Logo

Logo base

spark

spark
Logo

Logo base colours
Logo

Use at least the k space around the logo

Wrong
To less space arround

Wrong
Placed to much to the corner

Wrong
Placed to much to the corner
Logo icon

Icon logo use for social media or other small things

Example

spark

spark

spark

spark
Corporate message

Use the corporate message where desirable.
You can use it with or without the logo.
As long as the sender (SPARK) is clear.

- ignites ambition

spark
- ignites ambition
Minimum size

Logo

spark

20 mm

Corporate message

- ignites ambition

26 mm

20.5 mm
Communication

Logo placement first partner

Logo placement second partner

spark

logo

spark

logo
Communication

Logo placement first partner
(landscape)

spark

Logo placement second partner
(landscape)

spark
Letterhead

Use these measurements for letters
Communication

In text SPARK should always be written in capitals:

SPARK develops higher education and entrepreneurship to empower young, ambitious people to lead their conflict affected societies into prosperity.

The training modules are used during a Business Plan Competition, but can also be offered stand alone. SPARK provides these trainings to local partners as a Training of Trainers (ToT), but can also offer them to entrepreneurs directly. Training modules for growth orientated entrepreneurs will be developed in the near future.

Spark develops higher education and entrepreneurship to empower young, ambitious people to lead their conflict affected societies into prosperity.

The training modules are used during a Business Plan Competition, but can also be offered stand alone. Spark provides these trainings to local partners as a Training of Trainers (ToT), but can also offer them to entrepreneurs directly. Training modules for growth orientated entrepreneurs will be developed in the near future.
Colour CMYK

Four base colours to play with, use the darker colours for more serious designs and the lighter colours for the more ‘light’ matters

2 accent colours to spice things up where needed

- Black blue
  - C 86
  - M 49
  - Y 20
  - K 86

- Ocean blue
  - C 86
  - M 49
  - Y 20
  - K 64

- Cobalt blue
  - C 100
  - M 78
  - Y 0
  - K 20

- Mint green / blue
  - C 24
  - M 0
  - Y 11
  - K 5

- Nude
  - C 0
  - M 5
  - Y 5
  - K 6

- Red
  - C 0
  - M 100
  - Y 100
  - K 0
Colour \textit{RGB}

Four base colours to play with, use the darker colours for more serious designs and the lighter colours for the more ‘light’ matters

2 accent colours to spice things up where needed

<table>
<thead>
<tr>
<th>Colour</th>
<th>RGB</th>
<th>Colour</th>
<th>RGB</th>
<th>Colour</th>
<th>RGB</th>
<th>Colour</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black blue</td>
<td>R 0 G 27 B 44 # 001b2c</td>
<td>Ocean blue</td>
<td>R 12 G 55 B 81 # 0c3751</td>
<td>Cobalt blue</td>
<td>R 26 G 46 B 128 # 1a2f80</td>
<td>Mint green / blue</td>
<td>R 197 G 223 B 224 # c5dfe0</td>
</tr>
</tbody>
</table>

spark
brand manual
Grid

With these blocks you can vary the design of different communications
Grid

Measurements

You can use the different blocks for images, text or graphics. See examples on the next page.
Grid

Example flyer

SPARK develops higher education and entrepreneurship to empower young, ambitious people to lead their conflict affected societies into prosperity.

Doing Business in Fragile States

"I am ready to work"
Grid
Example document
## Fonts

**Standard Font (Windows)**

Century Gothic is a standard font available on Microsoft programmes. It should be used on all documents, internally as well as externally.

<table>
<thead>
<tr>
<th>Century gothic Regular</th>
<th>Century gothic Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPMN</td>
<td>ABCDEFGHIJKLMNOPMN</td>
</tr>
<tr>
<td>OPQRSTUWXYZ</td>
<td>OPQRSTUWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnop</td>
<td>abcdefghijklmnop</td>
</tr>
<tr>
<td>qrstuvwxyz</td>
<td>qrstuvwxyz</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Century gothic Regular Italic</th>
<th>Century gothic Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPMN</td>
<td>ABCDEFGHIJKLMNOPMN</td>
</tr>
<tr>
<td>OPQRSTUWXYZ</td>
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</tr>
<tr>
<td>abcdefghijklmnop</td>
<td>abcdefghijklmnop</td>
</tr>
<tr>
<td>qrstuvwxyz</td>
<td>qrstuvwxyz</td>
</tr>
</tbody>
</table>
Fonts

Secondary Font (Mac)
In case of using an Apple computer, it is possible to use Futura as a replacement for Century Gothic.

<table>
<thead>
<tr>
<th>Futura Book</th>
<th>Futura Medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOP</td>
<td>ABCDEFGHIJKLMNOP</td>
</tr>
<tr>
<td>OPQRSTUVWXYZ</td>
<td>OPQRSTUVWXYZ</td>
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<tr>
<td>abcdefghijklmnop</td>
<td>abcdefghijklmnop</td>
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<tr>
<td>qrstuvwxyz</td>
<td>qrstuvwxyz</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Futura Book Oblique</th>
<th>Futura Medium Oblique</th>
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</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOP</td>
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</table>
Fonts

Design Font
In case of creating a designed document, please install and use Futura PT. You can download it from here. The package offers varying font grades.

**Futura PT Bold**

<table>
<thead>
<tr>
<th>AB C D E F G H I J K L M N</th>
</tr>
</thead>
<tbody>
<tr>
<td>O P Q R S T U V W X Y Z</td>
</tr>
<tr>
<td>a b c d e f g h i j k l m n o p</td>
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<tr>
<td>q r s t u v w x y z</td>
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**Futura PT Book**

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**Futura PT Bold Oblique**

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**Futura PT Medium Oblique**

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</tr>
<tr>
<td>q r s t u v w x y z</td>
</tr>
</tbody>
</table>
Worldmap
SPARK countries

Yemen

Kosovo

Libya
Roll-up banner

Exceptions (from the grid layout) for roll up banners:

Top reserved for logos

Always need an image

Minimal info in 3rd quarter

Zero info in 4th quarter, as too low to see
Reports

Text over image and cover photo

High colour contrast images

Minimal text

Head and shoulders portrait

Without a busy background (if possible)
Promo materials
Stickers, t-shirts, and other merchandise

For stickers, it is okay to use other shapes.

For all merchandise, use logos, SPARK fonts and colours, and shapes without borders/outlines.

The amount of text and images you put on an item depends on its size.
Graphs/charts

Whether it’s pie charts or bar graphs, there’s a way to make them adhere to SPARK branding.

Use SPARK fonts to label and SPARK colours to fill (pairing the light with the dark for contrast). Never use any outlines (borders), only use fill colours, to create these blocks/shapes.
spark • ignites ambition