



BREAK
— THE —
CYCLE

BRAND GUIDELINE

PRIMARY LOGO

Break The Cycle is an events brand fully owned by Hope for Justice and therefore its values and overarching mission is also to end slavery and change lives. The brand's visual identity is also in keeping with the parent organization's look and feel.

[Logo Link](#)



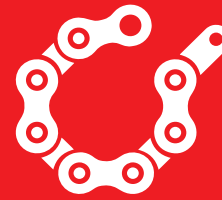
SECONDARY LOGO

The logo's color can change subject to the color of the background, but it can only vary from two different colors.

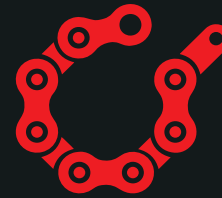
Logo Link



BREAK
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CYCLE



BREAK
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BREAK
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BREAK
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CYCLE

TERTIARY LOGO

Logo Link



BREAK
— THE —
CYCLE



BREAK
— THE —
CYCLE



BREAK
— THE —
CYCLE

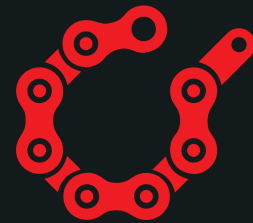
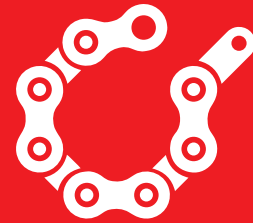


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APPAREL LOGO

The chain on the logo can be used as a standalone logo except on official riders apparel.

Logo Link



HOPE FOR JUSTICE LOGO

When needing to demonstrate the connection the Break the Cycle brand has to the parent brand, the Hope for Justice logo (vertical as here, or horizontal as on next page) can be used. Scale and positioning is dependent on the creative and end-use.

[Logo Link](#)



HOPE FOR JUSTICE LOGO

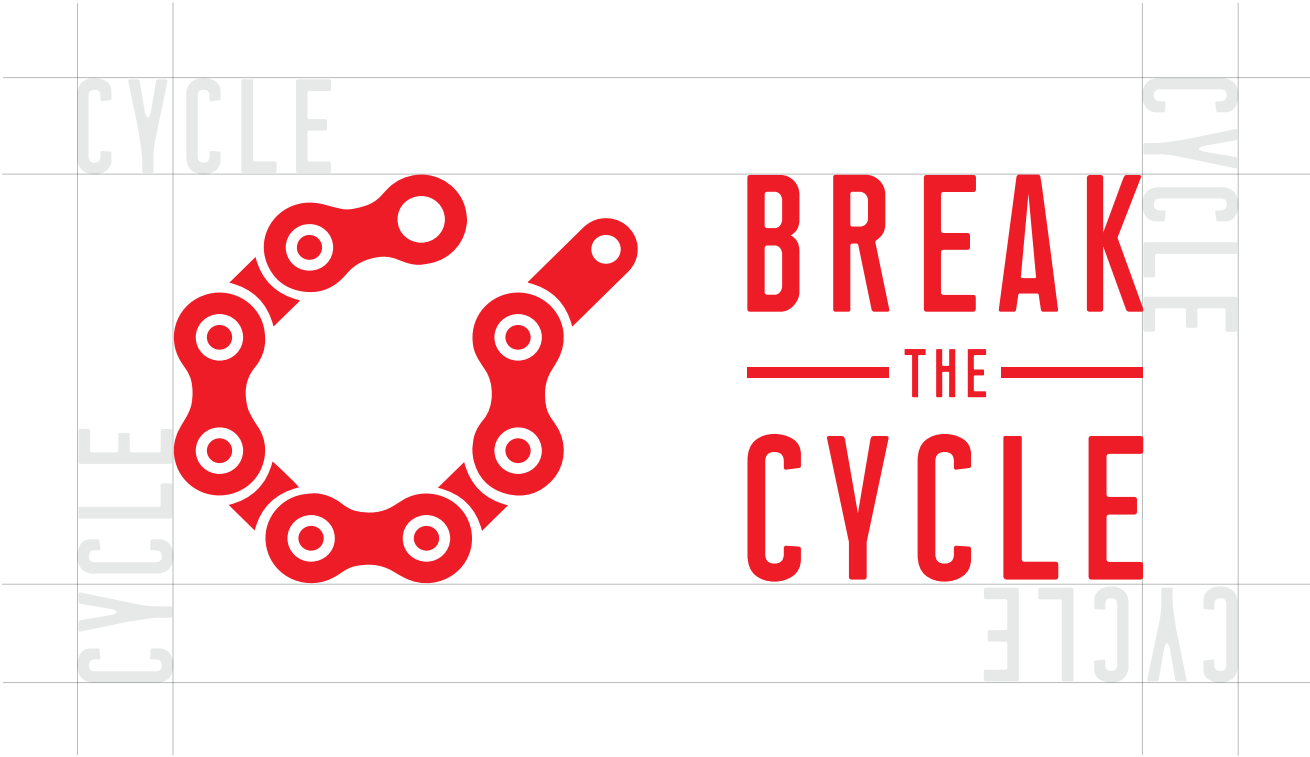
Logo Link



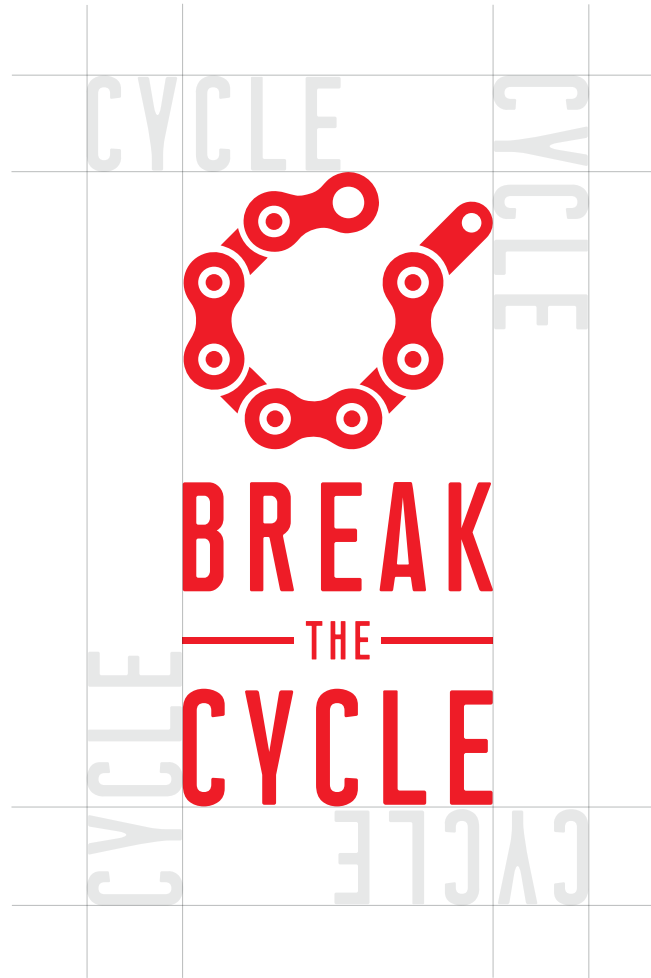
PRIMARY LOGO EXCLUSION ZONE



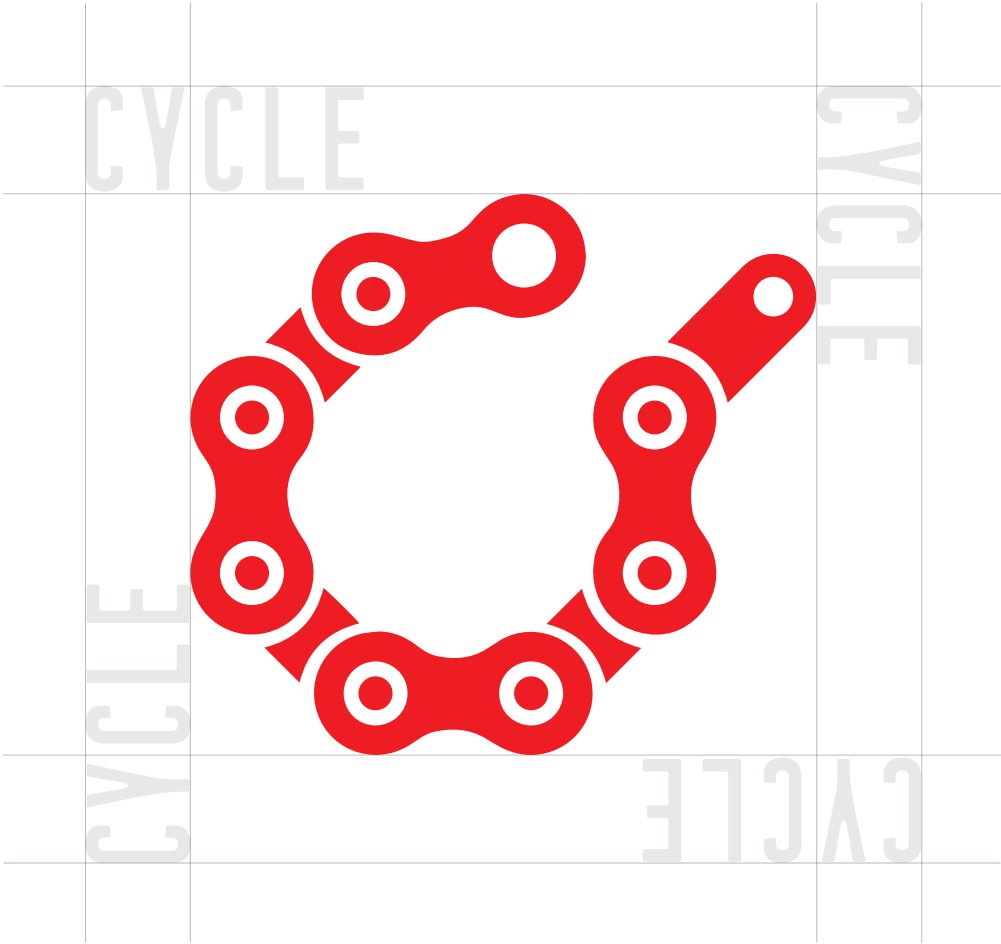
SECONDARY LOGO EXCLUSION ZONE



TERTIARY LOGO EXCLUSION ZONE



APPAREL LOGO EXCLUSION ZONE



HOPE FOR JUSTICE LOGO EXCLUSION ZONE



HOPE FOR JUSTICE LOGO EXCLUSION ZONE



COMBINED LOGOS FORMATS



10 mm

10 mm



BREAK
— THE —
CYCLE

10 mm

10 mm



COMBINED LOGOS FORMATS

Logo Link



BREAK
— THE —
CYCLE

10 mm



HOPE FOR JUSTICE

10 mm



BREAK **THE** **CYCLE**



BREAK
— THE —
CYCLE

10 mm



HOPE FOR JUSTICE

PARTNER / SUPPORTER LOGO USAGE

If your business, group or organization is partnering with Break the Cycle or doing an event or fundraiser in support, this is the correct logo to use. You can request it in any design format or size by contacting comms@hopeforjustice.org

[Logo Link](#)



IN SUPPORT OF

BREAK THE CYCLE

PART OF THE HOPE FOR JUSTICE FAMILY



IN SUPPORT OF

BREAK THE CYCLE

PART OF THE HOPE FOR JUSTICE FAMILY



IN SUPPORT OF

BREAK THE CYCLE

PART OF THE HOPE FOR JUSTICE FAMILY



IN SUPPORT OF

BREAK THE CYCLE

PART OF THE HOPE FOR JUSTICE FAMILY

COMBINED LOGOS EXAMPLE

BREAK THE CYCLE

HOPE FOR JUSTICE

**THERE'S NO LIMIT TO HOW FAR WE WILL GO TO
END MODERN SLAVERY**

LONDON | 6TH MAY '23

SCAN ME

**DEAR LONDON,
JOY IS WHERE
YOU FIND IT.
KEEP LOOKING
FOR IT.**

**DEAR LONDON,
CREATIVITY
IS A WAY OF
DREAMING.
LET'S KEEP
DREAMING.**

**DEAR LONDON,
HOW WILL WE
USE OUR
IMAGINATION
TO CREATE A
BETTER VERSION
OF TOMORROW?**

**DEAR LONDON,
JOY IS WHERE
YOU FIND IT.
KEEP LOOKING
FOR IT.**

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KEEP LOOKING
FOR IT.**

WILD HOLLYWOOD

24H

t2carwash.com

7023

BUILD HOLLYWOOD

COMBINED LOGOS EXAMPLE



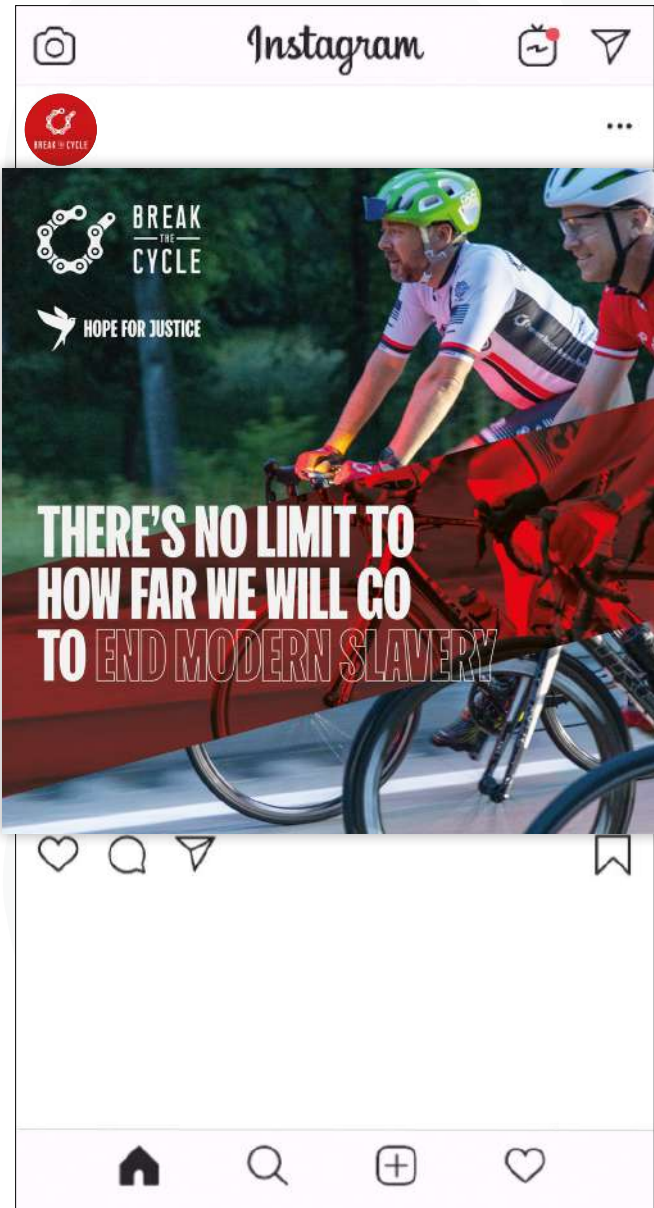
COMBINED LOGOS EXAMPLE



COMBINED LOGOS EXAMPLE



COMBINED LOGOS EXAMPLE



FK SCREAMER LEGACY

Apercu (Family)

Apercu Light

Apercu Light Italic

Apercu Regular

Apercu Italic

Apercu Medium

Apercu Medium Italic

Apercu Bold

Apercu Bold Italic

Apercu Mono

TYPEFACE PAIRING

Header:
FK SCREAMER LEGACY

Sub Header:
Apercu (Medium)

Body Copy:
Apercu (Light)

WE WILL BE THE GENERATION TO END HUMAN TRAFFICKING

Ride 100 - 200 miles to raise awareness and funds to help end human trafficking and change lives.

Break the Cycle uses extreme endurance events like 100 or 200-mile one-day bike rides to raise awareness and funds to help end modern slavery.

TYPEFACE PAIRING

Header:
Apercu (Bold)

Sub Header:
FK SCREAMER LEGACY

Body Copy:
Apercu (Mono)

**Ride 100 – 200 miles to raise awareness
and funds to help end human trafficking
and change lives.**

**WE WILL BE THE GENERATION
TO END HUMAN TRAFFICKING**

Break the Cycle uses extreme endurance events like 100 or 200 mile one-day bike rides to raise awareness and funds to help end modern slavery.

COLORS

Break the Cycle's brand color palette is designed to work with colors that convey our vision of stopping human trafficking. The logo should always fall into the Primary Red, Black, or White color palette. Colors for apparel dyeing to be provided separately upon request.

PANTONE	2035 C/U	419 C/U	N/A	N/A	N/A
CMYK	0 100 100 0	75 65 66 90	0 0 0 0	17 11 13 0	5 4 4 0
RGB	214 0 28	33 35 34	255 255 255	219 220 220	245 244 244
HEX	D6001C	212322	FFFFFF	DBDCDC	F5F4F4

MISSION NARRATIVE

Break the Cycle uses extreme endurance events like 100 or 200-mile one-day bike rides to raise awareness and funds to help end modern slavery.

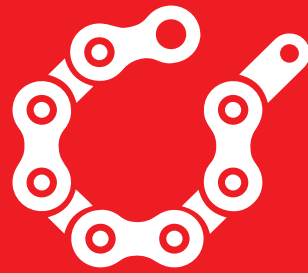
OBJECTIVES

1. Use athletic events as tools to raise awareness and funds to help fight modern slavery.
2. Raise money to support the efforts of Hope for Justice to prevent the occurrences of trafficking, rescue survivors, restore survivors, and reform society.
3. Increase awareness of the problem of human trafficking through localized crowdsourcing.



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TO END MODERN SLAVERY



BREAK — THE — CYCLE

HOPEFORJUSTICE.ORG



MAY 2023