



## BRAND GUIDELINES





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# Who We Are

It's not enough to get fired up. It's not enough to care. Real change takes action. It takes movement. Forward motion, always.

We are SparkWheel.

We ignite student success through purposeful, passionate partnerships. We walk the talk, and don't stop short of success. We don't do red tape and loose ends. We meet students where they are and walk alongside, removing barriers along the way.

## WHAT WE DO

<b>NON-ACADEMIC ASSISTANCE</b> Students get access to essential needs like healthcare, food, clothing, etc.	<b>ACADEMIC SUPPORT</b> Students gain life and interpersonal skills necessary to support learning	<b>INDIVIDUAL SUPPORT</b> Students build a strong relationship with a trusted adult
<b>FAMILY INVOLVEMENT</b> Students' families get extra support, increasing parent-school engagement	<b>ENRICHMENT ACTIVITIES</b> Students experience more of what the world has to offer	<b>FUTURE PREPARATION</b> Students learn to connect the dots between education and their future
<b>COMMUNITY ENGAGEMENT</b> We coordinate community resources, volunteers, and organizations to support student, family, and whole school needs		

## OUR RALLYING CRY

# Igniting Student Success

## OUR BRAND PILLARS

**Tenacious** - Students and families know they can count on us to be there when times are tough. We put them first, and we don't quit.

**Brave** - We courageously advocate for students and walk with them through dark circumstances.

**Optimistic** - We bring levity, joy, and hospitality to every situation.

**Compassionate** - We're inclusive, empathetic nurturers who understand the toll of trauma. We are a beacon of safety and security.

**Trustworthy** - We provide safe and judgment-free support for our students and their families.

# Logo

The SparkWheel logo consists of two elements: the “spark” logomark and the “SparkWheel” logotype.

There are two logo options: horizontal and stacked. Choose either option depending on what works best for the layout.

## CLEAR SPACE & MINIMUM SIZE

The clear space ensures that the logo stands out and is easily recognized within the formatting and layout of any piece of marketing collateral. The minimum clear space area is X on all sides of the logo as shown below. The X is half of the spark height in the horizontal logo and 1/3 of the spark height in the stacked logo. Whenever possible, allow additional clear space around the logo.

The minimum size of the logo is indicated by the width of the spark logomark that should be at least 1/8”.



1/8"



1/8"





## LOGO VARIATIONS

SparkWheel's logo has four color variations: full color, inverted full color, white, and black.

Other logo versions include: stacked, horizontal badge, and circular badge.

These logos should never be stretched or altered in anyway.



FULL COLOR



BLACK



INVERTED FULL COLOR



WHITE



STACKED



HORIZONTAL BADGES



INVERTED STACKED



CIRCLE BADGES



## LOGO VIOLATIONS

SparkWheel logos should never be stretched or altered in anyway.

Maintain the proper aspect ratio when scaling the logo. Avoid altering the logo in the following ways:



Never alter any colors of the approved logos.



Never enclose the logo in another shape.  
(Exception for pre-existing badge logomarks)



Never add symbols to the logo.



Never add a drop shadow or any other effects to the logo.



Never create new logo formats.



Never put logo on contrasting background.  
Use appropriate logo color version.

## Color Palette

Blue and black are the primary colors for SparkWheel, with orange and yellow being secondary colors.

The two grays below are used for the following:  
Light gray: subtle background color  
Dark gray: body text color on white background

<p>RGB 239 239 239</p> <p>Hex #efefef</p> <p>CMYK 5 3 3 0</p>	<p>RGB 127 127 127</p> <p>Hex #7F7F7F</p> <p>CMYK 52 43 43 8</p>
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<p>RGB 34 193 209</p> <p>Hex #22C1D1</p> <p>CMYK 68 0 19 0</p>	<p>RGB 0 0 0</p> <p>Hex #000000</p> <p>CMYK 75 68 67 90</p>
<p>RGB 255 125 0</p> <p>Hex #FF7D00</p> <p>CMYK 0 63 100 0</p>	<p>RGB 255 229 0</p> <p>Hex #FFE500</p> <p>CMYK 2 4 99 0</p>

## Typography

**“Filson Soft”** is the header typeface for all print and digital communications. This typeface can be found on Adobe Fonts.

Filson Soft should be reserved for large headlines or calling out specific points of importance.

**“ASAP”** is the body typeface for all print and digital communications. This typeface can be found on Google Fonts.

There may be scenarios where ASAP is not available. In those instances we suggest using the following fonts: Montserrat, Helvetica, Arial.

### Filson Soft

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### ASAP

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Design Assets

There are a variety of visual elements to be used for print and digital communications. These are explained below.



## Half Spark:

The half spark can be used on the left or right edges of a design, or along the bottom edge.



## Full Spark:

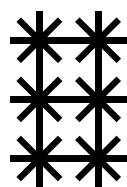
The full spark can be used as a smaller design element, like a divider.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem tempor incididunt ut labore et dolore magna aliqua.



## Headline Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



## Pattern:

The spark pattern can be used as a subtle, full coverage background or as an accent along the bottom of a piece.



## Gradients:

Gradients are used to add color and help with text visibility.

Blue gradients should be used in most instances, but black gradients are also allowed.

