

# BRAND GUIDELINES

# Contents

- 3 Welcome
- 6 Logos
- 9 Colors
- 10 Identity
- 14 Typography
- 16 Photography

# Our Brand

## Turning shoes and clothing into opportunity.

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

### **Our programs:**

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

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

**4EveryKid:** Soles4Souls Canada partners with nonprofit and other organizations across Canada to get new athletic shoes to children in underserved communities, eliminating a barrier to educational and extracurricular opportunities.

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

Visit [soles4soulsCanada.org](https://soles4soulsCanada.org) for more information.

# Our Brand

## 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

## OUR BRAND TONE

Joyful

Optimistic

Warm

Humble

Inspiring

# Our Logo

Primary 001 | Linear Wordmark\_One Color

**SOLES 4 SOULS**  
**CANADA**

Secondary 002 | Stacked Simplified\_One Color

**SOLES 4**  
**SOULS**  
**CANADA**

Primary 001 | Linear Wordmark \_Full Color

**SOLES 4 SOULS**  
**CANADA**

Secondary 002 | Stacked Simplified\_Full Color

**SOLES 4**  
**SOULS**  
**CANADA**

# Our Logo

## Common Mistakes

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

Soles4Souls Canada must approve the use of its logo by partners and supporters.

Please email [info@soles4soulsCanada.org](mailto:info@soles4soulsCanada.org) for approval.

X

**Soles4Souls  
Canada**

X

**Soles For Souls   
Canada**

X

**soles  souls**

X

**SOLES  SOULS**

X

**soles four souls  
Canada**

X

**SOLES4SOULS  
CANADA**

X

**SOLES4SOULS  
CANADA**

X

**SOLES4SOULS  
CANADA**

# 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.

MINIMUM LOGO WIDTHS



MINIMUM CLEAR SPACE



# Our 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.

CMYK 100/21/28/76  
RGB 9 63 76  
HEX #093f4c  
Pantone 548 C

Warm Orange is our **secondary color** and represents energy and confidence, values we live out daily.

CMYK 0/76/75/0  
RGB 238 83 64  
HEX #ee5340  
Pantone 2027 C

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 0/21/62/6

RGB 240 186 82

HEX #f0ba52

CMYK 0/31/19/59

RGB 105 26 56

HEX #691a38

# 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.



# 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**

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.



# 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 Canada 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.





**SOLES 4 SOULS**  
**CANADA**

**Questions?**  
[info@soles4soulsCanada.org](mailto:info@soles4soulsCanada.org)