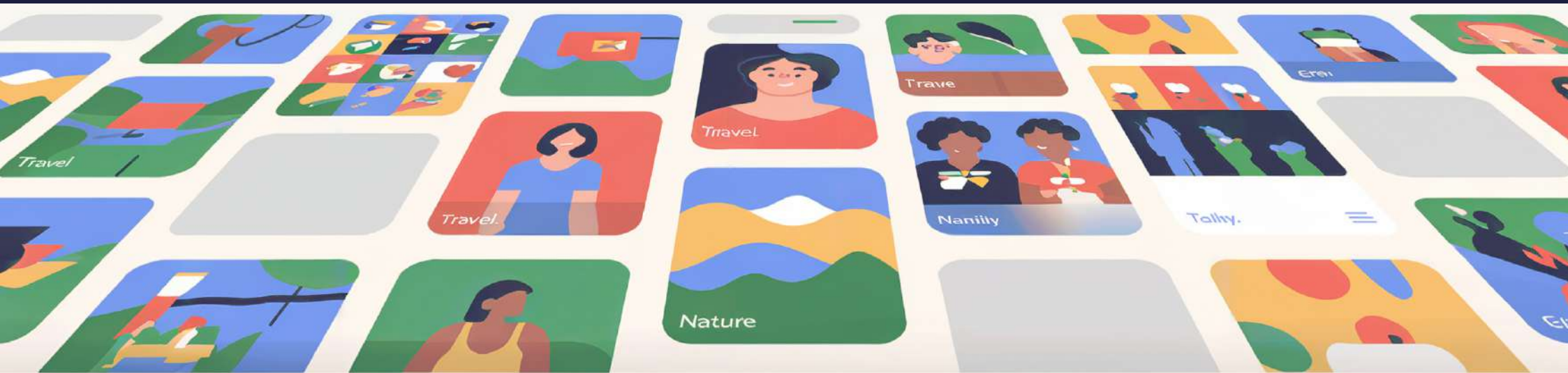
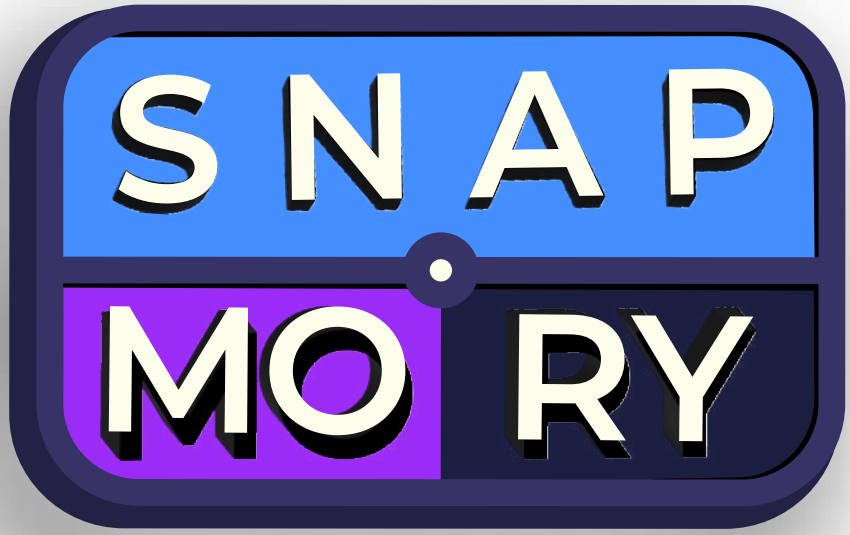
SNAP MO RY

BRAND
GUIDELINE *BOOK*

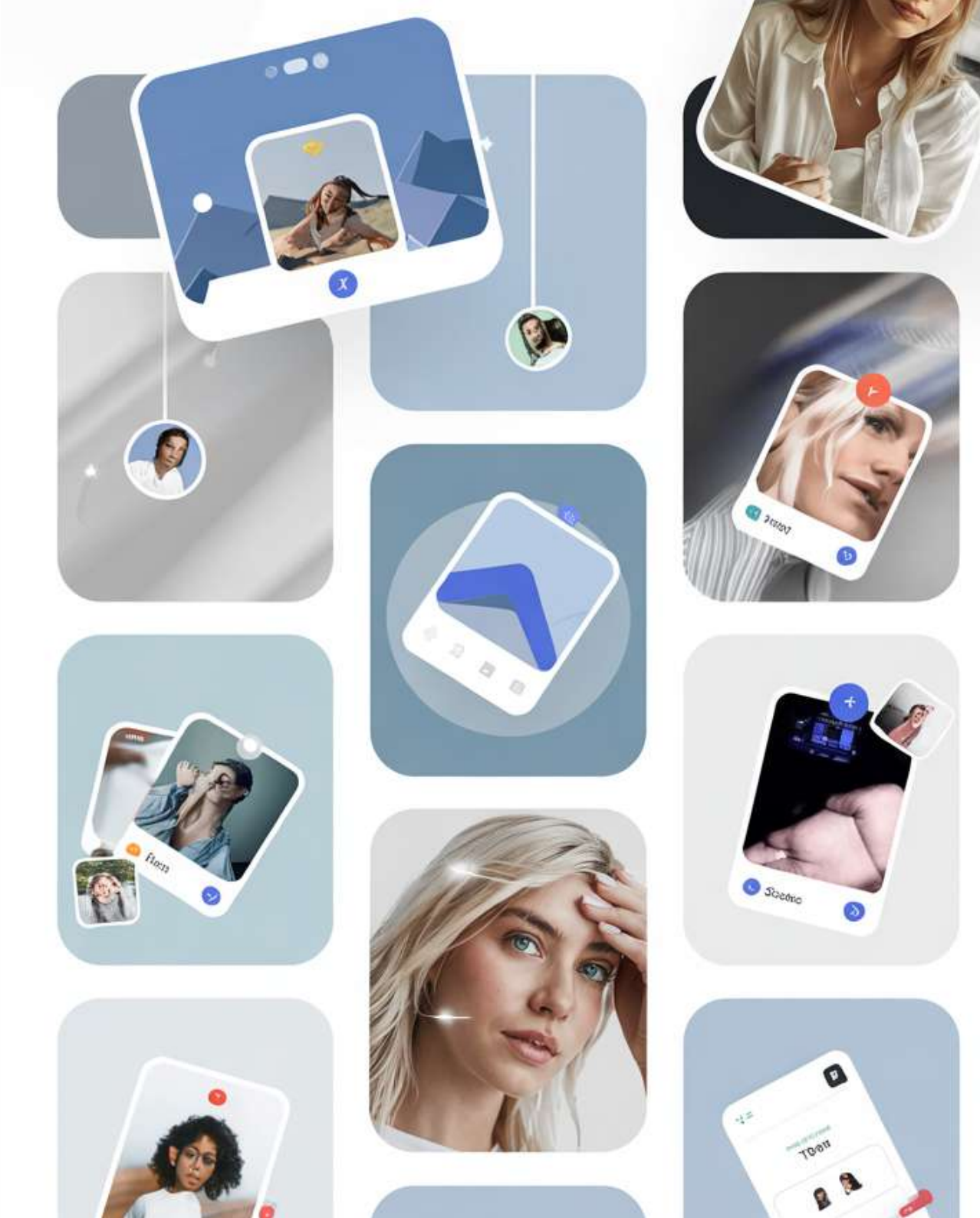



SNAP
MORY

Welcome to

SnapMory

At SnapMory, we believe that memories are more than just pictures – they are moments that shape our lives. Our brand is dedicated to making it effortless to store, organize, and share these precious memories. With innovative technology and smart automation, SnapMory ensures that your most beautiful moments are always in the right place at the right time.



Typography

MONTSERRAT

Montserrat has sleek and modern look. It has that classic, timeless feel but still manages to look fresh and contemporary. The beauty of Montserrat is in its versatility. Whether I'm designing for a corporate client or working on a creative personal project, it always fits right in.

The font has roots in the urban signage of Buenos Aires, which gives it that unique charm. It's bold when you need it to be, but still elegant enough to not overwhelm a design. I've used it in everything from logos and social media posts to pitch decks and even some of my own branding. There's just something about the way it looks on screen that feels right — crisp, clear, and professional without trying too hard.

Aa123

Montserrat
Regular

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Aa123

Montserrat
Medium

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Aa123

Montserrat
SemiBold

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Aa123

Montserrat
Bold

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Bleuchâtel Blue

Hex-Color Code
#448EFF

RGB
68,142,255

CMYK
73,44,0,0

HSL
216,100,63

Cool Balaclavas Are Forever

Hex-Color Code
#1B1E3F

RGB
27,30,63

CMYK
57,52,0,75

HSL
235,40,18

Singapore Orchid

Hex-Color Code
#9B2CF5

RGB
155,44,245

CMYK
37,82,0,4

HSL
273,91,57

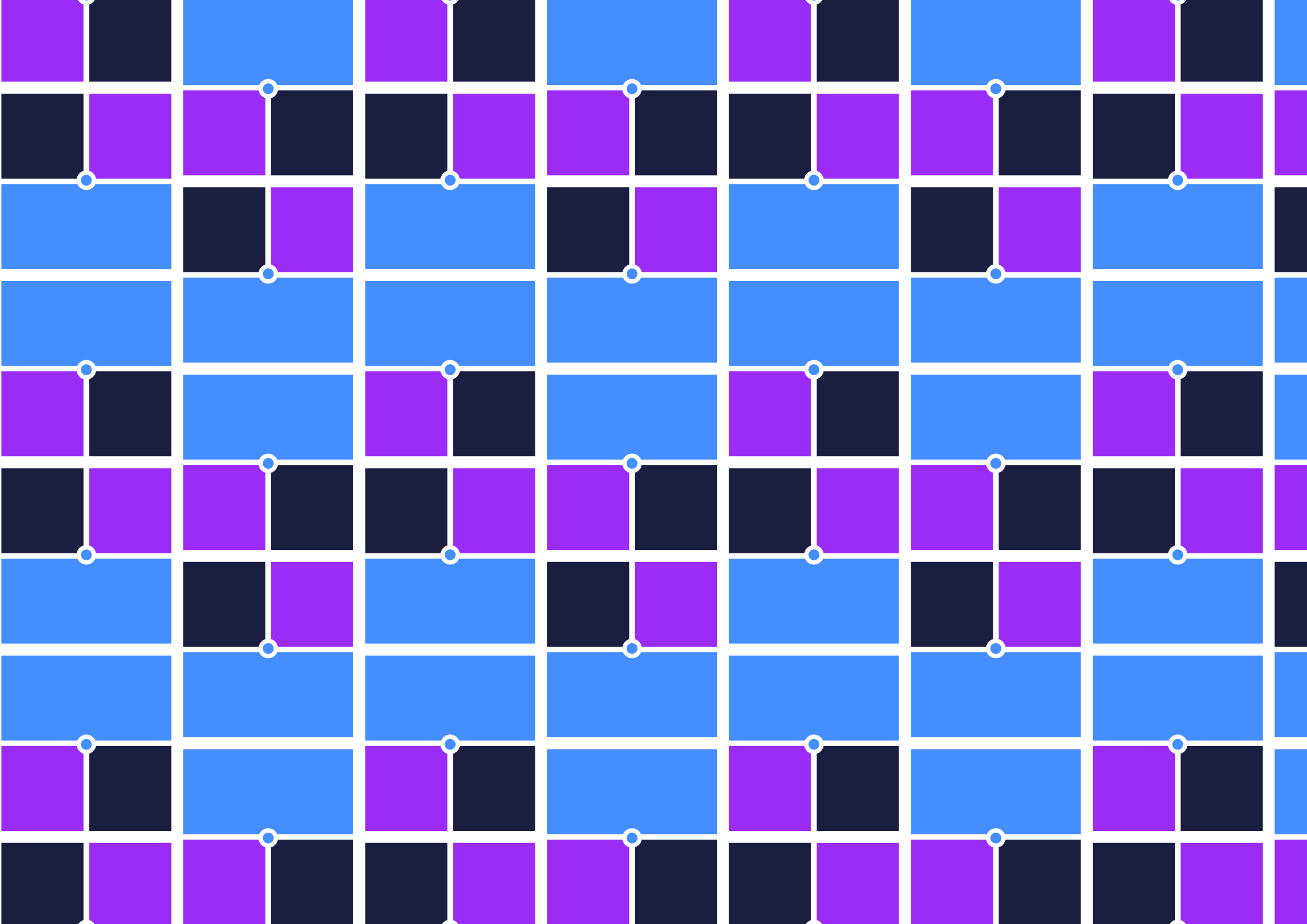
White Desert

Hex-Color Code
#FEFAF1

RGB
254,250,241

CMYK
0,2,5,0

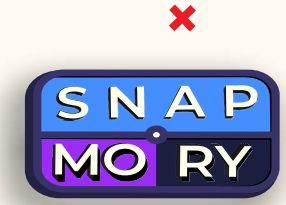
HSL
42,87,97



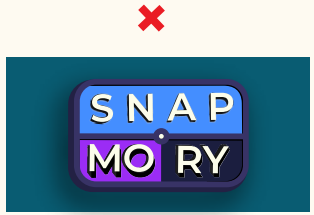
Logo Usage

LOGO USAGE GUIDELINES DONT'S

Here are few don't for the logo usage. please avoide these don'ts in order to make logo standout visually and make graphics better.



Don't distort the logo in any way



Don't place the logo against any background that does't creat contrast

Don't add color drop shadow

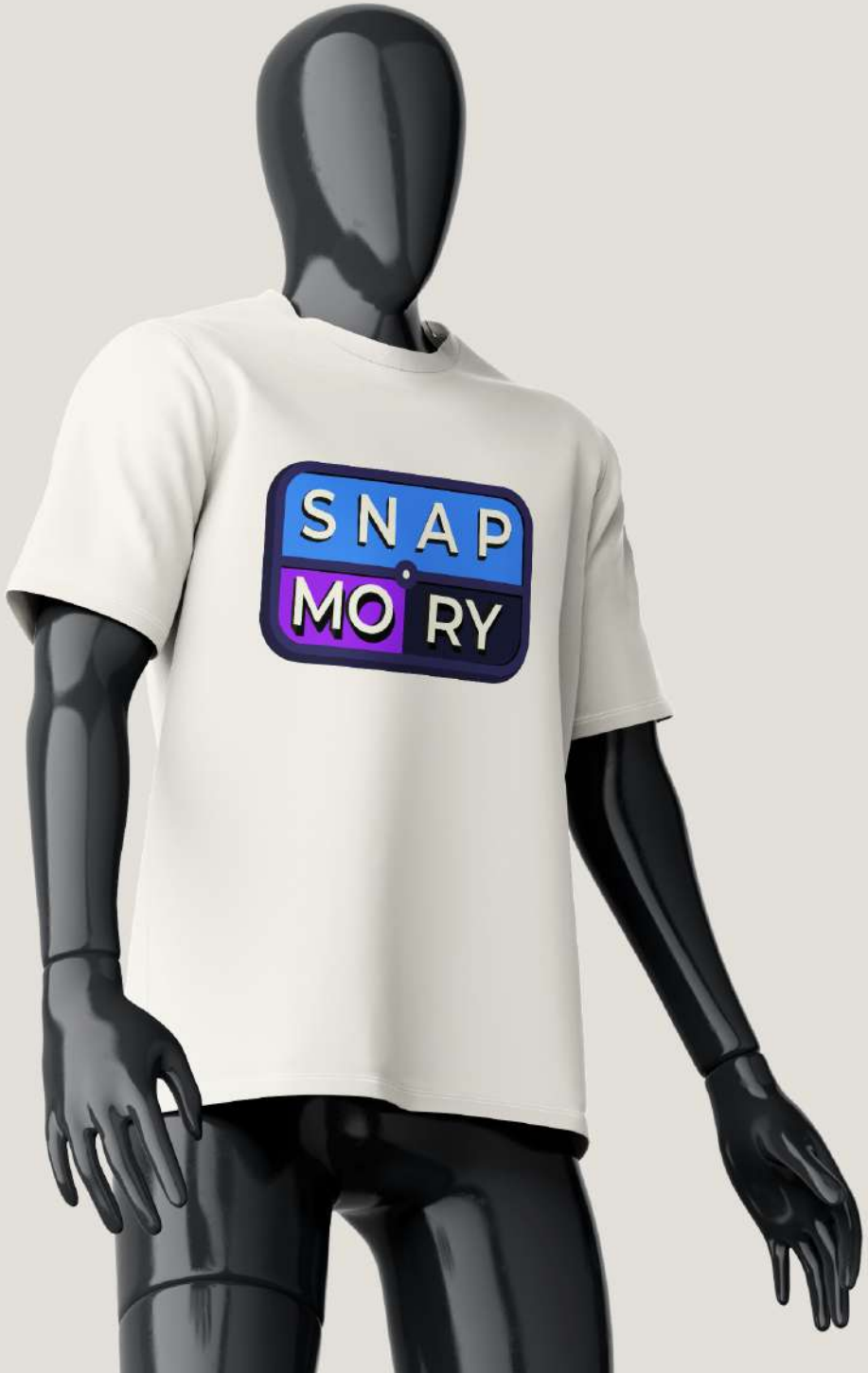
Don't change the original solid color with outline

Don't change the lettering space

Don't use any kind of gradient

1. Top Left	2. Top Centered	3. Top Right
4. Middle Left	5. Middle Centered	6. Middle Right
7. Bottom Left	8. Middle Centered	9. Middle Right

11:52
SNAP
MO RY
Snapmory
Friday
26
Calendar
Photo
280
Maps
Clock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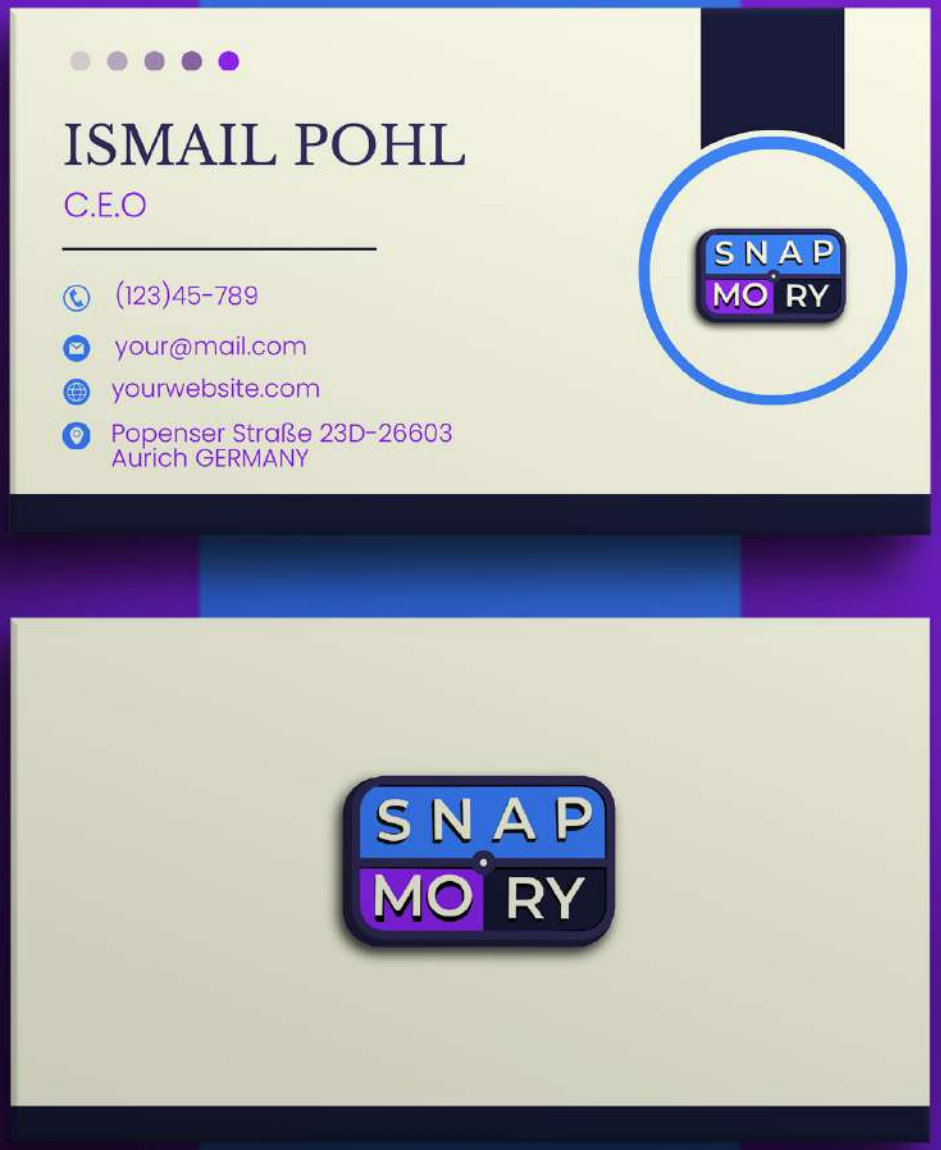
ISMAIL POHL
C.E.O
(123)45-789
your@mail.com
yourwebsite.com
Popenser Straße 23D-26603
Aurich GERMANY
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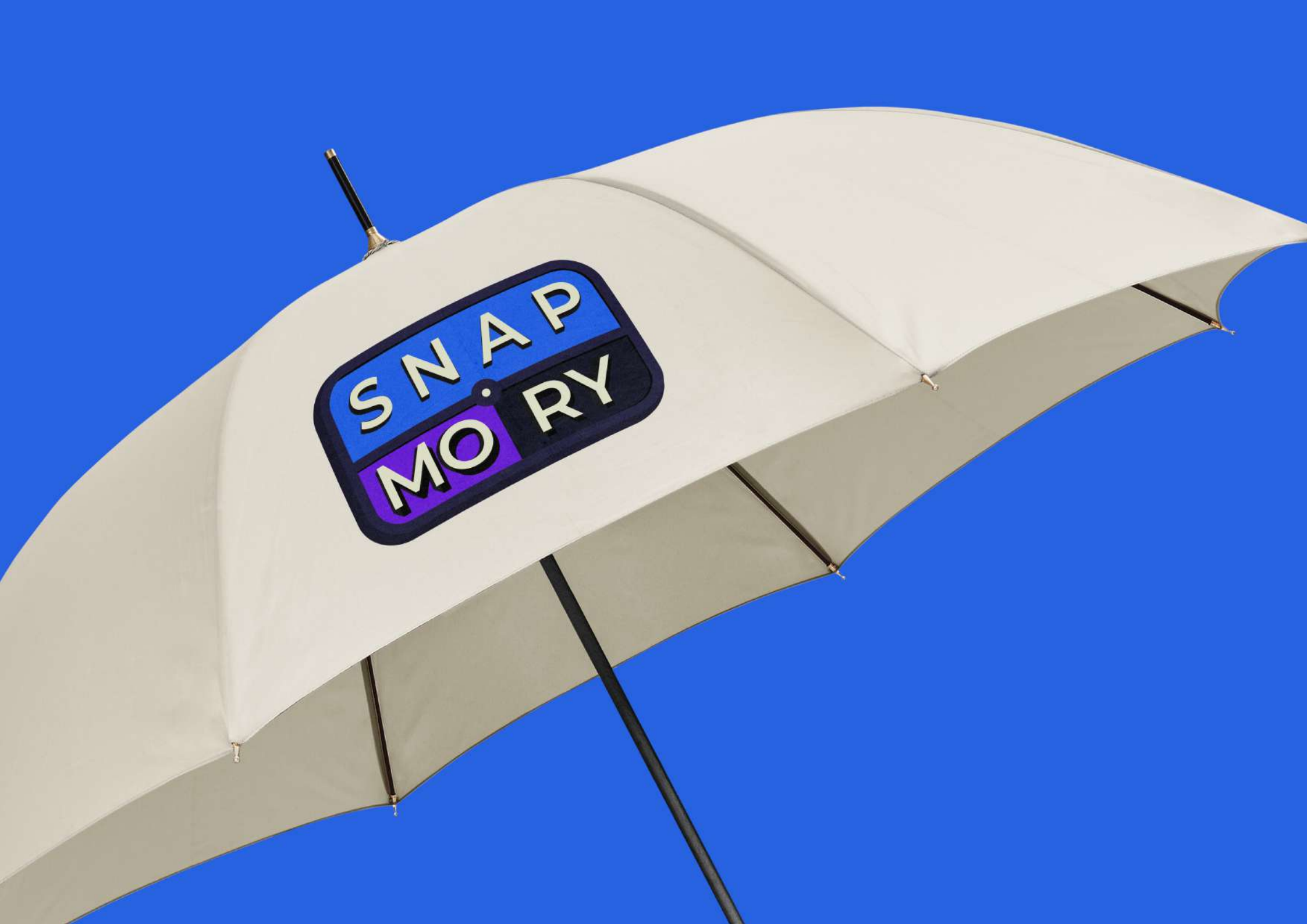
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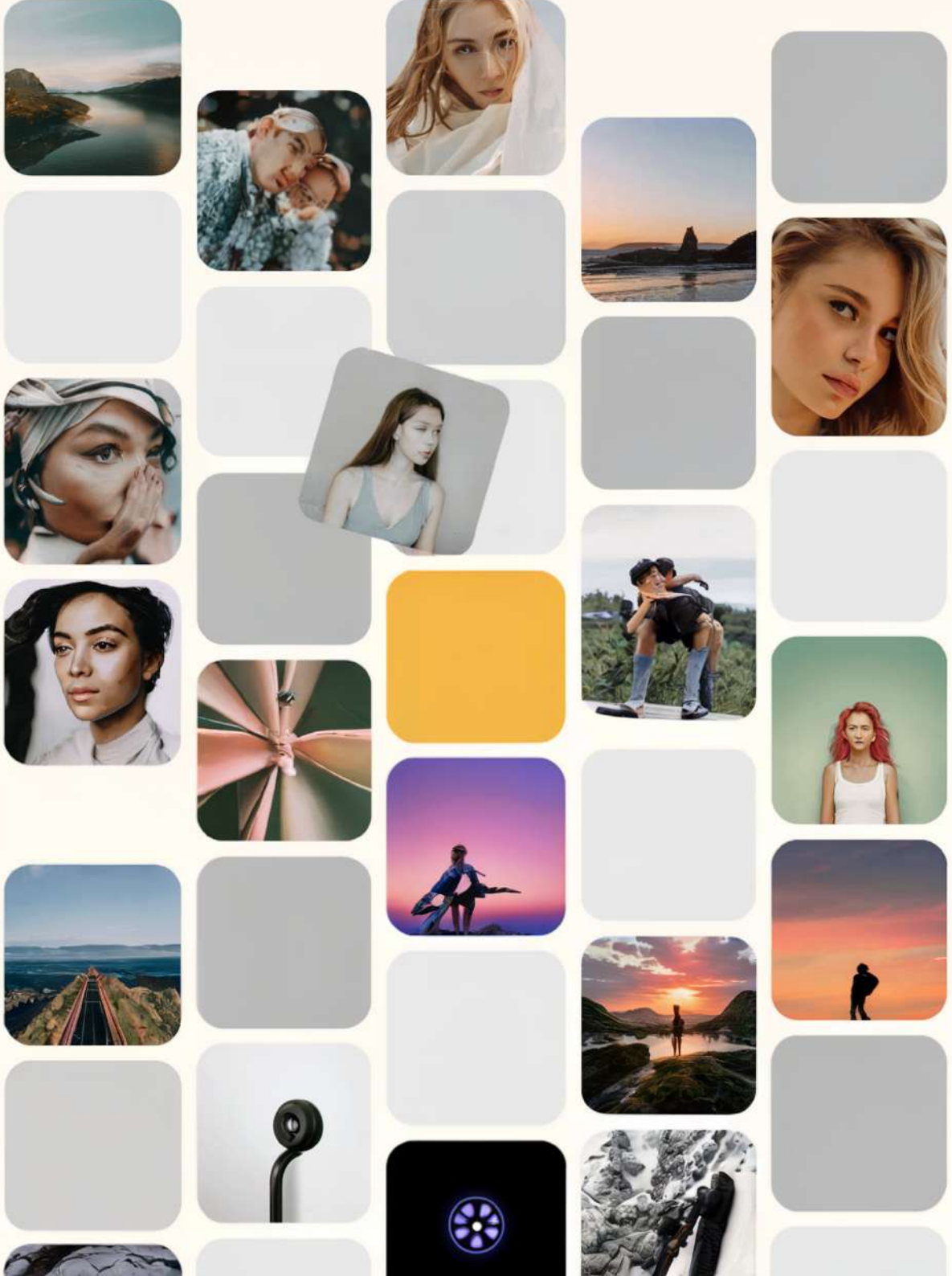
MISSION

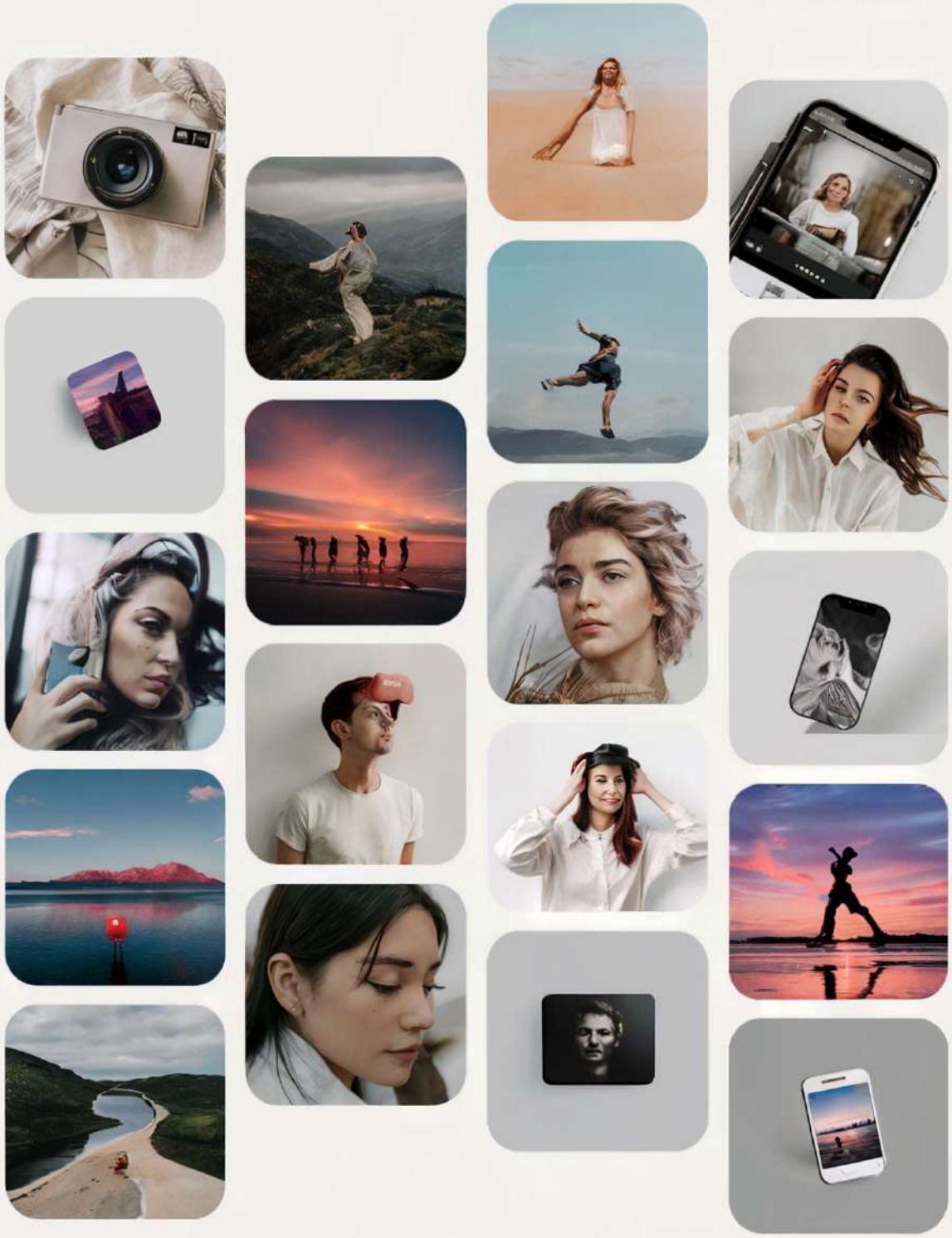
Statement

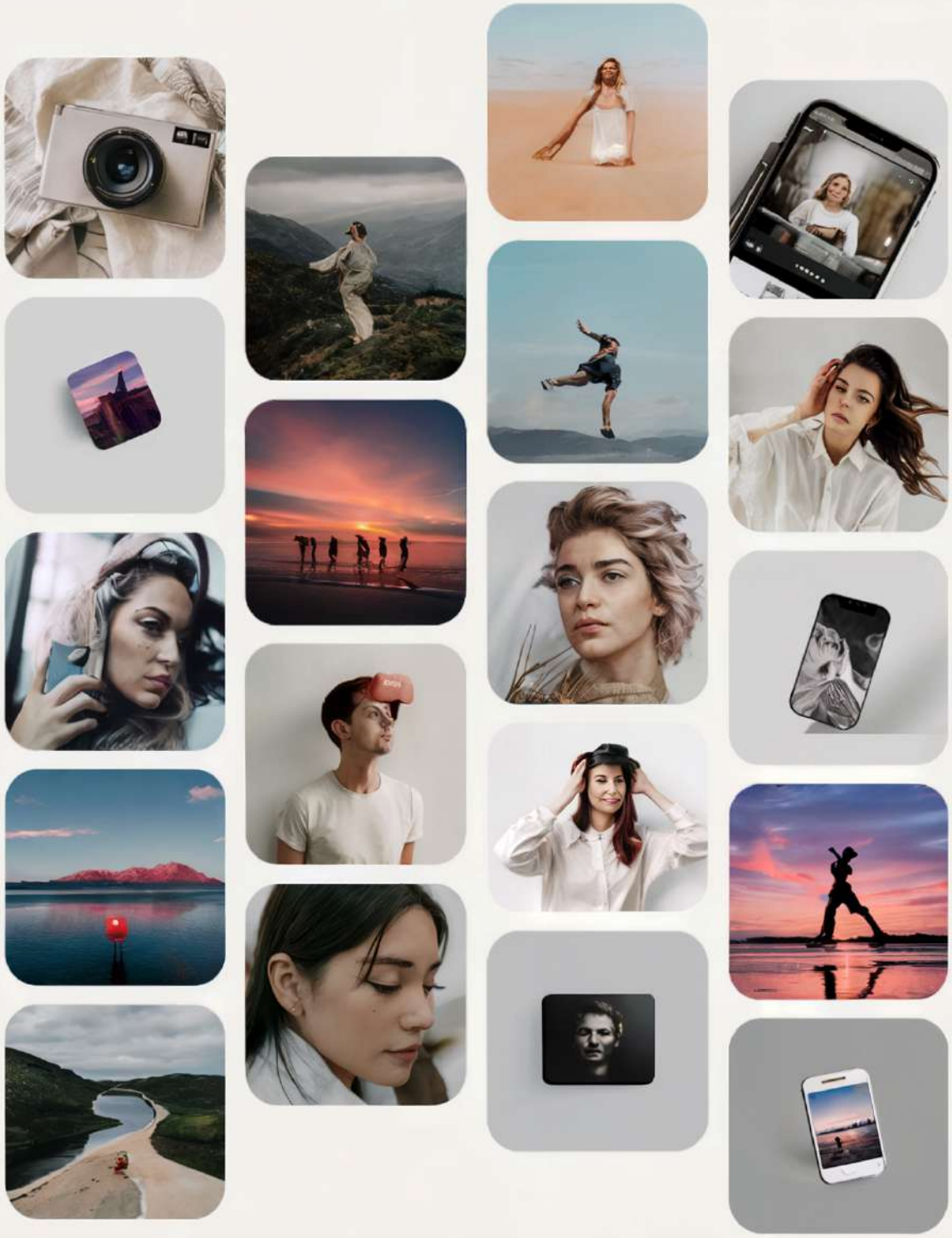
Our mission at SnapMory is to help people experience their memories in a completely new way. We offer an intelligent platform that automatically recognizes, sorts, and organizes photos into albums – based on faces, locations, and events. Our goal is to make managing and finding photos as easy as possible, so you can focus on living the moments that matter. With SnapMory, memories stay alive, shared, and always within reach



OUR *Vision*

SnapMory is more than just an app – it is the future of digital memory preservation. We want to create a world where photos are not just stored but intelligently connected. A world where albums create themselves, shared memories become interactive experiences, and you always have access to your most treasured moments. Through cutting-edge technology and an intuitive design, we aim to provide a platform that connects memories and keeps them alive forever.



OUR *Manifesto*

Memories are more than just pictures. They are stories, emotions, and experiences that shape our lives. SnapMory is not just a gallery – it is your digital memory, preserving moments before they get lost in the flood of images. We bring structure to your photo chaos, create connections between your experiences, and keep your memories alive. Because the best stories deserve to be told again and again.