THANK YOU!

Thank you for your partnership! Companies like you are critical to the Data Cloud ecosystem. This document provides guidance about best practices for how we can show up in the market together.
Best Practices for Joint Messaging and Brand

- Powered by Snowflake logo, representations and placement
- Recommendations on how to reference your application being “Powered by Snowflake”
- Key product differentiators you can share with your customers

When to use the Powered by Snowflake logo and messaging your application is live, customer-facing, and built on Snowflake.

Let your customers know that your application is Powered by Snowflake by incorporating the logo in your marketing activations.
Application Co-Branding and Logo Lock-ups

Best to use the blue logo on white backgrounds

Use the white logo on darker backgrounds when your logo is white

The Powered by Snowflake badge is great to use as a standalone. This can go on your website or presentations to show that your application is built on Snowflake, without having the logo lockup.
Digital Content
Recommended use of the logo and examples can be found below

Social media card

Web page

Email
Digital & Print Content

Presentation title and content slides

White paper title page and content page

Ebook title page and content page
Partner Spotlight
Examples of partners utilizing the badge and logo

Presentation example

Web Page example

Social Promotion example
Powered by Snowflake Messaging How-to’s

Describing our joint partnership: Organizations and Snowflake partners.

Applications are Powered by Snowflake

Use the Snowflake logo on your partner’s site to show partnership and alignment.

For example:

Reference Powered by Snowflake when you are referring to the application design or description.

For example: Connected Intelligence by Powerschool is Powered by Snowflake, a platform for K-12 that brings actionable data to key stakeholders to optimize student success.

For additional guidance on Snowflake messaging specifically please always feel free to leverage Snowflake’s Style Guide, Content and Brand Guidelines.
Powered by Snowflake Messaging How-to’s

Continued

PoweredBy
Powered by
Poweredby
Powered by Snowflake
Powered-by

**Powered by Snowflake**

Always write Powered by Snowflake as three separate words, with the “P” and “S” capitalized
Messaging for Each Deployment Method
Share product differentiators with your customers

Managed Applications
Application stores and processes customer data in the provider’s Snowflake account.

Connected Applications
Application stores and processes customer data in the customer’s Snowflake account.

Snowflake Native apps
Application is built using Snowflake Native Application Framework. It runs entirely in the customer’s Snowflake account and is deployed from Snowflake Marketplace.

Please note: Many organizations with Powered by Snowflake applications leverage more than one deployment model. If you do, please feel free to reference multiple of these product advantages.
Benefits for Your Customers

Managed Applications
- Fully managed service.
- Uncompromising performance. Apps Powered by Snowflake scale seamlessly.

Connected Applications
- Control your data. Data never leaves the customer’s Snowflake environment.
- Single source of truth across the enterprise.
- Decreased data management. No need to build and maintain API integrations.

Snowflake Native apps
- Complete data control and protection. Native applications run entirely in the customer's account, there is no need for customers to move or provide access to their data.
- Single source of truth across the enterprise.
- Accelerate purchasing. Purchase and install from Snowflake Marketplace. Tap into committed Snowflake spend.
- Note: Please use “Snowflake Native Apps” rather than “Native Apps” to ensure your audience knows they are native to Snowflake.
Additional Resources to Reference

Brand Guidelines
Style Guide
Content Guidelines
Powered by Snowflake logos
Powered by Snowflake Guidebook
Data Cloud Partner Immersion Brand Video