SOLES4SOULS
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 the 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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Our Brand | Welcome

SOLES4SOULS
Linear Logo

SOLES4SOULS
Stacked Logo

S4S
Shortened Logo
SOLES4SOULS
Turning shoes and clothing into opportunity

Linear Logo

STACKED LOGO

SOLES4SOULS
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.
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.
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.
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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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
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.
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.
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

22 Style
17 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 | Icon 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.

Iconography Use