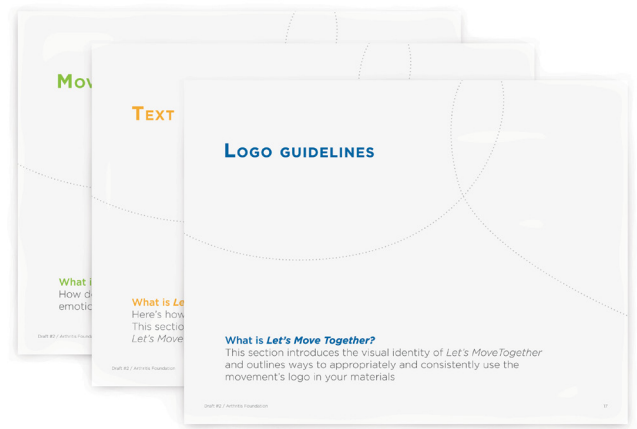
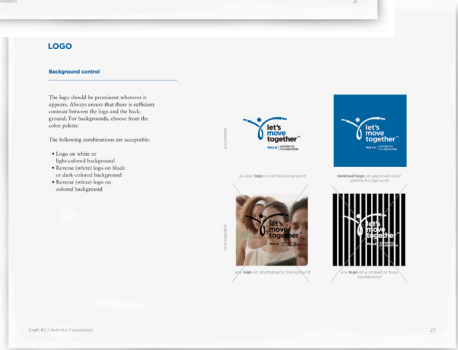
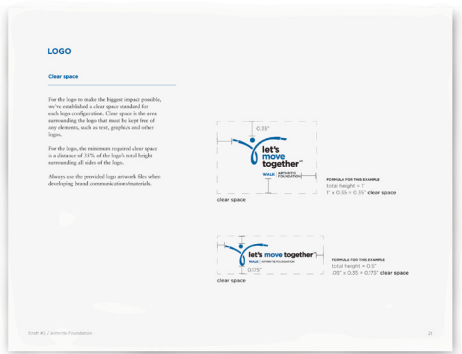




BRAND GUIDELINES



THE ARTHRITIS FOUNDATION TOOK A STEP FORWARD.

Rebranding efforts better tied the non-profit to its charity event.

CHALLENGE » The Arthritis Foundation wanted a recognizable brand for their Let's Move Together campaign – one that could engage both internal and external audiences to talk about arthritis and participate in the Arthritis Walk.

SOLUTION » Because the previous brand was viewed by the client as dated and complicated, Soloflight developed a brand that was simple and clean. By prominently utilizing a shoelace in the logo design, the new brand immediately had a connection to the walk.

RESULTS » Our client at the Arthritis Foundation received rave reviews regarding the new logo, so much so that other internal programs adopted it.