



Breaking
Barriers

Meaningful employment
for refugees

Our brand guide




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Our vision (why)

**We're Breaking Barriers
so every refugee can access
meaningful employment
and build a new life.**



Can also be written as:
Breaking Barriers exists so
that every refugee can access
meaningful employment and
build a new life.

Our mission (what)

We welcome refugees into work with employment advice, experience and education. We believe in the power of responsible business. Together we'll forge innovative partnerships and inspire social impact.

Brand toolkit overview

There are seven ingredients that make our brand stand out from the crowd:

- our logo and strapline
- our fonts
- our colour palette
- our photography
- our icon and pictogram style
- our graphic device

The all work together and support each other.

Logo and strapline



Colour palette



Fonts



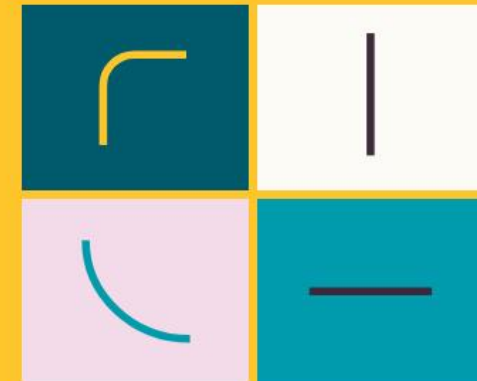
Photography



Icons and pictograms



Graphic device



Our logo

Our logo is our most prominent and recognisable visual asset.

Logo versions

Our logo is available in a linear or stacked arrangement. Both versions are available with and without the strapline.

Where possible, use the logo with the strapline.

If the logo has to go smaller than its minimal size, use the version without the strapline instead.

The avatar is used for social media, app icons and favicons.

Use the mono version for black and white printing.

Use the white out version for dark coloured backgrounds.

Access our logos [here](#)

Teal logo on White



Teal logo on Off White



White logo on Dark Purple



Teal logo on 30% tint of Pink



White logo on Teal



Teal logo on 10% tint of Teal



White logo on Dark Teal



Teal logo on 30% tint of Yellow



Logo colours

Use the Teal logo version on a White or Off White background. The Teal logo may also sit on a tint of Pink, Teal or Yellow (10-30% only).

Use the White logo version on a Dark Purple, Teal or Dark Teal background.

Teal logo on White



Teal logo on Off White



White logo on Dark Purple



Teal logo on 30% tint of Pink



White logo on Teal



Teal logo on 10% tint of Teal



White logo on Dark Teal



Teal logo on 30% tint of Yellow



Our brand colours

Our brand colours are used consistently across all our materials to help create a visual identity for Breaking Barriers.

Primary colour palette – Our primary colours work best when used together as a set.

| | | | | |
|---|---|---|---|--|
| Dark Purple RGB 65 39 59 Hex #41273b Pantone 7449 CMYK 69 82 45 56 | Dark Teal RGB 0 90 107 Hex #005a6b Pantone 5473 CMYK 90 45 41 30 | Teal RGB 0 156 173 Hex #009cad Pantone 631 CMYK 78 16 31 2 | Yellow RGB 255 198 43 Hex #ffc62b Pantone 123 CMYK 0 25 86 0 | Pink RGB 217 134 186 Hex #d986ba Pantone 673 CMYK 15 58 0 0 |
|---|---|---|---|--|

Dark Purple and Dark Teal are for text and backgrounds.

Teal is for larger text.

Yellow and Pink are for backgrounds and text on dark backgrounds

Secondary colour palette

| | | |
|---|--|---|
| Green RGB 84 98 35 Hex #546223 Pantone 378 CMYK 66 41 100 34 | Red RGB 224 79 57 Hex #e04f39 Pantone 7417 CMYK 5 80 78 1 | Off White RGB 252 252 245 Hex #fcfcf5 CMYK 2 1 5 0 |
|---|--|---|

Red and green are used for data visuals

Off White can replace White to reduce glare on screen and can be used as text color on Dark Purple or Dark Teal backgrounds.

Accessible colours for type

Accessible colours for type on screen and in print

We're committed to making sure our brand is accessible to as many of our audience as possible.

The colour combinations shown here conform to the 'Double A' level of the WCAG 2.0 guidelines for contrast accessibility. Look out for the recommended minimum point size for certain combinations (eg 18pt or above).

| Background Color | Text Color / Size |
|------------------|---|
| Off White | Dark Purple (AAA), Dark Teal (AAA), Teal (AA _{18pt+}), Black (AAA) |
| 30% Pink | Dark Purple (AAA), Dark Teal (AAA), Black (AAA) |
| Yellow | Dark Purple (AAA), Dark Teal (AAA), Black (AAA) |
| 30% Yellow | Dark Purple (AAA), Dark Teal (AAA), Black (AAA) |
| Teal | Dark Purple (AA _{18pt+}), White (AA _{18pt+}), Black (AA) |
| 20% Teal | Dark Purple (AAA), Dark Teal (AAA), Black (AAA) |
| Dark Teal | Yellow (AAA), Pink (AA _{18pt+}), 30% Yellow (AAA), 20% Teal (AAA), 30% Pink (AAA), White (AAA) |
| Dark Purple | Yellow (AAA), Teal (AA _{18pt+}), Pink (AA), 30% Yellow (AAA), 20% Teal (AAA), 30% Pink (AAA), White (AAA) |

Typefaces

Lexend: Welcoming, confident and accessible. Our primary brand typeface is Lexend, chosen for its friendly and accessible characteristics.

Bitter
We use Bitter as a secondary typeface alongside Lexend. It should be used carefully and sparingly.



Use Bitter Medium in standfirsts to contrast with our primary font, Lexend

Hello.
We're Breaking
Barriers.

We put refugees first and share our knowledge with partners to further our positive impact.



Lexend Bold

For main headings and to add emphasis to URLs, CTAs and key pieces of information such as dates and times

Lexend SemiBold

For secondary headings, standfirsts, subheads and to highlight text in body copy

Lexend Medium

For standfirsts. Min. size: 9pt text on 11pt leading

Lexend Regular

For body copy and picture captions. Min. size for body copy: 9pt text on 11pt leading. Min. size for picture captions: 8pt text on 10pt leading

Lexend Light

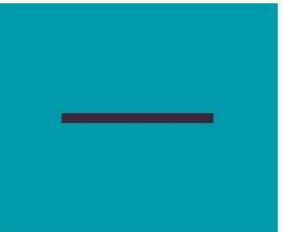
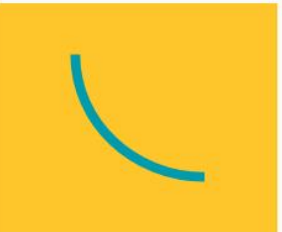
For footnotes, small print and sources. Min. size: 6pt text on 8pt leading

Please note: For legibility reasons, we don't italicise text and Lexend does not include italics in its font family.

Graphic Device

Connection lines

Our connection lines are inspired by the keyline shapes within our 'B' symbol. They are used as a connecting device to add flow and movement to our layouts. Connection lines can be rotated and scaled to suit your layout.



Hello.
We're Breaking
Barriers.

The first specialist refugee employment charity.
Here to welcome you into work with advice,
experience and education.




Afiya, client

Before I contacted Breaking Barriers I felt lost and didn't have any self-confidence. But the Advisers worked with me step-by-step from CV writing to my IELTS exam. They supported me a lot and gave me hope to start a new life again and achieve my goals.

Fuse

Unlocking the potential of refugees through the business community



Icons

Our icons are functional, visual symbols that represent ideas, objects or actions.



Pictograms

Pictograms are visual symbols that communicate messages at a glance, tell stories and simplify complex ideas.

They are more illustrative than an icon and so are designed to hold a bit more detail and be used at a larger scale.

Use them to:

- Add brand personality to informational content
- Bring information, ideas and narratives to life
- Break up copy
- Pull out key content



Infographics

We use a combination of typography, icons and pictograms to visualise facts and stats.

Choosing the right option

Typographic infographics are great for pulling out numerical information and when a statistic needs more explanatory copy. In some instances, it may be possible to add a simple graphic concept to aid understanding.

Icons are designed to work well at small sizes, so they're great for tight spaces.

Pictograms are more detailed and expressive than icons and can be used at a larger scale. They prefer a bit more air around them, so they're perfect for layouts that are relatively light on content where they can add interest. For example, a webpage, blog post or social media posts.

Typographic

54%

of clients that actively engaged in one or more of Breaking Barriers' programmes moved into employment, education or volunteering

95%

of clients report that Breaking Barriers' support has increased their confidence

B

17%

Nearly one in five refugees who were in work before the pandemic lost their job

B

% refugees who lost their job

17%

% overall UK pop. who lost their job

5%

Significantly higher than the 5% of people who had lost their jobs by October 2020 in the UK overall

Pictograms

95%

Ut que natiunt que rem etumquia net ut velentis et qui as reperatur



54%

of clients that actively engaged in one or more of Breaking Barriers' programmes moved into employment, education or volunteering

Icons



Specialist solutions and best practice

Exclusive workshops, events and guidance to take action for refugees



Grow networks and collaboration

A forum to connect, inspire, and learn with like-minded businesses



92%

of clients rate their chance of finding a job better as a result of Breaking Barriers' support



474

clients were supported in the last 12 months