



Brand Guidelines

**SO EVERY BODY
CAN MOVE**

2023 | Prepared by **side·sea**



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SO **EVERY** BODY CAN MOVE

Welcome to our brand guide!

The goal of this brand book is to provide examples, best practices, and guidelines to help you create branded materials for **So Every BODY Can Move** that feel consistent and balanced.

What is a visual identity?

A visual brand identity is a system of aesthetic elements that complement and reinforce the core ideas of our brand. A brand is the set of perceptions and emotions people have about our organization—the relationship we have with our audience. Branding is developing, creating, or designing elements and strategies to affect our brand positively. Our visual brand identity is one of those crucial tools.

Why use this guide?

We want to make an impact. We know that accomplishing this will require maintaining a consistent identity that our audience can trust over time. When we consistently use the **So Every BODY Can Move** brand elements, we can build recognition with our audience. This pays out in trust, loyalty, and positive associations—we can capture hearts and minds to align with our mission.

Tagline, Mission, and Vision

Key components of your brand writing include your tagline, mission statement, and vision statement. While these three components point back to who you are as a brand, they each serve a different purpose and are written for different audiences. Your tagline is a catchy phrase that helps people remember what you do or what they get from you. Your vision is your goal and your mission is what you do to achieve that goal.

TAGLINE

Empower Through Movement

MISSION


To create equitable and life-changing access to orthotic and prosthetic care necessary for physical activity for individuals with disabilities. This will be achieved through powerful storytelling and mobilizing grassroots advocates to champion state-based legislative change, ultimately inspiring a national movement.

VISION

We aim to revolutionize equitable access to orthotic and prosthetic care. By mobilizing advocates, we empower every individual – and every body - to embrace their full potential and embark on a boundless journey of mobility and independence.

Brand Positioning

The brand positioning statement establishes guidelines for how your brand is publicly presented and the framework around your messaging for different audiences. It enforces consistency across the communication.

A man with prosthetic legs is running a marathon on a city street. He is wearing a black tank top with the text "FORREST STUMP" and a race bib with the number "133". He is wearing a black cap and has tattoos on his arms. The background shows a city street with cars and buildings, slightly blurred.

Movement is medicine and physical activity is a right, not a privilege. But today, thousands of individuals living with limb loss and limb difference are unable to afford and access orthotic and prosthetic care that helps them be physically active due to inadequate insurance coverage. **So Every BODY Can Move** is the only advocacy initiative working to disrupt this healthcare inequity with a policy solution rooted in dignity and justice: by empowering state-by-state legislative action, expanding access to this medically necessary care. Our work will end the discriminatory treatment of people with disabilities and give them the right to physical, social, and mental wellbeing. **So Every BODY Can Move** is a coalition of advocates – led by individuals with disabilities, and supported by organizations, community partners, and healthcare professionals – cultivating systemic solutions that will impact millions of people for generations to come.

Our Primary Logo

This is the primary **So Every BODY Can Move** logo. It is our primary graphic device and should be the first choice when selecting a logo to represent the initiative.

General Usage & Notes

The Primary Logo is the most often used graphic that represents the company. You can use this on everything from business cards to websites, created with specific typography and colors to convey the look and feel of our brand at a glance. We have created multiple variations of this logo to accommodate any use case scenarios that may arise. The following slides show the correct usage of the primary logo against dark and light backgrounds. Different mediums often mean that other logo treatments will have more success. A social media profile picture is a circle or square; often, just the logomark is enough, as your company's name is already on the account. Be careful when cropping inside the social media platform. It will sometimes cut off your logomark. Remember to leave enough space around the edges. Make sure you only use the approved variations instead of recreating them.

Logo Composition

The **So Every BODY Can Move** logo includes a logomark and the logotype. Both of these elements together create the primary logo. The logomark's oblique angle shows action and a forward push, while the brand shape and high contrast juxtaposition represents inclusion.



Logo



Primary Logo



Alternative Primary Logo

SO EVERY BODY
CAN MOVE

SO EVERYBODY
CAN MOVE

Secondary Logo

The secondary logo is a simplified version of the primary logo. A secondary logo adds flexibility and enhances a brand's personality. This design may eliminate some text or rearrange the elements to improve readability in small sizes.

General Usage & Notes

Sometimes, a primary logo is not compatible with all online platforms. Use this secondary logo for horizontal layouts or when resizing your logo for small formats. This logotype is ideal for using square social media profile images, social media graphics, and other places where you need to use a more compact version of your logo. We have created multiple variations of this logo to accommodate any use case scenarios that may arise. The following slides show the correct usage of the secondary logo against dark and light backgrounds. Different mediums often mean that other logo treatments will have more success. Be careful when cropping inside the social media platform. It will sometimes cut off your icon. Remember to leave enough space around the edges. Please make sure you only use the approved variations instead of recreating them.

Logo Composition

The bottom line of the logotype is moved to the first row in this variation to utilize horizontal space.

The primary logo consists of the text "SO EVERYBODY CAN MOVE" in a bold, sans-serif font. The words "EVERY" and "BODY" are contained within a black rectangular box that spans across them.

Logo

The secondary logo features the text "SO EVERYBODY CAN MOVE" in a bold, sans-serif font. The words "EVERY" and "BODY" are contained within a red rectangular box that spans across them.

Secondary Logo

The alternative secondary logo features the text "SO EVERYBODY CAN MOVE" in a bold, sans-serif font. The words "EVERY" and "BODY" are contained within a red rectangular box that spans across them. The bottom line of the text is moved to the first row.

Alternative Secondary Logo

SO EVERYBODY CAN MOVE

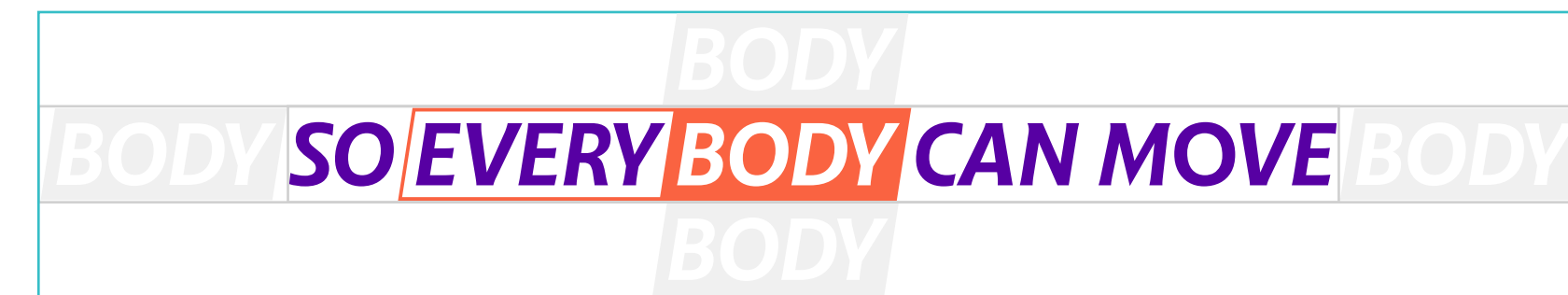
SO EVERYBODY CAN MOVE

Exclusion Zone

The Exclusion Zone is the protected area around the logo where no other elements touch or interact with the logo.

Additional Notes

The clear space around the logo should always be the width of the **BODY** in the logomark. This space is relative — it will always be proportional to your logo size. Use this ratio when putting the logo next to other graphic elements, borders, edges, or in line with partner logos. You can always have more clear space! The provided spacing shown here is the minimum clearance you should use to avoid “crowding.”



ANYTHING INSIDE OF THE TEAL BOXES IS CONSIDERED A “STAY OUT” AREA. USE THE **BODY** AS A GUIDE TO HELP DETERMINE HOW MUCH SPACE TO LEAVE AROUND THE LOGO.

Incorrect Logo Usage

Incorrect Logo Usage

Logo Integrity and Things to Avoid

Do not rearrange the logo form, colors, and letter ordering. Make sure you are not skewing, warping, or shifting around parts of the logo. Make sure there is more than enough breathing room when placed near other design elements. Do not introduce colors that are not in the established brand color palette.



Highgate Italic

(logo font)

Inter (text font)

Regular

Italic

Thin

Thin Italic

ExtraLight

ExtraLight *Italic*

Light

Light Italic

Medium

Medium Italic

SemiBold

SemiBold *Italic*

Bold

Bold Italic

Extra Bold

ExtraBold *Italic*

Black

Black Italic

EVERYBODY

CHAPTER 1

The Shores of the Cosmic Ocean

The Cosmos is all that is or ever was or ever will be. Our feeblest contemplations of the Cosmos stir us—there is a tingling in the spine, a catch in the voice a faint sensation, as if a distant memory, or falling from a height. We know we are approaching the greatest of mysteries. ...

[READ MORE](#)

Our Color Palette

Colors are crucial when it comes to recognizing and distinguishing a brand. This collection of colors will come together to create the aesthetic that runs through every aspect of branding.

Color Psychology

Our diverse color palette uses most rainbow colors to give our brand flexibility. The color tomato orange is frequently equated with vitality, ardor, and enthusiasm. It also attracts attention and represents love and warmth. Yellow is the most noticeable of all colors to the human eye, with a medium tone used here. Yellow is associated with happiness, positivity, intellect, and logic, with the ability to improve analytical thinking. As a neutral color, white complements the other colors and represents perfection and new beginnings. Maya Blue is a vibrant and resilient color used by the Mayans throughout sculptures, pottery, murals, and other decorative art of the Mesoamerican region. The ancient Maya signified Chaak, the patron deity of rain and agriculture. Medium Slate Blue is a calming and tranquil color representing sophistication and depth. Indigo is the color of wisdom and intuition, meaning inner awareness and deep focus. Dark Purple served as our brand black and was used by royalty and nobility to represent luxury, power, and ambition. Overall, our palette represents our diverse and driven brand.

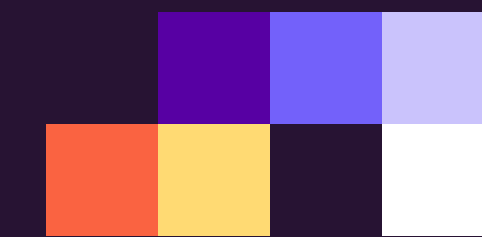
ADA Compliance

To ensure our color passes ADA compliance, we have established the accepted color pairings within the color palette. The color of the text on each color swatch represents an approved color combination.

Primary branding elements and content have an ADA focus. For additional design assets, ADA compliance isn't as important. Because additional design assets are just patterns and graphics, they don't need to be legible. The following slides exemplify how the color palette should be used correctly.

#271333

C: 24
M: 63
Y: 0
K: 80

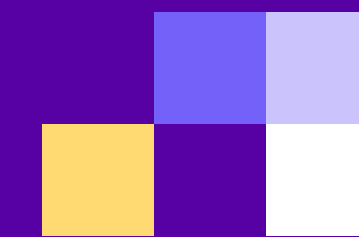


C: 0
M: 60
Y: 74
K: 2

#FA6341

#5700A3

C: 47
M: 100
Y: 0
K: 36

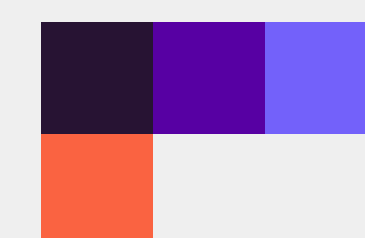
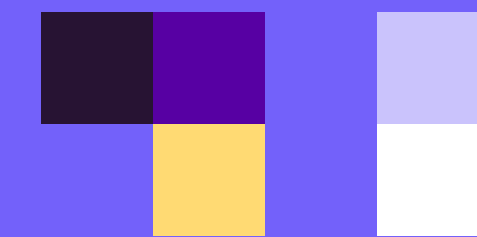


C: 0
M: 15
Y: 55
K: 0

#FFDA73

#7361FA

C: 54
M: 61
Y: 0
K: 2

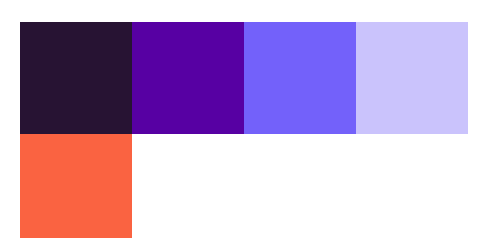
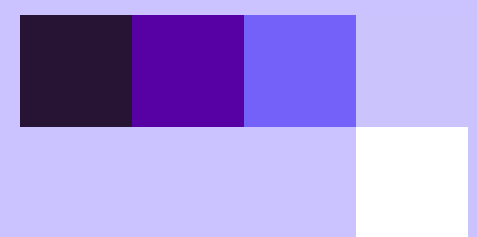


C: 0
M: 0
Y: 0
K: 6

#EFEFEF

#CAC3FF

C: 21
M: 24
Y: 0
K: 0



C: 0
M: 0
Y: 0
K: 0

#FFFFFF

**SO EVERYBODY
CAN MOVE**

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SO **EVERY BODY**
CAN MOVE

Co Branding

So Every BODY Can Move thrives on collaborative partnerships. Successful co-branding of these partnerships should always uphold the initiative's identity and brand and recognize external partners appropriately. When co-branding with us, partner brands will follow these guidelines, regardless of brand dominance.

States will have their name in the one color logomark. Partner organizations will follow this guide for further instructions.

**SO EVERY BODY
CAN MOVE
UTAH**

**SO EVERY BODY
CAN MOVE
UTAH**

**SO EVERY BODY
CAN MOVE
NEW HAMPSHIRE**

**SO EVERY BODY
CAN MOVE
NEW HAMPSHIRE**

Co Branding

DO

- Use the primary logo as much as possible
- Make both logos the same visual size
- Separate the logos by the same width as the exclusion zone indicator
- Vertically middle-align logos for the best balance

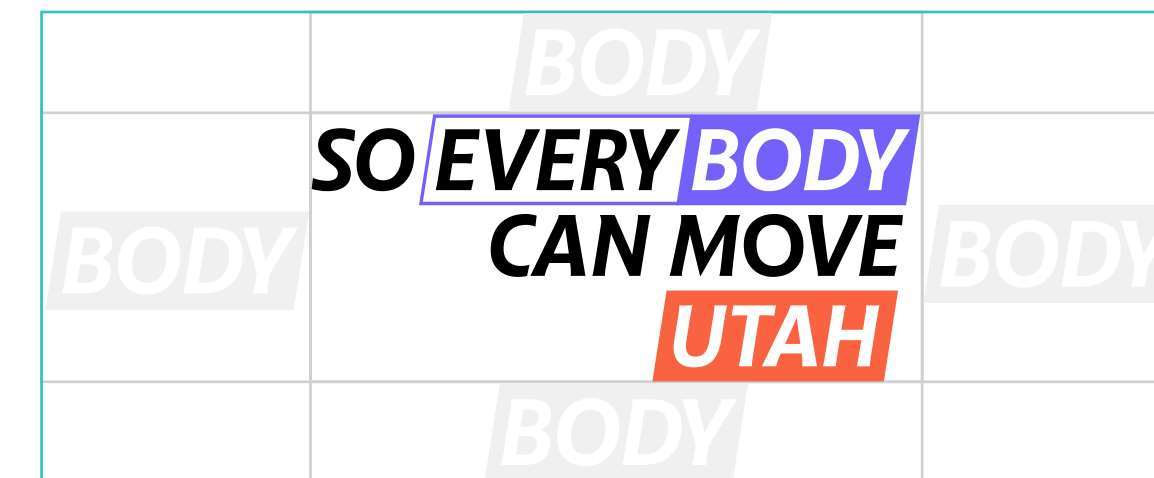
DON'T

- Change or create variations of approved logos listed above
- Combine full-color and black and white logo versions
- Add vertical or diagonal separators
- Add ampersands or underscores to logos

Co Branding

Multi-Brand Logo Lockups

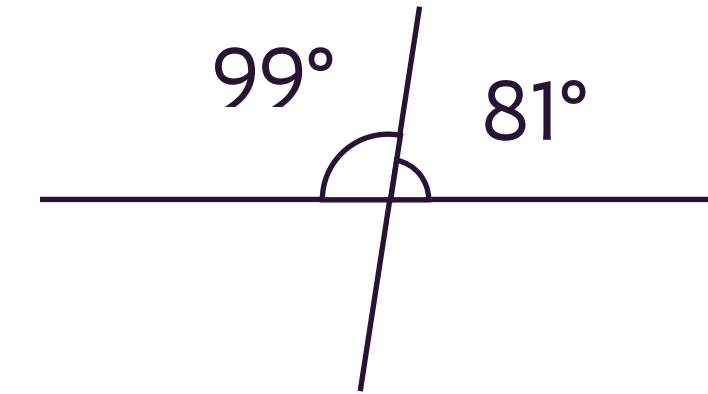
When connecting two or more logos, the negative space around marks should extend the same size as the exclusion zone reference item. The spacing rule applies in both a horizontal and vertical context. When space is constrained, multiple logos are locked in a grid format.



Usage & Examples

**SO EVERYBODY
CAN MOVE**

Oblique Angle to show action
and forward push



Brand Shape & High Contrast
Juxtaposition



Layered compositions with
varying shapes, all with the
same brand angle



Pair with Italic text for UI
elements and other branded
Text areas.



Color Brand Execution



Some headline text

SOME META TEXT

Text Link →

A layout design on a dark blue background. It features a white headline box at the top containing the text "Some headline text". Below it is a white box containing "SOME META TEXT". At the bottom right is a white box containing the underlined text "Text Link" followed by a right-pointing arrow.

Some headline text

SOME META TEXT

Text Link →

A layout design on a purple background. It features a white headline box at the top containing the text "Some headline text". Below it is a yellow box containing "SOME META TEXT". At the bottom right is a white box containing the underlined text "Text Link" followed by a right-pointing arrow.

SO **EVERY BODY**
CAN MOVE

www.soeverybodycanmove.org



EMPOWER

THROUGH
MOVEMENT

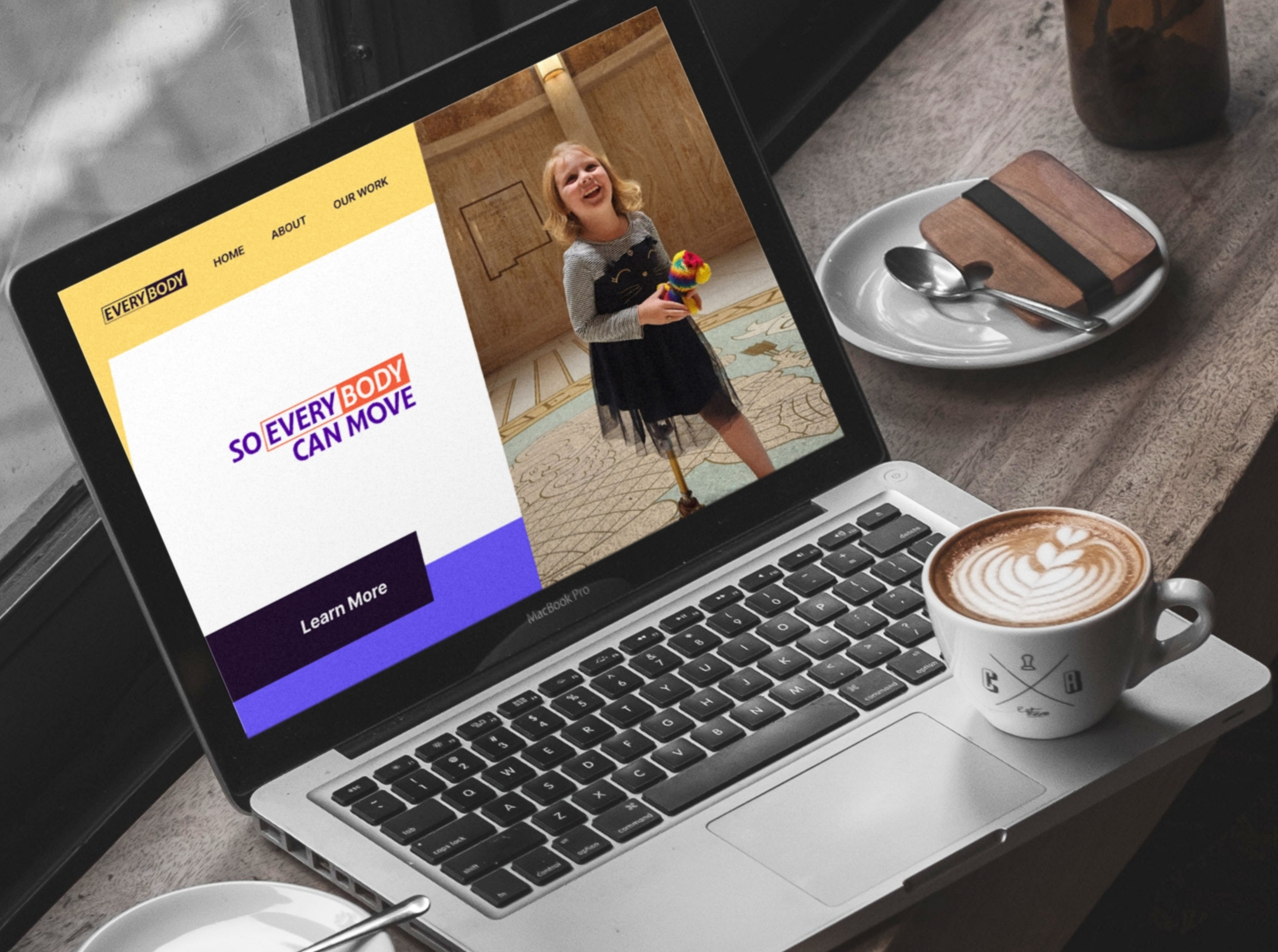
SO **EVERY BODY**
CAN MOVE





**SO EVERYBODY
CAN MOVE**

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EVERYBODY

HOME

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SO EVERYBODY
CAN MOVE

Learn More

MacBook Pro



FORREST STUMP

SO EVERY BODY CAN MOVE

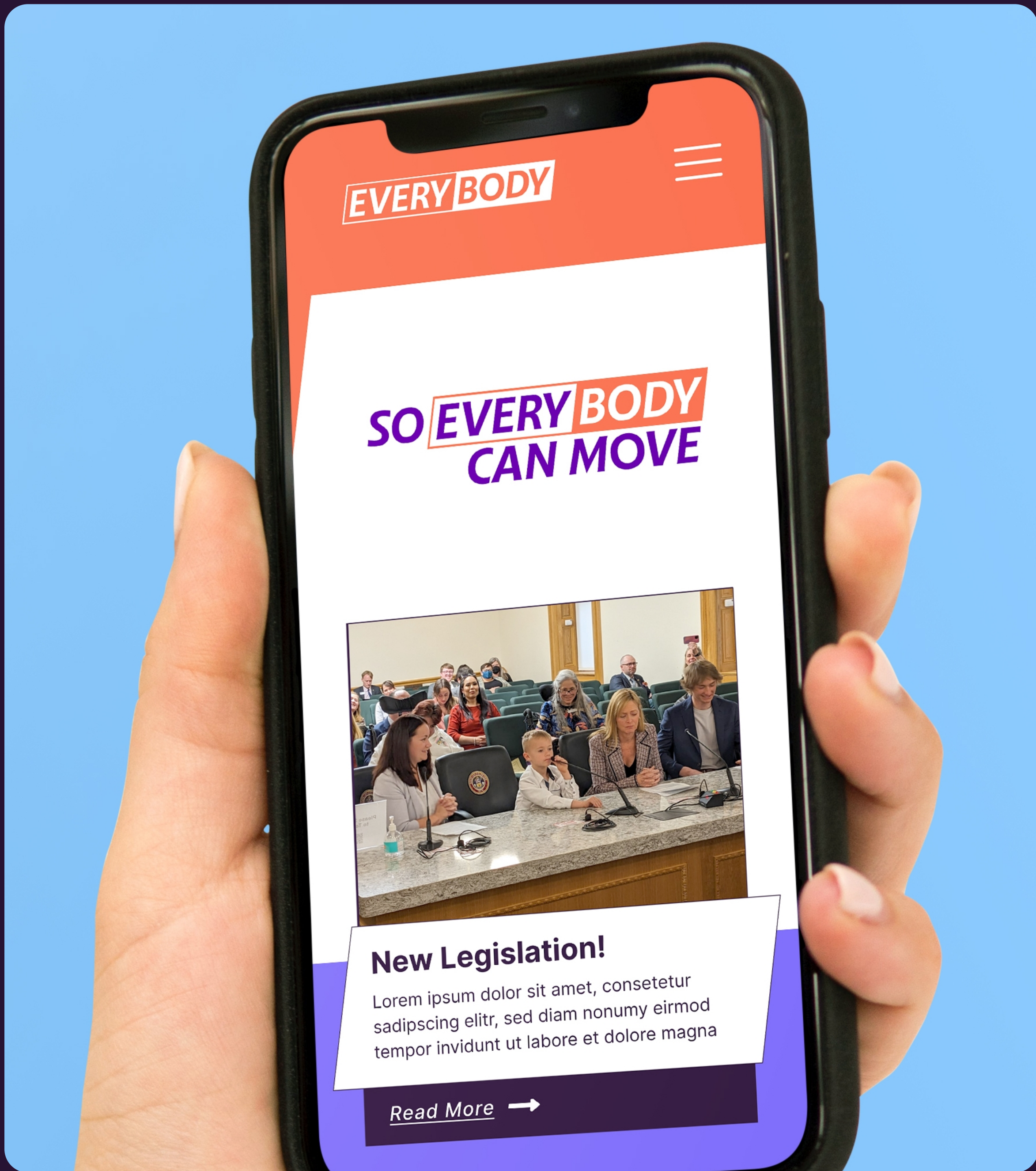
5G

The advertisement features a man with prosthetic legs running on a track. He is wearing a black tank top with the text "FORREST STUMP" and a black cap. The background is a blurred outdoor setting. The text "SO EVERY BODY CAN MOVE" is displayed in white on a purple background. The number "300" is visible on a sign in the background.

300

5G

The advertisement shows a large number "300" on a sign. Below it, there is a small logo for "5G".





SO **UTAH**
CAN MOVE



SO **EVERY BODY**
CAN MOVE

Empower
through Movement

www.soeverybodycanmove.org



SO **EVERY** **BODY** CAN MOVE

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