



SPARK

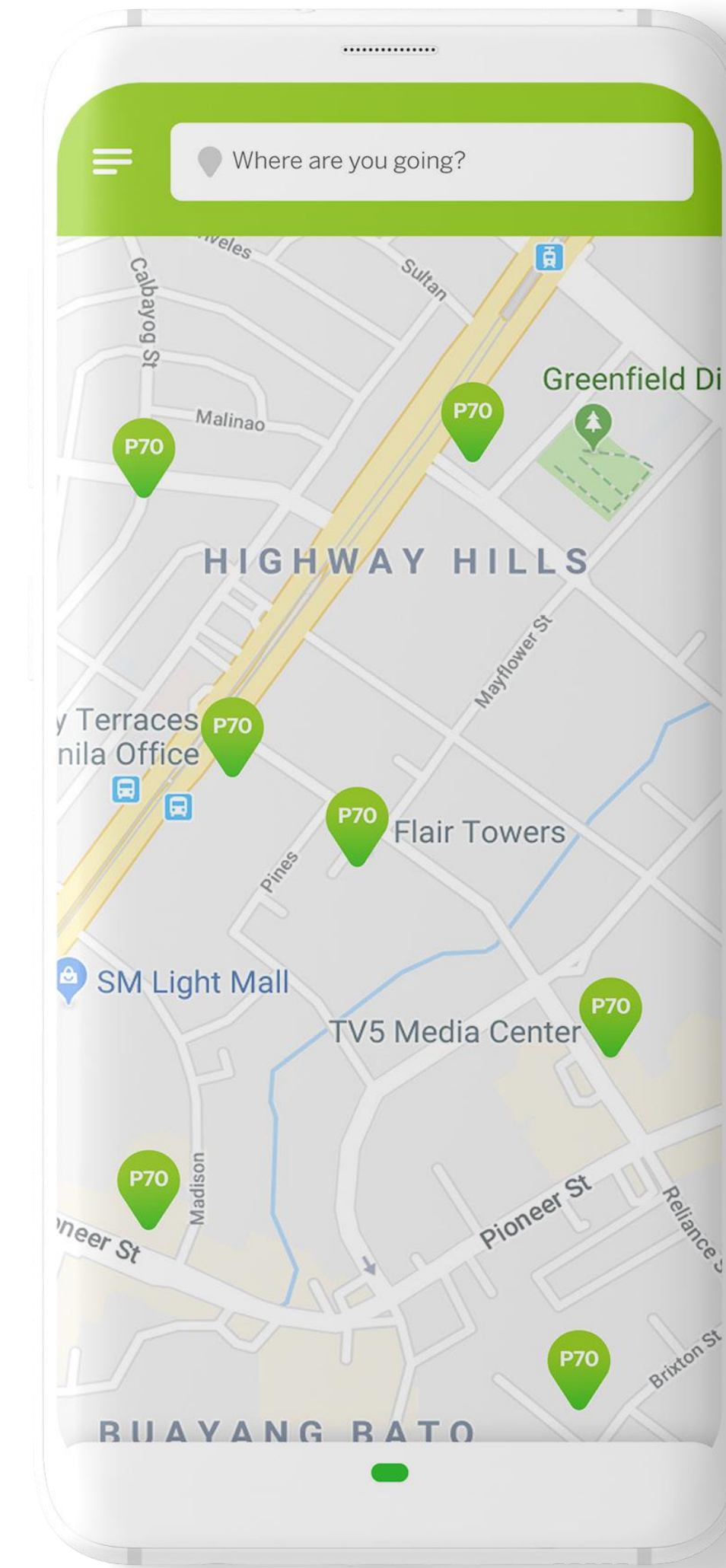


MEET



Your e-Parking app for parking navigation and reservation!

SPARK saves the day by finding and reserving a parking space at your desired area. Eliminate the hassle of daily grind, so you can hustle to get more things done and enjoy a productive day!





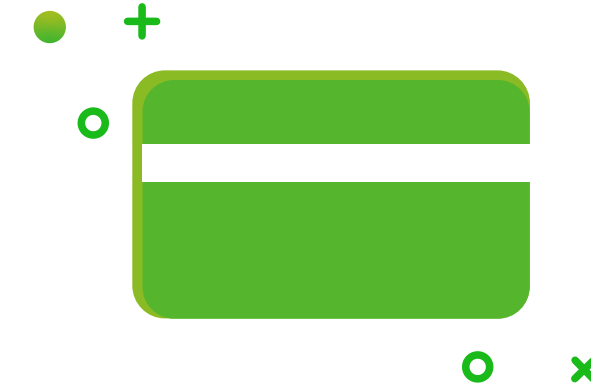
LOCATE

Find the nearest parking space with our smart navigation



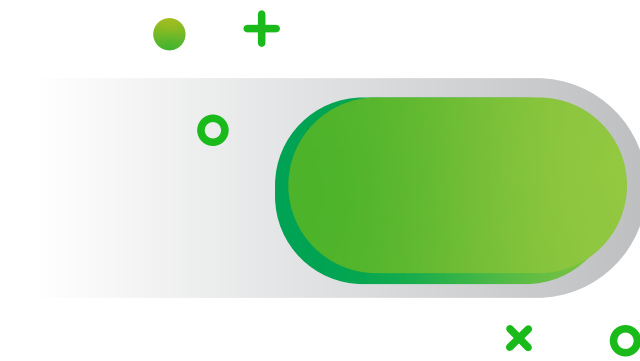
BOOK

Reserve available parking spot before you can even reach your destination



PAY

Go cash less for a convenient way to pay



PARK

Park into your secured space and make your day less hassle and more hustle!



RELIABLE

Reliable is responsible, helpful, and trustworthy.

We express our ability to be dependable so others can enjoy a life that's more favorable. We become the "go-to" as an answer to a user's "where to?" With our help, people can be free from the stress of daily life and free to put their time and effort to good use.

ACTIVE

Active is engaging, energetic and dynamic.

We give you that extra push to leave the old and try something new. We encourage you to take the wheel and drive a life that thrives on experiences and adventures rather than problems and inconvenience.





YOUR DRIVE BUDDY

YOUR FAVORITE FRIEND TO SIT ON THE PASSENGER SEAT

We aim to make your drive easy and bearable in times of frustrating traffic and tight schedules. When life (or traffic) gets difficult, we are your ride-or-die buddy ready to join you on the fun and fluster of the roads ahead.

WRITING GUIDELINES

To “**spark**” means to ignite, incite and fuel.

With our desire to create a feeling of ease and assurance among our users, the copy should always spark joy, peace of mind, productivity and convenience.

App users will also be referred to as “**Buddy**” to forge a personal connection and make them feel that Spark can be the friend you can count on during the journey.

WORDS THAT ARE A GO

FIND

SPACE

SEARCH

SMART

LOCATE

SPARK

DRIVE

OTHER CAR JARGONS

PARK

SAMPLE COPY

EMOTIONAL

Hey, Buddy!
I found a parking space for you!

Need parking space?
I've got you!

Traffic looks heavy! You handle
the driving, I got the parking!

TAGLINES

Mass Audience:

Locate. Book. Park.

Enterprise Audience

Park to Convenience

Highly participative, “go-getter” young professionals – with a transformative mindset to drive progress

Demographics

- 21 – 32 years old
- SEC BC1

What they do

- Usually hardworking with their respective careers
- Socially active to be seen and heard

Where they go

- Metro Manila CBDs
- Social and entertainment hubs

How they move to destinations

- Drive is the preference
- Grab when difficult to drive
- Used to Uber, used to hate Grab

Career Mindset

- Be the first, be the top (Always relative to person X)

Social Drive

- To belong to a notch higher crowd than current

Survival State

- Achievement of socially tasteful experiences (i.e., travels, investment at such a young age)

Subliminal Needs

- “Sssshhh... I currently cannot afford my aspirations, but I work hard to get there”

Spark is a mobile app that addresses the demand for **increased productivity** in a **dynamic** and **active environment - giving convenience** to anyone living and fulfilling a **fast-paced lifestyle.**



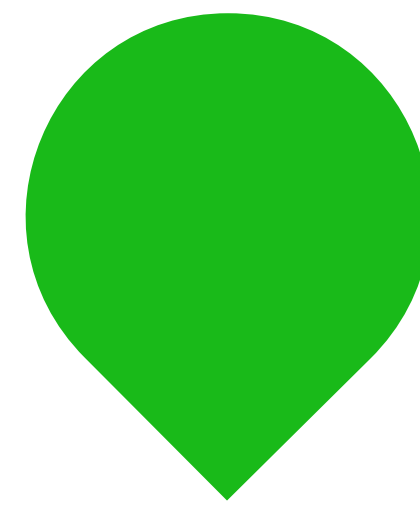
LOGO BREAKDOWN



S for Smart



P for Parking



Location Marker



Car

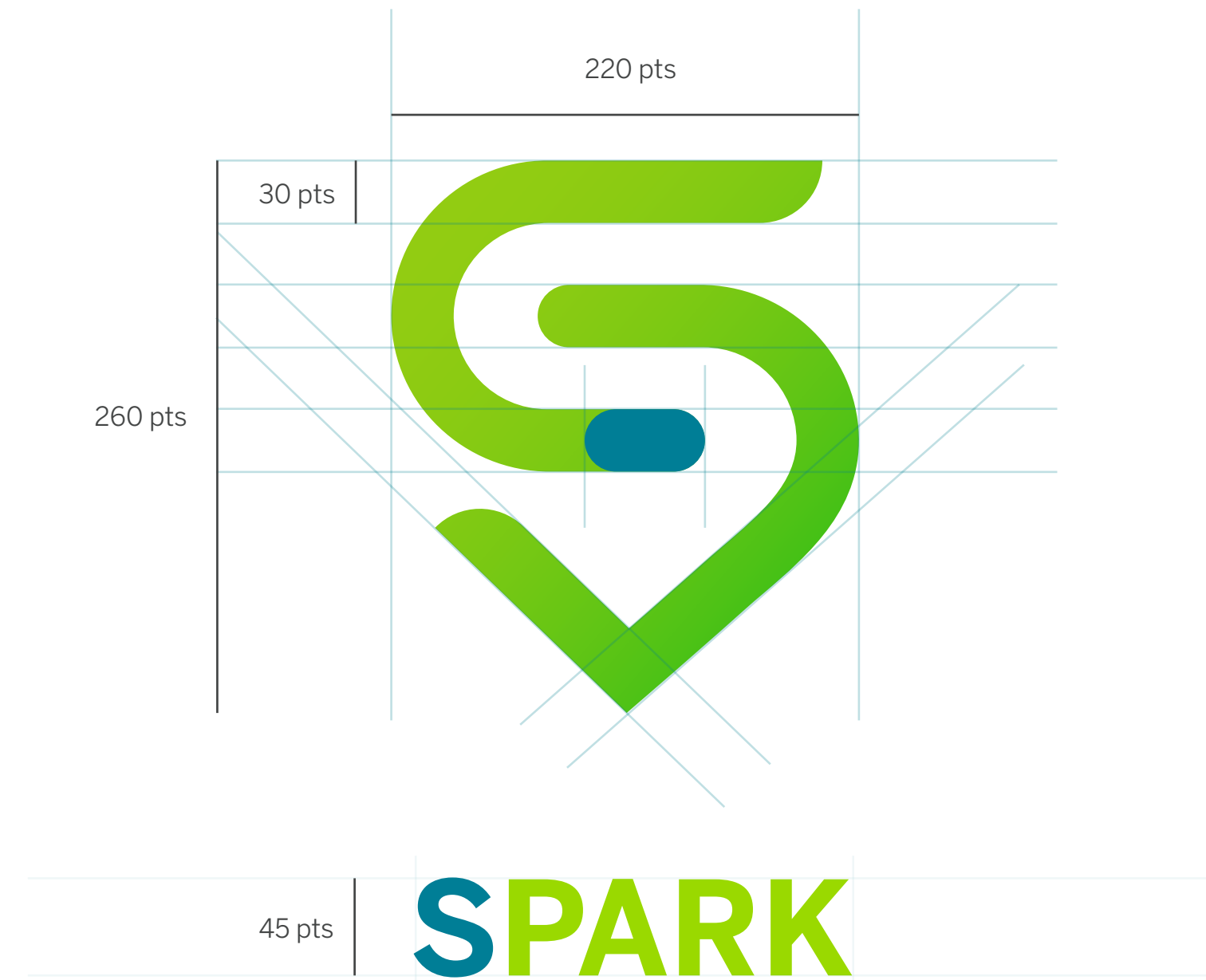
Using the location marker as the main shape of the logo to create a monogram of S & P with a shape in the middle to represent a parked car.

Spark logo mobile app logo application



Based on 358 x358 pts Icon size

Spark logo icon



Based on 358 x358 pts Icon size

This is the complete Spark logo and word mark and should be used whenever the Spark brand is to be included in any content.

Vertical Orientation



SPARK



SPARK

Shadow on Spark Logo should be used when placed on colored background.

Horizontal Orientation



Spark logo should always be placed on green or white background only.

For dark backgrounds in a grayscale printing situation, use the following treatment of the grayscale logo:

Vertical Orientation Grayscale Version



SPARK



SPARK

Horizontal Orientation Grayscale Version



The Spark logo must be used following the convention of using light color logo on dark background or the dark logo on light background.

LOGO DO'S



Spark logo can be placed on white or clean background



Spark logo can be used as design element over white space



Use reverse Spark logo when using green background



Spark logo can be used as design element over green background using soft light and 60% opacity

Logo placement over photo



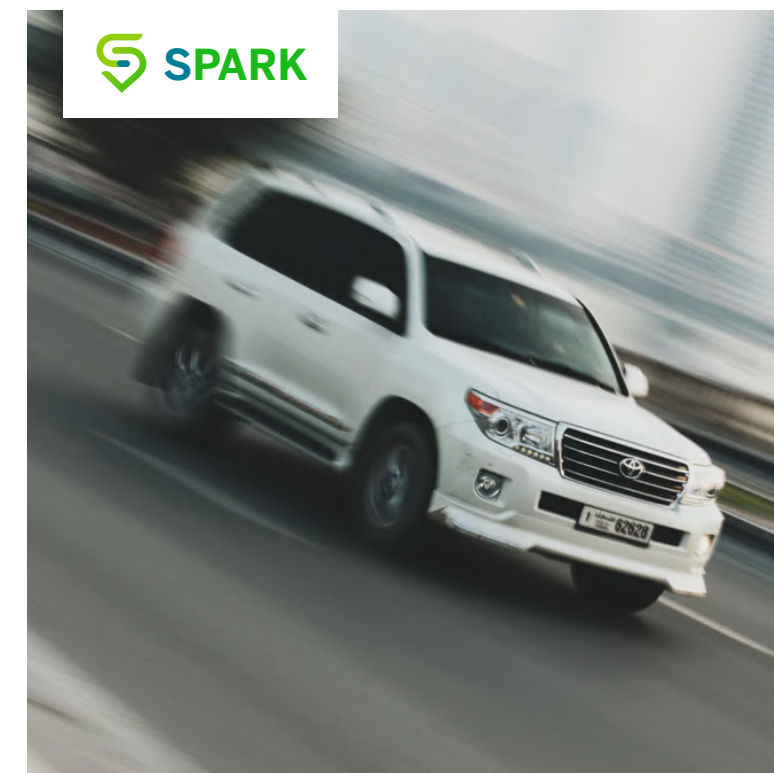
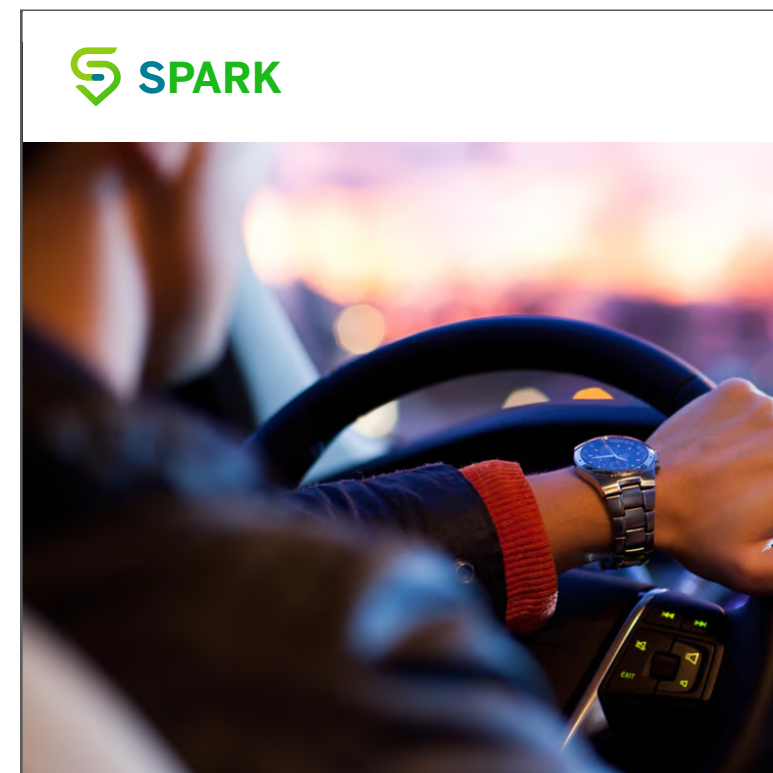
Spark logo can only be placed to non-obstructive photos

Logo placement over photo in white bounding box

Vertical Spark Logo

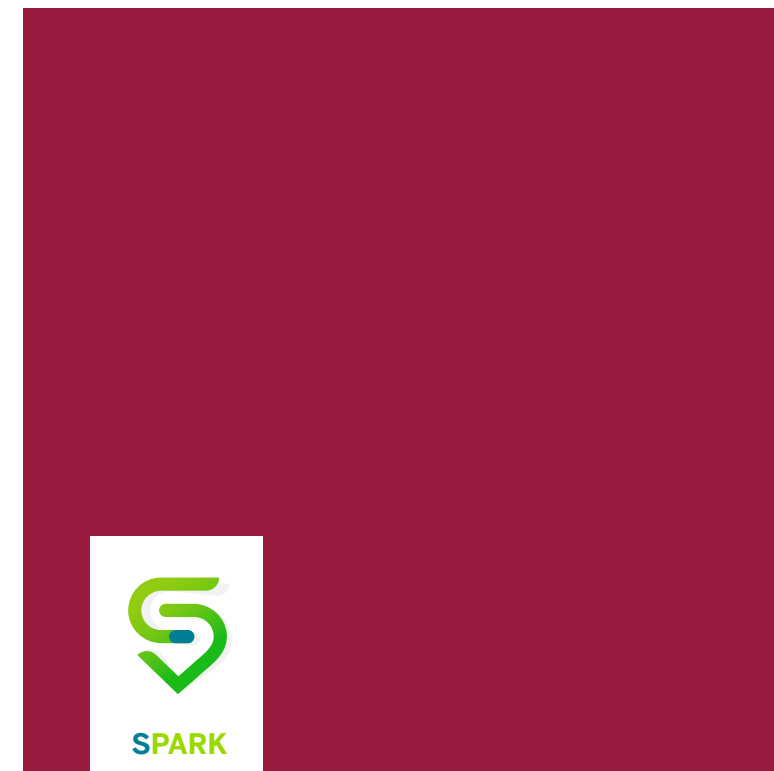
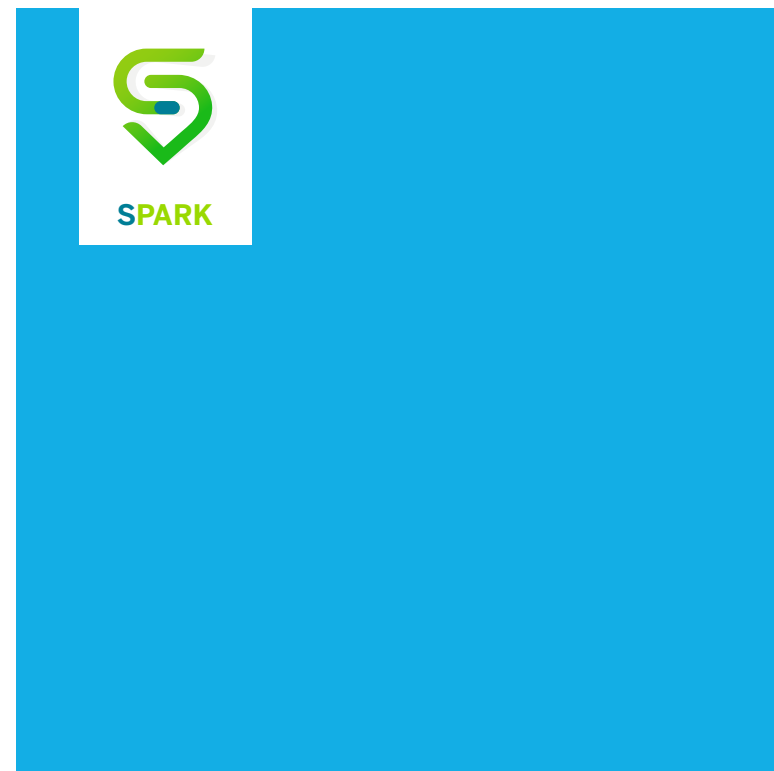


Horizontal Spark Logo

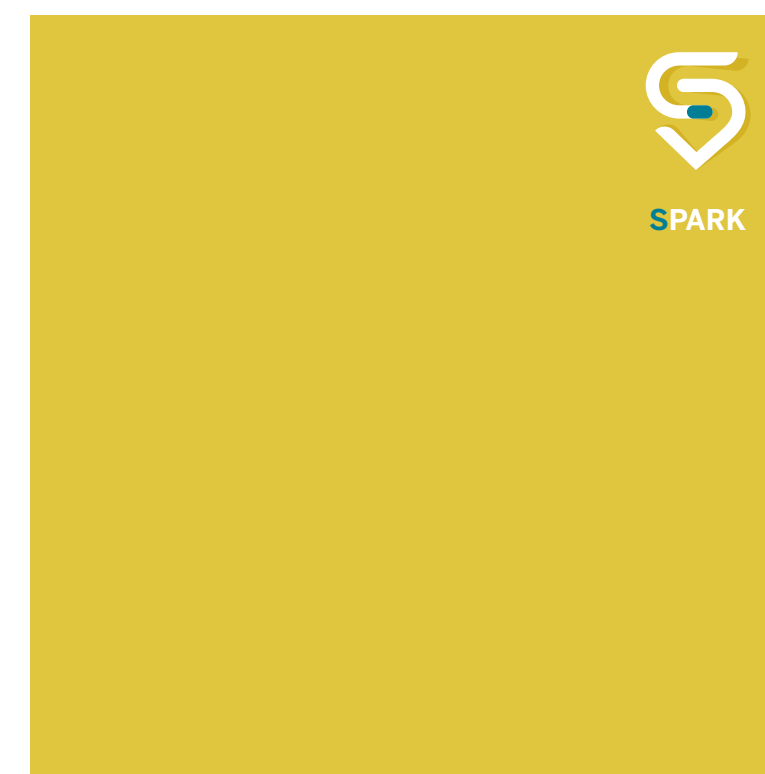
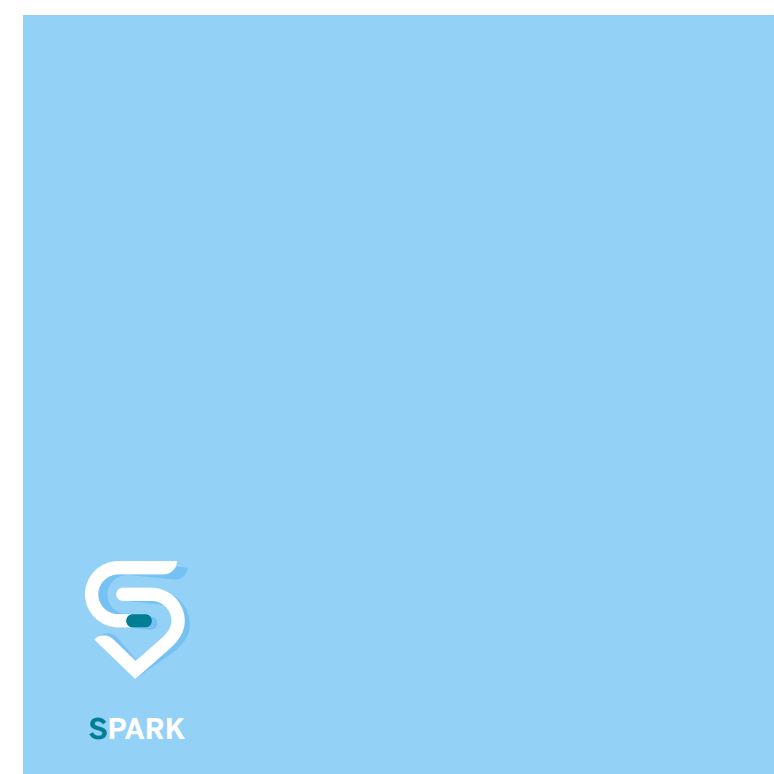
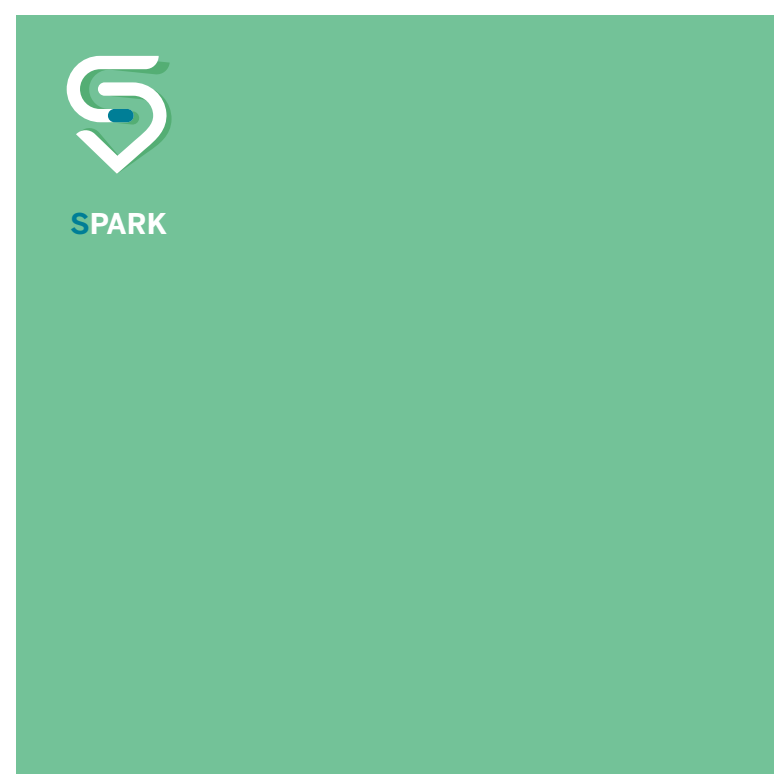


LOGO DO'S

Logo placement over color should be inside a white box if colors are too dark



Logo can only be placed on light or complementary colors using the reverse Spark logo



LOGO DON'T'S



SPARK

Do not change color of bounding box



SPARK

Do not change order of elements



SPARK

Do not change typeface



SPARK

Do not stretch or distort logo



SPARK

Do not change color of logo



SPARK

Do not add weight to icon



SPARK

Do not alter the space of the logo



Do not remove spark logo



SPARK

Do not place logo on dark colored background



SPARK

Do not place logo on top of busy photo

LOGO DON'T'S



Do not alter logo arrangement



Do not change size of Spark logo



Do not change color of logo



Do not place on gradient background



Do not place on dark colored background

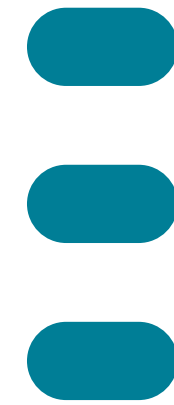


Do not place on top of busy picture

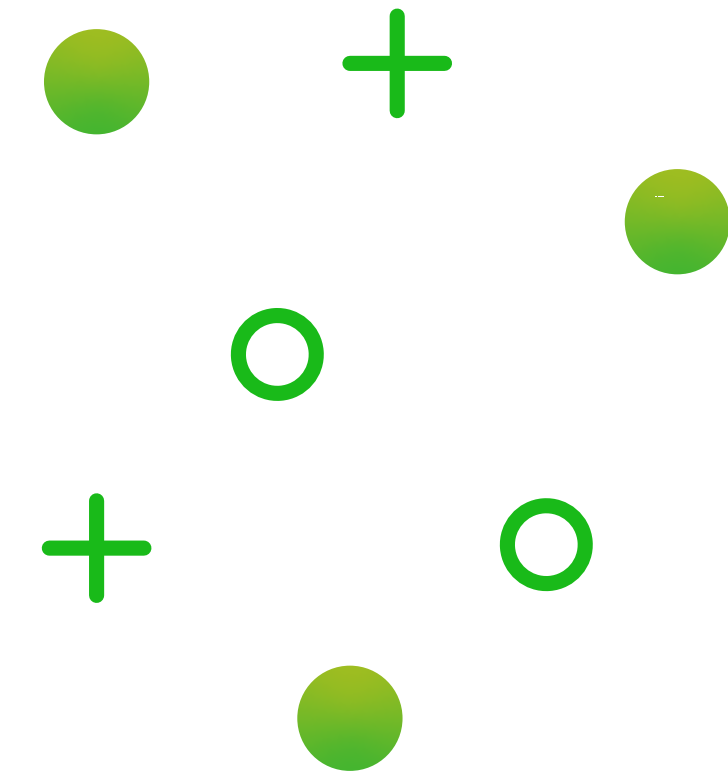
SPARK DESIGN ELEMENTS



Spark logo can be used as background texture over white or gradient green background



Car icon can be used as bullet points or additional buttons



Spark Pixies can be used as design element over photo or plane background

Lorem ipsum dolor sit



APP DESCRIPTION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis

DONWLOAD THE APP NOW!  

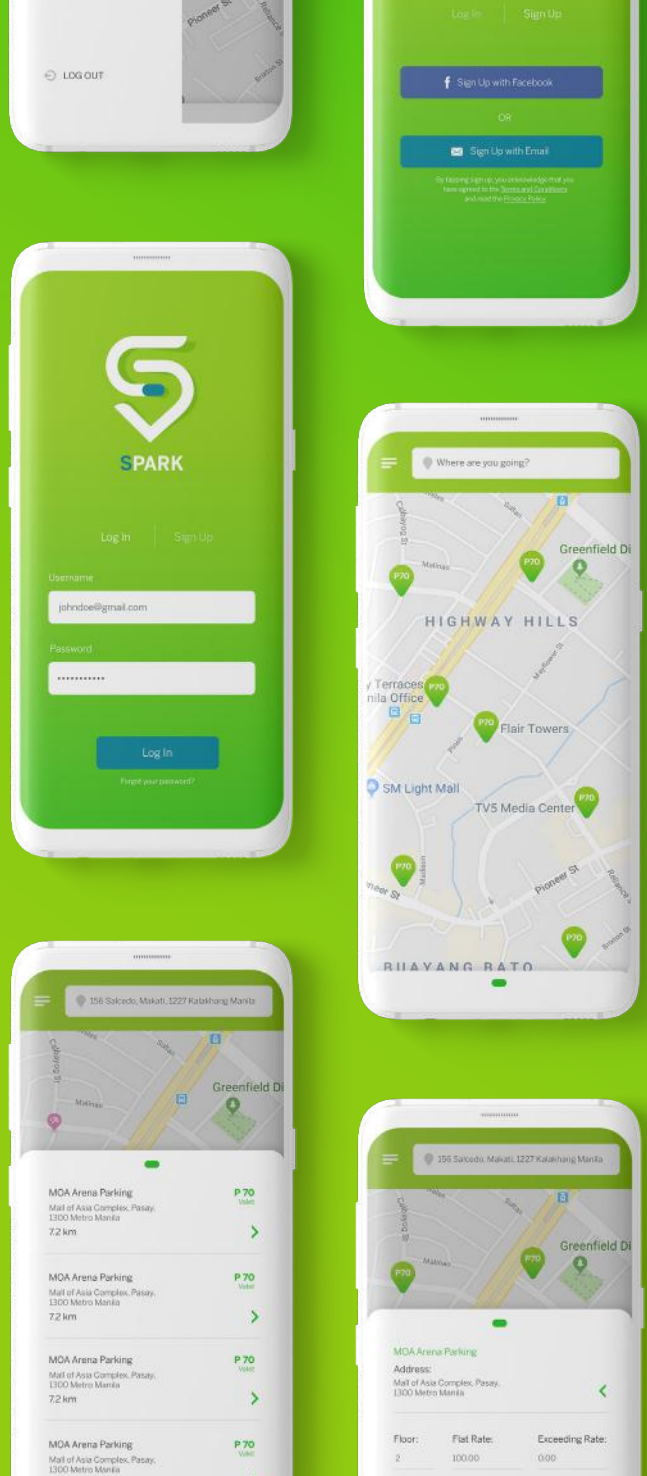
 **SPARK**



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DONWLOAD THE APP NOW!  

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DONWLOAD THE APP NOW!  

Aa

Benton Sans Bold

Bold

Main Titles

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # % ^ *

Regular

Regular text and secondary titles

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # % ^ *

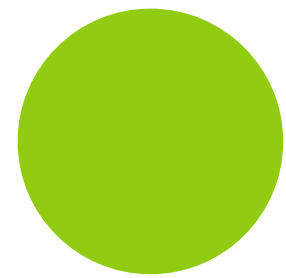
COLORS

Primary Color

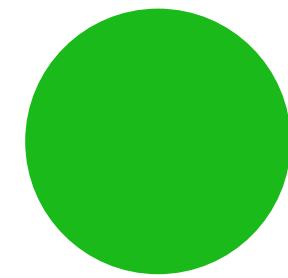


#92CC12

#19BA19



#92CC12



#19BA19

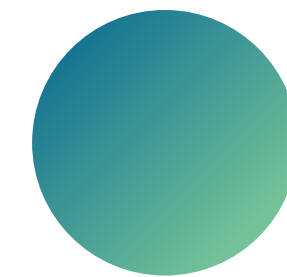
Color Spectrum



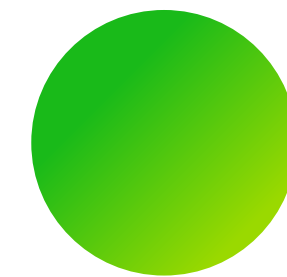
#539B9D



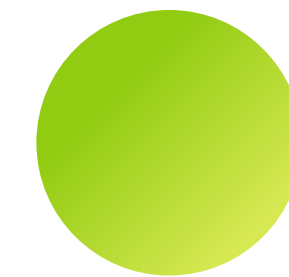
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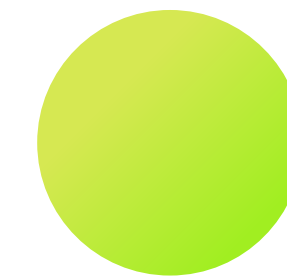
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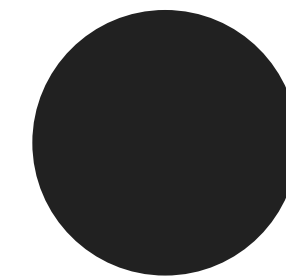
#92CC12



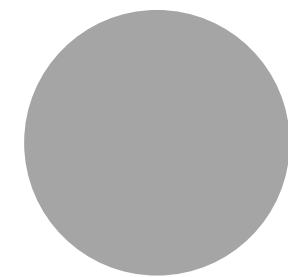
#D6E852



#212121



#A5A5A5



People Shot

Lifestyle images must be captured in action. Models should have movement and a scenic approach that will make the photo feel and look natural.



Staging

Arranges the layout and framing of the location. This particular guide is to capture the a scenic view that showcases urban lifestyle. Scene should still be dynamic and have movement.



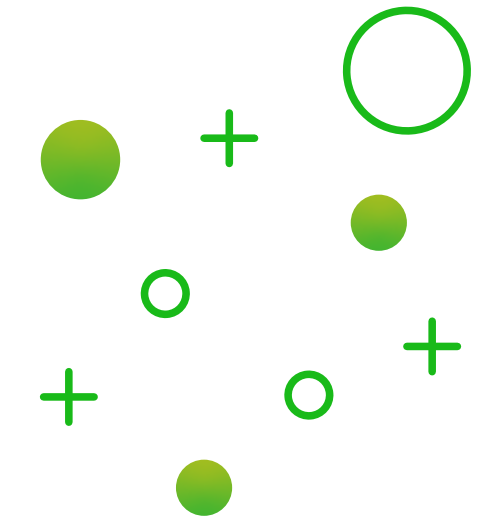
LIGHTING AND GRADING

Use of natural lighting to enhance atmosphere, color grading should be minimal to maintain natural colors.



SPARKED-UP MOMENT

Sparked-up moments are identified as scenes where people are inside a car, in a parking lot or holding a phone. Spark pixies will be added as a mandatory element to represent ease or convenience.

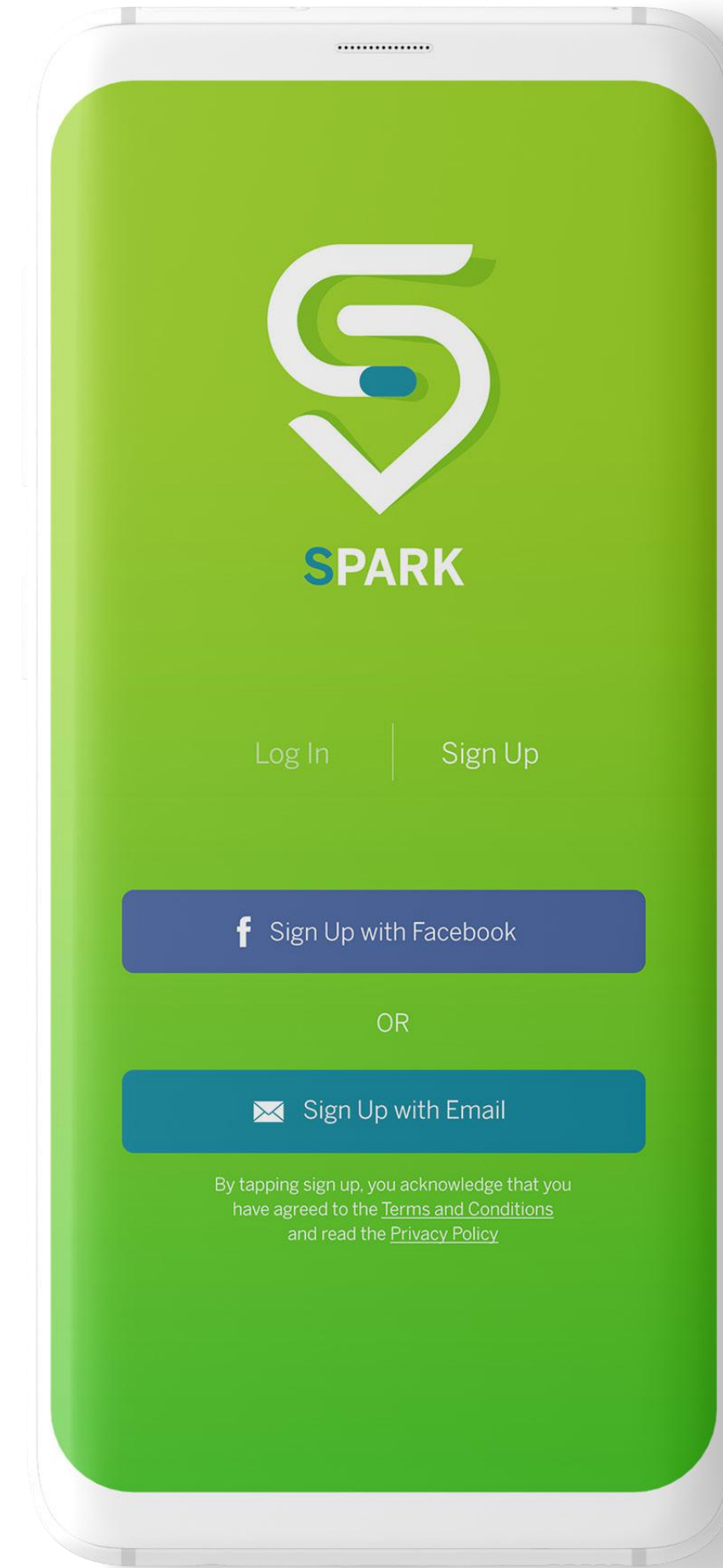


SPARK UI

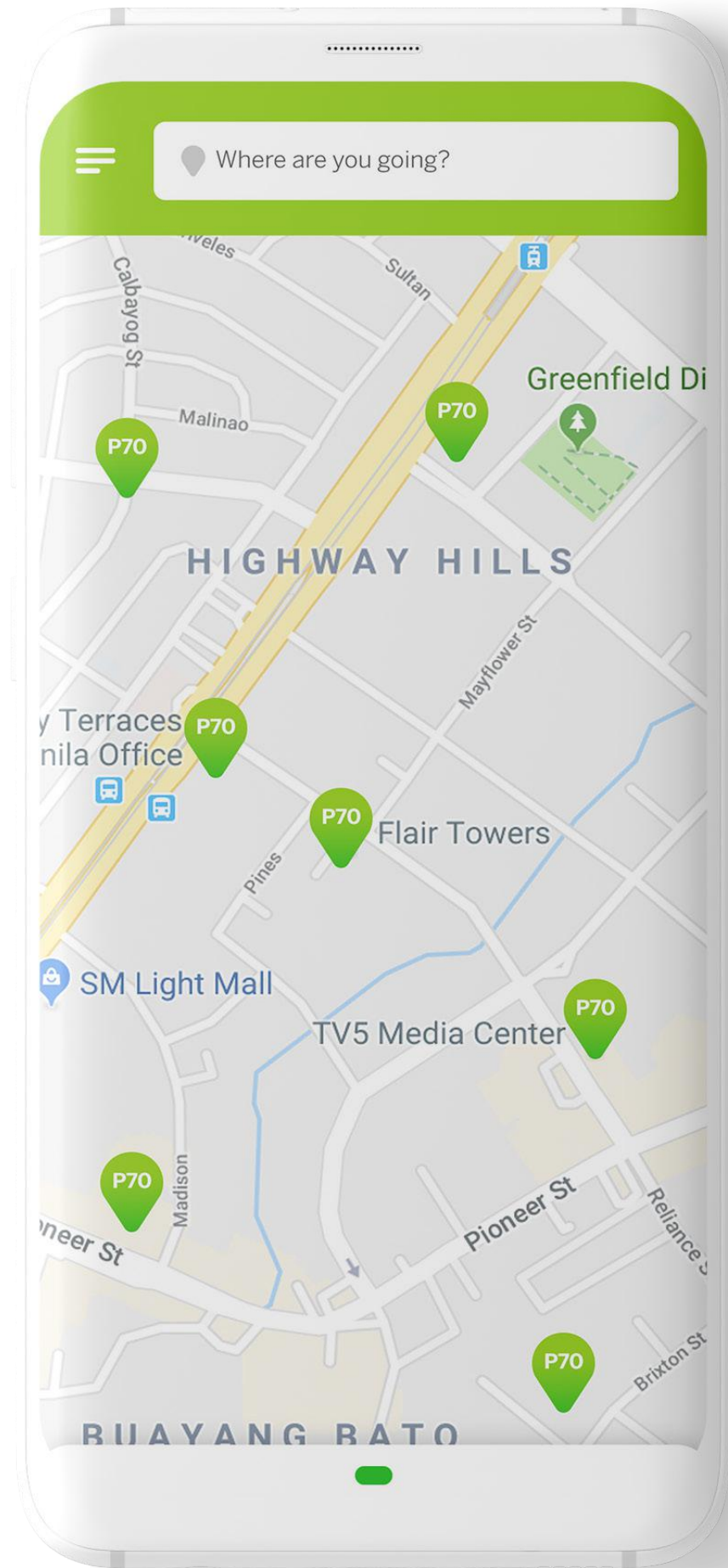




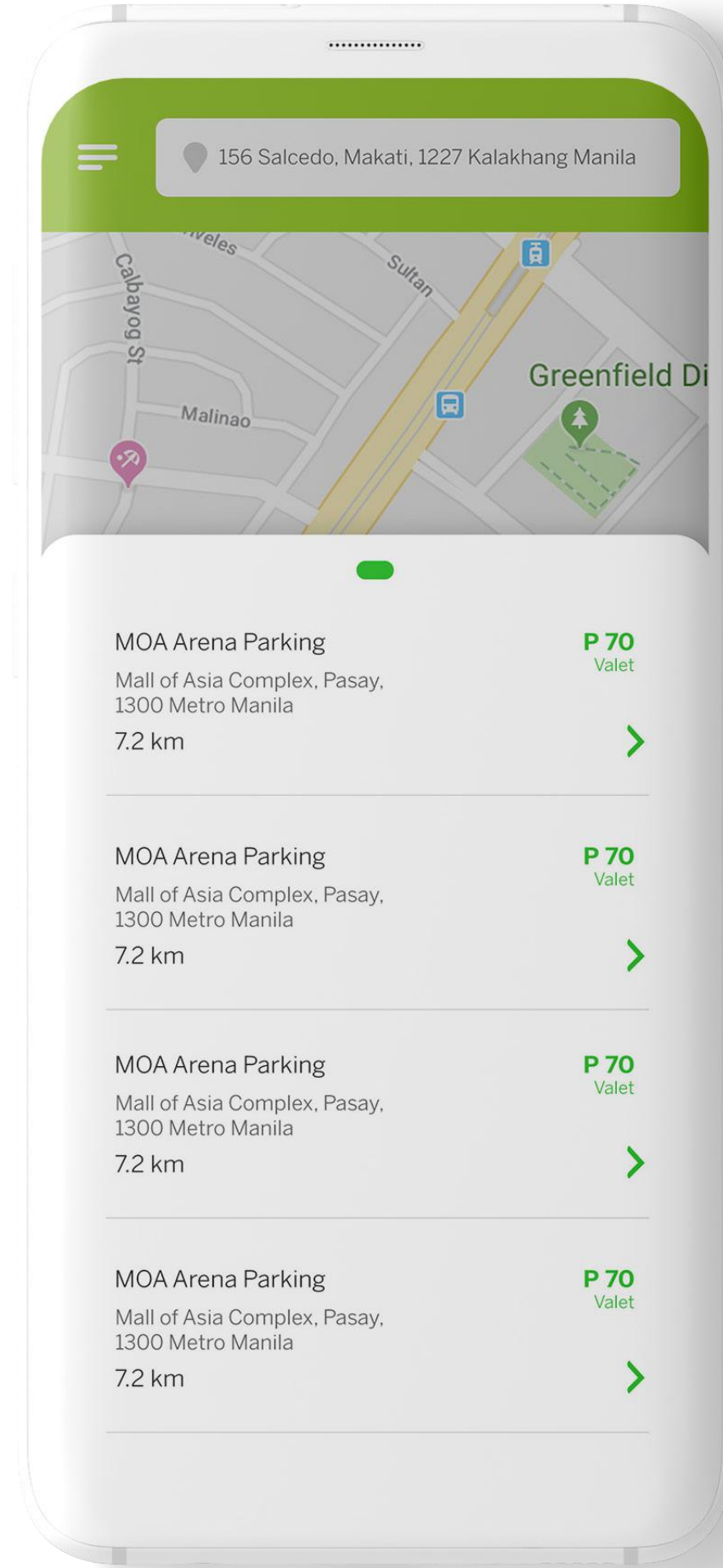
Log In



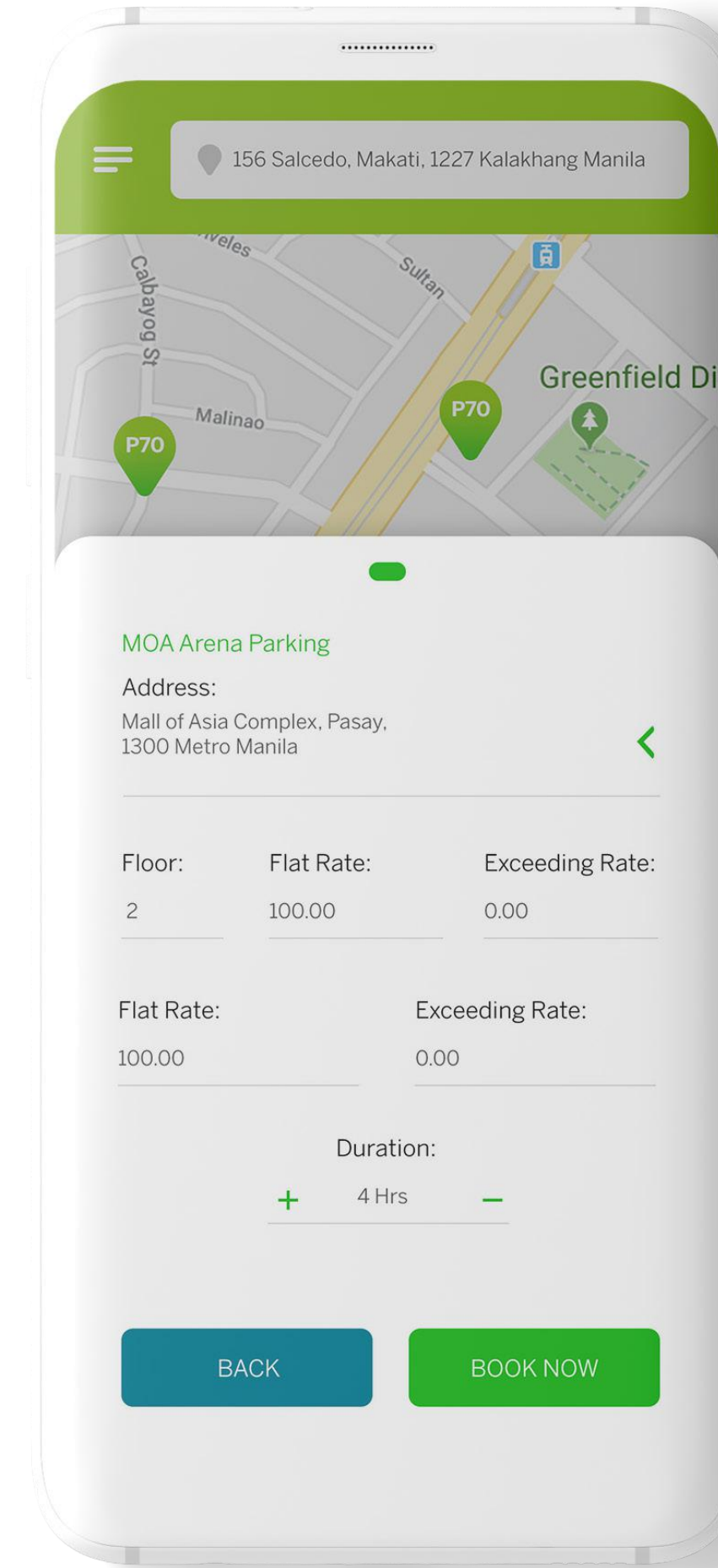
Sign Up



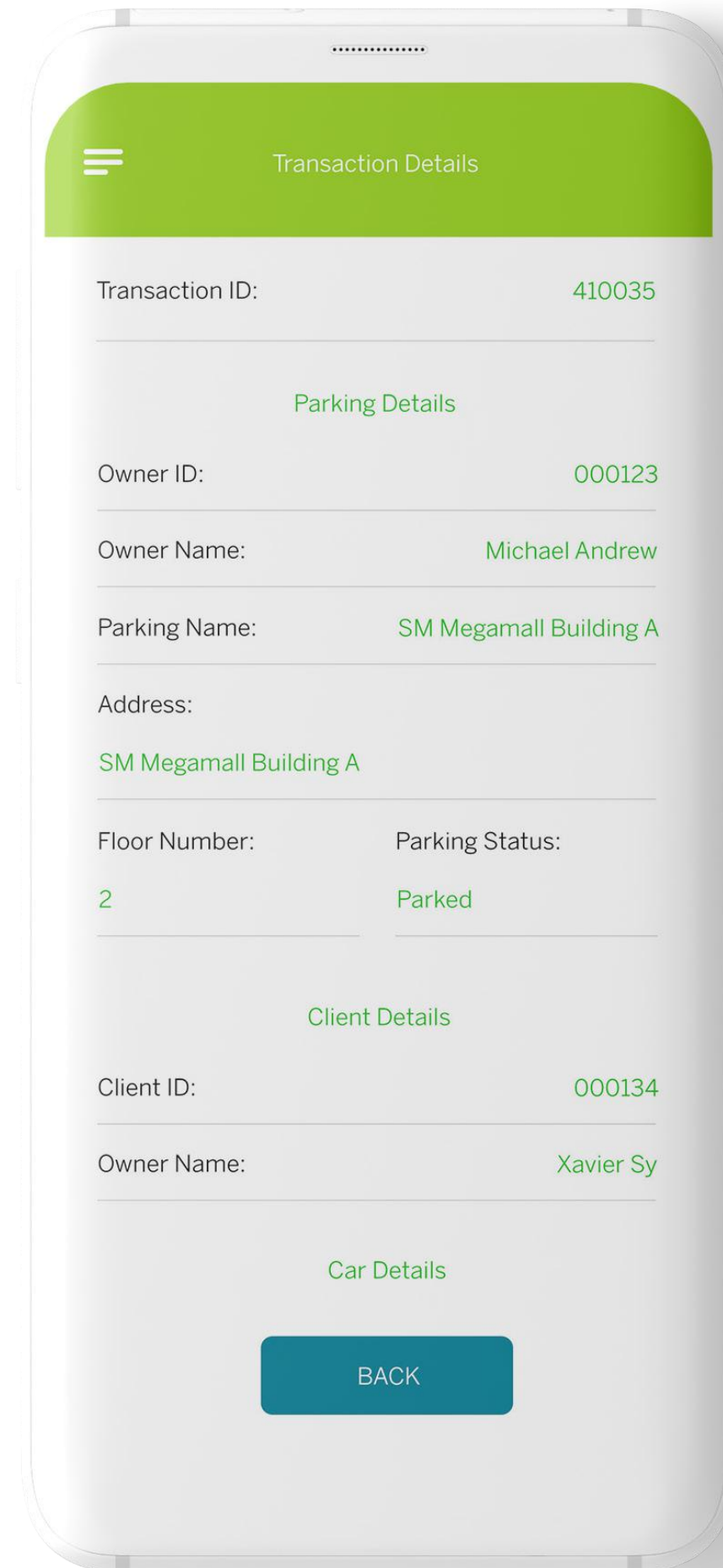
Map View



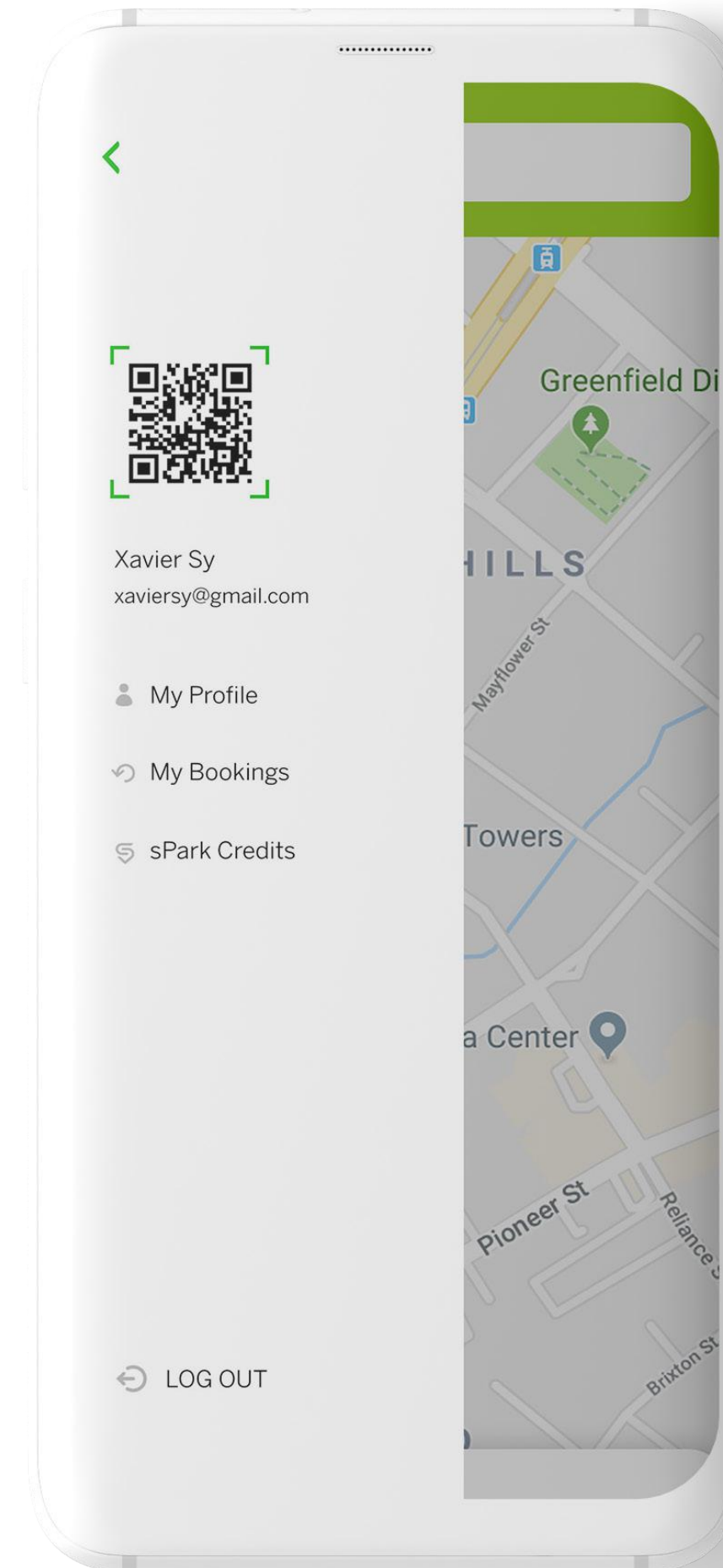
List View



Slot Details



Transaction Details



Profile View

Brand Design by TOYCOMM in collaboration with SPARK



2ND/F Coating Industries of the Philippines,
No. 7 Sheridan Street Mandaluyong City, PH



(+632) 903 0641



<http://toycomm.com>

THANK YOU

