

An abstract geometric design featuring several large, colorful triangles in shades of teal, dark blue, purple, red, and green, arranged in a circular pattern around the center. The triangles are of varying sizes and are positioned to create a sense of movement and depth. The background is white.

sparktruck

brand guidelines
for 2014

what is sparktruck?

our mission

Sparktruck is an educational build-mobile! We drove across the country, spreading the fun of hands-on learning and encouraging kids to find their inner maker. We started the truck to bring this important message to the children in schools where budget cuts had removed this component of learning, which we have found to be so crucial to innovation and creativity.

our values and driving ideals

we are fun

We believe that learning can and should be fun. One of the best ways to accomplish learning this way is to have kids use their imagination and hands to build or make something. By allowing kids to create something they have to go through the struggles of finding out what does and does not work and learn from their mistakes to get to the end goal.

we are active

Kids have a lot of energy and need to have an outlet to offload it in a productive way. Also we move around a lot, we are in a mobile classroom after all. The mobile nature allows us to reach many more children than we would otherwise not be able to. The mobility also makes it so that we can give them the freedom to think in a different mindset and not worry as much about not getting things right on the first try.

and creative

One of the biggest aspects we noticed in children is the lack of any cultural influences that might stifle or change their creativity. We feel that we need to encourage them to harness this unchecked creativity so that they can hold onto it throughout their entire life and help shape the world of tomorrow. Our team is also a creative group since we are coming up with new workshops all the time.



our logotype and patterns

logotype

sparktruck

meet the logotype

The Sparktruck logotype uses Avenir LT in a heavy weight, all in lowercase. The typeface feels as though it captures the idea of feeling young and playful but still retaining a serious tone to it, much like our workshops, fun but educational. However our logotype never appears alone, except here for demonstration purposes only. Our logotype is always going to be accompanied by our patterns, though the patterns may not all be the same.

how to use it

We only use the logotype in the horizontal orientation, do not rotate the logotype. The logotype is also never seen in colors besides black and white since there is always going to be accompanying patterns that are filled with color it becomes too difficult to read. The logotype is also not to be placed over or inside of the pattern, unless within a large white area when the pattern is blown up in scale.

logotype alts.

scaling

Knowing that our logotype would have to work on a wide range of sizes from the front of our truck all the way down to tiny laser cutouts we made sure that it reads at almost any scale. Our logotype is flexible but it should never be smaller than 8 pts as it becomes more difficult to read than we'd like, although it can be done, don't.

other colors

Our logotype is designed to be used in the company of one of our brightly colored patterns and therefore has been deemed to be used only in black, in most cases, however white is appropriate for knocked out type. The last color that our logotype can appear in is a gray with a value of C=45, M=36, Y=35, K=2. However do note that this gray is only selected as a last resort and is a rare use case.

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do's and don'ts



positioning

Our logotype can utilize different locations of the patterning being in front of the logotype or after or even underneath it. We promote creativity with our workshops so we feel like it is important to extend that message to our deisngers and allow them to make these choices. It is important to note that the logotype may not be altered and that it never appears overlapping the patterns.

orientation

Our logo only has one orientation, horizontal. There is no situation in which the logo is to be rotated to any degree, and our logo is not to be stacked vertically either. Shifted orientations destroys the relationship between our logotype and our patterns. We believe that since designers have freedom in pattern sections and positioning that there is plenty of variation available without a change in orientation.

✗ sparktruck ✗ SPARKTRUCK

✗ sparktruck ✗ sparktruck

✗ sparktruck ✗ Sparktruck



the type

how we use our type

We use Avenir LT for nearly all of our type, the only exception is if there is large quantities of body copy. As mentioned before, Avenir embodies an approachable yet serious tone. We use the various weights to create great hierarchy within the design so we can send out our message clearly.

- Light is used for all body copy at 9/12
- Medium is used for our headers as well as large display type. The key is size between these two, display type is also put into colors from the pattern that it will be seen with, if none then primary pattern colors are used.
- Heavy is only used for our logotype to create a good strong presence and stand out from everything else.

serif compliment

For those rare occasions that would require a large quantity of body copy, sparktruck uses Palatino Linotype set to 10/14

Avenir LT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir LT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir LT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Palatino Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

our patterns

pattern guidelines

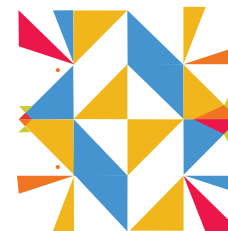
These patterns are the second half of our logo, but they can be used on their own unlike the logotype. Our patterns may be broken apart and have only sections used, however do not mix the colors from different patterns together. Each of the patterns has a role within our system, which adds more flexibility for designers to work with. Our brand is about creativity so we allow our designers to be creative with how they break apart our patterns.

how we got our patterns

Our patterns are created from the hands on act of making, this helps them feel like they belong with our active and creative ideals. The shapes were taken from the creases in paper after creating origami. Origami was a creative new way to use paper and we identified with this idea of creating something new from everyday material, and thinking outside the box, as well as this new creative ideas lasting the test of time and flourishing.



primary



secondary



tertiary

primary pattern

when it is used

The primary pattern is used on all print materials and is typically used in three different ways. The first is as an entire pattern, which is used less frequently, normally in special print materials as well as the wrap for the truck. The most used is the corner piece and it is normally seen when the sparktruck logo is not the center of attention and it is off to the side. This pattern contains the major colors that are associated with the brand as well. Our idea of leaving an explosion of creativity when we leave is perfectly embodied by this pattern by providing central points that most of the pattern emanate from.

colors



C= 72, M= 81
Y= 45, K= 43



C= 76, M= 64
Y= 34, K= 15



C= 67, M= 16
Y= 23, K= 0



C= 51, M= 0
Y= 99, K= 0



C= 11, M= 100
Y= 70, K= 1

full pattern



sectional variants

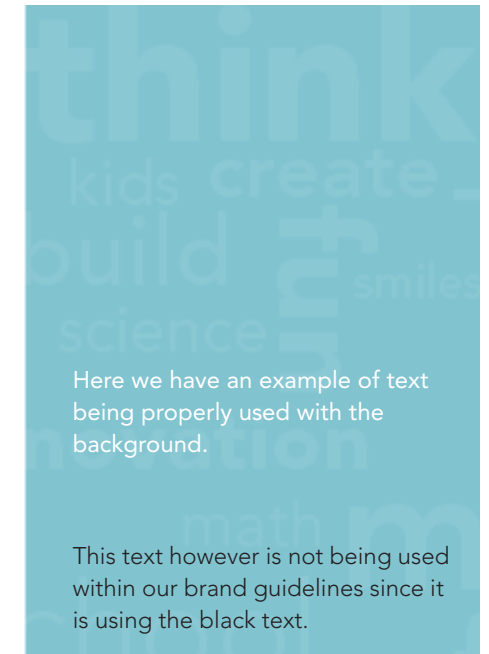


secondary background

when it is used

We use this background on the back of our print material, we like to have some of our favorite words that inspire people, such as "think", "create", "explore", "make" as well as many others that follow in the same vein. The words are all in Avenir LT as well, however the words are of varying weights, sizes and ARE allowed to be rotated, however only by 90 degrees. The type is in white and is set to an opacity of 8% to create a nice background motif that does not distract from the content. The background is set as C=70, M=15, Y=27, K= 0, in a 68% tint. Text is always white and set in Roman while being placed over this background, never is text set in black, it becomes too muddy and dark, and sparktruck is all about activity and vibrant colors.

sample background



Here we have an example of text being properly used with the background.

This text however is not being used within our brand guidelines since it is using the black text.

secondary pattern

when it is used

This pattern is used as a secondary choice or in conjunction with the primary pattern. One time that this pattern is almost always used is in the web, much like the primary pattern it can be chopped up to take certain portions or be used as an entire pattern. However unlike the primary pattern it is quite rare to be used as a complete pattern, due to the striking square it is typically broken up more than the other patterns. This pattern was designed around the central square which works well in compositions that need to be stable and well balanced.

colors



C= 1, M= 99
Y= 66, K= 0



C= 2, M= 67
Y= 100, K= 0



C= 5, M= 29
Y= 100, K= 0



C= 25, M= 9
Y= 99, K= 0



C= 68, M= 31
Y= 0, K= 0

full pattern



sectional variants



tertiary pattern

when it is used

Our tertiary pattern is used to offset the other two patterns, with it's warm colors and the distinct sense of direction, it stands out on it's own more. Since it is such a recognizable pattern it is used fairly sparingly. This pattern is designed in a way that no matter what pieces you remove from it, it retains it's look and feel more so than the other two patterns. The pattern is typically used for directional signage on the truck for children to see which way they need to insert things or where this go on board. However for event signage this pattern could be used effectively to direct people to the different workshops.

colors



C= 11, M= 100
Y= 71, K= 2



C= 5, M= 70
Y= 100, K= 0



C= 9, M= 26
Y= 100, K= 0



C= 33, M= 23
Y= 100, K= 1

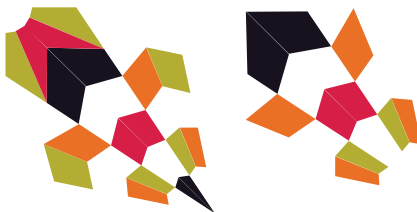


C= 77, M= 76
Y= 57, K= 75

full pattern



sectional variants



examples of our logo in use



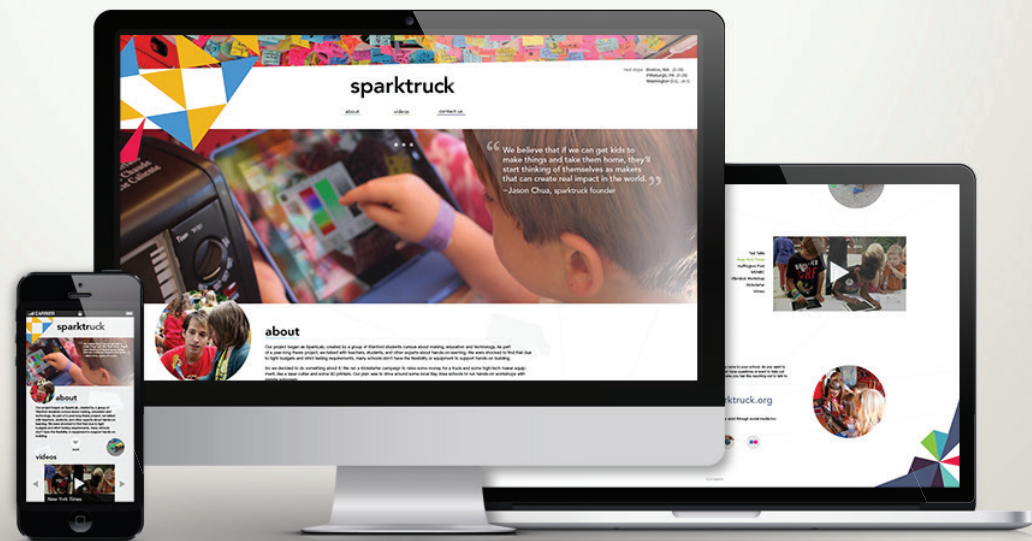
meet the truck

Our truck is our entire brand, without the truck we are a bunch of graduate students with a dream, to reflect that we used the full primary pattern applied to the side of our truck. The team wanted the first impression that people saw when they came outside to be impactful, our vibrant colors needed to be on full display getting the children excited and ready for a different style of learning in a fun and creative way. The patterning lends to our goal of leaving an explosion of creativity from the children when we leave.



office suite

The main focus on the office materials is to be functional yet still maintain some of the fun and active feel that we embody with out truck. Keeping this in mind the primary pattern colors are used, however not the full pattern as it would take up too much real estate to maintain this balance. Using the spot pattern reinforced by the secondary background to accent and give an idea of what we strive for with our brand. The suite includes business cards, letterhead and envelopes, being a mobile team we only need a basic suite, since we keep our interactions as personal as possible



web presence

For our web presence there is a single page scroll site that is more for informing visitors who we are and what we do. Keeping with the same idea of trying to use pieces of our patterns throughout to help bring life into our page. Photographs of children that are in our workshops or their creations are presented prominently, as this is what we do! Our page hosts a playlist of videos that show our brand in action, it is one thing to talk about it and see photos, but you have to watch the children's expressions to fully understand the depth of it is what we do.



promotional flyers

This series of flyers is designed to raise awareness by providing the recipient with a introduction to who we are and what it is that we do, as well as providing a call to action for either supporting us or requesting us to come to their school. However staying true to our ideals the other side provides an opportunity for the reader to indulge their creativity and rekindle the idea. This is accomplished by using the flyer itself to create the origami that our brand patterns are based off of. By getting those we want to reach out to involved in hands on activities they might remember our brand and talk about it more than a typical flyer or send out.



crew's shirts

The final example we have today is the t-shirts that the crew of sparktruck wear while they are visiting the various schools, the logotype is printed on the front and then the primary pattern section on the back. The idea here is that sparktruck arrives at the school and it is a blank canvas just waiting for kids to be creative and when we leave there is a burst of creativity that the kids will carry with them through out their education and life.

sparktruck



we are **fun** we are **active** we are **creative**

our mission

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