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Our Brand

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Overview

Turning shoes and clothing into opportunity.

Soles4Souls disrupts the cycle of poverty by creating sustainable jobs and providing relief through the distribution of shoes and clothing around the world.

Headquartered in Nashville, Tennessee, the organization repurposes product to supply its micro-enterprise, disaster relief and direct assistance programs. Since 2006, it has distributed more than 35 million pairs of shoes in 127 countries. A nonprofit social enterprise, Soles4Souls earns more than 70% of its income and commits 100% of donations to programs.

Visit soles4souls.org for more information.
Our Vision

Disrupting the Cycle of Poverty

For someone in need, help is not a gift, it’s an opportunity. It’s empowerment. It’s a chance to transform their lives, and the lives of those around them.

Soles4Souls provides more than shoes. More than clothes. Soles4Souls provides an opportunity to change a life. Let’s break the cycle of poverty, and spark a cycle of opportunity.
Our Mission

Creating sustainable jobs and providing relief through the distribution of shoes and clothing around the world.

Our Essence

Shoes have the power to change lives.
Our Values

Transparent
Entrepreneurial
Accountable
Meaningful

Our Drivers

Serve those in need, create opportunities and protect the environment.
Our Brand Tone

Joyful
Optimistic
Warm
Humble
Inspiring
Logo

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SOLES 4 SOULS

Logo | Our Logo
Common Mistakes

1. Don’t re–create logo with lower case letters.
2. Don’t add additional space or kerning in mark.
3. Don’t write out the number 4.
4. Don’t change the font.
5. Don’t make our mascot too small.
6. Don’t squish or skew our logo.
7. Don’t place our logo on a cluttered background.
8. Don’t use our old logo.
Size & Space

Minimum Size
Stacked logos must not be reproduced at a size smaller than 100px/70px. Landscape logos must not be reproduced at a size smaller than 166px/38px.

Exclusion Zone
The minimum exclusion zone margin for all our logos should be a minimum of 15px. When color is used behind the logo it must extend to a minimum of 15px on all sides. It should be measured from the farthest edge of the logo on all sides. No element, may breach this space.
Our logo is part of a dynamic system that caters to our ever-growing sub brands. As our organization grows, our brand system is designed to grow and adapt with it.

Consider these lock up iterations as guidelines for current and future sub brands.
Sub-brand logos

Our sub brands can use logotype only version of the logos or have the option to utilize accompanying illustrations.
Logo Variations

Our logo is part of a dynamic system that caters to our ever-growing sub brands. As our organization grows, our brand system is designed to grow and adapt with it.

Consider these lock up iterations as guidelines for current and future sub brands.
A Dynamic System

A dynamic brand identity opens up the elements to dynamic influence. In our case, the ‘4’ is our dynamic mascot. It is the vehicle which helps our brand come to life. It takes on our energy, tone, and personality in a variety of ways, which will continue to evolve as our organization grows.

The following pages are examples of how our ‘4’ can come to life across brand touchpoints.
Our Mascot

The ‘4’ mark is our brand mascot. It lives in a dynamic range of applications, in various formats and treatments. It is the anchor. It is the bridge that connects our brand purpose to our visual identity.
Concept of application for incorporating photography.
Our Brand | Identity System

Concept of application for trade show kits.
Concept of application in social media posts.
Concept of application in motion. Consider this direction when working with animation or motion graphics.
Concept direction for donation box design.
Colors

23  Primary Colors
24  Secondary Colors
A breakdown of our colors

Sea Blue is our primary color and represents a cool calmness and inspires action in the work we do. Warm Orange represents energy and confidence, values we live out daily.
Secondary Colors

Our secondary colors come to play in our illustrations, icons, and sub brands.

- CMYK 0/21/62/6
  - RGB 240 186 82
  - HEX #f0ba52

- CMYK 13/0/1/19
  - RGB 173 207 204
  - HEX #adcfcc

- CMYK 3/0/39/12
  - RGB 217 224 125
  - HEX #d9e07d

- CMYK 0/24/22/14
  - RGB 219 158 163
  - HEX #db9ea3

- CMYK 0/31/19/59
  - RGB 105 26 56
  - HEX #691a38

- CMYK 0/0/0/68
  - RGB 82 82 82
  - HEX #525252
Typography

26 Brand Typefaces

27 Type Use
Our Typefaces

We like to keep things clean and simple. So we’ve chosen only the best typefaces for readability and clarity.

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.
Type Use

Our typefaces of choice are Tilde and Roboto.

Brand Moments

Tilde Bold

Headlines

Tilde Black

Subheads

Source Sans Pro Light Italic

Supporting

Roboto Medium

Body

Roboto Light
Photography

Tone

Image Use
Tone of our imagery

The goal of our imagery is to capture beautiful images that represent positivity, dignity and empowerment.
Image Use

Our organization relies heavily on photography and video to convey our mission. We hope to inspire and inform supporters and volunteers through the use of imagery that accurately portrays the Soles4Souls mission.

All photography must be high quality, regardless of whether images are black and white or color. Images need to be clean, crisp, in focus and contain subject matter relevant to our organization. Please utilize the highest resolution images possible. Please refrain from pixelated imagery.

Natural lighting is our priority over a studio setting. Subject matter should be candid, natural, and insightful. We want to capture truthful, intimate moments of impact and joy.
Iconography

Style

Icon Use
Iconography Style

Our icon style is playful and informative. Complementing our mascot, the shapes are graphic and illustrative in nature, with thick line weight and a combination of square and rounded corners.
Iconography Use

Accompanying our Mascot, is a set of illustrative icons. These assets are built with the intention of being informative as well as a vehicle for the brand personality to come to life.

Consider these assets as a graphic language, and use them in web and print collateral as icons, infographics, etc.