Brand
Guidelines

v1.0 2022

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01 Our Logo & Brand Mark

1995

1965-2015

2014

2022

Logo Timeline

Logo & Brand Mark

The Sparex logo is used universally on all of our communications. You can use our logo to promote your business in affiliation with Sparex, providing you do not misuse or modify it.

Our brand mark is a shorter version and should only be used when space does not allow for the full logo. Please ensure that you are using the correct, up to date logo.

Logo

Print min. height 25mm / Digital min. height 50px

Brand Mark

Print min. height 5mm / Digital min. height 20px

Clear Space

Clear space around our logo and brand mark is equal to the cap height of the 'S'.

Usage Guidance

The examples shown here identify misuses of the Sparex logo and brand mark. This includes removing elements, warping/ stretching and changing the colours.

Our primary logo and brand mark is available with white text for use on dark backgrounds and with black text for use on white or light backgrounds.

If the coloured versions of our logo and brand mark are not suitable we have single colour versions available – the use of these should be rare and every attempt should be made to use our primary logo and brand mark.
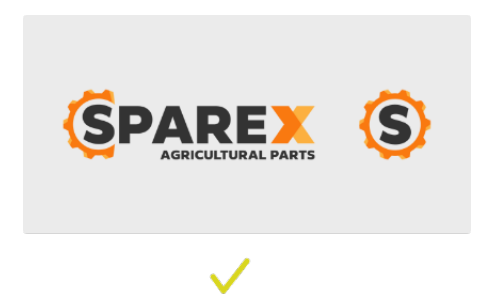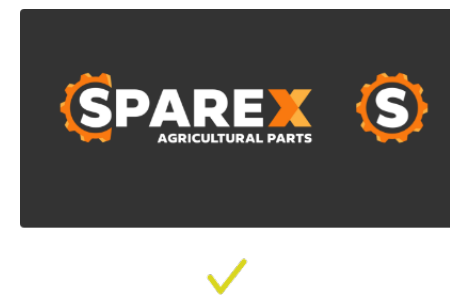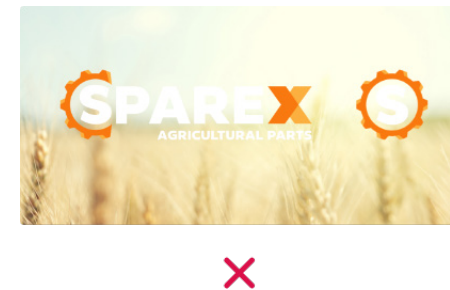
RGB / Digital

Our RGB logo set is for digital use only. You can use these logos on content such as web banners, digital presentations and social media content.

Download

CMYK / Print

Our CMYK logo set is for standard print use. We recommend using our logo on gloss paper stock to maintain the vibrancy of our brand colours. The logo set is only to be used for printed materials, this includes but is not limited to brochures, flyers and posters.

Download

Pantone / Print

Our Pantone logo set is to be used for projects where you are specifying a Pantone / spot colour. This logo set can be used for various print projects including packaging and flyers.

Download

Logo & Brand Mark Downloads

We have made our logo available in both digital and print packs that are here for you to download. In these packs you will find full and single versions of our logo and brand mark in a variety of formats.

Before using our logo please familiarize yourself with our brand guidelines.

Please note that all design work must be sent to global.design@sparex.com for sign off.

02 Brand Colours

Over the years our Sparex Orange has become synonymous with our brand. We are proud wavers of the orange flag but also note the difficulties of colour matching on varying materials and screens. We have created the following guidelines to ensure the Sparex colour palette is consistent no matter where it is used.

Sparex Black

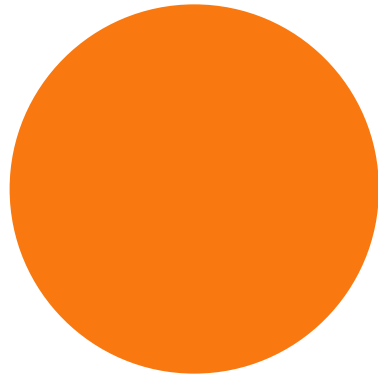|	
Hex	#333333
RGB	51 51 51
CMYK	69 60 56 66
Pantone	Black 7C
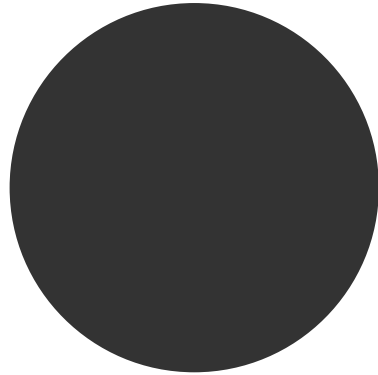
Sparex Orange

Hex	#F97910
RGB	249 121 16
CMYK	0 63 100 0
Pantone	151c

Sparex Grey

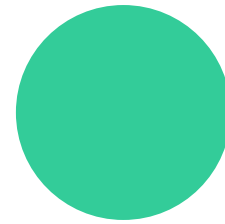|	
Hex	#EBEBEB
RGB	235 235 235
CMYK	0 0 0 8
Pantone	Cool Gray 1c

Primary Colour Palette

Three colours make up our primary palette. Sparex Black is our most dominant colour and we use it alongside Sparex Grey to ensure our content is clear and easy to digest.

Sparex Orange is used to highlight key pieces of information and to reinforce the Sparex brand.

Where possible we recommend using Pantones to ensure our colours are consistent across all touch points. Where this is not possible we would advise printing on gloss paper stock.
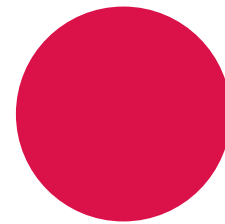
Secondary Colour Palette

Five colours make up the secondary colour palette for Sparex. Tints of these colours can be used as long as the integrity of the colour is maintained. These colours should be used sparingly.
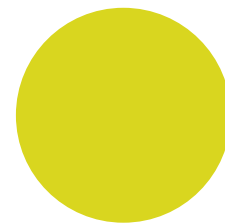
Hex	#1CC594	CMYK	71 0 58 0
RGB	28 147 148	Pantone	339c
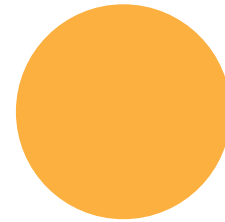
Hex	#FCB040	CMYK	0 35 84 0
RGB	252 176 64	Pantone	143c

Hex	#DB114A	CMYK	8 100 65 1
RGB	219 17 74	Pantone	192c

Hex	#D9D61F	CMYK	19 5 100 0
RGB	217 214 31	Pantone	7744c
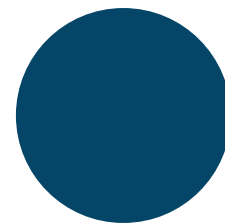
Hex	#044568	CMYK	100 73 36 22
RGB	40 4 69	Pantone	302c
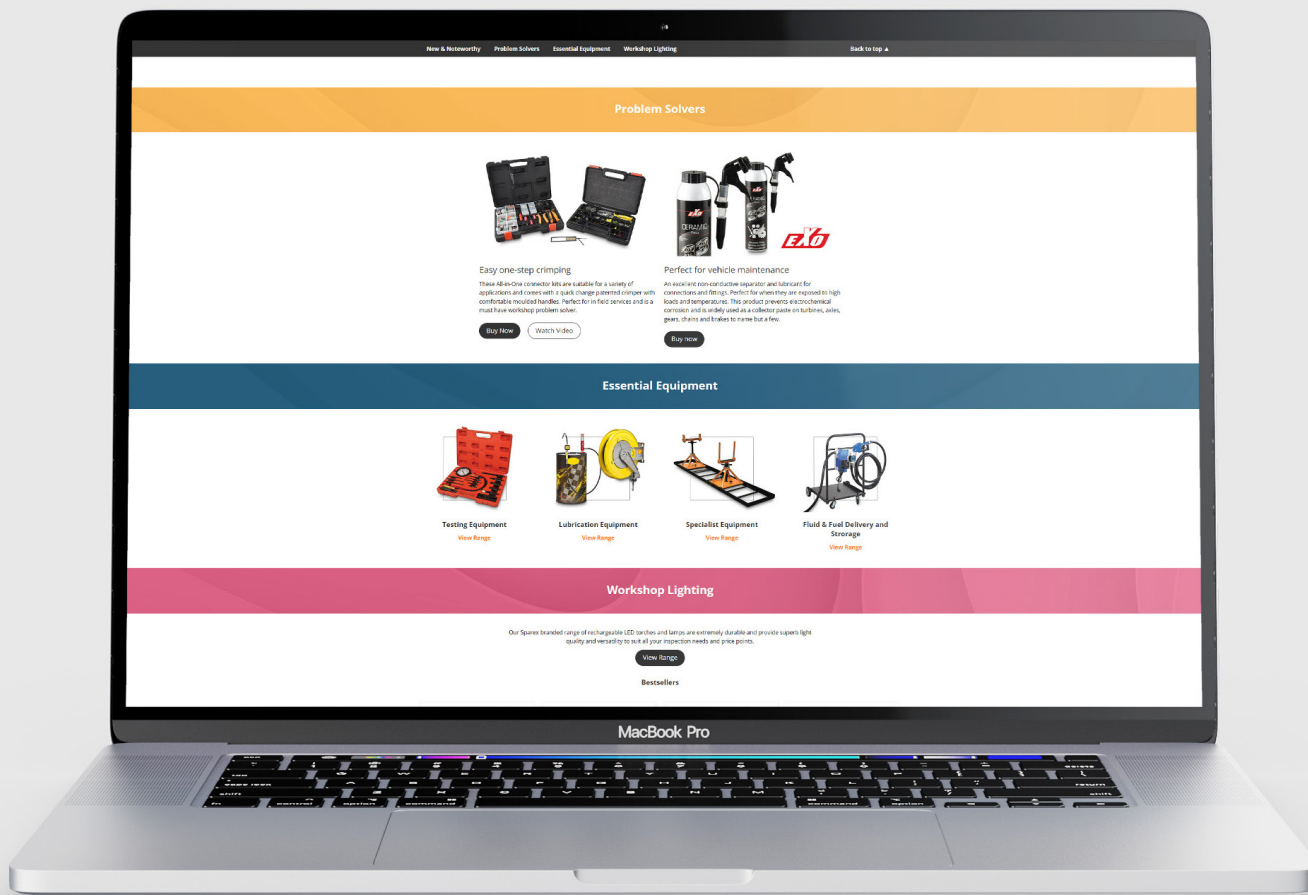
Secondary Colour Palette Example

03 Our Typography

The Sparex font is Open Sans. We have selected this as a familiar and accessible font both on-screen and in print. Please refer to the following guidance when creating Sparex branded content to ensure consistency across all channels.

Typography Guide

As a general rule headings should be in bold with 0 tracking and 115% leading. Sub headings should be in regular, ½ the point size of the heading with 0 tracking and 125% leading whilst body copy should also be in regular but ¼ the point size of the heading. Body copy should also have 0 tracking and 125% leading.

Coloured typography should be avoided. Sparex Black or white should be used with italic and condensed versions of the font only being used on rare occasions, if at all. We recommend body copy should never be below 8pt and legal copy should always be 6pt or smaller.

We understand there may be instances where this scale does not work, as long as you stick to the clear typographic hierarchy outlined this is also ok.

Open Sans Bold

Aa

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
0123456789
?!"#£%&/()[]=

Open Sans Regular

Aa

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
0123456789
?!"#£%&/()[]=

Download Open Sans

04 The Sparex 'X'

Usage of the Sparex 'X'

The Sparex 'X' has become a recognisable element in our design work. It can be used as a decorative bullet point or a background for brochures. Here you will find some examples of how you can use the Sparex 'X' as well as some useful downloads.

Download CMYK Set

Download RGB Set

CMYK For print use only

RGB For digital use only

05 Photography

Photography Guide

First impressions are really important and we understand that our customers gauge a lot from our product photography online and in print. Our photography is clear and sophisticated. Products are shot at varying angles with clean lighting and smooth contrast. Products should be shot on white backgrounds, avoiding harsh shadows unless they are part of a highly stylised campaign.