



SOLES4 SOULS

Brand Guidelines

2021

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Our Brand

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Overview

Turning shoes and clothing into opportunity.

People living in poverty want a better life, but many lack opportunity.

At Soles4Souls, we turn unwanted shoes and clothing into opportunity, by keeping them from going to waste and putting them to good use - providing relief, creating jobs and empowering people to break the cycle of poverty.

Since 2006, our supporters and partners have kept more than 53 million pairs of shoes and pieces of apparel from going to waste, and we've distributed them in 129 countries and all 50 U.S. states. Together, we've kept more than 71 million pounds of textiles from going to landfills and put them to good use.

Visit soles4souls.org for more information.



Our Work

Turning shoes and clothing into opportunity

We focus on three main program areas to fulfill our mission:

Free Distribution - We distribute new shoes and clothing, donated by our corporate partners, to people in need in the US and around the world.

Micro-enterprise - We help hard-working entrepreneurs build their own small businesses selling donated shoes and clothing.

Global Experiences - Traveling with Soles4Souls is an amazing opportunity to discover new cultures and meet amazing people, and travelers get to see first-hand how our micro-enterprise program works and play a hands-on role in distributing new shoes to people in need.

Our Mission

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

Our Core Purpose

We believe in the power of people to unleash good in world.

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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**SOLES4
SOULS**

SOLES4SOULS

Linear Logo

**SOLES4
SOULS**

Stacked Logo

S4S

Shortened Logo

SOLES4SOULS

Turning shoes and clothing into opportunity

Linear Logo

SOLES4
SOULS || Turning shoes
and clothing into
opportunity

Stacked Logo

S4S

Shortened 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.



Soles4Souls



Soles For Souls



soles4souls



SOLES 4 SOULS



soles four souls



SOLES4SOULS



SOLES 4 SOULS



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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.

MINIMUM
LOGO
WIDTHS

70px

**SOLES4
SOULS**

30px

MINIMUM
CLEAR
SPACE



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.

**SOLES4
SOULS** || **GLOBAL
EXPERIENCES**

**SOLES4
SOULS** || **SOLE
SOCIETY**

**SOLES4
SOULS** || **CLOTHES
4 SOULS**

**SOLES4
SOULS** || **STEP
UP**

**SOLES4
SOULS** || **SOLE
TRIBE**

Sub-brand logos

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



Logo Variations

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SOLES4
SOULS
CANADA

SOLES4SOULS
CANADA

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.



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

CMYK 100/21/28/76

RGB 9 63 76

HEX #093f4c

Pantone 548 C

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.

CMYK 0/76/75/0

RGB 238 83 64

HEX #ee5340

Pantone 2027 C

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.

Tilde Black

Aa Bb Cc

Tilde Bold

Aa Bb Cc

Tilde Regular

Aa Bb Cc

Roboto Light

Aa Bb Cc

Roboto Regular

Aa Bb Cc

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

22 Tone

23 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.



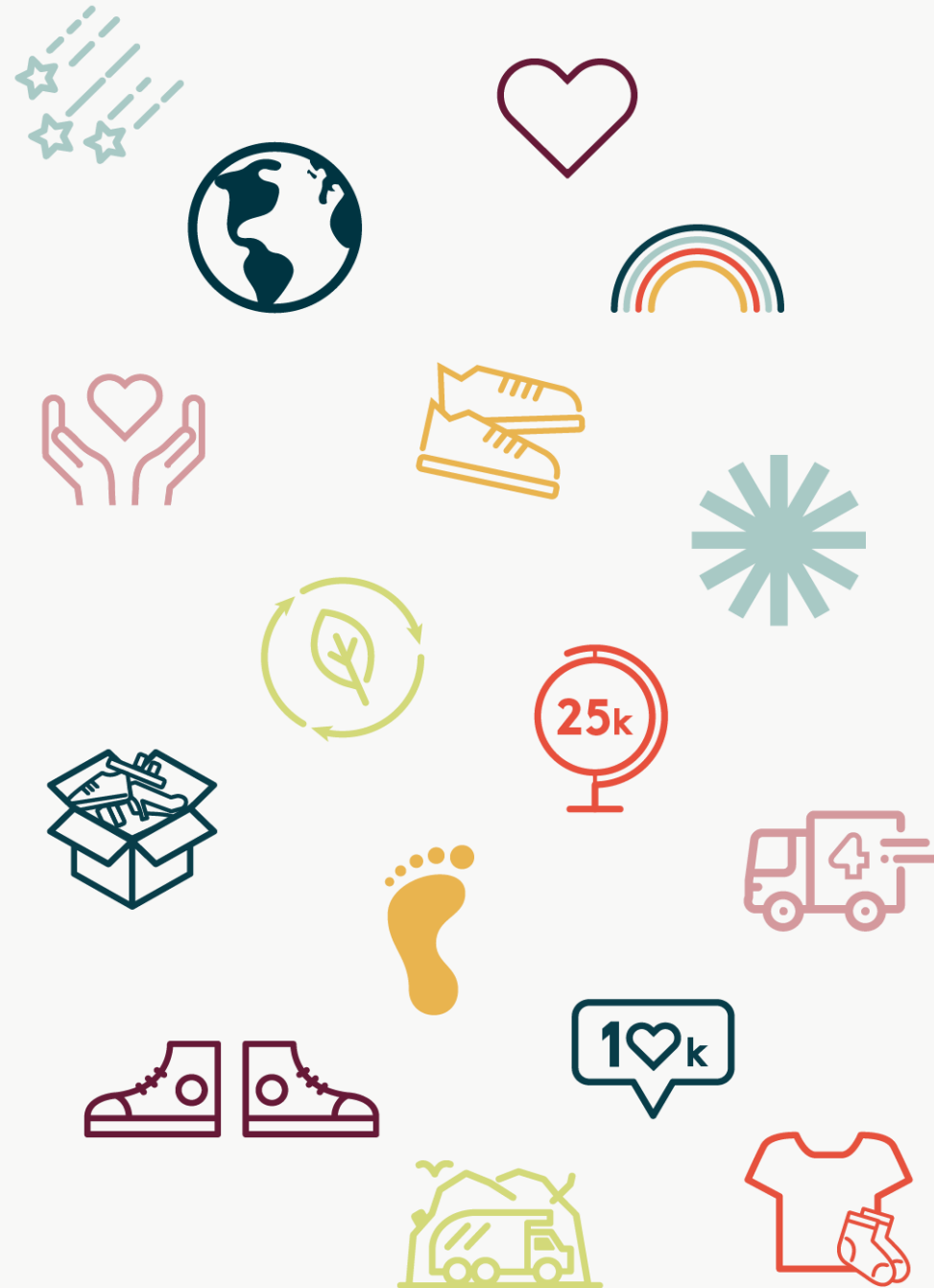


Iconography

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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.

Here's how it works

Together, we can bring health and happiness to people around the world.



You donate.

Make a financial gift or donate your gently loved shoes.



We deliver.

Our team, partners and travel volunteers distribute shoes around the world.



Lives change.

Your donation provides an opportunity for someone in need.



Start a shoe drive



Become an ambassador



Donate shoes



Brand partnerships



Volunteer



Fundraise



SOLES4SOULS

Questions?
Email: Marketing@soles4souls.org