



Brand Guidelines

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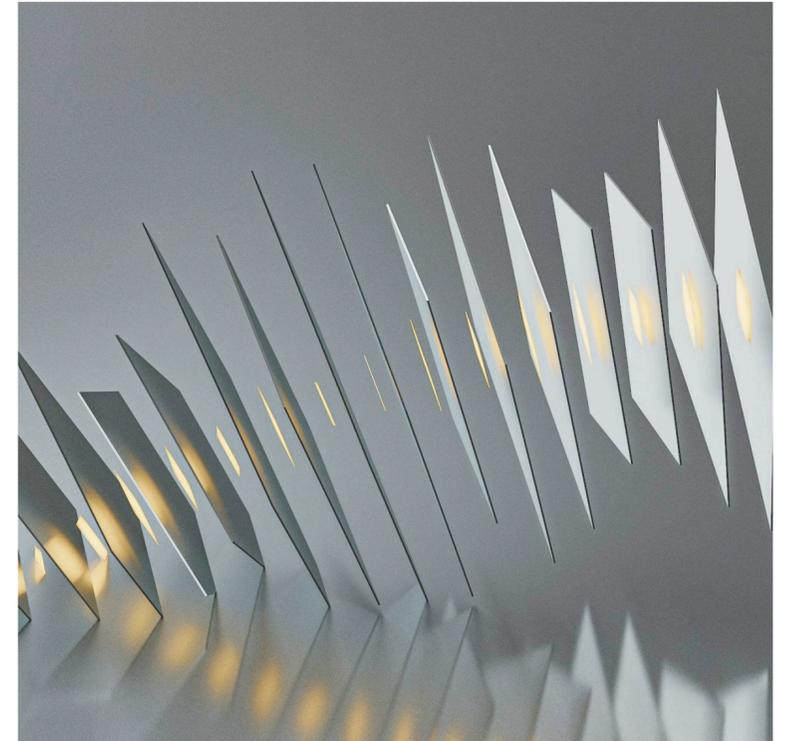
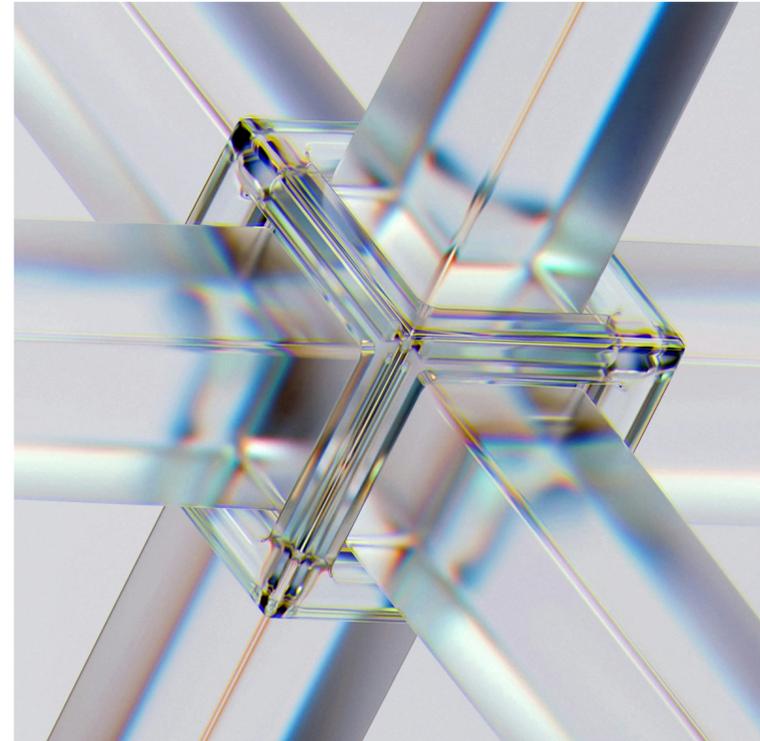
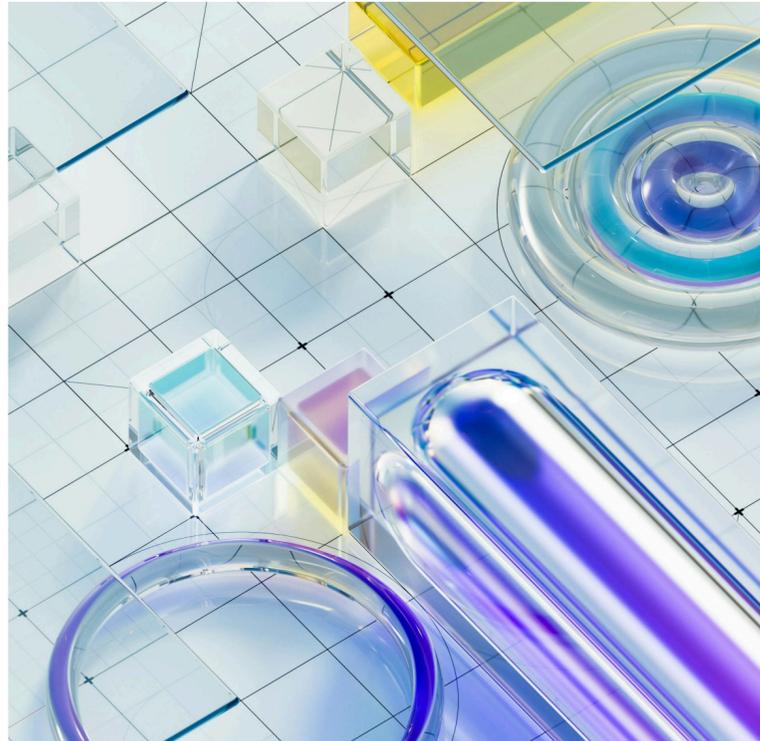
[06] Applications

The Brand

01

Brand Story

SNIA is a not-for-profit organization that develops international standards and specifications. SNIA promotes technologies related to the storage, transport, optimization of infrastructure, acceleration, format, and protection of data.



Brand Strategy

SNIA Is A Not-For-Profit
Organization That Develops
International Standards And
Specifications.

Vision

Be the global experts and trusted authority for technologies related to handling and optimizing data.

Mission

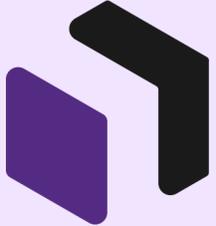
Develop and promote architectures, standards, and education through vendor-neutral collaboration of experts on data technologies that lead the industry worldwide.

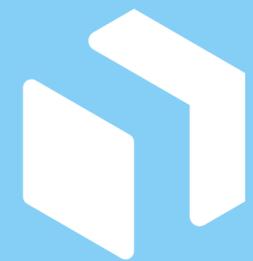
The Logo

02

Visual Overview

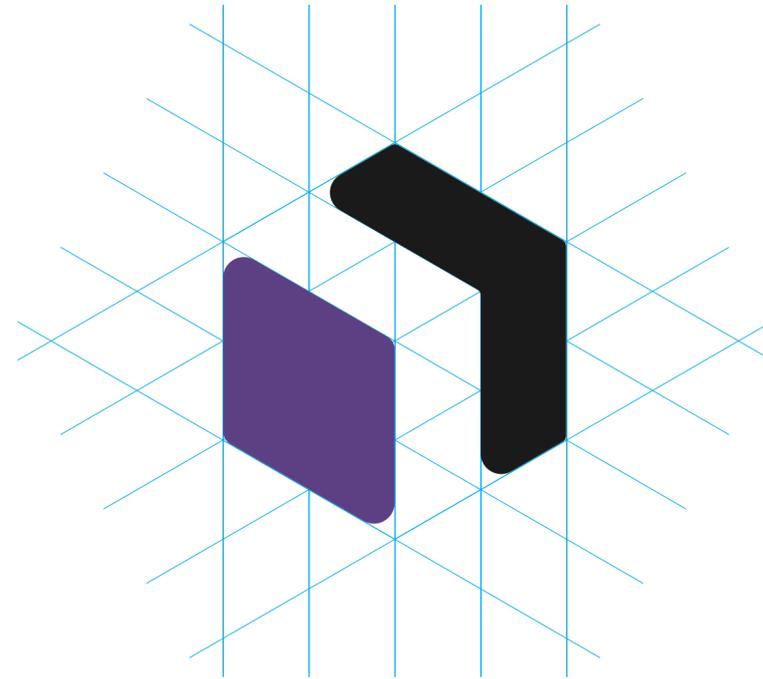
The “Visual Overview” section serves as a comprehensive guide, consolidating all the key graphic elements that comprise the distinct visual identity of the SNIA® brand. From the iconic logotype to the font treatment, the unique photo style, and the refresh color pallet, this section provides a holistic understanding of the visual elements that bring the SNIA® brand to life.

SNIA® 



Logotype

Our logo is made up of two parts—the logotype (shown below) and the wordmark. This type of logo allows for different variations where the text and graphic can be used separately depending on the context.

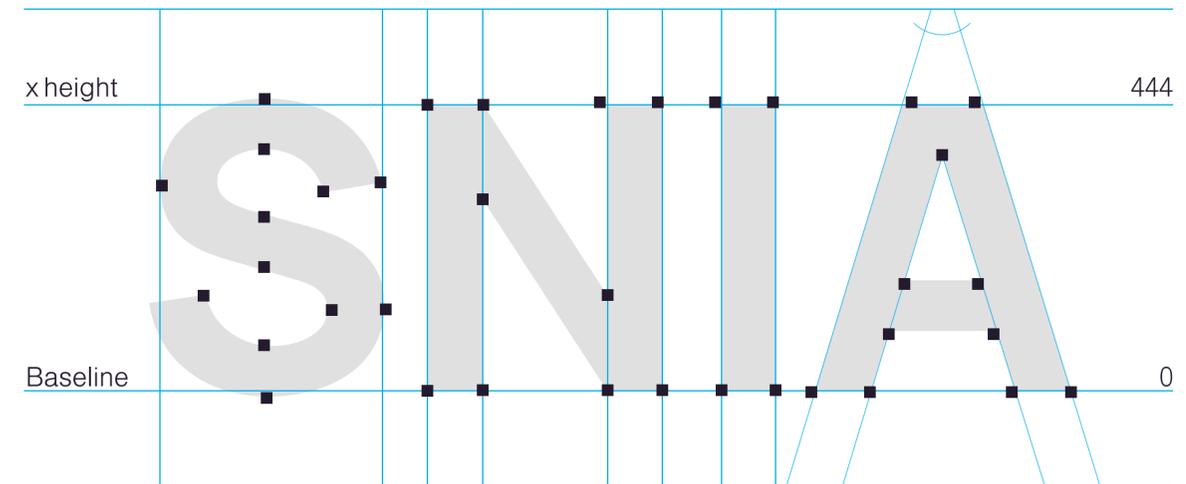


The icon and wordmark must always be used together as shown.

Wordmark

A detailed technical review of the font was undertaken to rectify any flaws in the logotype derived from it. This revised structure has uncovered proportions that will enhance the logo's usability in the future.

SNIA



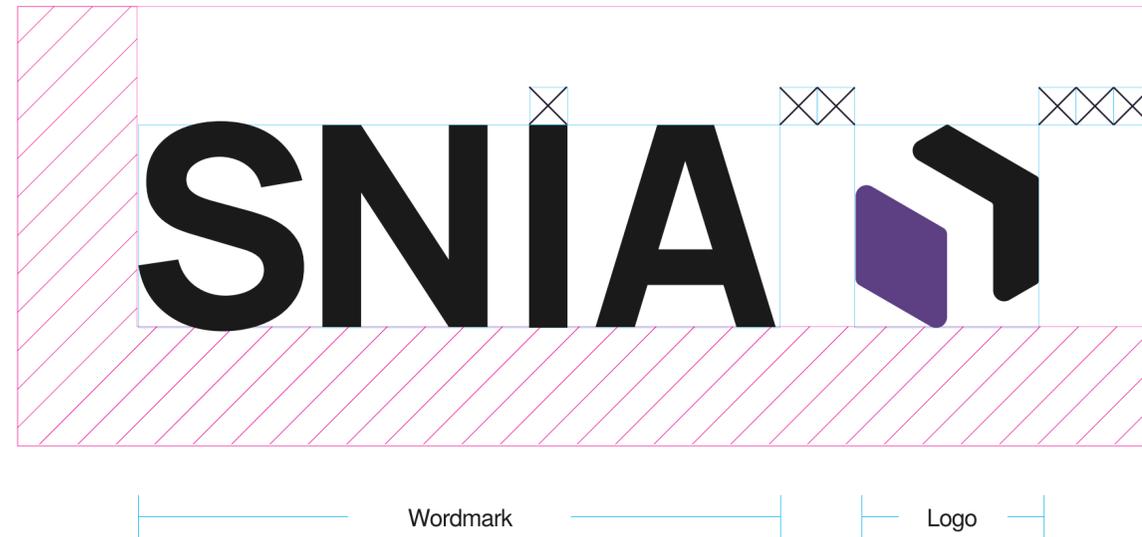
Logo Lockup

The Manrope Extrabold, chosen as the logotype for SNIA, captures the brand's essence with its modern and sophisticated design. The font's clean lines and balanced proportions create a visually pleasing and easily recognizable logo, reflecting SNIA commitment to precision and innovation.



Clear Space

To maintain brand integrity, ensure there is ample clear space around our logo, which consists of both the icon and the wordmark. Always use them together as illustrated.



The icon and wordmark must always be used together as shown.

Placement



Scott
Product Designer

Date -

08 JANUARY 2023

To -

08 JANUARY 2023

Subject: Invoice for Web Services

Dear John Scott,

I hope this email finds you well. We are pleased to submit the attached invoice for the web services rendered by our team. This invoice covers the agreed-upon services, including [briefly list key services, such as website design, development, maintenance, etc.], completed over the course of our recent project.

We have outlined all the details of the services, costs, and payment terms in the attached invoice for your reference. Should you have any questions or need any clarifications regarding the invoice, or the services provided, please don't hesitate to reach out to us directly.

SNIA International Logos

The following section outlines instructions on the proper use and formatting for the SNIA logo for our regional groups. The SNIA international logo consists of the wordmark and the square symbol and in some case, the addition of the affiliate descriptor. The descriptor is always placed next to the wordmark as shown here. Under no circumstances should it vary.

Regional Affiliates

SNIA  | EMEA™

SNIA  | India™

Regional Forum

SNIA  | Japan™

Regional Community

SNIA  | Brasil™

All Other Alternate Logos

This section provides guidelines for using and formatting alternate logos for our regional groups. The alternate logos may include variations of the wordmark and symbol, and in some instances, an additional descriptor. Always position the descriptor adjacent to the wordmark as illustrated here. It is crucial that these elements remain consistent.

Technology Communities



SNIA Emerald Program



SNIA Swordfish Specification



DNA & STA



Colors

03

Color Palette

For a cohesive branding experience, utilize a color palette that reflects your brand's identity. Consider a primary color that resonates with your audience, complemented by secondary colors that enhance the overall aesthetic. Aim for a balance between vibrant hues and subtle tones to create visual interest while maintaining readability. Ensure that the colors work harmoniously across various platforms and materials.

GIGAS

RGB 85 45 128
HEX 552D80
CMYK 34 65 0 50

Dandelion

RGB 255 219 90
HEX FFD25A
CMYK 0 18 65 0

Black

RGB 34 34 34
HEX 222222
CMYK 0 0 0 87

Ghost White

RGB 246 246 251
HEX F6F6FB
CMYK 2 2 0 2

Supporting Color

Dandelion FFD25A	Tan Hide FF9C48	Burning Orange EF5B30	Lightsky Blue 85CFF6	Periwinkle D6BAF6
80%	80%	80%	80%	80%
60%	60%	60%	60%	60%
40%	40%	40%	40%	40%

Combinatons

Consistent color application is crucial for strong brand identity. Our brand must always be showcased using one of the colors listed on this page, except where specific guidelines suggest otherwise.



Typography

04

V R S T U V W X Y Z
1 2 3 4 5 6 7 8

Meet Your Type

Manrope

Manrope is an open-source modern sans-serif font family, designed by Mikhail Sharanda in 2018. In 2019, Mirko Velimirovic worked with Mikhail Sharanda to convert Manrope into a variable font.

Mikhail Sharanda

Meet Your Type

Inter

Inter is a contemporary sans-serif typeface designed for the digital age. It offers a clean and modern aesthetic, providing clarity and legibility across a variety of platforms. Inter's design balances neutrality with functionality, ensuring your message stands out clearly without drawing attention away from the content itself. Its versatility makes it suitable for everything from body text to headings, maintaining a professional and cohesive visual presence.

Rasmus Andersson, a Swedish designer and engineer. Initially, he created the font specifically for user interfaces (UI) to enhance readability, especially

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE

**abcdefghijklmnopqrstuv
wxyz**

PROPORTIONAL LINING FIGURES

123456789

PROPORTIONAL LINING FIGURES

\$%&@#?"!%*

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE

**abcdefghijklmnopqrstuv
wxyz**

PROPORTIONAL LINING FIGURES

123456789

PROPORTIONAL LINING FIGURES

\$%&@#?"!%*

Tracking, Kerning & Leading

Tracking is the overall spacing between groups of letters, and kerning is the spacing between individual letter forms. The tracking of body text can usually be left as it was designed: 0 units of tracking



THE TRACKING & LEADING ARE JUST RIGHT

OUR HERITAGE

The Story Of Containers

This is a sample text: Our primary typeface is Earl Sans — a custom, modern, highly functional and professional sans serif typeface.

IN THIS EXAMPLE, TRACKING IS AT:

80 UNITS ON CAPTION
-20 UNITS ON TITLE
0 UNITS ON BODYCOPY

AND LEADING IS AT:

20 PTS. ON THE SIZE OF BODY AT 16 PTS.
FOR CAPTION
40 PTS. ON THE SIZE OF BODY AT 40 PTS.
FOR TITLE
24 PTS. ON THE SIZE OF BODY AT 21 PTS.
FOR BODYCOPY



THE TRACKING & LEADING ARE JUST RIGHT

OUR HERITAGE

The Story Of Containers

This is a sample text: Our primary typeface is Earl Sans — a custom, modern, highly functional and professional sans serif typeface.



THE TRACKING & LEADING ARE JUST RIGHT

OUR HERITAGE

The Story Of Containers

This is a sample text: Our primary typeface is Earl Sans — a custom, modern, highly functional and professional sans serif typeface.

Use And Variants

05

Correct Variations

The brand should always be presented in its primary version along with its designated colors. If technical limitations arise, either the positive or negative version may be utilized.



Misuse Of Wordmark

The brand's wordmark must consistently appear in its official format, accompanied by its specific color palette. In cases where technical constraints arise, you may opt for either the positive or negative variant.



Monochromatic Version

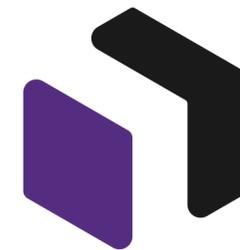
This is the monochromatic version of the logo, designed for situations where reproduction or application demands a solid spot color. It will be utilized across various media and applications that necessitate a single-color representation of the logo.



SNIA[®] 



SNIA[®] 



SNIA[®] 

Correct Use

Maximum visibility, readability, and contrast must be guaranteed in all applications. If the logo is going to be applied on non-corporate backgrounds or photographs, it must be applied in white or black, depending on the brightness of the background.



SNIA[®] 

Dark Non-Corporate Color Background



SNIA[®] 

Light Non-Corporate Color Background



SNIA[®] 

Dark Photographic Background



SNIA[®] 

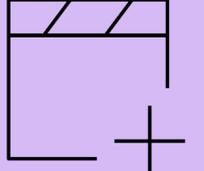
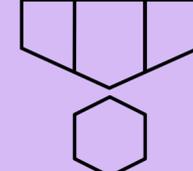
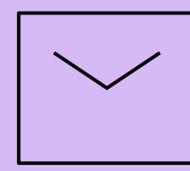
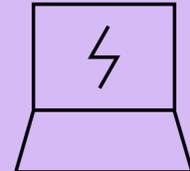
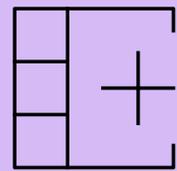
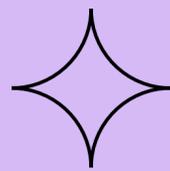
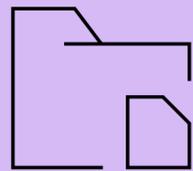
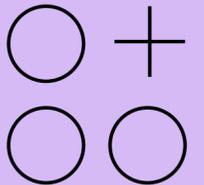
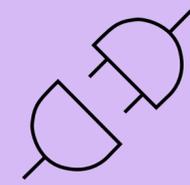
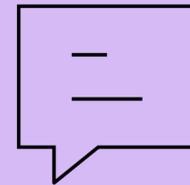
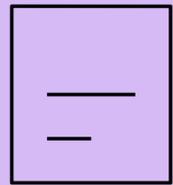
Light Photographic Background

Iconography

06

Icon Set

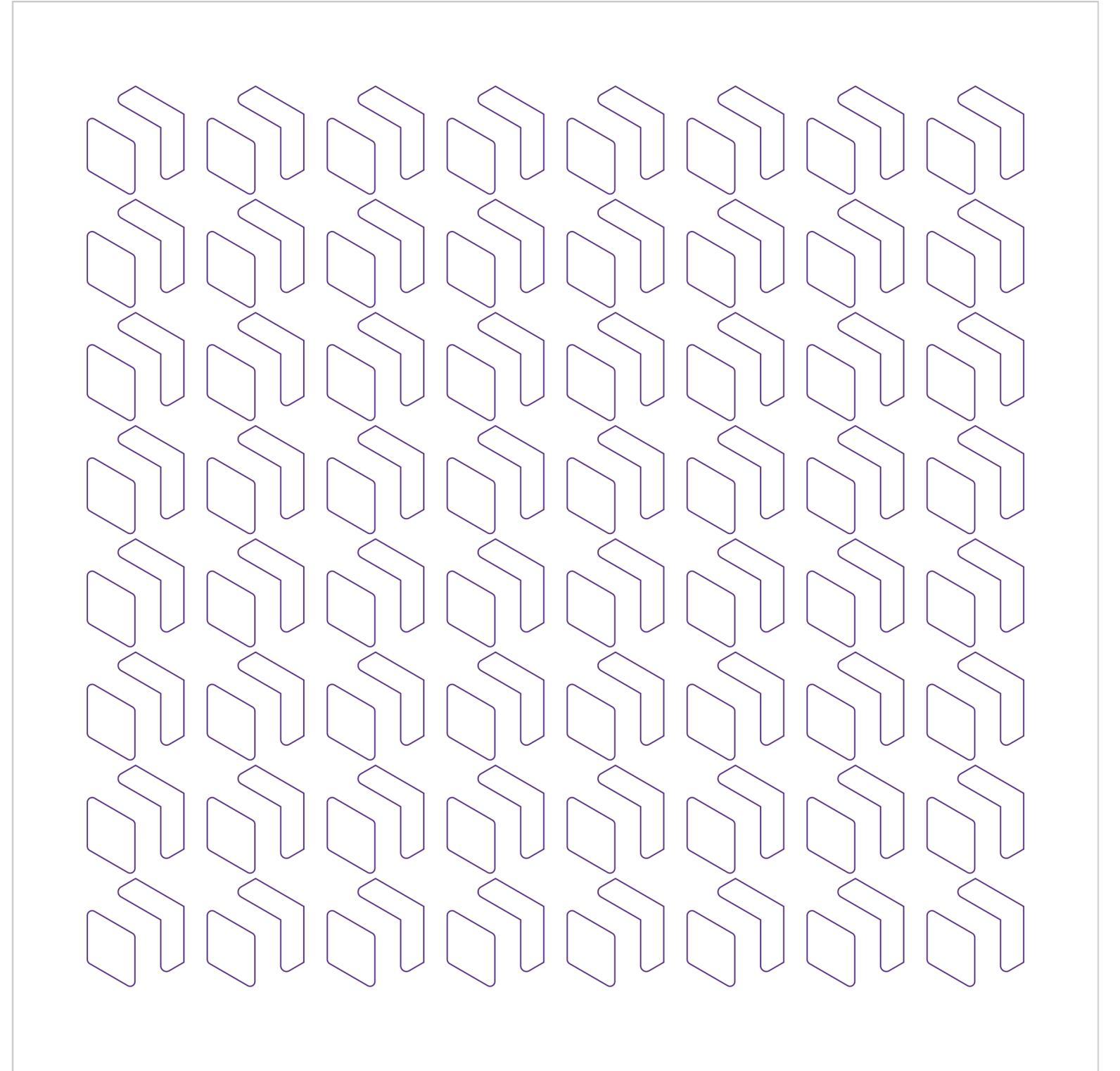
The icons are inspired by simplicity and modernity. They use clean lines and geometric shapes to convey a sense of innovation and ease of use. The visual style is flat and minimalistic, making them versatile and suitable for use across different platforms and applications.



Pattern

07

Patterns are visual elements that reinforce our identity and add a distinctive touch to our communications and branding materials. These patterns are used strategically to create consistency and recognition in different applications, both digital and print.



Applications

08

Social Media

At this point, anyone familiar with the branding guidelines should grasp the key elements that define the brand. Now, let's discuss how to maintain consistency across your social media avatars.



LinkedIn

400*400



Youtube

250*250



Instagram

180*180



Facebook

170*170



x

400*400



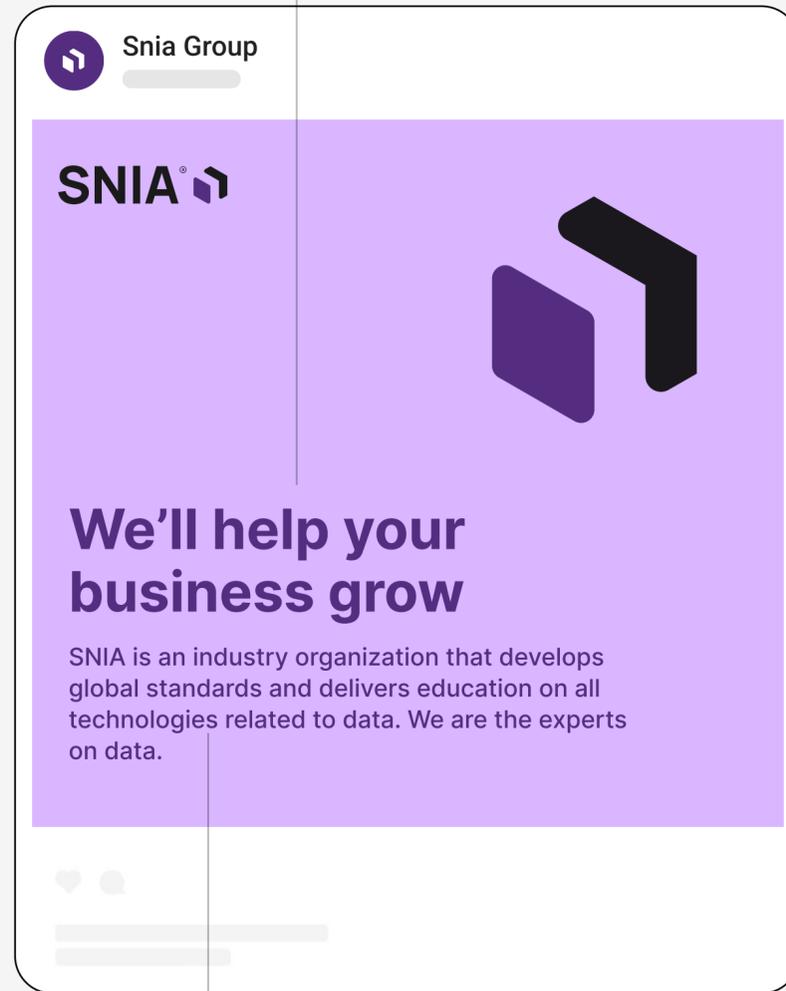
Tik Tok

110*110

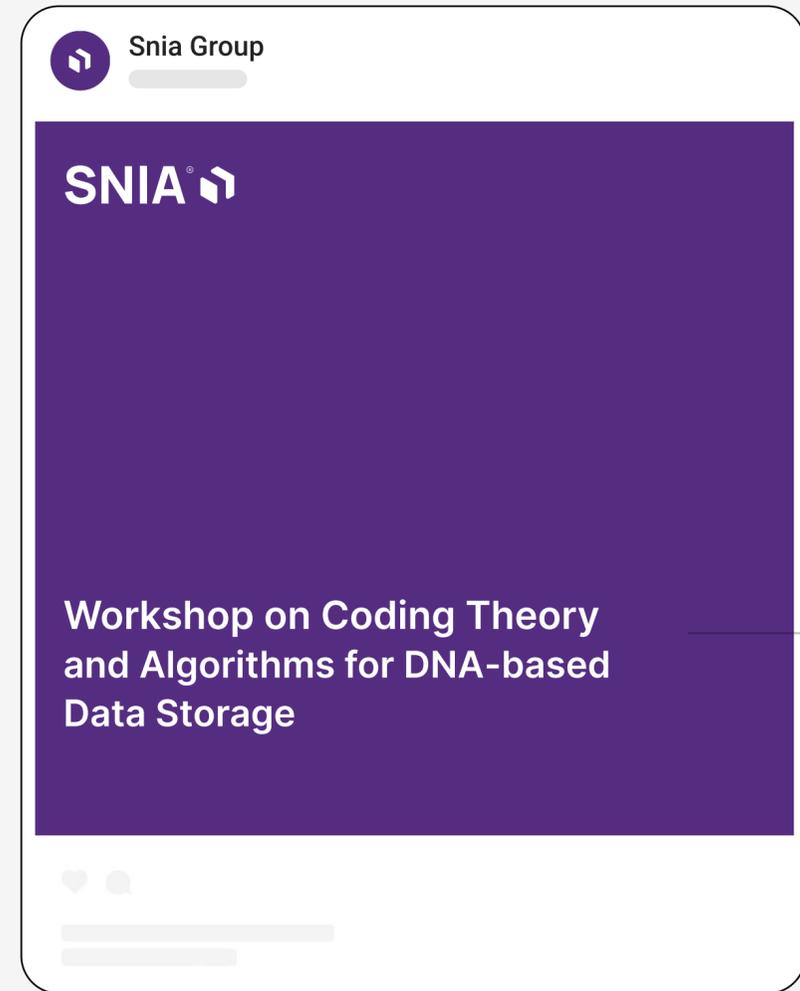
Headline
Almarai Bold



Title
Inter Bold



Caption
Inter Medium



Body Copy
Inter Bold

Letterhead



Experts on Data

SNIA IS A NOT-FOR-PROFIT ORGANIZATION
THAT DEVELOPS INTERNATIONAL STANDARDS
AND SPECIFICATIONS



5201 GREAT AMERICA
PARKWAY
SUITE 320
SANTA CLARA, CA 95054

Title of Cover Letter

Hello Company,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent quam ligula, cursus quis luctus at, malesuada sit amet massa. Vivamus vitae blandit nulla. In blandit, arcu sit amet posuere posuere, odio nulla gravida libero, vel tincidunt tortor libero id tortor.

Mauris nec pulvinar odio, eu vulputate tortor. Donec lacus nisl, semper a sapien et, fringilla mollis leo. Donec non eros vitae lorem condimentum lobortis. Nullam tincidunt turpis eu nibh sollicitudin, vel eleifend libero convallis. Vivamus pretium ac velit non varius.

Donec quis rutrum leo. Nunc semper libero tortor, ac laoreet orci consectetur ac. Sed maximus efficitur euismod. Donec egestas turpis scelerisque luctus facilisis. Cras mollis dolor eget quam molestie maximus. Cras blandit nisl a neque imperdiet, eget ultrices odio dapibus.

Aliquam finibus risus vitae feugiat mattis. Quisque faucibus feugiat turpis, eu accumsan orci sagittis vel. Vivamus metus diam, maximus a lorem lacinia, efficitur dignissim turpis.

Cupcake ipsum dolor sit amet lollipop. Icing icing carrot cake candy jelly-o soufflé muffin macaroon. Marzipan lollipop bear claw chupa chups cake toffee. Brownie jelly-o cupcake icing pastry apple pie carrot cake chocolate bar cotton candy.

Lemon drops jujubes pie chocolate muffin tart lemon drops apple pie gingerbread. Gingerbread dessert chupa chups fruitcake cotton candy cheesecake wafer.

All the best,
Your Name

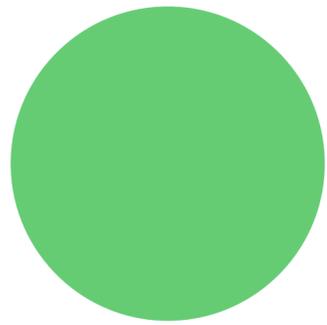
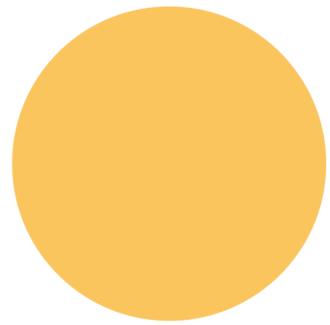
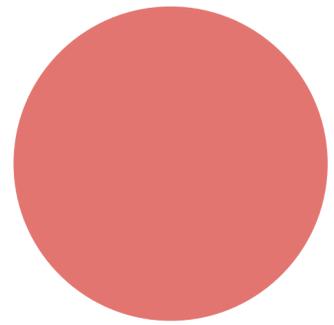
A stylized, handwritten signature in black ink, appearing to read "M. Emerald".

W: www.snia.org

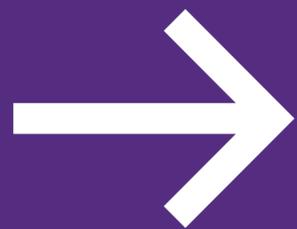
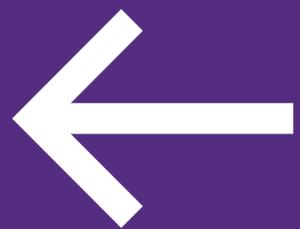
E: emerald@snia.org

T: 408-676-6060



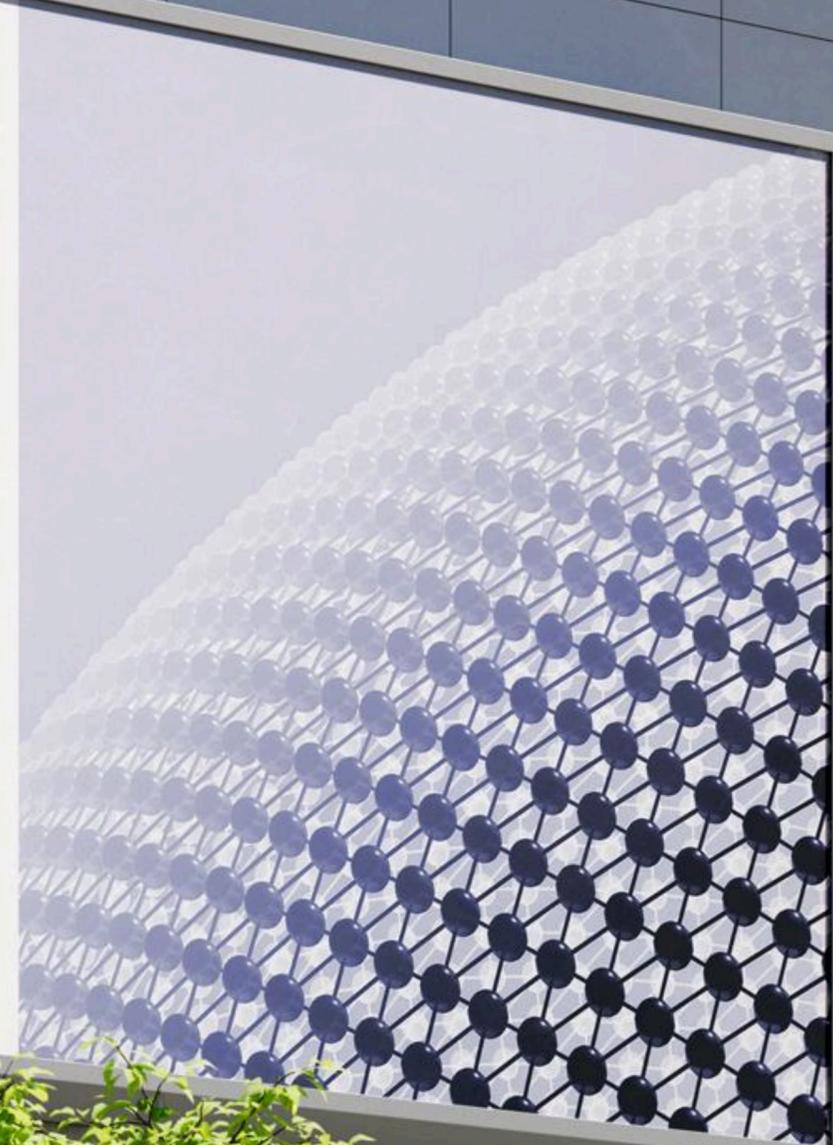


SNIA[®] 



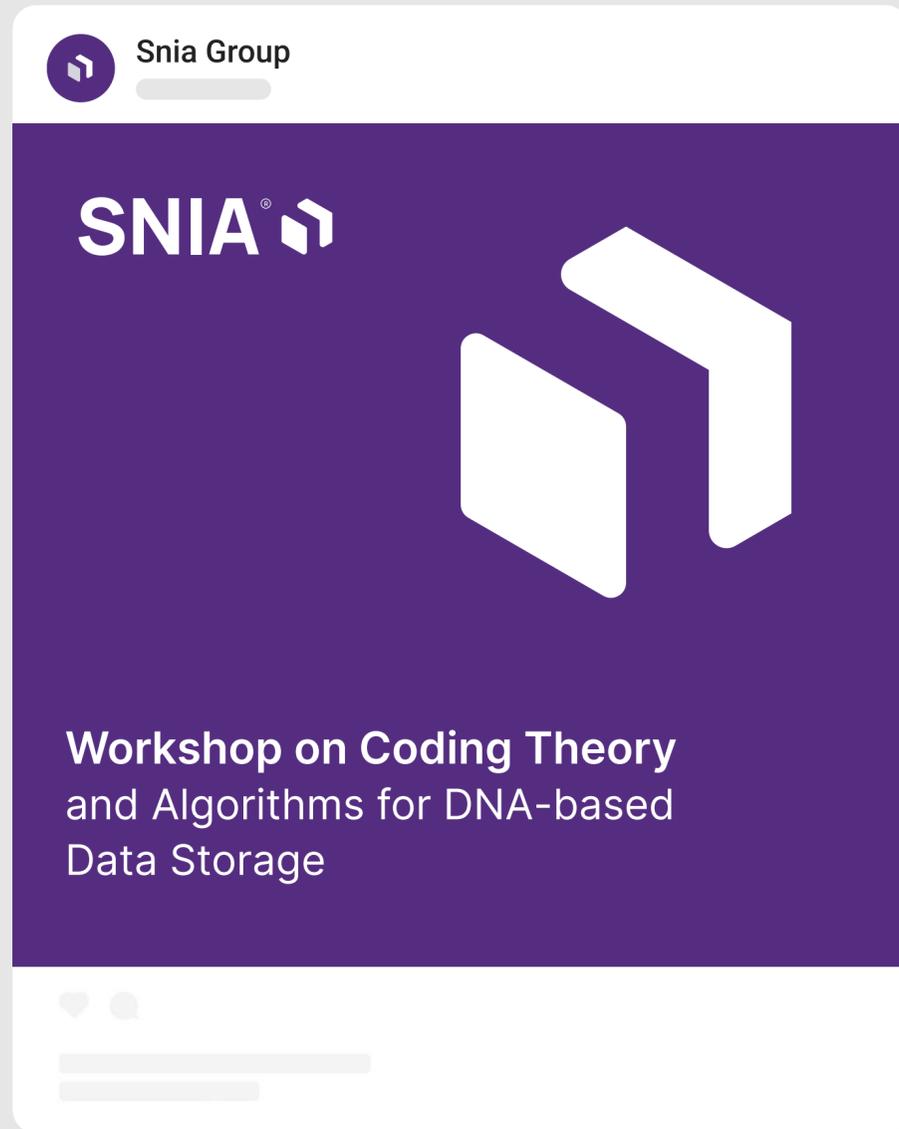
SNIA[®] 

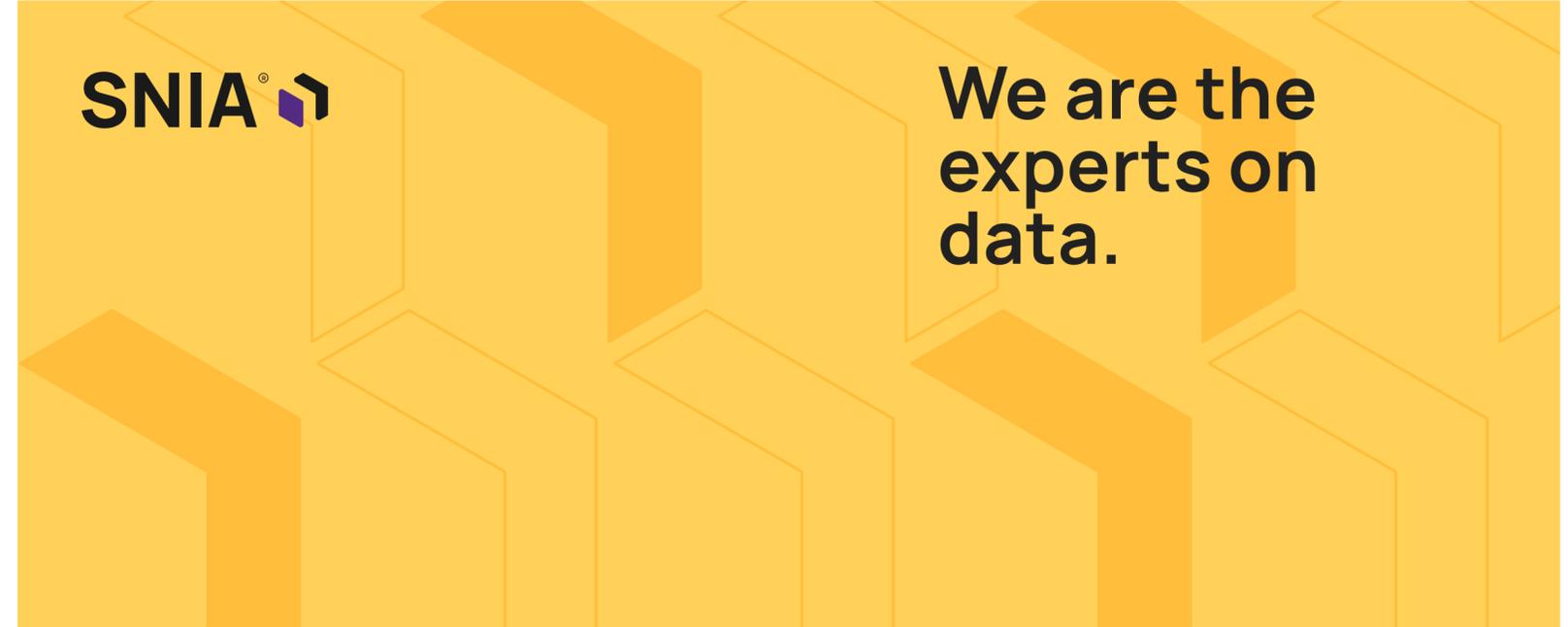
We are the experts on data.











Thank You