



APRIL 2025

Brand Guidelines

SOLES4SOULS
CANADA

soles4soulsCanada.org

Who we are

Creating opportunity for people through shoes and clothing

At Soles4Souls Canada, we give goods a second life—and people a second chance. Whether you're donating, fundraising, or volunteering, your support reaches people near and far—helping those in crisis, empowering entrepreneurs, and reducing waste.

Mission

Creating opportunity for people through shoes and clothing.

Our Core Purpose

We exist to disrupt the cycle of poverty

Our Drivers

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

Our TEAM Values

At Soles4Souls Canada, our values guide how we show up—for each other, and for the people and communities we serve.

Transparent

We communicate openly and honestly, building trust through clarity and integrity in everything we do.

Entrepreneurial

We find creative solutions, even when resources are limited, and we approach challenges with flexibility and determination.

Accountable

We hold ourselves and each other to a high standard, taking ownership of our actions and following through on our commitments.

Meaningful

We lead with purpose, making sure every step we take drives lasting, positive change.

Our Programs



4 OPPORTUNITY

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



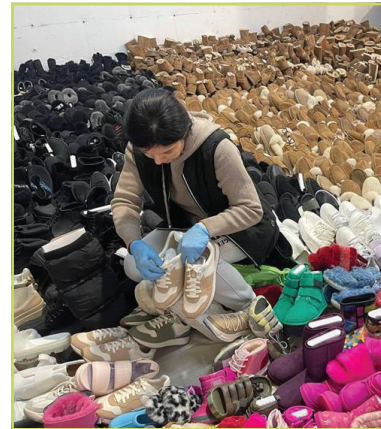
4 RELIEF

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 provides brand new shoes to kids in underserved communities, eliminating a barrier to educational and extracurricular opportunities.



SOLUTIONS 4 GOOD

Soles4Souls Canada provides brands and retailers a customizable, service-based solution to recover value, manage surplus and unsellable inventory responsibly, achieve circularity goals, and strengthen their social and environmental leadership.

Our Voice

The Soles4Souls Canada voice is human, optimistic, and grounded in purpose. Our tone reflects the heart of our mission. We speak with warmth and intention; always clear, never cold.

Brand Personality

We speak with genuine positivity and compassion. Our words should uplift, invite connection, and reflect the real, lasting impact we're making.

Our Tone

Joyful

Celebrate success without exaggeration. Let hope and progress shine through.

Optimistic

Focus on what's possible. We believe in opportunity and growth.

Warm

Use approachable, inclusive language. Speak like a human, not an institution.

Humble

Share credit. Center the people and communities we serve.

Messaging Guidelines

It's extremely important for our organization to be consistent in our branding and in the language that we use around our work.

Whether we're sharing a story, writing a headline, or presenting data, our words are meant to connect, not perform. We keep things accessible, avoiding jargon and overly polished language. Our voice invites connection, builds trust, and always stays true to our mission.

INSTEAD OF:	USE THIS:
Product	Shoes, apparel, accessories, and socks
Micro or micro-enterprise	4Opportunity
Micro-entrepreneurs	Entrepreneurs, Thrift store owners
Disaster or Relief	4Relief
Free Distribution	4Relief (for crisis or disaster), 4EveryKid
Shoe Distribution	Shoe giving event, Soles4Souls Canada event
"weve distributed more than 83 million pairs of shoes and pieces of clothing"	"Together we've served 83 million people in 137 countries"
Homeless	Kids/people in underserved communities, Lacking stable housing
Pairs distributed	Kids served
Soles 4 Souls Canada, Soles For Souls Canada	Soles4Souls Canada, S4S Canada (no spaces)
4 Opportunity, 4 Relief, 4 Every Kid, etc.	4Opportunity, 4Relief, 4EveryKid (no separation in the names of our programs or initiatives)

Our Logo

Think of our logo as our brand's handshake.
The first thing people see, and a perfect little
snapshot of who we are.

The logo consists of the letters 'S4S' in a bold, rounded, sans-serif font. The '4' is stylized with a thick outline and a small square cutout in the center. The entire logo is rendered in a light teal color against a dark teal background.

Primary Logo

Our logo is at the heart of the Soles4Souls Canada brand a simple, bold mark that captures our purpose.

Playful yet powerful, it features the number “4,” a unifying element that connects all of our programs and reinforces our mission.

We also use an abbreviated version of the logo as a flexible design tool. Whether it’s the full logo or the shorter mark, one of them should always appear on all Soles4Souls Canada materials to maintain a strong, consistent brand presence.

PRIMARY LINEAR LOGO

**SOLES4SOULS
CANADA**

PRIMARY STACKED LOGO

**SOLES4
SOULS
CANADA**

ABBREVIATED LOGOTYPE

S4S

Tagline

Our visual identity includes a logo variation that features our tagline to highlight the heart of the Soles4Souls Canada mission. This version should only be used when it stands alone as the sole brand element, without accompanying text or graphics.

Ideal applications include the front of a business card, the back of a hang tag. It's most effective when used with intention and simplicity.

PRIMARY LINEAR TAGLINE

SOLES4SOULS
CANADA

Creating opportunity for people through shoes and clothing

PRIMARY STACKED TAGLINE

SOLES4
SOULS
CANADA | **Creating opportunity**
for people through
shoes and clothing

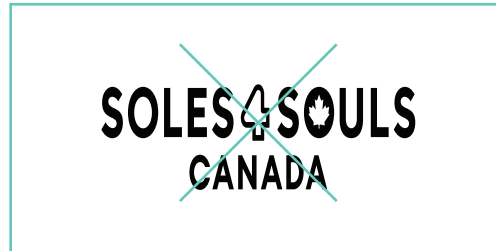
Application

When using the primary Soles4Souls Canada logo in brand communications, it should be clearly visible and scaled appropriately within the layout.

If the logo is used in an environment that is already strongly branded (e.g., retail settings, social media graphics, or partner websites), the abbreviated S4S Canada logo may be used on its own, as long as it is featured prominently. In those cases, it should still follow the same size and spacing guidelines as the primary logo.

The S4S Canada logomark may also function as a graphic element in layouts. In these creative uses, it can appear cropped, layered, or partially off-frame. However, the full Soles4Souls Canada logo must still appear somewhere on the layout—typically in a corner and at a reduced scale—to maintain clear brand recognition.

INCORRECT USAGE



Stretch / squeeze logo



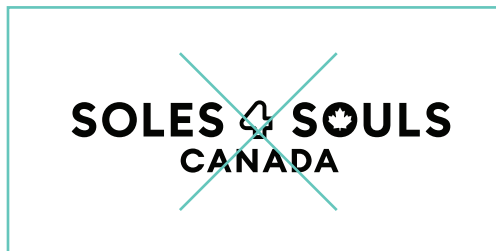
Slanting / rotating logo



Logo bleed off page



Typing out logo



Changing spacing of logo



Typing out logo

Small Size Application

To maintain clarity and consistency across all applications, it's essential to follow minimum size guidelines for each logo format. Avoid using the logos with tagline at small sizes, as it compromises readability.

SOLES4SOULS
CANADA

120px w (digital) | 360px w (print)

Linear logos should never be reproduced smaller than 120px wide for digital use or 360px wide for print.

SOLES4
SOULS
CANADA

100px w (digital) 300px w (print)

Stacked logos should never be reproduced smaller than 100px wide digitally or 300px wide in print.

S4S

24px w

Abbreviated logos (S4S) are best suited for smaller applications, with a recommended minimum size of 24px x 24px. For ultra-small formats like favicons, 16px x 16px may be used, but only with simplified detail and strong contrast.

Exclusion Zone

To ensure clarity and maintain brand integrity, the Soles4Souls Canada logo should always be surrounded by adequate clear space, free from text, graphics, or other visual elements. The minimum required exclusion zone is equal to the height of the “4” in the logo. This space should be maintained on all sides of the logo.

For the abbreviated S4S Canada logo, a reduced clear space of half the height of the “4” is acceptable, given its simplified form and use in smaller applications.



Colour

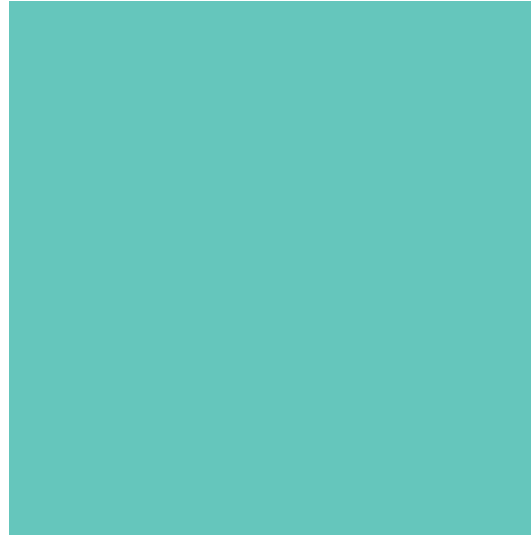
Our brand colours reflect the heart of Soles4Souls Canada: bold and playful. Together, they form a visual identity that is both grounded and uplifting, supporting our mission.

Primary Palette

Our primary colours are the foundation of the Soles4Souls Canada brand and should be used consistently across all communications to ensure a strong and recognizable presence.

Bright Teal: Our signature colour. Bright, fresh, and energetic. This teal symbolizes renewal and hope. It brings lightness and optimism to our brand.

Black: Used for typography and high-contrast moments. Black anchors the palette with clarity and strength, ensuring legibility and design balance.

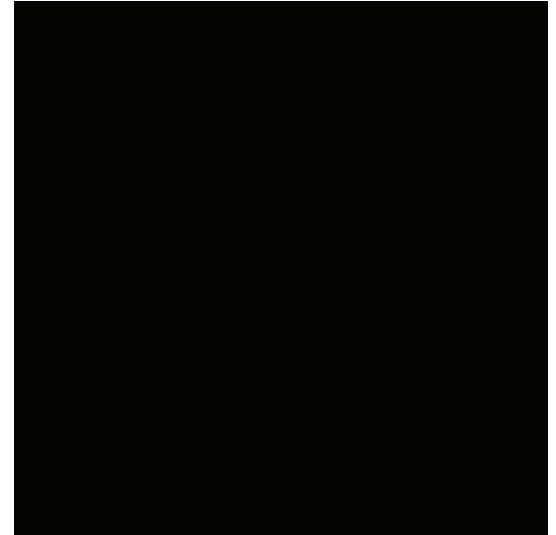


BRIGHT TEAL

CMYK 57/0/32/0

RGB 98/204/191

HEX #62CCBF



BLACK

CMYK 75/68/67/90

RGB 0/0/0

HEX #000000

Secondary Palette

Our secondary colour palette brings warmth, versatility, and vibrancy to the Soles4Souls Canada brand. These supporting tones expand our visual language; allowing for dynamic storytelling, clear emphasis, and creative variation.

The proper usage ratio of our colour palette strengthens brand consistency.

DEEP GREEN CMYK 92/49/64/42 RGB 0/75/71 HEX #004b47	LIME GREEN CMYK 25/2/82/0 RGB 200/216/86 HEX #C8D856
LIGHT MUSTARD CMYK 6/29/97/0 RGB 239/183/41 HEX #EFB729	BRIGHT CORAL CMYK 0/69/51/0 RGB 225/115/108 HEX #FF736C
ROSE PINK CMYK 2/55/14/0 RGB 238/142/167 HEX #EE8EA7	NEUTRAL GRAY CMYK 16/12/13/0 RGB 211/211/211 HEX #D3D3D3

USAGE



Typography

Typography plays a key role in expressing the Soles4Souls Canada brand—clear, confident, and accessible. Our type system combines personality and legibility across all applications.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Primary Typefaces

Buenos Aires Bold is used for headers, bringing a sense of boldness and character to our most prominent messaging.

For body copy and extended reading, **Roboto** is our go-to. Its modern, clean form ensures readability across both print and digital formats.

HEADER

Buenos Aires Bold

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u
v w x y z
1 2 3 4 5 6 7 8 9 10

PARAGRAPH

Roboto

LIGHT REGULAR **BOLD**

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
w x y z
1 2 3 4 5 6 7 8 9 10

Secondary Typefaces

Tilde Bold is reserved for subheadings, offering a strong but supportive presence beneath headline content.

Tilde Bold should always appear alongside our primary header font, Buenos Aires, to maintain visual consistency and brand cohesion.

SUBHEADER

Tilde Bold

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t

u v w x y z

1 2 3 4 5 6 7 8 9 10

Typesetting

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.

TRACKING:

Buenos Aires Bold: -10

Tilde Bold: 0

Roboto: 0

Buenos Aires Bold for headers

Tilde Bold for subheadings

Roboto Bold for body heading

Roboto regular for body copy. Roboto regular for body copy. Roboto regular for body copy. Roboto regular for body copy.

Photography

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.

Imagery

Our images tell real stories of joy and connection. They show how something as simple as a pair of shoes can empower individuals and spark transformation.

Key Principles

- Real Places, Real Life: Backgrounds should reflect everyday environments; neighborhoods, dirt roads, lived-in homes—not stylized sets. Our mission is grounded, and our visuals should be too.
- Warmth in Every Frame: Lighting should be natural and inviting. Avoid high-contrast or overly edited looks that distract from the human story at the center.

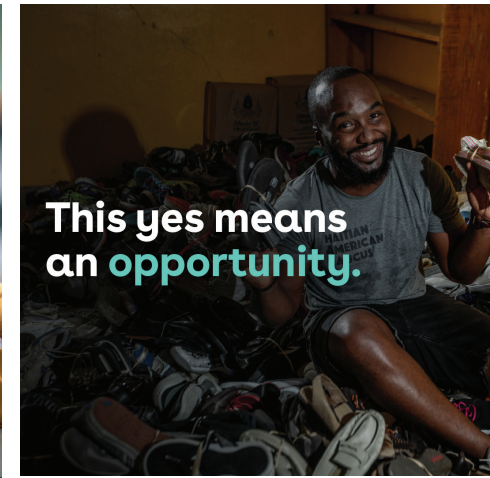
Branded Imagery

Unless specified, branded items can appear in imagery that reflects and supports our mission.



Application

Across Soles4Souls Canada materials, photography can stand alone or work alongside graphic elements to create visual impact. While images may serve to support promotional content, a defining element of our print and digital communications is the use of photography combined with thoughtfully placed type.



Graphic Elements

Designed to support our storytelling, not distract from it. From bold shapes to accent lines and texture overlays, these elements help connect our message across platforms and programs.

Use them to frame photography, highlight key text, or create movement in a layout. Always be intentional. Graphic elements should enhance the content and feel authentic to our voice.



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.

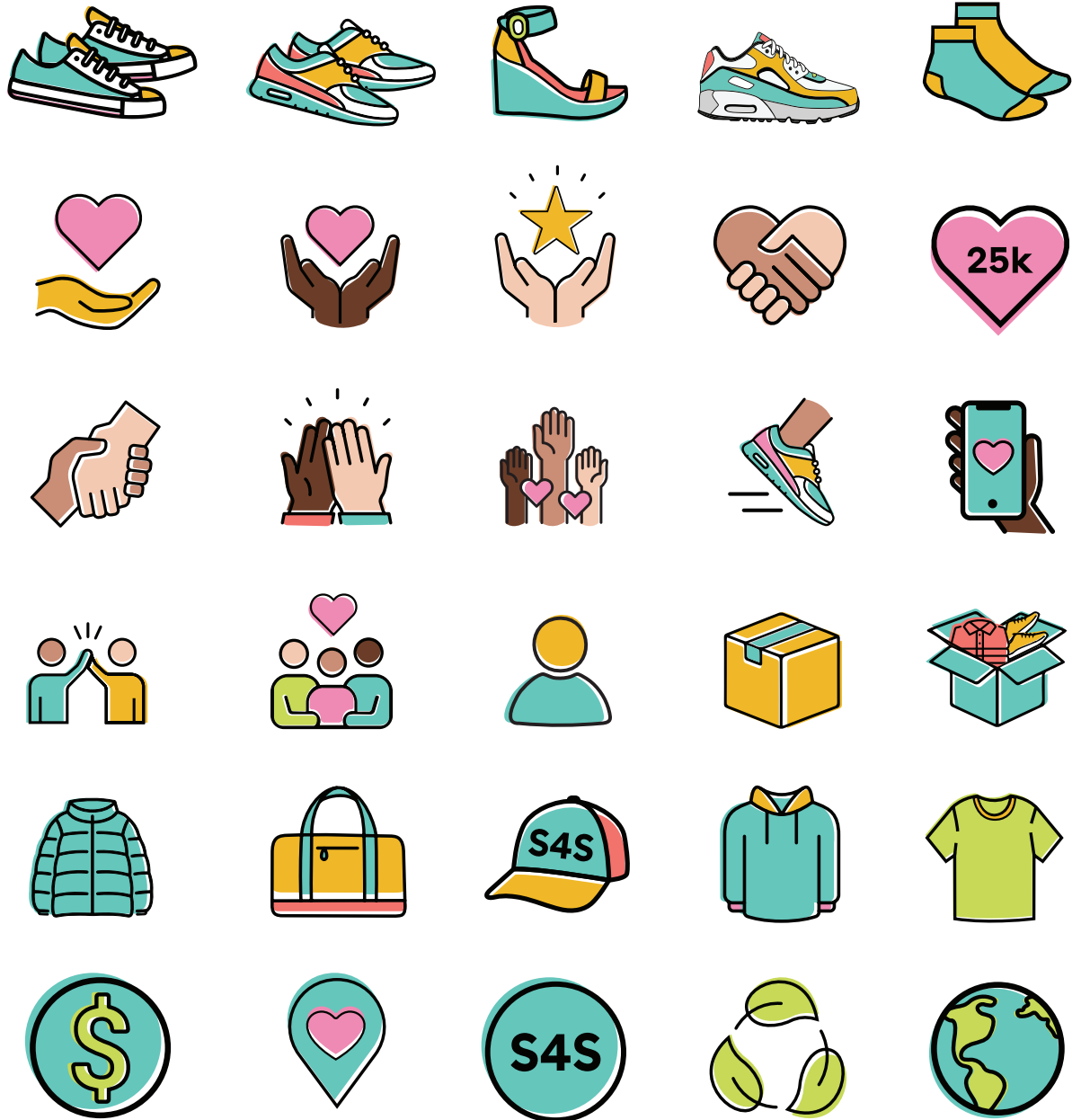
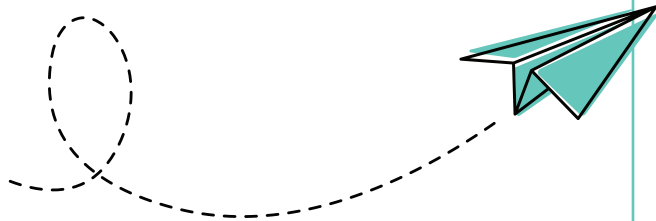


Our Icons

Our icon set is designed to bring clarity and personality to our communications.

Use icons to highlight key actions, visualize data, or add warmth to digital and print content. They can support storytelling, break up text, or guide a viewer through a process.

Keep usage intentional and consistent. Icons should complement other design elements without overwhelming the layout. Stick to the approved colour palette and avoid distorting or over-styling them.



Our Patterns

This pattern features a smooth gradient overlaid with curved, evenly spaced lines. It conveys a sense of energy, movement, and forward momentum. Designed to feel modern and uplifting, it works well as a background element in digital and print applications.



A playful, illustrative pattern featuring assorted shoe outlines to reflect movement and impact. The hand-drawn style adds warmth and approachability, making it ideal for packaging, merchandise, and campaign collateral.



Our Textures

This subtle, grainy texture adds depth and softness without overpowering the design. It works well as a background layer behind bold type or photography and is best used to create contrast on clean layouts.



Inspired by topographic lines and natural movement, this abstract pattern brings an energetic, uplifting tone. It reflects the idea of journey, growth, and global impact. Use this as an accent background, section divider, or full-bleed element for a bold and expressive look.





Prior to selling shoes through Soles4Souls Canada, I was unable to care for my family. One pair can help me send my kids to school, help feed my family, and bring joy to my kids and husband. I, and other women like myself, have been able to regain control of our lives.

Ginette, Haitian Entrepreneur



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CANADA