

BRAND GUIDELINES



SPERA
PARTNERS



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Why the name SPERA PARTNERS?

**Trust translated into Latin is SPERA
“A TRUSTED PARTNER”**

TRUST – Firm belief in the reliability, truth, ability, or strength of someone or something

PARTNERSHIP — Spera Partners and their clients being aligned with each other.

BRAND POSITIONING STATEMENT

FULL POSITIONING STATEMENT

We are Leaders in Creating Innovative Technology Processes for Business Executives and Educational Administrators through Exceptional Services and Proactive Solutions that Empower our Clients to Achieve their Full Potential.

SHORT POSITIONING STATEMENT

We Create Innovative Technology Processes for Business Executives and Educational Administrators through Proactive Solutions that Empower our Clients.

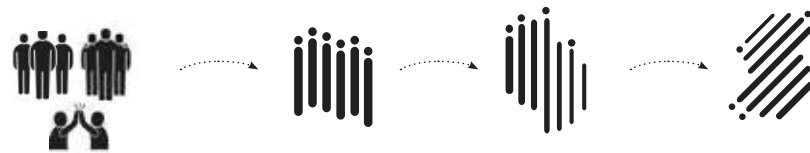
TAGLINE

Innovative Technologies

the **logo**

CONCEPT

PARTNERSHIP — Spera Partners and their clients being aligned with each other. The lines create the shape of an “S” in an understated way, and illustrate the alignment of technology as well.



The **logomark**

S P E R A
PARTNERS

The **logotype Vertical**

S P E R A
PARTNERS
INNOVATIVE TECHNOLOGIES

The **logotype Horizontal**



the **logo** vertical



logo possibilities



Full logo presentation

This includes both the full company name and tagline. This is our more formal logo presentation.



Standard logo presentation

What will be displayed on most consumer focused products. T-shirts, menus, tags. Considered more informal (casual).



Text Only

This format works well where the logo-mark or symbol cannot be easily used.



Icon only

Used in tandem where the viewer is already made aware of our name. Mostly used further as watermarks, background graphics or patterns.



Responsive logo

The responsive logo needs to be used where there is not enough room to properly read the company name. For example mobile or social media profile images.

Alternate logo presentations



Alternate logo presentations



Alternate logo presentations



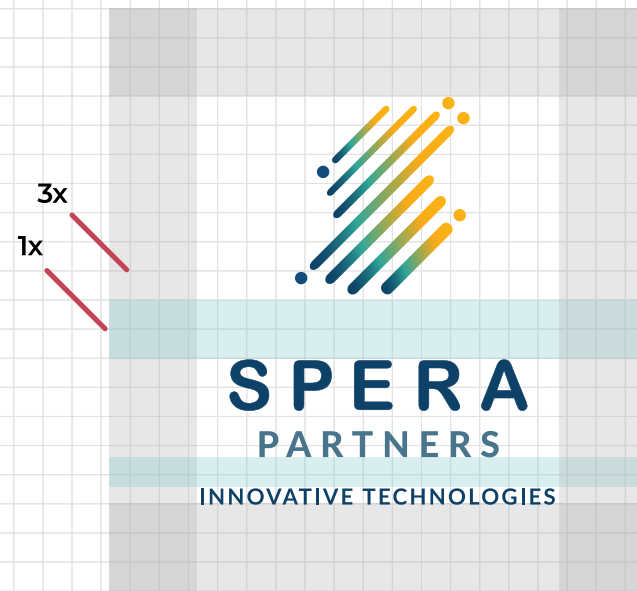
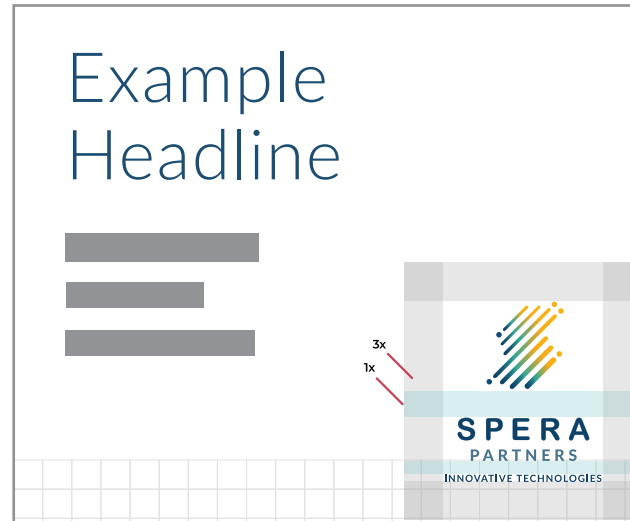
Alternate logo presentations



logo spacing

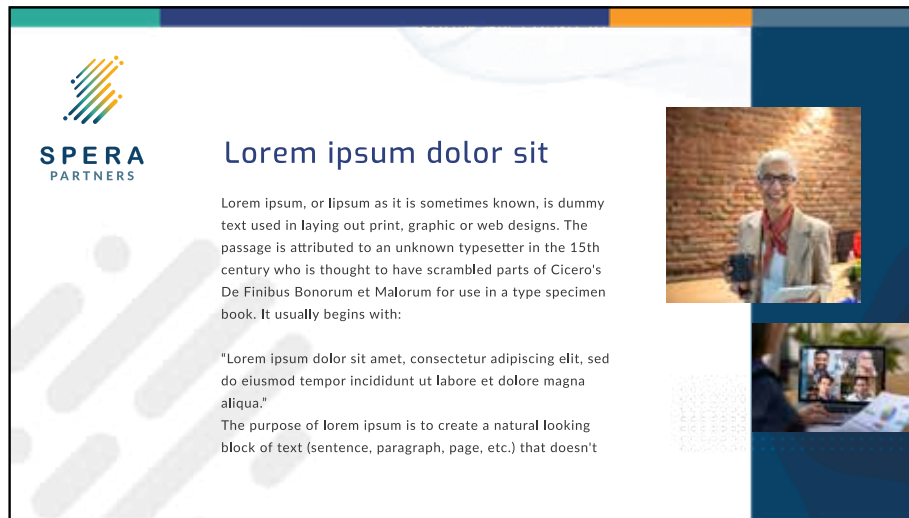
Make sure the logo has a margin that is 3x the width of the 1x spacing (the space between the logo mark and the logo type).

Keeping other elements away from this margin helps maintain the logo's prominence and helps to maintain a clean look.

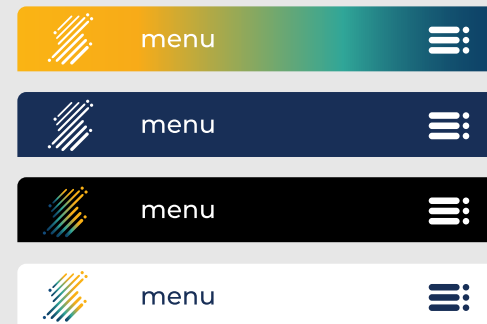


Suggested logo usage

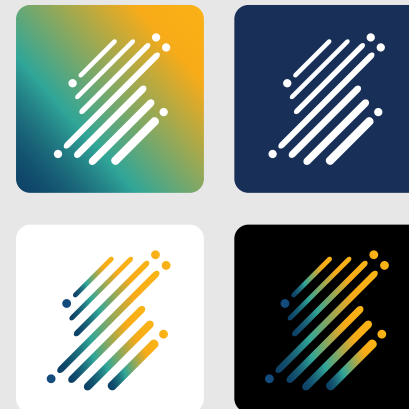
Examples



digital applications.



Mobile website header using the responsive logo



App icons and social media profile images (instagram story highlight)

Incorrect logo usage

Examples



Too small



Using Angles



Different logo variations used in close proximity



Using the logo without the background circle on busy backgrounds or photos



Additional Examples here



Additional Examples here



Additional Examples here



Additional Examples here

logo in full color, one color and reverse



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Typography

Exo

PRIMARY TYPEFACE

Exo Extra Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
12345678910@#* < > ()\$%&!

Exo Medium

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
12345678910@#* < > ()\$%&!

Lato

SECONDARY TYPEFACE

Lato Heavy

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
12345678910@#* < > ()\$%&!

Lato Semi-bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
12345678910@#* < > ()\$%&!

Exo Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
12345678910@#* < > ()\$%&!

Exo Italic

*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklmn**opqrstuvwxyz***
12345678910@# < > ()\$%&!*

Lato Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
12345678910@#* < > ()\$%&!

Lato Light

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
12345678910@#* < > ()\$%&!

Times

ADDITIONAL TYPEFACE

Times Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
12345678910@#* < > ()\$%&!

Times Italic

*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklmn**opqrstuvwxyz***
12345678910@# < > ()\$%&!*

Times Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
12345678910@#* < > ()\$%&!

Times Bold Italic

*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
*abcdefghijklmn**opqrstuvwxyz***
12345678910@# < > ()\$%&!*

Typographic System

Exo Bold
Tracking - 0 pt

**Headlines are bold
OR IN ALL CAPS**

Exo Medium
Tracking - 100 pt

Lato Medium
Tracking - 25 pt

Subheadings are slightly smaller but medium weight

Lato Regular
Tracking - 0 pt

Smaller headings are medium weight still but continue to get smaller in size

Exo Light
Tracking - 10 pt

Light smaller item, great for captions

Lato Medium
Tracking - 100 pt

AN ALL CAP OPTION IN MEDIUM WEIGHT

Lato Regular
Tracking - 10 pt

Perfect for standard body copy for paragraphs. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Exo Italic
Tracking - 0 pt

**Great for small print items like legal copy. *All items on our menu contained raw ingredients. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of food-borne illness.*

Color Palette

Color and Mood:

The Corporate Colors are a combination of:

1. Deep Navy (pms #534)
2. Slate Blue (pms #7700)
3. Lighter Blue-gray (pms #5435)

Together, they represent Trust, Security, Peace, Integrity, Safety, Reliability & Intelligence. A perfect combination for being a trusted technology partner for clients.

The secondary colors are warm and inviting, they balance the 3 Corporate colors. The Mid Green (pms #563), Deep Magenta (pms #248) and Golden Yellow (pms #1375) give a more lively and passionate feel which reflects the partnership and relationship developed between SPERA PARTNERS and their clients.

Black is part of the color palette for strength and balance.



DEEP NAVY
PANTONE #534
RGB 27, 54, 93
HEX/HTML #1B365D
CMYK 100, 71, 0, 51



SLATE BLUE
PANTONE #5405
RGB 79, 117, 139
HEX/HTML #4F758B
CMYK 69, 37, 19, 16



LIGHT SLATE BLUE
PANTONE #5435
RGB 166, 187, 200
HEX/HTML #A6BBC8
CMYK 34, 14, 6, 0



MID GREEN
PANTONE #563
RGB 107, 187, 174
HEX/HTML #6BBBAE
CMYK 58, 0, 31, 0



DEEP MAGENTA
PANTONE #248
RGB 165, 24, 144
HEX/HTML #A51890
CMYK 37, 100, 0, 0



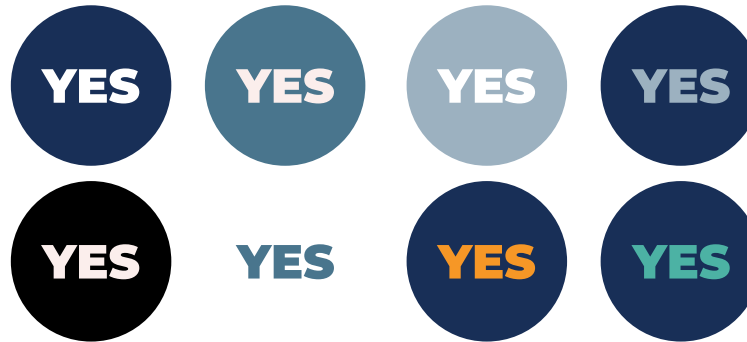
GOLDEN YELLOW
PANTONE #1375
RGB 255, 158, 27
HEX/HTML #FF9E1B
CMYK 0, 40, 97, 0



BLACK PANTONE BLACK

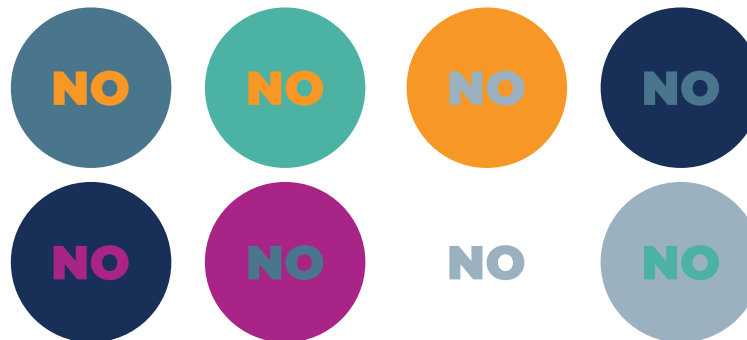
Correct **Color Usage**

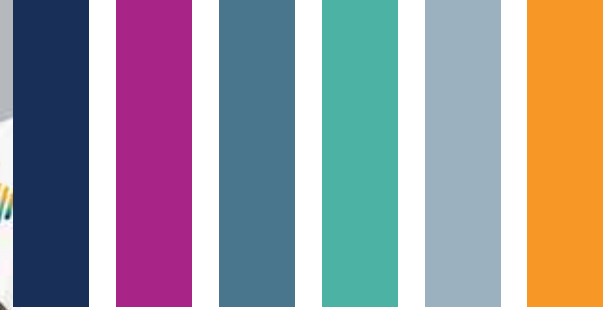
Examples:



Incorrect **Color Usage**

Examples:







Photography Guidelines

We have created a library of photos you can use liberally without permission.

Photos should be used similar to those shown in the stylescape on the next page.

School related images should be chosen for the Education sector of the Target Audience.

Business related images should be used for the the Business sector of the Target Audience. In some cases, the business people can represent the Education sector or Spera Partners.





Brand Voice

The key characteristics of our brand voice

Partnership
Innovative
Proactive
Strategic Technology

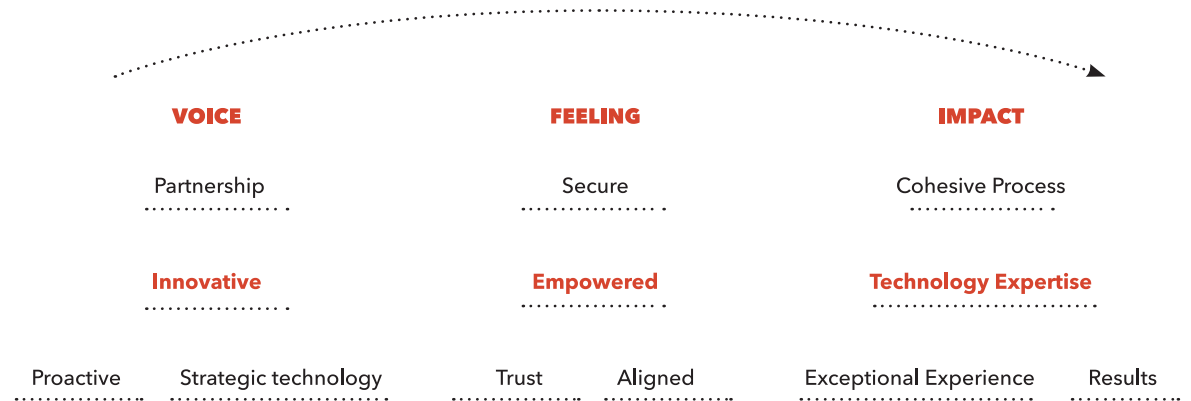
Using the right combination of images and language should evoke feelings of.

Secure
Empowered
Trust
Align



SPERA
PARTNERS

Brand Attribute Clustering



Putting it all together – Stylescapes

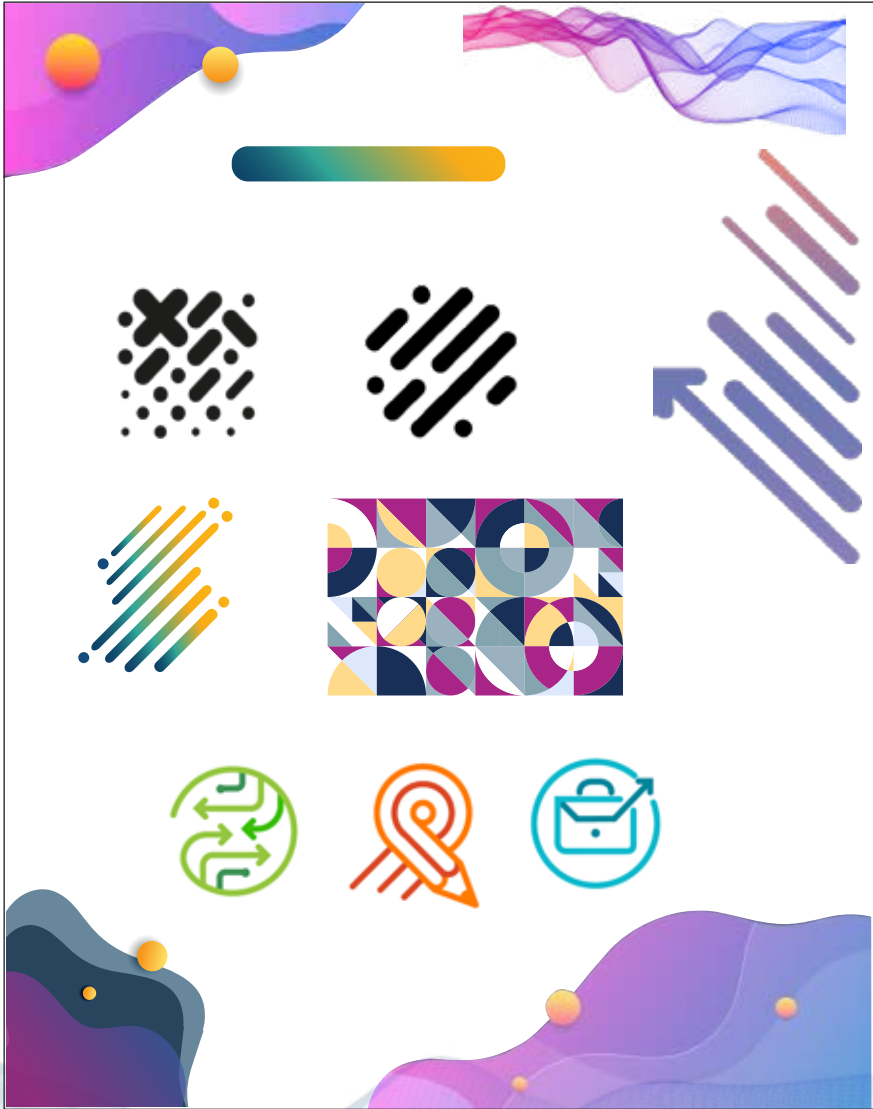


Target Audience — CEO or the Decision Makers Business Executives
The Ruler Personality, leaders in Pittsburgh
Contol — (HIGH ACHIEVERS SUCCESSFUL AUTHORITATIVE AMBITIOUS)



Target Audience — Superintendents or Principals Educational Administrators
The Sage Personality, Educational Leaders
Expertise — (ANALYTICAL ACCURATE INTELLIGENT ASTUTE)

Brand Assets





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