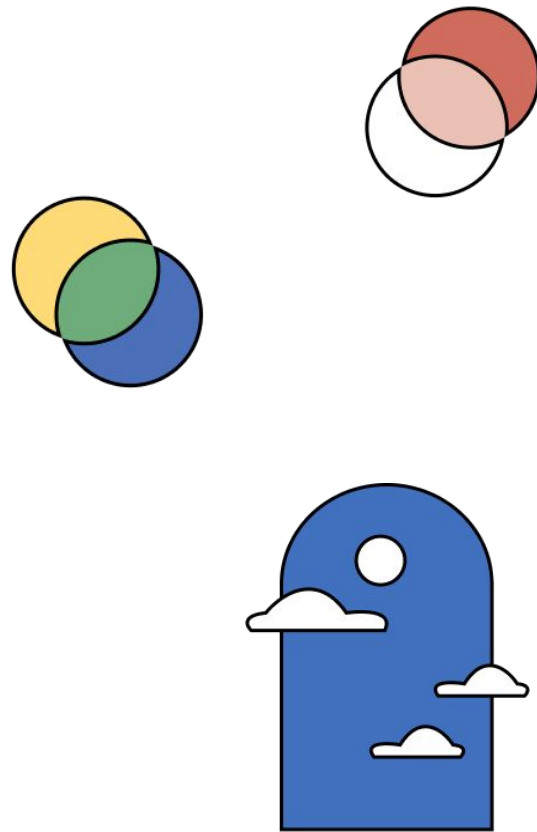




we are spark

Spark is a **community** of student developers and designers at Penn who work together to build **creative and client-facing projects**.





About Us

Established in Spring 2021, Spark is a community of student designers and engineers at the University of Pennsylvania that bridge technology and design to build projects from ground-up. We're Penn's first student organization that specializes in product design in addition to coding.

30

active members

19

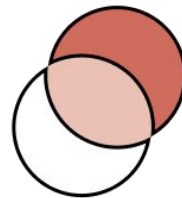
completed projects

3

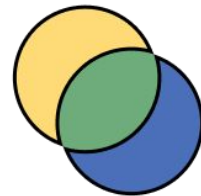
semesters



Spark Red



Spark Red is the **projects branch** of Spark, as opposed to **Spark Blue**, our educational branch.

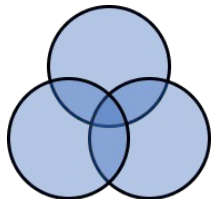


Red consists of **returning** and **experienced** members looking to apply their skills to technical projects. All members have passed a technical assessment.

*Our projects are completed over the course of **one semester** (10~12 weeks) and cost a **one-time fee of \$1,000**, but let us know if this is difficult – we can work something out!*

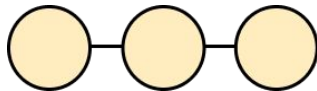


Services We Offer



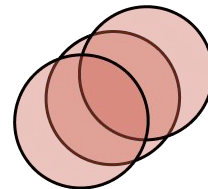
Web Development

We offer web development projects across the **full-stack**, with both frontend and backend components. Spark Red members all are proficient in **HTML/CSS/jS, React**, and **Django**.



Product Design

We offer product design services to help **develop** or **redesign** your product's **user experience and interface**. Spark Red designers are proficient in Figma.



TBD!

If there are other services you need relating to technology or design, such as branding, marketing, or etc., please let us know and we can work something out!

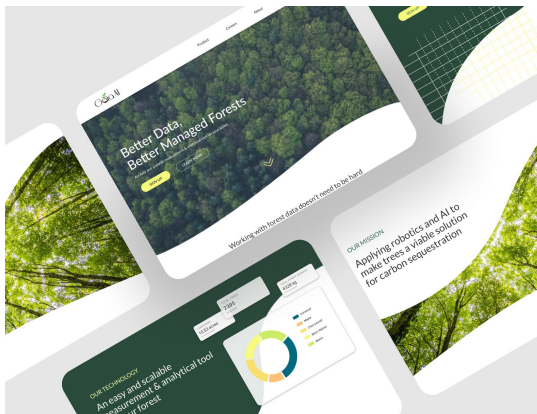


Past Projects

Frontend

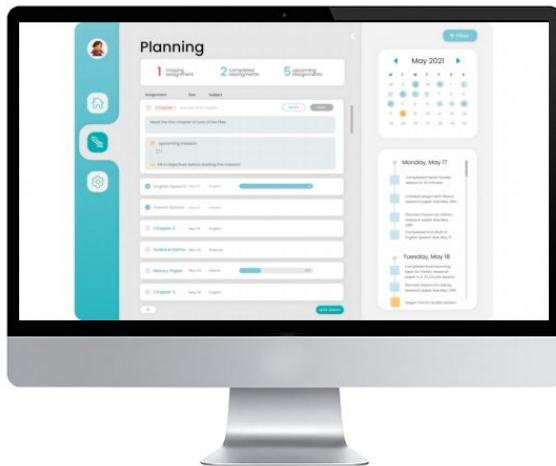
Gaia AI (Spring 2022)

<https://gaia-ai.eco/>



Full-stack

Clarifi (Spring 2021, Fall 2021)



Product and Branding Design

Bonfire (Fall 2021)

thebonfireapp.com

Bonfire Branding Guidelines

1. Logotype

Bonfire

Proxima Nova

Gather Around, Hang Offline.
Numbt



4. Colors



5. Iconography



6. Logo Variations



3. Type

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890...!@#\$%^&*()

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890...!@#\$%^&*()

Numbt

6. Illustrations



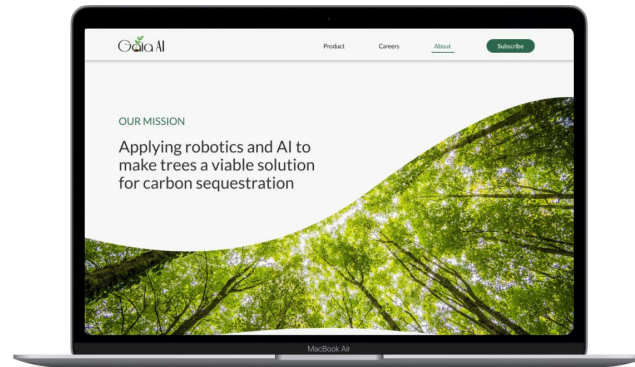


Gaia AI is an MIT & Harvard startup using drones, LiDAR, and computer vision to collect high-quality biomass data in forests

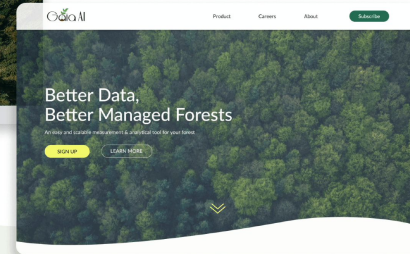
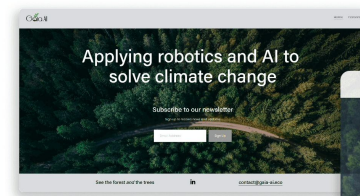
Goal: Redesign, build, and deploy Gaia AI's website to help forest managers understand how Gaia AI's product can help them better understand the carbon stock and timber content of their land

Deliverables: Website (4 pages), branding assets (color, typography, visual components), frontend code repository (Gatsby, React, HTML/CSS)

<https://gaia-ai.eco>



BEFORE/AFTER





Clarifi

Clarifi is an app designed to help the 4.1 million teen students with ADHD to properly plan and complete their work.

Goal: Develop a **parent portal** to give parents a quick way to understand and support their student's independent work

Technologies:



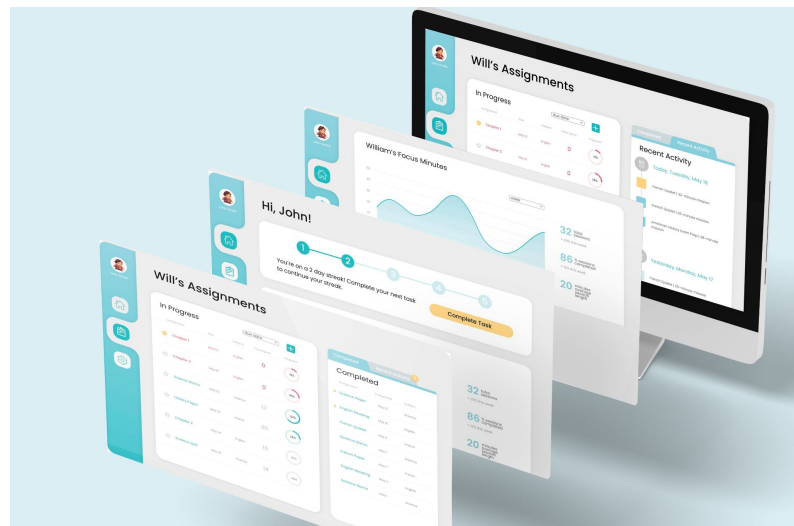
Figma



React



Redux



Bonfire

Bonfire is a iOS start-up founded by 4 Penn Students. With Bonfire, students can discover places, events, and special experiences to hangout on campus and/or in their city.

Task: Develop a strong visual identity reflective of our unique brand voice and help our client iterate a thoughtful, scalable design system

Deliverables: Social Media Launch Templates, Branding Guidelines, Mock-Ups



ou thank you **thank you** thank you **thank**

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