



# SNICKER DOODLE™

Brand Guidelines

# Brand Fonts

The Snickerdoodle type system combines Shrikhand Regular for use in headlines and banners, Space Grotesk for subheads and accents, and Roboto Condensed for efficiency and readability in body copy.

[FONTS ↗](#)

## Headlines

***Shrikhand Regular***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
012345678910!?!<>{}|+=\*;"'".@%\$&***

## Subheads + Accent Copy

**Space Grotesk**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
012345678910!?!<>{}|+=\*;"'".@%\$&**

## Body Copy

**Roboto Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
012345678910!?!<>(){}|+=\*;"'".@%\$&**



COLOR

# Brand Palette

The Snickerdoodle brand palette is built on 4 hues: dark purple, violet, gold, and coral.

The Primary brand palette should always dominate, with the Secondary (green and blue) and Extended palettes used to add variety and nuance.

## Primary



#292648



#6E62A6



#FFD68F



#EB5D5E



#29A08B



#2795BD

## Secondary

## Extended



#373354



#8079B3



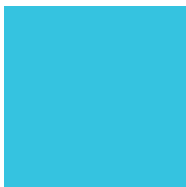
#FFE6C5



#FFB3B7



#52C6AF



#35C3E0



#242039

*Reserved for  
stroke + 3D  
extrusion on type  
& illustrations*



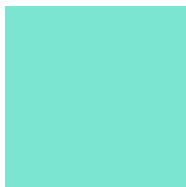
#AEA9CF



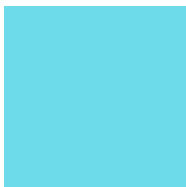
#FFF3DE



#FFD1D1



#7CE5D1



#6EDBEA

# Logo

The Snickerdoodle logo comes in 2 configurations: the primary “stack” logo, and a horizontal for use at smaller sizes and where space is limited.

Each configuration comes in a dark version for use on light backgrounds, and a light version for use on dark backgrounds.

LOGOS ↗

## Stack Logo (Primary)



Dark



Light

## Horizontal Logo



Dark

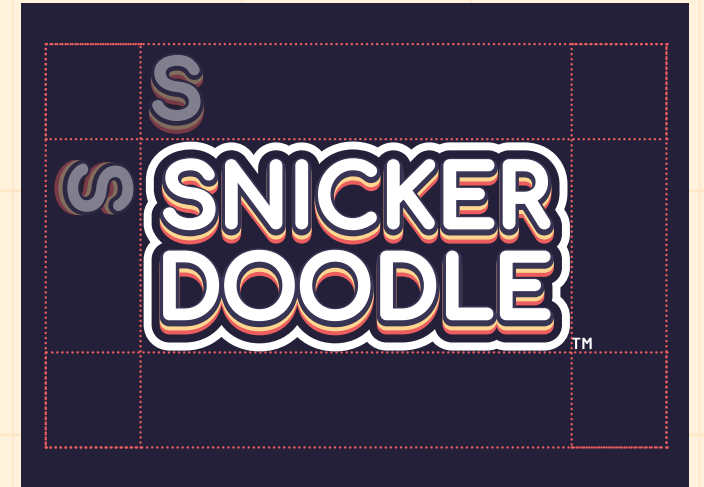


Light

# ***Clear Space***

When using the Snickerdoodle logo, maintain a minimum clear space equal to the height of the S on all sides.

The ™ symbol can fall within the clear space area.





# Logo Don'ts

The Snickerdoodle logo must always be used as-is, without distorting, changing, or adding to it in anyway.

**Don't** use the dark logo on a dark background, or the light logo on a light one



**Don't** enclose the logo in a shape



**Don't** incorporate the logo into copy



**Don't** alter or add to the logo



# Illustration

Snickerdoodle's brand imagery is built around a distinctive "Flattened 3D" illustration style.

All graphics and infographics must be rendered in the Snickerdoodle style. Photographic imagery is not part of the Snickerdoodle visual system.

ILLUSTRATIONS ↗

