



# Brand Guidelines

v2.0 - 29/11/23



# About

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need—logos, typefaces, colours, and more—to create a consistent tone, look, and feel for Make the Break’s materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

Last Updated 29/11/23

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# Logo

## Logo and mark

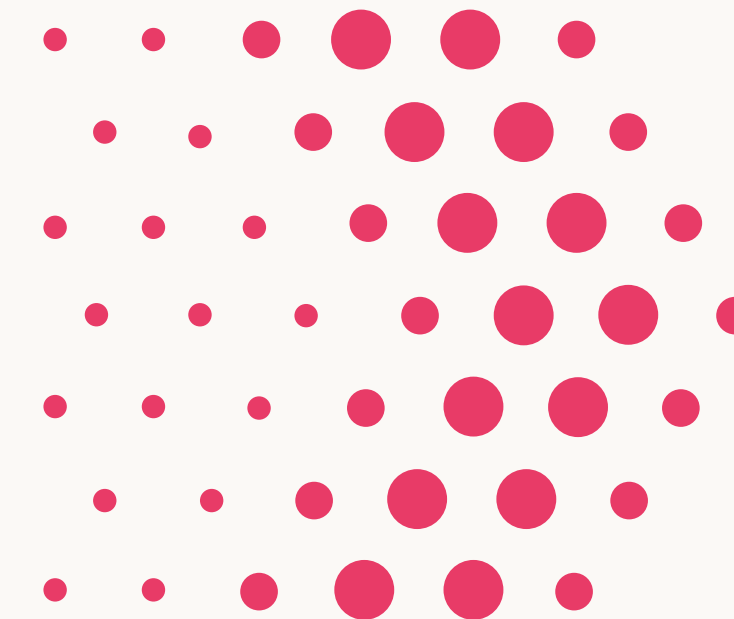
The name of the MTB mark is “The Breaker”. Inspired by the collection of cyclists at the start of a race.

The MTB logotype features has an boldness and strength with a nod to a sideways take on the world that defines our brand.

Use SVGs/Vectors wherever possible.



Logo



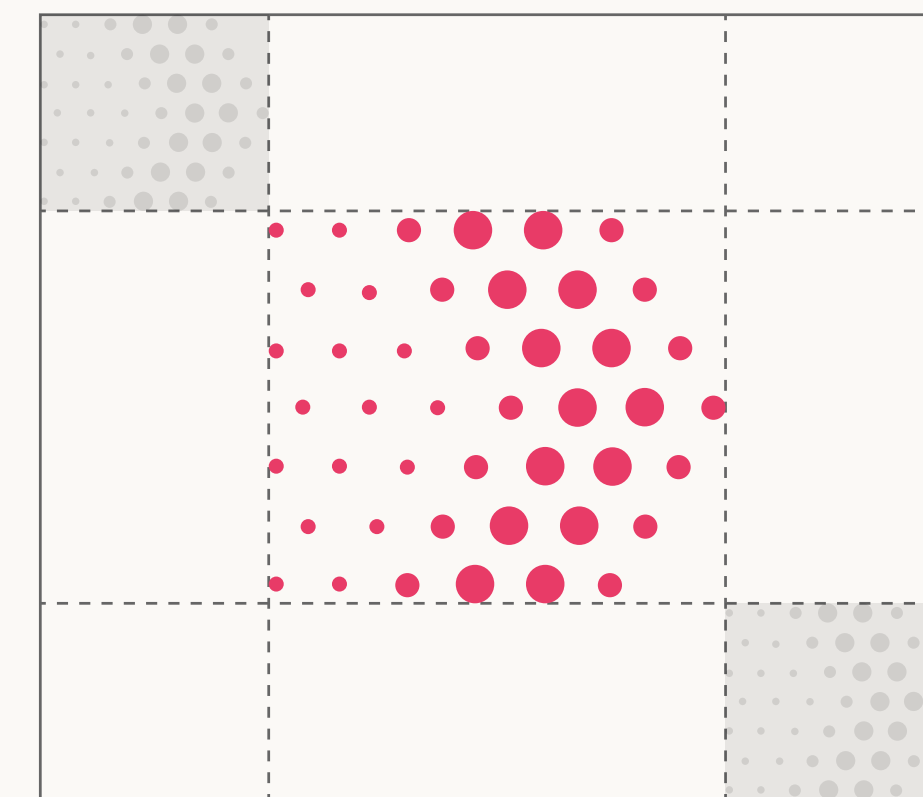
“The Breaker” brand mark

# Logo

## Logo exclusion zones

The importance of white space around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better.

The minimum white space around the mark and lock-up is equivalent to the mark scaled down to 50%.



# Logo

## Minimum scales

For readability, scale needs to have special considerations. Do not reduce these elements below these designated pixel values.

Logo



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55px

Mark



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16px

# Logo

## Favicon

Make the Break leverages its mark as the favicon due to its scalability and readability.



Make the

# Colour

## Core colour palette

The core palette will cover the majority of your needs.

It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

The proportions shown to the right is a rough guide on how often each colour should be used.

**Primary Cerise**  
Hex: #E83B67  
rgb: 232, 59, 103  
cmyk: 2, 92, 42, 0

**Usage**  
Backgrounds, buttons, Headings

**Secondary Purple**  
Hex: #220F33  
rgb: 272, 71, 20  
cmyk: 86, 92, 45, 60

**Usage**  
Backgrounds, Buttons, Headings

**White**  
Hex: #FFFFFF  
rgb: 255, 255, 255  
cmyk: 0, 0, 0, 0

**Usage**  
Backgrounds, Graphical elements that need to stand out against Off-White backgrounds

**Off white**  
Hex: #FBF9F6  
rgb: 251, 249, 246  
cmyk: 1, 1, 2, 0

**Usage**  
Backgrounds, Text on dark backgrounds

**Accent Teal**  
Hex: #55BABD  
rgb: 85, 186, 189  
cmyk: 63, 5, 28, 0

**Usage**  
Highlight elements

**Black**  
Hex: #171D1A  
rgb: 23, 29, 26  
cmyk: 75, 64, 68, 77

**Usage**  
Body Text

**Neutral 70**  
Hex: #666666  
rgb: 102, 102, 102  
cmyk: 60, 51, 51, 20

**Usage**  
Graphical elements, text

# Colour

## Artworking colour palette

The artworking palette features a few additional shades which is intended to be used for illustrations, graphs, and other graphics. Including non-essential graphic/UI elements.

These should only be used by designers, artworkers, editors, animators, illustrators etc. These should not be added to Canva.

<b>Cerise dark</b> Hex: #c1325d rgb: 193, 50, 93 cmyk: 20, 94, 49, 3		<b>Teal Dark</b> Hex: #4b98a2 rgb: 75, 152, 162 cmyk: 71, 25, 34, 1
<b>Primary Cerise</b> Hex: #E83B67 rgb: 232, 59, 103 cmyk: 2, 92, 42, 0	<b>Secondary Purple</b> Hex: #220F33 rgb: 272, 71, 20 cmyk: 100, 89, 38, 47	<b>Accent Teal</b> Hex: #55BABD rgb: 85, 186, 189 cmyk: 63, 5, 28, 0
<b>Cerise Light</b> Hex: #FF639A rgb: 255, 99, 154 cmyk: 0, 76, 9, 0	<b>Purple Light</b> Hex: #3F1D5C rgb: 63, 29, 92 cmyk: 88, 100, 31, 25	<b>Teal Light</b> Hex: #6DCED1 rgb: 109, 206, 209 cmyk: 53, 0, 21, 0



# Typography

## Font families

### Roboto Bold

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

[Available through Google Fonts](#)

### Inter Light

Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixedcase and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

[Available through Google Fonts](#)

A large, bold, pink font sample showing the uppercase letter 'A' and the lowercase letter 'a'. The letters are thick and have a slightly rounded, friendly appearance.

Roboto Bold

A large, light blue font sample showing the uppercase letter 'A' and the lowercase letter 'a'. The letters are thin and have a clean, modern, geometric appearance.

Inter Light

# Typography

## Typography usage

Roboto bold for headers

Inter Light for body text

Header 1

Header 2

Header 3

Body text

## Information

This document serves as a foundational guide to using this brand identity.

These guidelines are for the use of the Make the Break team and associated agencies only. If there is ever doubt, please refer back to this document. If you should have any questions please feel free to contact us at:

[hello@makethebreak.co](mailto:hello@makethebreak.co)

Thank you.

