Just Snappy Brand Guide

ONE-PAGE BRAND STANDARDS · V1.0

Logo

Stacked logo on Warm White or Bark. Icon mark for avatars, watermarks & lens caps. Keep clear space equal to Snappy's camera on every side. Don't stretch him, recolor his shell, or crop the aperture ring.

just Snappy PHOTOGRAPHY

Color palette

Bark #34362F	**Moss** #56704F	**Sage** #8DA47E	**Warm White** #FBF8F2
Sand #F6EEDF	**Tan** #C9A77C	**Coral** #E07A5F	**Clay** #B8553D

Typography

HEADLINES · FRAUNCES (SOFT)

Snap happy.

SUBHEADS & BUTTONS · NUNITO BLACK

We shell-ebrate every moment.

ACCENTS · CAVEAT

just between us...

BODY · NUNITO

Weddings, portraits, events, products and pets, shot by Sami with a calm, friendly eye and edited with care.

The Crew



Sami

The Eye. Sees the laugh before it happens and is already clicking.



Snappy

The Mascot. Internet-famous turtle, pro smiler, never in a hurry.

Voice: warm, witty, a little cheesy

We do say "cheese" a lot. Lead with a catchy main hook, follow with a smaller second hook (an idiom or a shell pun). Clean, kind and calm, like a friend who happens to own a great camera.

Snap happy.
Main tagline

We shell-ebrate every moment.
Weddings & events

Honest prices. No shell games.
Pricing & packages

Camera shy? So was Snappy.
Portraits

Slow down. Smile. Snap.
Sign-off

Do: one pun per headline, put the client in the spotlight, keep it calm and cozy.

Don't: mean jokes about looks, "flawless" promises, fake reviews or rushing anyone.

Mission
Help every client relax, then catch the moments they'll want to keep forever.