



## Visual Identity Standards

The Golden Shoe Campaign is a project of Project Take-Off. In the promotion of the campaign, the Project Take-Off logo will be used with other sponsor logos at a 50% reduction size of the Golden Shoe Campaign logo.

### *Golden Shoe Campaign Logo*

Consistent use of the logo throughout all forms of communication will reflect a professional, fun campaign that meets the Golden Shoe Campaign standards.

The Golden Shoe Campaign Logo & tag line "Step Up & Discover" should appear on all printed materials and as an icon on the home page of your local program website. Applying the logo consistently makes the mark more memorable. Allow for adequate spacing to make the logo stand out in any communication. Do not crowd it with any accompanying city or sponsorship logos.

### *Color*

Use color guidelines. Do not mix or match colors.

### *Typography*

Use Arial typeface for campaign correspondence and press releases.

### *Usage*

**SIZE:** The logo should never be used smaller than 1". If the logo is going to appear large on banners or signage, please see the logo file.

**PLACEMENT:** Place the logo anywhere on a document as long as it follows these standards: preferred top right or center.

**PROMOTION:** T-shirts and Promo Items. Please use the standards and guidelines on promotional items; you can get creative with color and the item itself. The preferred t-shirt design would be using the Golden Shoes campaign logo largely displayed with all the sponsors including Project Take-Off at 50% reduction displayed on the back or underneath.

**BANNERS:** If you are promoting the Golden Shoe Campaign at designated walking routes or special events, you must use the Golden Shoe posters.

**WALKING ROUTE MAPS:** Walking routes must be displayed using the Golden Shoe Campaign template.

**SCHOOL NEWS, BULLETINS & FLIERS:** When promoting the campaign in newsletters, use a consistent format with logo if possible.