

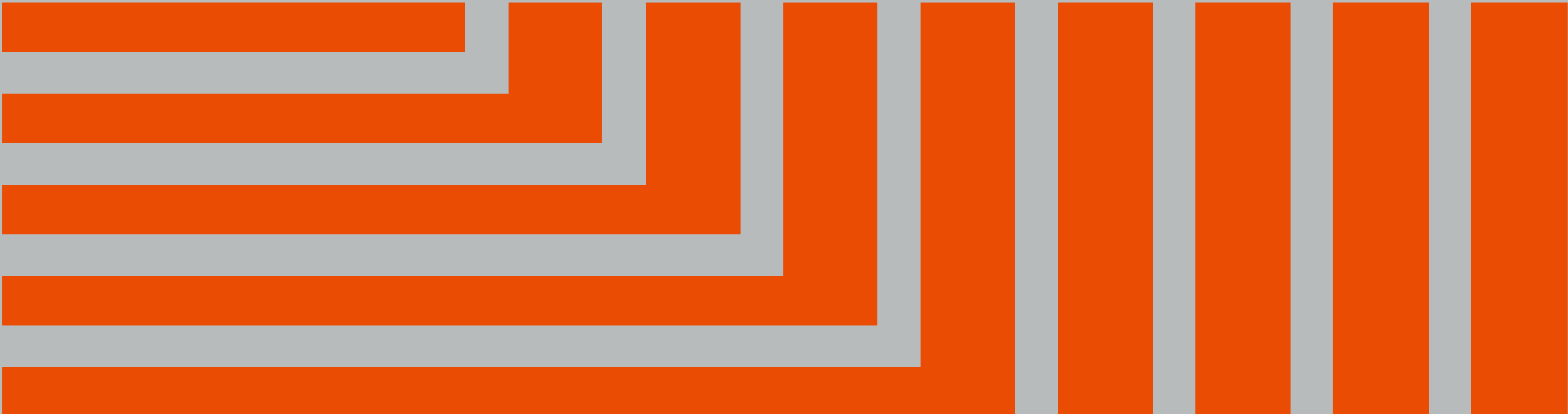
Brand Style Guide

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The Break Off logo is the most recognizable element of our visual identity. The logo mark embodies our brand values. Nothing more, nothing less. It should be used to capture the essence of The Break Off brand.

The following guidance will show you how to most effectively use our logo.



The Logos



The Logos

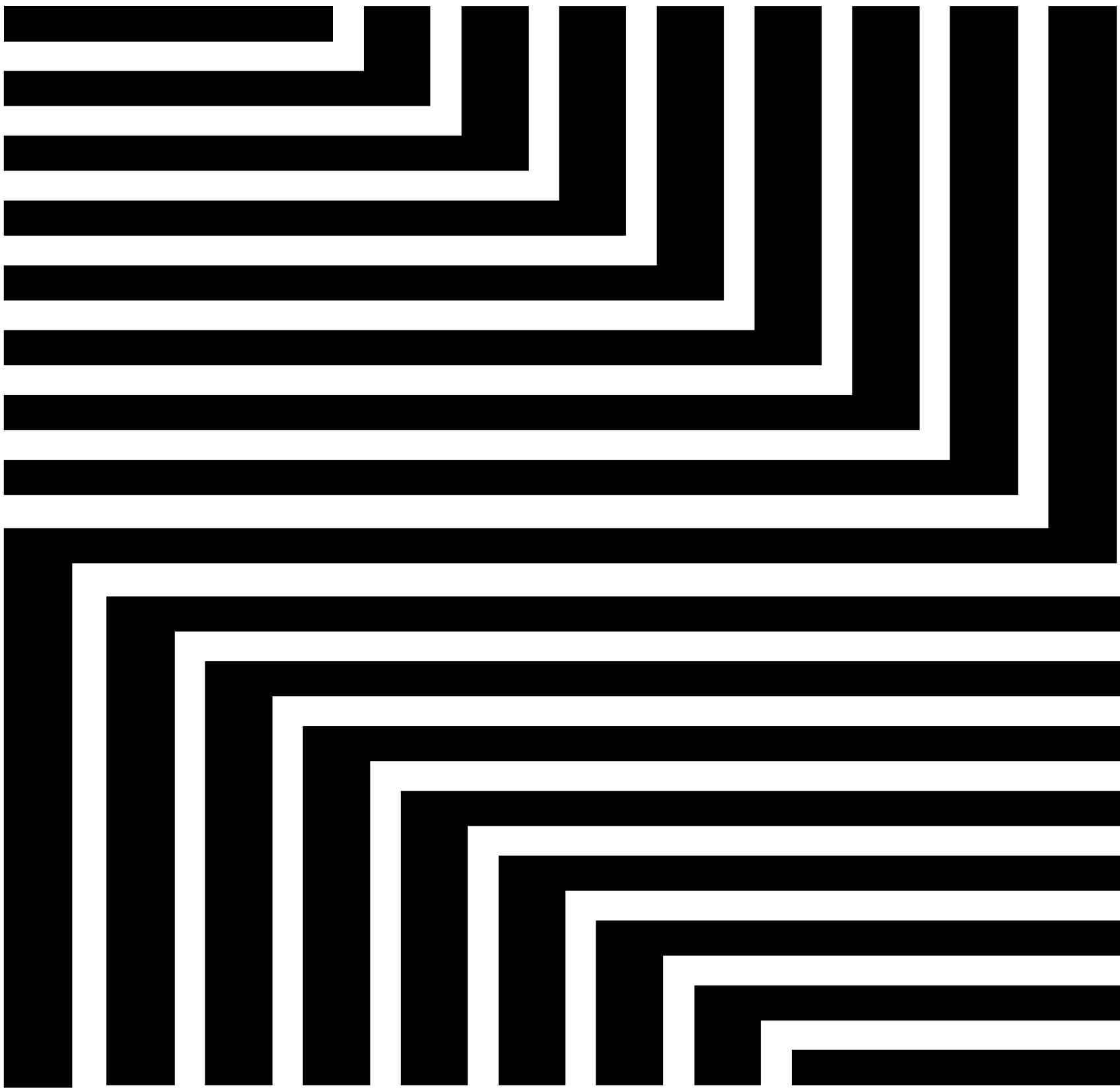
Logo Mark

Our brand logo mark represents confinement breaking into motion

The Break Off exists at the intersection of constraint and freedom—where rigid systems give way to forward movement. Our mark captures this through brutalist geometry: bold, unapologetic lines that begin as the unmistakable structure of confinement, then fracture and angle outward into dynamic motion.

The design is intentionally stark. Like the populations we serve, the mark doesn't hide where it came from. It transforms it.

What starts as bars becomes direction. What was rigid becomes momentum. This is the visual language of breaking off: not erasing the past, but refusing to be defined by it.



The Logos

Logo Mark

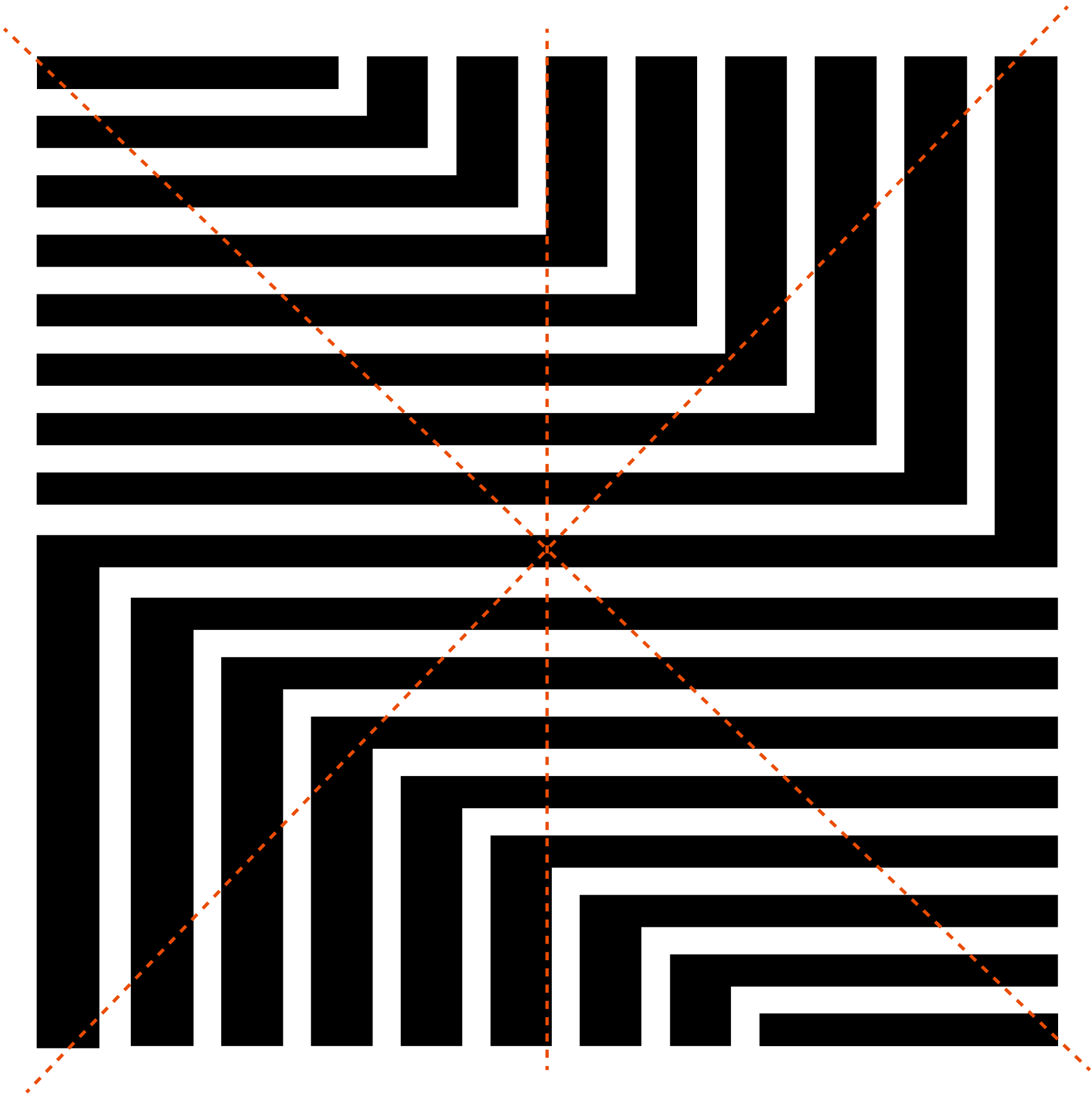
Our mark is built on the tension between structure and release

Two diagonal axes intersect at the center—the breaking point where confinement fractures into forward motion. This isn't random disruption; it's calculated redirection.

The mark employs strict brutalist principles: uniform stroke weight, hard angles, and uncompromising contrast. The same visual weight that communicates institutional rigidity carries through to the dynamic angles—strength built in constraint doesn't disappear. It redirects.

Rotational symmetry anchors the design, creating balance even as the lines suggest movement. The discipline required for confinement is the same discipline that powers recovery.

The construction is deliberate. The meaning is earned.



The Logos

Wordmark

Our wordmark is purposely
clear and bold

The Break Off doesn't whisper. Our wordmark is set in Helvetica Neue Bold—a typeface built for clarity, not decoration. It's direct, legible, and carries weight without pretense.

The modified "T" breaks from the baseline grid, its stem clipped at an angle that echoes the fractured geometry of our logo mark. This single disruption within an otherwise rigid structure reinforces the brand narrative: order interrupted by intentional change.

Stacked typography creates a visual block—grounded and unmovable. The name reads as a statement, not a question. This is typography that doesn't ask permission.

The
Break Off

The Logos

Lockups

Our identity is flexible and responsive

The Break Off shows up in different contexts—and so does our logo. Each lockup maintains the relationship between mark and wordmark while adapting to the space it occupies. Consistency lives in the system, not the rigidity.

Stacked Logo

The primary configuration. Mark and wordmark align vertically, creating a compact, authoritative presence. Use when the brand needs to anchor a space.

Optimal Uses:
Mobile Applications | Packaging | Swing Tags | Social Media Profiles

Horizontal Logo

Extended for wider formats. The mark leads, the wordmark follows—a natural reading direction that works across linear applications.

Optimal Uses:
Websites | Billboards | Email Signatures: Letterheads and Stationery

Stacked Logo



Horizontal Logo



The Logos

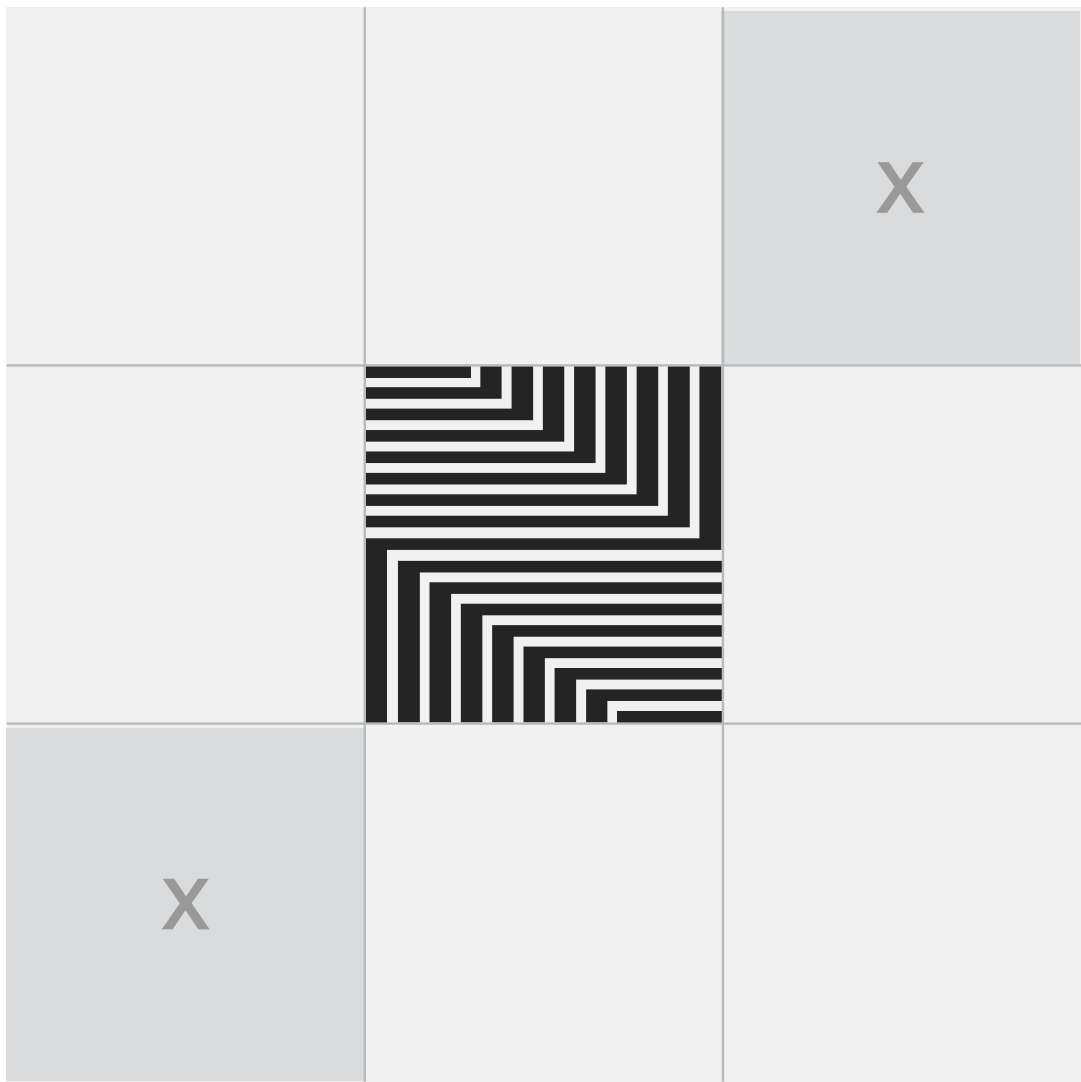
Logo Usage

Always leave space around our logo mark and wordmark

When placing our logo on any application, it is important that you follow these guidelines in order to make sure our identity always looks the part.

For the very best impact, our logo needs a minimum space of ‘X’ all the way around it.

In order to make sure that our logo is always legible in small spaces, please do not make the logo mark any smaller than 25px tall.



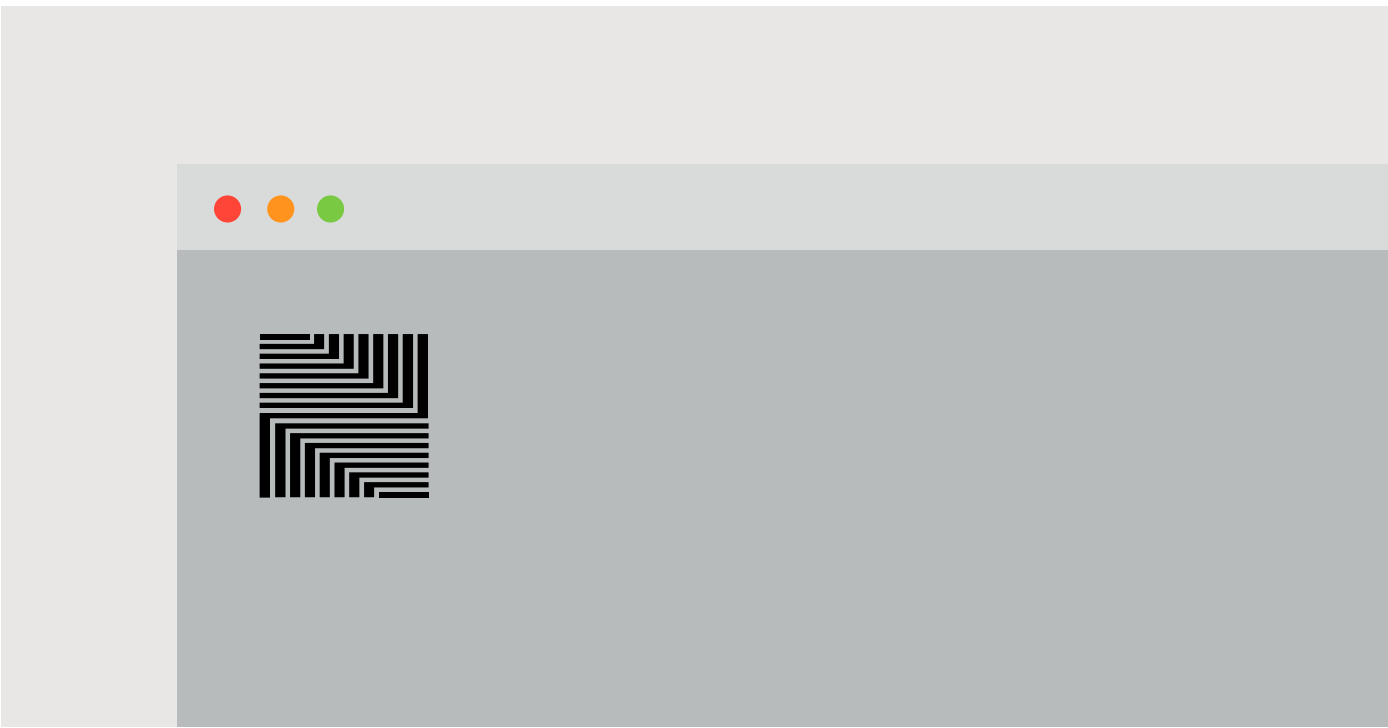
The Logos

Logo Usage

The logo lockups should also be given space to breath

When placing our logo on any application, it is important that you follow these guidelines in order to make sure our identity always looks the part.

For the very best impact, our logo needs a minimum space of ‘X’ all the way around it.



The Logos

Logo Usage

Our wordmark is purposely clear and bold

Certain applications may dictate what logo lockup we use. If we only have a small space, we can use our horizontal lockup. If we are very limited with space, we can use our logo mark.

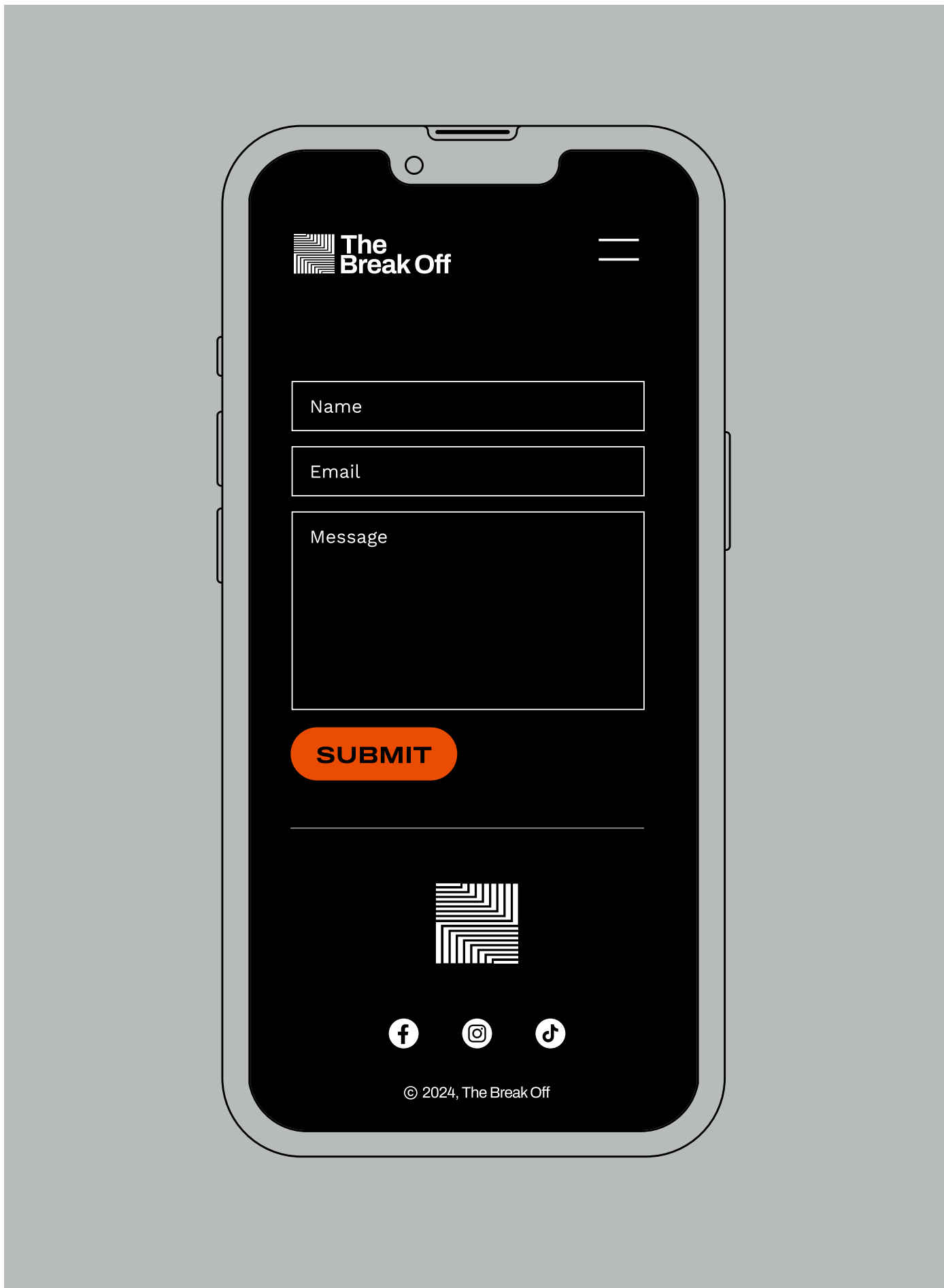
Example 1

Horizontal Space = Horizontal Lockup

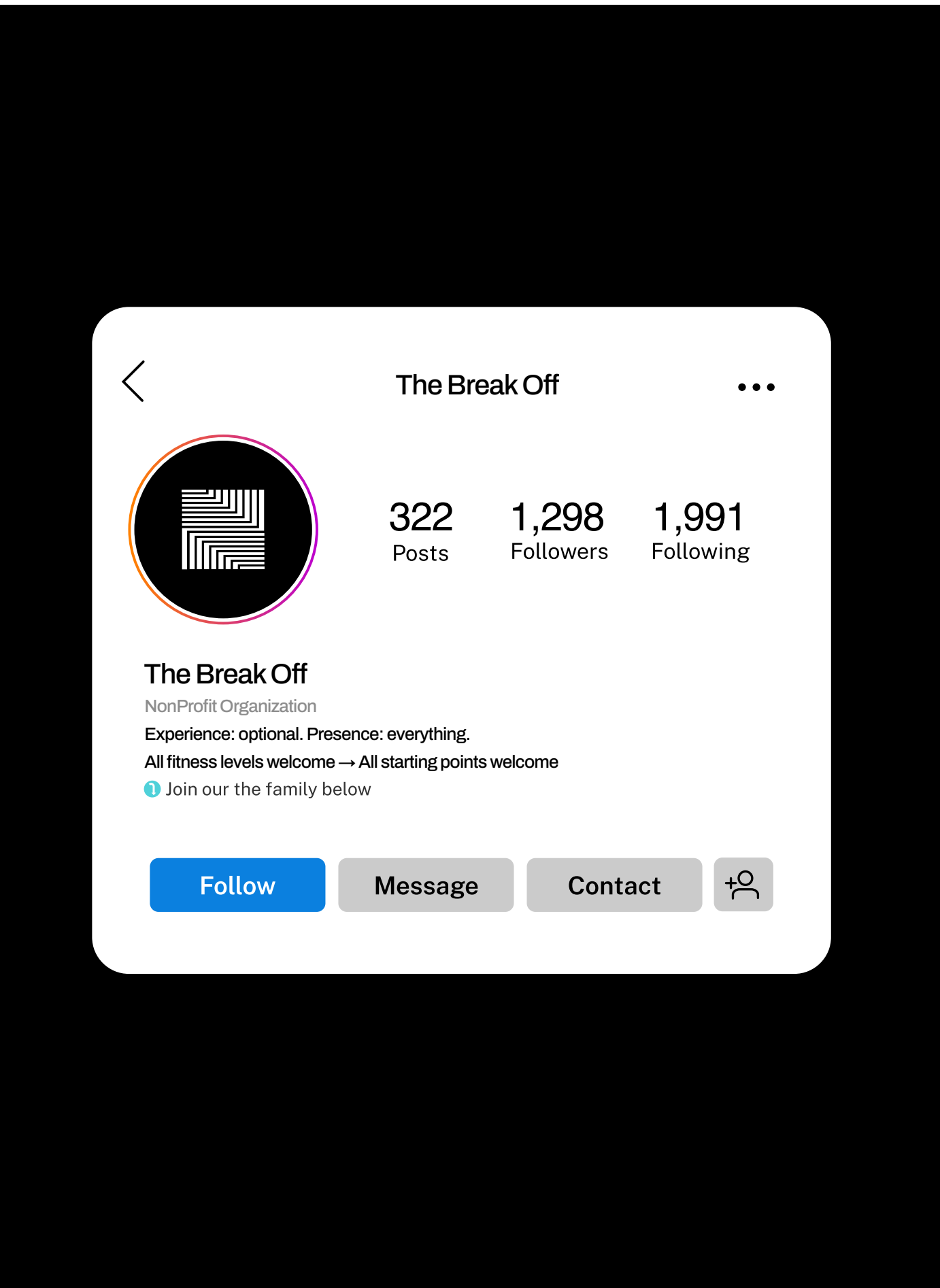
Example 2

Minimal space = Logo Mark

Example 1



Example 2



Our logo means a lot to us.
Please treat it with respect.

HOW NOT TO USE THE LOGO

✗ Do not rotate logo



✗ Do not add a gradient



✗ Do not add a shadow



✗ Do not stretch/skew



✗ Do not separate



✗ Do not add colour to elements



✗ Do not use two colours



✗ Do not add a stroke



Typography

Typography

Overview

Archivo - Medium

Thin
Extra Light
Light
Regular

Medium
Semi-Bold
Bold
Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Typography

Styles & Weights

Our two main fonts are Archivo from Omnibus-Type and Work Sans from Wei Huang

The first one we use is Archivo Medium. The technical and aesthetic characteristics of the font are both crafted for high performance typography. It was designed to be used simultaneously in print and online platforms and supports over 200 world languages. The second font we use is Work Sans Regular. The Regular weight and others in the middle of the family are optimised for on-screen text usage at medium-sizes (14px-48px) and can also be used in print design.

Archivo
Medium

Display | Headlines | Sub-headers

Weight: 500
Width: 100
Tracking: -40

Work Sans
Regular

Body Copy

Typography

Hierarchy

How we scale and size our typography is important to ensure we are telling the right message effectively.

Our brand font families are powerful and strong in upper-case; but sophisticated in Sentence case, Archivo is the Primary Font for the brand. Archivo SemiBold grabs the eye and gives added impact to the headline or display type. Archivo gives us more versatility in our typography and should be used to highlight key phrases and words we want our audience to really pay attention too. Works Sans should be used for longer text that provides a deeper dive into our brand. Work Sans is our lead-in to body copy. For call to actions, Archivo can be used with it’s width set to 125.

Headline
Archivo SemiBold

Sub-header
Archivo Medium

Body Copy
Work Sans Regular

CTA
Arichivo - Width 125

Headline

Sub-header

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

CALL TO ACTION

Typography

Color Usage

Legibility is important. When selecting colors, please use this guide.

When combining our primary colors in a piece of communication, always try to ensure legibility. Do not layer bright colors on top of another or dark colors on top of another in a way that would make something difficult to read.

Here are a set of primary color combinations that could be a good place to start.



Typography

Examples



Color

Color

Overview

Jumpsuit Orange	Jet Black
Stone Grey	Pure White

Color

Print Colors

 Jumpsuit Orange Pantone® 166 C	 Stone Grey Pantone® Cool Gray 4C
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Colour

Hierarchy

When it comes to color hierarchy and importance, please use this guide

Our primary colors are Jet Black and Pure White. When creating any application or marketing materials, please use these two colors as the primary color palette. Our Stone Grey can be used as a secondary color option when it feels appropriate. This color can be used on backgrounds but please use it sparingly. Our accent color - Jumpsuit Orange is our accent color. This color should always be used sparingly and should always be accompanied by our set of primary and secondary colors.



Colour

Details

Jumpsuit Orange

Jumpsuit Orange is a vibrant, neon shade that commands attention and exudes energy and enthusiasm.

Visible | Impact | Empowering | Energetic

Jet Black

Black is a classic, timeless color that adds depth, sophistication, and elegance to the brand's palette.

Premium | Timeless | Sophisticated

Stone Grey

Concrete is a muted, grey tone that adds an urban, industrial edge to the color palette.

Urban | Balance | Contemporary

Pure White

White is a clean, crisp color that represents simplicity, purity, and clarity.

Clean | Versatile | Pure

Jet Black
#000000

C:75 M:68 Y:67 K:90 R:0 G:0 B:0

Pure White
#FFFFFF

C:0 M:0 Y:0 K:0 R:255 G:255 B:255

Stone Grey
#B8BBBC

C:28 M:21 Y:21 K:0 R:184 G:187 B:188

Jumpsuit Orange
#EA4C03

C:3 M:85 Y:100 K:0 R:234 G:76 B:3

Color

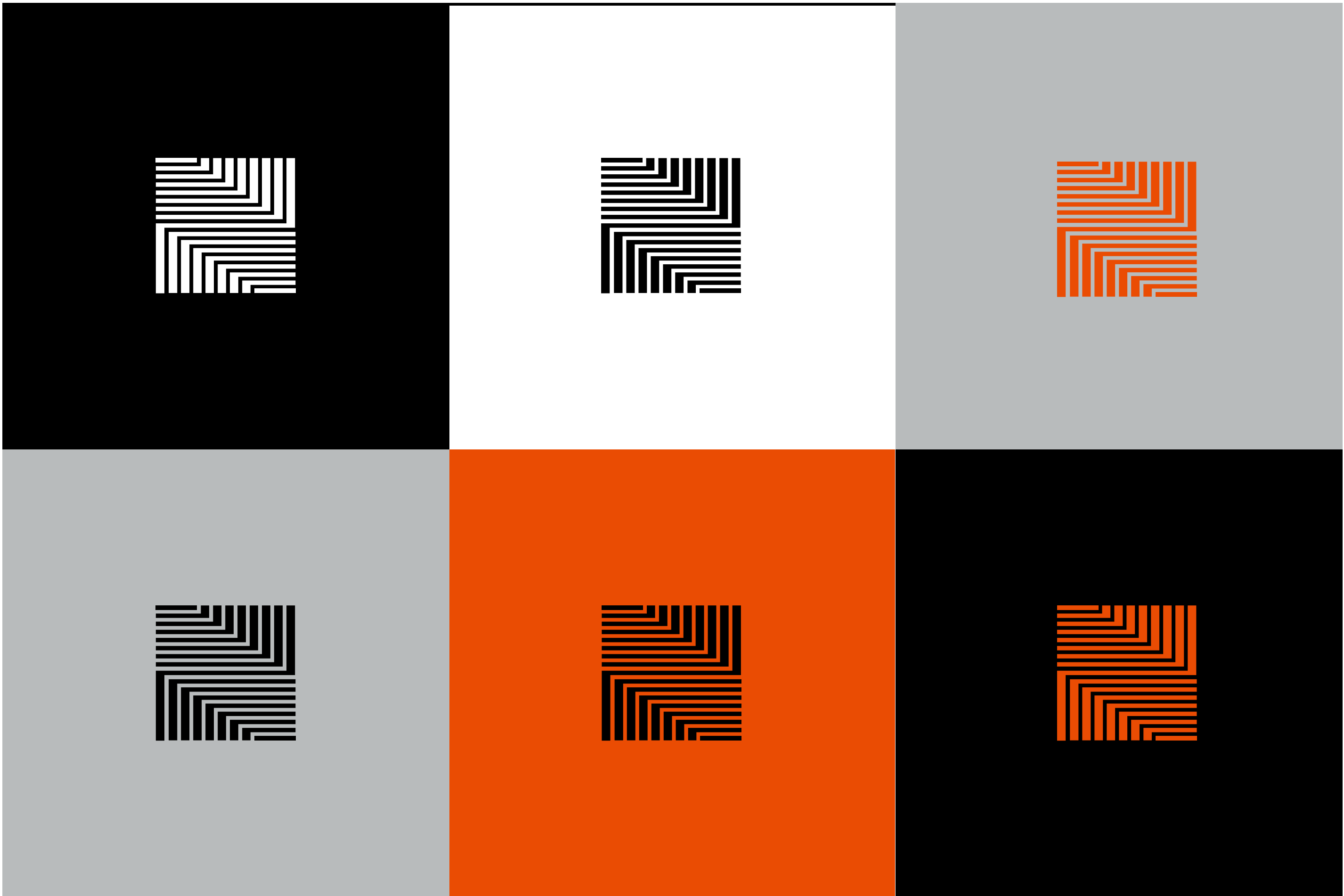
Usage

Our color palette should be used carefully to ensure our brand is legible

Use the elements in your piece of communications to determine the color of our logo for maximum contrast and clarity.

The logo mark can appear in either black or white on any of our brand colors. It should only appear in Jumpsuit Orange if it is on our Jet Black or our Stone Grey. An exception can be made if the logo mark is being printed on white. In all digital formats, please use this as a guide.

Please do not change the color of our logo to any other colors outside of our palette.



Colour

Examples



The background features large, abstract geometric shapes in orange and black. On the left, a solid orange rectangle is partially cut off by the edge. A thick black horizontal bar extends from the left edge, passing behind the word 'Assets'. On the right, a large, rounded orange shape, resembling a stylized 'B' or a drop, is positioned against the black background.

Assets

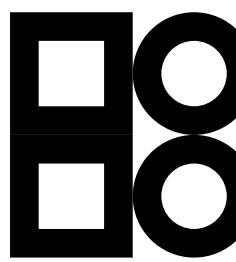
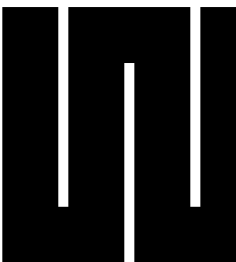
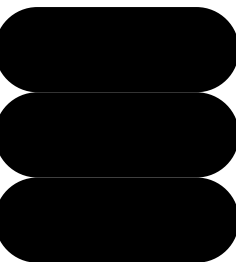
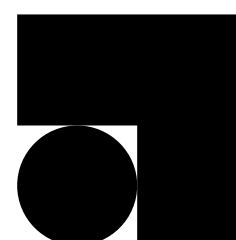
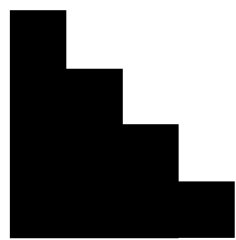
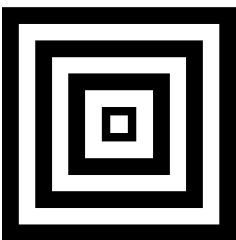
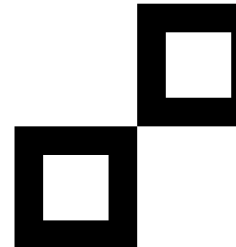
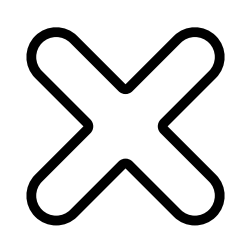
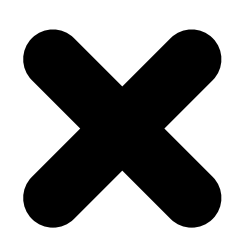
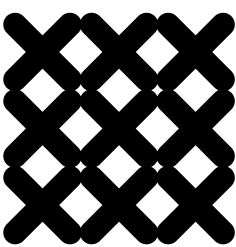
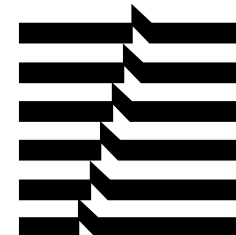
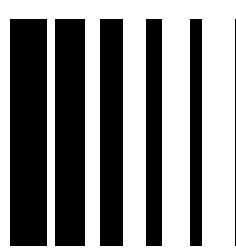
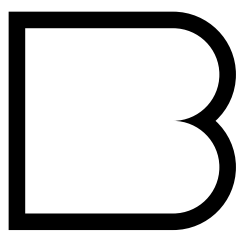
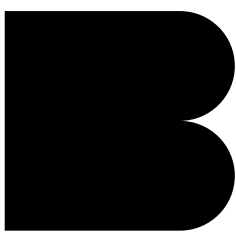
Assets

Overview

Our creative assets help us communicate our identity without our logo mark

These are a range of our creative assets, each crafted from the elements of our logo mark. These marks, shapes and patterns are designed to enhance and communicate our brand’s visual narrative across various platforms and touch points.

These creative assets serve as versatile visual tools, enabling The Break Off to adapt and resonate within diverse contexts while staying true to our core identity. Whether employed in digital media, print materials, or enviromental branding, each asset has been thoughtfully developed. They are not merely decorative but are strategic embodiments of The Break Off’s ethos—symbolizing movement, dynamism, and the interconnectivity of our community.



Assets

Usage

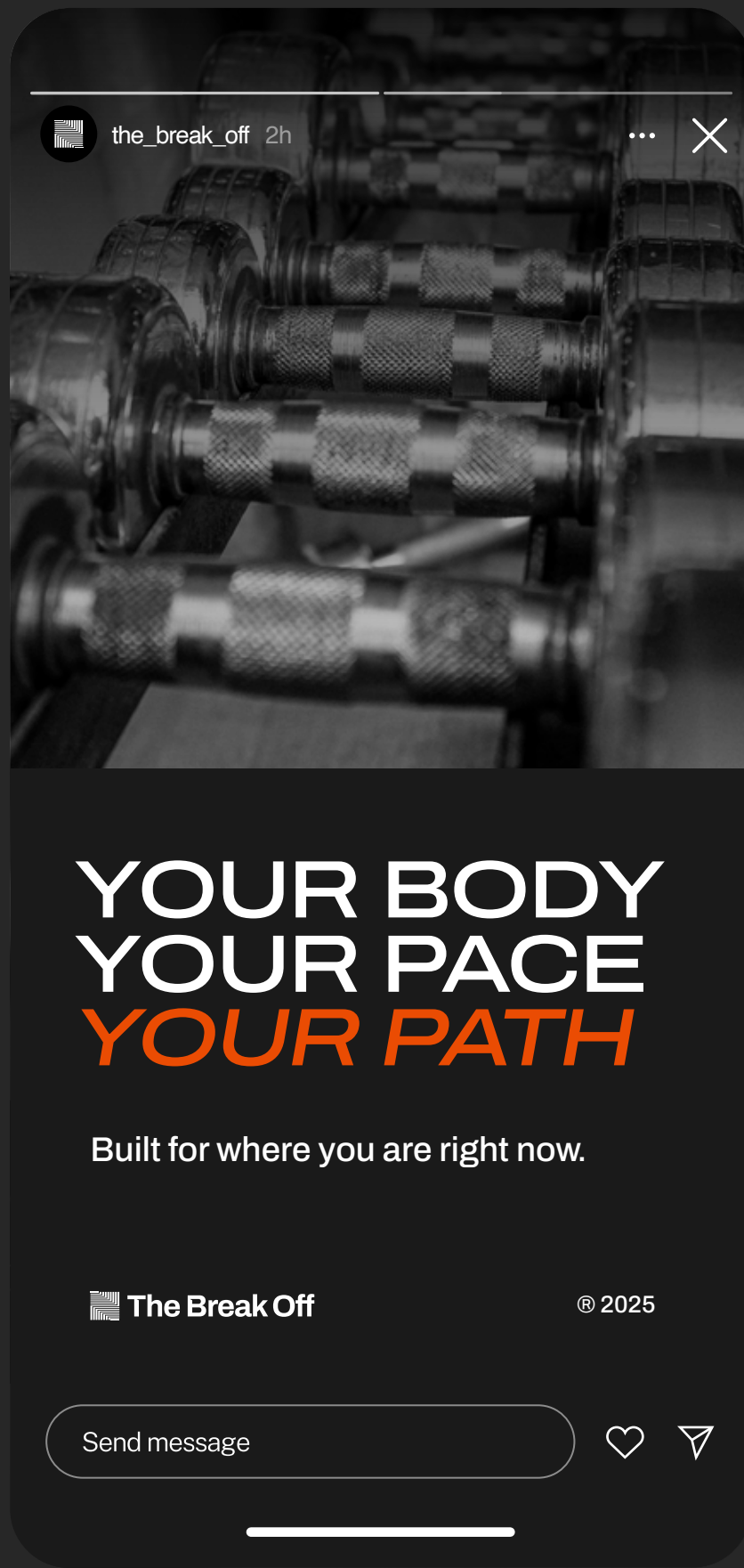
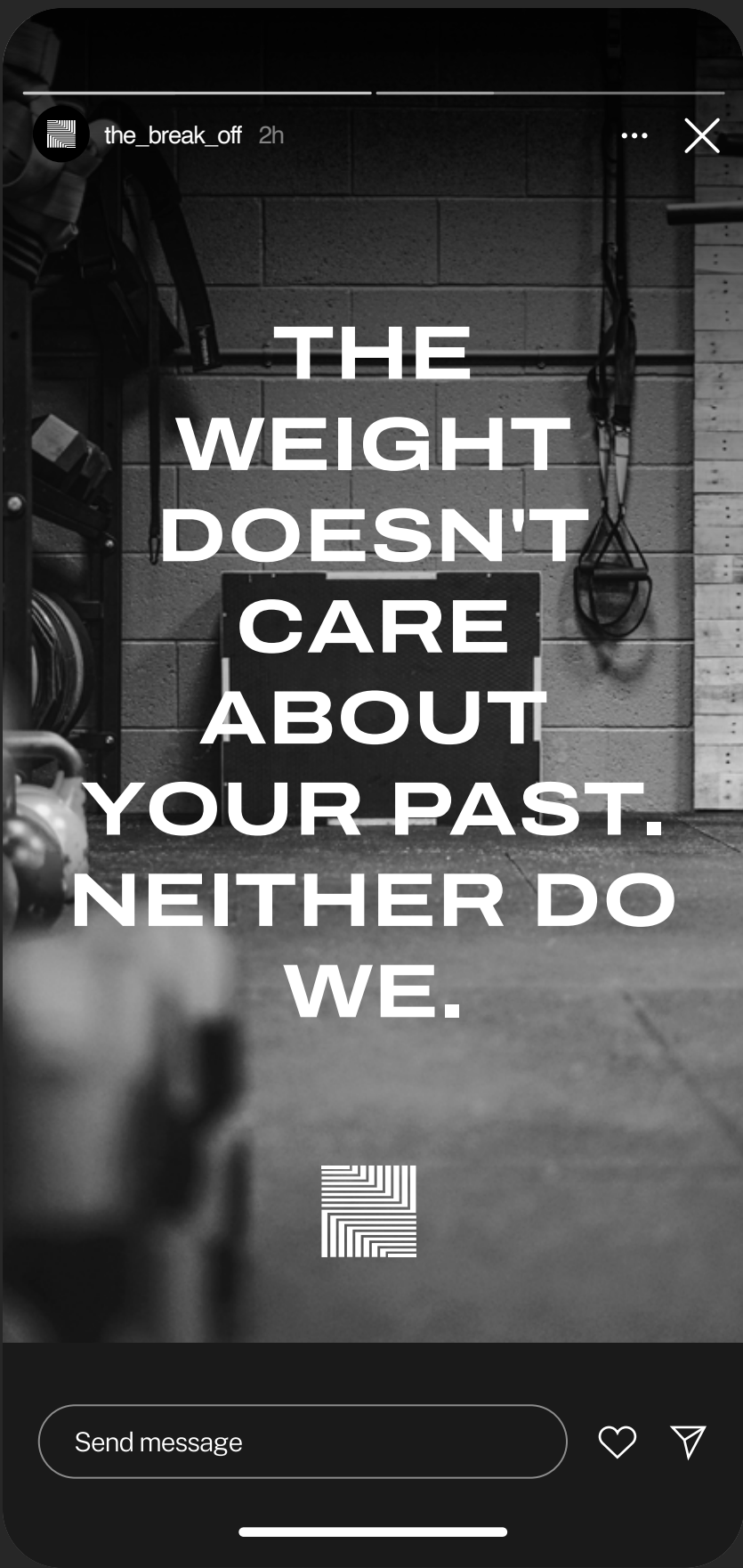
Our creative assets should be bold, powerful and distinctive

The creative assets should be used to create a bold and powerful visual impact. When using these in any applications, the abstract shapes and marks should dominate the visual space, ensuring that they catch the eye and hold the viewer's attention. These elements should be scaled up to create striking visuals that stand out even from a distance. Combine the abstract shapes with dynamic typography to form a collage-like arrangement. This not only adds visual interest but also emphasizes the key messages of the campaign. The layout should allow for the shapes and text to interact, with typography weaving in and out of the abstract forms. This interaction creates a sense of depth and dimension, making the overall design more engaging.



Assets

Social Media Examples

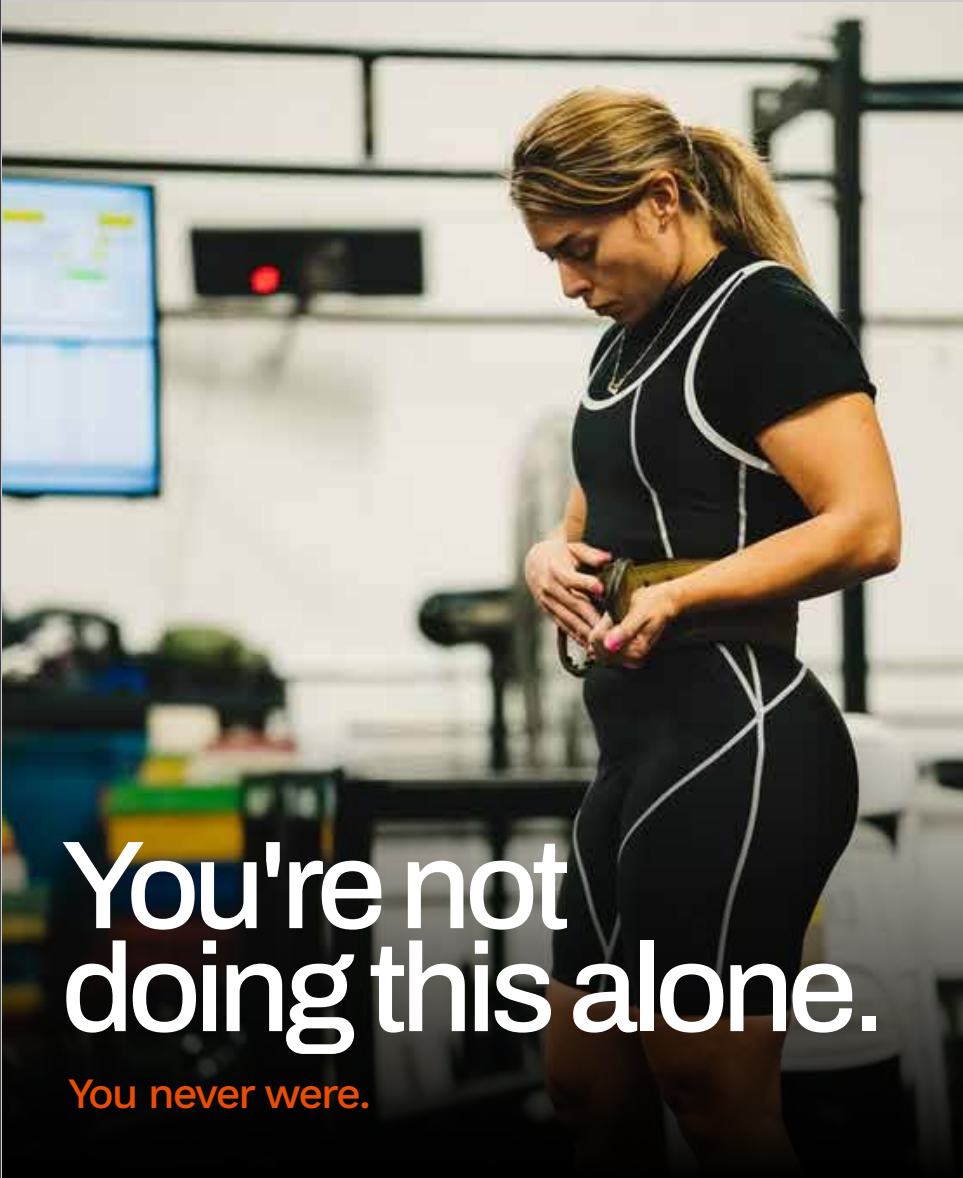


Assets

Social Media Examples

Instagram

 the_break_off



You're not doing this alone.

You never were.

Liked by chittco and 94 others

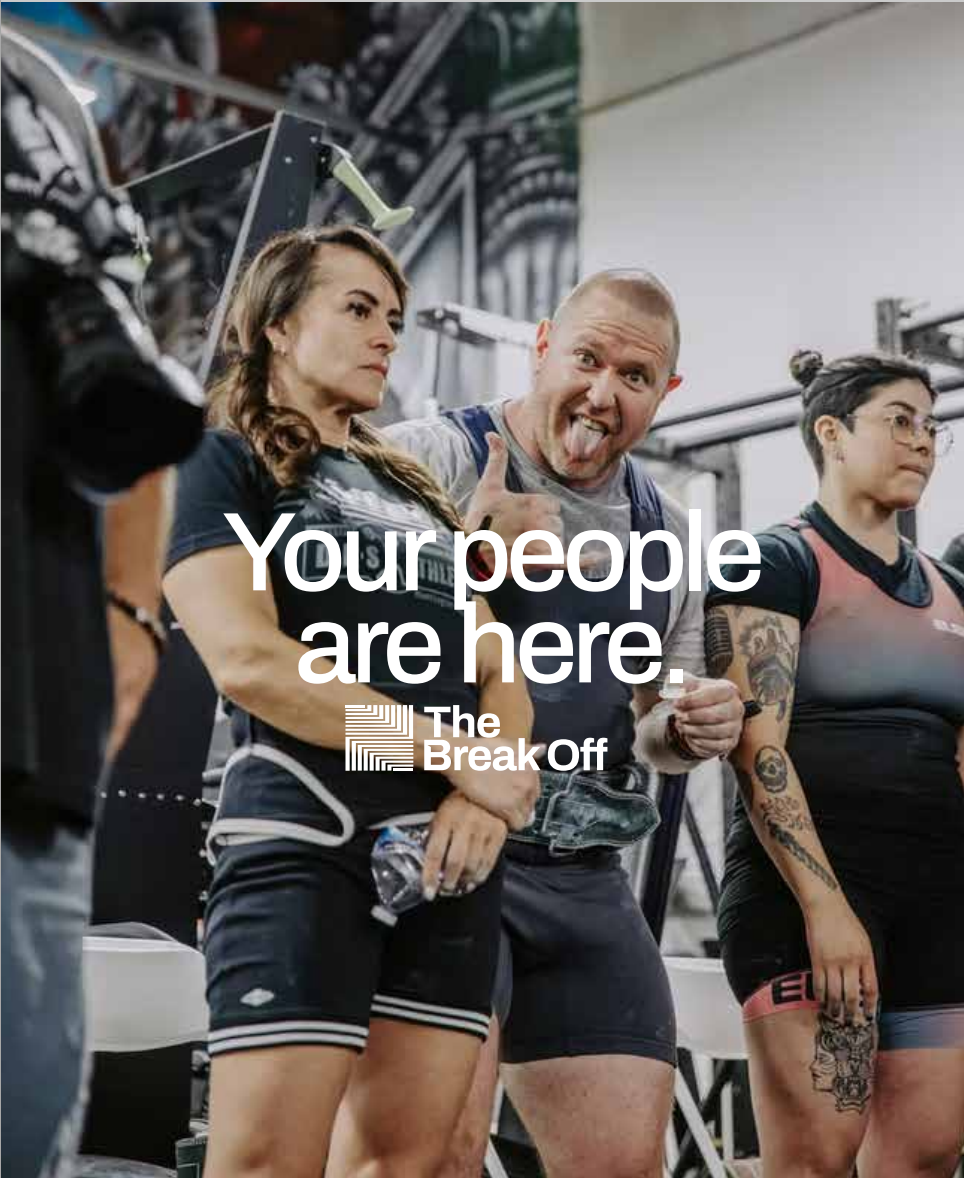
username Post title here... more

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joe.simpson

Instagram

 the_break_off



Your people are here.



Liked by chittco and 94 others

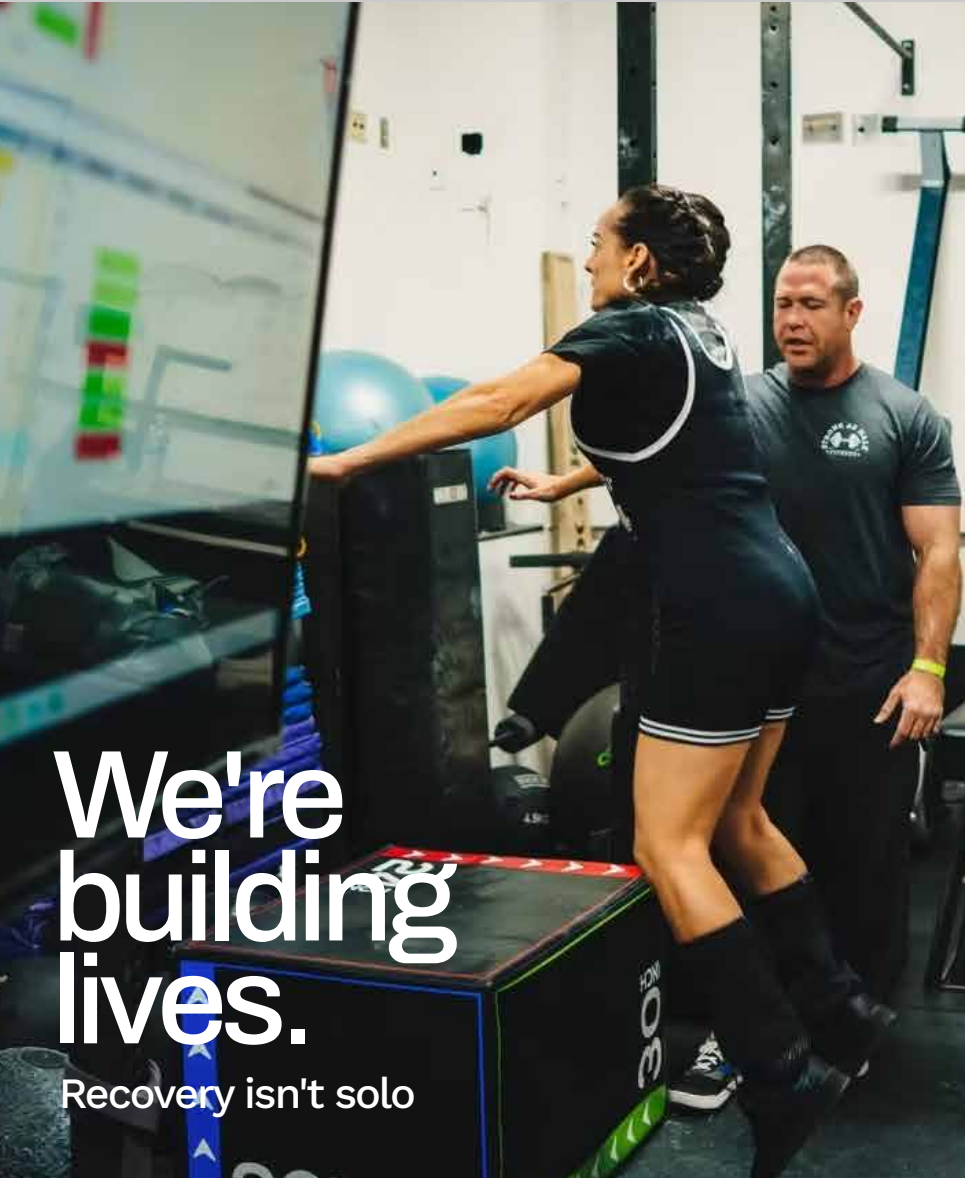
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Instagram

 the_break_off



We're building lives.

Recovery isn't solo

Liked by chittco and 94 others

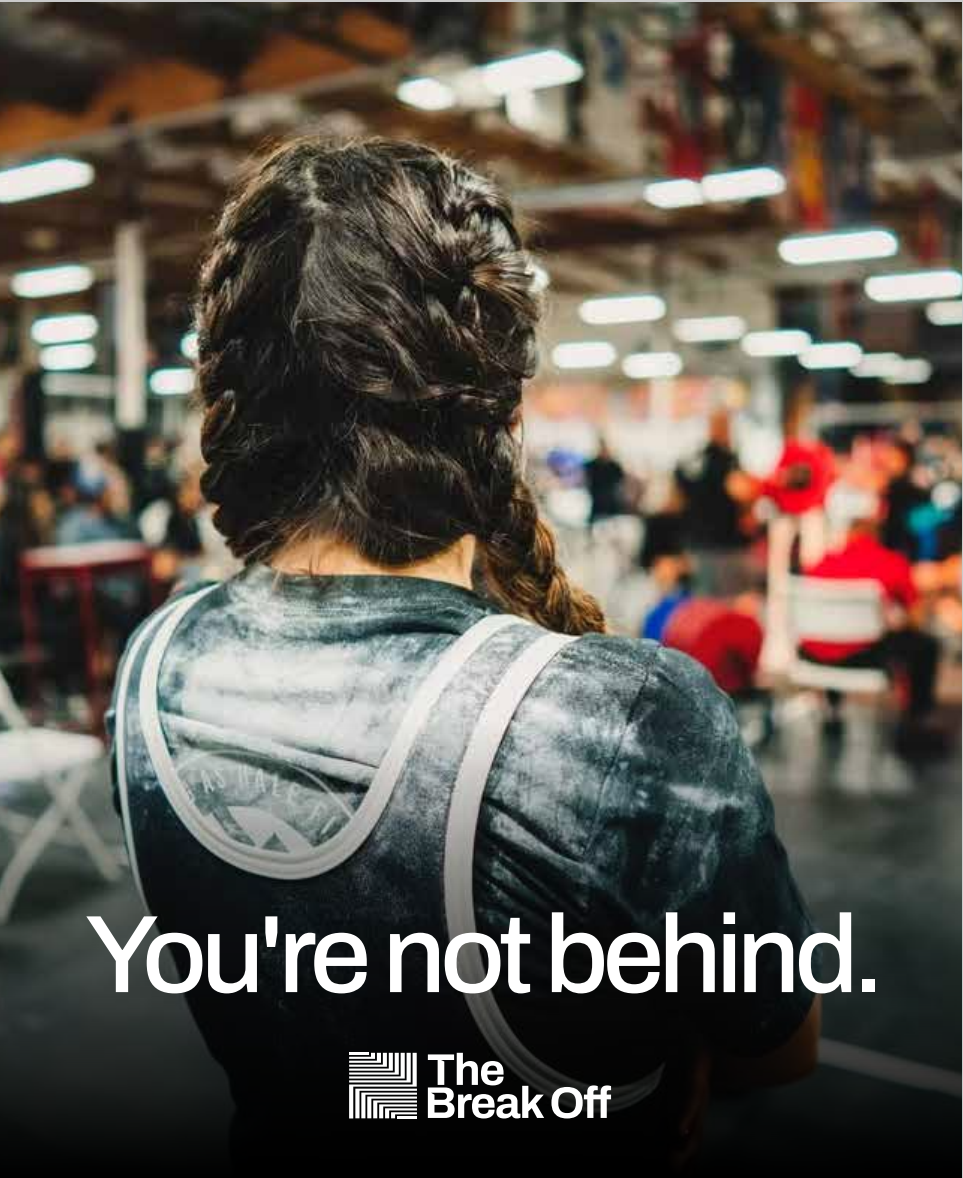
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joe.simpson

Instagram

 the_break_off



You're not behind.



Liked by chittco and 94 others

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Brand Style Guide