



# **Soxsols**

# **Brand Guide**

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**2021**

## USING THIS GUIDE

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**This document outlines guidelines for all things SoxsolS branding.**

Keeping messaging consistent is just as important as using your brand colors, logo, font, and style guide. Refer to this guide to align all copy and graphics to the company brand. Using copy consistently across mediums and platforms allows you to streamline your pitch and narrow in on your sell. And it's not just about aesthetics. Today, search engines decide what content your audience sees, so aligning messaging for SEO (search engine optimization) is essential.

## TAGLINE

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**no sweat,  
all sole.**

The tagline offers a quick glance at the product's function and benefits while setting the brand tone and ethos. The SoxsolS tagline is short, cool, and to-the-point, with double meanings to both "no sweat" and "all sole." Together, these four words nod to the sweat management, comfort, ease of use, bottom-of-the-foot placement, and the passion (or "sole") behind the design solution that became SoxsolS.

## UNIQUE VALUE PROPOSITION

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**solving the  
problem of  
sweaty  
feet, once  
and for all.**

The Unique Value Proposition (UVP) is a statement that concisely describes the value of the product by focusing on its direct benefits (not features). Ideally, the UVP will complement the tagline to offer new customers a good idea of the brand and product at first glance.

Soxsols' UVP gets straight to the design solution but stays general in the how of the solution, keeping things simple with a bold statement that doesn't take itself too seriously (we're talking about sweaty feet here, after all).

## THE PRODUCT

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**Refer to this copy  
when describing  
SoxsolS across all  
mediums.**

In 2009, a team of off-hours engineers sat around a table, kicked off their smelly sandals, and decided to solve sweaty feet, once and for all. Putting their heads together, they imagined a world beyond socks with sandals, without the tube (and the fashion faux-pas). These dreams became the patented silicon rubber SolSecure technology known today in all SoxsolS products.

Engineered to stay in place while absorbing perspiration, SoxsolS prevent sweat from reaching the footbed of your sandal or shoe, extending the life of your shoes while keeping your feet cool, comfy, and cushioned.

Choose SoxsolS instead of socks for a sleek, hidden look that protects your soles and keeps you feeling fresh, even in the sweatiest of moments. Slip SoxsolS into your sandals, flats, clogs, heels or dress shoes, or cut them to fit the exact shape of your feet and shoe. When they're dirty, just toss them in the laundry! Their sticky grip renews every time for a smart solution to sweaty feet.

## PATENTED TECHNOLOGY

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# SolSecure

SolSecure refers to the patented double-bonded silicon rubber technology that allows SoxsolS to both firmly grip onto the footbed for a non-slip experience and bond to the the upper fabric layer, allowing the product to be mechanically laundered just like a pair of socks.

SoxsolS' patented technology is what distinguishes the product from its competitors. Naming this technology supports the brand and suggests a competitive edge.

## CORE PRODUCT ATTRIBUTES

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### THE SOCK IS IN THE SOLE

With SoxsolS, the sock is built in. Just slide into your shoes or sandals and hit the road.

### ABSORBS MOISTURE

SoxsolS absorb perspiration from your feet and prevent that sweat from soaking into the footbed of your sandal or shoe.

### STAYS GRIPPY

These soles are made to last. Our patented silicon rubber technology, SolSecure, creates a non-slip grip that's completely machine washable and dryer-safe. The grip renews with every wash for a smart solution to sweaty feet.

### COMFY AND CUSHIONED

SoxsolS extend the life of your shoes while cushioning your foot from the impacts of your day-to-day. It's a win-win for your soles.

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## **NATURAL FIBERS**

SoxsolS are made with thick layers of natural wool and cotton fibers. The result? A comfy feel that keeps your feet warm or cool, depending on the season.

## **FIT TO YOUR FEET**

SoxsolS can be trimmed to fit any shoe or sandal. With wide and narrow fits, we've got your feet in mind.

## **PERFECT PAIR**

SoxsolS work great with any kind of shoe or sandal you'd rather wear without socks. Use them with your Birkenstocks, Keens, Chacos, Sperry Top-Siders, Danskos, Toms, Vans, Converse, Merrells, Clarks —and heels, flats, slides, loafers, and slip-ons of all kinds.

## **BASED IN OREGON**

We're proud to keep our work close to home. We manufacture all SoxsolS products in Oregon.



## BRAND PERSONALITY

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**Follow these characteristics to guide voice, tone, and creative direction for all brand materials and messaging:**

### **FRIENDLY**

SoxsolS are worn close to your body, live in your home, and are part of your daily life. All brand materials should reflect the comfy ease of the product. Use writing and imagery that invites the user in — keep it warm, conversational, and not too flashy.

### **INNOVATIVE**

SoxsolS' SolSecure technology was born out of conversations shared by off-hours engineers. The problem-solving, entrepreneurial spirit of the brand should be presented in all materials that discuss or reference design, manufacturing, and purpose. This solution-driven core of the company also plays into the “sole” double-meaning of the tagline.

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## SIMPLE

SoxsolS make life simpler. This honest simplicity should be reflected in every way we present the product. As an insert meant to be hidden in the footbed of your shoe or sandal, simplicity is also what makes the product work (and keeps it affordable). This simplicity is also reflected in the natural, earth-toned materials and flexible design that allows the user to cut the insole to the shape of their foot or shoe. Design and writing should be clear and concise, though not entirely minimalist. Balance simplicity with a friendly warmth to hit the tone exactly.

## TRUSTWORTHY

We've developed a trustworthy product that solves the age-old problem of sweaty feet. Our company is small and Oregon-based, run by real people who created a product that genuinely makes life better. The SoxsolS down-to-earth brand presence encourages life-long customers who recommend our product not just via Amazon reviews, but in casual conversations with friends and family. We keep our explanations clear, honest, and transparent without getting too poetic.

## KEY WORDS

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**Keeping descriptors aligned allows us to consistently describe and emphasize the key qualities of SoxsolS.**

### VERBS

#### toss

Use “toss” when talking about putting SoxsolS in the wash. This word emphasizes ease, while “throw” lands a bit harsher and is more reminiscent of throwing something in the trash, rather than tossing something in the laundry.

#### grip

Use when describing the way SoxsolS’ sticky side helps the sole stay securely in your shoe. This word emphasizes the strength and longevity of the stick.

#### cushion

Use to describe the way SoxsolS support your feet throughout the day.

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## ADJECTIVES

### **absorbent or moisture-absorbing**

Use to describe the way the SoxsolS keep your feet sweat-free.

### **cool or warm**

Use to describe the experience of using SoxsolS, no matter the season.

### **comfy**

Use to describe the cushioning experience of using SoxsolS. Use this shortened version of comfortable for a more relaxed and informal voice.

## NOUNS

### **engineers**

Including engineers in the SoxsolS story emphasizes the thorough design process and grippy SolSecure technology behind all SoxsolS products.

## PHOTOGRAPHY

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**Brand photography should showcase SoxsolS at all points of use — from the moment you slip them into your shoe to the moisture-wicking action of the insoles throughout the day to that final toss into the wash.**

**All SoxsolS photography should follow these basic guidelines:**

### **COMPELLING ANGLES**

Product photography should highlight creative, compelling angles that emphasize the hidden design of the insole. Insole could appear like it's peeking out of a shoe, but should be noticeable enough that the insole is the clear visual focus of the images, not the shoes.

### **EXPRESSIVE HANDS AND FEET**

Photography should build on the expressive quality of hands and feet engaging with SoxsolS in order to build a lighthearted character that demonstrates the ease of use: easy to put in your shoe, easy to wash, and easy to get out the door (because you don't need socks). Should reflect a range of settings (professional and leisure, shoes and sandals) that illustrate the versatility of the product.

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## **EARTH TONES, COZY FEEL**

The product is made out of natural fibers and the logo is a fox (representing the smart and comfortable quality of the product), so photography should reflect, highlight, or emphasize these qualities in look or feel.

## **SIMPLE, PRACTICAL, INNOVATIVE**

This isn't a luxury product, it's a practical innovation. We want to emphasize SoxsolS as an integrated part of a person's lifestyle. Photography should emphasize the everyday, useful quality of the product, presenting its simplicity in a way that nods to the innovation of its design.

## Refer to these examples when using and producing SoxsolS branded product photography.

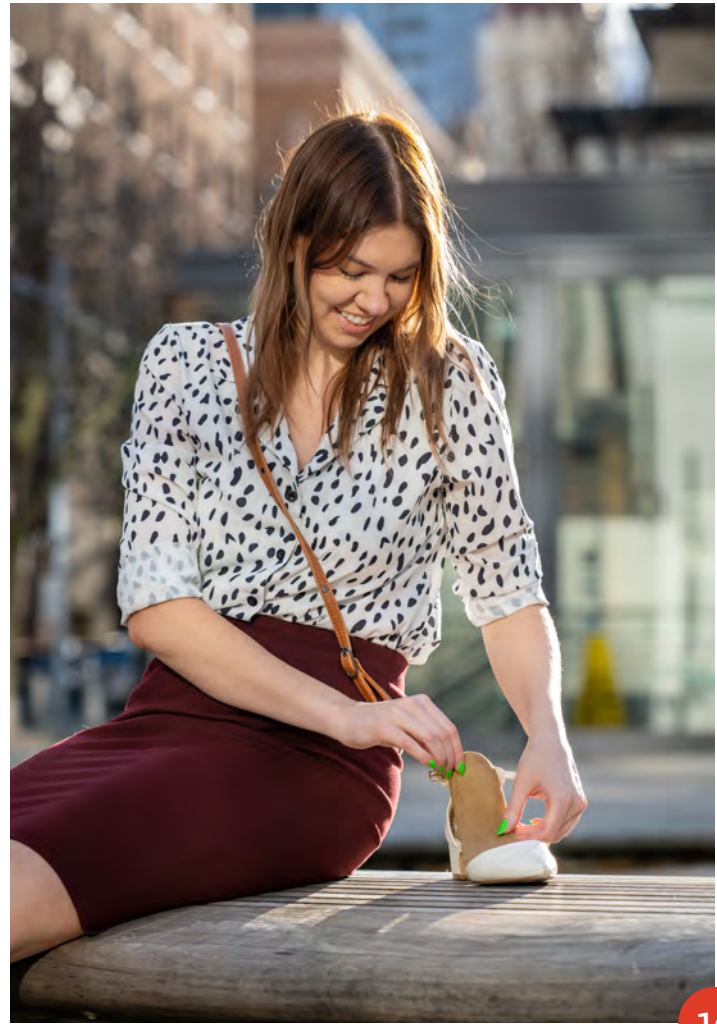
Pay close attention to aesthetic details like light, color balance, setting, and variety between detail and lifestyle shots. Make sure to capture and use both landscape and vertical photos.











## TARGET AUDIENCES

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Use specific key words and ideas or emphasize certain qualities of SoxsolS when speaking directly to each target audience.

### PROFESSIONALS

People who regularly wear loafers, heels, flats, etc for work.

These kinds of users may have more expendable income for the higher price-point, and they may also have more frequently-worn, expensive shoes they're invested in protecting from wear and tear. This audience maps to both our narrow and wide product line to fit most SoxsolS-compatible shoes.

### WOMEN PROFESSIONALS

People who wear heels, flats, and women's dress shoes

These shoes tend to have a narrower footbed and best when worn without socks. This audience maps to our narrow product line.

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## **LEISURE USERS**

**People who regularly wear comfort shoes and sandals.**

Many Birkenstocks wearers are diehards, so targeting via specific comfort shoe brands will lead us to the audiences who could most easily begin to integrate SoxsolS into their life. This audience maps to our wide product line.

## **LOOKING FOR ABSORBENCY**

**These are people with sweaty feet or hyperhidrosis.**

Including Hyperhidrosis in website copy and hashtags will allow people with the condition to more easily find SoxsolS in web searches.

## HASHTAGS

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### Use these hashtags when posting about SoxsolS on social media.

This list is just a starting point,  
feel free to use hashtags beyond  
this list as well.

#NoSweatAllSole  
#NoSweat  
#SoleStory  
#SolSecure  
#ProtectYourSole  
#Solemates  
#Footbed  
#Cushioned  
#FeetFirst  
#ComfortShoes  
#ComfortSandals  
#ComfortFirst  
#ComfyShoes  
#NoSocks  
#ComfyHeels  
#NoSocksAndSandals  
#Sockless  
#TheSocksInTheSole  
#SandalLife  
#BirkenstockSandals  
#BoatShoes  
#Loafers  
#MachineWashable  
#ShopSmall  
#OregonBased

## REFRAIN FROM...

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Sometimes branding is about what **not** to do. These are some defined ways to **not** talk about SoxsolS.

### **SoxsolS aren't insoles, they're a sock that's in your sole.**

When most people think of insoles, they think of something with a three-dimensional shape that fits and supports your arches. Technically, SoxsolS are inserts, but insert is too vague a word to accurately describe the product (only use "insert" if there's absolutely no other option). Instead of talking about insoles, emphasize the sock-like qualities of the product. On the flip side, using phrases like "sock-free" can also be confusing because of the way the name of the product references socks. Finally, we want to be very careful about how we mention socks or describe the product in relation to socks because we don't want the customer to expect a normal tube sock.

**Don't say:** insoles, sock-free, sox

**Instead say:** the sock is in the sole

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**We want to refrain from environmental messaging.**

While we support and want an environmentally-friendly product, emphasizing green with respect to SoxsolS is somewhat incorrect and may come across as greenwashing and disingenuous. It is a product that does last and it isn't throw-away, but the materials do have an impact and the bonding of the fabric and rubber is not conducive to any kind of recycling process, etc.

**Don't say:** easy on the planet, green, environmentally-friendly, sustainable

**Instead say:** durable, lasting

**We don't want to use any words that might suggest the product leaves behind residue.**

Use the following terms instead to emphasize the way SoxsolS protect your footbed and shoes.

**Don't say:** sticky

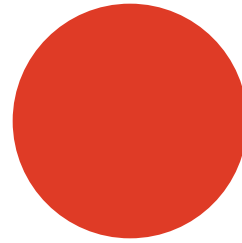
**Instead say:** grippy, non-slip grip, or tacky

## PRIMARY BRAND COLORS

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These colors help our audience recognize the SoxsolS brand at first glance. Use any of the colors in this palette for graphics or fonts.

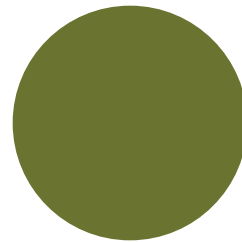
When working with new designers or vendors, be sure to match profile color codes to ensure integrity for print (PMS, CMYK) and digital (RGB, HEX) content. See typography section for specific guidelines around type hierarchy and color.



### FOX RED

Best used against a white background. Use for primary emphasis.

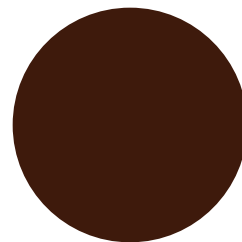
**HEX:** DD3D27 **RGB:** 221, 61, 39 **CMYK:** 7, 91, 100, 1



### MOSS

Best used against a white background. Use for secondary emphasis with Fox Red.

**HEX:** 6B7431 **RGB:** 107, 116, 49 **CMYK:** 58, 38, 100, 20



### HICKORY

Best used against a white background. Use for primary and secondary emphasis.

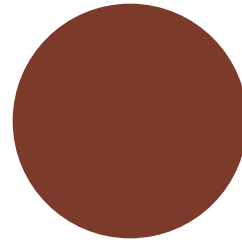
**HEX:** 6B7431 **RGB:** 107, 116, 49 **CMYK:** 58, 38, 100, 20

## SECONDARY BRAND COLORS

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Use these colors for graphic elements and/or to connote secondary emphasis. Always use these colors in conjunction with primary colors.

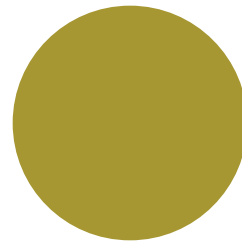
Secondary colors should not be more than 30% of the overall color in a layout.



### COPPER

Best used against a white background. Use for subheadings and secondary emphasis.

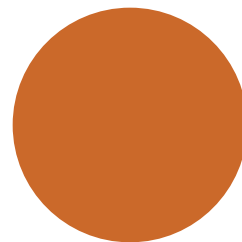
**HEX:** DD3D27 **RGB:** 221, 61, 39 **CMYK:** 7, 91, 100, 1



### LICHEN

Best used against a white background. Only use if Moss is already in use.

**HEX:** 6B7431 **RGB:** 107, 116, 49 **CMYK:** 58, 38, 100, 20



### SQUASH

Best used against a white background. Use when either Copper or Hickory are already in use.

**HEX:** 6B7431 **RGB:** 107, 116, 49 **CMYK:** 58, 38, 100, 20

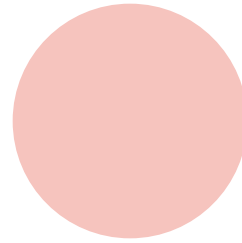


## TERTIARY BRAND COLORS

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Use these colors sparingly, in conjunction with primary and secondary colors. Tertiary colors should never be used alone.

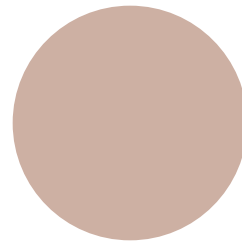
Tertiary colors should not be more than 10% of the overall color in a layout.



### SALMON

Used in conjunction with Fox Red for icons, equivalent to Fox Red at 30% opacity.

**HEX:** F5C4BE **RGB:** 245, 196, 190 **CMYK:** 2, 27, 17, 0



### ALMOND

Can use instead of or in complement to Salmon, equivalent to Copper at 30% opacity.

**HEX:** 6B7431 **RGB:** 107, 116, 49 **CMYK:** 58, 38, 100, 20

## BASE BRAND COLORS

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### Use these colors for basic body text and backgrounds.

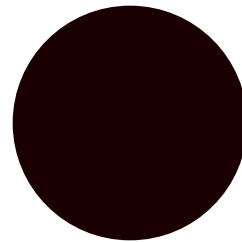
Using off-whites and -blacks can  
make viewing web content  
easier on the eyes.



#### **CREAM**

Use to slightly emphasize background.

**HEX:** F4EFEA **RGB:** 244, 239, 234 **CMYK:** 3, 4, 5, 0



#### **MIDNIGHT**

Use instead of pure black whenever possible.

**HEX:** 1F0000 **RGB:** 31, 0, 0 **CMYK:** 47, 77, 84, 90

## TYPOGRAPHY

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Use Rubik ExtraBold in Hickory for tagline, headlines, and titles. For short titles and whenever possible, use lowercase.

This sans-serif type has rounded terminals, making it both legible and friendly. The typeface was commissioned by Google for use in a Rubik's Cube exhibition, created to represent the concept of finding order in chaos. As a Google font, Rubik is easily accessible.

# Aa

**Rubik ExtraBold, 47pt**

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

## Use Asap SemiBold in Copper for subheadings.

Slightly narrower than Rubik, Asap complements the friendly nature of the heading font while creating contrast with its narrower letterforms.

Asap was developed by Obmnibus-Type for digital use because it offers a standardised character width on all styles, which means lines of text remain the same length. This makes it easy to change type styles quickly without reflowing a text body. It is also widely accessible via Google Fonts.

Aa

Asap SemiBold, 21pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Use Asap Regular  
in Midnight for  
body text. Use  
bold sparingly for  
in-line emphasis.

Aa

Asap Regular, 12pt

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890

**Aa**

**Asap Bold, 12pt**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890**

# no sweat, all sole.

## solving the problem of sweaty feet, once and for all.

In 2009, a team of off-hours engineers sat around a table, kicked off their smelly sandals, and decided to solve sweaty feet, once and for all. Putting their heads together, they imagined a world beyond socks with sandals, without the tube (and the fashion faux-pas). These dreams became the patented silicon rubber SolSecure technology known today in all SoxsolS products.

Engineered to stay in place while absorbing perspiration, SoxsolS prevent sweat from reaching the footbed of your sandal or shoe, extending the life of your shoes while keeping your feet cool, comfy, and cushioned.

Choose SoxsolS instead of socks for a sleek, hidden look that protects your soles and keeps you feeling fresh, even in the sweatiest of moments. Slip SoxsolS into your sandals, flats, clogs, heels or dress shoes, or cut them to fit the exact shape of your feet and shoe. When they're dirty, just toss them in the laundry! Their sticky grip renews every time for a smart solution to sweaty feet.

### TAGLINE

Rubik ExtraBold, 48pt  
Leading: 57.6pt  
Space after ¶: 15pt

### SUBHEADING

Asap SemiBold, 24pt  
Leading: 28.8pt  
Space after ¶: 30pt

### BODY

Asap Regular, 12pt  
Leading: 14.4pt  
Space betw ¶: 15pt

## LOGO USE

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The SoxsolS fox represents the smart and comfy qualities of the product. Use only these two logo variations for consistency.

Ensure there is sufficient clear space around the logo (at least 1/8 inch, or 9px on all sides) when placing the logo on any print or digital asset (see areas in cream). Logo should be placed on a light background whenever possible.



### FOX ONLY

Use to keep things aesthetically simple in places where there are multiple touchpoints for the SoxsolS brand. Never reproduce smaller than 1in (72pt) in width.



### FOX AND SOLE

Standard logo. Never reproduce smaller than 1in (72pt) in width.

## GRAPHIC ELEMENTS

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**The following elements can be paired with brand photography to add color, movement, and personality to branded images.**

Use sparingly for emphasis. Only use in combination with single images (not collages or multiple images). Can be used for website, social media, print advertising, and packaging.

### THE FOX HOP

A single thick, squiggly line used in combination with large, bold brand photography to bring a playful sense of movement and rhythm, complementing the tagline's sense of "sole." Mask photos with same scalloped edge so The Fox Hop is aligned to the bottom of the image. Use in either Fox Red or Cream (as shown here), depending on the relative brightness or darkness of the background image. See examples on following page







**THE FOX HOP**

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## THE FOX TROT

A string of ellipses used to highlight the product in brand photography where the product would otherwise be hidden. Use instead of arrows with a larger ellipse at the terminal end to label the product style or function. Use in Fox Red or Cream, depending on the relative brightness or darkness of the background image. See examples on following page.



**the  
wide  
cut**



**the  
narrow  
cut**





**THE FOX TROT**

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**the  
wide  
cut**

**Use SoxsolS icons to illustrate the core product attributes, communicating product features and functions with just a quick glance.**

These icons can be used across digital and print mediums. Do not use icons in place of the SoxsolS logo. When space allows, use either the image and text logo set, or pair the images with body text.



**THE SOCK IS  
IN THE SOLE**



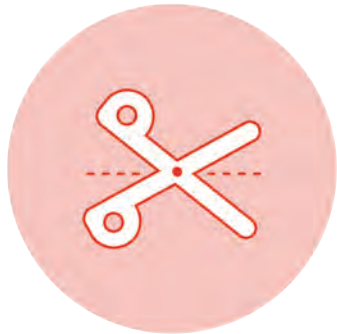
**ABSORBS  
MOISTURE**



**STAYS  
GRIPPY**



**COMFY AND  
CUSHIONED**



**FIT TO YOUR  
FEET**



**PERFECT  
PAIR**



**BASED IN  
OREGON**



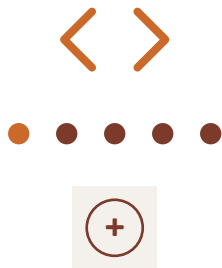
**NATURAL  
FIBERS**

**The SoxsolS website should be welcoming and easily skimmable, giving visitors an immediate sense of the product and brand.**

The purpose of the SoxsolS website is threefold: 1) to create a funnel for Amazon sales, 2) to draw new users to the product with SEO, and 3) to provide a branded and professional look for anyone looking to learn more (like a digital business card).

The design should highlight branded photography, using graphic elements for emphasis. There should be no more than one photo alongside blocks of text on the website in order to emphasize the photography and not overcrowd the copy. Use the contents of this guide along with the following design elements to direct visitors and organize information across the website.

**CHOOSE YOUR PAIR**



## **BUTTONS**

Use Fox Red buttons with Cream text and 8px rounded corners. Copy should be to-the-point but remain aligned to the brand. Use words that convey a sense of urgency to help conversion.

## **SLIDERS AND ACCORDIONS**

For slider features on website, use simple arrows with rounded terminals. Use Squash and Copper circles, or Cream for better visibility and contrast. Use accordions to condense information that would otherwise take up significant space, like FAQs.