



www.soxcessful.com

BRAND GUIDELINES.

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DREAM THE IMPOSSIBLE™

Soxcessful exist to foster a more creative and collaborative environment globally. Through strategic partnerships, we work with global partners to centralize brand/product development, event management, fundraising campaigns, and procurement management.

WHO WE ARE

At Soxcessful, we envision a world where creativity knows no boundaries, and collaboration transcends geography.

OUR MISSION

Our mission is to foster an environment where innovative ideas can flourish, shared among partners who are as committed to purpose-driven progress as we are. We work hand-in-hand with global partners, empowering them to bring bold ideas to life and centralizing the critical elements of brand and product development, event management, and procurement with precision and vision.

Through our strategic partnerships, we don't just support projects; we fuel movements that have the power to inspire and connect. Our approach to fundraising brings resources to initiatives that matter, amplifying their impact across communities and industries. We streamline processes, bring cohesion to creative ventures, and provide the foundation for partners to reach new heights.

Soxcessful isn't simply a name; it's a promise—a commitment to a more creative, collaborative, and purpose-driven future. Together, we're building a platform where ideas meet action, and where every partnership drives lasting, meaningful change.

OUR LOGO

Our logo embodies unity and forward momentum, symbolizing our commitment to creative collaboration and global impact. With clean, modern lines and a bold design, it reflects our dedication to clarity, innovation, and purpose-driven partnerships.



LOGO CLEAR SPACE

To maintain visual integrity and ensure legibility, the Soxcessful logo should always be surrounded by clear space equal to "X" – where "X" is defined as the height of the logo itself. No other design elements, text, or images should encroach on this area. This clear space allows the logo to stand out and enhances its impact across various applications.



APPROVED LOGO USAGE

This section outlines the correct logo versions to use across different backgrounds to ensure brand consistency and visibility. By following these guidelines, Soxcessful's logo will maintain its integrity and impact across all applications.



Use the **logo with a white border and black background** on black backgrounds.



Use the **logo with a black border and white background** on white backgrounds.



Use the **logo with a white border and black background** on orange or bright backgrounds.

LOGO MISUSE

To preserve the integrity of the Soxcessful logo, avoid any alterations that compromise its design. Do not distort, rotate, change colors, add effects, or alter proportions in any way. Additionally, avoid placing the logo on busy backgrounds that reduce visibility. Following these guidelines ensures that the logo remains consistent and impactful across all uses.



DO NOT rotate the logotype



DO NOT outline logotype



DO NOT use different colors



DO NOT use outer glow or any other effects



DO NOT rotate the logo



DO NOT stretch the logo



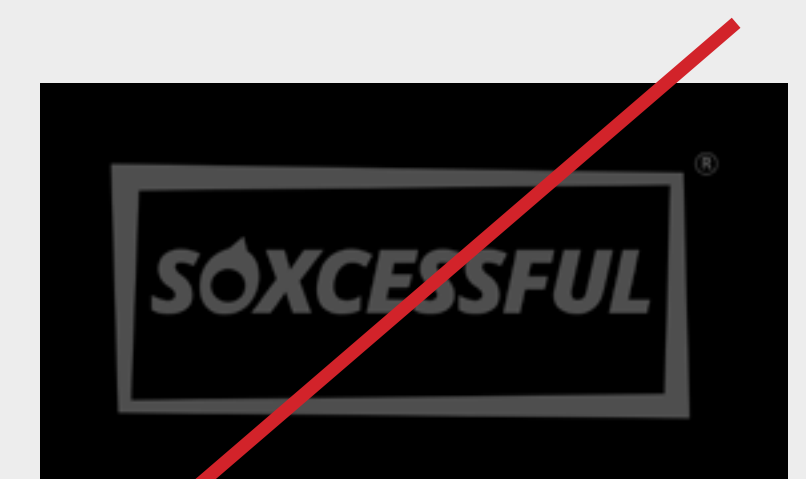
DO NOT put the logo on a busy background



DO NOT distort the logo



DO NOT remove the bounding shape of the logo



DO NOT change the transparency of the logo

MESSAGING ON BRAND TOUCH POINTS

This section provides guidance on using short, branded messages alongside the Soxcessful logo at key touch points. These messages reinforce our brand identity and values, adding personality and meaning to each interaction. Consistent, intentional messaging helps create a cohesive brand experience and strengthens our connection with audiences.

Tagline: Dream the Impossible™

Our tagline, “Dream the Impossible,” captures the spirit of Soxcessful. It’s a call to action for bold, visionary thinking, encouraging our partners and audiences to pursue goals beyond limits. This message embodies our belief in limitless potential and our commitment to making the extraordinary achievable.

Statement 1: Our Tagline

DREAM THE IMPOSSIBLE™

Statement: Your Success. Our Mission.

This statement reflects our core purpose and dedication to partnership. “Your Success. Our Mission.” reinforces our role as a trusted ally in helping our partners reach their goals. It’s a simple yet powerful declaration of our commitment to empowering others on their journey to success.

Statement 2:

YOUR SUCCESS. OUR MISSION.™

BRAND COLORS

The Soxcessful color palette features a dynamic trio: white, black, and orange. White offers a clean, open backdrop that promotes clarity and focus, while black adds sophistication and strength. Orange serves as a vibrant accent, symbolizing creativity, energy, and innovation. Together, these colors create a bold and cohesive look that reinforces Soxcessful's commitment to forward-thinking collaboration and impact.

<p>BLACK</p> <p>R 0 C 75 G 0 M 68 B 0 Y 67 K 90</p> <p>Hex Code #000000</p>	<p>WHITE</p> <p>R 255 C 0 G 255 M 0 B 255 Y 0 K 0</p> <p>Hex Code #ffffff</p>	<p>ORANGE</p> <p>R 235 C 3 G 82 M 82 B 2 Y 100 K 1</p> <p>Hex Code #eb5202</p> <p>SOFT GRAY</p> <p>R 249 C 2 G 247 M 2 B 252 Y 0 K 0</p> <p>Hex Code #f9f7fc</p>
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TYPOGRAPHY

Soxcessful's typography reflects our commitment to clarity and modernity. Our primary typeface, BDO Grotesk, is bold and distinctive, setting a confident tone for our brand. For body text and digital applications, Inter complements BDO Grotesk with its clean, readable style, ensuring consistency and readability across all media. Together, these typefaces convey our brand's forward-thinking and collaborative spirit.

BDO Grotesk - BOLD

BDO Grotesk is a bold, modern typeface that captures Soxcessful's innovative and confident character. Its distinctive geometric shapes and strong presence make it ideal for headlines and key brand messaging, ensuring a memorable and impactful look.

Use BDO Grotesk for primary headings, titles, and key brand statements. It's best used sparingly for impactful moments, such as headlines on marketing materials, presentations, and digital banners.

Inter

Inter is a versatile, clean sans-serif font designed for optimal readability across digital and print formats. Its minimalistic style complements BDO Grotesk, providing clarity and balance in body text, while enhancing Soxcessful's approachable, professional tone.

Inter is ideal for body text, subheadings, and digital content due to its readability and clean, professional look. Inter ensures legibility while maintaining a cohesive brand aesthetic.

Headline:

abcABCDEFGHIJK
1234567890\$%!

Subheadline:

abcABCDEFGHIJK
1234567890\$%!

Body text:

abcABCDEFGHIJK
1234567890\$%!

CO-BRANDING

Co-branding with Soxcessful represents a partnership built on shared values and mutual goals. This section outlines guidelines for maintaining brand integrity and consistency when Soxcessful is presented alongside partner logos. By adhering to these standards, we ensure that both brands shine together, reinforcing trust and creating a seamless, cohesive experience for all audiences.

Co-Branding with Soxcessful

Soxcessful collaborates with a variety of partners, and to maintain clarity and brand integrity, we have established guidelines for applying our identity in co-branded scenarios.

Partner Lockups

When displaying the Soxcessful logo alongside a partner logo, separate them with a dividing line to ensure distinction.

For horizontal placements, use a vertical line; for vertical placements, use a horizontal line. On light backgrounds, use the black logo with a black line, and on darker backgrounds, use the white logo with a white line for contrast.

Spacing

Consistent spacing between logos helps maintain a clean, unified look. The spacing between elements should be equal to the width of the “x” in the “Soxcessful” logo. Follow the provided layout examples for accurate spacing and placement, ensuring consistency across all co-branded materials.

On dark background



On light background



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Lockup Options

To accommodate different partner logo shapes and sizes, we offer three lockup templates. Choose the template that achieves a balanced look, with logos appearing as close to equal size and weight as possible. Each co-brand lockup should include appropriate clear space, ideally the height of the "X" in the Soxcessful logo, free from any other logos or graphic elements.

Wide logos

A horizontal lockup works best when the partner's logo is wide.



Tall logos

A vertical lockup works best when the partner's logo is tall/narrow.



Narrow space

A vertical lockup works best when the partner's logo is in a square or narrow space.

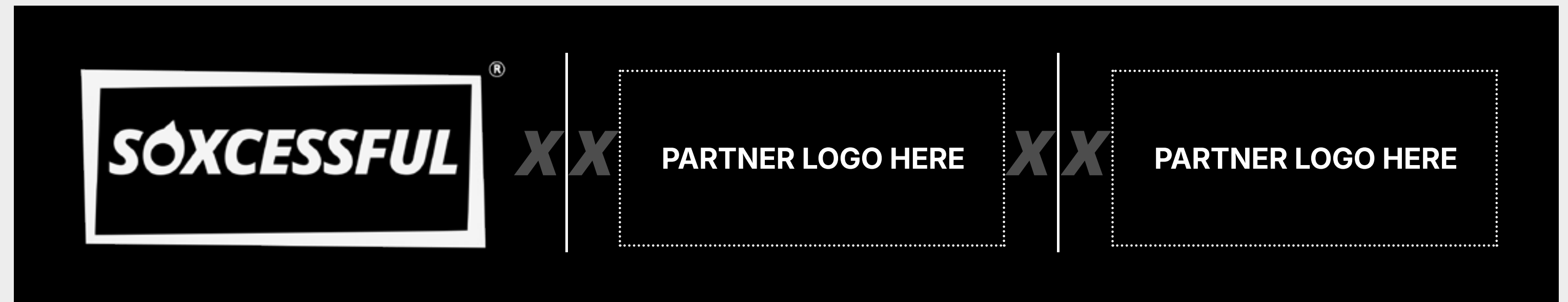


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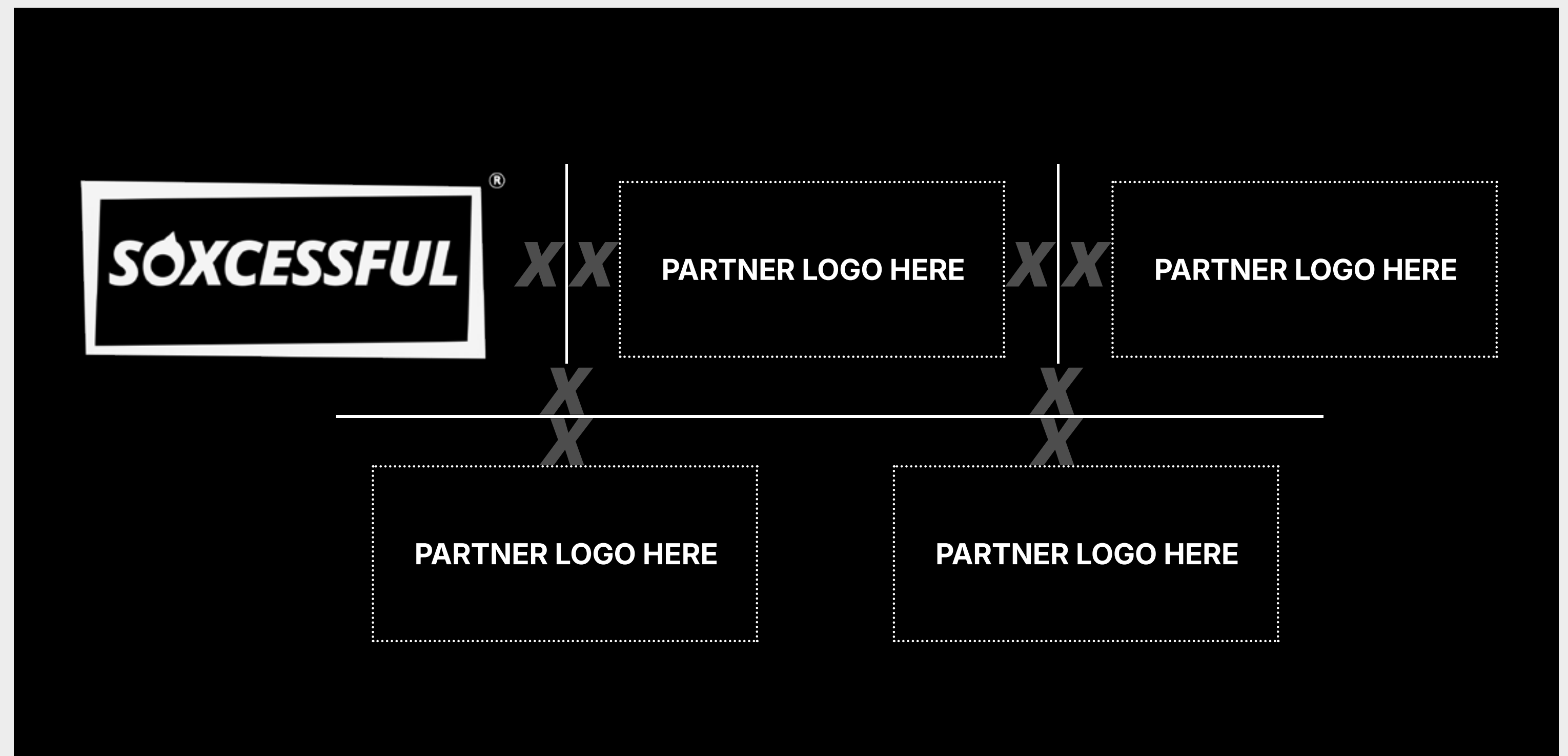
Logo Usage with Multiple Partners

When multiple partner logos are presented, the Soxcessful logo should appear first, followed by partner logos in alphabetical order unless a specific arrangement is required by a partnership agreement or one partner has a particularly significant contribution.



Logo Wall Display

When displaying the Soxcessful logo alongside multiple partner logos, such as on a sponsor or participant wall, each logo should appear independently with equal prominence. Ensure that all logos are visually balanced and receive equal weight, maintaining consistent sizing and spacing. This approach upholds Soxcessful's brand integrity while honoring each partner's presence.





Access all Soxcessful brand assets, including the complete brand guide and logo files, through the link below.

[CLICK THIS LINK](#)

These resources ensure that partners and collaborators have everything needed to maintain brand consistency across all touchpoints.