



BRAND STANDARDS GUIDE



The **SparkPost Brand Standards Guide** provides key information needed to accurately and consistently produce external and internal documents and communications. The goal is to present a cohesive and appropriate image to the outside world. This manual will help you to:

- Use the logo correctly.
- Incorporate the logo, fonts and colors into materials and documents.
- Convey an accurate and consistent brand identity for SparkPost.

As aspects of our communications or identity change, new information will be provided. We hope that you will use this guide frequently as a reference tool. If you have questions or need any logo files, please contact the **Marketing Department**.

The **logo** is the primary graphic mark used to identify the brand. The SparkPost logo consists of the letterforms 'SPARKPOST' with the flame icon in place of the letter 'O' in 'POST'. These elements are combined in a specific configuration to form the complete logo.

The size and space relationships between all icons, shapes, words and letters must be maintained at all times. Any rearrangement, alteration or deletion of the icon or letterforms is not allowed. *Do not recreate the logo by manually typesetting the name.*

CORRECT:



INCORRECT:

Do not recreate the logo by typesetting the name or changing the font or color.



The logo uses two colors: SparkPost Gray and SparkPost Orange. Color equivalents for four-color process printing and electronic applications are listed in the color chart. Since there is a wide range of paper finishes, colors, printing techniques and materials, careful attention to how the ink colors will print will be required in production to match

the specified colors. All colors shown on this page and throughout this manual are representations of the specified colors and are not intended to use as color matching for Pantone Color Standards.



COLOR SPACE:

Pantone Matching System (PMS)	PMS 425 C	PMS 166 C
CMYK: 4-Color Process; Offset	C=8 M=0 Y=0 K=72	C=0 M=75 Y=100 K=0
RGB: Microsoft Office; Screen	R=85 G=85 B=90	R=250 G=100 B=35
Hexadecimal (Hex): Web	#55555a	#fa6423

The SparkPost logo has been designed to retain its characters and legibility in small and large sizes. The technical limitations of some printing methods or screen resolutions, however, prohibit legible reproduction of the logo below a certain size. For general printing and on-screen purposes, **the logo should not be reproduced below 1 inch or 72 pixels in width.**

CORRECT:

Logo is larger than the minimum width of 1.25 inches.



For special reproduction techniques, such as embossing, engraving, silk-screening and embroidery, the logo should not be reproduced less than 2 inches in width. For techniques such as embossing or foil stamping, the one-color logo should be used. **Always scale the logo proportionally.**

CORRECT:

Logo equals the minimum width of 1 inch.



INCORRECT:

Logo is smaller than minimum size.



The size and space relationships between all icons, shapes, words and letters in the SparkPost logo must be maintained at all times. **Always scale the logo proportionally.** Do not stretch, squish, or rotate the logo.

CORRECT:

Logo is scaled proportionally.



INCORRECT:

The logo is squished vertically.



INCORRECT:

The logo is stretched horizontally.



INCORRECT:

The logo is rotated at an angle.



When the logo is accompanied by additional text or other graphic elements, an image-free zone must be maintained around the logo to avoid visual interference from other elements on the page. As a rule, a minimum distance 'x' equal to the width of the letters 'ST' in 'SPARKPOST' must be maintained around the left, bottom and right of the logo. The distance 'x' should be measured from the *left* of the 'S' in 'SPARKPOST', the *bottom* of the 'A' in 'SPARKPOST' and the *right* of the 'T' in 'SPARKPOST'. A minimum distance 'o' equal to the width of the cutout in the flame icon should be maintained above the logo, measured from the *top* of the flame icon.



CORRECT:

Text placement is outside the non-interference zone.



Text, images or graphic elements must not encroach upon this minimum distance. The SparkPost logo must never be placed in a confined area less than the non-interference zone. In addition, the logo must never be connected to any tagline or slogan other than those approved by Marketing.

Non-interference zone



INCORRECT:

Do not place text, images or graphic elements inside the non-interference zone.



In addition to the standard two-color gray/orange format, the SparkPost logo can be used in the following color variations:

- **One-Color Logo** in either SparkPost gray or reversed-out in white.
- **Two-Color Reverse Logo** in SparkPost orange and white.

These format variations should **only** be used when either the design or the reproduction technique require a modified format. Separate electronic files are available for each version and can be obtained through Marketing.

CORRECT:

One-Color SparkPost Logo



CORRECT:

One-Color Reverse Logo



CORRECT:

Two-Color Reverse Logo



INCORRECT:

Do not use an unapproved logo color.



INCORRECT:

Do not use unapproved logo colors.



INCORRECT:

Do not use unapproved logo colors.



As a general rule, the SparkPost logo must always be placed against a background that will provide sufficient contrast and readability. Whenever possible, the logo should be presented on a white or light gray (6% black or lighter) background. While this is preferred, it may not always be possible, so the following are some guidelines for proper use.

CORRECT:

The logo is used on a light gray background.



CORRECT:

The reverse logo is used on a background color with sufficient contrast.



INCORRECT:

The reverse logo is used on a background with insufficient contrast.



INCORRECT:

The two-color logo is used on a background with insufficient contrast.



INCORRECT:

The two-color reverse logo is used on a background with insufficient contrast.



The logo must never be placed directly against a high-contrast pattern, texture or photograph. If using the logo over a photograph, place the logo in an area with little to no contrast that is either nearly white or nearly black. Be sure to follow the correct

minimum size and non-interference zone specs, if these cannot be maintained then a different background image or pattern is needed. **Consult with Marketing before using the logo over a photograph.** The following are some guidelines for proper use.

CORRECT:

The logo is placed over an image or pattern background with minimal contrast, using the correct minimum size and non-interference zone specs.



INCORRECT:

Do not place the logo on a busy area of an image or over a heavily patterned background.



Icons are used to create a visual language for the brand and can help emphasize, organize and express information and personality in a quick and easy-to-understand way. For digital reproduction below 1 inch or 100 px square, the **social media avatar/ flame icon** may be used as an avatar for a variety of social media channels. It can also be

used as an icon to visually represent the SparkPost brand in diagrams and presentations. The icon should be used in SparkPost orange or reversed-out in white. **The social media icon should not be used without prior approval from Marketing**, and it should not be considered a replacement of the logo.

CORRECT:

Social Media Avatar/Flame Icon



CORRECT:

Reverse flame icon.



CORRECT:

Orange flame icon on gray (with white outline).



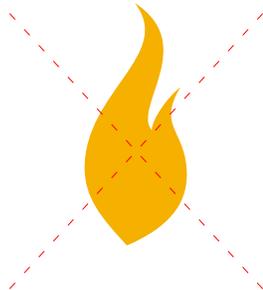
INCORRECT:

The icon cannot be used in any color other than orange or reversed-out in white.



INCORRECT:

This is not an official SparkPost icon. Do not attempt to recreate it or use a different flame graphic.



INCORRECT:

Do not use the icon without the center circle.

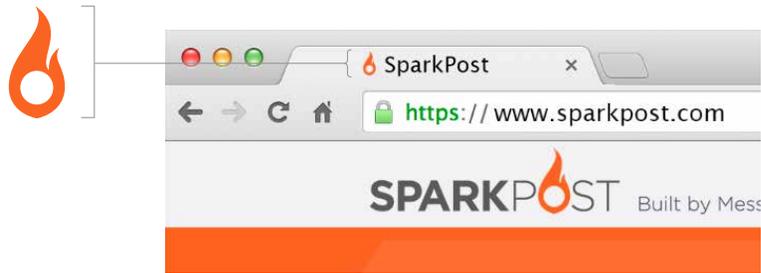


The **favicon** is used by a web browser and is displayed in the URL field, on a tab, and when bookmarked. The **app icon** is used to visually represent the SparkPost application on a mobile device. The shape of the flame symbol for each has been modified specifically to be legible at extremely small sizes and to fit the specs for

each individual usage. Do not attempt to recreate these icons manually, and do not substitute either with the social media avatar/flame icon. **The favicon and app icon should not be used without prior approval from Marketing**, and it should not be considered a replacement of the SparkPost logo.

CORRECT:

Favicon as seen in a browser URL field.



CORRECT:

App icon as seen on a mobile device.



INCORRECT:

The app icon, favicon and social media avatar/flame icon shapes have been designed to be legible for each specific use. Do not substitute one for another.

Social Media Avatar/
Flame Icon

Favicon

App Icon



The color palette for SparkPost consists of two main categories: the **primary color palette** and the **secondary color palette**. CMYK, PMS, RGB and HEX values for each are listed in the table below. The column to the right provides more detail about each color category.

Careful attention to color matching will be required in production to achieve color consistency across various output devices. All colors shown on this page and throughout this manual are representations of the specified colors and are not intended to use as color matching for Pantone color standards.

- The **primary palette** consists of the three main brand colors and should be used first before selecting colors from the other palettes.
- The **secondary palette** can be used when additional colors are needed to differentiate elements in graphics, charts or diagrams.
- It is necessary to have an **alert color**, specified below, which contrasts with the brand colors to draw attention while still being compatible with the palette.
- The **darker gray** color should be used for second tier navigation menus *only*.

PRIMARY Color Palette:

	RGB	HEX	CMYK	PMS
GRAY	R=85 G=85 B=90	#55555a	C=8 M=0 Y=0 K=72	425 C
ORANGE	R=250 G=100 B=35	#fa6423	C=0 M=75 Y=100 K=0	166 C
BLUE	R=55 G=170 B=220	#37aad3	C=85 M=0 Y=5 K=0	2995 C

SECONDARY Color Palette:

GREEN	R=155 G=205 B=90	#9bcd5a	C=45 M=0 Y=85 K=0	367 C
MAGENTA	R=185 G=70 B=150	#b94696	C=15 M=85 Y=0 K=0	513 C
MUSTARD	R=227 G=175 B=0	#e3af00	C=2 M=25 Y=100 K=0	2007 C
TEAL	R=0 G=151 B=179	#0097b3	C=100 M=5 Y=25 K=0	771 C

ALTERNATE Background Color:

DARK GRAY	R=65 G=65 B=70	#414146	C=15 M=0 Y=0 K=85	426 C
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ALERT Color:

RED	R=240 G=10 B=10	#f00a0a	C=0 M=100 Y=85 K=0	186 C
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Typography is an essential part of a brand's visual identity. **Gotham** has been carefully selected as the overarching font family for SparkPost and is outlined on this and the following page. Within Gotham, the primary typeface for SparkPost's applications is

GOTHAM NARROW THIN & THIN ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GOTHAM NARROW EXTRA LIGHT & EXTRA LIGHT ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GOTHAM NARROW LIGHT & LIGHT ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GOTHAM NARROW BOOK & BOOK ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

Gotham Narrow, a clean sans serif font that is known for its legibility both on screen and in print. Gotham Narrow is highly readable at both small and large type sizes and is available in a variety of weights (as well as an italic version).

GOTHAM NARROW MEDIUM & MEDIUM ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GOTHAM NARROW BOLD & BOLD ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GOTHAM NARROW BLACK & BLACK ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GOTHAM NARROW ULTRA & ULTRA ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

In addition to Gotham Narrow, **Gotham** regular is a clean sans serif font that works best for text in headers, subheads, all caps, buttons and other callouts that are stronger when used in a standard width (as opposed to narrow). Gotham is available in a variety of weights and also has an italic version.

GOTHAM THIN & THIN ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GOTHAM EXTRA LIGHT & EXTRA LIGHT ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GOTHAM LIGHT & LIGHT ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GOTHAM BOOK & BOOK ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GOTHAM MEDIUM & MEDIUM ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GOTHAM BOLD & BOLD ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GOTHAM BLACK & BLACK ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GOTHAM ULTRA & ULTRA ITALIC:

ABCDEFGH hijklmnop 0123456789
ABCDEFGH hijklmnop 0123456789

GLOSSARY

Brand

A name, sign and/or symbol intended to both identify the goods and services of one company or product and to differentiate it from its competitors. A brand represents the personality, image and core competencies, and it reflects the accumulation of those experiences both in how it is used directly and through the influence of advertising, design and media commentary.

Brand Identity

The outward expression of a brand — including name, communications and visual appearance. It is how a company intends the consumer to view its brand.

Brand Image

How a consumer perceives the brand. It's their mental picture of that brand.

CMYK

Cyan Magenta Yellow Black. The standard color model used in digital and offset printing for full-color documents. This type of printing is also called *four-color process*, and a specific CMYK color is often referred to a *color build* or just a *build*.

Embossing

The molding and reshaping of paper by the use of special metal dies and heat, counter dies and pressure, to produce a raised image on the paper surface.

Engraving

A form of recessed printing where the image to be printed is etched or engraved below the non-image area of the plate. This type of printing is usually accompanied by a slightly raised image area, and a slightly recessed area on the reverse side of the paper.

Favicon

An icon used by a web browser that is displayed in the URL address bar, in a tab or when bookmarked.

Font

A particular size, weight and style of a typeface. Helvetica Bold Italic is an example of a font. The term 'font' is often used interchangeably with 'typeface' even though a typeface refers to all fonts within a type family where a font calls out one instance specifically.

HEX Color

Hexadecimal color, or *web-safe color*, is used primarily by programmers and developers to specify colors for online use. Hex colors are defined by a 6-character code, starting with the # symbol and then list two digits each for red, green and blue.

Logo

The primary symbol or graphic mark used to identify an organization and its association with its product offerings. The logo is used to identify the organization on all communications internally and externally.

Non-Interference Zone

The area maintained around a logo to avoid visual interference from other elements on the page.

PMS

Pantone Matching System. A standardized system with over a thousand ink colors used to ensure color accuracy in printing. PMS colors, also referred to as *spot colors*, are named with a unique reference number.

RGB

Red Green Blue. An additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. Monitors and television screens create color using the RGB model.

Sans Serif

Literally meaning "without serifs", a typeface style characterized by letterforms with clean straight edges. **Helvetica** is an example of a sans serif typeface.

Serif

A typeface style categorized by small "feet" or lines attached to the end of a stroke in a letterform, which makes the type easier to follow for the readers' eyes. **Times New Roman** is an example of a serif typeface.

Typeface

A group of characters, such as letters, numbers and punctuation, that share a common design or style. Courier, Helvetica, Verdana and Times New Roman are all typefaces.

Typography

The proper placement, positioning and specification of type to ensure not only maximum legibility but also high aesthetic appeal.