

THE BLURB

Bringing 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 League, MLB, NFL, FIFA, 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 & IDENTITY GUIDELINES

BRAND IDENTITY MANUAL

BRAND EXPRESSION

SPARQ Games is a **brand**, a **revolutionary ecosystem** 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.

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 and enthusiasm.
- 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.

BRAND ARCHETYPE MAP

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.

OUTLAW
DISRUPTIVE & REBELLIOUS

CREATOR
INNOVATIVE & VISIONARY

MAGICIAN
MYSTICAL & VERTICAL

JESTER
PLAYFUL & OPTIMISTIC

BRAND ARCHETYPE

OUTLAW
Love Revolution
Driven by Liberation
Change. Reconstruct. Disrupt.

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 ally (or gang member). Formal communication should be avoided and your language and tone should be laced with grit and attitude.

BRAND ARCHETYPE

SPARQ BRAND

Primary Archetype:

- Perfectly aligns with our disruptive approach to the gaming sector and echoes 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 Archetype:

- 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.

Tertiary Archetype:

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

Tertiary Archetype:

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

LOGO & MARKS

SKULL LOGO

WORDMARK

BREAK FREE PLAY FUTURE

TRAILINE

ALTERNATIVES

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

COLOR SYSTEM

PRIMARY

- OUTLAW RED: #E80038
- GRIT TEAL: #00A19C

SUPPORTING

- CARBON: #2B2B42
- GRAPHITE: #404BF2
- STEEL: #E1E24

ACCENT

- VICTORY GOLD: #FFD700
- CYBER TEAL: #00F2EA
- REBEL PINK: #FF3864

LOGO TYPEFACE

ADAM.CG PRO

AA

ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

ADAM.CG PRO

AA

ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

NEODEX

NN

ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789