



BRAND STYLE GUIDELINES

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BRAND LOGO

P#01

V.01

PRIMARY LOGO

Primary logo that will be the main visual representation of your brand. This logo should be used consistently across all branding materials, such as business cards, website, social media, and marketing materials. Use the primary logo consistently in all branding materials. This will help to create a strong visual identity.



COLOR VERSIONS

Our logo adapts gracefully to different backgrounds, ensuring visibility and impact. Whether on a bold backdrop or a softer tone, the logo stands out with its distinct design. This adaptability not only enhances brand recognition but also reflects the vibrancy & adaptability.



MONOCHORME VERSIONS

Black and white logos are monochrome versions of your colored logo. Monochrome is using a single color throughout the whole logo design. It does not contain any other effects, shadows or shades other than the single color selected.





LOGO USAGES

P#02

V.01

CLEAR SPACE

Give logo breathing room. The exclusion zone ensures it stands out with clarity. This simple guideline guarantees our logo visibility and reinforces the harmony our brand represents.



MINIMUM SIZE

Size matters for visibility. Below a certain threshold, our logo loses its impact. Respect the minimum size guideline to ensure the details remain clear. Going smaller risks compromising the logo’s visibility and the resonance of brand's identity.



CO-BRANDING

Here you can see how potential partnerships would look. To ensure flexibility, we created co-branding. See how they were constructed.





COLOR PALETTE

P#03

V.01

BRAND COLORS

Our primary colors define the visual identity of our brand. These carefully chosen hues are designed to evoke the emotions and tones. Creating a vibrant and authentic spirit that speaks to our audience.

TERRACOTTA

#C96C50

TAN

#F3EBDE

BLACK

#1e4822

BROWN

#714C22



TYPOGRAPHY

BRAND FONTS

Nunito, our primary font, exudes a bold and contemporary aesthetic that perfectly reflects the innovative spirit of SparkLit. Its modern appeal conveys a sense of professionalism, making it an ideal choice to represent SparkLit industry. Nunito embodies the precision and reliability essential to our brand.

CRIMSON

crimson is a font. The typeface contains 42 files and supports 67 languages. The font can be used in non-commercial use. Nexa Bold was developed Fontfabric.

SEMI BOLD

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Poppins

Poppins is a popular geometric sans-serif typeface that was designed by the Indian Type Foundry (ITF) and released in 2014. The typeface was primarily designed by Jonny Pinhorn, who is a British type designer working for the Indian Type Foundry.

Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

HIERARCHY

It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function on communication. You can see how headlines, subheads and paragraph are aligned.

Heading: Crimson, Semi Bold 55pt
Leading: 95-105% the point size
(eg. 100pt size is matched with 105pt leading)
Tracking: Auto

Heading 2: Poppins, Semi Bold 22pt
Leading: Auto,
Tracking: Auto

Body: Poppins, Regular 10pt
Leading: Auto
Tracking: 0

Heading 1

Heading 2

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

THANK YOU!