SPARQ GAMES
Break Free Play Future™

BRAND & IDENTITY GUIDELINES
BRAND IDENTITY MANUAL

THE BLURB

Bridging the world's most iconic sports brands with their loyal fanbases like never before, SPARQ fuses sports-centric mobile gaming, world class game design, tier 1 sports IP, AI-driven innovation, and blockchain technology into a powerhouse mobile game publishing ecosystem.

This is just the starting point; once we showcase the power of SPARQ's platform in college sports, we'll extend the model to the NBA, Premier Soccer Leagues, MLB, NFL, FIBA, UFC, and other major leagues worldwide. Meanwhile, fans, gamers, athletes, and content creators enjoy a frictionless, optionally blockchain-enabled rewards program that never forces tokens or NFTs on them—but rewards them for choosing to participate.

BRAND EXPRESSION

SPARQ Games is a gritty, rebellious powerhouse that redefines Web3 gaming and sports. It's where underdogs become legends, downtime becomes primetime, and the community transforms chaos into glory. With its bold visuals, raw energy, and rebellious tone, SPARQ is more than a brand—it's a movement for those ready to push limits, break rules, and create something extraordinary.

A.I HYPERSCALED GAME ECOSYSTEM

REVOLUTIONIZING MOBILE SPORTS GAMING

MISSION

At Sparq Games, we're on a mission to disrupt the sports gaming industry with a revolutionary mobile game publishing platform that harnesses the power of modern tech and cutting-edge AI. Our goal is to create the most fun, immersive, and engaging mobile sports games in the world, while fostering a culture of creativity, innovation, and happiness.

VISION

- Become the world's leading sports mobile game publishing platform, renowned for innovation, creativity, fun, and financial success.
- Foster a community of passionate sports fans and gamers who share our values andenthusiasm.
- Revolutionize the way athletes engage with their fans, build their personal brand, and secure their financial future.
- Create a workplace that's a benchmark for happiness, creativity, and productivity in the gaming industry.

OUR STORY: FOUNDERS

We know the grit and passion it takes to be a college athlete—because we've been there. When Name, Image, and Likeness (NIL) rules opened doors in 2022, we seized the chance to give back. That's why we founded Sparq Games: to help athletes build their brands through a series of sports-based mobile video games. Our success is their success—thousands of men and women will profit from the use of their names and images, forging a new path in the world of collegiate athletics.

TONY DYE   JAN HORSFALL   SEAN EMBREE

OUR STORY: THE TEAM

Our game team has been bringing heroes to life in video games for decades. Time to put our favorite athletes into the arena!

DUNGEONS & DRAGONS   THE LORD OF THE RINGS ONLINE   INFINITE CRISIS   MAGIC THE GATHERING

TARGET AUDIENCE

Our initial primary audience is the massive community of college sports fans who crave a modern, immersive way to engage with their favorite teams, players, and stadiums. We also cater to forward-thinking gamers eager for cutting-edge experiences powered by AI, blockchain, and Web3—delivering the next evolution in sports entertainment.

BRAND ARCHETYPE MAP

- Disruptive Tech Integration
- Sports IP Innovation
- Web3 & AI Pioneers

OUTLAW
DISRUPTIVE & REBELLIOUS

CREATOR
INNOVATIVE & VISIONARY

MAGICIAN
VISIONARY & MYSTICAL

JESTER
PLAYFUL & OPTIMISTIC

Here's a visual hierarchy of our blended brand archetypes, with the 'Outlaw' as our primary archetype, supported by the'Creator' and 'Jester' as secondary archetypes, and 'Magician' as the tertiary influence.

BRAND ARCHETYPE

OUTLAW
loves Revolution.
Driven by Liberation, Change, Righteousness, Disruption

PERSONALITY: The Outlaw has a desire for revolution partly to change the world for the better and partly for the anarchy involved. They have a disdain for rules, regulation and conformity that would remove any form of their freedom of choice (or anyone else's). They are good at the core, and fierce determination is part of their motivation, which can become the dominant force. Without a fight, they are lost.

BRANDING STRATEGY: To appeal to an outlaw, you need to prove to the consumer first that you see the world as they do. Status Quo and Conformity are the common enemy and showing disdain for either will go a long way to resonating. Encouraging, facilitating or empowering revolution on the other hand, will make you an instant family (or gang) member. Formal communication should be avoided and your language and tone should be laced with grit and attitude.

BRAND ARCHETYPE

SPARQ GAMES BRAND

Primary OUTLAW
- Perfectly aligns with our disruptive approach to the gaming sector and matches our combative stance against traditional gaming industry norms.
- Supports our revolutionary integration of AI and blockchain
- Reflects our radical approach to sports IP presentation

Secondary CREATOR
- Captures our innovative approach to game development
- Supports our vision for new types of sports-related games
- Aligns with our future as a platform for other developers
- Emphasizes our original thinking and technological innovation

Secondary JESTER
- Reflects the core entertainment value of gaming
- Maintains the fun-loving aspect essential for sports games
- Balances the rebellious Outlaw with playful optimism
- Keeps the brand accessible despite its revolutionary stance

Tertiary MAGICIAN
- Supports our technological mystique with AI and blockchain
- Reinforces our visionary approach to gaming

LOGO & MARKS

SKULL LOGO   WORDMARK

SPARQ GAMES

BREAK FREE PLAY FUTURE™

TAGLINE

ALTERNATIVES

The "SPARQ Games" logo is designed to be used both horizontally and vertically.

VERTICAL

SPARQ GAMES

HORIZONTAL

SPARQ GAMES

LOGO ON BACKGROUNDS

COLOR SYSTEM

#EB0028
OUTLAW RED

#00A19C
GRIT TEAL

PRIMARY

SUPPORTING

CARBON #2B2B42   GRAPHITE #404BF2   STEEL 1E1E24

ACCENT

VICTORY GOLD #FFD700

CYBER TEAL #00F2EA

REBEL PINK #FF3864

LOGO TYPEFACE

ADAM.CG PRO
AA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ADAM.CG PRO
AA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

NEODEX
NN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789