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Our Mission

“Our mission is simple, to provide joy to the homeless with new socks.”

Our vision is to provide every homeless person in the United States with a few new pairs of socks every year. We started in Philadelphia and have provided new socks for the homeless all across the country.

To collect and purchases new socks

In trying to raise awareness for the homeless, we conduct sock drives in the community. These drives can be with schools, service clubs, church groups, college organizations or anywhere else that a group wants to get involved.

To distribute the socks to the homeless

This is what it’s all about, finally getting the new warm socks to where they are needed.

To raise funds

We raise funds from individuals, companies and multiple foundations to both purchase new socks and run our operations.



fun

caring

authentic

hopeful

light hearted

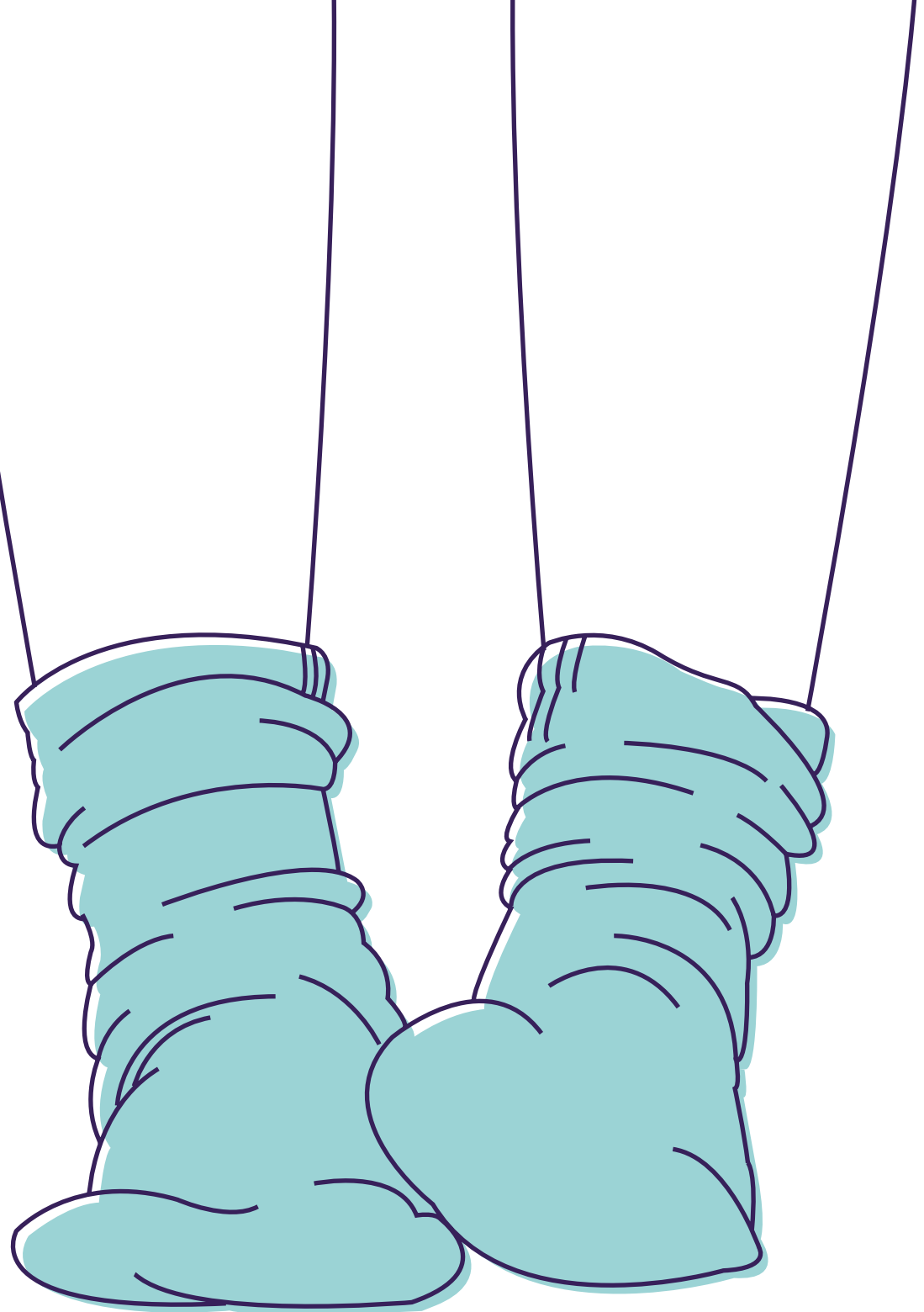
resourceful

inclusive

warm

The Joy of Sox is a nonprofit that is there for people. Our sock drives are fun and lively events, they are anything but boring and quiet.

Our organization works with a range of ages, from elementary school soccer teams to different world wide corporate offices. Because of this we don't take ourselves too seriously.



Our Audience

Our target audience can be organized into multiple age groups. Those groups include:

Elementary schools

In trying to raise awareness for the homeless, we conduct sock drives in the community. Many of these drives are with schools, service clubs, youth groups, and school classes. These ages can range from 5 years old to 15 years old.

Colleges/Universities

Another community interested in holding sock drives are the College and University age group. Those who range from 18 years old to 25 years old are often involved in clubs, Greek organizations, and different service groups.

Adults

We raise funds from individuals, companies and multiple foundations, those who donate are usually in the age range of 30 years old to 50 years old.



Our Tone

Communicating through our voice highlights the roles of our personality: Caring, authentic, optimistic, light hearted, and inclusive.

When writing or speaking for this brand think about how you talk to someone you care about, how would you tell them?

Be friendly — not phony

Show your enthusiasm

Write conversationally

Know what you are talking about

Share your enthusiasm

Be brief and be clear

Be honest

Our Logo

Joy the Sock Puppet is the national mascot of the Joy of Sox. Because of this, we choose to showcase her in our logo.

We believe this logo embodies our fun, caring, hopeful, light hearted, resourceful, and inclusive brand.

Due to the large age range of our audience, we needed a logo that would be recognizable and speak to our entire audience. We feel this logo does just that.

Black and White Logo



THE JOY OF SOX

Color Logo

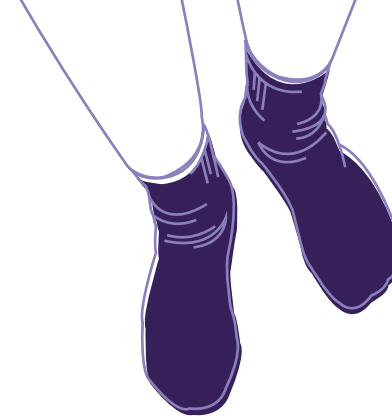


THE JOY OF SOX

Do's



Don'ts

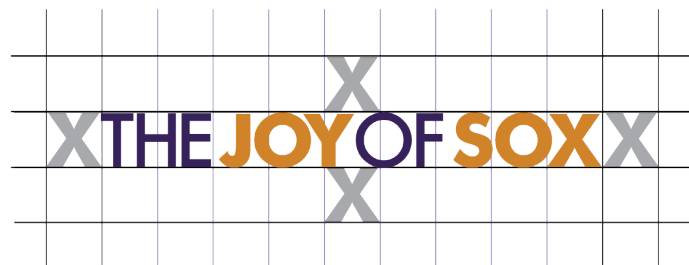


Logo Do's and Don'ts

Everyone knows you shouldn't wear a striped sock with a polka dot sock. Here are a few other things that everyone should know.

The logo should never be unproportionally scaled or distorted. The color logo should never be placed over a patterned or colored background.

There is no variation of the color logo, the color logo should appear with all four main colors. If more than one color option is not available the logo should be used in black and white.

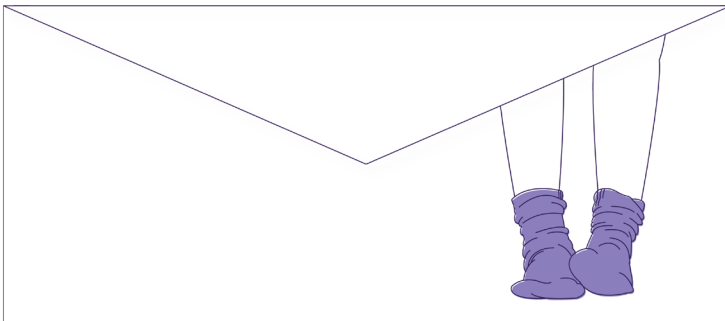
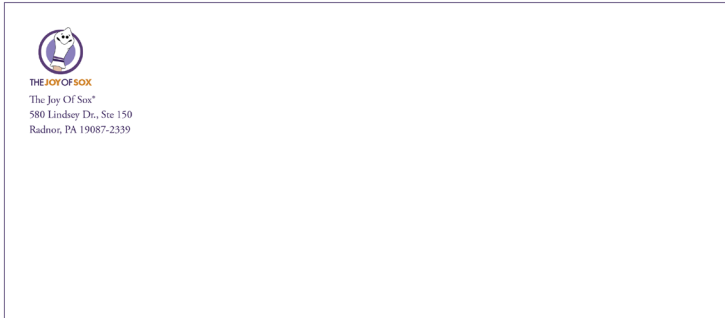


Logo Specifications

The logo should always appear in the format shown here. The design works well in both of screen and print media. Do not alter the logo from the correct representations or in proportion, sizing, spacing, or appearance.

The logotype 'Joy of Sox' can stand by itself, without the icon, if the icon diameter would need to fall below 0.5 inches.

The clear space provides breathing room and ensures our logo doesn't get lost among other graphics. It helps make sure that our logo is consistent in its presentation and is legally protected. The amount of clear space that is needed is proportional to the size of the height of an imaginary box formed by the height and width of the x found in The Joy of Sox.



Letterhead

Design document in real sizes attached in the attachments, including the letterhead, envelope and business cards.



Business Cards

To create a cohesive identity system, we provide a basic business card template to be used by employees.

Information provided on the card will include their name, business phone number, business email, and The Joy of Sox address.





R	55	C	91
G	33	M	100
B	91	Y	32
#37215b		K	26
		2695 PC	



R	90	C	76
G	61	M	87
B	117	Y	25
#5a3d75		K	11
		2685 PC	



R	138	C	49
G	127	M	51
B	188	Y	00
#8a7fbc		K	00
		2665 PC	



R	206	C	17
G	129	M	55
B	41	Y	100
#ce8129		K	02
		1375 PC	

Color Palette

Our colors are what give us our personality. We are comforting, hopeful, warm, and optimistic.

Our main colors are used in our logo and are used for any main design element. Backgrounds, large text, and main illustrations should all be done using our four main colors.



R	26	C	89
G	84	M	53
B	93	Y	51
#1a535c		K	30
		330 PC	



R	91	C	60
G	196	M	00
B	191	Y	30
#5bc4be		K	00
		326 PC	



R	155	C	38
G	210	M	02
B	212	Y	17
#9bd2d4		K	00
		324 PC	



R	250	C	00
G	171	M	38
B	79	Y	78
#faaa4f		K	00
		1355 PC	

Secondary Colors

Our secondary colors help speak to our bubbly, fun, and outgoing side.

Secondary colors should be used as an accent to our four main colors. These colors should be used as highlights, within a visual break, or for complimentary illustrations. These colors can be used alongside the main color palette in illustrations or patterns.

Futura

The Joy of Sox is a nonprofit that is there for people. Our sock drives are fun and lively events, they are anything but boring and quiet.

Futura Bold

The Joy of Sox is a nonprofit that is there for people. Our sock drives are fun and lively events, they are anything but boring and quiet.

Garamond

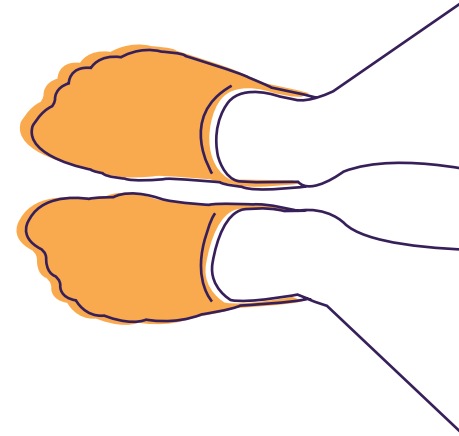
The Joy of Sox is a nonprofit that is there for people. Our sock drives are fun and lively events, they are anything but boring and quiet.

Garamond Bold

The Joy of Sox is a nonprofit that is there for people. Our sock drives are fun and lively events, they are anything but boring and quiet.

Garamond Italic

The Joy of Sox is a nonprofit that is there for people. Our sock drives are fun and lively events, they are anything but boring and quiet.



Typography

Futura is used for headings and quotes that have been called out. Futra can be used as book or as bold.

Futura is a geometric sans-serif typeface designed on geometric shapes that are representative of many of our visual elements.

Paragraphs and descriptions will be in Garamond. The Garamond type should be used in regular, it can be used in italics as well as in bold if need be.

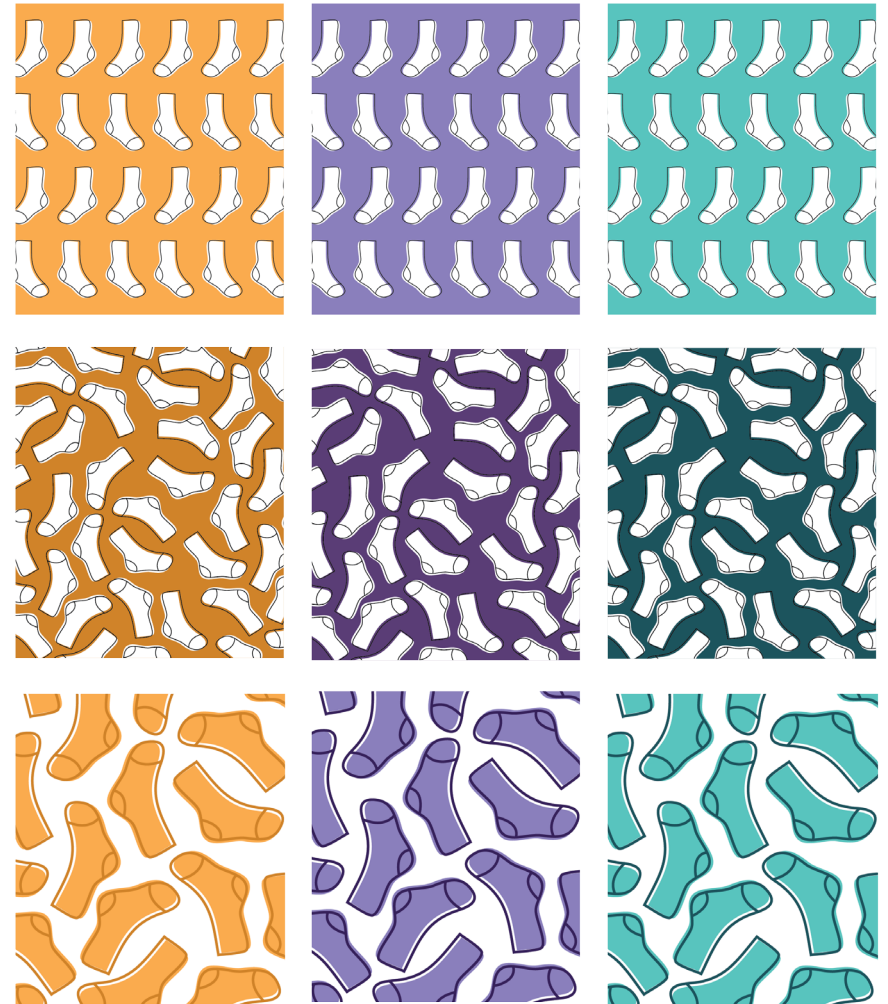
Garamond is a typeface that offers elegance and readability, making it suitable type for a wide range of applications.

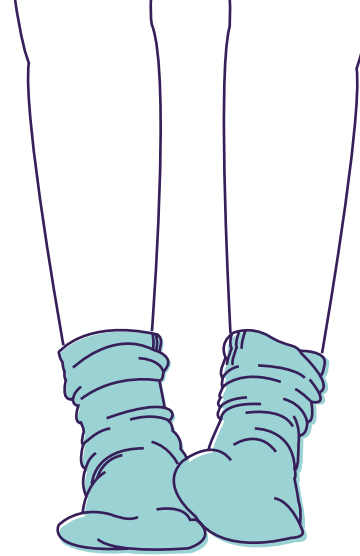
Patterns

The three main patterns, found in 3 color options, can be used as design elements across platforms, including both web and print.

The patterns should be used as a design element, meaning patterns should not be used as a full background and should never be found behind large blocks of text.

Pattern documents included in the attachments, in all color options.



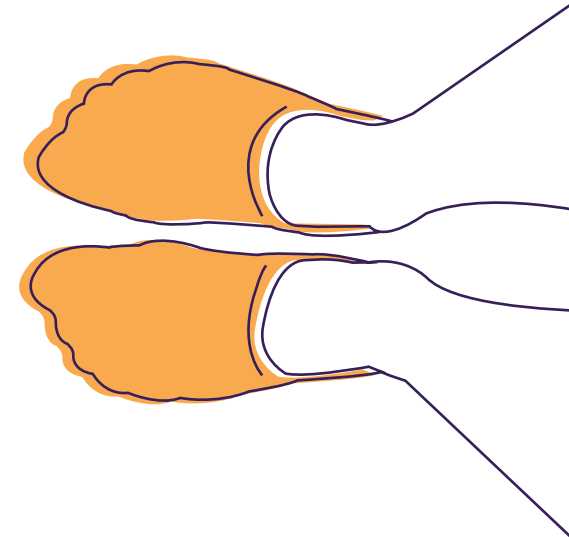


Illustrations

The three main illustrations, that can be used in multiple color combinations, are to be used as design elements across platforms, including web and print.

The illustrations should be used as a design element, meaning the illustrations should be used to help enhance the design, not act as the main focal point.

Illustration documents attached in the attachments, including all color options.





Website Design

Our website acts as our main source of information and will be used to promote sock drives being held, share the stories of those we have helped, and aid people in setting up and holding their own sock drives.

Our website should encompass our fun, caring, hopeful, light hearted, resourceful, and inclusive brand. The typography and colors will follow the rules set in this brand guide. Our patterns and illustrations will carry over to our social media platforms and posts.

When writing for our website, the tone should be caring, authentic, and genuine. Imagine writing a message to someone you care about, how would you convey your message?



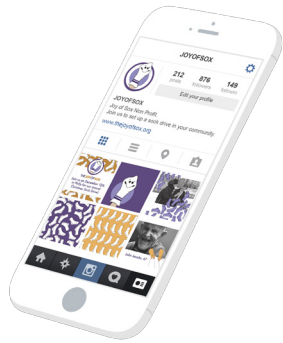


Social Media

Our social media platforms, Facebook and Instagram, will be used to promote sock drives being held and share the stories of those we have helped.

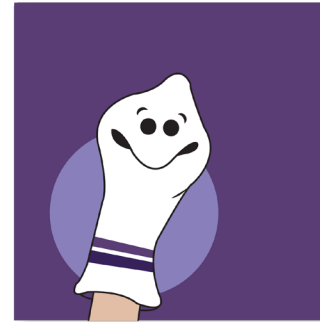
These posts should encompass our fun, caring, hopeful, light hearted, resourceful, and inclusive brand. The typography and colors will follow the the rules set in this brand guide.





Post Examples

Social Media posts will utilize the design elements outlined in this brand guide. Text should be kept to a minimum in the design of the post imagery, long copy should be provided in the descriptions of the post.



Brand Summary

Adhering to these guidelines ensures that we will have a cohesive and recognizable brand, as well as a consistent message.

This will contribute to the success of our organization and our mission; **to provide new socks to the homeless.**



THE JOY OF SOX