SparC

Style Guide

Index

1

BASIC
GUIDELINES

Logo Description

The Sparc logo applies texture to a word mark derived from the Quadrata font familly. The color and weathered effects bring a sense of adventure.

WHICH LOGO TO USE

The primary logo with shine effects should be used on dark backgrounds. This is the primary use of the logo. If the logo must be used on a light background, use the secondary logo option with no shine effects. Because the primary logo has shine effects, it must be aligned and sized optically. The flat tertiary logo should only be used when the textures and colors from the primary logo are incompatible with the medium, for example on cloth apparel. The tertiary logo should only be black or white.

LOGO ICON

The logo icon may be used when a mark of the brand needs to fit in a square space, such as a favicon or an app icon.

Primary logo with shine

Secondary logo with no shine

Tertiary logo

The icon use of the logo.

Minimum logo height: .25 inch. If the logo must be represented below .25 inch height, use the symbol. The height of the symbol should be no smaller than 16px.

Logo Construction & Bounding Box

The minimum buffer space around the logo equals the space from the base of the A outline to the edge of the orange crossbar of the A.

NOTE
Do not stretch the logo in any way. Do not rotate the logo in any way.

In body copy, Sparc should always be written in title case.

Using the Logo on Colored Backgrounds

Though the logo should primarily be displayed in color on a dark background, there are other options available. The secondary logo must be placed on a light background. The logo may be placed on a flat colored background or a background with subtle texture that is appropriate for the brand and contrasts well with the logo. The primary logo can be placed on images in dark areas that aren't too busy.

Additional dropshadow or background glowing effects may be used to help the logo pop on background images and textures. Glowing effects should use Fountain Blue and Astronaut.

DO NOT'S

Do not put the logo on a colored background that is not in the Sparc color palette. Change the color of the logo. Do not place the logo on a Golden Bell or Cinnamon background. Do not place the primary logo on light backgrounds—light enough that the blue glow is darker than the background. Do not place the logo over faces or in busy areas of a background image.
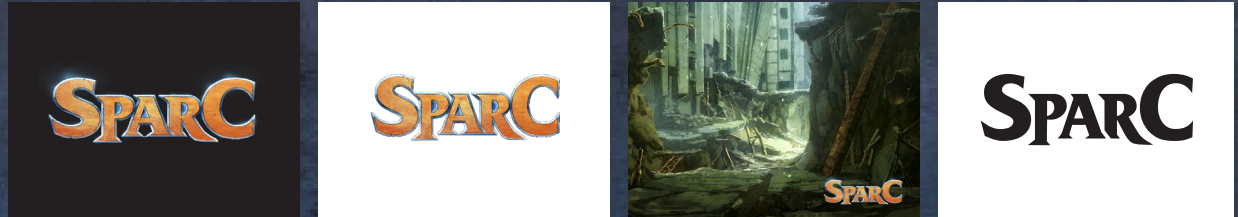
When the logo is placed on an image or colored background, the white bounding box must be used to ensure the integrity of the logo.

Primary Corporate Colors and Definitions

The Sparc color palette is adventurous, natural, and bold. The colors should be used liberally, but with purpose. Designs should mainly use dark backgrounds, usually with Astronaut applide to a texture. Fountain Blue is good for innactive and structural elements. Fountain Blue can also be used to give subtle glows to headings and buttons. Astronaut is used on backgrounds, headings on light backgrounds, and as a supporting color. Fountain Blue and Astronaut may be used in gradients together. Golden Bell is the primary accent color used for buttons and to draw the eye where it needs to go. Cinnamon is used as a support color for Golden Bell and for rollover effect on Golden Bell buttons. Golden Bell and Cinnamon may be used in gradients together. White is used for text on a dark background, and black is used for body copy on light backgrounds. Black may be used in gradients with Astronaut to help darken background textures.
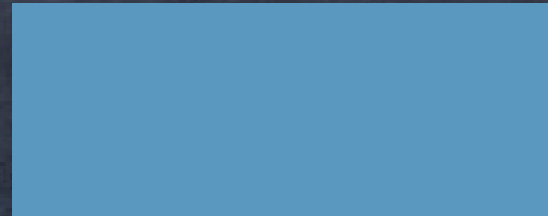
FOUNTAIN BLUE

Pantone:	2170 C
CMYK:	C:66 M:29 Y:12 K:0
RGB:	R:90 G:152 B:191
HEX:	#5A98BF

ASTRONAUT

Pantone:	2161 C
CMYK:	C:94 M:77 Y:30 K:15
RGB:	R:38 G:71 B:115
HEX:	#264773

GOLDEN BELL

Pantone:	2431 C
CMYK:	C:13 M:48 Y:77 K:1
RGB:	R:217 G:145 B:82
HEX:	#D99152

CINNAMON

Pantone:	1595 C
CMYK:	C:11 M:73 Y:100 K:1
RGB:	R:217 G:101 B:35
HEX:	#D96523

2 FONTS & TYPOGRAPHY

Primary Corporate Fonts

Friz Quadrata is the primary font to use for headings. It invokes the feeling of fantasy genre and adventure while remaining traditional enough to be ledgible.

Source Sans Pro is the primary font for body copy. It is clean, modern, and legible.

NOTE
When using numbers, be sure to use Friz Quadarata Std or Friz Quadrata Bold so that the numbers have lining figures—where the numbers are all the same height—rather than text figures—where the numbers have varying heights.

Friz Quadrata

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Source Sans Pro

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Web Text Hierarchy

This hierarchy is primarily for web use. The sizes are not necessarily for print or graphic use, but the same principles apply.

On the web, use Domine (a Google font) as a backup font for Friz Quadrata when it's not available.

Black and white should be used for font colors, but other colors can be used for hierarchical purposes, like how Golden Bell is used as didactic text on this page so that the heading examples stand out better.

Body

Lorem ipsum bore cones qui niet is is que vero te ipis dolorio excearu ptatend istiis.

Font-size is 18px, font is Source Sans Pro Regular, line height is 28px.

H1

TITLE

Font-size is 70px, font is Friz Quadrata Bold, line-height is 70px, drop shadow is 0px 2px 4px rgba(0,0,0,.1).

H2

Section Heading

Font-size is 42px, font is Friz Quadrata Bold, line-height is 48px, drop shadow is 0px 2px 4px rgba(0,0,0,.1).

H3

Subsection Heading

Font-size is 22px, font is Friz Quadrata Bold, line-height is 28px.

H4

LABELS

Font-size is 16px, font is Source Sans Pro Bold, line-height is 16px, letter-spacing is 1px.
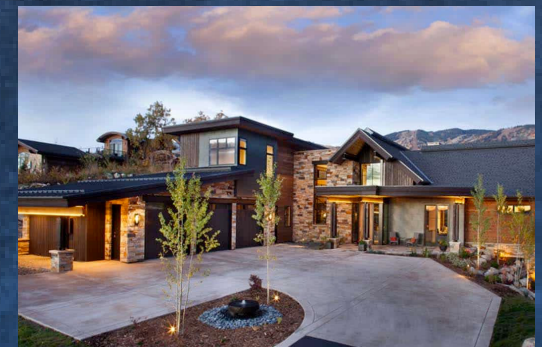
3

ELEMENTS IN USE

Art Tone & Content

Art gathered and created for Sparc should have a consistant style to increase brand integrity. Backgrounds should be epic and give a certain mood with the color, texture, and content. Character art can have exagerated proportions, but shouldn't look cartoonish or manga-like. Art should feel more digital rather than painted on canvas.

LOOK FOR:

- Minimal, focused color palettes
- Scenes that come from written adventures
- A focal point that pulls the viewer into the image
- Diversity in character skin color, gender, and cultural origins
- Don't give characters manga facial features and hair
- Don't give female characters exaggerated breasts and overly sexualized outfits
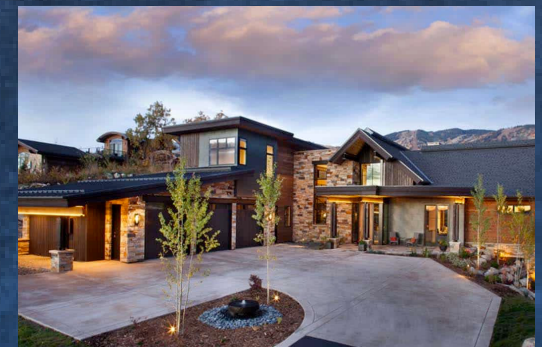- Don't add to many details that things become busy

Photography Tone & Content

Photography of behind the scenes development and playtesting should feel genuine, but still professional. Shots should feel candid, and show people having fun with the making and playing of the game. The photographer should feel like a fly on the wall for behind the scenes shots, and like a player or over the Seer's shoulder during gameplay shots.

LOOK FOR:

- Lighting should be good, but not feel like a studio
- Genuine smiles and reactions, not forced
- Avoid cheesy smiles and thumbs up, looking at the camera
- Avoid any spoilers for adventures