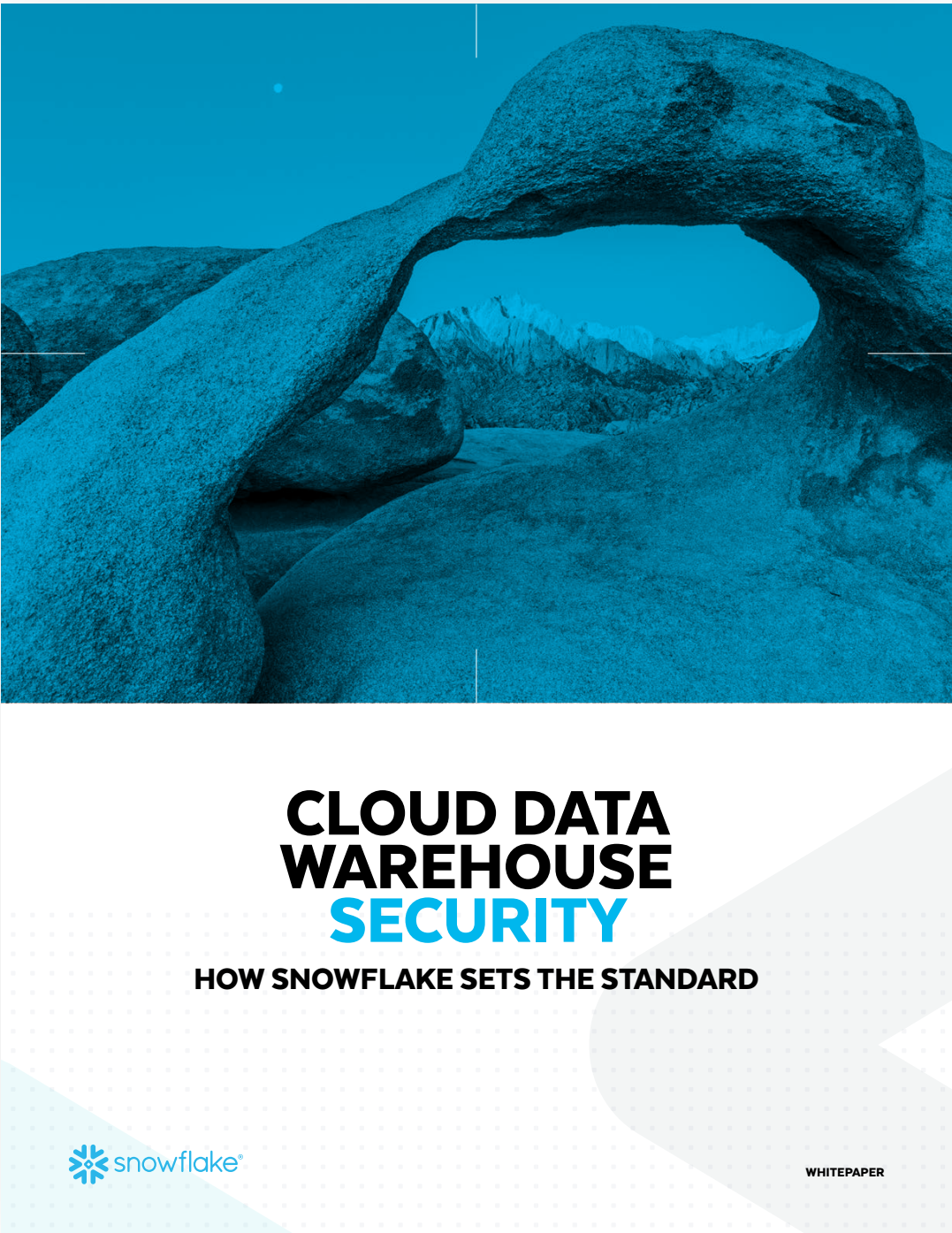


TERTIARY ASSETS | HOW TO USE THEM

GRAPHIC ELEMENT EXECUTIONS



PRINT



WHITEPAPER



DIGITAL

CREATING MERCH

T-shirts, customer swag, direct mailers, etc.

What we put into the world represents us.

QUALITY

Sustainability is forward thinking and so is Snowflake. When creating merchandise we should create quality, reusable goods that proudly represent the brand.

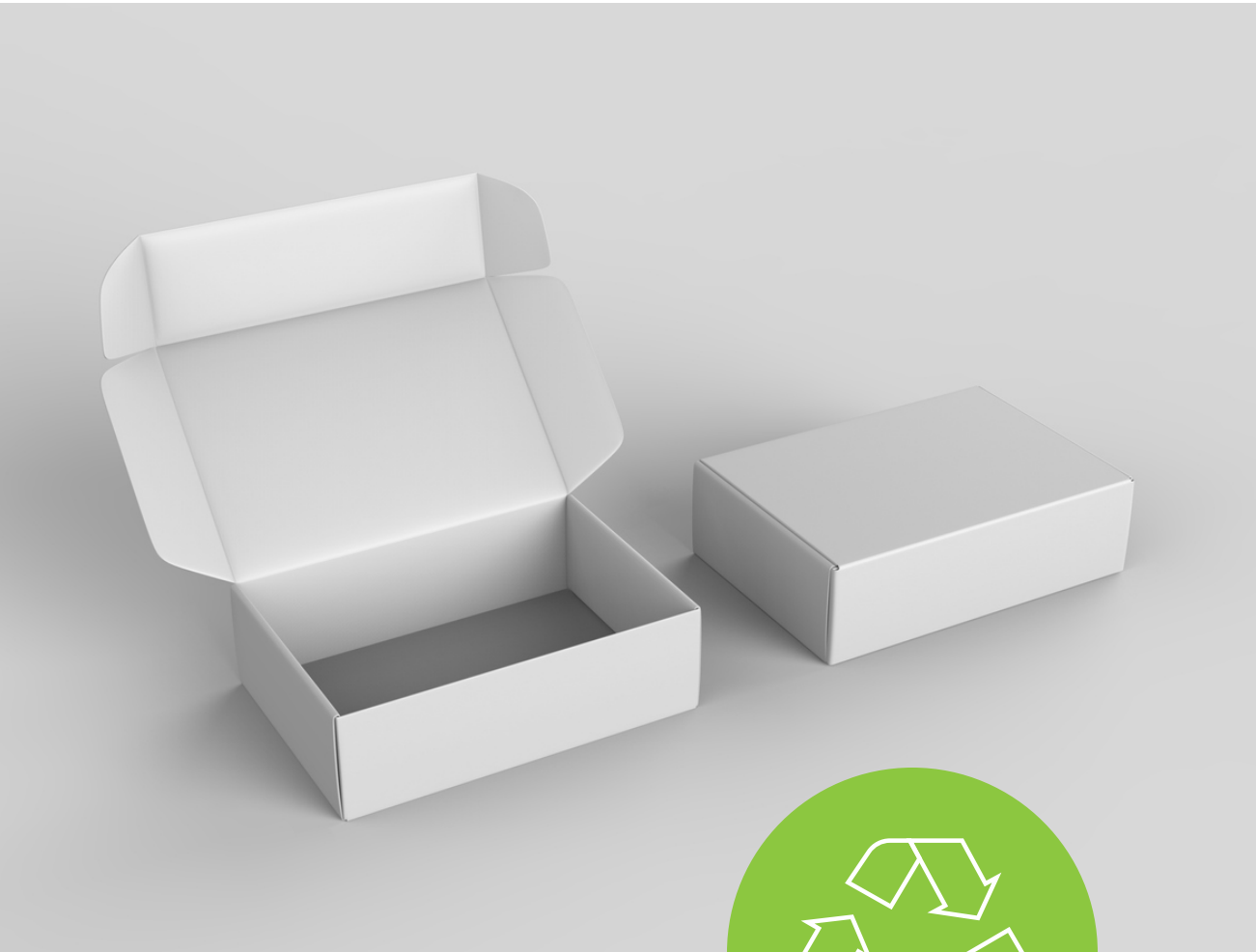
T-SHIRTS

T-shirts should be organic cotton, round-neck, thick and soft.



MATERIALS

Try to stay away from plastic—think sustainable products made of post-consumer and recycled materials.



TEES

Snowflake tees should be consistent, which means logos that aren't too large or too small. Just right.

BLACK TEES

Only use a white Snowflake logo on a black tee, and make sure there's breathing room between the arm area.



WHITE TEES

The logo should always be Snowflake Blue on a white tee. Sizing is the same as the black tee, making sure it's not too small.

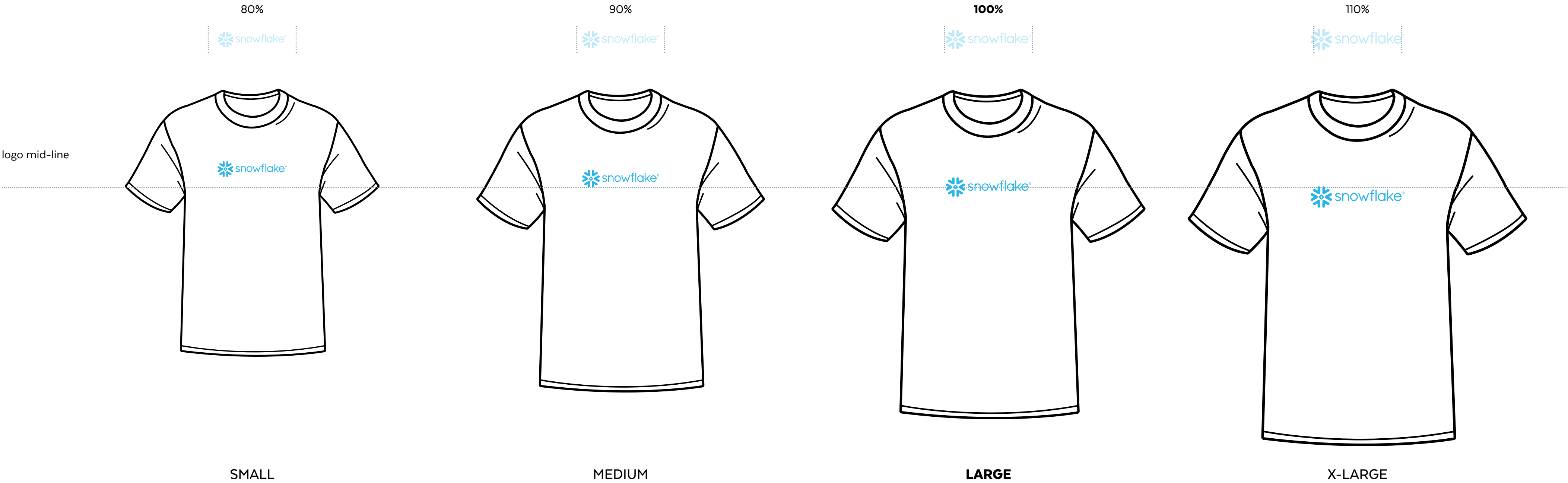


CREATING MERCH | HOW TO DESIGN

T-SHIRTS PRINCIPLES

LOGO SCALING FOR T-SHIRT SIZES

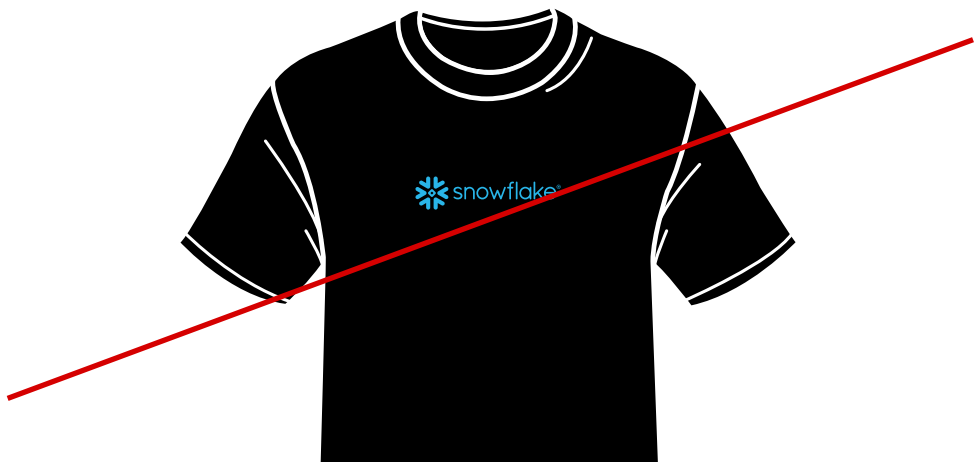
The art for each tee should have separate screens so that the final product is sized up (and down) with the size of the tee.



CREATING MERCH | HOW TO DESIGN
T-SHIRTS DON'TS

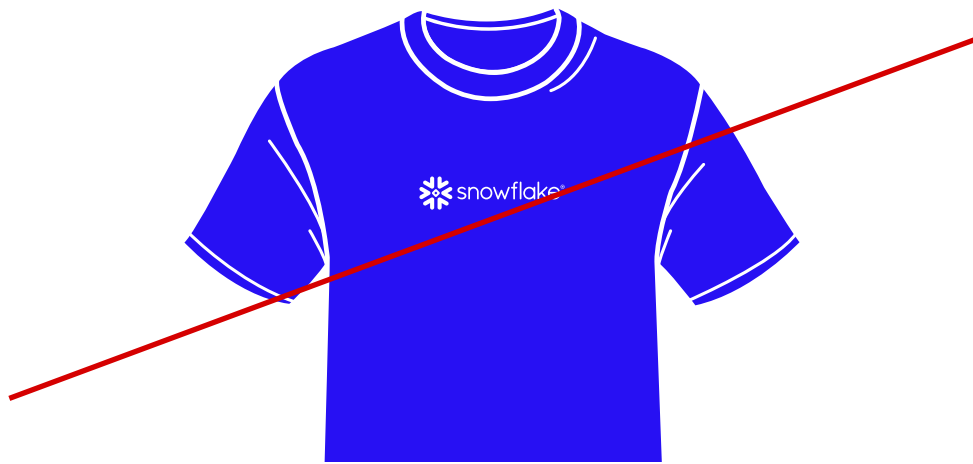
LOGO COLOR

Don't use Snowflake Blue on a black tee.



T-SHIRT COLOR

Don't choose any off-brand blue colored tees.



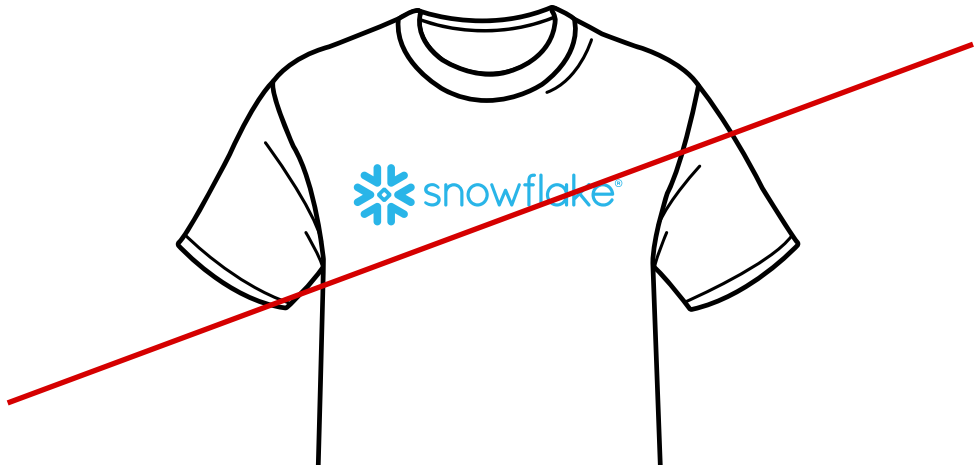
T-SHIRT COLOR

Don't choose other color tees, even if they match brand colors.



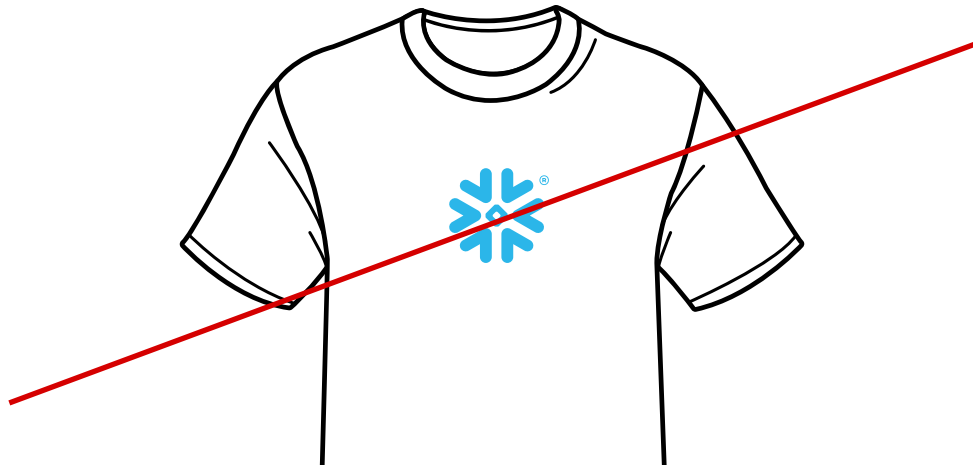
LOGO SIZE

Don't use the logo too large.



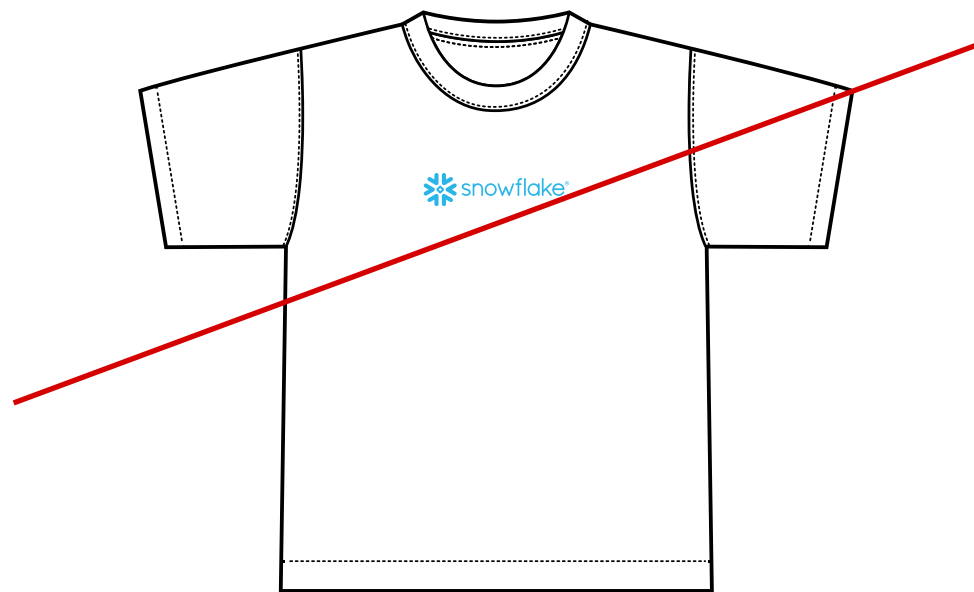
LOGO BUG

Don't use bug as the main branding.



QUALITY

Don't choose a low-quality, rough, or ill-fitting shirts.



CREATING MERCH | HOW TO DESIGN

MERCH EXECUTIONS



T-SHIRT



CUSTOMER + EMPLOYEE SWAG



DIRECT MAILER

PARTNER GUIDE

Partner and co-partners logo usage

We're stronger together and aligned.

CO-PARTNERSHIP

As partners, we want to stand together proudly. To do this, we recommend displaying logos in equal weights visually, to give the space that each deserves. Breathe easy knowing you have great partnerships!

PARTNER GUIDE | HOW TO CO-BRAND PARTNERSHIP PRINCIPLES

CO-PARTNERSHIP LOGO - HORIZONTAL

The logos of partners, co-partners and third-party should always be center-aligned horizontally, spaced equally and optically at the same size.



CO-PARTNERSHIP LOGO - VERTICAL

The logos of partners, co-partners and third-party should always be center-aligned vertically, spaced equally and optically at the same size.



SUB BRANDS

Branding for Snowflake departments, programs, and campaigns

Let's be different but use the same Snowflake flavor.

SUB BRANDS

There are departments, programs and campaigns that live under the Snowflake brand, but have their own flair. It’s important for each sub brand to evoke Snowflake at its core, and this library is here to show you just how we’ve done that.

SUB BRANDS | DEPARTMENTS, PROGRAMS, AND CAMPAIGNS BRANDING LIBRARY

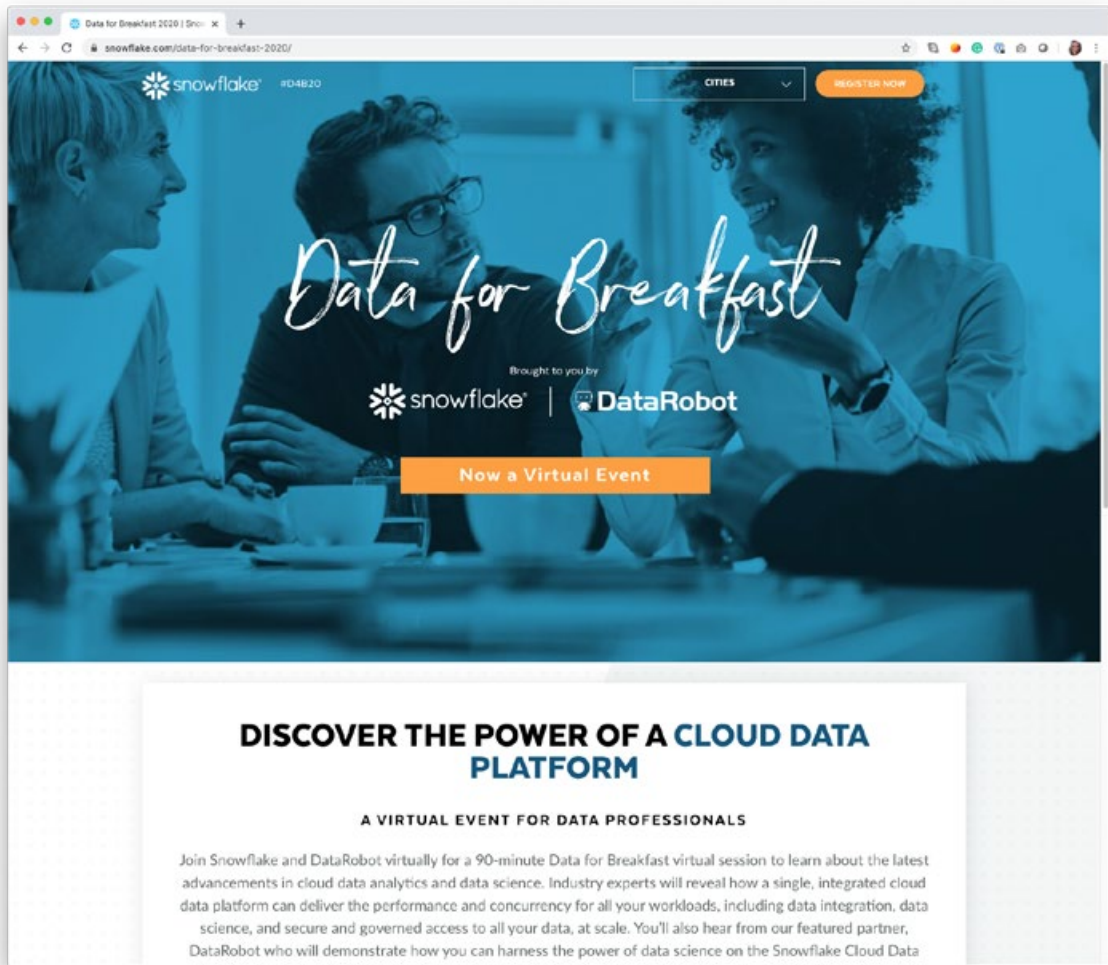
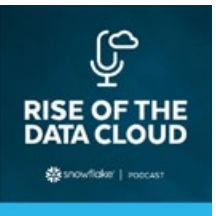
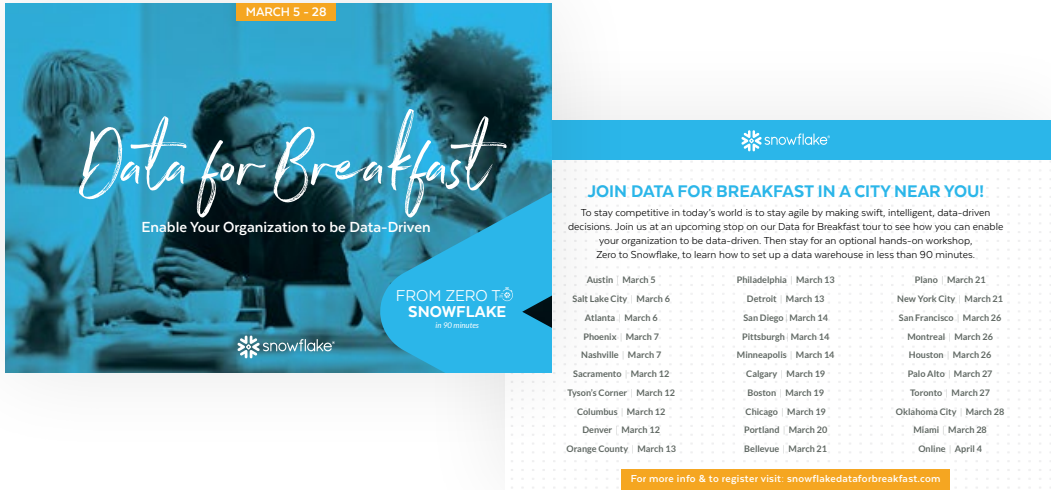
SNOWFLAKE COMMUNITY DEPARTMENT LOGOS - HORIZONTAL

The logos of Snowflake departments should ideally start with the Snowflake logo on the left, a small rule and the department name left aligned and stacked in Texta Black. The logos should be horizontal and optically at the same size as any logo displayed with them.

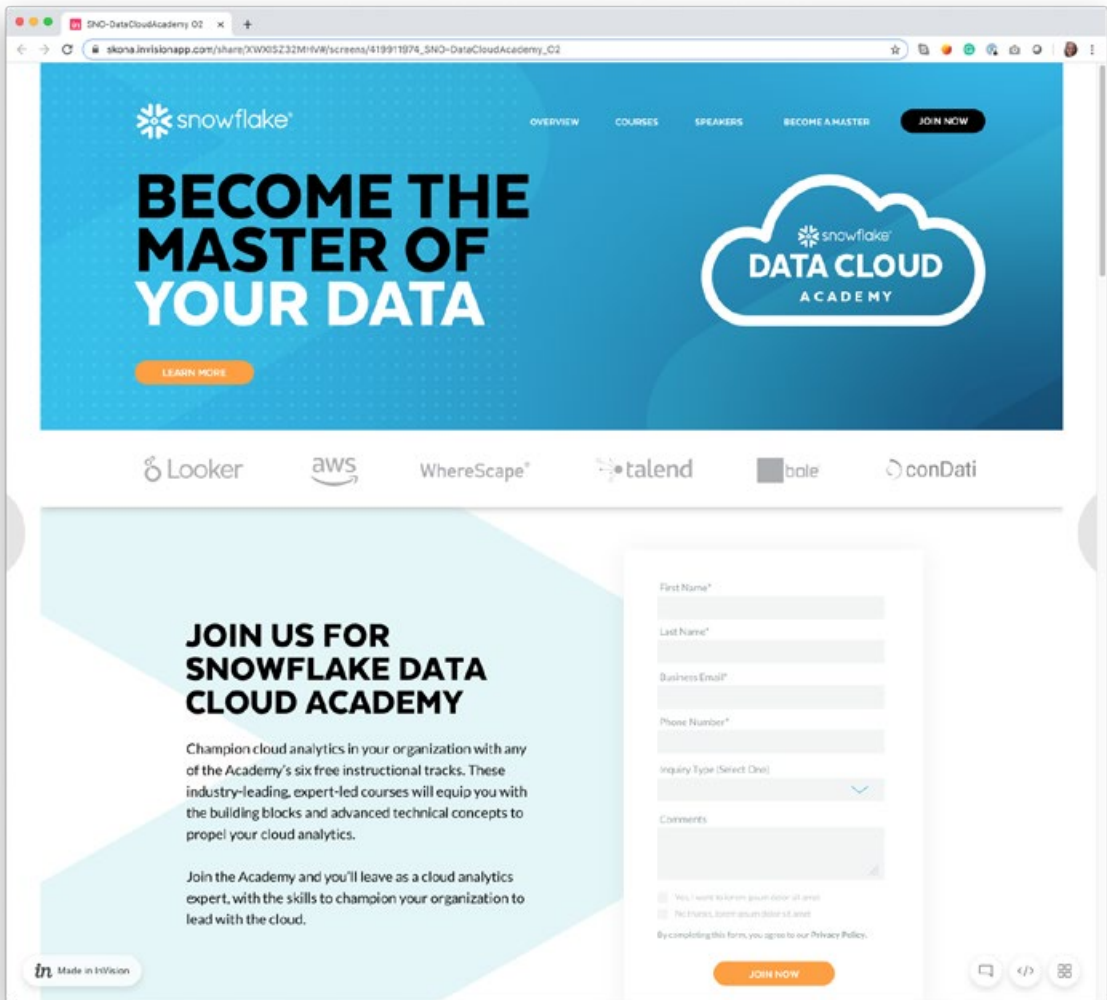


SUB BRANDS | DEPARTMENTS, PROGRAMS, AND CAMPAIGNS

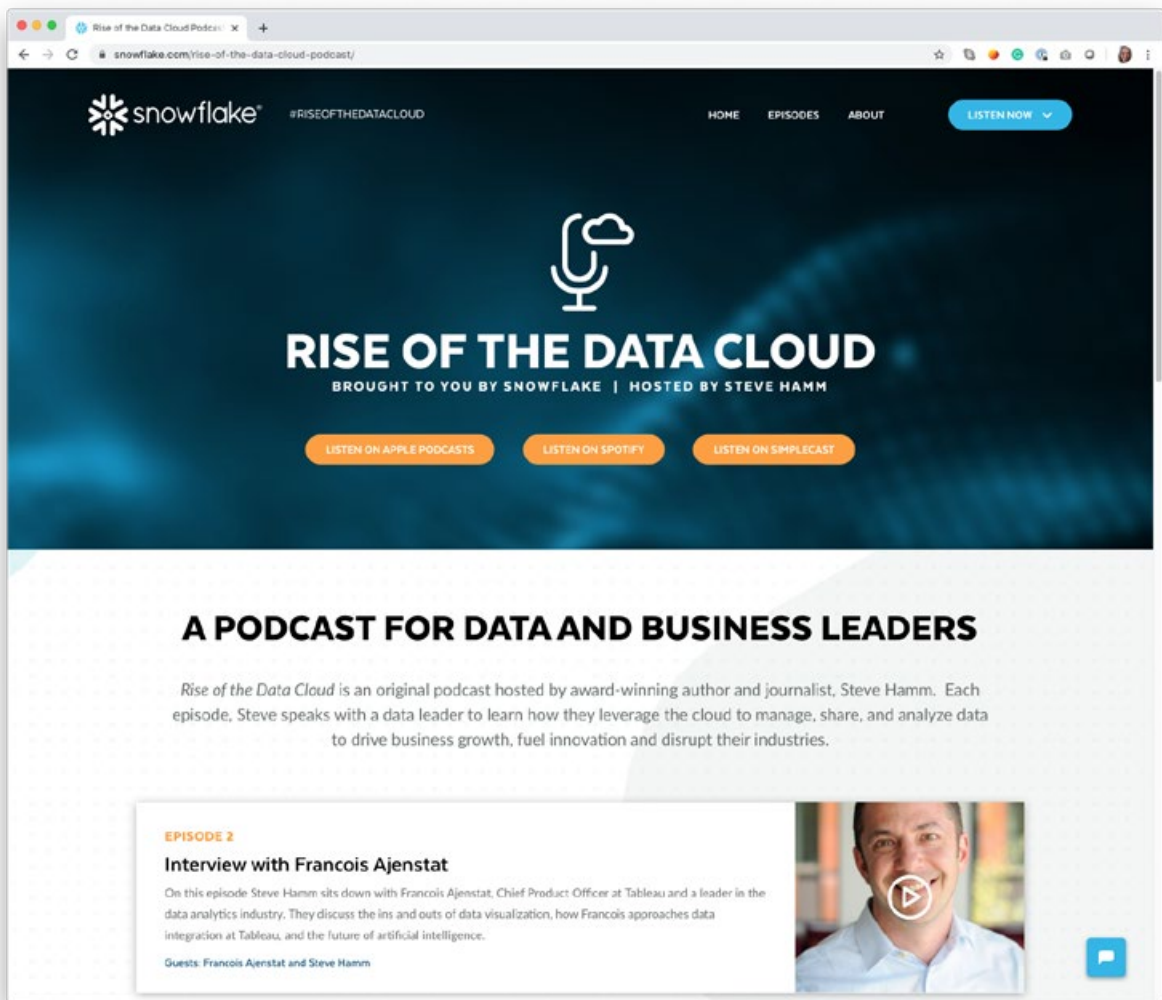
SUB BRAND LIBRARY



DATA FOR BREAKFAST



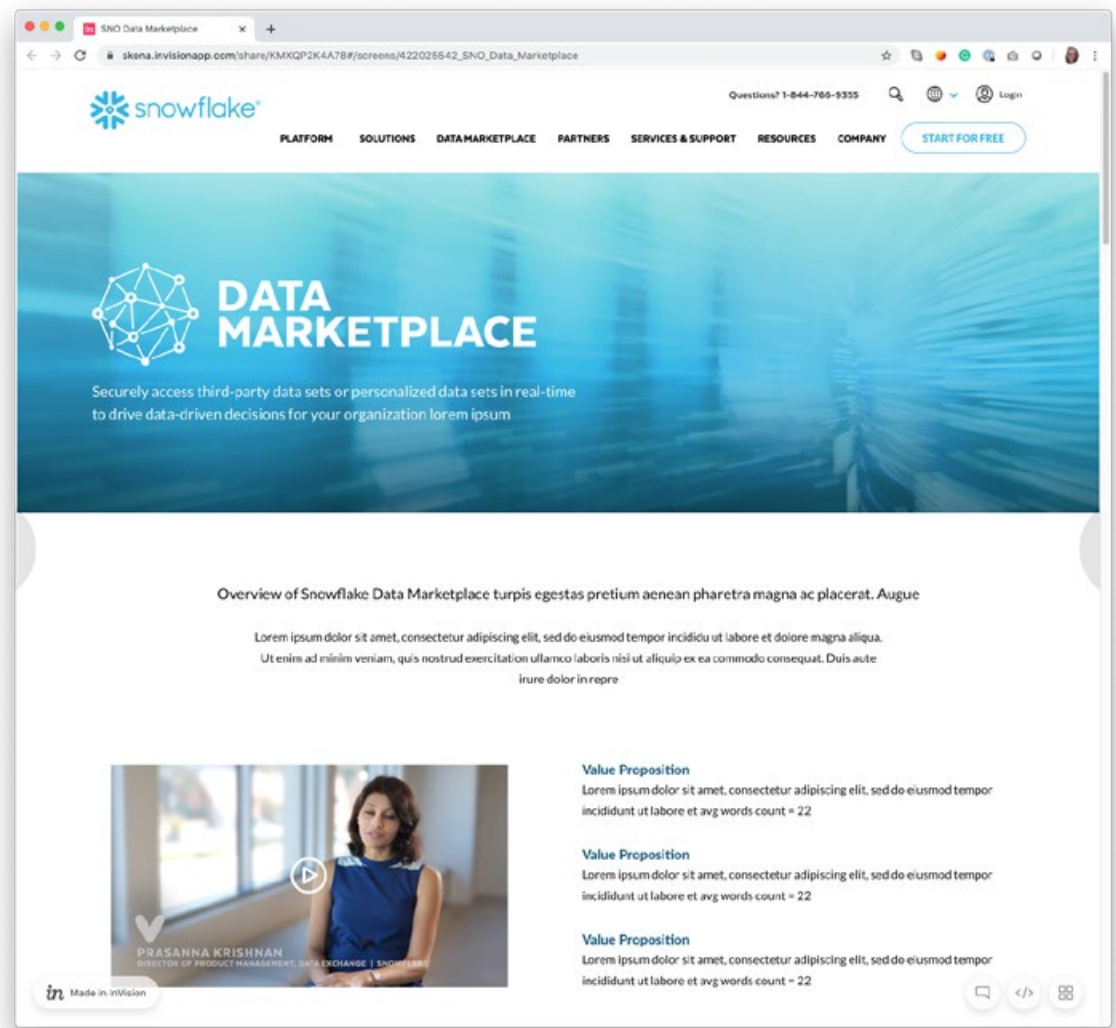
DATA CLOUD ACADEMY



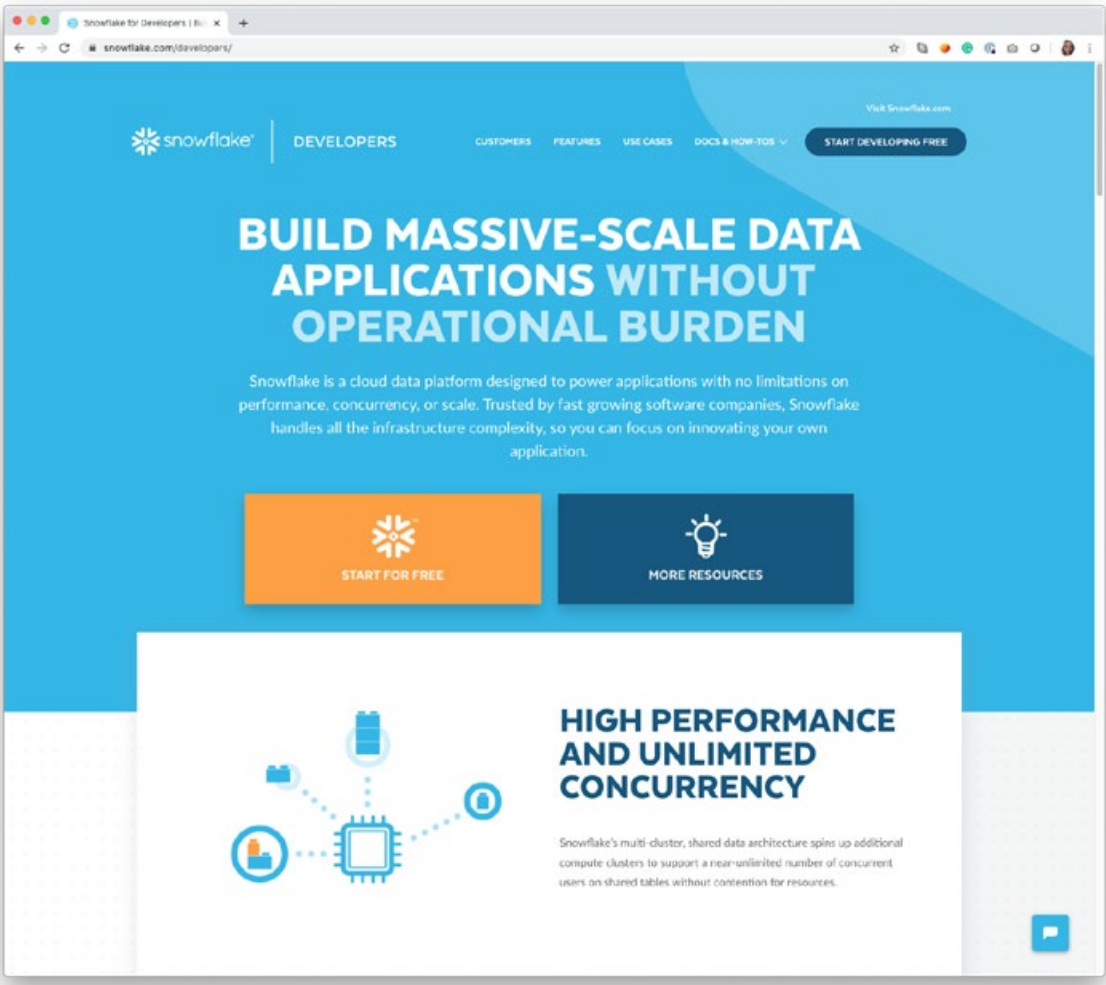
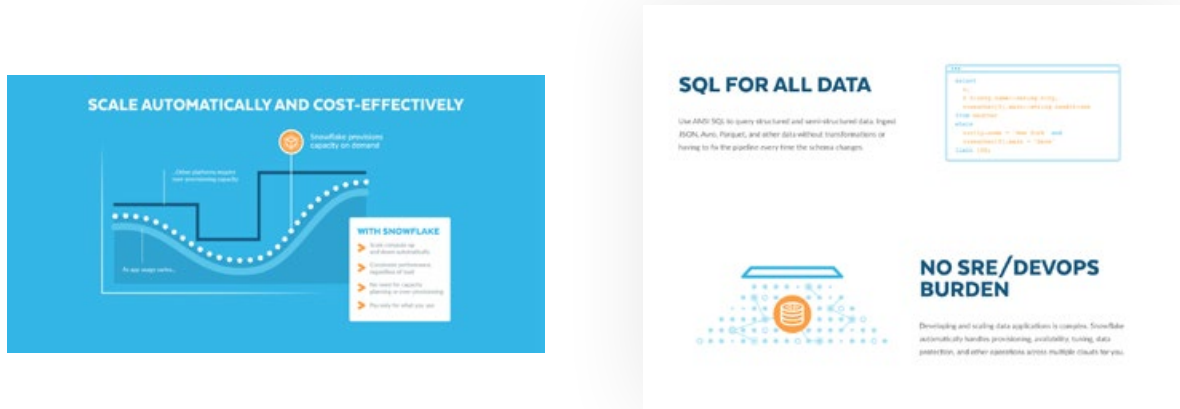
RISE OF THE DATA CLOUD

SUB BRANDS | DEPARTMENTS, PROGRAMS, AND CAMPAIGNS

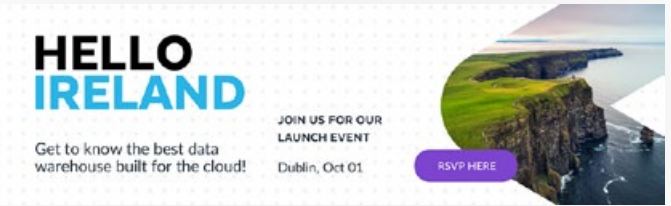
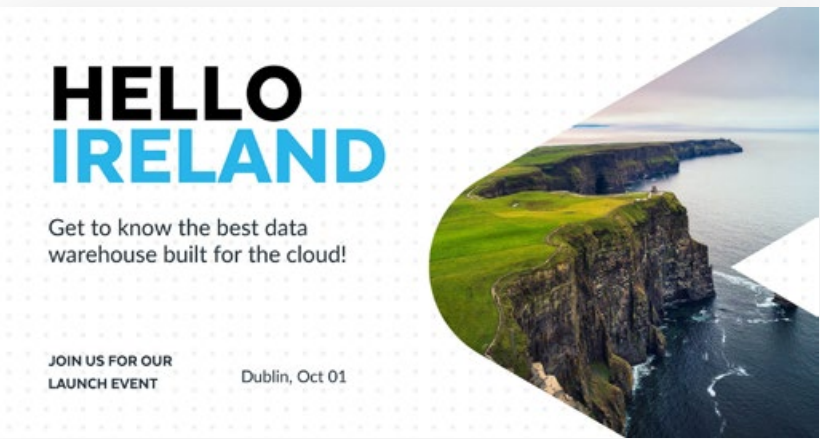
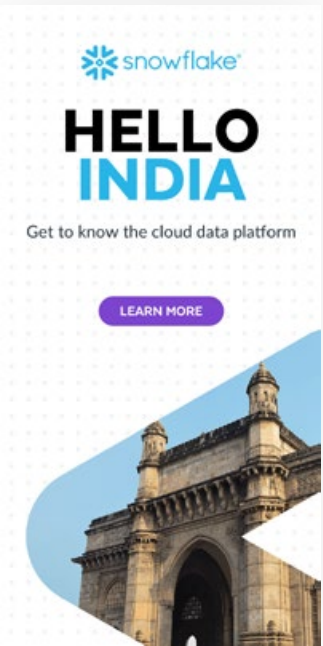
SUB BRAND LIBRARY



DATA MARKETPLACE



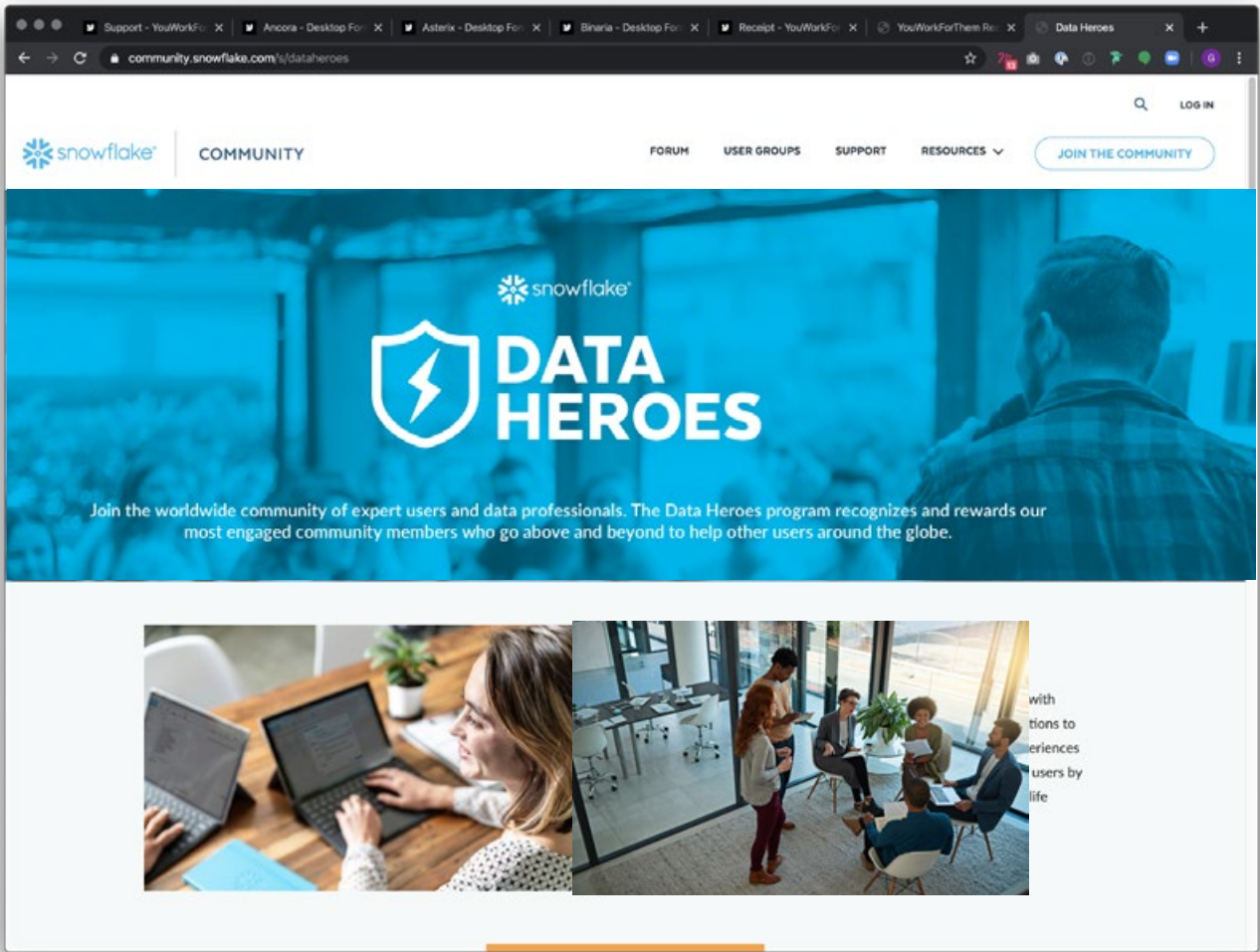
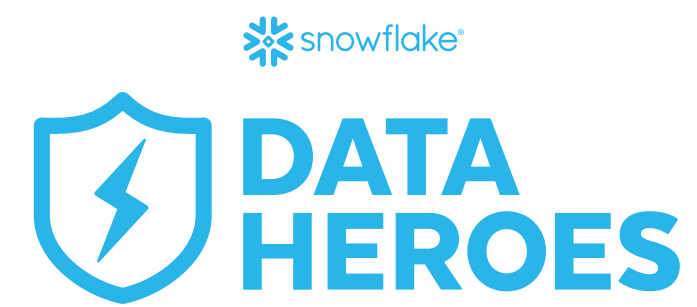
DEVELOPERS



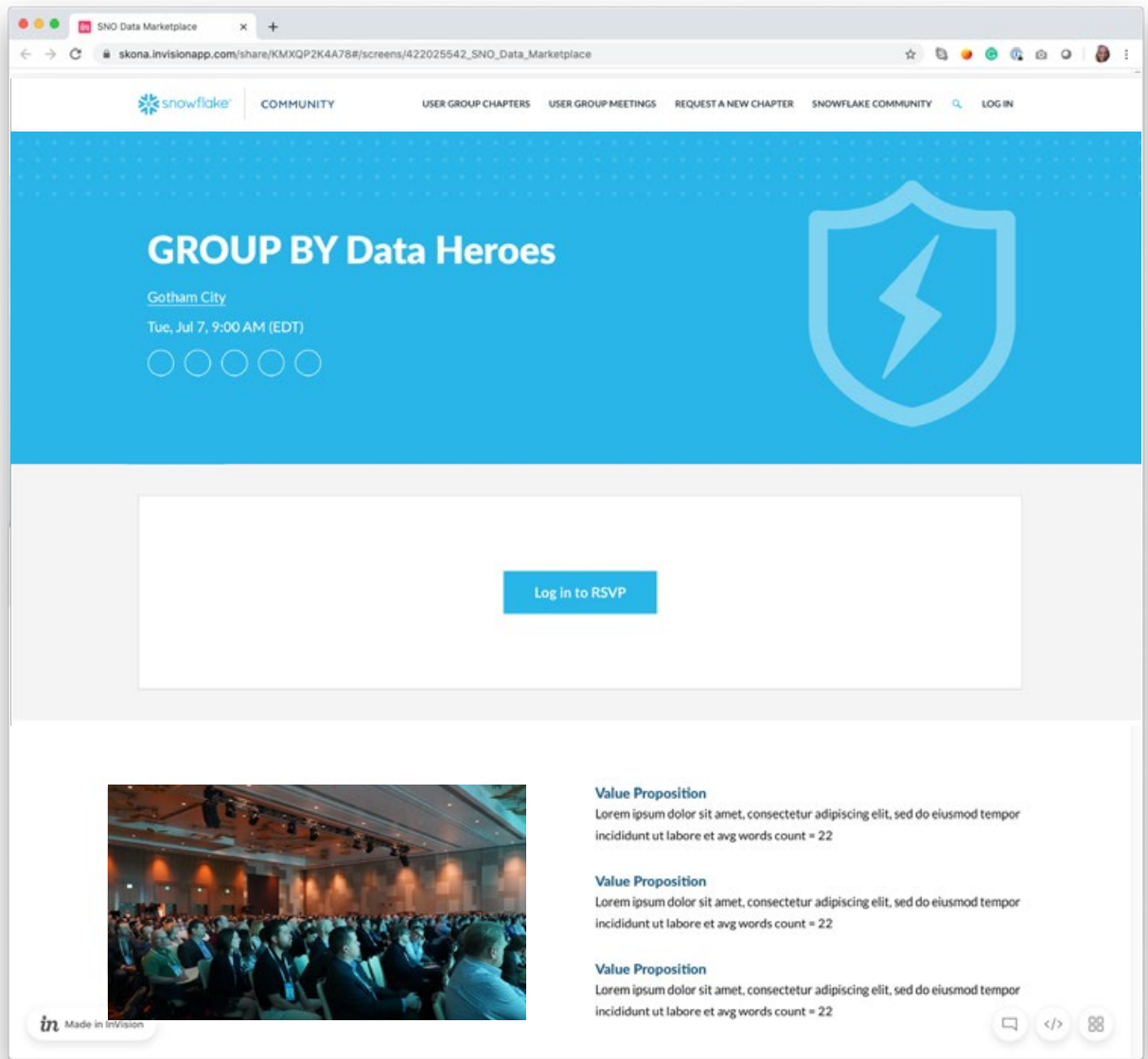
REGIONAL 'WELCOME' CAMPAIGN

SUB BRANDS | DEPARTMENTS, PROGRAMS, AND CAMPAIGNS

SUB BRAND LIBRARY



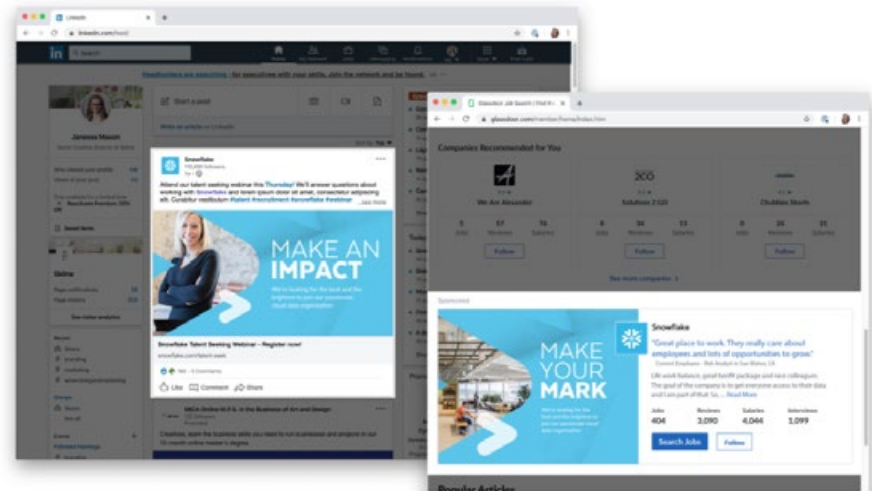
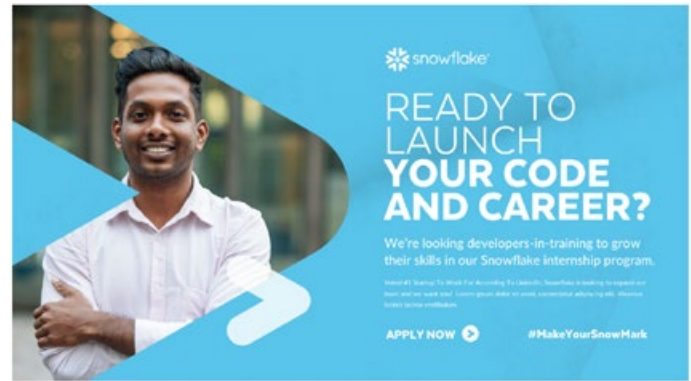
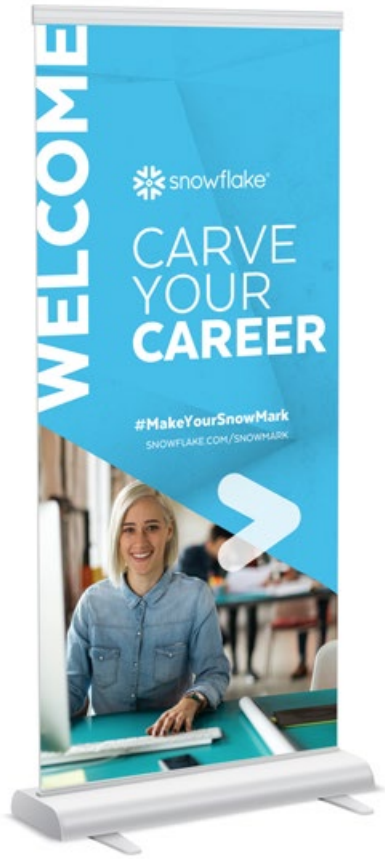
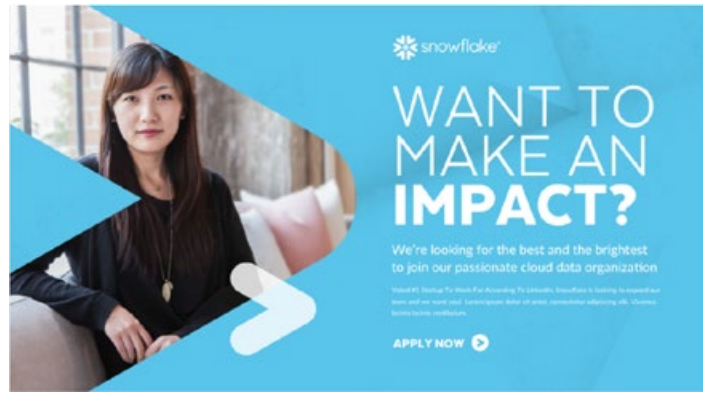
DATA HEROES



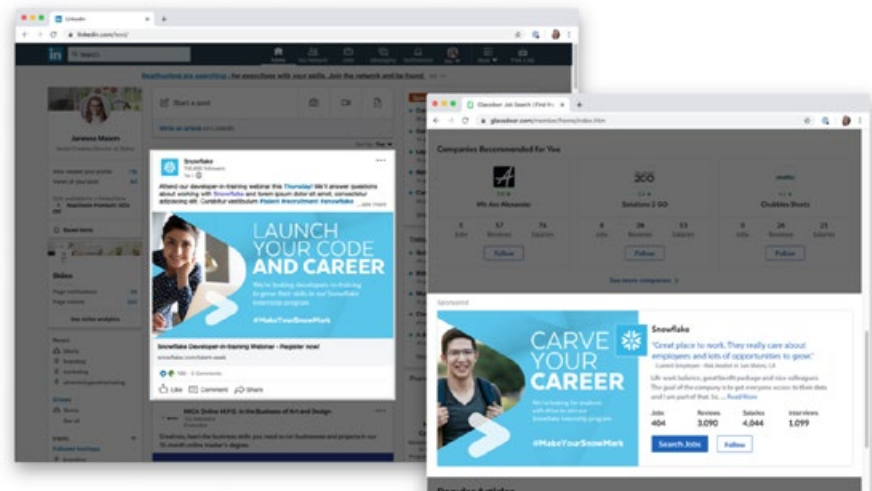
GROUP BY: DATA HEROES CONFERENCE

SUB BRANDS | DEPARTMENTS, PROGRAMS, AND CAMPAIGNS

SUB BRAND LIBRARY



TALENT BRANDING



UNIVERSITY RECRUITING



INTERNSHIP PROGRAM

SUB BRANDS | DEPARTMENTS, PROGRAMS, AND CAMPAIGNS

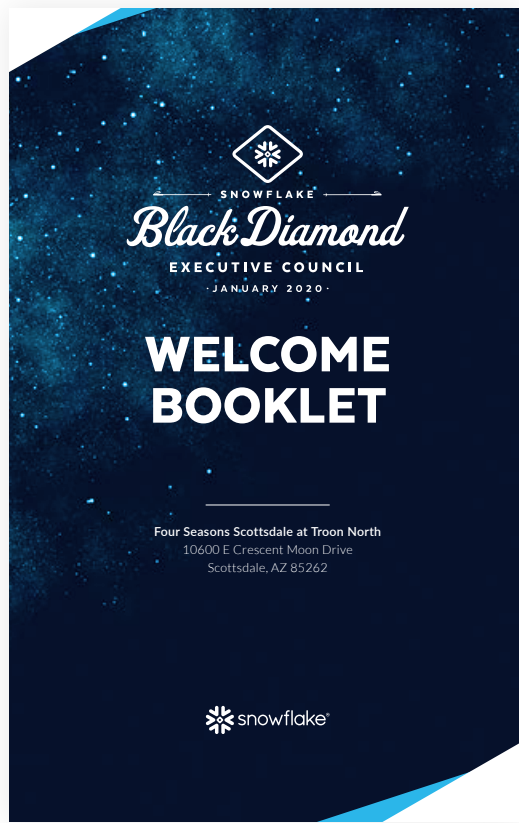
SUB BRAND LIBRARY



DATA DRIVERS AWARDS



PARTNER SUMMIT



BLACK DIAMOND EXECUTIVE COUNCIL

THE BEAR

Snowflake the Bear mascot

A friendly face to deliver fun and smiles.

SNOWFLAKE THE BEAR

He's friendly, he's fun, and he's helpful. From greeting you and joining you for a selfie at a Snowflake event to teaching kiddos about data, Snowflake the Bear is here to please and entertain. He's best used for light-hearted Snowflake connections, the developer audience or internal-facing communications only.

THE BEAR | HOW TO USE THE SNOWFLAKE MASCOT MASCOT GUIDELINES

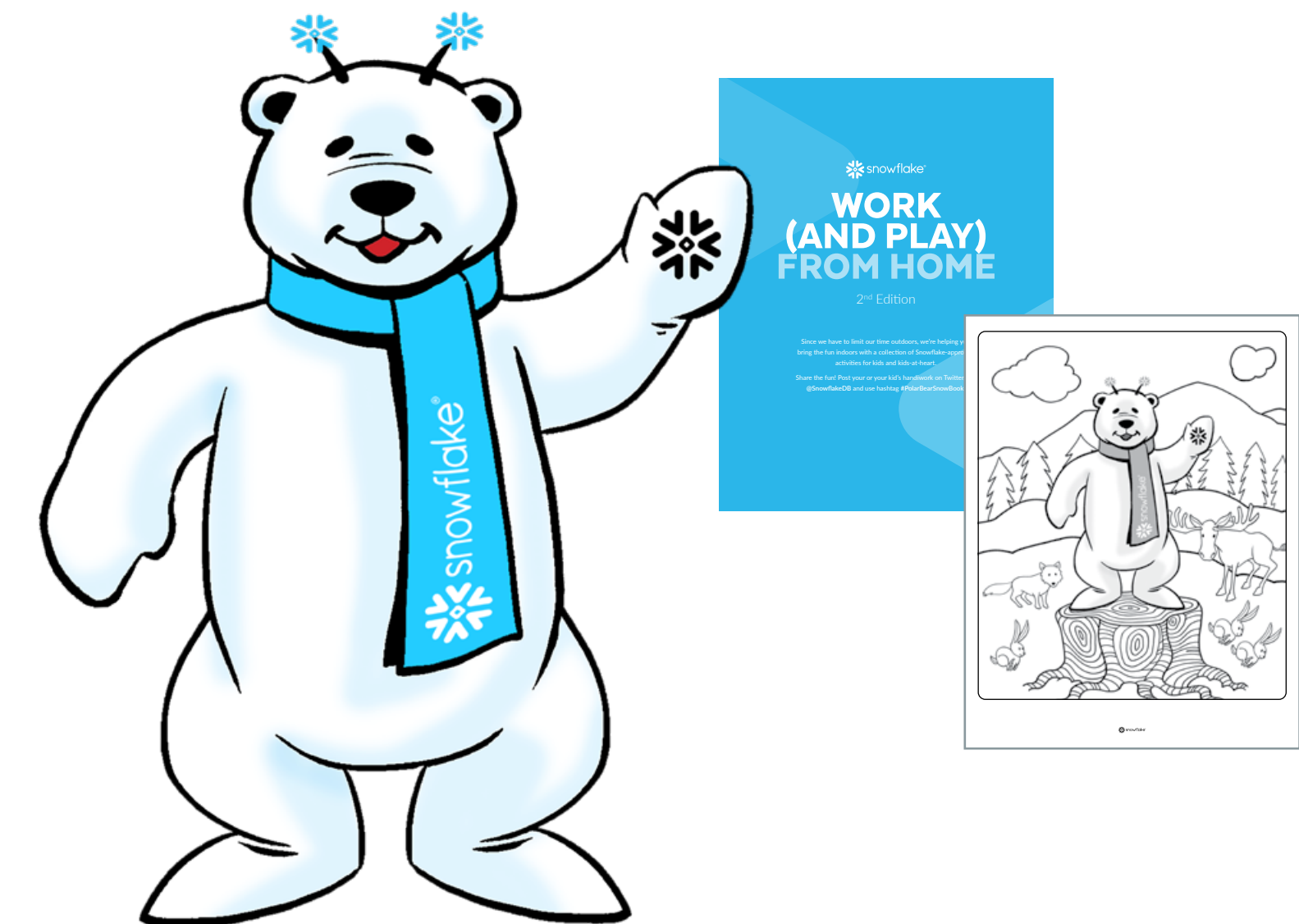
PHYSICAL EVENTS

Snowflake the Bear is an excellent greeter and loves a photo-op. He's a friendly face that attendees and the Snowflake team can have fun with, from handshakes and hugs to selfies.



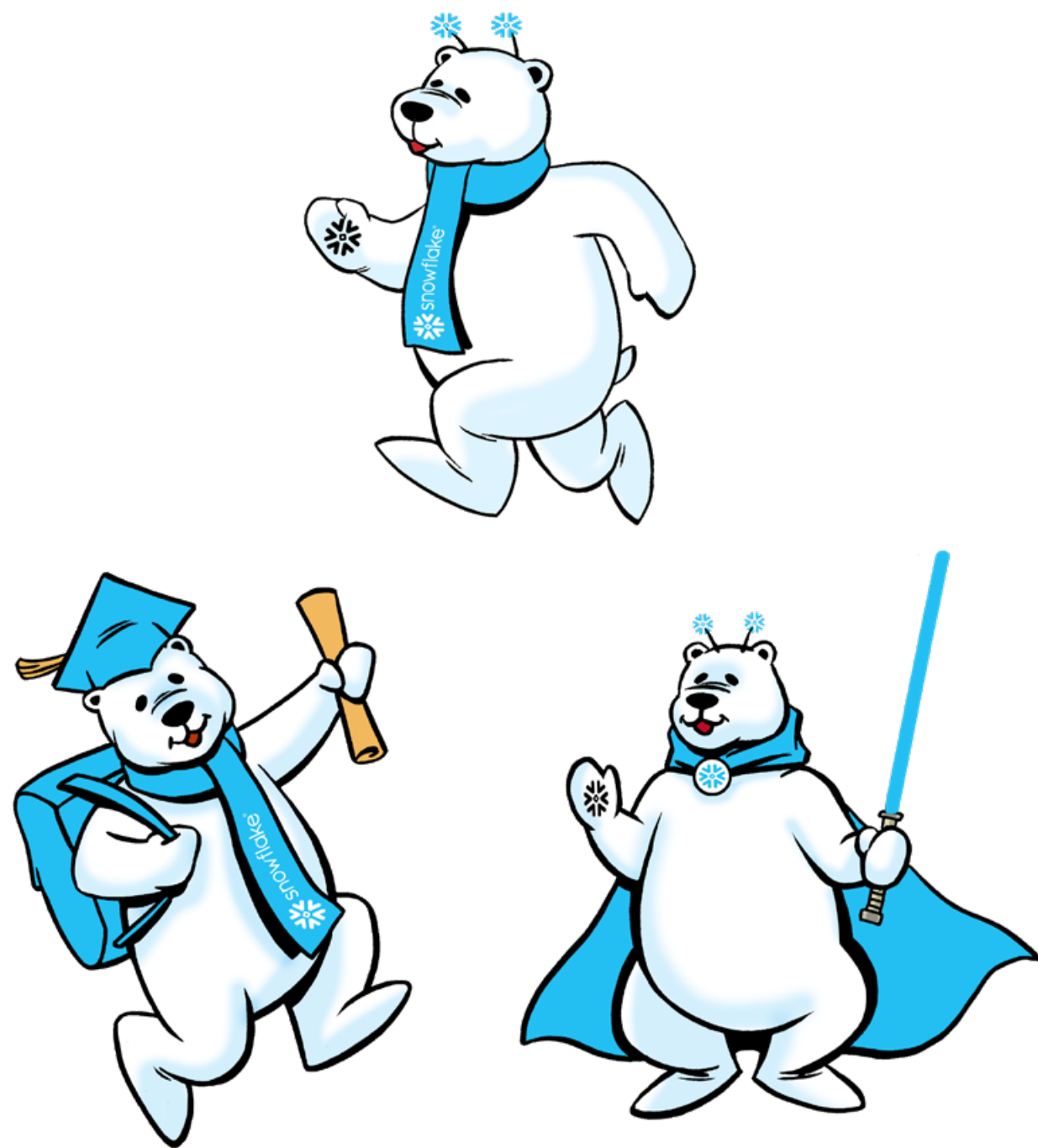
MATERIALS

Try to keep Snowflake the Bear in materials that are less serious. He's great for entertainment purposes, like an Activity Book or Snowflake engagements with children.



THE BEAR | HOW TO USE THE SNOWFLAKE MASCOT

MASCOT EXECUTIONS



ILLUSTRATED BEAR LIBRARY



A BEAR FACTS CHILDREN'S BOOK



ACTIVITY BOOK DIGITAL BANNERS

SUMMARY CHECKLIST



DOES YOUR LOGO HAVE A REGISTRATION MARK?

The Snowflake logo should always have a ®.
If you're using the stand-alone logo bug it should have a ®.



IS SNOWFLAKE BLUE THE DOMINANT COLOR?

Check that your Snowflake Blue is correct. For digital designs it should be 41/181/232, and for print 67/8/0/0.



ARE YOUR HEADLINES SET IN TEXTA BLACK?

Headlines are set in Texta Black ALL CAPS.



IS THE LEADING ON YOUR HEADLINES CORRECT?

Check that your leading (the space between lines) is correct. Multiply the font size by .74 to calculate the leading.



ARE YOUR DOTS THE RIGHT SIZE?

The dots should be sized according to your headline font size. 3 dots to the cap height of your headline is the rule of thumb.



DO YOUR ARROWS LOOK BALANCED?

Work with arrows in different sizes and colors to get the balance of your design just right.



ARE SECONDARY COLOR USED SPARINGLY?

We love our secondary palette but it should be used sparingly to add little pops of interest to your design, not dominate.



ARE YOUR OVERLAY IMAGES BUILT CORRECTLY?

Your image should be black and white and set to 100% multiply and on top of a full flood of color, usually Snowflake Blue.



STILL HAVE QUESTIONS?

Get in touch

For all things brand marketing-related, reach out to:

brand@snowflake.com