snowflake®

BRAND AND CONTENT STYLE GUIDE

Powered by Snowflake

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.

POWERED BY ❄ snowflake®

Snowflake Brand Guidelines | Powered by Snowflake logos

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.
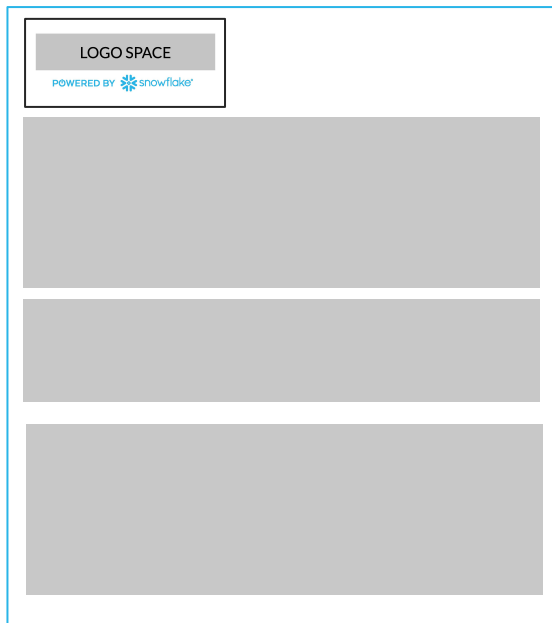
Digital Content

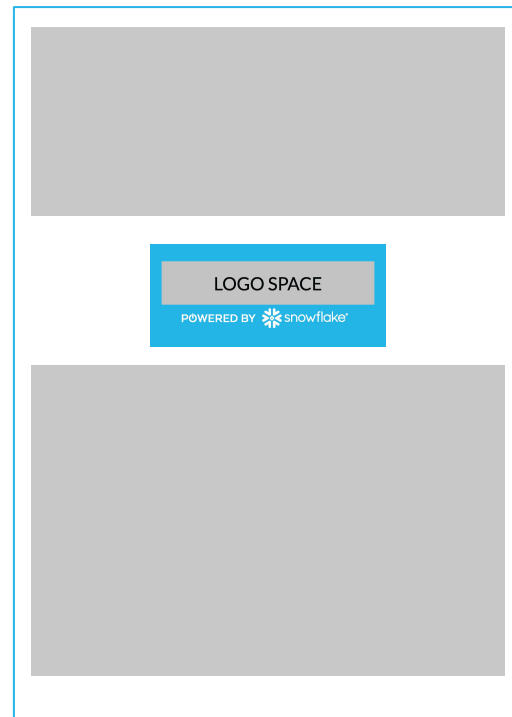Recommended use of the logo and examples can be found below

Social media card

LOGO SPACE

POWERED BY ❄ snowflake®

Web page

LOGO SPACE

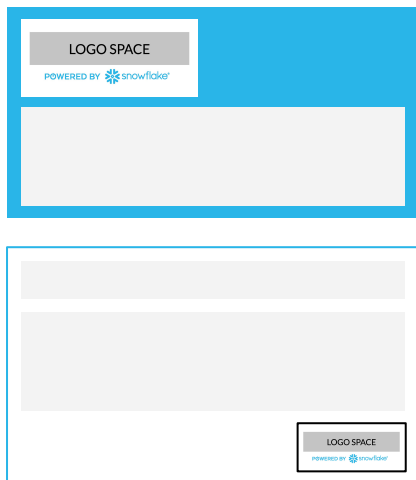POWERED BY ❄ snowflake®

Email

LOGO SPACE
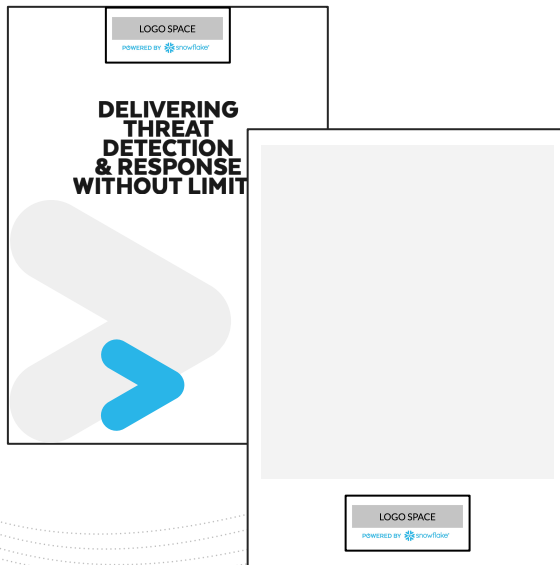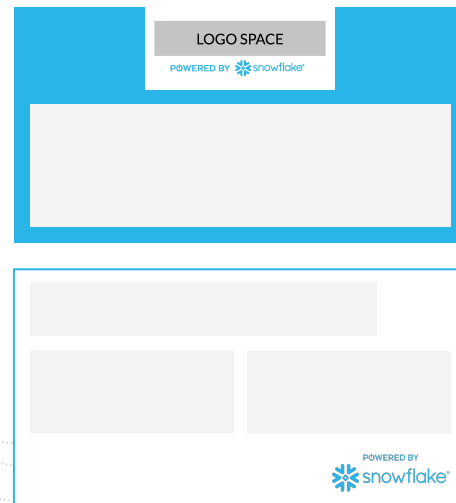
POWERED BY ❄ snowflake®
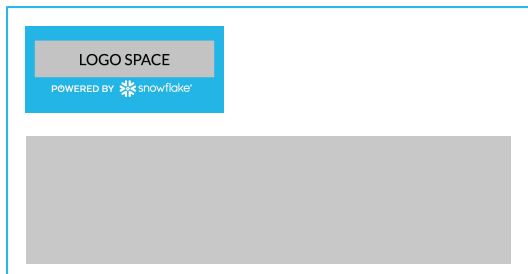
Digital & Print Content

Presentation title
and content slides

White paper title page
and content page

Ebook title page
and content page

LOGO SPACE

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LOGO SPACE

POWERED BY ❄ snowflake

LOGO SPACE

POWERED BY ❄ snowflake

DELIVERING
THREAT
DETECTION
& RESPONSE
WITHOUT LIMIT

LOGO SPACE

POWERED BY ❄ snowflake

POWERED BY

❄ snowflake

Partner Spotlight

Examples of partners utilizing the badge and logo

Social Promotion example
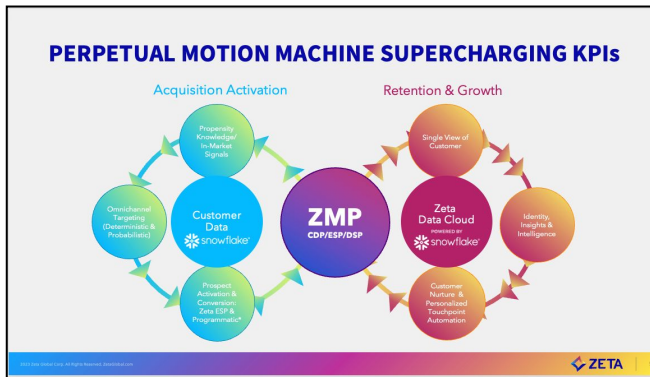
Presentation example

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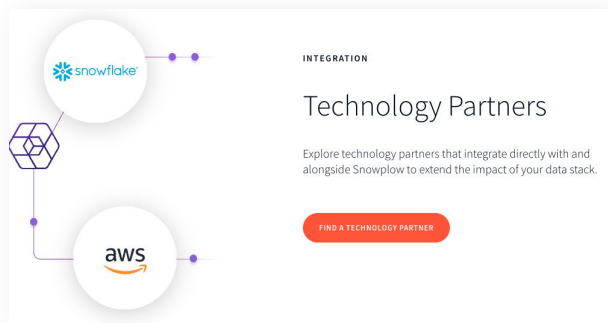
Reference Powered by Snowflake when you are referring to the application design or description.

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.
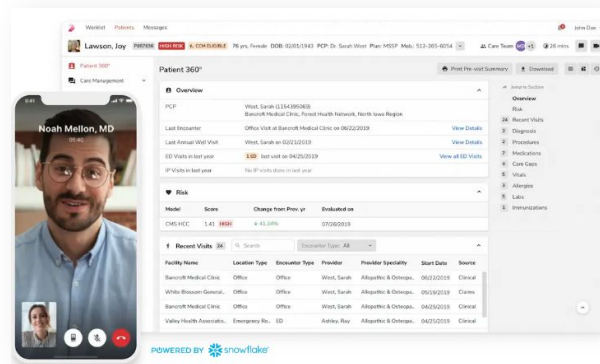
For additional guidance on Snowflake messaging specifically please always feel free to leverage Snowflake's Style Guide, Content and Brand Guidelines.

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.

BlueYonder
Fulfill your potential™

Simon

Aladdin
by BlackRock

vidɛoamp

[Learn more](#)

Connected Applications

Application stores and processes customer data in the customer's Snowflake account.

SimCorp

panther

securonix

[Learn more](#)

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.

/LiveRamp

ZETA

vidɛoamp

CapitalOne Slingshot

[Learn more](#)

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.

- Instantly access live data. Access live, ready-to-query data via Snowflake Secure Data Sharing.

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](#)