



This is a Serif typeface.

If you want to go with this, expect to look traditional and less modern. It contains serifs, extra strokes on the letters, which consequently are not gentle on the eye. Calmness is something you're trying to portray through your logo, being as gentle as we can on the typeface will aid this. It also has no unity with the Flame's flowing curves as Serif typefaces look stiff and rigid. My educated opinion would strongly suggest not going with a serif style of typeface.



This is a Sans Serif typeface. Helvetica. Expect to look fresh and modern. It is clean and gentle through its finer strokes. It gives it a greater corporate feel. It is a well balanced neutral typeface which allows it to not dominate over the rest of the logo. The typeface is precise, which is why it is one of the most readable typefaces ever created. It is widely used in the logo design world for the above reasons. It has been used for the following large corporate brands:



I would strongly suggest going with this typeface.





The bottom line of type does not need to be bolder. If we analyse it from a viewer hierarchy perspective this is the order the viewer will read your logo.

1. The viewer reads 'SPARC' as the green advances and contrasts from the orange elements on the top and bottom of it. The type is noticeable larger and attracts the viewers initial attention.
2. Once the viewer has read 'SPARC' they quickly move back to the letter 'A' where the bottom of the flame provoked interest when reading the word. They move up through the flame and quickly draw the relationship between 'SPARC' and Flame. The viewer notices it is a representation of a human, which creates interest about what this business could offer them. Being a gentle flowing human figure with calming nature, it leaves them intrigued as to what services SPARC offers.
3. The viewer proceeds to find out exactly what SPARC is about. They're now informed. One day your business logo will become iconic, they will not even read the bottom line, as they're already previously informed.

We also do not want the bottom line of text being another tone of orange that is already used above in the flame. Why?

1. As stated above in hierarchy point 1, the orange either side allows 'SPARC' to contrast and advance over the top of the other elements. This is also enhanced by using the same tone.
2. *Less is more.* We want to limit the amount of colours used. *Simple* design is *good* design.
3. Any brighter and bolder and we start to lose its calm and gentle nature.