



ALEKSANDRA JANKOWSKA | BRANDING CONCEPTS | 2018



THE COMPANY

OUR

A digital service for the couple that is exhausted of routine and is yearning for the feeling they first experienced when they began their relationship...

a spark.

POSITION



We believe that the first time you
feel a spark for your partner,
shouldn't be the last.





TARGET AUDIENCE

SPARK users are people in relationships who have gotten into a seemingly unbreakable routine of monotony and are looking to experience something new and invigorating.

TONE & LANGUAGE

The messaging we use is short, sweet and to the point. It emphasizes seizing opportunities, seeking something new and creating new adventures... **together.**

We inspire our customer to seize the day and cherish the moments they have with their partners.

Experience the new, together.

The world is your oyster... devour it.

Don't settle for routine.

Carpe the diem.

Doing it together is always better.

COMPETITIVE MATRIX

Dating Apps



Review Forums



SPARK



zomato

Food Review



Location Review

A large, stylized blue sunburst or starburst graphic is positioned in the upper right quadrant of the image. It consists of numerous sharp, jagged rays of varying lengths, creating a dynamic and energetic feel against the yellow background.

THE BRAND

There's a point in a relationship
where a routine is formed. We learn
to settle for the conventional.



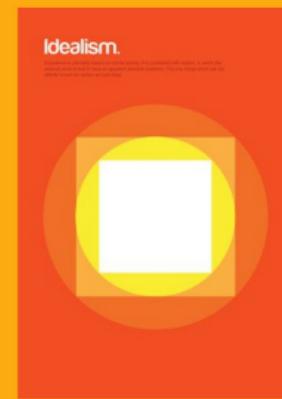
Burst.

Surge.

SPARK

Don't settle
for monotony.

What happened to that feeling when
you first looked into their eyes? The
first time you shared a moment that
could only be with them.





LOGO

PRIMARY



SECONDARY



BLACK & WHITE



PRIMARY

Berlin Sans FB Demi



SECONDARY

Candara



Experience the new, together.

COLOR PALETTE

#ef383f

#fcab10

#1b998b

#2ea0d7

Experience the new,



together.

SPARK

Don't settle
for routine.



better.



Together is always

APPLICATIONS

Phone App Design



APPLICATIONS

Website



APPLICATIONS

Clothing



APPLICATIONS

Bags



APPLICATIONS

Comfort



APPLICATIONS

Cards



APPLICATIONS

Outdoor Marketing



APPLICATIONS

Alcohol



APPLICATIONS

Notebooks



APPLICATIONS

Adventure Kit



THANK YOU