Talent Spark
Logo Guidelines

Preferred Logo

The logo on the right is the primary logo for the Talent Spark identity and should be used in most instances.

If the logo is used over a darker background or photograph, you may use one of two logo designs as shown to the right. (Background may vary from example on the right.)
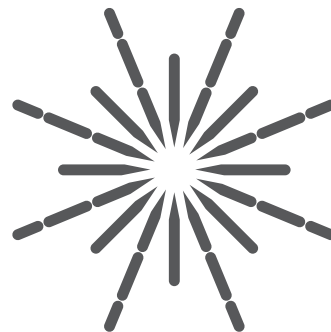
Secondary Logo

The horizontal version of the logo provides a secondary version of the logo that may be used when space is constrained (e.g., printing on a pen or use in a web banner), or if the horizontal format visually compliments the space better than the primary logo option.

Spark Symbol

The Talent Spark symbol may also be used as a separate element from the full logo, but as a rule, it should generally appear in somewhat close proximity to the the full Talent Spark logo.

The symbol may appear also as a watermark and may bleed off the edge when appropriate. Color for watermark recommended to be 8 to 10% of black where type will read over the top of the mark.

Space Around Logo

The Talent Spark logo should not be crowded too closely next to other elements. Use the x-height of the "a" to determine the clear area around the logo. A similar amount of space should be placed around the isolated spark symbol as well to maintain ample white space.

Scaling the Logo and Symbol

The logo and symbol should never be stretched or distorted when resizing them. Use a scaling tool in the software to scale at equal percentages or hold the shift key down when dragging one corner of the selected graphic.

Logo File Formats

For Viewing Only

PDF

The PDF files provided are for viewing purposes. Some of the file formats below (.eps) will require special applications to open them.

For Printing (Printing on a offset or digital press, or printing photocopies)

EPS

An .eps file format may also be referred to as a "vector" format. This format is scalable to any size with no loss of resolution. It is the preferred format for any printed item, but also for use in producing cut vinyl banners, imprints on items like pens, shirts, notebooks, etc. An .eps file should be interchangeable with an .ai (Adobe Illustrator) file as both are vector formats.

For Screen (Web, PowerPoint)

JPG

The preferrable format for web use is usually a .jpg file. JPG versions of the logo were provided here in several sizes.

A .bmp file is sometimes requested and appears to have good compatibility with Microsoft Office.

BMP

A .png file is excellent for use in PowerPoint or other Microsoft Office products where a transparent background is desireable. An .eps also provides a transparent background, but does not have the ease of use in Microsoft Office. (See the For Printing section above for more detail on use of .eps files.)
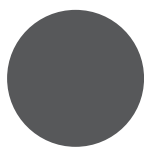
PNG

Color Palette

Orange

Pantone 1655
C 0 **M** 63 **Y** 91 **K** 0
R 244 **G** 125 **B** 48
Web #f47d30

Gray

Pantone Cool Gray 10
80% Black
C 0 **M** 0 **Y** 0 **K** 80
R 80 **G** 80 **B** 80
Web #505050

Fonts

For Printed Materials

Roboto Light
Roboto Regular
Roboto Medium

Roboto Light is the primary typeface used in most materials. The slightly heavier Regular and Medium, and italic versions may be used when needed.

For Microsoft Documents

Calibri Light
Calibri

Calibri Light is the primary typeface when Roboto Light is unavailable. The Microsoft Word letterhead template uses Calibri Light for the letter body copy. This font is also desireable for PowerPoint usage.