

BACK ON MY FEET

brand guidelines

Typography

Gotham is one of the most well-known typefaces. It was designed based on mid-20th signage found around NYC. The “Ssm” in the font name stands for “ScreenSmart,” indicating that this version was adjusted to account for web and mobile applications.

GOTHAM SSM

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$%^&*()

Back on My Feet combats homelessness through the power of running, community support and essential employment and housing resources.

Light Book Medium **Bold**

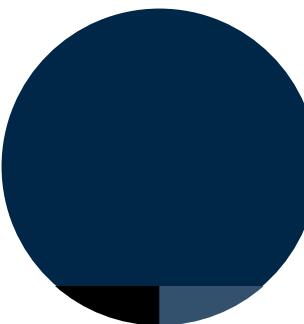
Aa

Color Palette

Colors are one of the most important things to transfer a brand to the audience.

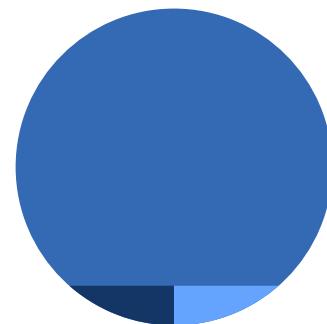
Secondary colors were inspired running tracks or cobblestone streets have toured by foot. The bright tones touch on feelings of hope, forward-thinking, movement

Primary Color System



Oxford Blue

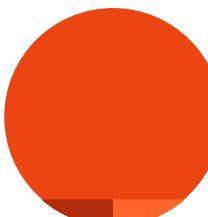
#002648



True Blue

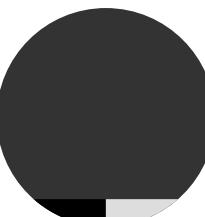
#3469B3

Secondary Color System



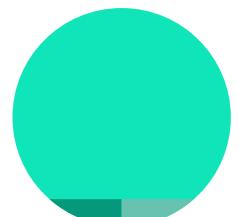
Coquelicot

#E64910



Gainsboro

#333333

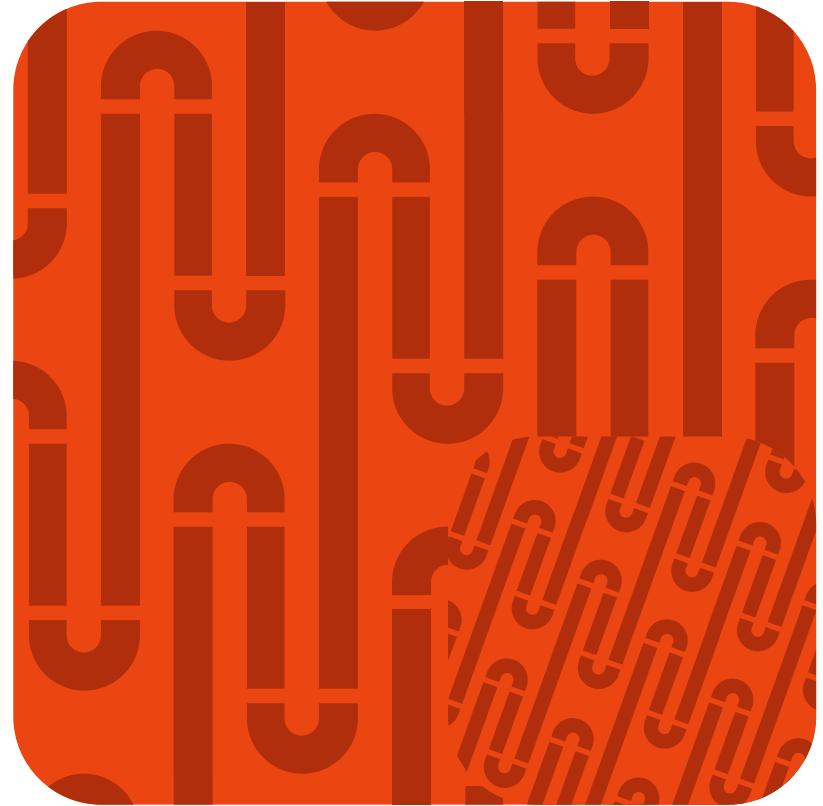


Sea Foam

#10E5BA

Patterns

These wavy designs reflect real world inspiration from the curves and markings of a track. They aim to portray a feeling of progress and movement.



Logo and Concept

When conceptualizing a logo for Back on My Feet, it was that the design embodied the key characteristics of the organization—dignity, capability, community, and movement. The design features a strong, geometric silhouette and a nod to traditional track markings. Gotham SSm was an obvious choice for the logo font.

BACK
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Posters



Merchandise

Just a few options to see how new designs would look on team merchandise. Lots of opportunities for creativity!



Stationary



Icons

