SOLES4SOULS BRAND BOOK

Brand Guidelines-Summer, 2018
SOLES4SOULS BRAND BOOK

Soles4Souls’ brand book was built to help our donors, partners, supporters and advocates accurately represent our organization and mission. Any communications or designs you create on our behalf should align with the brand standards that follow. Thank you!

Mission
Soles4Souls creates sustainable jobs and provides relief through the distribution of shoes and clothing around the world.

Vision
Disrupting the cycle of poverty.

Values
Transparent, entrepreneurial, accountable and meaningful.

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

Soles4Souls Boilerplate:

About Soles4Souls:
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 30 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.
Why brand guidelines for Soles4Souls?

Whether you’re a corporate donor creating a cause marketing campaign or a volunteer collecting shoes, we want to help you tell our story effectively through consistent, clean, captivating design.

Soles4Souls strives to provide clean, simple and colorful design. We work hard to make sure language is understandable and visuals are impactful and true to our mission.

Why use these guidelines

Soles4Souls needs to manage how its brand is represented across all visual media in various situations.

Our identity system in this document has been created to fulfill this purpose and the guidelines herein explain how to correctly depict and embody our brand consistently across different applications and in various markets to maintain the integrity of our organization.

This document is available to download at: soles4souls.org/resources
OUR LOGO

Rationale
Our logo was developed to be modern, clean and bold.

Construction
The Soles4Souls logo comes in two version: landscape and stacked. The landscape version is the preferred version which includes the organization’s supporting phrase “Wearing Out Poverty®”

Color Treatment
The Soles4Souls logo should only be used in black, white and our Soles4Souls blue. (Please read further for specifics.)

1. This is the landscape version of the logo that includes our tagline and is the preferred version for print and digital applications

2. This is the stacked version of the logo and is available when there is not enough adequate space for the landscape version.

Please find all logos, photos, talking points, etc on our resources page: soles4souls.org/resources
LET IT BREATHE

Exclusion Zone:

The minimum exclusion zone margin for all our logos should be a minimum of 15px. When our organization color is used behind the logo it must extend to a minimum of 15px on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this 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.
A FEW GUIDELINES

We don’t want to take all the fun out of it, but there is a right way and a wrong way to present our logo.

1. Leave space
Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

2. Feel free
Please feel free to use the reverse (white) version of our logo on a solid color.

3. Go blue if you must
We prefer either the black (on white) or reverse version (white logo on a solid neutral color) but you may also use the S4S blue version of our logo, on white.

4. Keep it straight
Do not rotate/warp our logo.

5. Color clash
Do not place the logo on colors that clash.

6. Thanks, but no thanks
Do not add embellishments like drop-shadows, embossings etc. to the logo.

7. Don’t look back
Please refrain from using our old logo. It’s old. We have a new one!
HOW TO USE THE SOLES4SOULS LOGO

Our logo exists in both a landscape and a stacked version. Use our logo in black, reverse (white) or “S4S blue.”

While the landscape option is preferred, the use of either the stacked or landscape logos should be determined according to their suitability for the layout.

Please consider our supporting phrase “Wearing Out Poverty” when sizing the landscape version of our logo to keep phrase legible.

Please overlay our black logo over white, or neutral color. The reverse version can be over Soles4Souls’ blue, another brands/organization’s palette.

Please find all logos, photos, talking points, etc on our resources page: soles4souls.org/resources
OUR COLORS

Soles4Souls’ color palette includes primary and secondary tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to used digitally.

**Color Palette**

<table>
<thead>
<tr>
<th>Primary colors</th>
<th>Secondary colors</th>
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</tr>
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</table>
OUR TYPEFACE(S)

Typefaces

Our typeface of choice is Gibson. (We also use League Gothic in all caps for headings.) When Gibson is not available, please use Avenir, Proxima Nova or Arial in that order.

Typography

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.

Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£$&@*) 0123456789

// Semibold (Preferred)

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£$&@*) 0123456789

// Bold (All caps only)

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£$&@*) 0123456789

// Light (Preferred)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£$&@*) 0123456789

// Regular
OTHER THINGS TO CONSIDER...

Brand Design Style

We aim to achieve a clean, legible approach when it comes to our style in all forms of media. Features include asymmetric layouts and sans serif typefaces.

An understanding of the importance of white space is also crucial in layouts, both in and around text/images.

Black body text should normally be used but we also utilize grey text (black at 70% opacity.) Please use white (reverse) text when more aesthetically pleasing on a solid background or image. Limiting color use to our corporate palette will serve to strengthen our brand message.

Photography Style

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.

Support Graphics

Graphic elements derived from the logo are valid for use as stand-alone support graphics provided they are not used in place of the complete logo.

We do not recommend the use of detailed illustrations or clip art as support graphics but rather simple geometric shapes so as not to detract from other layout elements.

Large, distracting banners and graphics (such as ribbons and arrows) should not be used as they only serve to lessen the quality and values of our brand.

Social Media

Soles4Souls is active on facebook, Twitter, Instagram LinkedIn and Pinterest.

Our social media handle: @Soles4Souls

Our hashtags: #GiveShoesGiveLove #WearingOutPoverty
Finally...

If in doubt, take a look back through this document, all the answers are there.

These guidelines are only intended to provide a basic road map when working with the Soles4Souls brand and not intended to limit creativity.