Brand Guide

SOLE
FOLKS
LEIMERT PARK

Table of Contents

About the Brand

Sole Folks cultivates the creative pursuits of underserved populations through an innovative curriculum, a mentorship ecosystem and financial support. We are dedicated to a world in which the foundations of black creativity are fortified, activated, and economically sustained.

Logo
and Form

Brand Logo

The logo of Sole Folks consists of two modular elements, form and text. Modularity comes when describing the Sole Folks entity while parterned with its "frame". These forms may live individually or married on various mediums in a consistent manner with consistent treatments.

 When describing the Sole Folks entity or the headquartered site visually, the "Leimert Park" tag is required to be represented along side the Sole Folks logo. This is the case regarless of scale until metrics surpass below one inch. The solution is to drop the tag and use the logo monochromatically.

SOLE FOLKS
LEIMERT PARK

Purpose of
Sole Folks Lab

Sole Folks Lab has the intregral job of introducing our
youth to creative forms of employment and trade. Having
a location like Leimert Park affords several opportunities
to uplift an entire generation of creatives. Sole Folks Lab
has the immense responsibility of showcasing talent to
creatives and providing the cirriculum for the youth to
then learn safely. Having a place to learn risk-free can
prove to be a great catalyst for the communities.

Refreshing
Sole Folks Fresh

The mission of this branch of Sole Folks is to introduce
the idea of wellness and nourishment to the community
of Leimert Park and to the black diasphora as a whole.
This begins by making nourishment something that is
recognizable and digestable to understand. Sole Folks
Fresh seems to paramount the access of these foods
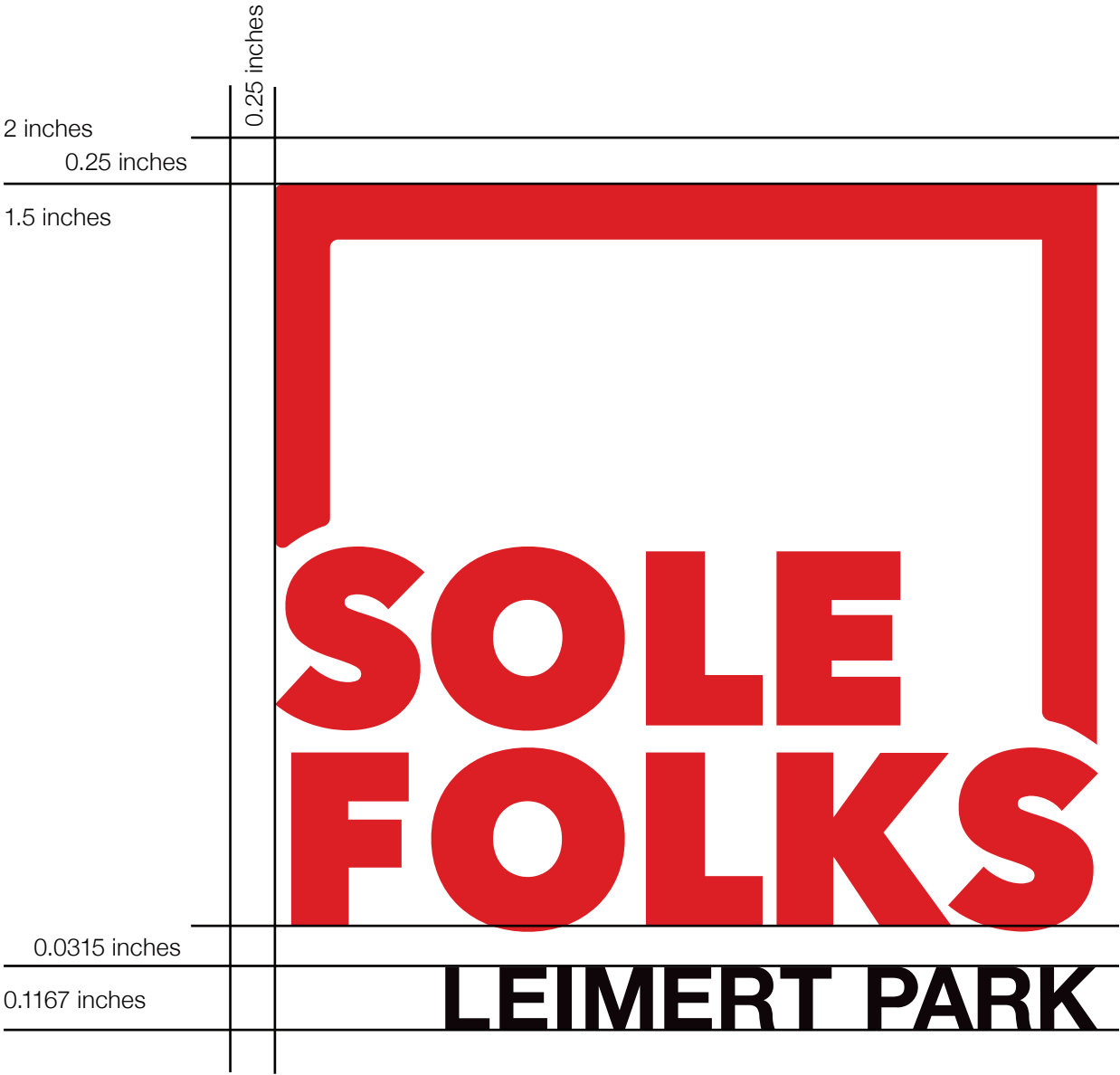and goods to promote wellness of life.

Logo Details

The logo has been especially designed to be scaled instantly and recognized quickly. At a scale of 1x the logo with attached tag measures 1.5 inches by 1.5 inches. If set on top of color, a minimum of a quarter inch is required on all sides.
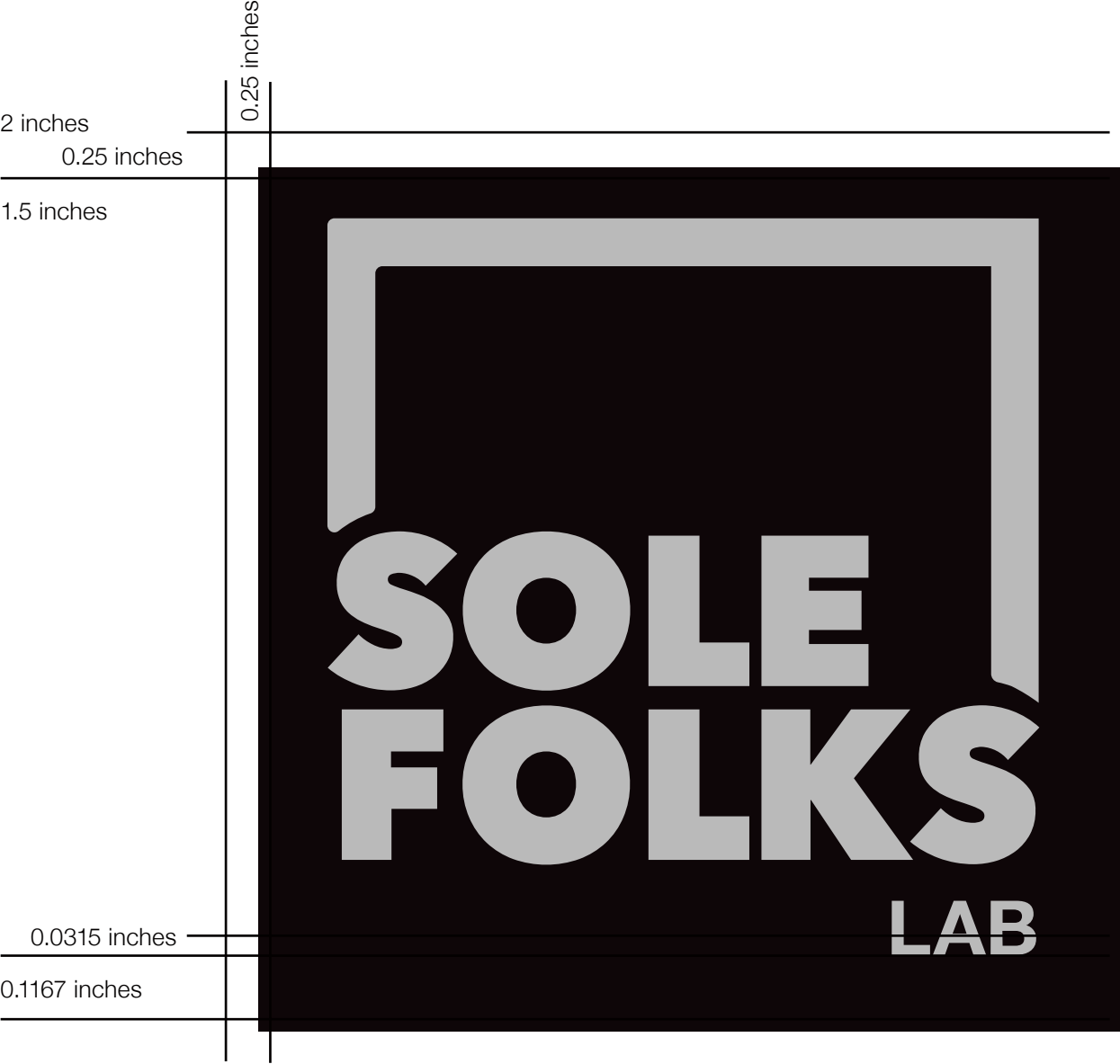
    At the scale of 1x, the tag requires the minimum and maximum leading of 0.0315 of an inch to be included. This allows the logo to be scaled easically above one inch, however if the scale requires 0.75x or lower then the tag must be dropped to retain legibility.
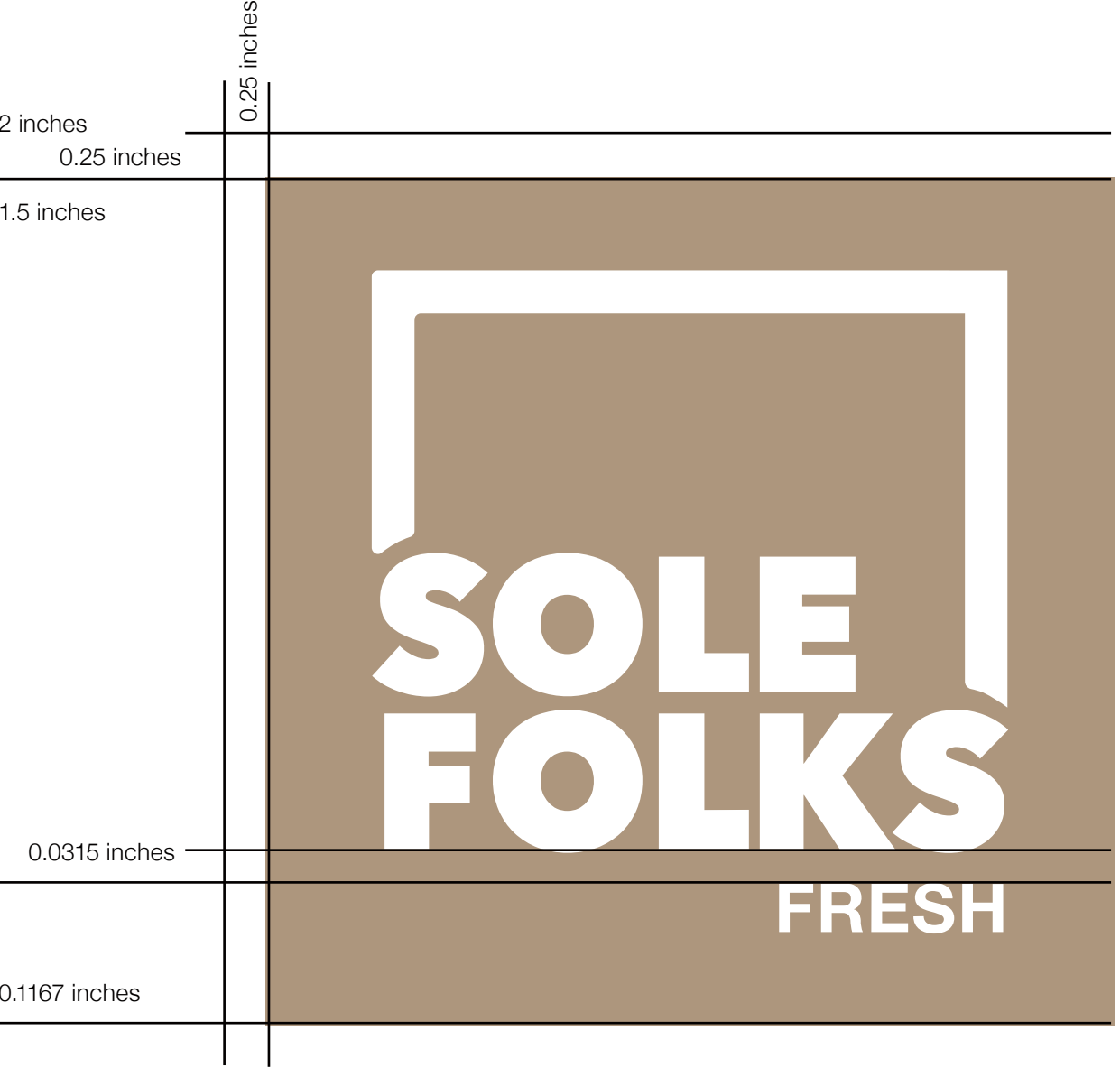
0.25 inches

2 inches

0.25 inches

1.5 inches

SOLE FOLKS

0.0315 inches

0.1167 inches

LEIMERT PARK

at 5x scale
to see detail

Logo Details
Cont'd

0.25 inches

2 inches

0.25 inches

1.5 inches

0.0315 inches

0.1167 inches

SOLE FOLKS
LAB

0.25 inches

2 inches

0.25 inches

1.5 inches

0.0315 inches

0.1167 inches

SOLE FOLKS
FRESH

Brand Color

When utilizing color for the brand entity, keeping the usage of color consistent is paramount. Within the retail and business venues, usage is reserved to brand colors: Sole Folks Red, Black, and White.

      In reference to Sole Folks Lab, the main color has been reserved to Pantone Cool Gray 4. Black with the addition of Sole Folks Red may be used sparingly as accent colors. White may be used to compliment the industrial themes of Sole Folks Lab.

      Sole Folks Fresh also has it's own refreshing pallete to be used exclusively to promote visibility and interactions. The refined colors of Taupe and Green align with the themes of Sole Folks Fresh as well as the materials seen throughout the community. White may be used to tint the brand colors if there is not enough legibility. Use these tints sparingly.

Sole Folks Leimert Park Color

Sole Folks Lab Color

Sole Folks Fresh Color

Sole Folks Red

CMYK: 2,100,93,1
RGB: 234,0,41
HEX #: e41c2b
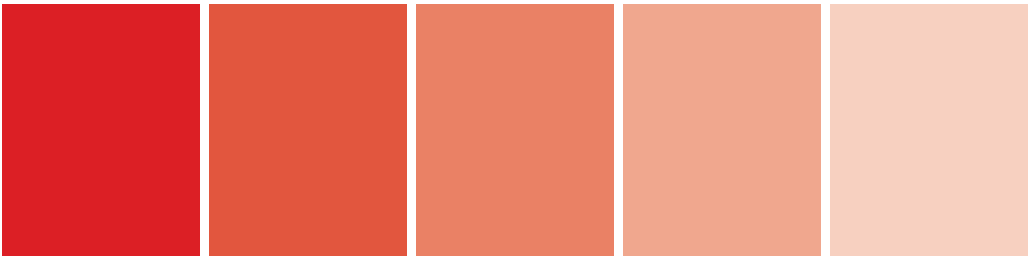
100%	80%	60%	40%	20%

Sole Folks Lab Gray

CMYK: 28,21,22,0
RGB: 185, 186, 187
HEX #: b8baba
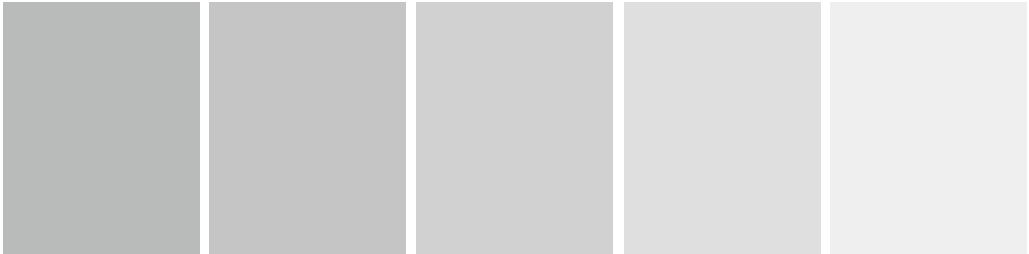
100%	80%	60%	40%	20%

Sole Folks Fresh Green

CMYK: 71,14,58,1
RGB: 73,165,134
HEX #: 49a586
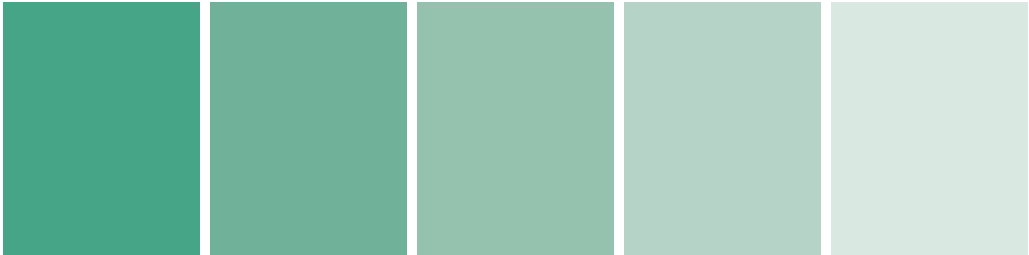
100%	80%	60%	40%	20%

Sole Folks Fresh Taupe

CMYK: 30,40,50,2
RGB: 179,149,126
HEX #: b3947e
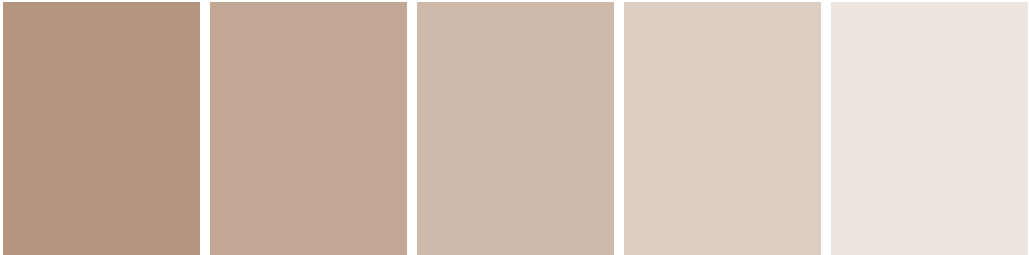
Pattern

The primary pattern Sole Folks is utilizing represents central themes of community, structure, and a feeling of movement. This pattern may be used to represent the brand entity and/or to complement other brand elements via the web, spatial, and graphic channels.

     The second pattern is used to utilize the themes of wellness and growth within Sole Folks Fresh. This pattern helps nurture a wellbeing ideology within the subbrand and supports it's unique messaging.
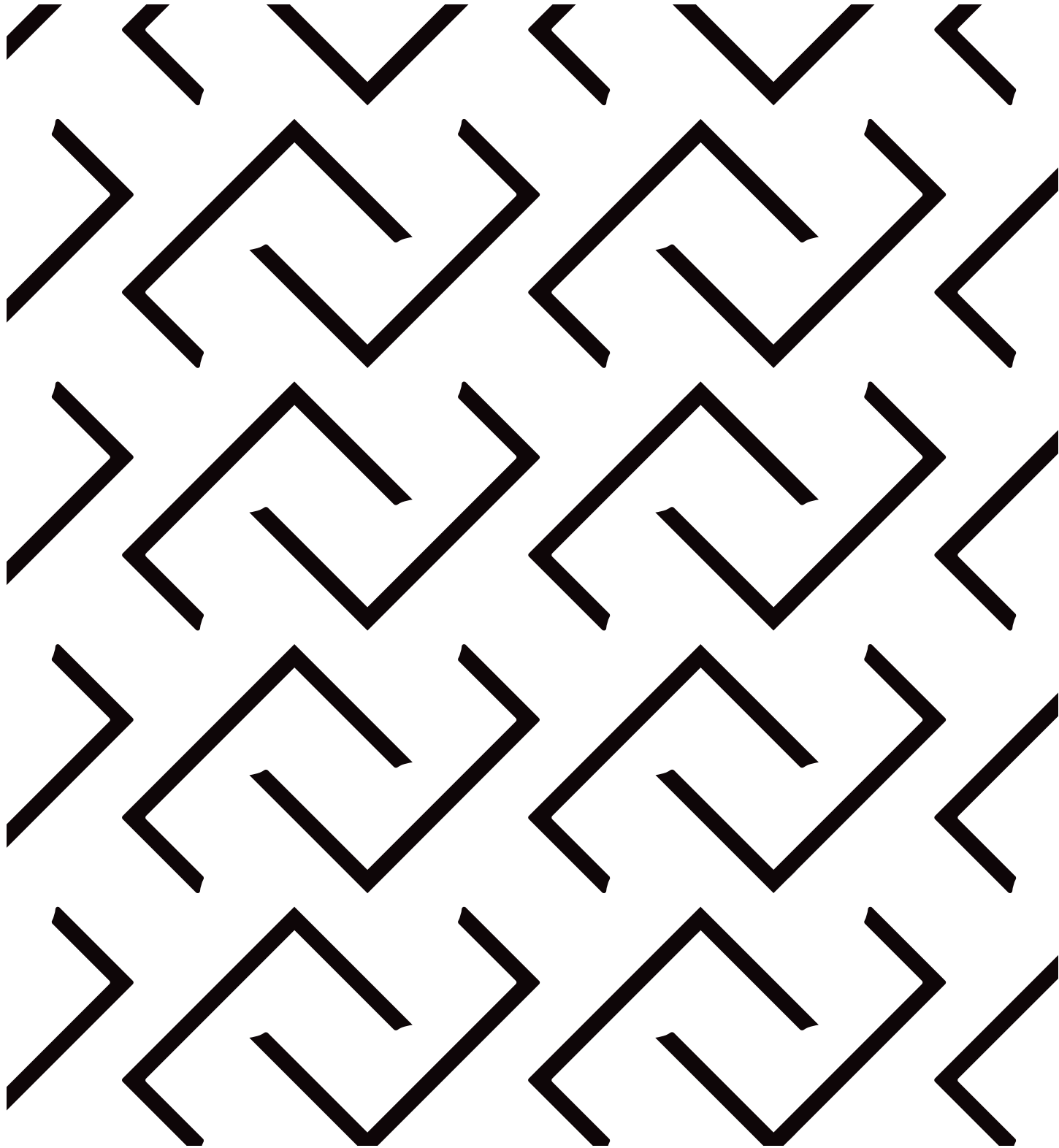
Sole Folks
Mesh Patern

As the primary pattern, the "Mesh" may be used to compliment brand
assets like the logo or replace it.
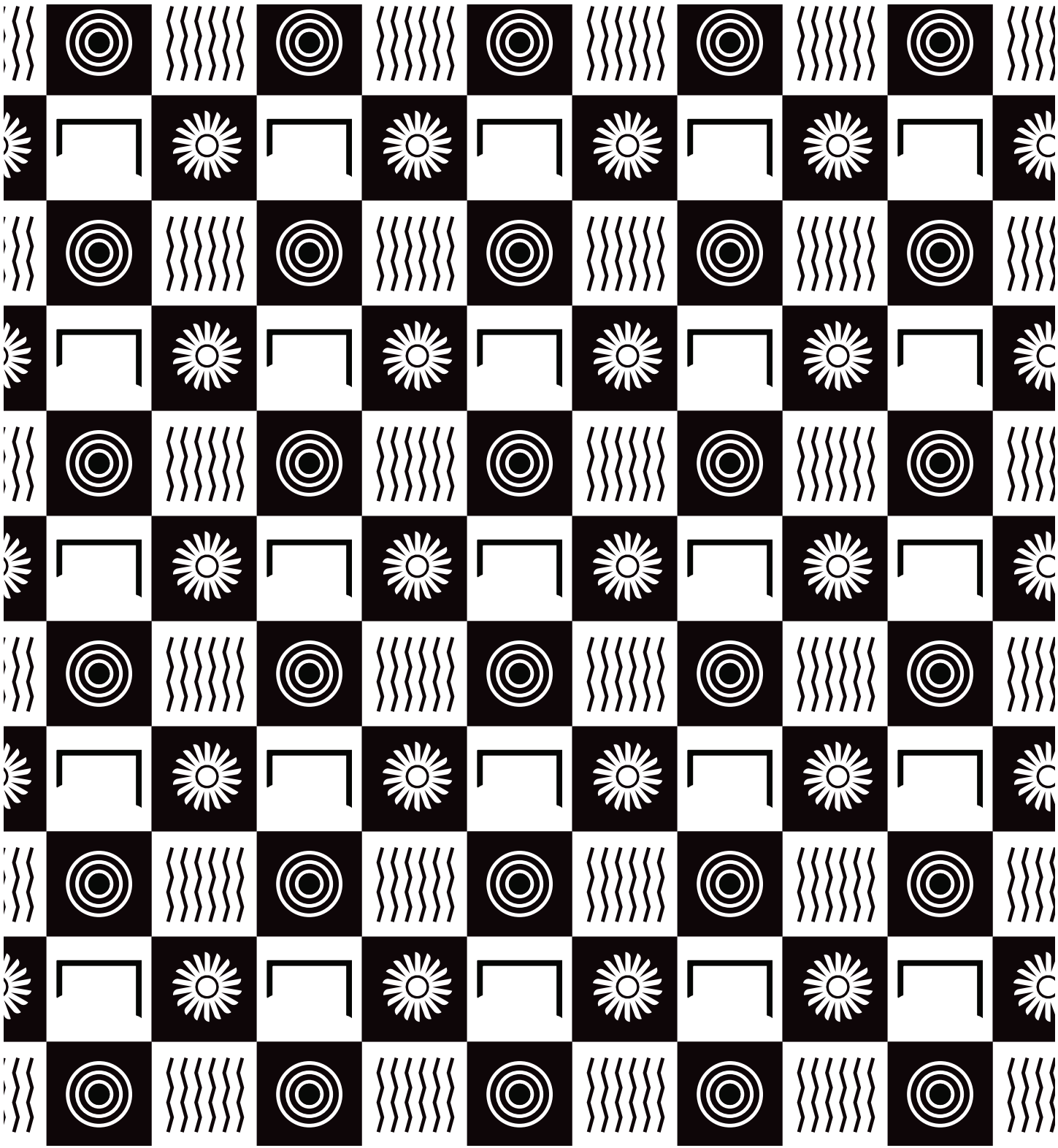
Sole Folks
Nurture Pattern

The supporting pattern has a sole purpose of reinforcing the wellness
function of Sole Folks Fresh.

How to Not
Use the Logo

The important part about having a logo is following the rules on how to use it. One of the most important features of one is to never change anything about it or affect it in wat that should never happen. Anyone setting the logo must know to never expand (stretch) or misconstruct the logo in any way.

1. Don't stretch the logo

2. Don't squish the logo

3. No reflection of brand elements

4. Logo shouldn't sit upside down

5. No text should overlap logo

6a. Logo type should not touching and overlapping

6b. Logo tag should not be kerned

1.

2.

3.

4.

5.

6.
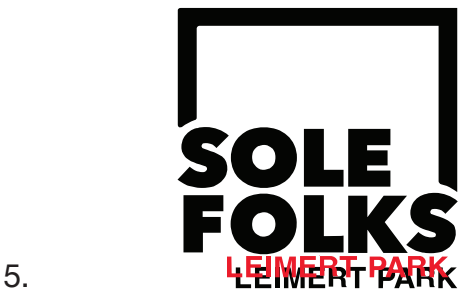
How to Use
the Brand Colors

The colors should only be used in the specific ways listed below and as seen on the following pages.

1. Red mark with black tag
    1a. Black mark with black tag
    1b. Red mark with red tag
    1c. Red mark with white tag
    1d. White mark with white tag
    1e. White tag on black
    1f. Black mark for use below 1 inch
    1g. Red mark for use below 1 inch

Using
Logo at Scale

If the Sole Folks logo needs to be represented at a scale below one inch then the Leimert Park tag must be omitted.

1.

1a.

1b.

1c.

1d.

1e.

1f.

1g.

Color Use
with Logo

**A Refreshing
Pallete**

Notice how if a block of color is used for a logo, how the logo is set in a color that offers maximum contrast. Usually that color is White unless it is Sole Folks Lab which also has the option of Gray over a block color.

3.

3a.

3b.

3c.

2.

2a.

2b.

More Examples

Here we can see how each subbrand accurately represents the logo as well as it's brand pallette.

How Not to Use Brand Colors

Each subbrand under Sole Folks have specific color palletes chosen to reflect their messaging. Colors from other palletes may not converge unless it is White on Black or Black on White. If needed, refer to the previous pages.

1. Non-brand palletes used
2. Ensure logo has correct pallete
3. Red and White only allowed on black
4. Absolutely no gradients over logo
5. Use specific brand shade
6. Red block only allows white logo

1.

2.

3.

4.

5.

6.

Typeface
in Use

Logo Font

The font used for the Sole Folks logo is Futura PT Extra Bold. Futura affords the typemark consistent form and legibility for a recognizable and comfortable brand. This includes formatting the trade name in all capitalization. The choice in Futura is only reserved for use of the brand's logo. Futura should not be used, seen, or represented anywhere else besides the typemark itself.

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!"#$
£¢™%&'()+,-./:;<>[
]?@\^_`{}~|*-≤¡≥÷≠

"It's like that yall. Come on yall!"

—A Tribe Called Quest, "Lyrics To Go"

Brand Typeface

The typeface used for the Sole Folks brand is Helvetica Neue LT. This typeface is similar to Futura in that their forms provide beautiful, open negative space leaving the type plenty of room to breath. This choice in type is reserved for use within Sole Folk's Print, Web, and Spatial mediums.

Body copy must remain set to Regular while any titling or headlines should be set in Bold. Your copy is best legible at 10pt with kerning set no more than 10 and no less than -10. Captions or any tertiary text may be set in Light at 10pt.

Numbering and dates may be set with the same specs with a period as a divider.

Ex: Oct.10.2020 or 10.10.2020

38/40 Helvetica Neue Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!"#$£¢™&
%'()+,-./:;<>[]?@\^_`{}~|

"From the West Side with love."

— Dom Kennedy, "From The West Side, With Love"

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!"#$£¢™/
&%'(),-.|:;<>[]?@\^_{}~

"Time is my most valued resource. I won't get it back so I don't waste it."

— Akil West, Instagram Caption

Type for Print

Titles

Titles are used to quickly identity and label a portion of information. This means they must carry weight in heirarchy as well as not contain many words. Titles are to use the **Bold** weight of Helvetica Neue at a point size of 60 and 62 point leading. If your title breaks more than one line, either retitle the section or demote the copy to a subheading. Sentence case capitalization should be used when titling.

Subheading

Subheading are similar in use to titles in which they quickly identity and label information. This means they must carry weight in heirarchy as well, however, not more than a title. Secondary in heirarchy affords subtitles to use the **Medium** weight of Helvetica Neue at a point size of 36 over 38 point leading. If your subheading needs more contrast from a chapter or title, it may be set at a size of 12 point over over 14 point leading. This also gives enough contrast from the color of long passages of body copy. Sentence case capitalization should be used when subheading.

Body Copy

Body copy or tertiary text is used to carry any "body" of information. It needs to be legible with good color and well-considered spacing. Helvetica Neue with a weight of Regular should be used for all body copy with a tracking of no more than 10. The text is chosen to be set at a nominal point size of 12 and a leading of 14, but can be set as low as 10 points.

Captions

Captions are used to quickly annotate or compliment a portion of information or imagery. Captions carry the least amount of weight in terms of heirarchy. Print captions should be set in the weight, Light, with a tracking of 10 and a point size of 10. Setting the caption in a lowest point size should be the first solution before adding a different weight.

"Sometimes you have to take two steps back to take ten steps forward."

— Nipsey Hussle

Type on Web

Titles

Titles are used to quickly identity and label a portion of information. This means they must carry weight in heirarchy as well as not contain many words. Titles are to use the **Condensed Bold** weight of Helvetica Neue at a point size of 60 and 62 point leading. If your title breaks more than one line, either retitle the section or demote your copy to a subheading. Upper case capitalization should be used as well when titling, however only on our web channels and social media mediums.

Subheading

Subheading are similar in use to titles in which they quickly identity and label information. This means they must carry weight in heirarchy as well, however, not more than a title. Secondary in heirarchy affords subtitles to use the **Medium** weight of Helvetica Neue at a point size of 36 over 38 point leading. If your subheading needs more contrast from a chapter or title, it may be set at a size of 12 point over over 14 point leading. This also gives enough contrast from the color of long passages of body copy. Upper case capitalization may be used when subheading.

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Captions

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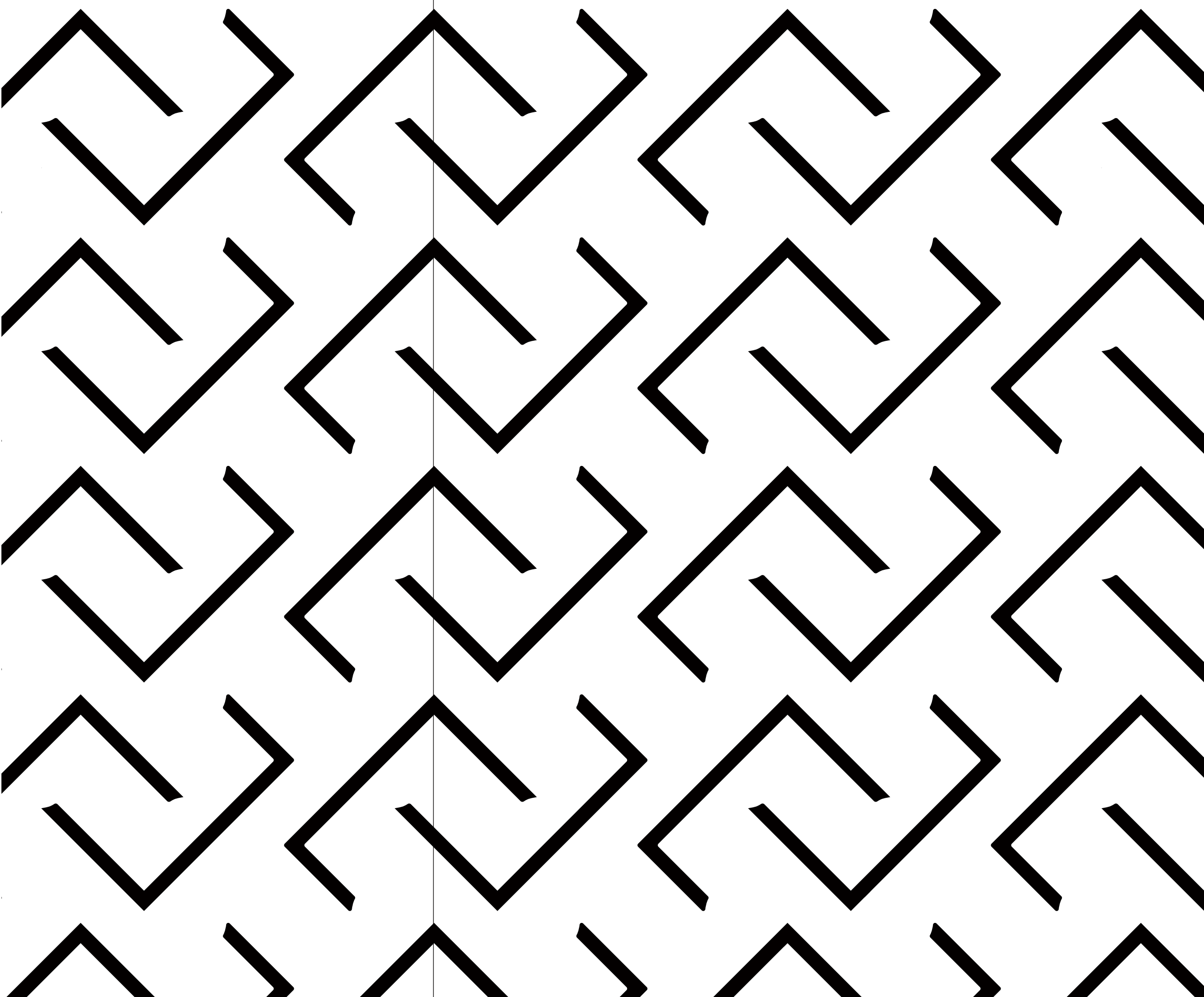
Designed by

Daniel Austin

Typefaces Used

Futura PT
Helvetica Neue LT

Special Thanks

Claudio Rodriguez for sharing guidance
on the the book design.
Thanks to Sole Folks for affording space
for creatives like me.