



# **brand guidelines**

# logo

**Developing awareness  
and instilling confidence  
in the leader's passions  
that keep their fire  
burning.**

the sparkler

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the name

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spark  
coaching

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the logo

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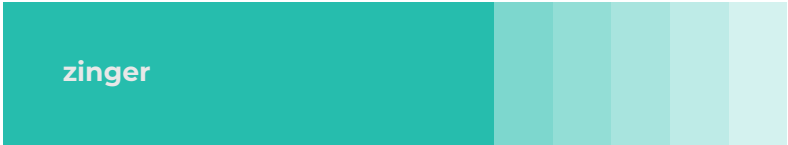
# colour

## colour palette primary colours

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CMYK 0 / 57 / 27 / 6    RGB 240 / 103 / 176  
Pantone 20-0105    HEX #F067B0



CMYK 80 / 0 / 8 / 26    RGB 38 / 189 / 173  
Pantone 20-0149    HEX #26BDAD



CMYK 0 / 5 / 41 / 84    RGB 41 / 39 / 24  
Pantone 20-0197    HEX #292718

## colour palette secondary colours

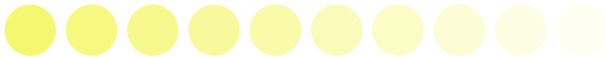
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### crush



CMYK 44 / 62 / 0 / 24    RGB 108 / 74 / 194  
Pantone 20-0127    HEX #6C4AC2

### flash



CMYK 1 / 0 / 54 / 3    RGB 245 / 247 / 113  
Pantone 20-0044    HEX #F5F771

Aa

**AaBbCcDdEeFf  
GgHhIi0123456789**

**Montserrat.**

This is our go-to font for all body text and headers. It's open, friendly and inviting, just like us.

Aa

regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")

Aa

italic

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")*

Aa

bold

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")**

# typography

secondary typeface

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Aa

AaBbCcDd EeFfGg  
HhIi0123456789

## **Lora.**

We use this for titles and page headers because it's structured and a little formal, so you know we mean business. Yet it's still classy and modern.

## secondary typeface weights

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regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")

italic

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")*

bold

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")**

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## context

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This is a Title

**Here's a header**

And this is the body text. Beautiful, isn't it?

I believe knowing and embracing self is the key to joy, peace, success and contentment.

I believe everyone's voice is valuable and needs to be heard; listen and encourage one another to speak our truths.

I believe a healthy community and authentic relationships are integral to personal growth.

I believe we grow through healthy conflict and adversity.

I believe that healthy and balanced rhythms of life are necessary for living life to the fullest.

