SPARKROCK

Sparkrock Brand Guidelines

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We spark the confidence for mission-driven organizations to do more—because when they're empowered, entire communities thrive.

This document is designed to help both external vendors and internal team members correctly apply the Sparkrock brand identity. Consistent adherence to these guidelines will help uphold professionalism and reinforce our brand's impact across all communications.

The Hero Archetype

A brand archetype is a universal character or symbol that represents a brand's core identity and connects with customers on an emotional level. We have adopted the Hero archetype, which symbolizes courage, strength, and the pursuit of a noble cause. Our customers align with the Caregiver archetype, driven by empathy and a strong desire to support others. They excel when they see themselves as heroes in their work.

Our role is not to claim heroism for ourselves, but to empower our Caregiver customers to recognize their own heroism. Our Hero archetype is communicated through:

- **Visuals:** We frame everyday people as heroes, highlighting their actions, impact, and courage.

- **Language:** We use language that transfers heroism to others. For example, our vision statement speaks to the empowerment we provide (We spark the confidence for mission-driven organizations to do more—because when they're empowered, entire communities thrive).

The Sparkrock Logo

The Sparkrock logo features "Sparkrock" in all capital letters, with a stylized sparkline element cutting through the "O." This sparkline, reminiscent of a lightning bolt, evokes our commitment to sparking change.

A buffer space around the Sparkrock logo, equal to the dimensions of the logo's "K" letter, should be maintained at all times. This ensures consistent positioning and provides the logo with adequate visual breathing room.

For optimal readability, the logo should not be displayed at a size smaller than 1 inch by 1.4 inches or 170 pixels by 30 pixels.

Incorrect Logo Applications

It is essential to present the Sparkrock logo consistently across all marketing materials. This ensures instant recognition among our customers and reinforces our brand identity. Maintaining consistency also reflects our commitment to quality and professionalism.

Incorrect
Applied effects like dropshadows bevels or gradients

Incorrect
Logo distortion resulting in a forced-fit use. The aspect ratio of the logo should always be the same

Incorrect
Any skewed or italicized rendering of the logo mark

Incorrect
Containment boxes

Incorrect
Use of an improper brand colour

Incorrect
Rotation or angling of the logo from its original axis

Primary Colour Palette

A primary colour palette is the core set of colours that define a brand's visual identity and create consistency across all marketing materials.

The primary Sparkrock colour palette consists of five main colours and one key call-to-action (CTA) colour.

It was developed by drawing inspiration from the colour schemes of brands under the Sparkrock umbrella, using a dynamic and functional range of colours for a cohesive and recognisable brand presence. This fusion creates a strong, versatile palette that balances sophistication with warmth, providing a foundation for all visual elements.

Deep Lemon

Pantone:	123 C
CMYK	0, 26, 95, 0
RGB	255, 192, 33
HTML:	#FFC021

Dark Cyan

Pantone:	326C
CMYK	82, 22, 48, 2
RGB	22, 147, 141
HTML:	#16938D

Azure

Pantone:	312 PC
CMYK	83 35, 19, 0
RGB	4, 135, 175
HTML:	#0487AF

Gun Metal

Pantone:	587 PC
CMYK	84, 67, 58, 63
RGB	26, 41, 48
HTML:	#1A2930

Plum Purple

Pantone:	519 PC
CMYK	72, 100, 37, 37
RGB	75, 19, 75
HTML:	#4B134B

Ruby Red

Pantone:	192 C
CMYK	6, 100, 44, 0
RGB	224, 18, 95
HTML:	#E81863

Secondary Colour Palette

A secondary colour palette complements the primary colour palette and provides additional flexibility in design. It includes a set of colours that can be used to accent, highlight, or create variety in visual materials, while still maintaining a cohesive brand identity.

Deep Lemon		Gun Metal		Dark Cyan		Plum Purple		Azure		Ruby Red	
300		500		500		500		400			
100	#F9EEC2	100	#B4C7CC	100	#A4DDD3	100	#CDA6D1	100	#ABDADD	700	#E81863
200	#F7ECAA	200	#7F9BA3	200	#72CCBF	200	#AD74B2	200	#7CC6CE		
300	#FFC021	300	#56717A	300	#4DC1B3	300	#8E5091	300	#51B4C4	**Black**	
400	#E09D17	400	#354D56	400	#1CA096	400	#69296B	400	#259CB7	700	#000000
500	#BC660A	500	#1A2930	500	#16938D	500	#4B134B	500	#0487AF	**Platinum**	
										700	#EFEFEF

Typography

Sparkrock copy should use a combination of Inter and Lato. This pairing has been designed to optimize readability and user experience. Inter's strong, geometric structure ensures headings are easily scanned and immediately grab attention, while Lato's clean, open design makes body copy effortless to read, even in longer formats.

Lato Uses

• Body (paragraph) copy

Inter Uses

• Titles

• Subtitles

• Calls to action (buttons)

Inter Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Lato Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Typography: A Bold, Modern Evolution

We provide the tools for deeper insights into your finances, funding, and operations, enabling you to make more informed business decisions. Let our software for nonprofits do the heavy lifting so that you can focus on what you do best.

INTER TYPEFACE FOR ALL TITLES AND SUBTITLES

Refined Typography for a Stronger Identity

We provide the tools for deeper insights into your finances, funding, and operations, enabling you to make more informed business decisions. Let our software for nonprofits do the heavy lifting so that you can focus on what you do best.

BOOK A DEMO

Popcorn

The Sparkrock logo's iconic "O" with the sparkline is an essential part of the brand's visual language. Circular "popcorn-like" elements build on this idea to add depth and dimension to backgrounds, reinforcing the brand's identity in a subtle yet impactful way.

Popcorn should be naturally integrated behind photography subjects. This provides a gentle backdrop that enhances the overall composition without distracting from the key impact of the visuals.

SPARKROCK

We Provide The Spark That Helps You Change the World

We provide the tools for deeper insights into your finances, funding, and operations, enabling you to make more informed business decisions. Let our software for nonprofits do the heavy lifting so that you can focus on what you do best.

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Icons

Icons should be used selectively with supporting text to illustrate core product offerings or attributes. Icons use line art with a touch of "popcorn" to maintain a clean, yet unique feel. This approach ensures clarity and maintains the overall elegance of the brand.

Finance & Procurement

Human Resources

Payroll

Scheduling & Time Entry

Student Information System

School Payments

How We Serve Our Customers

Finance & Procurement

Reduce errors, duplication, and delays with an integrated system that seamlessly connects your organization's finances. Automate tedious administrative tasks and mitigate financial risk.

Human Resources

Manage employee records, performance appraisals, benefits, training, and even collective agreements easier with our modern HR system. Add, modify, and approve job requisitions to streamline your hiring process.

Payroll

Ensure an accurate, streamlined payroll process that frees up time for your employees to focus on less mundane tasks. Maintain hassle-free payroll calculations or customize them to your unique needs.

Scheduling & Time Entry

Increase transparency, automate workflows, and help your organization maintain oversight of labor costs. Our software makes scheduling more efficient with templates, auto-fill settings, and self-service capabilities.

Product Presentation

Showcasing our product is an important part of explaining what we offer to our customers. When designing product presentations, embrace:

Rounded Corners

Rounded corners in our designs create a softer, more approachable feel. To achieve a refined and balanced look, corner radius should be set to 10px for most on-screen elements and 0.125 inches for print.

Product Snapshots

Images of the product used in marketing graphics should be pulled out as partial snapshots, as opposed to simplified mockups or unrealistic renders. These snapshots can be used as overlays with photography subjects to add depth and create a dynamic relationship between the product and visuals.

Photography

The photography on our website and other key marketing materials represents our customers—everyday people, united in a common cause.

Acceptable

- People working together as teams or unified groups

- Diverse groups with different ethnicities, genders, ages, etc.

- A sense of motion and positivity, highlighting teamwork and shared purpose

- Authentic, collaborative moments

Not Acceptable

- Images that look overly staged

- Subjects experiencing negative or passive emotions (sadness, uncertainty, confusion, etc.)

- Groups where emotions, expressions, eye contact, etc. is not unified in its focus

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