sparq

Identity Guidelines

Purpose

SPARQ uses a single logo as part of an overall unification of identity program.

The logo, as well as these graphic standards, will help SPARQ provide a consistent, professional and coherent visual image to our diverse audience. The results of this program will enhance all of the marketing efforts. The success of the program depends upon the consistent image projected by the graphics. Every exception to standards that occurs tends to reduce success and erode the visual program. These graphic standards will thus relieve non-marketing personnel of the burden of having to make design decisions, which are beyond their realm of responsibility.

Logo
Versions

This page shows each of the different versions of the basic logo. Though any of the logos are acceptable versions, each is used for different purposes.

The CMYK color logo, to the right, is the normal color logo. This should be used wherever there is need for the use of color. It is the preferred version. This is the one that would be used for color purposes in all but special color situations (as listed below).

The Grayscale logo should be used in situations where color is not available for technical or budgetary reasons, usually for black & white printing purposes.

The Line Art or Black Single-Color version of the logo is used where other more complex versions cannot be used. An example would be embroidered shirts or hats. It is always acceptable to use the one in black. The more complex versions are not reproducible. It may also be used in color, the preferred color being SPARQ orange 1 as shown in the smaller example. The second line art version is known as a Reverse and may be needed on occasion when the logo needs to be white line art on a dark background.
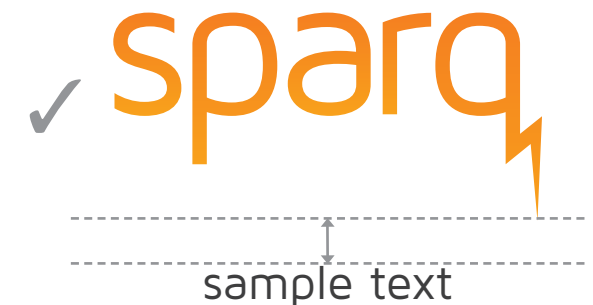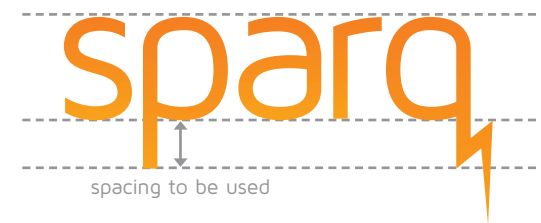
Logo Usage & Placement

The logo should not compete for attention with any graphic elements that surround it. It should appear on a white or grey background with an established clear zone around it equal to the height of the descender on the P as shown on the right.

The area around the logo should be uniform in design. That is, it should be in a solid white, solid black or soft gradient. If it is on a nonwhite background like a photo, solid color or a strong gradient color, the logo should not be placed inside an inverted color box.

To maintain a clean layout no text should ever be placed between the descenders of the P and Q in the SPARQ logo. Text should be placed the appropriate distance below the logo as shown

What you may **NOT** do with the logo

For both legal and aesthetic reasons, you may not "play" with the logo by creating interesting variations of it. There are NO artistic variations allowed of the basic logo. The following are examples of things you MAY NOT do to, or with the logo.

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sparq   **sparq**

Do not use heavy, black drop shadows. Soft shadows with a 50% of less opacity may be used

to learn more about **sparq** check out our website. Get invited today, limited spots available.

Don't incorporate the logo into other elements or text

sparq

Don't use Unproportional Scaling

sparq STUFF

Don't create new logos by changing the words

sparq

Don't butt or overlap graphics over the logo

sparq

Don't alter the color of the logo in any way

Typeface & Colors

The SPARQ standard gradient, should be used whenever the logo is created in color. This gradient consists of 2 colors. SPARQ orange 1 and SPARQ orange 2.

The CMYK color values for those colors are as follows:
SPARQ orange 1: C**0** M**62** Y**100** K**0**
SPARQ orange 2: C**0** M**42** Y**100** K**0**

Typefaces used on SPARQ materials are as follows: for logo taglines and other approved usages:

Maven Pro Medium
Maven Pro Regular
Maven Pro Bold
Maven Pro Black

Other approved typefaces for use in websites or other digital copy text:

Roboto Regular
Roboto Thin
Roboto Bold

When used in paragraph text the word SPARQ must be in all caps. SPARQ is never to be written in lowercase when used outside of the logo.

SPARQ gradient

SPARQ orange 1

SPARQ orange 2

✕ to learn more about **sparq** check out our site. Get invited today, limited spots available.

✓ to learn more about **SPARQ** check out our site. Get invited today, limited spots available.

Tagline and other artwork

The SPARQ tagline logo follows the same color and appearance rules as the SPARQ logo. The tagline itself must be placed underneath the SPARQ logo with the minimum appropriate spacing.

The tagline color may vary between SPARQ orange 1 or SPARQ orange 2 depending on placement. If alone without the SPARQ logo the tagline must use SPARQ orange 1. If the tagline is placed with the SPARQ logo it must be SPARQ orange 2.

When used alongside the SPARQ logo, the tagline must always be placed underneath with the appropriate spacing used.
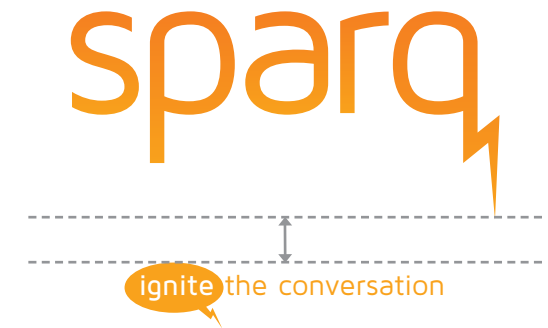
The SPARQ logo may be used with any of the following colors as a background: Solid white, solid 90% black, solid SPARQ orange 1, solid SPARQ orange 2 and SPARQ standard gradient. Other colors may not be used alongside the SPARQ logo or tagline

When wanting to use a textured background rather than solid colors it is recommended that the SPARQ lines background be used.

SPARQ lines background

SPARQ product logos

The following products are offered under the SPARQ brand. These logos must follow the same rules as the SPARQ logo in regards to layout, color and usage.

Icons

If icons are needed to represent SPARQ or any of its products you must use one of these two options. Usage may include but is not limited to: favicon, profile pictures and mobile apps.

Trademark usage

Usage of the ™ symbol is not required in all circumstances. It is recommended that the ™ symbol be used for any public facing materials, however it is not required.

When used the ™ symbol should appear in superscript in the upper right-hand corner of a SPARQ logo. The ™ symbol should not be placed above, below, or to the left of the logo. Placement is not regulated by law, but adherence to norms is strongly advised.

In written documents – articles, press releases, promotional materials, and the like — it is only necessary to use a symbol with the first instance of the name, or with the most prominent placement of the name. It is a common misconception that each and every instance of the name should bear a trademark symbol. Overuse creates visual clutter and may detract from the aesthetic appeal of the piece. Provided there is at least one conspicuous use of the ™ on the face of the writing, do not be afraid to eliminate superfluous markings.

If using the ™ symbol alongside the SPARQ logo creates clutter or detracts from the visual appeal of the creative it does not have to be used. Instead a small disclaimer can be placed at the bottom of the page that reads as follows: SPARQ is a trademark of SPARQ Inc., registered in the U.S. and other countries.

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✗ sparq ™

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