

BACK ON MY FEET
**RUNNING
FESTIVAL**
MAKE EVERY MILE COUNT.

PRESENTED BY BBI

RUNNING FESTIVAL STYLE GUIDE

WELCOME

Thank you for participating in the 2021 Back on My Feet Running Festival! It's going to be an incredible race!

We are so grateful that you have chosen to help those experiencing homelessness by joining our event. Dollars raised through this race ensure that we can continue to help our country's homeless population *literally* get back on their feet.

We created this style guide to ensure that you have the tools you need for spreading the word about the race and your involvement.

Thank you for supporting our mission in this unique way.

Mary Elizabeth Sullivan

Mary Elizabeth Sullivan, Marketing & Events Manager
mary.sullivan@backonmyfeet.org

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OUR MISSION

Back on Feet, a national organization operating across the US, combats homelessness through the power of running, community support and essential employment and housing resources.

RACE LOGOS

The race logos are all linked to Dropbox for easy downloading and saving. Simply click on the image to access the corresponding Dropbox file. Use the full color and/or dark blue logo on light backgrounds. The white logo can be used on darker backgrounds.

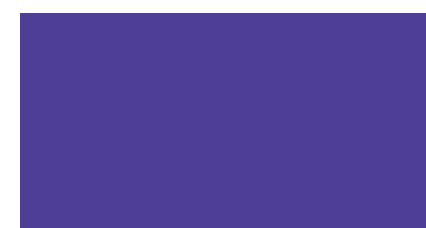
Click on each image below to download the logo.

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Secondary logo - solid blue

Primary logo - primary tri-color

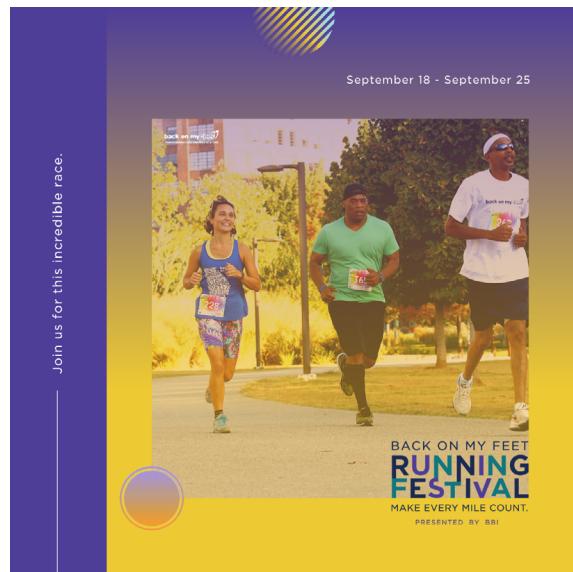


Tertiary logos - white in solid primary

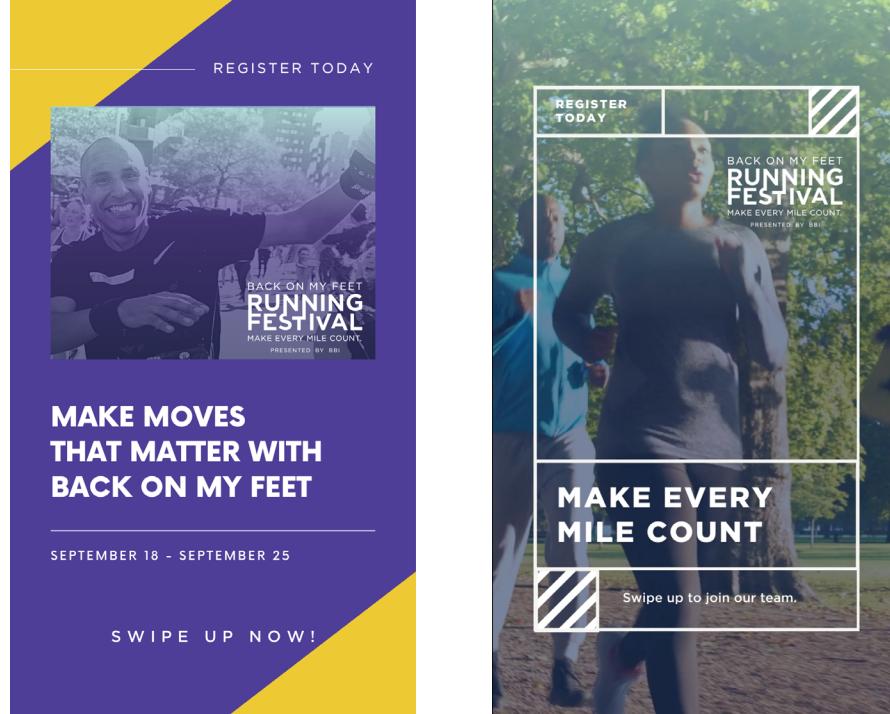
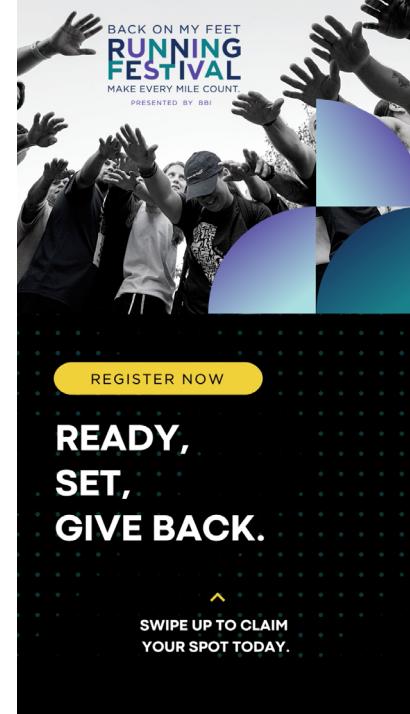
RACE COLORS + FONT

Color Palette	Primary			Secondary		
	Blue	Violet	Green	Yellow	Aqua	White
Color HEX	#192B55	4F3E98	#19757F	#EDCA33	#A2DADD	#FFFFFF
C M Y K	100 89 37 34	84 91 0 0	86 39 44 11	8 17 92 0	35 0 14 0	0 0 0 0
R G B	25 43 85	79 62 152	25 117 127	237 202 51	162 218 221	255 255 255
PANTONE	2767 C	2104 C	2214 C	129 C	324 C	11-0601 TCX

Typography - Typeface: Gotham SSm*, Font: Book, Size: 12pt, Color: #000000 (black)

Instagram video and postsTwitter cover, posts, and video

SOCIAL MEDIA POSTS

LinkedIn cover, posts, and videoAnimated, still, and full video Instagram storiesFacebook cover, posts, and video

HERE ARE ALL THE SOCIAL POSTS CREATED FOR YOUR USE!
SIZES VARY FOR YOUR FAVORITE SOCIAL PLATFORMS.

POST, POST, POST!

Social networks are a very powerful tool to generate excitement - and don't forget to tag us!

Click the icons below to connect to Back on My Feet's social accounts:



Some great places to start are:

- **Sharing the linked posts on Facebook, Twitter, LinkedIn and Instagram**
- **Post status updates and sweaty selfies about your training and race preparation:**
 - Ex: "Gearing up for a 5-miler tomorrow – wish me luck!"
 - Ex: "I'm halfway through my fundraising goal for the 2021 Back on My Feet Running Festival! Come join me!"
- **Share Tweets or status updates requesting a small number of donations from people or inviting them to join your team.**
 - Ex: "I'm looking for 10 people to help me raise \$100 in the next 100 minutes – who can help?"
 - Ex: "Join our company/team as we race to combat homelessness with Back on My Feet at the Running Festival this September!"

SAMPLE POST COPY

- **Facebook:** Let's get moving together! I'm super excited to run an incredible race, and I want you to join in on the fun. Learn how to make moves that matter and support or run with me here: support.backonmyfeet.org/bomrunningfestival.
- **Instagram:** Guess who's running with an amazing organization!? ME! And guess who can help? YOU! Get moving with me and support @backonmyfeet this fall by clicking the #linkinmybio! (support.backonmyfeet.org/bomrunningfestival).
- **Twitter:** I'm excited to run with @backonmyfeet and even more excited to get you moving with me! Learn more here: support. [backonmyfeet.org/bomrunningfestival](https://support.backonmyfeet.org/bomrunningfestival).
- **LinkedIn:** If you know me, you know I love making moves that matter! This is why I'm running with Back on My Feet this year and I want you to join in on all the fun! Let's make every mile count together! Learn how here: support.backonmyfeet.org/bomrunningfestival.

THANK YOU
for choosing to run
with Back on My Feet!

Looking for other tools to support
yourself or your team? Please contact
Marketing & Events Manager
Mary Elizabeth Sullivan
at mary.sullivan@backonmyfeet.org.

