



Soccer Opportunities for Kids Alliance

Brand Guideline 2023

Table of Contents

1.0 Brand Overview	3
2.0 Logo	12
3.0 Type and Color	17
4.0 Imagery Style	21
5.0 Applications	25
6.0 Citations	32



Brand Overview

Name

Previously known as Ball to All, SOKA enhances all the values of Ball to All. While the previous name, Ball to All, signified the overall mission of our organization, giving balls to everyone, the name SOKA gives viewers a clearer image of what we do quickly. The name Ball to All seemed to be unclear about what the organization did and its mission. Nowhere in the title did it refer to soccer balls or giving to children in need until you read more about the company. This is where the name SOKA comes into play.



Name

Soka is the Swahili word for soccer, which is the official language of Kenya, the first location where Ball to All donated soccer balls. This name plays homage to the organization's history while also standing as an acronym. The acronym stands for Soccer Opportunities for Kids Alliance. We value giving every kid the opportunity to experience being a kid through the sport of soccer; as well as being a community of people coming together in alliance to give that opportunity to as many kids as possible. While our company has experienced a huge identification change, the mission and values still remain true.

About/Purpose

SOKA is a non-profit (501c3) organization, founded in 2013, with the goal to make every kid around the world happier and healthier. Many kids around the world do not have access to play sports or other activities. Located in Scottsdale, Arizona, SOKA delivers soccer balls to ambassadors located all over the world. Through programs such as Give a Ball, Get a Ball, and Get Involved, there are many ways to be involved in helping SOKA in our mission. Through these programs, we aim to have as many donors and volunteers as possible helping us in our vision.

Mission

The mission of SOKA is simple: “Every Kid Can Have a Ball”.¹ While this is not a change from the original mission statement, it still applies. Our mission is to ensure that every kid in the world can have a soccer ball. By providing kids all around the world with soccer balls, SOKA helps change the lives of many, and provides a means of happiness through the game of soccer.



Goal

Our goal is to get as many kids around the world soccer balls to help them be happier and healthier through the game of soccer. To achieve this goal we want to grow our donors and ambassadors so that more children can receive soccer balls.



Brand Personality

What does it mean to be a part of SOKA? We strive for our members, volunteers, and organization to be as approachable and friendly as possible. As an organization that revolves around children we want to have a fun, playful, and high energy company to reflect that child like personality.

Audience

SOKA strives to attract those with a love of sports. Those who are passionate and driven for a sport they love, will be inclined to help share that love to others.

Donors in the middle to high income range tend to be more apt to donate money to a cause they are passionate about. Donors can be anyone in the world, but large donations are more likely to be from people in first world countries, looking to donate to third world counties.

Volunteers, who live in low income and third world countries, are dependent to deliver soccer balls to communities in their country, which is a crucial part of making our mission possible. By becoming an ambassador, these volunteers can apply to have balls delivered to their community from the donations we receive.

Tagline

SOKA's tagline is "Spread the power of play!" This emphasizes SOKA's goal and the positive impact that playing soccer can have on children's physical and mental well-being. It also encourages people to support SOKA's mission to give children around the world soccer balls.



Logo

Primary Logo



The SOKA logo represents the fun and active spirit of the sport soccer through the representation of color and type. This logo may be used in all aspects where the logo will be translated large. It is the main logo for the organization. The black and white versions of the logo may be used in any print aspects where the logo would need to be viewed in black and white. This logo at minimum height by width may be 1.16" x 4.1" (111.36 px x 393.6 px). The logo must have a letter clearance around the logo on all sides.

Secondary Logo



The secondary logo is the primary logo without the full name of the organization, it is just the acronym/Swahili word. This logo may be used for digital use and in any circumstance where the logo would be small and the secondary line would appear illegible. This logo at minimum height by width may be 0.87" x 4.25" (83.52 px x 408 px). The logo must have a letter clearance around the logo on all sides.



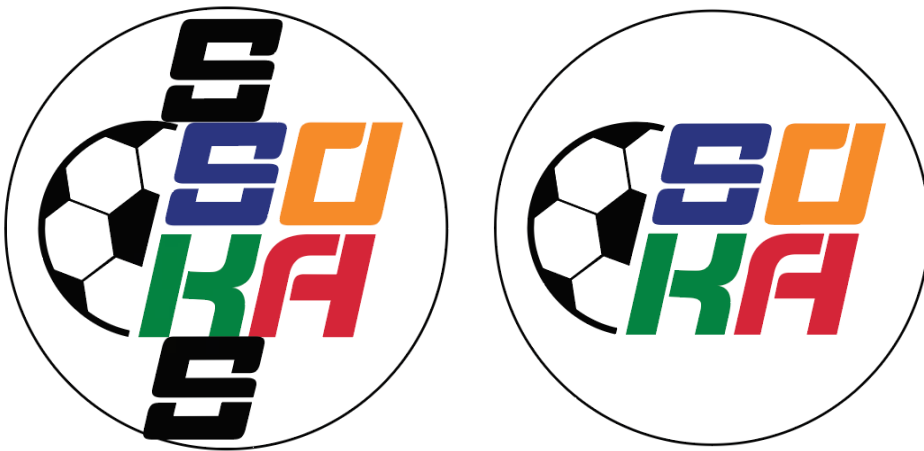
Condensed Logo



The condensed logo may be used in print and digital content where in any circumstance the logo would need to fit vertically. This logo at minimum height by width may be 1.69" x 2.26" (162.24 px x 216.96 px). The logo must have a letter clearance around the logo on all sides.



Social Media Logo



The social media logo is sized at a 1:1 ratio (square) within a circle. Exact sizing varies by social media platform but most follow the 1:1 ratio sizing. Within the circle, the logo must have a letter clearance around the logo on both the top and bottom of the logo, as well as being centered within the circle (see left).



**Type &
Color**

Typefaces & Usage

***Noize Sport Free
Version Regular : Logo***

**Poppins Bold :
Headers/Subheaders**

Poppins Medium: Body Copy

The typeface Noize Sport Free Version Regular is used in the logo only. It is a decorative font that represents the athletic aspect of SOKA's organization. The typeface Poppins is the main typeface used in all copy. Poppins Bold may be used for headers and subheads while Poppins Medium may be used for any body copy. This typeface is a sans serif font that is simple and legible in various sizes, and compliments the logo font well.

Color Palette



Using both the primary and secondary colors on the color wheel, SOKA's colors are blue, orange, green and red. These colors represent the fun and active spirit in kids while also representing common colors of the third world country, Africa, where the majority of donations and soccer balls are received. In Africa, these colors are symbolic of the Earth, growth, passion, love, nature, hope, and storytelling, which are also reflective of SOKA and our values.

We hope to change the lives of many children around the world while also showing passion, love and hope for these children and for soccer. These colors may be used in any aspect of marketing and branding for the company relating to graphics and color choices. These colors may not be used to alter an image through use of an overlay or filter.

Color Palette



CMYK:
C: 100%
M: 96%
Y: 17%
K: 5%

RGB:
R: 43
G: 52
B: 126

HEX: #2b347e



CMYK:
C: 88%
M: 24%
Y: 100%
K: 11%

RGB:
R: 7
G: 131
B: 65

HEX: #078341



CMYK:
C: 0%
M: 55%
Y: 95%
K: 0%

RGB:
R: 246
G: 139
B: 40

HEX: #f68b28



CMYK:
C: 11%
M: 99%
Y: 84%
K: 2%

RGB:
R: 211
G: 36
B: 55

HEX: #d32437

**Imagery
Style**

Photography

The photography imagery style will be used in all marketing and advertising elements such as print material and social media. Photos must be original photos by the SOKA company, or copyright owned or bought by the organization.

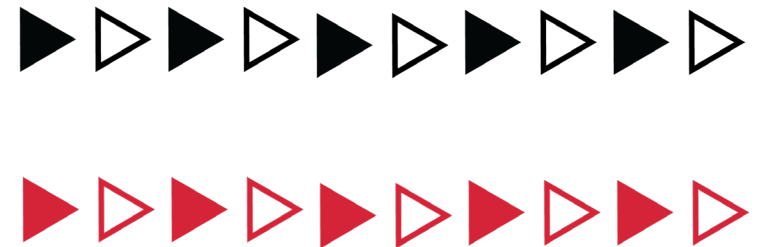
Photography can be of children with delivered soccer balls and people in the organization. Photographers must get consent from people in the photos who are noticeably recognizable (full face showing) to use in marketing related content. Photography style can be in an environment, a portrait, group photos, and candid shots (see examples).



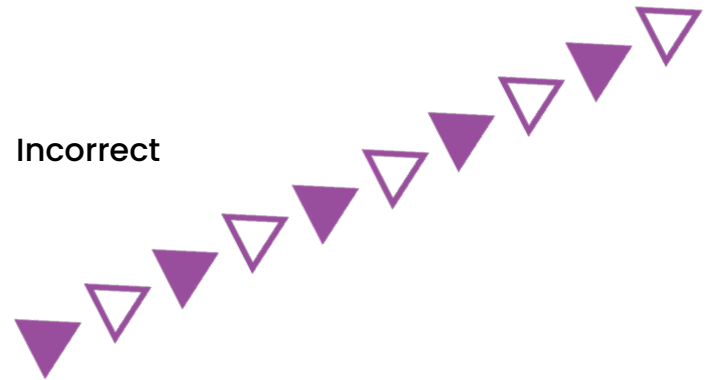
Graphic Elements

Graphic Elements may be used in promotional materials in print or digital use. The arrows can be faced in any direction but may not be on an slanted angle. Arrows may be in any SOKA color as well as black and white, but may not be in any color that is not a SOKA color. There is no limit on how many arrows are in a line but there must be alternating filled in arrows and stroke arrows (filled, stroke, filled, stroke).

Correct



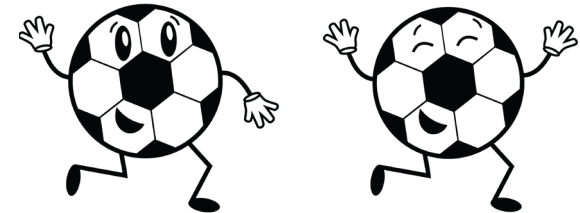
Incorrect



Mascot

The mascot may be used in all material print or digital. The mascot may not be altered in any form other than repositioning of the limbs and eyes. The mascot may not be resized in width or height (distorting the mascot) but he may be sized up or down in his original state (see examples). The mascot may not be altered to any other color other than white for a dark background setting. The mascot can be at minimum height by width may be 1" x 1.36" (96 px x 130.56 px).

Correct



Incorrect



Applications

Motion Graphic

The motion graphic may be used in any digital marketing aspects. This can be used as an introduction to a video or final remark of a video. This serves as an identification of the brand in a video where it may be difficult to insert the brand identity.



Website

The SOKA website will tell the viewer what SOKA is about, who we are, how to help, and how to get involved. Each of the programs, give a ball, get a ball, and become an ambassador will have a SOKA color associated with the program and the web page will reflect that color. The main pages of the SOKA website will reflect all the colors of the organization (ex. Home page and About page).



Website



Soccer Opportunities for Kids Alliance

SOKA values giving every kid the opportunity to experience being a kid through the sport of soccer, as well as being a community of people coming together in alliance to give that opportunity to as many kids as possible. Our mission is to ensure that every kid in the world can have a soccer ball.

Give a Ball

Make a donation to give a ball to a child in a third world country. Any size donation is appreciated and will help a child's health and happiness.

Get a Ball

Get soccer balls to your community or a community around you. Find an ambassador near you and apply to receive soccer balls.



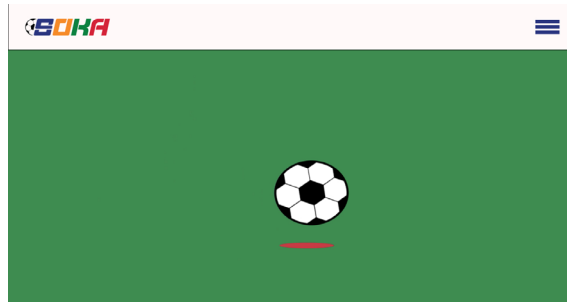
Get Involved

Become a SOKA ambassador and deliver soccer balls to children in a community near you! We value our ambassadors and your help is important to our mission.

Gallery



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Who is SOKA?

SOKA is a non-profit (501c3) organization, founded in 2013, with the goal to make every kid around the world happier and healthier. Many kids around the world do not have access to play sports or other activities. Located in Scottsdale, Arizona, SOKA delivers soccer balls to ambassadors located all over the world. Through programs such as Give a Ball, Get a Ball, and Get Involved, there are many ways to be involved in helping SOKA in our mission. Through these programs, we aim to have as many donors and volunteers as possible helping us in our vision.

Mission

"Every Kid Can Have a Ball."

Our mission is to ensure that every kid in the world can have a soccer ball. By providing kids all around the world with soccer balls, SOKA helps change the lives of many, and provides a means of happiness through the game of soccer.



Goal

Our goal is to get as many kids around the world soccer balls to help them be happier and healthier through the game of soccer. To achieve this goal we want to grow our donors and ambassadors so that more children can receive soccer balls.

Spread the Power of Play!

Emphasizing SOKA's goal and the positive impact that playing soccer can have on children's physical and mental well-being, We encourage people to support SOKA's mission to give children around the world soccer balls.



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The role of an ambassador is to extend the reach of our cause to every corner of the world. You should consider taking this role if you are an adult, responsible person, trustworthy, enjoy giving back to society and have the spare time to do so. This role is for volunteers and does not include payment for your time and efforts. Every Ball To All staff member and volunteer is doing it for the joy of giving back to society, including the founder.



Who Can Become a Ball To All Ambassador?

You need to be of legal age in your country, in most countries its over 18 years old.
You need to be responsible and trustworthy with money.
You need to prove your identity with a government issued id.
You need to be energetic, passionate, and love working with kids.

Go to checklist and application

Current Ambassadors

Select a country



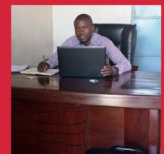
Ambassadors in KENYA



Nikolas Mangu-Thitu
Ambassador since: May 2013
Location: Machakos, Kenya
[Read my Bio](#)



Esther Njoki
Ambassador since: February 2016
Location: Gatundu, Kenya
[Read my Bio](#)



Josephat Bwire
Ambassador since: March 2018
Location: Nairobi, Kenya
[Read my Bio](#)



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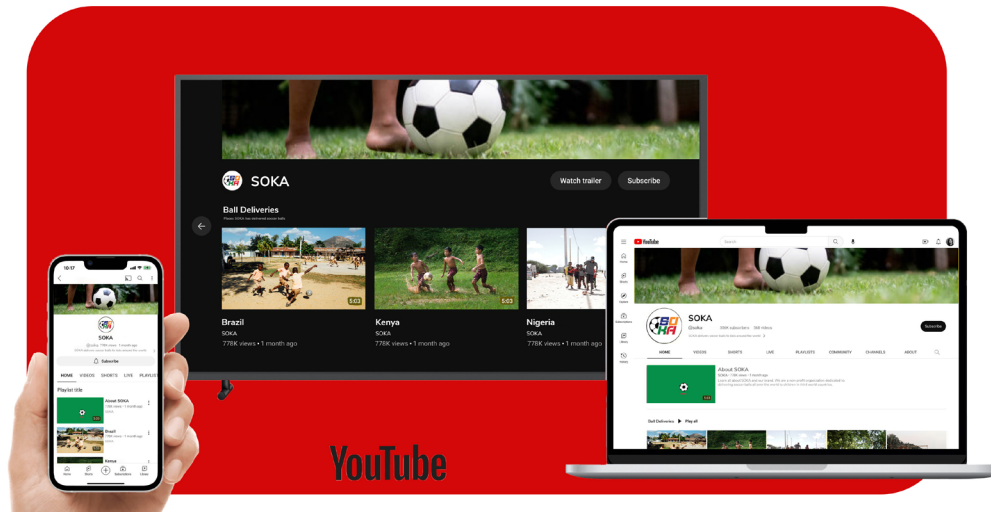
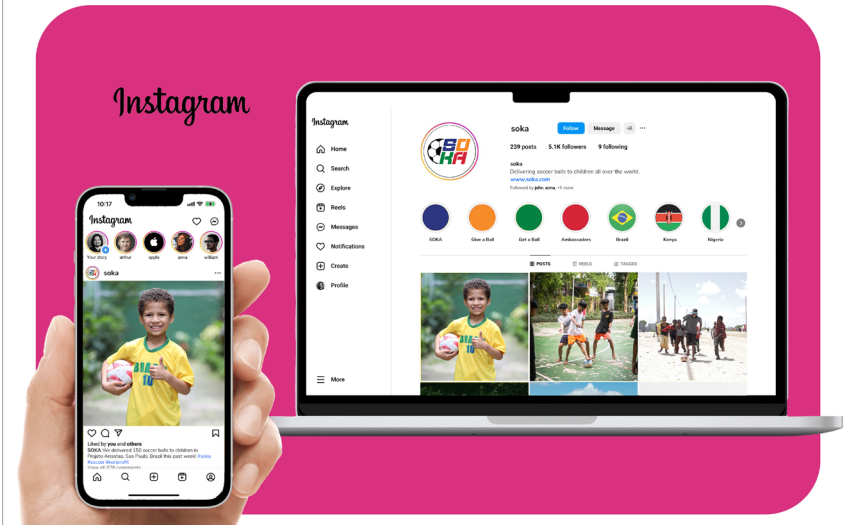
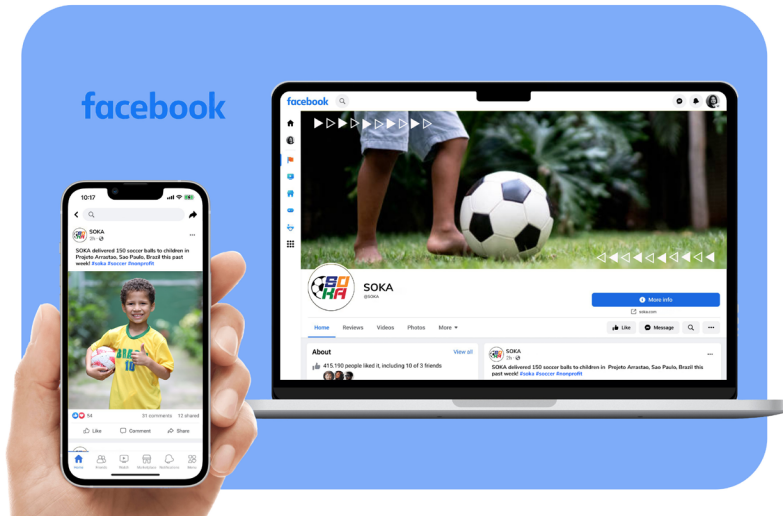


Social Media

Social Media can display photography and video aspects of the brand. Graphic elements such as the motion graphic can be displayed as part of videos posted on social media. Social media must reflect the brand's personality.



Social Media



Packaging

For each child that receives a soccer ball through SOKA, they will receive a drawstring bag made to hold their soccer ball. This is a traditional nylon drawstring bag with a designated, mesh, zip up compartment for the soccer ball. Available in all of the SOKA colors, the child is able to pick which color bag they want, transport their soccer ball, keep it safe, and identify it as their own.



Citations

Citations

1. www.balltoall.com

Photos: pexels.com