

SOLES4SOULS
CANADA

Brand Guidelines

Welcome to our brand guidelines, your comprehensive guide to understanding Soles4Souls Canada visual and verbal identity.

soles4soulsCanada.org

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:

4 OPPORTUNITY

4 RELIEF

4 EVERYKID

4 THE PLANET

Visit soles4soulscacanada.org for more information.



4 Opportunity

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



4 Relief

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



4 EveryKid

Soles4Souls Canada 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.



4 ThePlanet

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

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 Tone

Joyful
Optimistic
Warm
Humble
Inspiring



Our Logo

Our logo serves as the visual cornerstone of our identity, encapsulating the essence and values of our brand.

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 marketing@soles4souls.org for approval.

X
**Soles4Souls
Canada**

X
soles  souls

X
**soles four souls
Canada**

X
**SOLES 4 SOULS
CANADA**

X
**Soles For Souls 
Canada**

X
SOLES  SOULS

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

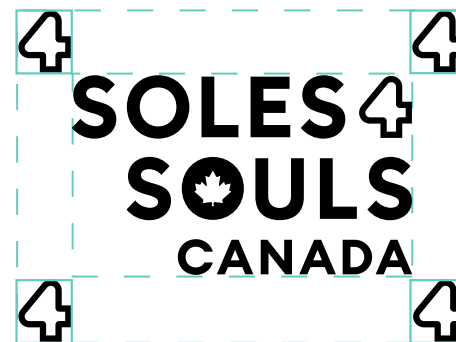
The minimum exclusion zone margin for all our logos should be a minimum of 15px. When color is used behind the logo it must extend to a minimum of 15px on all sides. It should be measured from the farthest edge of the logo on all sides. No element may breach this space.

Minimum Logo Widths

70px



Minimum Clear Space



Our Colors

External Color Palette

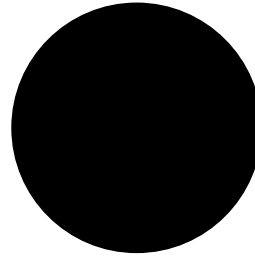
Black is our **primary color** and represents sophistication and new beginnings.

Bright Blue is our **secondary color** and represents clarity, expansiveness and optimism, values we live out daily.

This color palette will be applied to all external assets, including:

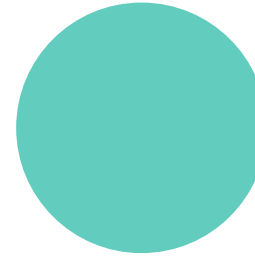
- Website
- Presentations
- Paid ads
- LinkedIn
- Corporate emails

Black

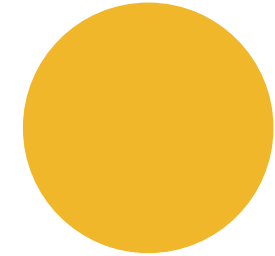


CMYK 75/68/67/90
RGB 0/0/0
HEX #000000

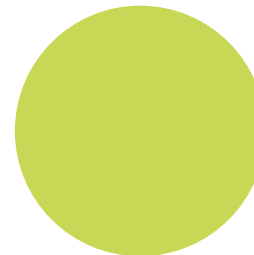
Bright Blue



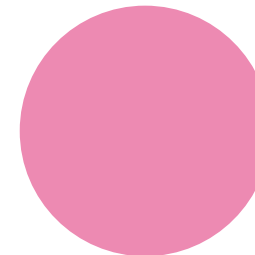
CMYK 57/0/32/0
RGB 98/204/191
HEX #62CCBF



CMYK 6/29/97/0
RGB 239/183/41
HEX #EFB729



CMYK 25/2/82/0
RGB 200/216/86
HEX #C8D856



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

Our Colors

Internal Color Palette

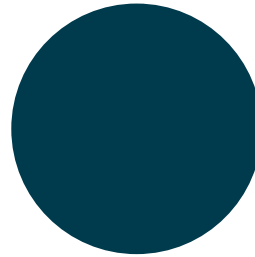
Sea Blue is our **primary color** and represents a cool calmness and inspires action in the work we do.

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

This color palette will be applied to all internal assets, including:

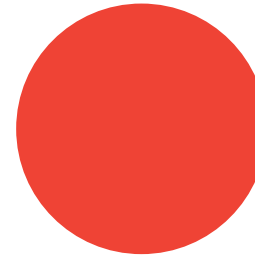
- Organic Social
- Presentations (internal)
- Newsletters/blogs
- Recap emails

Sea Blue

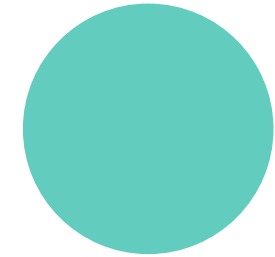


CMYK 100/64/50/43
RGB 0 59 77
HEX #003B4D

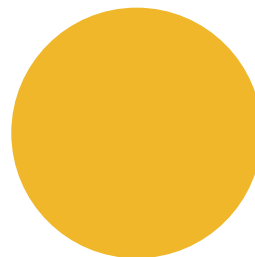
Poppy



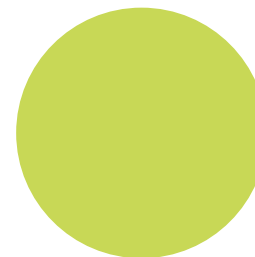
CMYK 0/89/86/0
RGB 239 67 53
HEX #EF4335



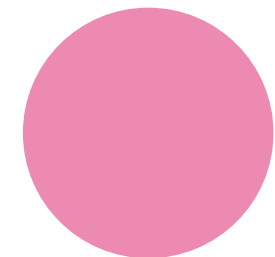
CMYK 57/0/32/0
RGB 98/204/191
HEX #62CCBF



CMYK 6/29/97/0
RGB 239/183/41
HEX #EFB729



CMYK 25/2/82/0
RGB 200/216/86
HEX #C8D856

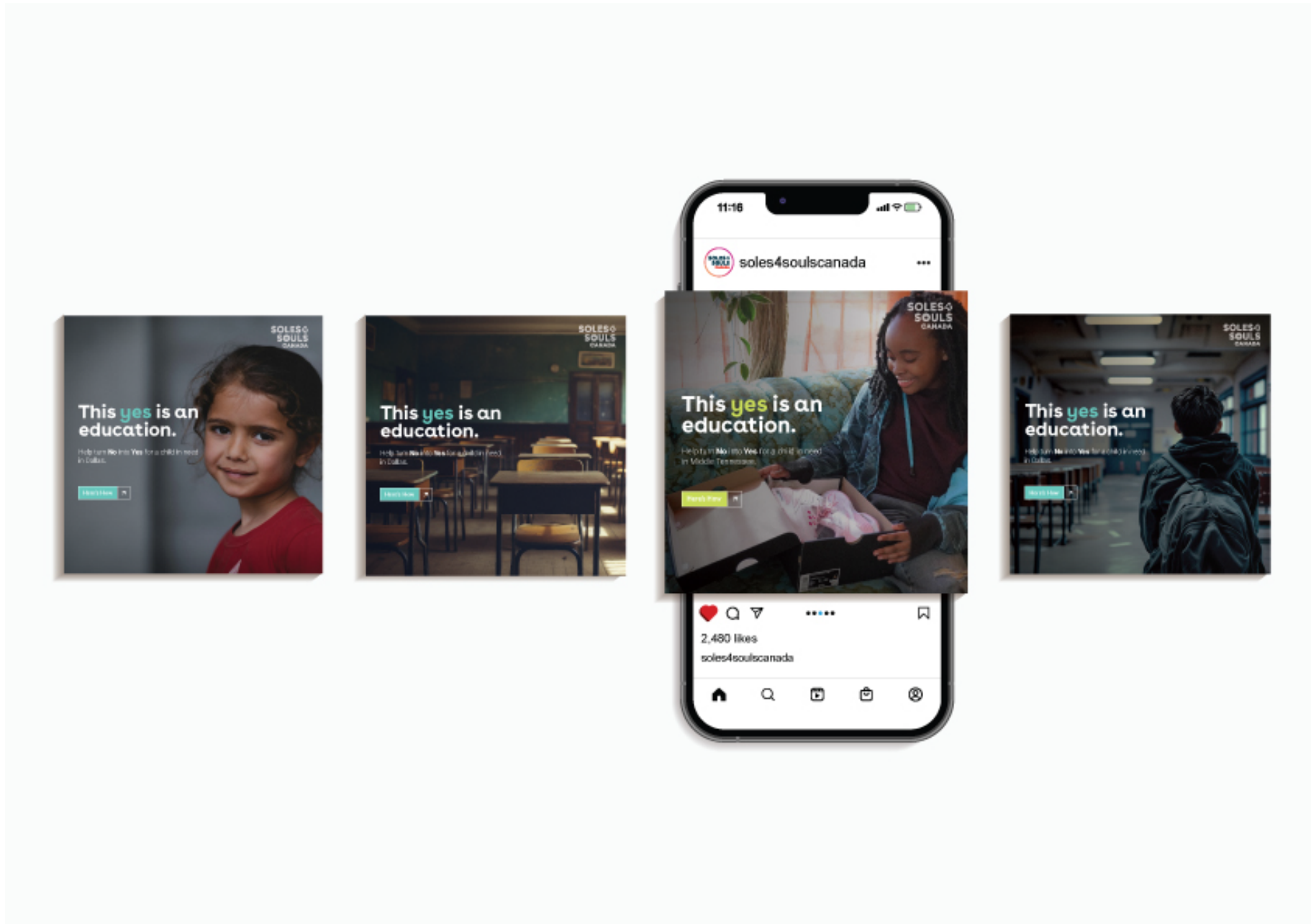


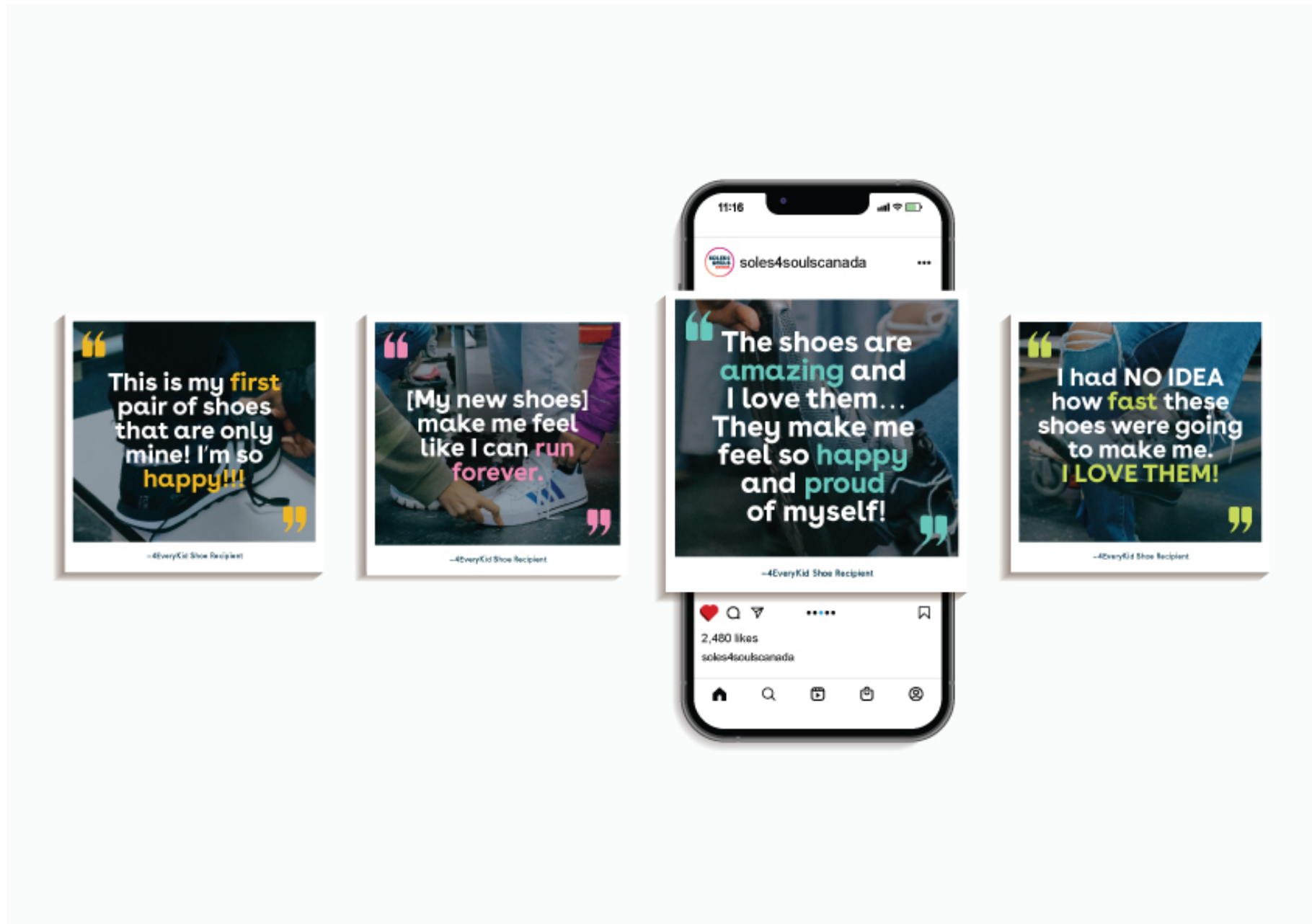
CMYK 2/57/4/0
RGB 237/138/178
HEX #ED8AB2

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





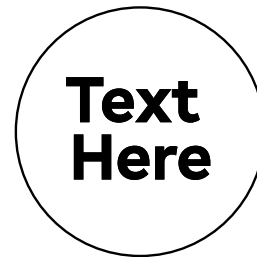


Color Rules

External Color Palette

Color rules in a brand guidelines packet are crucial for maintaining consistency and coherence across all visual communications.

Clear color guidelines also streamline the creative process, making it easier for designers and marketers to produce content that aligns with the brand's visual identity.

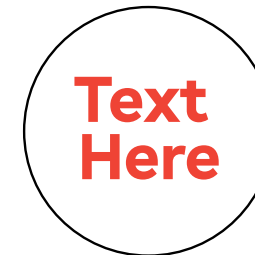


Color Rules

Internal Color Palette

Color rules in a brand guidelines packet are crucial for maintaining consistency and coherence across all visual communications.

Clear color guidelines also streamline the creative process, making it easier for designers and marketers to produce content that aligns with the brand's 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 sentence case, and flush left with ragged right. Capitalization should never be used for body text.

Buenos Aires Bold

Aa Bb Cc

Tilde Bold

Aa Bb Cc

Roboto Light

Aa Bb Cc

Roboto Regular

Aa Bb Cc

Roboto Bold

Aa Bb Cc

Type Use

Our typefaces of choice are Buenos Aires, Tilde, and Roboto.

Brand Moments

Buenos Aires Bold

Headlines

Buenos Aires Bold

Subheadlines

Tilde 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.



SOLES4SOULS

Questions?

Reach out at info@soles4soulscanada.org



soles4soulscanada.org