



BRAND GUIDELINES

WELCOME

Each time a person comes into contact with the SNAP brand we have the opportunity to engage them with the unique brand experience.

The SNAP brand is formed by a number of distinctive elements - the quality of our work, the way we behave, the things we say, and the way we look.

These brand guidelines contain the elements and attributes that bring SNAP to life across all touchpoints.



BRAND PURPOSE

How SNAP intends to change the world for the better.

To ignite imagination & excitement
for the world of print.

BRAND VISION

The ultimate goal SNAP wants to accomplish.

SNAP is a leading force in
reshaping & redefining the
international print industry.

BRAND POSITIONING

How we want our customers to perceive our brand.

We put passion and craft into print, so that each and every customer gets the *WOW* response they're looking for.

BRAND VALUES

The principals and beliefs that guide our behaviour.

PRINT

RELEVANT

Tailored solutions for each
and every customer

PIONEERING

Champion innovation and
explore what's possible

IMAGINATIVE

Think creatively -
dare to be different

THOUGHTFUL

Delivered with care and
crafted to every last detail

NIMBLE

Adapt to industry change
to stay ahead of the rest

tone of voice

Our consistent tone, manner and style.

WHO ARE ARE

- PUNCHY
- INFORMAL
- GENUINE
- PLAYFUL
- KNOWLEDGEABLE



WE ARE NOT

- FORCEFUL
- CARELESS
- RIGHTEOUS
- CHILDISH
- SMUG

BRAND PILLARS

How we organise our benefits to inform communications.

WHAT WE DO

Effective and High Quality Products

We help businesses stand apart through creative print and design to improve business outcomes

Reshaping and Redefining Print

We constantly innovate today, to shape the print solutions of tomorrow

HOW WE DO IT

Personalised Service

We understand your business and tailor to meet your needs

Experts in Print

We know and understand print better than anyone

BRAND PLATFORM

The central idea that connects all our communications and touchpoints.

For the love of print

BRAND MANIFESTO

The rallying cry that gets us out of bed in the morning.

For the of print

"Love what you do and do what you love."

It's as relevant today as it was 120 years ago.

When someone loves what they do,
you see it in the little things.

When you walk into store, they smile.

You can't help but smile back.

They listen, they're interested.

They're full of ideas, they want to push it further.

"Woah... This is going to look incredible!"

A mundane task, is now something exciting.

And when the time arrives, "Wow!"

The care, the passion, the excellence - crafted in every little detail.

At Snap, print is as much about what we do, as it is about how it makes you feel.

Because at Snap, we love what we do.

And everything we do, is for the love of print.

Snap. For the love of print.



For the love of print