# Brand Guidelines

JULY 2017

**Spark** Dispensary

# Primary Logo Usage

The logo should never be changed. Position, size and color, along with the spatial and proportional relationships of the logo elements should not be altered.

The primary logo is 4-color with gradient logomark. The primary logo should be used on a white or light colored background to allow for contrast.

**PRIMARY LOGO**



**MINIMUM SIZE = 1 INCH**

# Secondary Logo Usage

When the primary logo cannot be used due to printing or layout color restraints, the following secondary logos may be used: black & white or reversed out white.

Black logos should be shown on a white or light colored background to provide contrast. White logo should be shown on a dark colored background.

**BLACK & WHITE LOGO**



**REVERSED OUT LOGO**



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# Primary Font
# Darwin

This font should be used in all Spark brand materials to maintain a consistent visual identity. This includes website, promotional materials, advertising, digital assets and printed materials.

The font weights that should be used from this font include: Light, Regular, and Bold.

An alternate font of Arial can be used for documents created with Microsoft Office programs.

# Darwin

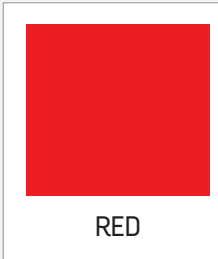ABCDEFGHIJKLMNOPQRS
TUVWXYZ

abcdefghijklmnopqrstuvwxyz

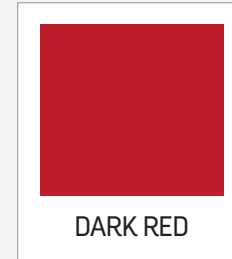1234567890

LIGHT
REGULAR
**BOLD**

# The Color Palette

The following palette has been selected for use in all brand materials. Colors should only be used at 100% tint.

Primary colors should be prominent in brand materials with secondary colors used in moderation as accent colors.

## PRIMARY COLORS

**RED**

CMYK 0 | 100 | 100 | 0
RGB 237 | 28 | 36
WEB #ED1C24
PMS 485 C

**DARK RED**

CMYK 15 | 100 | 90 | 10
RGB 190 | 30 | 45
WEB #BE1E2D
PMS 7621 C

**DARK GRAY**

CMYK 0 | 0 | 0 | 90
RGB 65 | 65 | 65
WEB #414142
PMS 90% BLACK

## SECONDARY COLORS

**LIGHT GRAY**

CMYK 0 | 0 | 0 | 70
RGB 109 | 111 | 113
WEB #6D6F71
PMS 70% BLACK

**YELLOW**

CMYK 0 | 10 | 95 | 0
RGB 255 | 221 | 24
WEB #FFDD18
PMS 115 C