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# Our Brand Guide

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

We bring together multiple technologies to connect enterprise systems and break down data silos to improve the way data flows through an 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.

# Boilerplate

SnapLogic is the leader in **generative integration**. As a pioneer in AI-led integration, the SnapLogic Platform accelerates digital transformation across the enterprise and empowers everyone to integrate faster and easier.

Whether you are automating business processes, democratizing data, or delivering digital products and services, SnapLogic enables you to simplify your technology stack and take your enterprise further. Thousands of enterprises around the globe rely on SnapLogic to integrate, automate and orchestrate the flow of data across their business.

Join the **generative integration** movement at [SnapLogic.com](https://www.snaplogic.com).



snaplogic

### SnapLogic Blue

PANTONE: Dark Blue C

CMYK: 100, 85, 0, 15

RGB: 0, 51, 153

HEX: #003399

## Brand Components



# Our Logomark

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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.](#)

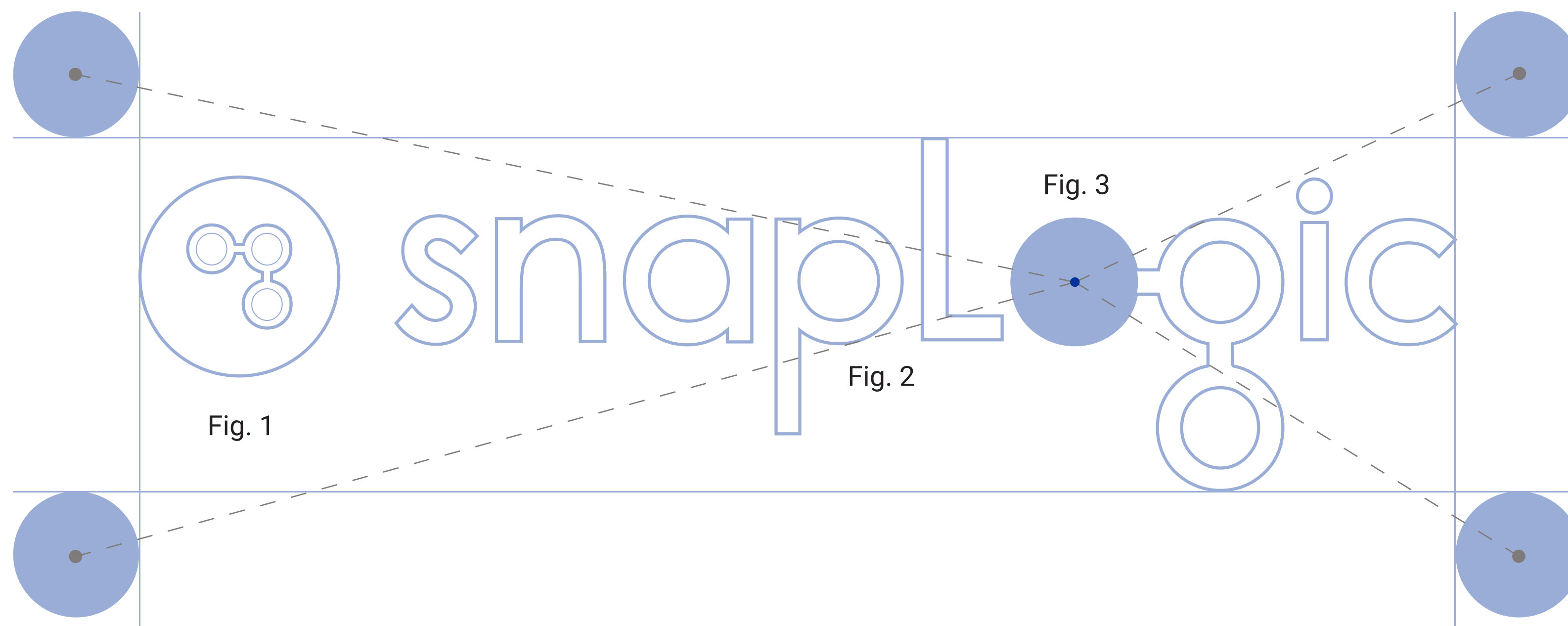


# Using Our Logomark

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.

**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. (Fig 3.) The space is the size of the "O" from the same logomark or OG 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 **Midnight** as our primary dark colors 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 these darker colors.

## 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 Midnight

PANTONE: 282 C

CMYK: 94, 84, 50, 63

RGB: 14, 24, 49

HEX: #0e1831

# Secondary Color Palette

These are our secondary brand colors. They should only be used to complement our primary brand colors.

**Bright Blue** is primarily for digital and web use, In printed applications one can use 100% Cyan.

**Pink, Yellow and Orange** should be used as accent and 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 digitally in applications such as web pages and presentation decks as a background, callout style box.

Black is only to be used for text.

<p><b>Pink</b>            PANTONE: 807 c            CMYK: 0, 97, 11, 0            RGB: 255, 0, 131            HEX: #ff0083</p>	<p><b>Bright Blue *</b>            CMYK: 100, 0, 0, 0            RGB: 0, 110, 245            HEX: #006ef5</p>
<p><b>Yellow</b>            PANTONE: Yellow C            CMYK: 0, 19, 100, 0            RGB: 255, 215, 0            HEX: #ffd700</p>	<p><b>Orange **</b>            PANTONE: Orange 21 C            CMYK: 1, 71, 100, 0            RGB: 240, 109, 34            HEX: #f26d0e</p>
<p><b>Navy Blue **</b>            CMYK: 9, 4, 0, 0            RGB: 231, 245, 255      HEX: #e7f5ff</p>	<p><b>Black</b>            CMYK: 0, 0, 0, 100            RGB: 0, 0, 0      HEX: #0000</p>
<p><b>Alice Blue *</b>            CMYK: 9, 4, 0, 0            RGB: 231, 245, 255      HEX: #e7f5ff</p>	<p><b>White</b>            CMYK: 0, 0, 0, 0            RGB: 255, 255, 255      HEX: #ffffff</p>

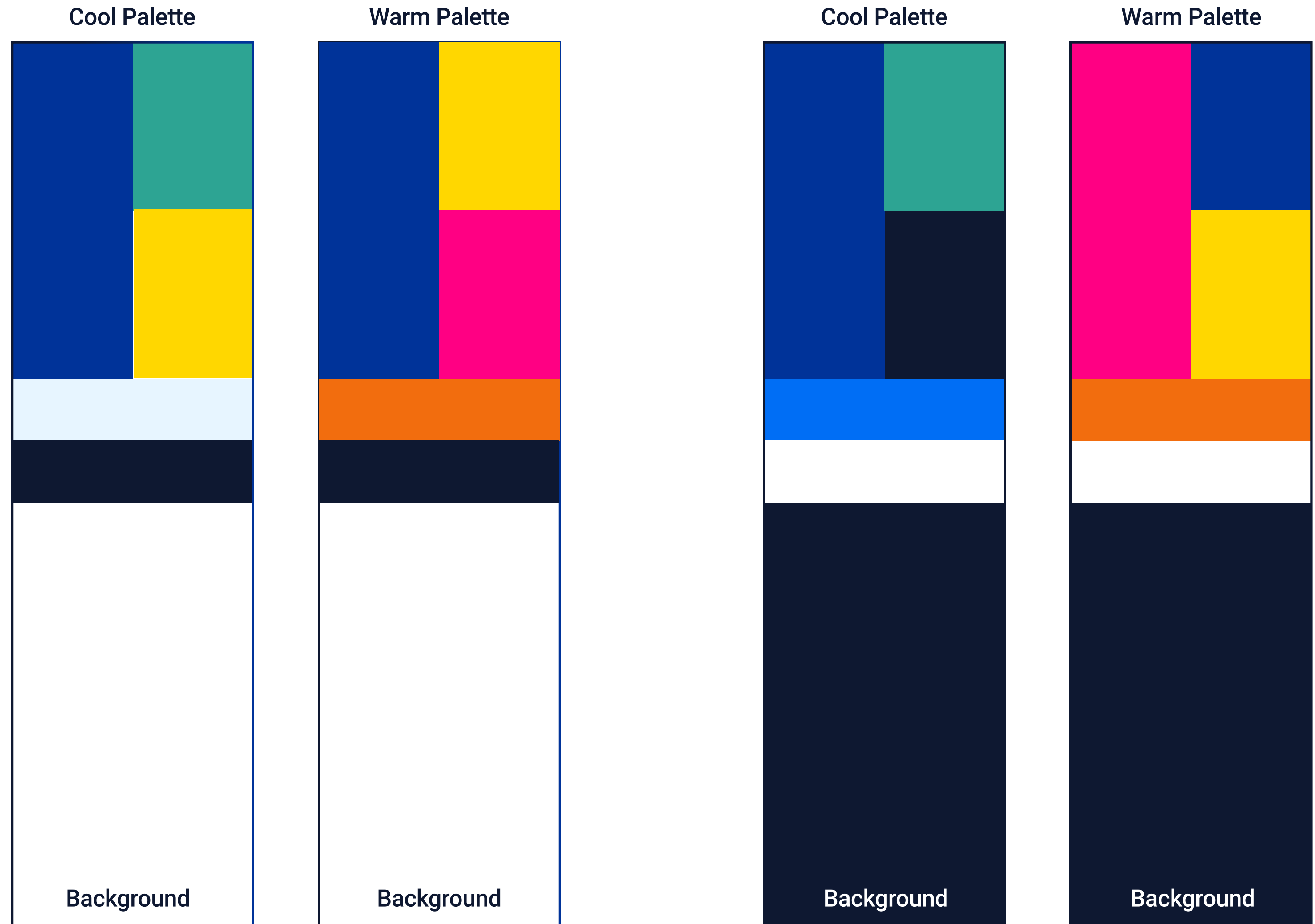
\*RGB/Screen Color Only

\*\*Legacy Color, accent only

# Color Combo Rules

In order to maintain a sophisticated brand, restraint must be used when using color. Depending on the brand campaign, activation or tactic, a cool or warm palette should be chosen.

Start with a primary SnapLogic color and add secondary colors sparingly. Think of using our brighter colors like seasoning instead of it being the main dish.



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***

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## Roboto For Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

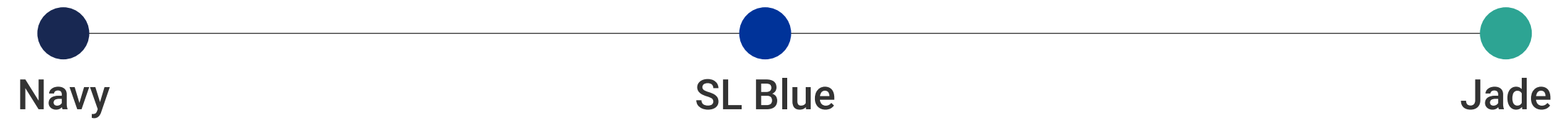
Regular, *Italic*, Medium, *Medium Italic*, **Bold**, ***Bold Italic***

# 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.

The **Cool Gradient** build uses the three primary colors with our darks in different configurations to create a dynamic color fill.

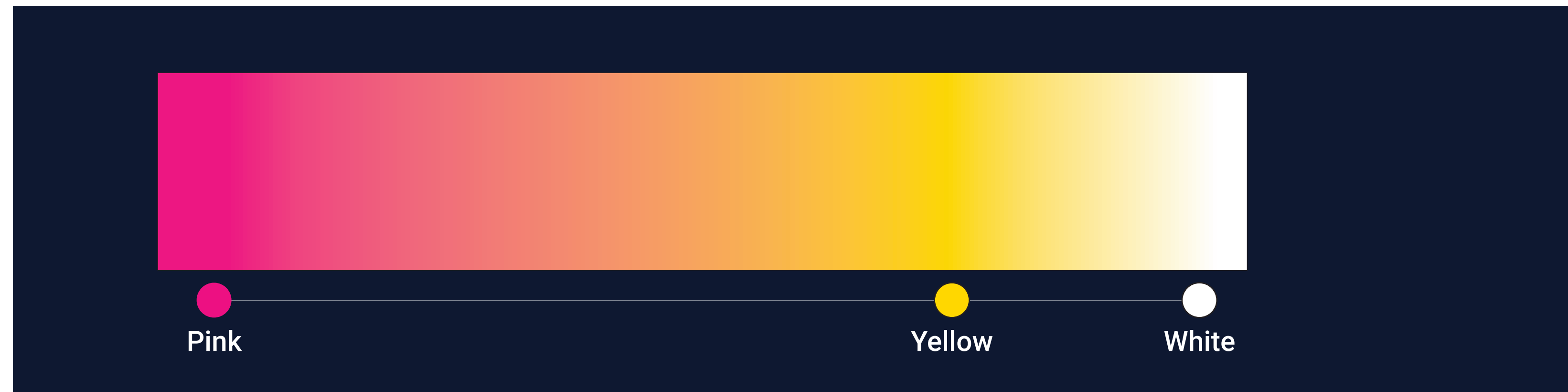


# Color Gradients

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.

The **Hello Gradient** build uses Pink, Yellow and White to create an energetic and bright infusion of color.



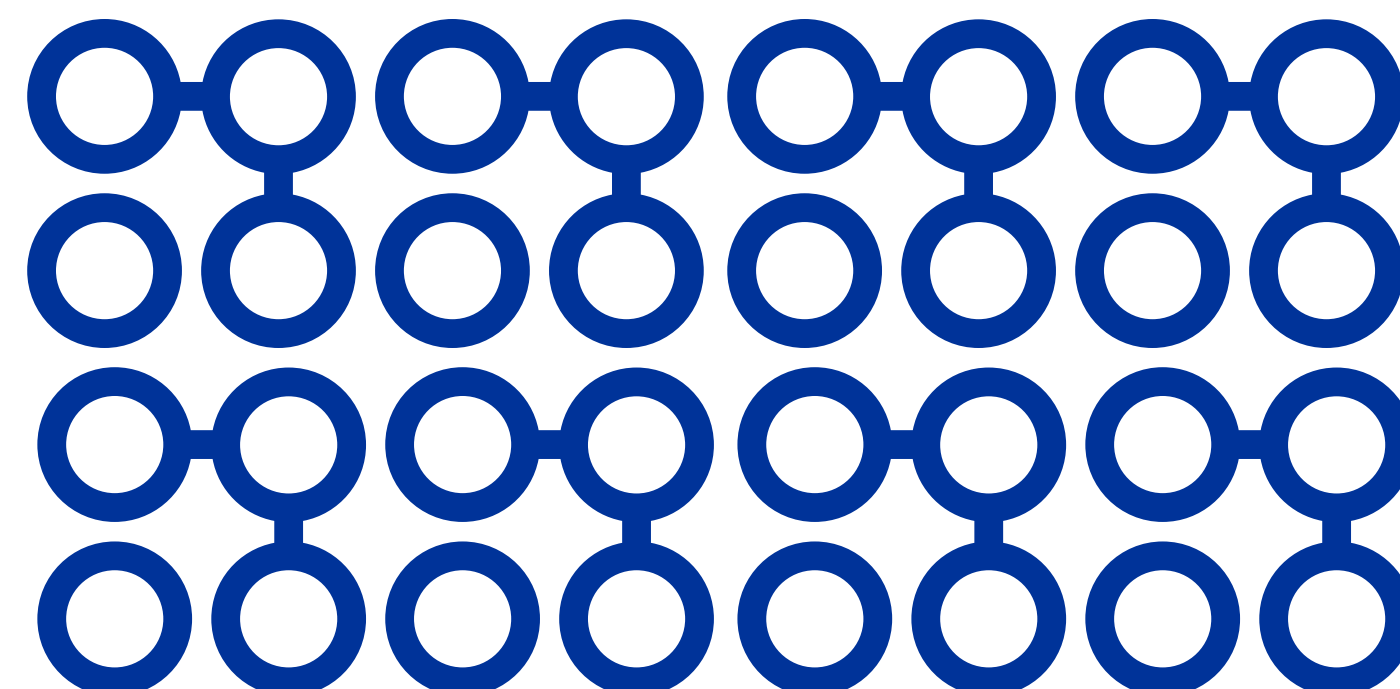
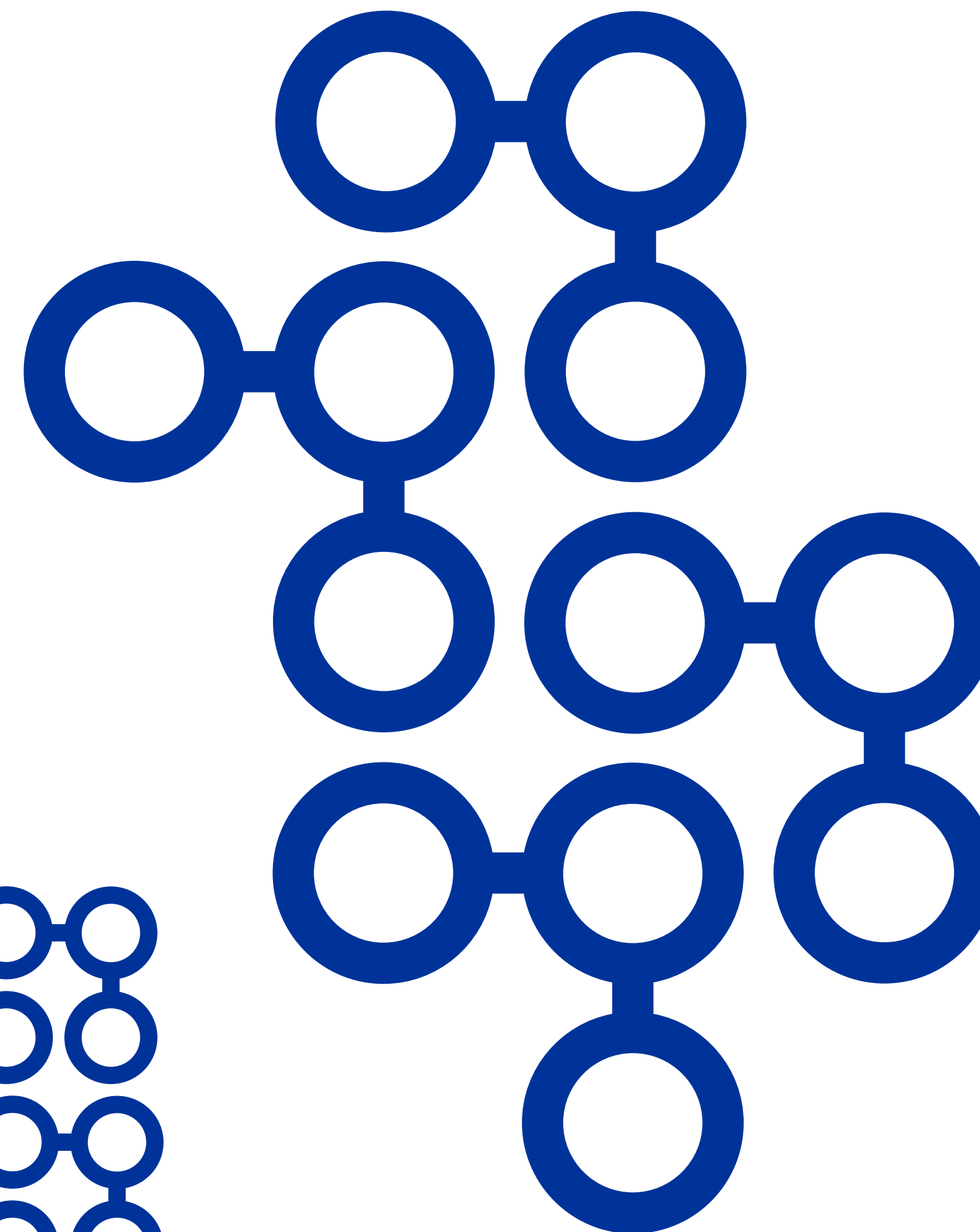
# The Symbol Pattern

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.



# Our Icons

Our Icons are multicolored and combined together to convey specific industry or product categories, features or concepts on website applications or presentation decks.

Ideally they should be used small, and not as spot illustrations.





# Photography

Photography is an integral part of our asset design and follows a simple philosophy. Whether stock images or SnapLogic event photography is used, images should be well lit, sharp focused and use minimal post processing. Subject matter should be colorful, energetic and convey professionalism, collaboration and trust.





snapL**labs**  
powered by snaplogic

## Sub-Brands



snapLogic

Integreat

Regenerating

# Sub-Brands: AgentCreator

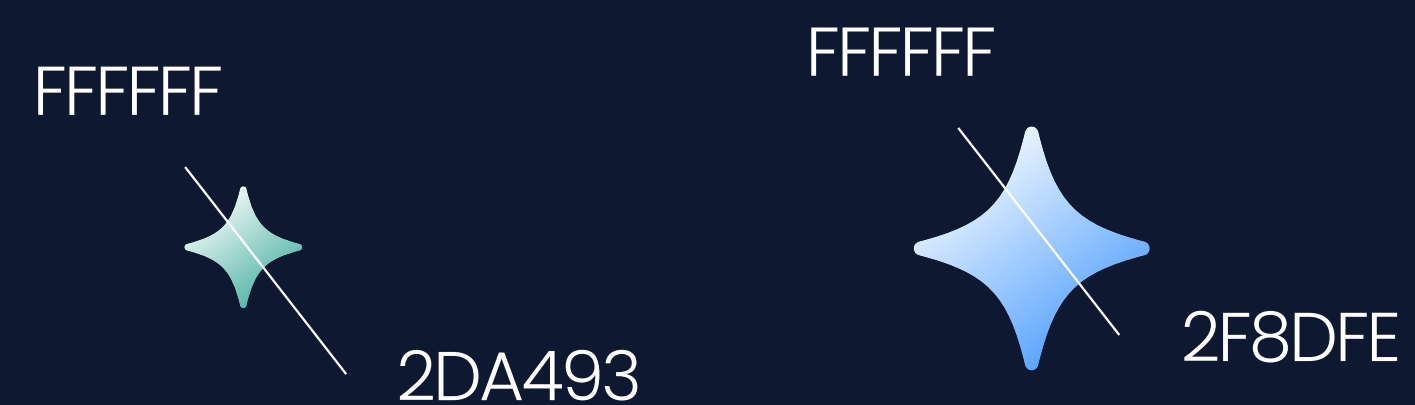
This is the primary logo for our AgentCreator sub-brand. It should appear in web, marketing, etc. uses as the primary (with gradient) version (1). For more functional uses, such as in platform or diagrams, the monochrome versions can be used.

In written text such as emails, paragraph copy etc, it should always be treated as a product title, set as one word with dual capitalization i.e. AgentCreator.

## Variations shown:

- 1.Primary w/ Gradient
- 2.Monochrome White
- 3.Monochrome Midnight

## Gradient Construction:



1. AgentCreator ✨

2. AgentCreator ✨

3. AgentCreator ✨

## Sub-Brands: SnapGPT

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This is the primary logo for our SnapGPT sub-brand. It should appear primarily in a solid two color Blue/Jade against light backgrounds, and the White/Jade against dark backgrounds.

*Please Note:* For platform use, the logo may be recolored to match the UI environment.

In written text, it should always be set it as a proper title: SnapGPT; capitalize the S and also GPT.



SnapGPT

The image shows the SnapGPT logo on a dark blue background. The word 'Snap' is in white, and 'GPT' is in a teal color.



SnapGPT

The image shows the SnapGPT logo on a white background. The word 'Snap' is in a dark blue color, and 'GPT' is in a teal color.

## Sub-Brands: SnapLabs

This is the primary logo for our SnapLabs sub-brand. It should appear primarily in a solid two color Blue/Jade against light backgrounds, and the White/Jade against dark backgrounds.



# Sub-Brands: The Integreat Tour

This is the primary logo for our SnapLogic Integreat Tour sub-brand. It should appear primarily in the white with gradient and tagline on dark backgrounds.

In written text, it should always be set it as a proper title: Integreat Tour or abbreviated to IGT

## Variations shown:

1. Primary w/ tagline
2. Alt w/out tagline
3. Alt, IGT on its own. Limited use i.e. internal docs, reduced size corner “bugs” on presentation decks or videos etc.

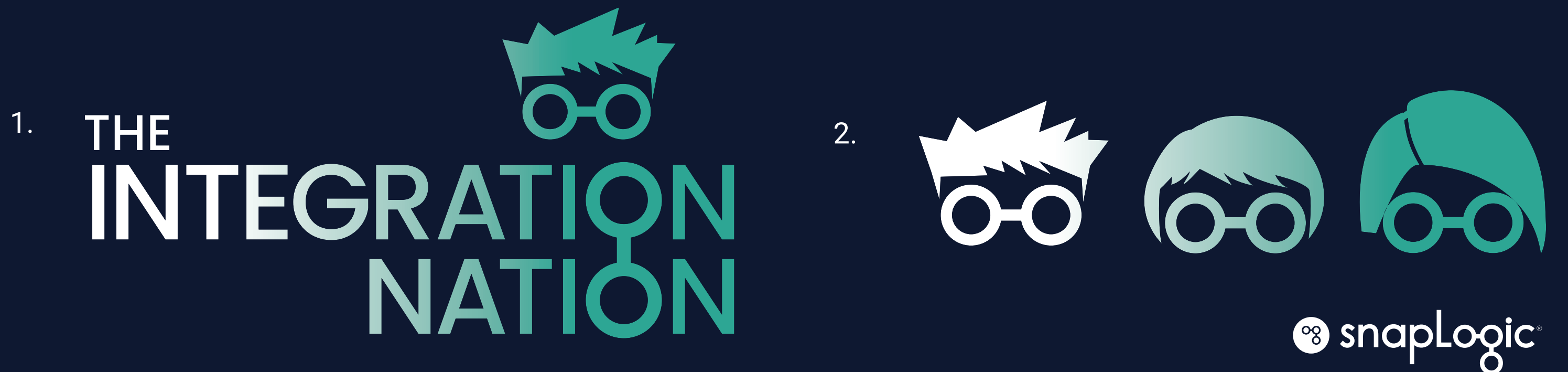


# Sub-brands: Integration Nation

This is the primary logo for our community, Integration Nation. The main gradient based lockup appears primarily on a white background.

Pictured are alternate variations that can be used on merch such as T-shirts and branded items which include our community characters.

1. White to jade Gradient for print with character lockup added above
2. 3-up character lockup, with white to jade gradient
3. Primary gradient logo on white



INTEGRATION  
NATION

# Sub-brands: Evolving the Enterprise

This is the primary logo for our SnapLogic Evolving the Enterprise podcast sub-brand. It should appear primarily in white on a dark navy background with the “Hello” Pink to Yellow Gradient.





# Brand Campaigns

## Hello Everything Campaign



Hello Everything is a major brand campaign across web, digital ads, and field marketing that communicates the concept 'We deliver **Nothing short of everything.**'

Campaign messaging and art direction shown at right.

# Hello everything.

Say hello to the only platform built for generative integration, connecting everyone to all data, everywhere.





## Questions?

If you have any questions related to these guidelines,  
please contact the marketing brand team:

[marketing@snaplogic.com](mailto:marketing@snaplogic.com)