



This is the 2015-2016 ChattySnaps® digital + print branding toolkit. We hope our guide makes it easy to extend our message and brand experience to your operation by offering our co-branding guidelines for your communication and value-added branding.

Thanks for choosing

ChattySnaps®

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BRANDING + USAGE GUIDELINES

BRAND DESCRIPTION

Use this brand to help buyers better understand the kind of unique and quality products you offer and the company they come from.

LOGO VARIATIONS

The primary ChattySnaps® LOGO + LOGOTYPE is composed of our “Chatty” logo/icon, the ChattySnaps® LOGOTYPE [wordmark]. The LOGOTYPE [“Stacked” or “Wide”], should always have the “®” symbol. All marks here should be positioned as pictured below. All marks ©2012-2015 Zambrini, LLC.

A



ChattySnaps® » PRIMARY
LOGO + LOGOTYPE

A1



ChattySnaps® » SECONDARY
LOGO + LOGOTYPE

B



ChattySnaps® » PRIMARY
LOGOTYPE STACKED

B1



ChattySnaps® » SECONDARY
LOGOTYPE WIDE

*ChattySnaps® Logos, Logotypes, and registered marks are available in attached .ZIP file, in the following formats: JPG, PNG, and PDF.



COLOR PALETTE

The color palette consists of 3 color choices, with a primary background color of white or light grey. Pantone spots numbers are provided, as well as CMYK for four-color printing, and RGB screen-based only color breakdowns.

PRIMARY USE

Use these colors for logotype, logo, and icons associated with ChattySnaps® branding.





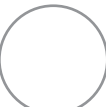
COLOR PRINT SPECS

Print or display the primary A. ChattySnaps® mark in its primary color: PANTONE 3125. No other colors may be substituted.

*If you are unable to print in color, or if you are unsure that you can visually match our ChattySnaps® Blue [PANTONE 3125], you must print in two-color black and white, or black only on a white background. No other colors may be substituted.

*NOTE For consistent color reproduction, always match to Pantone® solid-coated swatches



PANTONE COLOR	CMYK	RGB	HTML
 BLACK	C60 M40 Y40 K99	R0 G0 B0	000000
 PMS 3125	C95 M2 Y22 K0	R0 G172 B200	00ACC8
 WHITE	C0 M0 Y0 K0	R255 G255 B255	FFFFFF

*ChattySnaps® Logo + LOGO MARKS / REVERSE WHITE



ACKNOWLEDGMENTS

Whenever the ChattySnaps® brand name or logo appears, an appropriate notice in the following format should also be used: ChattySnaps® and their logos are trademarks of Zambrini, LLC, used under license. All rights reserved.©2012-2015

If space limitations dictate an abbreviated notice, please contact Zambrini, LLC for guidance.

USAGE GUIDELINES

As with any trademark, the ChattySnaps® marks should be used only as an adjective and not as a noun. For example, products should be referred to as: ChattySnaps® component parts or ChattySnaps® buttons.

In all instances, regardless of whether the ® is used, the “C” and “S” in “ChattySnaps®” need to be capitalized and should appear as one word.

Never incorporate the ChattySnaps® trademarks, wholly or partially, into a name that is not owned by Zambrini LLC. This includes company names, domain names, product brand names (that suggest or imply co-branding) or model numbers. **ChattySnaps® is correctly used in describing finished buttons as ChattySnaps® Buttons. Any other item used with ChattySnaps® must be described as in the following examples: Studs & Posts for ChattySnaps® Buttons, Button Machine Kit and Supplies for ChattySnaps® Buttons. An incorrect use of the name ChattySnaps® would be: ChattySnaps® Button Machine Kit and Supplies.**

Similarly, third parties should not use any of the marks in a manner more prominent than their own marks, or in any way that implies sponsorship, affiliation or endorsement by Zambrini, LLC.

Do not adopt marks or logos that are confusingly similar to the ChattySnaps® word marks or logos.



BRANDING + USAGE GUIDELINES

ChattySnaps® Brand Trademarks

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THANK YOU

We appreciate the energy you put into protecting our brand and value the collaboration between our companies — a brand we are excited to share with you.