

BREACH

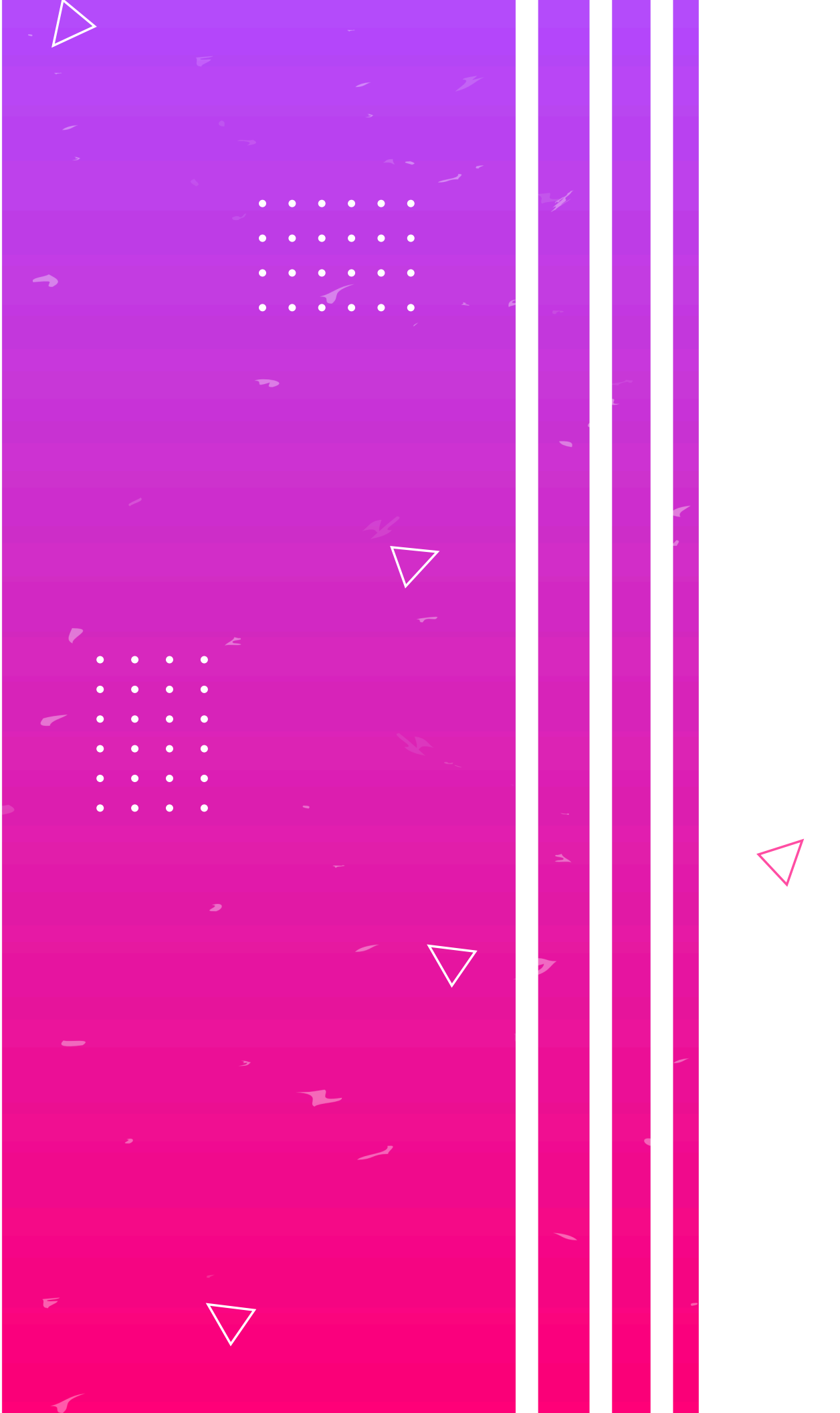
MAGAZINE

Brand Book



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The background is a dark navy blue with a subtle pattern of vertical stripes. Scattered throughout are several white-outlined triangles of various sizes and orientations. A 4x6 grid of small white dots is positioned in the upper right quadrant. Another 4x6 grid of small white dots is located in the lower left corner. The word "Intro" is written in a large, bold, white sans-serif font, centered horizontally and partially overlapping the dot grids.

Intro



uction

Introduction

Breach Magazine is an online publication that delves into the dynamic world of fashion, entertainment, and youth culture. We are a platform for the authentically creative, the fashion-conscious, and the music aficionados. Our mission is to provide a space where diverse voices can converge, where innovation thrives, and where inspiration ignites

Core Values

Breach is committed to upholding a set of core values that guide our editorial decisions, and our interactions with our audience. These are:

- **Authenticity:** We believe in the power of genuine expression. We encourage our readers to be their authentic selves and to celebrate their unique identities.
- **Creativity:** We are passionate about creativity and innovation. We believe that creativity is essential for personal growth, social progress, and cultural expression. We support and encourage our readers to explore their creative potential and to express themselves in new and innovative ways.
- **Diversity:** We believe that the world is a richer and more vibrant place because of the diversity of cultures, perspectives, and identities that exist within it. We strive to create content that reflects the diversity of our audience and that challenges stereotypes and promotes inclusivity.
- **Inclusivity:** We believe that everyone should feel welcome and respected in our community. We are committed to creating a space where people of all backgrounds, identities, and beliefs feel valued and empowered. We strive to use inclusive language and to avoid any form of discrimination or bias.
- **Empowerment:** We believe in the power of young people to shape a brighter future. We want to inspire our readers to believe in themselves, to pursue their dreams, and to make a positive impact on the world. We strive to create content that is informative, inspiring, and empowering.

Visual Identity

Our visual identity is a kaleidoscope of colors, bold designs, and striking imagery, designed to capture the essence of our brand and appeal to our target audience. It is characterized by:

- **Bold and Eye-catching:** We use vibrant colors, striking imagery, and eye-catching typography to grab attention, convey our brand's energy, and leave a lasting impression.
- **Modern and Trendy:** Our visual style reflects the latest trends in fashion, music, and youth culture, keeping our brand relevant, engaging, and at the forefront of the cultural zeitgeist.
- **Diverse and Inclusive:** Our visuals showcase a variety of body types, ethnicities, gender expressions, and abilities, reflecting the diversity of our target audience and celebrating the beauty that lies in our differences.
- **Reflective of Our Target Audience:** Our visual identity connects with our audience's interests, aspirations, and dreams, creating a sense of belonging, relatability, and inspiration.

This brand book is intended for use by anyone who creates or manages the Breach Magazine visual identity, including in-house designers, marketing agencies, and external vendors. It is essential to use the brand book consistently to ensure that all of the brand's visual assets are on-brand and reflect the brand's core values and identity.

The following are some of the key benefits of using the brand book:

- **Consistency:** Helps to ensure that all of the brand's visual communications are consistent, from the logo to social media posts.
- **Quality:** Provides clear and concise guidelines on how to use the brand's visual elements. This helps to ensure that all of the brand's visual assets are high-quality and professional.
- **Efficiency:** Saves time and resources by providing a one-stop shop for all of the brand's visual guidelines. This allows designers and other creative professionals to focus on creating engaging and effective visual content without having to worry about the technical details.



Tone



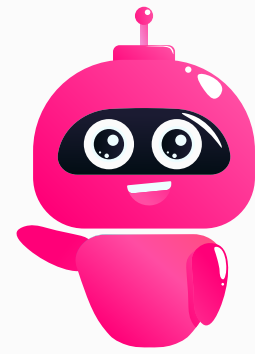
Tone Of Voice

Breach Magazine doesn't hold back, doesn't apologize, and doesn't fake it. It's a magazine that dares to question the norms and break the rules. It's a space for young people to be themselves and speak their minds.

To resonate with our target audience, we have meticulously crafted a unique brand voice and tone that is:

- **Conversational:** We want our readers to feel like they are having a conversation with a friend. We use contractions, avoid overly complex sentence structures, and keep our writing concise and engaging.
- **Relatable:** We use language that our readers can relate to, avoiding references that are obscure or exclusive. We strive to connect with our audience on an emotional level, using language that resonates with their experiences and aspirations.
- **Authentic:** We value transparency and honesty in our communication, avoiding clichés, corporate jargon, and overly formal language. Instead, we strive to use language that is natural, conversational, and true to our brand's personality.
- **Passionate:** We reflect the vibrancy and enthusiasm of youth culture through our writing style, injecting every word with an infectious energy that sparks excitement.
- **Inclusive:** We use language that is respectful and welcoming to all individuals, regardless of their background, identity, or beliefs, fostering a sense of belonging.
- **Inspiring:** We believe in the potential of young people to shape a brighter future, and our tone of voice reflects that inspiration. We use language that is encouraging, supportive, and motivating, inspiring our readers to pursue their dreams and make a positive impact on the world.

Brand Persona



Who am I?

I'm Breach, your fearless friend and trusted guide to the vibrant world of fashion, entertainment, and youth culture. I'm here to ignite the spark of creativity within you, empower you to embrace your true self, and help you find your unique voice amongst the many trends and opinions.

What do I stand for?

I'm a firm believer in the boundless potential and transformative power of youth. I'm here to amplify your voices, celebrate your individuality, and challenge the norms that might seek to confine you. I believe that youth culture is not just a fleeting trend but a driving force for change, a catalyst for innovation, and a reflection of the ever-evolving spirit of our world.

How do I talk?

I speak your language, without the fluff, jargon, or pretentiousness that often alienates and divides. I'm authentic, conversational, and relatable, like your best friend who always has your back and encourages you to chase your wildest dreams. My words are infused with an infectious energy that mirrors the vibrancy and enthusiasm of youth culture, inspiring you to embrace life with open arms and an open mind.

What do I want you to do?

I want you to be unapologetically yourself, to shed the masks and conformity that society might try to impose on you. Embrace your individuality, let your true colors shine through, and express your creativity without fear or hesitation. You are a unique masterpiece, a work of art in progress, and the world eagerly awaits your contribution.

Tone Of Voice



Bold



Unapologetic



Authentic



Inclusive

Innovative

Disruptive



Logo



Logo

Workmark

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify Breach Magazine in e-commerce applications, online, in ads, and at events. It is essential to the success of the brand that the logo is always applied with care and respect in every application according to these guidelines.

Brandmark

Our brandmark is an extension of our wordmark, distilled down to its purest essence. The brandmark can be used as a favicon for browser tabs, as social media avatars or as a secondary graphic element in merch.

BREACH MAGAZINE

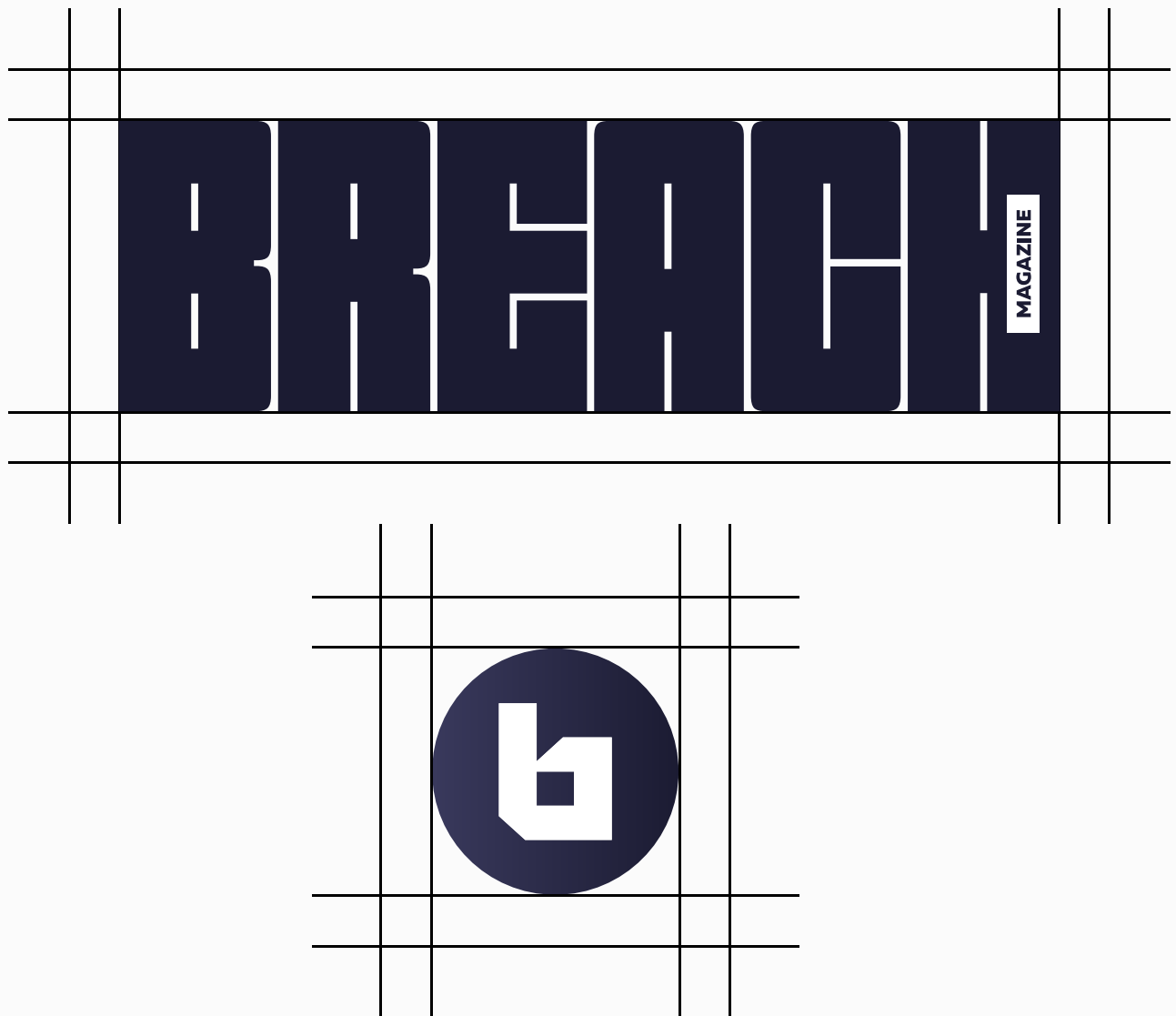


Logo

Logo clearspace

To ensure optimal readability, there should always be a minimum amount of clear space around the Freepik logo.

This space isolates the mark from any competing graphic elements, such as other logos or body copy, that may conflict with, crowd, or diminish the overall impact of our mark.



Logo color in marketing

For marketing purposes, our logo can appear in a variety of colors, as shown here.

Offering options in this regard makes Breach more engaging and relatable, and opens up more pleasing color harmonies when paired with illustration or photography.

These colorways successfully pass color contrast testing.

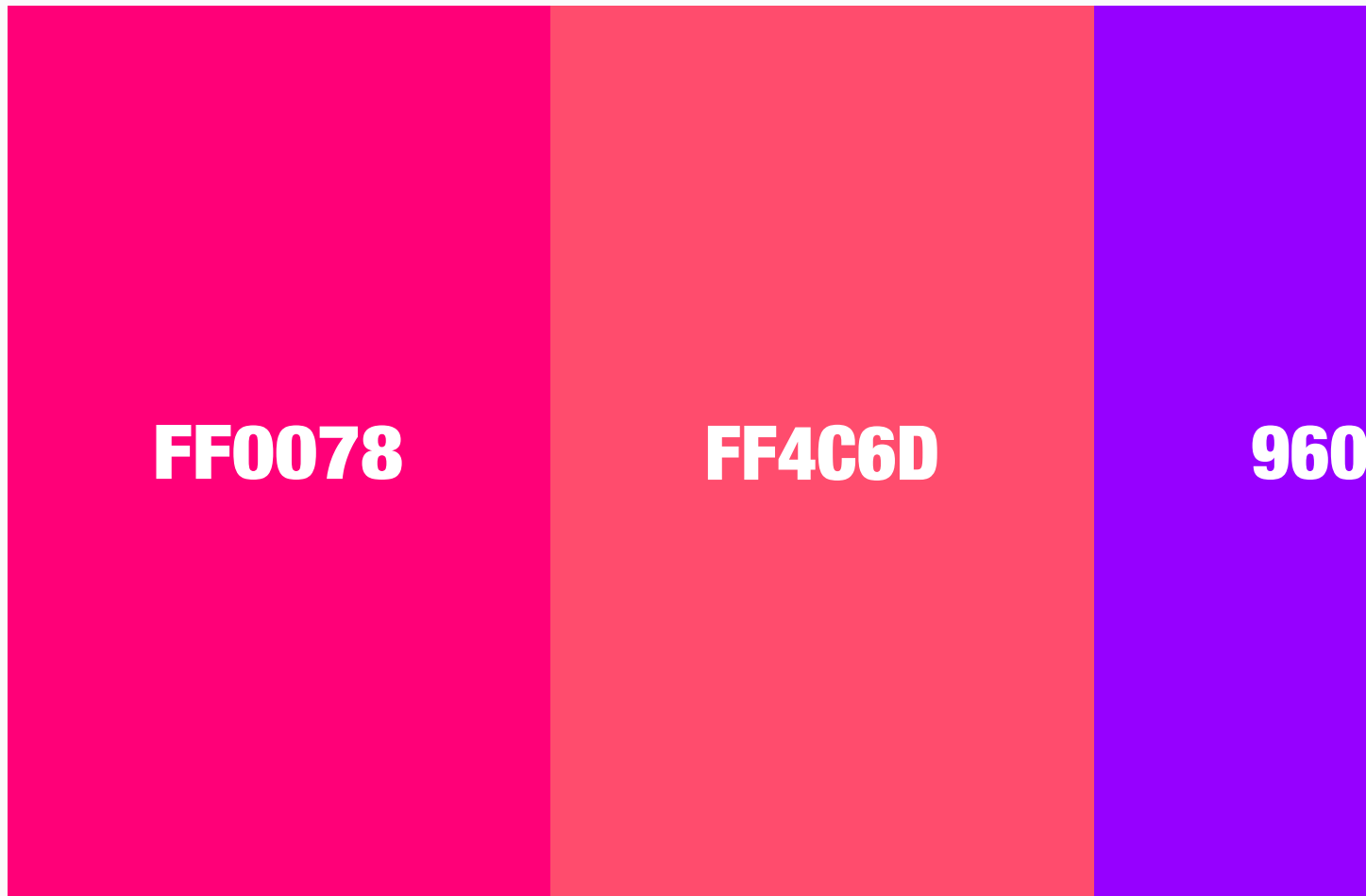


The background features four vertical stripes in shades of blue and purple. Scattered throughout are white geometric shapes: triangles pointing in various directions and squares composed of small dots.

Colour Palette



Colour Palette



FF0078

FF4C6D

960

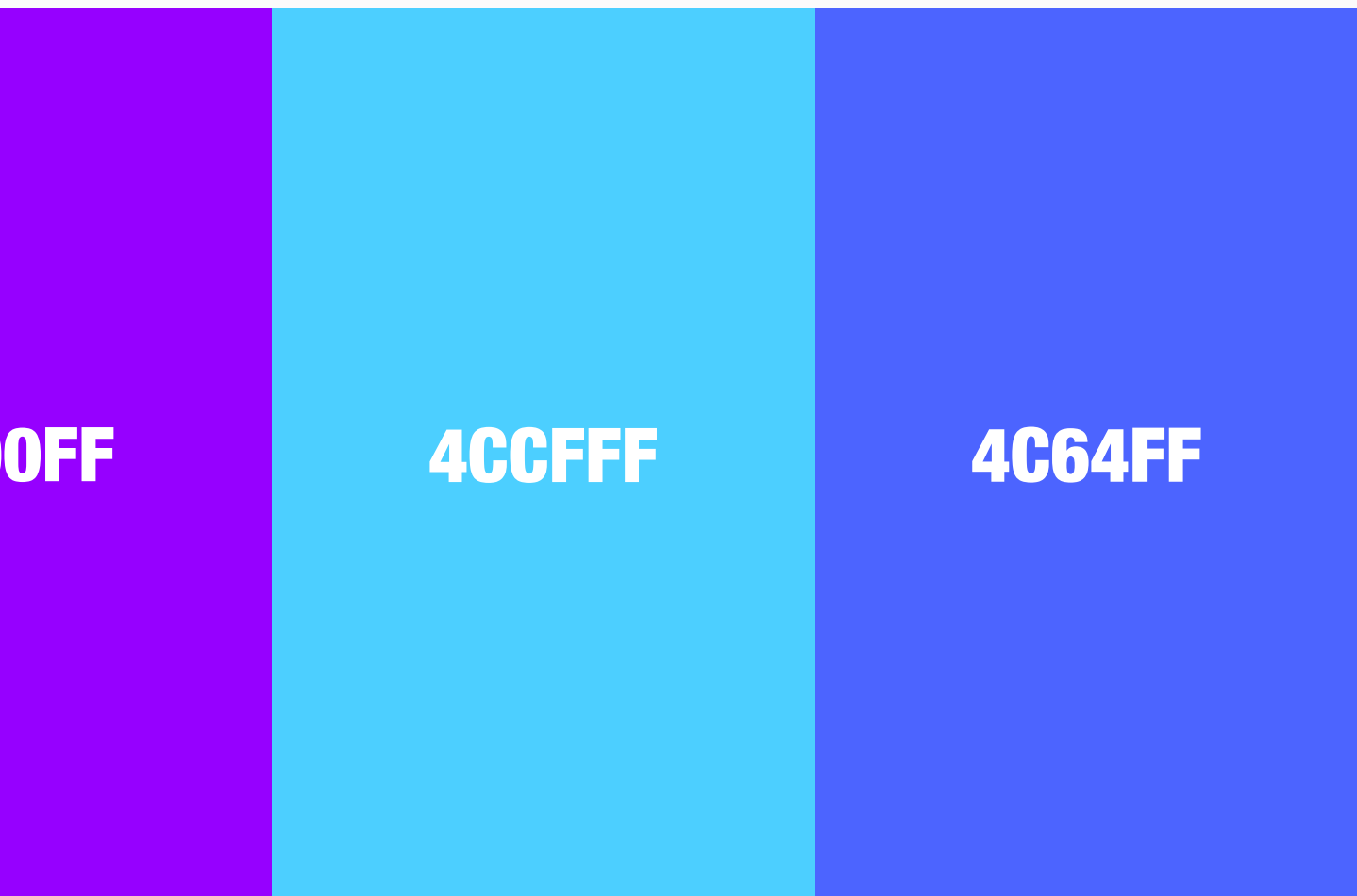
Winter Sky

Infra Red

Electric

Winter Sky is a bold, eye-catching color that often evokes feelings of excitement, energy, and passion. It is also a color that is often associated with youth and rebellion making it the perfect colour to be the backbone of the brand.

We use a primary color palette that builds on the recognition and value of our pink color, and we add Infra red and Electric Violet to further reflect our bold and disruptive brand identity.



Electric Violet

Picton Blue

Ultramarine Blue

Colour Palette

Winter Sky Shade 1 B30057	Infra Red Shade 1 B3354C	
Winter Sky Tint 1 FF4CA3	Infra Red Tint 1 FF8299	
Winter Sky Tint 2 FF99CA	Infra Red Tint 2 FFA6B6	
Winter Sky Pastel FFCCE5	Infra Red Pastel FFC9D3	

Electric Violet Shade 1 6900B3	Picton Blue Shade 1 3591B3	Ultramarine Blue Shade 1 3546B3
Electric Violet Tint 1 B54CFF	Picton Blue Tint 1 82DDFF	Ultramarine Blue Tint 1 8293FF
Electric Violet Tint 2 D599FF	Picton Blue Tint 2 A6E7FF	Ultramarine Blue Tint 2 A6B2FF
Electric Violet Pastel EACCFE	Picton Blue Pastel C9F1FF	Ultramarine Blue Pastel C9D1FF

Colour Palette



1B1B32

Winter Sky

000000

Black

FBFBFB

FFFFFF

Lotion

White



Typography



Typography

Helvetica Neue is a good choice for a professional magazine typeface because it is legible, readable, versatile, flexible, familiar, and professional. It is a typeface that can be used to create a variety of different looks, and it is well-suited for both body text and headlines. It is also available in a number of different weights and styles, which gives the designers a lot of flexibility.

Aa

Helvetica Neue Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

While Muller is a versatile and elegant typeface that can be used effectively for headings. Its clean lines and subtle serifs give it a modern and sophisticated look that will make the magazine stand out. Muller is also highly legible, even at small sizes, so it is a good choice for headings that need to be easy to read.

Aa

Muller Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Muller Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Muller Narrow Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Muller Narrow Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Abril Fatface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Photography



Photography

Breach Magazine's imagery is a vibrant tapestry of colors, textures, and expressions, capturing the essence of youth culture and reflecting the magazine's mission to inspire, empower, and connect. Our images are not just visuals; they are stories waiting to be told, narratives that resonate with our audience's experiences, aspirations, and dreams.

Authentic and Unfiltered:

Our images are devoid of artificiality and pretense. We seek out real moments, genuine expressions, and raw emotions that capture the essence of youth culture. We believe in portraying our subjects as they are, embracing their imperfections and celebrating their unique identities.

Diverse and Inclusive:

Our imagery reflects the rich tapestry of cultures, ethnicities, and identities that make up youth culture. We strive to showcase the beauty of diversity, challenging stereotypes and promoting inclusivity. Our images feature individuals from all walks of life, united by their shared passion for fashion, music, and creativity.

Bold and Eye-catching:

Our images are not for the faint of heart. We embrace bold colors, striking compositions, and unconventional perspectives to grab attention, spark excitement, and leave a lasting impression. Our imagery is a visual representation of the energy, vibrancy, and unapologetic spirit of youth culture.

Emotionally Resonant:

Our images evoke a range of emotions, from joy and excitement to introspection and contemplation. We strive to connect with our audience on an emotional level, using imagery that resonates with their experiences, dreams, and aspirations. Our images are not just visuals; they are invitations to feel, to connect, and to be inspired.

Key Areas:

- Effortless: not overly posed or art-directed.
- High contrast.
- Creative and dynamic compositions on uncluttered backgrounds

In essence, Breach Magazine's imagery is a reflection of our brand's core values – authenticity, creativity, diversity, inclusivity, and inspiring. Our images are not just visuals; they are a mirror reflecting the hopes, dreams, and aspirations of young people around the world. Through our imagery, we celebrate the vibrancy, creativity, and transformative power of youth culture.



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Thank You!