



Logo Design

For the logo, I wanted something that would look similar to BriteCore's. To do that, I matched the text color and typography of the BriteCore logo. To give the app its own personality, I tried to capture and abstract the idea of a spark. The circle is primarily meant to make it easier to read the app's name as two words.

Typography

To again build on the BriteCore brand, I chose the 'open sans' font for the app's typography, the same one used on the BriteCore website. I also tried to use similar headline treatments, particularly the H1 uppercase treatment.

BRITESPARK H1 HEADING EXAMPLE

BriteSpark H2 heading example

BriteSpark H3 heading example

BriteSpark H4 heading example

BriteSpark H5 heading example

BriteSpark H6 heading example

Color choice

The word 'spark' definitely invokes warm colors, and I wanted the app to embrace that. Working with several options, a red-orange was ultimately chosen. This is lightened and darkened using Less to fit different purposes.



Primary



Secondary (darker tint used for rollovers, etc.)



Grey



Dark Grey