



# Press Kit

Snap it. Don't type it. Everything you need to write about SpendSnapper.

# Purchase invoices and receipts, straight into your accounts

## In one sentence

SpendSnapper reads purchase invoices and receipts, codes every line to the business's own chart of accounts and submits them to Xero, QuickBooks or Sage.

## In one paragraph

SpendSnapper turns purchase invoices and receipts into finished entries in a business's accounts. Users snap a receipt or upload an invoice, and SpendSnapper reads the supplier, dates, tax number and every line item. Each line is coded to the business's own chart of accounts and tax rates, with a short note explaining the choice. Once checked, the document is submitted to Xero, QuickBooks or Sage with the original attached. Foreign currency documents are converted at the day's rate, and every plan includes every feature, unlimited users and unlimited businesses. SpendSnapper is made for UK businesses, with more countries coming soon.

Both descriptions may be quoted in full or in part without asking.

## Key facts

|            |                                                                                                  |
|------------|--------------------------------------------------------------------------------------------------|
| Company    | SpendSnapper Ltd, registered in England and Wales, company number 16499932                       |
| Founders   | Richard Lowe and Eleanor Neill FCCA                                                              |
| Pricing    | Plans from £6 a month for 50 credits. One credit is one document. Prices are in pounds sterling. |
| Available  | Made for UK businesses. More countries coming soon.                                              |
| VAT        | Works whether or not the business is VAT registered.                                             |
| Try it     | 5 free credits, no card needed                                                                   |
| Users      | Unlimited                                                                                        |
| Businesses | Unlimited                                                                                        |
| Website    | <a href="https://spendsnapper.com">spendsnapper.com</a>                                          |
| Contact    | <a href="mailto:hello@spendsnapper.com">hello@spendsnapper.com</a>                               |

# Built by a developer and an accountant

SpendSnapper is the tool we wanted for our own work: one that would capture purchase invoices and receipts, code every line intelligently and explain its reasoning so that checking takes seconds, with no rules to set up first. So we founded SpendSnapper and built it from scratch.

## Richard Lowe

Co-founder

Richard has been building software professionally since the nineties: e-commerce platforms, recruitment systems, online testing tools, games, a streaming 3D game engine, wind turbine servicing software, and most recently the rebuild of one of the UK's best-known personalised pet gift stores. Since 2001 he has run Code Frontiers, a software consultancy.

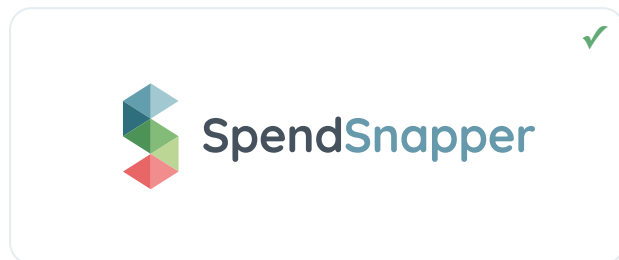
## Eleanor Neill FCCA

Co-founder

Eleanor is an FCCA qualified accountant with more than twenty-five years of hands-on experience. She began as an apprentice at an accountancy firm straight from college and has worked with businesses of every size since. She runs Indie Financials, an accountancy practice in the Shropshire Hills that looks after small businesses, freelancers and landlords on Xero, QuickBooks, Sage and FreeAgent.

# Using the SpendSnapper logo

Please use the files supplied in the **Logos** folder and pick the version that suits your background. SVG files scale to any size. PNG files have transparent backgrounds.



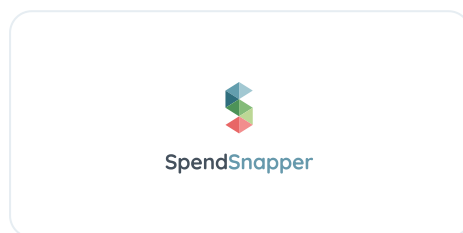
**On white or light backgrounds**  
spendsnapper-logo-horizontal-light-bg



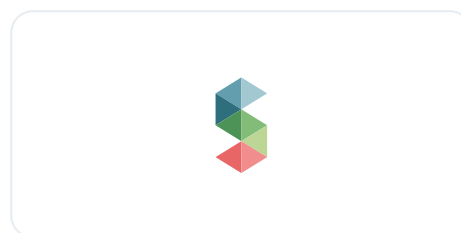
**On dark backgrounds or photos**  
spendsnapper-logo-horizontal-dark-bg



**On colour, or one-colour print**  
spendsnapper-logo-horizontal-mono-white or -slate



**Stacked**  
For square and centred layouts.



**Mark**  
For avatars and small spaces.



**Wordmark**  
For a row of partner logos where space is tight.

## Please do

- Leave clear space around the logo of at least the height of the capital "S".
- Keep it at least 120 px (30 mm) wide. Use the mark on its own for small spaces like avatars.

## Please don't

- Stretch, rotate, recolour or add effects such as shadows or outlines.
- Rearrange the mark and the name, or retype the name in another font.
- Place the full-colour logo on a busy or mid-tone background.

# Getting the details right

## Writing our name

It's **SpendSnapper**: one word, with a capital S at the start of "Spend" and "Snapper". The company is **SpendSnapper Ltd.**

Correct

**SpendSnapper**

Incorrect

Spend Snapper ·  
Spendsnapper ·  
SPENDSNAPPER

## Typeface

Our logo and product use **Quicksand**, a free rounded sans serif from Google Fonts, in Bold and Medium weights.

**Snap it. Don't type it.**

## Brand colours

Storm Slate

#45515D · RGB 69 81 93

Sea Glass Blue

#6699AC · RGB 102 153 172

Evergreen

#317B52 · RGB 49 123 82

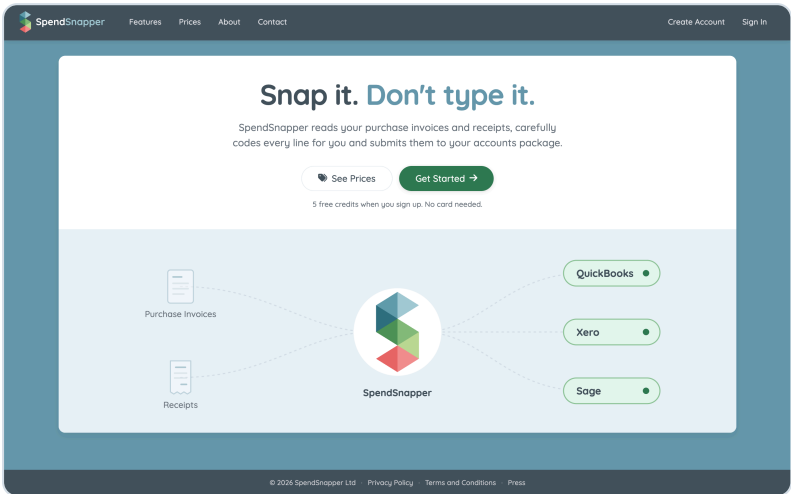
Rosy Coral

#E97B7C · RGB 233 123 124

Slate and Sea Glass Blue are our main colours. If you need a background colour to go with our logo, use one of these two.

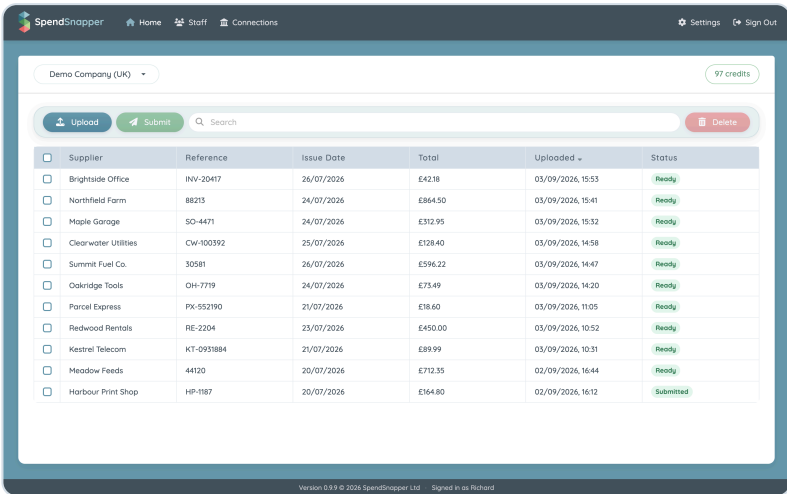
SCREENSHOTS

# The product, as it looks today



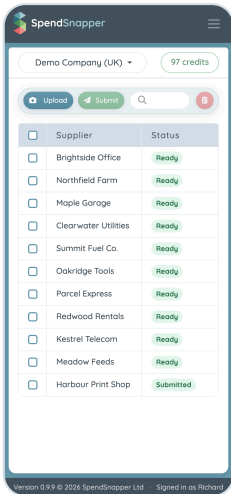
Website

The spendsnapper.com home page.



Document list

Snapped documents for one connected company, ready to submit.



On a phone

The app on a phone.

Full-resolution PNG files are in the **Screenshots** folder. All screens show sample data. Please don't crop out or alter the product interface.



# SpendSnapper

For interviews, product access or anything else, we'd love to hear from you.

**hello@spendsnapper.com**

spendsnapper.com