BRAND GUIDELINES
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When people lack the resources to get through today, it’s difficult for them to focus on tomorrow. Soles4Souls turns shoes and clothing into opportunities for education and employment so they can have a more hopeful future.

**Our programs:**

**4Opportunity:** Soles4Souls sells and distributes shoes and clothing through our international partners to help people build small businesses.

**4Relief:** Soles4Souls helps get new shoes and clothing to people in crisis situations, freeing up financial resources they can use toward other needs.

**4EveryKid:** 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.

**4ThePlanet:** Soles4Souls cares for our planet and people by extending the life of shoes and clothing that might’ve otherwise been prematurely discarded.

Visit soles4souls.org for more information.
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 the world.

Our Values
- Transparent
- Entrepreneurial
- Accountable
- Meaningful

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

Our Goal
To create $1 Billion in economic impact by 2030.
Our Brand

OUR BRAND TONE

Joyful
Optimistic
Warm
Humble
Inspiring
Our Logo

Primary 001 | Linear Wordmark

SOLES4SOULS
Turning shoes and clothing into opportunity

Secondary 002 | Linear Simplified

SOLES4SOULS

Primary 001 | Stacked Simplified

SOLES4SOULS

Secondary 002 | Stacked Wordmark

SOLES4SOULS
Turning shoes and clothing into opportunity

Tertiary 003 | Shortened Icon

S4S
Our Logo

Common Mistakes

The Soles4Souls logo may only be used in the form laid out in these guidelines.

Soles4Souls must approve the use of its logo by partners and supporters. Please email marketing@soles4souls.org for approval.

- Soles4Souls
- soles4souls
- soles four souls
- SOLES 4 SOULS
- Soles For Souls
- SOLES 4 SOULS
- SOLES 4 SOULS
Our 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 Colors

#### A breakdown of our colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sea Blue</td>
<td>100/21/28/76</td>
<td>RGB 9 63 76</td>
<td>#093f4c</td>
<td>548 C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warm Orange</td>
<td>0/76/75/0</td>
<td>RGB 238 83 64</td>
<td>#ee5340</td>
<td>2027 C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>13/0/1/19</td>
<td>RGB 173 207 204</td>
<td>#adcfcc</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3/0/39/12</td>
<td>RGB 217 224 125</td>
<td>#d9e07d</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>0/24/22/14</td>
<td>RGB 219 158 163</td>
<td>#db9ea3</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>0/21/62/6</td>
<td>RGB 240 186 82</td>
<td>#f0ba52</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>0/31/19/59</td>
<td>RGB 105 26 56</td>
<td>#691a38</td>
<td></td>
</tr>
</tbody>
</table>
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 direction for donation box design.
Concept of application in social media posts.
Our Brand | Typography

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.

**Our Typefaces**

- **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
Our Brand | Typography

Our typefaces of choice are Tilde and Roboto.

Type Use

Brand Moments
Tilde Bold

Headlines
Tilde Black

Headlines 2
Buenos Aires Bold

Supporting
Roboto Medium

Body
Roboto Light
Images

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.
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 as high quality as possible. 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.