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

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

Logo Link
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
BREAK THE CYCLE
COMBINED LOGOS FORMATS
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.
COMBINED LOGOS EXAMPLE

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

LONDON | MAY 23

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.

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.
COMBINED LOGOS EXAMPLE
END SLAVERY. CHANGE LIVES.

Ride 200 miles to raise awareness and funds to help end modern slavery and change lives.

Dallas
June 7th
Scan to register
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
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.
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.
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.

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<th>RGB</th>
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</tbody>
</table>
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.

**MISSION NARRATIVE**

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.

**OBJECTIVES**

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