

BRIGHT SPARK

Make Your Mark!

Brand Guidelines



Who are we?

Bright Spark is a movement dedicated to inspiring the next generation of creative students.

All too often we here the term, Creativity is 'just art.' Many people share this misconception and therefore stereotype and discourage creative thinking.

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MAKE YOUR MARK!



Logo:

The concept for the bright spark logo comes from a firefly.

A firefly's spiritual meaning is to encourage and be unique. It also represent standing out and not sticking to the norm; symbolically suggesting every student can be a firefly.

Creativity is more than 'art'. The name bright spark was inspired by Albert Einstein's quote: "Creativity is intelligence having fun."

The white bumpers around the logo represents the amount of space needed at all times around the brand.



NEVER MUST THIS BRAND BE SQUASHED OR STRETCHED



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Brand:

A brand is more than just a logo. Here is the brand family which consists of variation making the brand largely adaptable.



Gen Z Yellow
Pantone: Gen Z
CMYK: 4 8 79 0
RGB: 251 224 73
#fbc049



Black
Pantone: Black 6c
CMYK: 91 79 62 92
RGB: 0 0 0
#000000



White
Pantone: Bright White
CMYK: 0 0 0 0
RGB: 255 255 255
#ffffff

Monochrome:



Icon:



Brand Family:



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Typography:

Azo Sans Light:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @!#/

Azo Sans Light:

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @!#/**

Azo Sans Light:

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @!#/**

Azo Sans Light:

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 @!#/**

Light

Medium

Bold

Black

MAKE YOUR MARK!

Main elements of this brand is created through hand writing using a flat head marker. So to keep this personal approach any elements like this will be hand written.



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