



Contact

(717) 746-2748

info@shmapthat.com

www.shmap.com

Social Media

 @shmapthat

 @shmapthat

 @shmapthat

Our Story

We started as a team of five college students who were tired of searching aisle after aisle for the product we wanted to buy. When we found other people shared our frustrations, we developed SHMAP, your shopping locator mobile app. Our goal is to take the hassle out of every shopping experience, and get you back to the things you actually want to do. SHMAP, we search so you don't have to.

Our Partners

Every partner that we have is such a valuable asset to our business. The relationships that we form help us build a better, more streamlined, shopping experience for our customers. Each detail of our collaboration is unique to every company we work with. We realize that every partner is different, and that is why SHMAP was created in the first place. We help each other so that we can help our customers. We appreciate your time, and the time of your customers, which is why SHMAP strives to make every shopping experience as pleasant as possible.

Our Team



Laura Brent
Project Manager
Lebanon, PA



Sarah Bruno
Lead Designer
Lancaster, PA



Dawa Sherpa
Content Editor
Lebanon, PA



Sam Spurlock
Lead Developer
Palmyra, PA



Kirsten Bannan
Marketing Specialist
Annapolis, MD

How to Contribute

Stay tuned into our social media accounts @shmapthat for updates on our KickStarter campaign!

Feel free to contact us at info@shmapthat.com with any additional questions or concerns.





Style Guide

Logo and App Icon



Alternate Logos

SHMAP



SHMAP



Incorrect Use of Spelling and Any Other Altercation

SCHMAP

Shmap

SHAMP

SCHmap

SHMAP may not be altered in anyway. It may not have any elements added or taken away from it.



Style Guide

Brand Colors



#D31F4C



#A01C41



#961A3E



#6A0D37



#460E27

Fonts and Sizes

SHMAP logo font: Englebert regular

SHMAP may be used in other fonts for descriptive use only.

SHMAP may only be used creatively as pictured.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SHMAP heading font: **Oswald regular, 20 pt.**

Oswald regular is to be used as the font for all headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SHMAP body font: **Raleway regular, 12 pt.**

Raleway regular is to be used as the font for all body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Logos and Wording

The SHMAP logo should be used only as pictured and in the SHMAP brand colors. If the logo is resized, the height/width ratio must remain consistent. When referring to the brand only the following may be used: SHMAP. When using the SHMAP app icon, only as pictured above may be used and in the SHMAP brand colors. SHMAP logo and app icon may not be interchanged.

SHMAP may not be altered in anyway. It may not have any elements added or taken away from it.