



# NovaSpark

Energy that moves you.



BRAND GUIDELINES

Fitness & Sports · Generated May 29, 2026

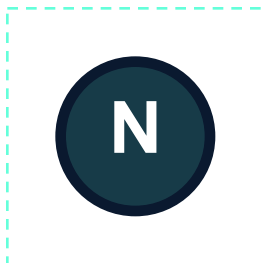
# Logo Usage

## Primary Logo



Use the primary logo on all brand touchpoints. Maintain consistent sizing and clear space on all sides equal to the cap-height of the brand name.

## Clear Space Rule



"e X clear space on all sides

## Minimum Size

Print minimum: 0.5 inch (12mm) wide

Digital minimum: 32px wide

Below these sizes, legibility and brand impact are compromised.

## What NOT to Do

### ' Stretch

Never distort proportions

### ' Low contrast

Never place on busy background

### ' Recolor

Never use unapproved colors

# Color System

These colors form the complete palette for NovaSpark. Use them consistently across all materials.

## Deep Midnight

PRIMARY

#0A192F

RGB 10, 25, 47

CMYK 79%, 47%, 0%, 82%

Use for headlines, buttons, navigation backgrounds, and key brand moments.

## Mint Spark

ACCENT

#64FFDA

RGB 100, 255, 218

CMYK 61%, 0%, 15%, 0%

Use for calls-to-action, highlights, hover states, and visual emphasis.

## Crisp Paper

BACKGROUND

#F0F8FF

RGB 240, 248, 255

CMYK 6%, 3%, 0%, 0%

Use as the page/canvas background in digital and print materials.

## Light Ash

SURFACE

#E1EFF9

RGB 225, 239, 249

CMYK 10%, 4%, 0%, 2%

Use for card backgrounds, inputs, and secondary content areas.

## Charcoal Night

TEXT

#0F172A

RGB 15, 23, 42

CMYK 64%, 45%, 0%, 84%

Use for body copy, captions, and any text on light backgrounds.

# Typography

Heading Font Space Grotesk

## NovaSpark

The Quick Brown Fox

Jumps Over The Lazy Dog

Weight: 700 · Source: Google Fonts

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Body Font Inter

Every great brand tells a consistent story. Use this font for all body copy, descriptions, and supporting text across digital and print materials. Consistent typography builds recognition and trust.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 · ! @ # \$ % & \* ( ) \_ + - = [ ] { } ; : ' " , . < > / ?

Weight: 400, 500 · Source: Google Fonts

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### Type Scale

H1 — 48px

H2 — 32px

Body — 16px

Caption — 12px

**Main Page Title**

**Section Heading**

Regular paragraph copy and descriptive text

Supporting labels and metadata

# Brand Voice

"Bright, energetic, and full of heart — we make fitness fun."

This voice statement is your north-star. Use it in your pitch deck, About page, LinkedIn bio, and social profiles.

## Voice In Practice

### ' We say...

Let's make this awesome

We've got you covered

Here's the good stuff

You're going to love this

### ' We don't say...

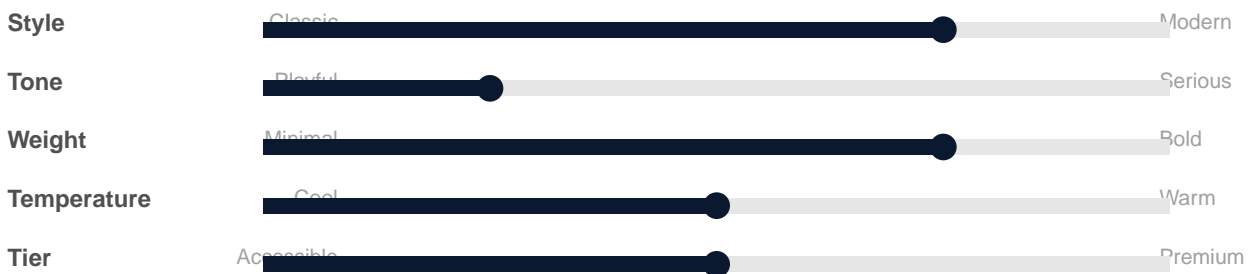
Please be advised that...

As per our policy...

To whom it may concern

Respectfully submitted

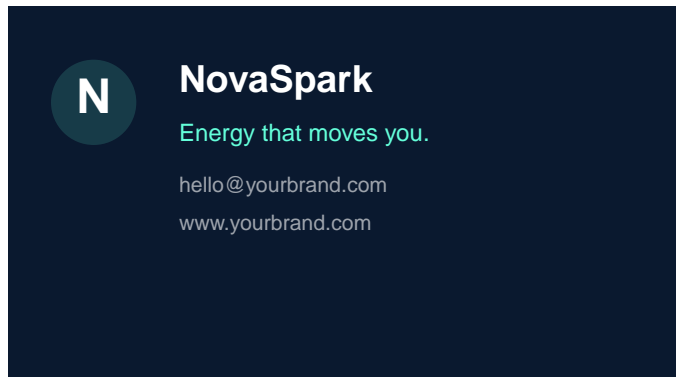
## Personality Spectrum



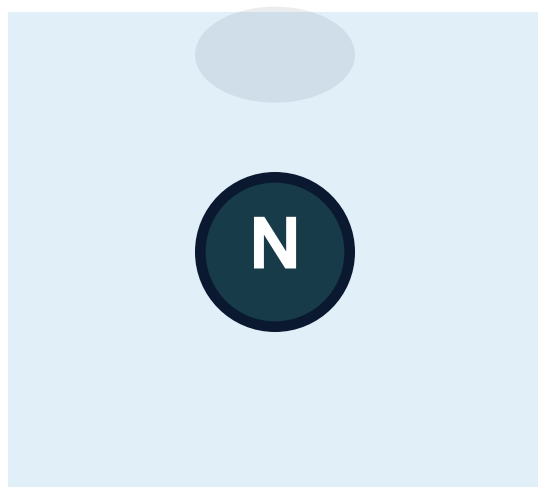
# Applications

How your brand looks across common materials and digital touchpoints.

## Business Card



## T-Shirt



Print or embroidery

## Digital Touchpoints



App Icon



Favicon

# BrandSnapAI

Complete brand identities in 60 seconds.

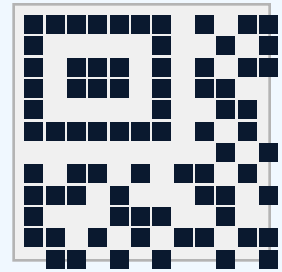
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## NovaSpark Brand Kit

Industry: Fitness & Sports

Generated: May 29, 2026

Kit URL: <https://brandsnap-ai-j8y2.polsia.app/kit/test-brand-demo-kit>



Scan to view your brand kit

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**Make your own brand kit — free at:**

[brandsnap-ai-j8y2.polsia.app](https://brandsnap-ai-j8y2.polsia.app)

Share this with your printer, freelancer, or team.

Every link back spreads the word — thank you.