



WE ARE snagajob[®]

TABLE OF CONTENTS

3 | Who is Snagajob?

4 | Our core values

5 | What we're about

6 | What we do

7 | How we do it

8 | Who we do it for

Workers

Location Managers

HQ Users

12 | How we look: our visual identity

Logo

Typography

Color

Photography

Illustration

Segmentation


40 | How we sound: conversation guidelines

Voice

Tone

46 | How it all comes together

59 | Acknowledgements



"We're working because we need to live but it's not the most important thing anymore. Our jobs are no longer our identity."

Brenna M., Worker

WHO IS snagajob®

Snagajob is where **technology and people** meet to create **better hourly work** for all.

Every day, we **clear the path** for hourly workers to show them an easier way to **the right-fit job or shift.**

We **stand with hourly employers** and guide them to the best people, **faster and easier.**



WE'RE THE CHAMPION FOR HOURLY WORKERS AND THE ALLY TO THE EMPLOYERS WHO HIRE THEM.

We're the matchmakers, connecting great people to their best opportunities.

— More jobs. Less work. —

"In 2000, Snagajob reinvented the way people found work. When they found jobs through the newspaper and storefront window signs, we gave them a website and easier access to opportunity. Who better than us to do it again by reimagining what it means to work."

John M., Snagger since 2000

S Brand | Our core values

SOLIDARITY

Create community.
Champion our workers.
Be an ally to employers.



snagajob



CANDOR

Question the status quo.
Imagine what might be.
Take smart risks.

UNCONVENTION

Keep it real.
Speak hard truths with positive intent.
Be worthy of trust.



FIRE

Deliver results.
Do whatever it takes to meet our mission.
Never settle.



"I love my co-workers and the culture that we have here. It makes it great to come to work everyday."

Brandi C., Snagger since 2013



OUR MISSION

To put people in the right-fit positions so they can maximize their potential and live more fulfilling lives.

OUR VISION

To create a world where anyone can get the work or workforce they want, wherever and whenever they want.

OUR PURPOSE

Snagajob empowers people to do more than just make ends meet. As the champion for hourly workers and the ally to employers who hire them, we connect the right people with the right jobs and shifts.

OUR BELIEF

Technology has the power to make finding hourly work better.

"Our mission. It is inspirational but also impactful. Speaking with workers, the impact a job can mean for them is often more than money in their wallet; it is food on the table, shelter and safety for their family. Being a part of that kind of improvement in someone's life, that is awesome."

Chris B., Snagger since 2007

WHAT WE DO

We take the work out of finding the right job or the perfect worker.

We're the leader in hourly work. For decades, we've helped more than 100 million people search for and find their right-fit jobs.

We're using technology, data and know-how to reinvent how workers and employers find and fill hourly jobs and shifts. We show them what's going on every step of the way.

We empower them. We make it easy.

"Finding a job using Snagajob gave me a head start on being independent."

Dasia M., Worker



Every conversation, every campaign, every line of code and every pixel will deliver simple, authentic, trusted and connected experiences.

snagajob®

SIMPLE

Measure results, not efforts.

AUTHENTIC

Stake our claim on quality and efficiency instead of quantity.

TRUSTED

Focus on making real, responsible matches instead of applications submitted.

CONNECTED

Make introductions and help build relationships that create opportunities.



WHO WE DO IT FOR

The doers. The masters of their craft. The hustlers and go-getters who bring the best of themselves to work every day. **We're the true champion for hourly workers, and the trusted ally for employers who hire them.** We're people just like them, working hard for their success. **Every. Single. Day.**

HOURLY WORKERS

Hourly workers make the world go round. Whether you see them or not, they make **your** world go round.

They are the doers.

They're your servers, slingers, tenders, drivers, feeders, caregivers, dressers and cooks. Your washers, makers, creators, movers and shakers. They're the reason you love your favorite bar or get that daily coffee. They made or sold you most of the things in your home and on your body. They are the reason you ate yesterday and the way you got home.

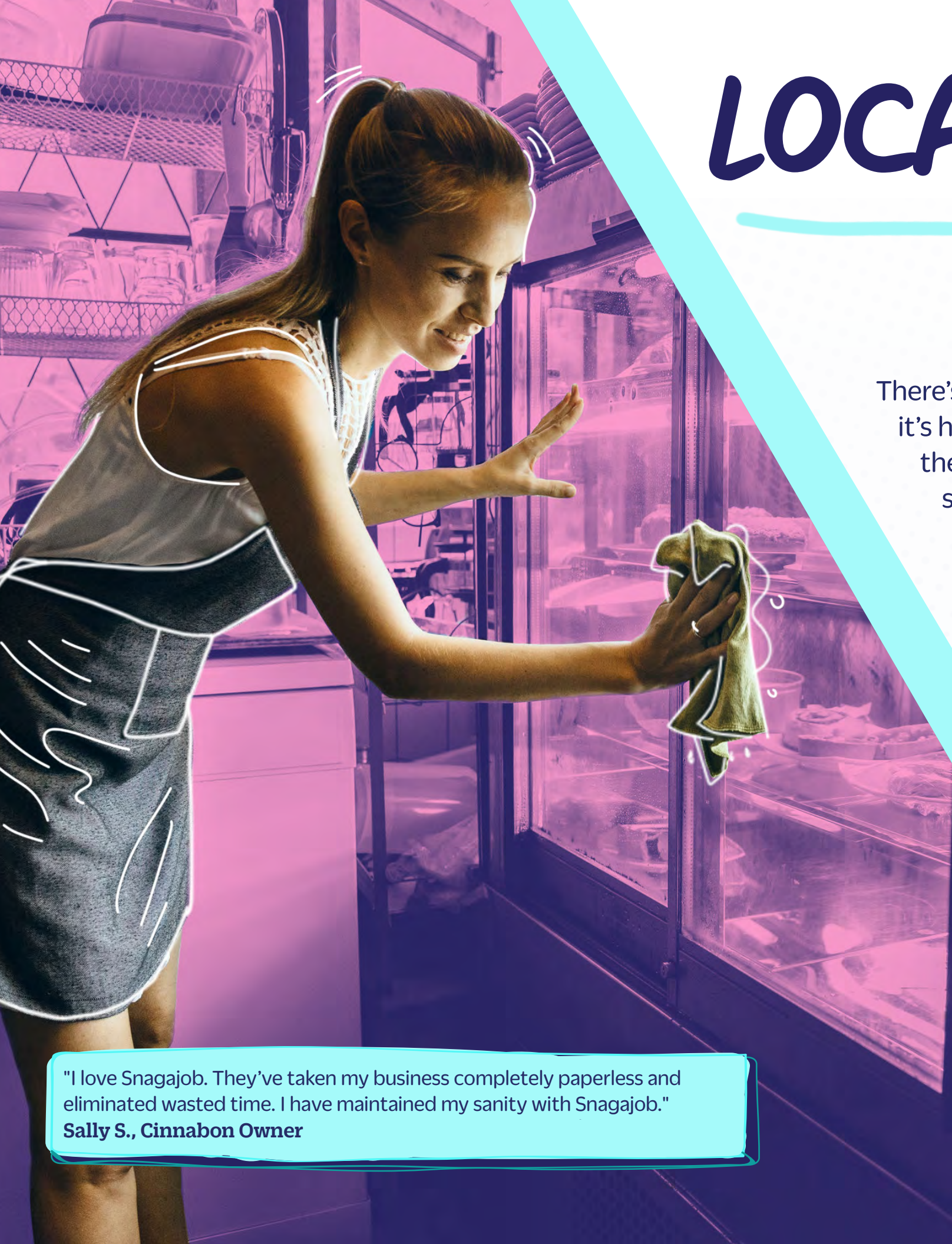
Their impact is immeasurable.

We help them find the right jobs and shifts so they can do more than make ends meet. We celebrate their success. We're their champion.

Emily Cox
Snagger since 2019

"I started picking up shifts with intention to work part-time, but like it so much I'm now doing it full-time. I have to say I love my job!"

Brenda G., Worker



LOCATION MANAGERS

There's nothing like a good boss. **The one that makes work better**, even when it's hard. The one workers happily show up for at 4am on Black Friday—because they're going to be right there with you. They know that helping their team succeed makes the business succeed.

They work late. They work holidays. They work from the stands at soccer games. Work never stops, and it seems like they don't either.

It's a big job, but we're here to lighten the load for the location managers. We're here to make finding workers easier. And we're here to make introductions that become lasting relationships.

Amy O'Callaghan

Snagger since 2011, boomerang in 2014

"I love Snagajob. They've taken my business completely paperless and eliminated wasted time. I have maintained my sanity with Snagajob."

Sally S., Cinnabon Owner

HQ USERS

Meet the decision makers. The people who support millions of workers in American businesses. They're the humans behind "human resources."

And they deal with unbelievable challenges. **They're the problem solvers** that overcome shrinking budgets, competitive job markets and uncertain regulations. They look beyond the spreadsheets to constantly find new and creative ways to fill positions and back up their teams.

We're the secret weapon for these HR heroes.

We're here to give them the insights and tools to be more efficient.

More effective.

More successful.

Emily MADDEN
Snagger since 2019

"It's nice to have a service that works like it should - if I don't have to hear about it, that's a good thing. That's the real value of Snagajob for me."

Allan R., Fas Mart VP of Human Resources