



APRIL 2025

Brand Guidelines

SOLES4SOULS

soles4souls.org

Who we are

Creating opportunity for people through shoes and clothing

At Soles4Souls, we give goods a second life—and people a second chance. Whether you're donating, fundraising, or volunteering, your support reaches people near and far—helping those in crisis, empowering entrepreneurs, and reducing waste.

Mission

Creating opportunity for people through shoes and clothing.

Our Core Purpose

We exist to disrupt the cycle of poverty

Our Drivers

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

Our TEAM Values

At Soles4Souls, our values guide how we show up—for each other, and for the people and communities we serve.

Transparent

We communicate openly and honestly, building trust through clarity and integrity in everything we do.

Entrepreneurial

We find creative solutions, even when resources are limited, and we approach challenges with flexibility and determination.

Accountable

We hold ourselves and each other to a high standard, taking ownership of our actions and following through on our commitments.

Meaningful

We lead with purpose, making sure every step we take drives lasting, positive change.

Our Programs



4 OPPORTUNITY

Soles4Souls sells and distributes shoes and clothing through our international partners to help people build small businesses.



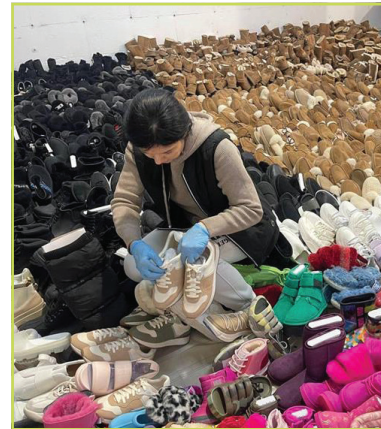
4 RELIEF

Soles4Souls helps get new shoes and clothing to people in crisis situations, freeing up financial resources they can use toward other needs.



4 EVERYKID

Soles4Souls partners with schools across the U.S. to get new athletic shoes to children who are experiencing homelessness, eliminating a barrier to educational and extracurricular opportunities.



SOLUTIONS 4 GOOD

Soles4Souls provides brands and retailers a customizable, service-based solution to recover value, manage surplus and unsellable inventory responsibly, achieve circularity goals, and strengthen their social and environmental leadership.

Our Voice

The Soles4Souls voice is human, optimistic, and grounded in purpose. Our tone reflects the heart of our mission. We speak with warmth and intention; always clear, never cold.

Brand Personality

We speak with genuine positivity and compassion. Our words should uplift, invite connection, and reflect the real, lasting impact we're making.

Our Tone

Joyful

Celebrate success without exaggeration. Let hope and progress shine through.

Optimistic

Focus on what's possible. We believe in opportunity and growth.

Warm

Use approachable, inclusive language. Speak like a human, not an institution.

Humble

Share credit. Center the people and communities we serve.

Messaging Guidelines

It's extremely important for our organization to be consistent in our branding and in the language that we use around our work.

Whether we're sharing a story, writing a headline, or presenting data, our words are meant to connect, not perform. We keep things accessible, avoiding jargon and overly polished language. Our voice invites connection, builds trust, and always stays true to our mission.

INSTEAD OF:	USE THIS:
Product	Shoes, apparel, accessories, and socks
\$1 = 1 pair	Every dollar you donate creates educational and economic opportunities. 4EveryKid: Every \$20 gets a new pair of athletic shoes to a child experiencing homelessness.
Micro or micro-enterprise	4Opportunity
Micro-entrepreneurs	Entrepreneurs, Thrift store owners
Disaster or Relief	4Relief
Free Distribution	4Relief (for crisis or disaster), 4EveryKid
Shoe Distribution	Shoe giving event, Soles4Souls event
"We've distributed more than 83 million pairs of shoes and pieces of clothing to 137 countries and all 50 U.S. states..."	"People in 137 countries and all 50 U.S. states have received ..." Together we've served 83 million people in..."
Homeless	Experiencing homelessness, Lacking stable housing
Pairs distributed	Kids served
Soles 4 Souls, Soles For Souls	Soles4Souls, S4S (no spaces)
Non-profit	Nonprofit (no hyphen)
4 Opportunity, 4 Relief, 4 Every Kid, etc.	4Opportunity, 4Relief, 4EveryKid (no separation in the names of our programs or initiatives)

Our Logo

Think of our logo as our brand's handshake.
The first thing people see, and a perfect little
snapshot of who we are.

The logo consists of the letters 'S4S' in a bold, rounded, sans-serif font. The '4' is stylized with a thick outline and a small square cutout in the center. The entire logo is rendered in a light teal color against a dark teal background.

Primary Logo

Our logo is at the heart of the Soles4Souls brand a simple, bold mark that captures our purpose.

Playful yet powerful, it features the number “4,” a unifying element that connects all of our programs and reinforces our mission.

We also use an abbreviated version of the logo as a flexible design tool. Whether it’s the full logo or the shorter mark, one of them should always appear on all Soles4Souls materials to maintain a strong, consistent brand presence.

PRIMARY LINEAR LOGO

SOLES4SOULS

PRIMARY STACKED LOGO

**SOLES4
SOULS**

ABBREVIATED LOGOTYPE

S4S

Tagline

Our visual identity includes a logo variation that features our tagline to highlight the heart of the Soles4Souls mission. This version should only be used when it stands alone as the sole brand element, without accompanying text or graphics.

Ideal applications include the front of a business card, the back of a hang tag. It's most effective when used with intention and simplicity.

PRIMARY LINEAR TAGLINE

SOLES4SOULS

Creating opportunity for people through shoes and clothing

PRIMARY STACKED TAGLINE

SOLES4 SOULS

 | **Creating opportunity
for people through
shoes and clothing**

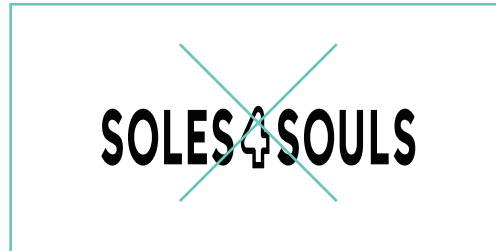
Application

When using the primary Soles4Souls logo in brand communications, it should be clearly visible and scaled appropriately within the layout.

If the logo is used in an environment that is already strongly branded (e.g., retail settings, social media graphics, or partner websites), the abbreviated S4S logo may be used on its own, as long as it is featured prominently. In those cases, it should still follow the same size and spacing guidelines as the primary logo.

The S4S logomark may also function as a graphic element in layouts. In these creative uses, it can appear cropped, layered, or partially off-frame. However, the full Soles4Souls logo must still appear somewhere on the layout—typically in a corner and at a reduced scale—to maintain clear brand recognition.

INCORRECT USAGE



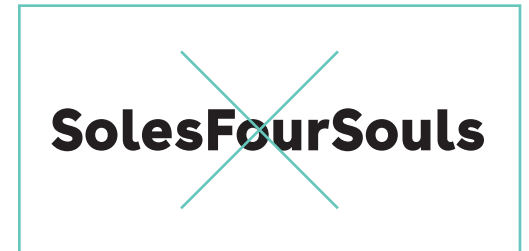
Stretch / squeeze logo



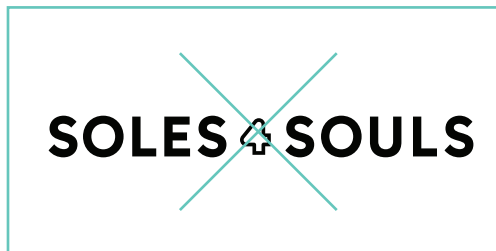
Slanting / rotating logo



Logo bleed off page



Typing out logo



Changing spacing of logo



Typing out logo

Small Size Application

To maintain clarity and consistency across all applications, it's essential to follow minimum size guidelines for each logo format. Avoid using the logos with tagline at small sizes, as it compromises readability.

SOLES4SOULS

120px w (digital) | 360px w (print)

Linear logos should never be reproduced smaller than 120px wide for digital use or 360px wide for print.

**SOLES4
SOULS**

100px w (digital) 300px w (print)

Stacked logos should never be reproduced smaller than 100px wide digitally or 300px wide in print.

S4S

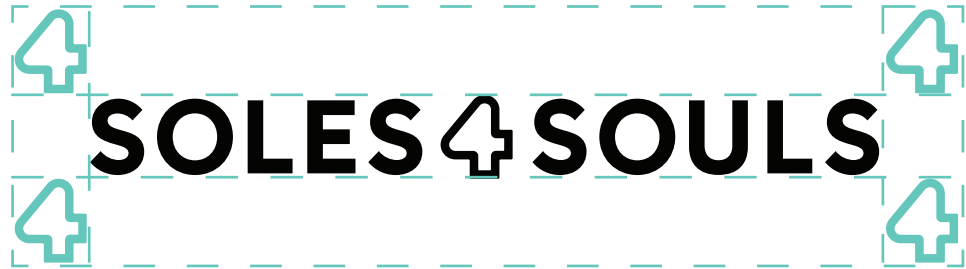
24px w

Abbreviated logos (S4S) are best suited for smaller applications, with a recommended minimum size of 24px x 24px. For ultra-small formats like favicons, 16px x 16px may be used, but only with simplified detail and strong contrast.

Exclusion Zone

To ensure clarity and maintain brand integrity, the Soles4Souls logo should always be surrounded by adequate clear space, free from text, graphics, or other visual elements. The minimum required exclusion zone is equal to the height of the “4” in the logo. This space should be maintained on all sides of the logo.

For the abbreviated S4S logo, a reduced clear space of half the height of the “4” is acceptable, given its simplified form and use in smaller applications.



Color

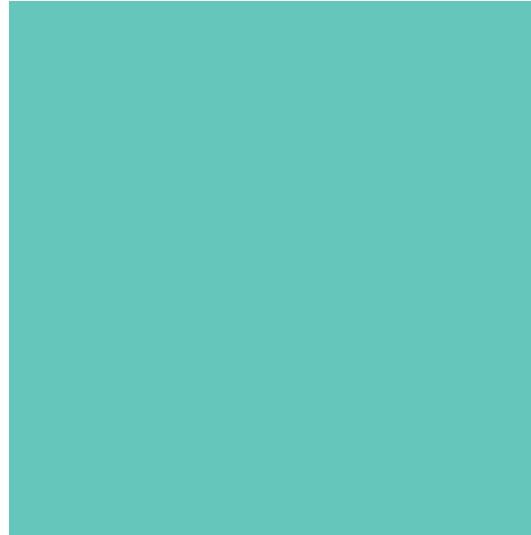
Our brand colors reflect the heart of Soles4Souls: bold and playful. Together, they form a visual identity that is both grounded and uplifting, supporting our mission.

Primary Palette

Our primary colors are the foundation of the Soles4Souls brand and should be used consistently across all communications to ensure a strong and recognizable presence.

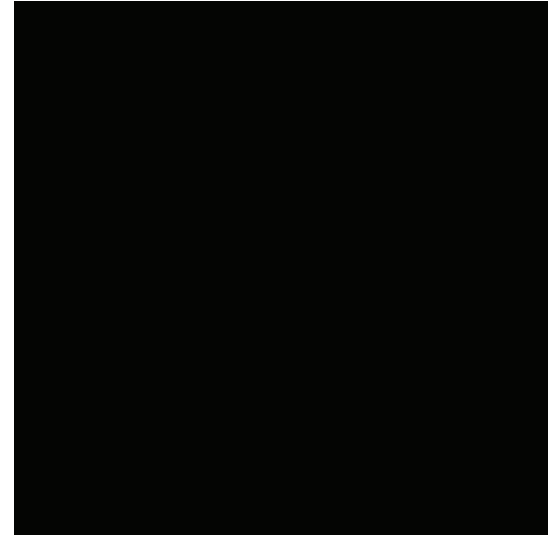
Bright Teal: Our signature color. Bright, fresh, and energetic. This teal symbolizes renewal and hope. It brings lightness and optimism to our brand.

Black: Used for typography and high-contrast moments. Black anchors the palette with clarity and strength, ensuring legibility and design balance.



BRIGHT TEAL

CMYK 2/57/4/0
RGB 237/138/178
HEX #ED8AB2



BLACK

CMYK 75/68/67/90
RGB 0/0/0
HEX #000000

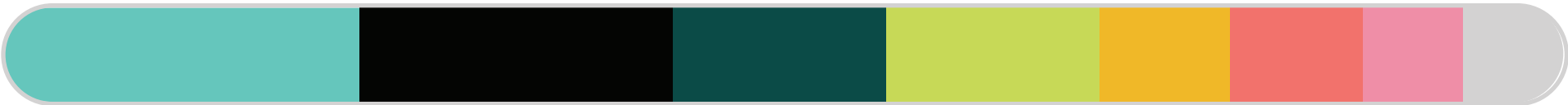
Secondary Palette

Our secondary color palette brings warmth, versatility, and vibrancy to the Soles4Souls brand. These supporting tones expand our visual language; allowing for dynamic storytelling, clear emphasis, and creative variation.

The proper usage ratio of our color palette strengthens brand consistency.

<div>DEEP GREEN</div> <div>CMYK 92/49/64/42</div> <div>RGB 0/75/71</div> <div>HEX #004b47</div>	<div>LIME GREEN</div> <div>CMYK 25/2/82/0</div> <div>RGB 200/216/86</div> <div>HEX #C8D856</div>
<div>LIGHT MUSTARD</div> <div>CMYK 6/29/97/0</div> <div>RGB 239/183/41</div> <div>HEX #EFB729</div>	<div>BRIGHT CORAL</div> <div>CMYK 0/69/51/0</div> <div>RGB 225/115/108</div> <div>HEX #FF736C</div>
<div>ROSE PINK</div> <div>CMYK 2/55/14/0</div> <div>RGB 238/142/167</div> <div>HEX #EE8EA7</div>	<div>NEUTRAL GRAY</div> <div>CMYK 16/12/13/0</div> <div>RGB 211/211/211</div> <div>HEX #D3D3D3</div>

USAGE



Typography

Typography plays a key role in expressing the Soles4Souls brand—clear, confident, and accessible. Our type system combines personality and legibility across all applications.

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

Primary Typefaces

Buenos Aires Bold is used for headers, bringing a sense of boldness and character to our most prominent messaging.

For body copy and extended reading, **Roboto** is our go-to. Its modern, clean form ensures readability across both print and digital formats.

HEADER

Buenos Aires Bold

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 10

PARAGRAPH

Roboto

LIGHT REGULAR **BOLD**

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 10

Secondary Typefaces

Tilde Bold is reserved for subheadings, offering a strong but supportive presence beneath headline content.

Tilde Bold should always appear alongside our primary header font, Buenos Aires, to maintain visual consistency and brand cohesion.

SUBHEADER

Tilde Bold

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 10

Typesetting

Text for correspondence and publications should preferably be set in sentence case, and flush left with ragged right. Capitalization should never be used for body text.

TRACKING:

Buenos Aires Bold: -10

Tilde Bold: 0

Roboto: 0

Buenos Aires Bold
for headers
Tilde Bold for subheadings

Roboto Bold for body heading

Roboto regular for body copy. Roboto regular for body copy. Roboto regular for body copy. Roboto regular for body copy.

Photography

Our imagery captures the essence of our brand and core values. The overall brand tone is optimistic, dignifying and authentic to our partners and the people we serve.

Imagery

Our images tell real stories of joy and connection. They show how something as simple as a pair of shoes can empower individuals and spark transformation.

Key Principles

- Real Places, Real Life

Backgrounds should reflect everyday environments—neighborhoods, dirt roads, lived-in homes—not stylized sets. Our mission is grounded, and our visuals should be too.

- Warmth in Every Frame

Lighting should be natural and inviting. Avoid high-contrast or overly edited looks that distract from the human story at the center.

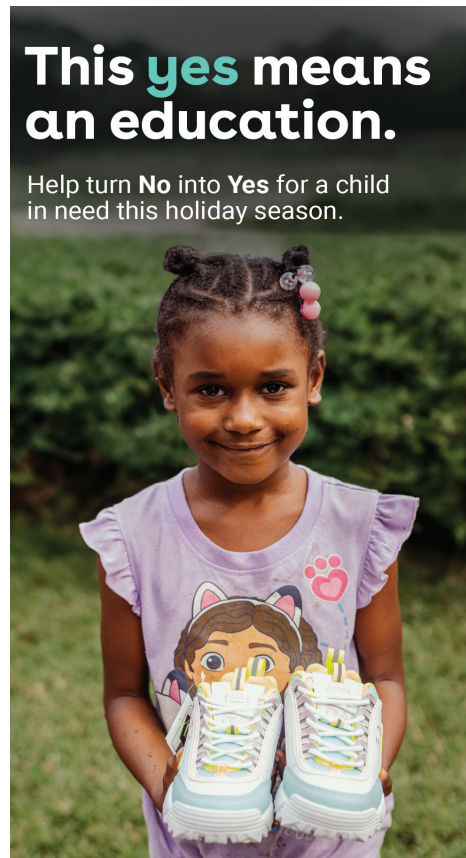
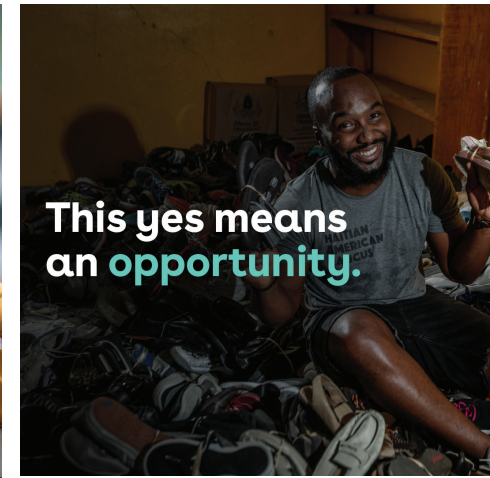
Branded Imagery

Unless specified, branded items can appear in imagery that reflects and supports our mission.



Application

Across Soles4Souls materials, photography can stand alone or work alongside graphic elements to create visual impact. While images may serve to support promotional content, a defining element of our print and digital communications is the use of photography combined with thoughtfully placed type.



Graphic Elements

Designed to support our storytelling, not distract from it. From bold shapes to accent lines and texture overlays, these elements help connect our message across platforms and programs.

Use them to frame photography, highlight key text, or create movement in a layout. Always be intentional. Graphic elements should enhance the content and feel authentic to our voice.



Our Mascot

The '4' mark is our brand mascot. It is the anchor. It is the bridge that connects our brand purpose to our visual identity.

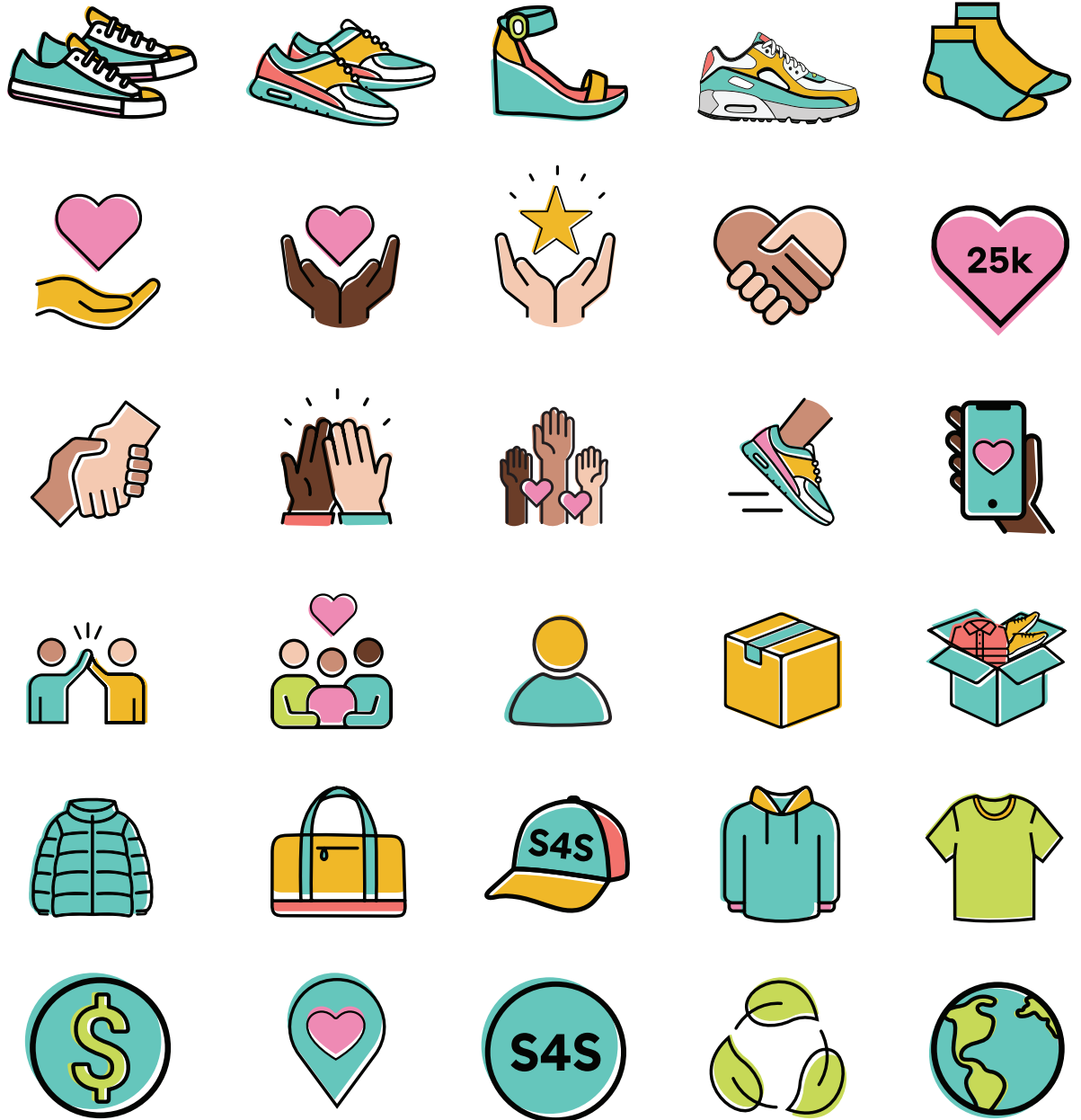
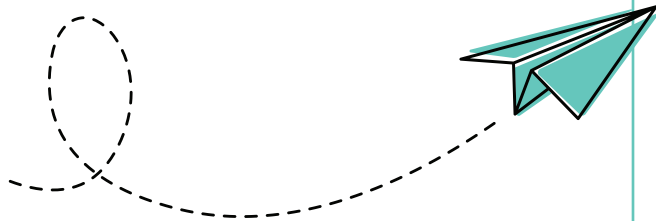


Our Icons

Our icon set is designed to bring clarity and personality to our communications.

Use icons to highlight key actions, visualize data, or add warmth to digital and print content. They can support storytelling, break up text, or guide a viewer through a process.

Keep usage intentional and consistent. Icons should complement other design elements without overwhelming the layout. Stick to the approved color palette and avoid distorting or over-styling them.



Our Patterns

This pattern features a smooth gradient overlaid with curved, evenly spaced lines. It conveys a sense of energy, movement, and forward momentum. Designed to feel modern and uplifting, it works well as a background element in digital and print applications.



A playful, illustrative pattern featuring assorted shoe outlines to reflect movement and impact. The hand-drawn style adds warmth and approachability, making it ideal for packaging, merchandise, and campaign collateral.



Our Textures

This subtle, grainy texture adds depth and softness without overpowering the design. It works well as a background layer behind bold type or photography and is best used to create contrast on clean layouts.



Inspired by topographic lines and natural movement, this abstract pattern brings an energetic, uplifting tone. It reflects the idea of journey, growth, and global impact. Use this as an accent background, section divider, or full-bleed element for a bold and expressive look.





Prior to selling shoes through Soles4Souls, I was unable to care for my family. One pair can help me send my kids to school, help feed my family, and bring joy to my kids and husband. I, and other women like myself, have been able to regain control of our lives.

Ginette, Haitian Entrepreneur



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