



THE SHOE ANGEL BRAND

The following document will present a succinct guide on how to package and present any Shoe Angel digital material.

Proper use of logos, fonts, and colors will ensure that our message is consistent across all websites, videos, and social channels.





PRIMARY LOGO

The primary Shoe Angel logo is three colors - blue, white, and gold. Always try to use the logo on a light background, as close to white as possible. Use single color or alternate logos (right) when appropriate to ensure proper visibility. Only use approved digital files (.pngs) of the artwork and resize uniformly.



SECONDARY (SQUARE) LOGO

The secondary Shoe Angel logo is also three colors - blue, white, and gold. This logo may be used in special circumstances when horizontal space is a concern. The primary logo should always be used first. Only use approved digital files (.pngs) of the artwork and resize uniformly.

COLOR USAGE

The three main colors should always be the same. Utilizing the hex codes, Pantone codes, or RGB codes will ensure consistent use of color.

Supplemental colors can be varying shades of gray, provided they do not obscure logos or text, and must be a percentage of black. Darker variations of the blue may also be used in some situations (below).



Blue

Hex: #0057bb

PMS: 2728 C

RBG: 0/87/187

White

Hex: #ffffff

PMS: N/A

RBG: 255/255/255

Gold

Hex: #f2a900

PMS: 7549 C

RBG: 242/169/0

Aa¹

Montserrat Bold
Headers

Bb²

Lato SemiBold
Sub-Headers

Cc³

Lato Regular
Paragraph

1 SHOE ANGEL
2 Free Footwear Benefit Programs
3 5% of each Shoe Angel Purchase is given to charity. Your Employees choose from 2 preset national charities and 2 local charities or foundations designated by you. Charity options are even customizable!

TYPOGRAPHY

By adhering to typographic conventions, we can guarantee that our digital communications are clean, professional, and consistent.

For all headers and titles, use the **Montserrat Bold** font. For subheaders and subtitles, use the **Lato SemiBold** font. And for all paragraph and small text copy, use the **Lato Regular** font.

Ensure a proper text hierarchy is represented. Headers, subheaders, and paragraph copy should (*almost*) always be scaled differently, as variance is aesthetically and functionally important.

GRAPHICS DONT'S

These are examples of logo and branding misuse. Avoiding these issues will keep the brand looking professional to potential and existing clients.

- 1. Change logo color
- 2. Stretch logo
- 3. Rotate logo
- 4. Add to the logo
- 5. Use shadows
- 6. Use wrong logo for background
- 7. Use logo file with background (.jpg)
- 8. Use unofficial files
- 9. Delete part of the logo

1.



2.



3.



4.



5.



6.



7.



8.



9.



CLOSING

Utilizing the Shoe Angel brand assets correctly is how to maintain our brand image and create compelling, professional looking marketing and sales collateral.

For any questions, or requests for files or designs, contact:

Janelle Kinnaird - Marketing Manager

Matt Lopreste - Marketing Assistant

