SNOWLIZARD BRAND STANDARDS

NOVEMBER 2017

LOGO

LOGO SPECIFICATIONS (DO'S)

The SnowLizard mark is a combination of our name and logo. Please restrict its use to the guidelines defined here.

The SnowLizard logo comes in three colors; **SL Black #25282a, SL Blue #003595, and SL White #f5f5f5** Always select the color option with the highest contrast.

I.e.: Use SL Black or SL Blue logo over light backgrounds. Use SL White logo over dark backgrounds

LOGO SPECIFICATIONS (DO'S)

When using the SnowLizard logo with other graphics, maintain a safety space of one 'a' on all sides.

Always Scale Proportionally

LOGO SPECIFICATIONS (DO'S)

When applying SL Mark on photography, be sure to contrast for maximum recognition. Utilize proper safety space.

LOGO SPECIFICATIONS (DON'TS)

Please Do Not:

- Scale the SnowLizard logo disproportionately
- Rotate any part of the SnowLizard logo
- Use any colors other than **SL Black #25282a, SL Blue #003595, or SL White #f5f5f5**
- Use insufficient contrast

LOGO SPECIFICATIONS (DON'TS)

Please Do Not:

- Add effects including but not limited to: bevels, drop shadows, gradients, strokes.
- Add Frames/Borders of any kind

TYPOGRAPHY

HEADLINE - ANTON

ABCDEFGHIJKLMNOPQRSTUVWXY
Z0123456789!@$%&?

BODY - MONTSERRAT

abcdefghijklmnopqrstuv
wxyz0123456789!@$%&?

HEADLINES ARE SET TO ‘ANTON’

Subheads are set to Montserrat light when paired with Anton

Body text utilizes Montserrat regular/normal. (Lower weights can also be used when appropriate).

To emphasize importance within the body, Montserrat features a wide breadth of options in **Montserrat Bold**, and Montserrat Extra Light along with alternates in between that can be used when necessary.

For digital use, Both Anton and Montserrat should be **SL Black #25282a** over light backgrounds and **SL White #f5f5f5** over dark backgrounds

UTILIZING TYPE

THE HEAVY-WEIGHT CHAMP HAS ARRIVED

Tough poly-carbonate exterior meets the highest U.S Department of Defense rating to withstand a wide range of conditions including, sand, dust, dirt, snow exposure, shocks, vibrations and falls from up to 2m/6.6 ft.

COLOR

COLOR PALETTE

The SnowLizard Palette represents adventure through use of colors found in nature. The five core colors are selected coated pantones ready for use in print.

PANTONE
661 C

PANTONE
7702 C

PANTONE
7748 C

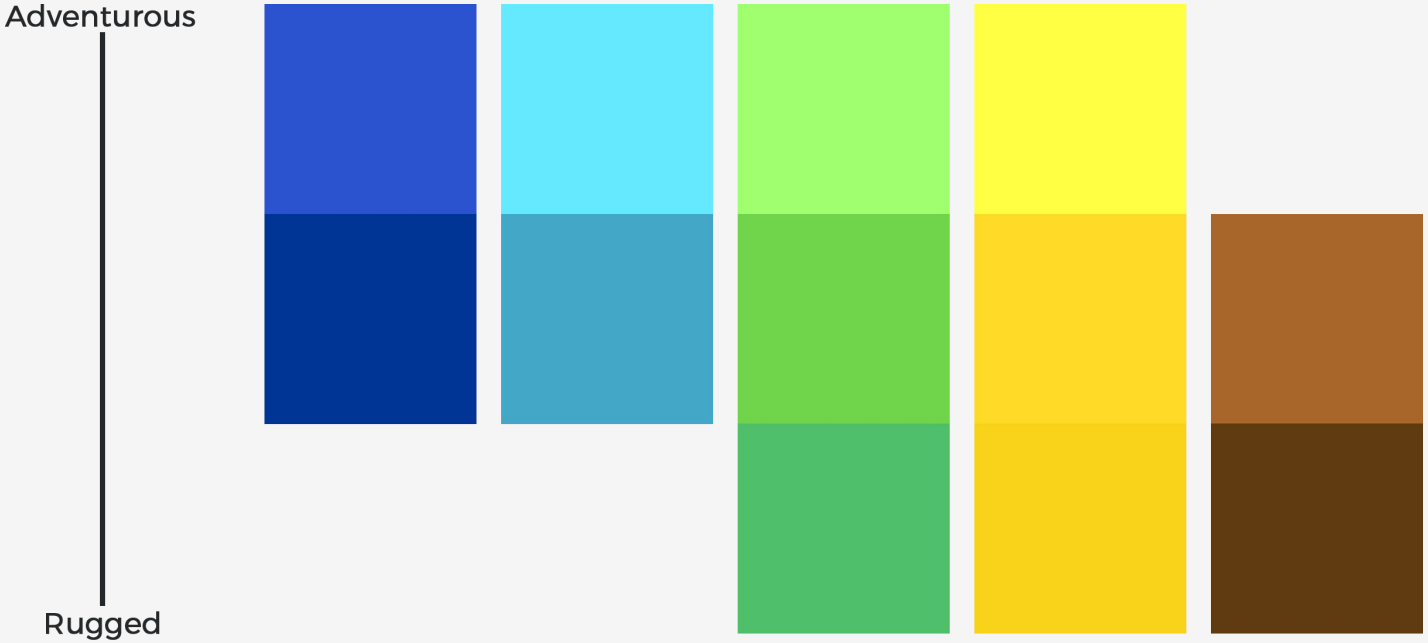
PANTONE
115 C

PANTONE
7573 C

COLOR PALETTE

Use Guide

SnowLizard are rugged enough to handle the most extreme adventure. Our color spectrum highlights this through use of natural tones that range past our core palette into bright highlights for accent and earthy shades for contrast.



BRAND/NAMING CONVENTIONS

To achieve Brand consistency and flow, always follow these rules in any copy and all graphics.

- SnowLizard name is always written as one word with the “S” and “L” capitalized
- Product Abbreviation: Product names will always begin with capitalized “SL” before the specific capitalized brand name followed by the version(phone cases use the version of the iPhone they were designed for). Ex: **SLXTREME 7.**

BRAND/NAMING CONVENTIONS

- When referring to an **SLXTREME** plus model, always denote with “**+**” in titles and headlines, and “Plus” in body text.
- When referring to the iPhone itself, follow the same guidelines.