

THE |B V R R E

THE BARRE

www.thebarreltd.com

Brand Guidelines

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Final Entrepreneurship Project & Business Launch

MA Entrepreneurship

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*Everything you need to communicate
everything you want*

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01 | SECTION ONE

Our Brand

INTRODUCTION

Brand Guidelines

The Barre is an advocacy organisation with a mission to Break The Barre on beauty ideals, standards and expectations, removing these from society. Through the creation of a dual facing platform The Barre is there to call out an unattainable beauty standard of perfection, highlighting the contradicting and unrealistic pressures throughout societies. By joining together through reactive intelligence, positive disruption The Barre can be a growth catalyst - prompting impactful change.

These brand guidelines are here to ensure that our brand identity remains clear and coherent, establishing our voice and purpose within society. Please refer to this document when creating any assets - internal or external - as we want a meaningful communication channel that is in line with our message. This document includes our brand essence, logo, voice, fonts and colour palette along with additional graphic elements, instructing how and where these should be used.





Our Essence

Our reason for being

Our mission is to Break The Barre on beauty ideals and standards as we dedicate ourselves to the eradication of these expectations to create a society and industry By highlighting the contradicting and unrealistic pressures being imposed throughout societies with the end goal being to remove these entirely. The brand values are constructed through a customer centric proposition that puts peoples needs and wellbeing at the heart of what we do. It's about radical inclusivity and acceptance through the creation of a distinct and disruptive voice that changed the perceptions of beauty.

Brand Purpose

Our reason for being

To Break The Barre on beauty ideals and standards through a distinctive and disruptive platform puts radical change at the heart of our actions.

- Reactive Intelligence
- Positive Disruption
- Growth Catalyst
- Impactful Change

Brand Voice

Our reason for being

The tone of voice as identified in this guide represents the way in which we communicate, both verbally and written. This ensures we are recognisable and distinct within the market as we express our brands message to the wider society. Our communications, external and internal represent how we should behave and interact with our customers, audience and employees.

The subject matter discussed by The Barre is one that resonates deeply with individuals and can prompt heated and heartfelt conversations, both positive and negative. In response to this The Barre should never be negative or aggressive in its response as we seek to spread positivity, shedding a light on the issues and disparity present throughout our societies.

Across all channels of communication out tone of voice is professional and understanding, distinctly disruptive, human, sincere and honest. We ask that you be specific and use factually correct information at all times, be polite and respectful and be open to honest conversation to encourage positive and meaningful change.

What we stand for

Our reason for being

Brand Promise

To positively disrupt the portrayal of beauty

Brand Values

Devoted to
People

Devoted to
People

Devoted to
People

Devoted to
People

Our Promises To Each Other

Honest and upfront
communication

Inspiring and
supportive community

Diverse and
inclusive mindset

Harmonious and
cohesive work force

Our Promises To Our Customers

Direct and impactful
change

Radical inclusivity
and acceptance

Reactive intelligence
and growth

Supportive and
positive disruption

Thoughtful
communications

Elevator Pitch

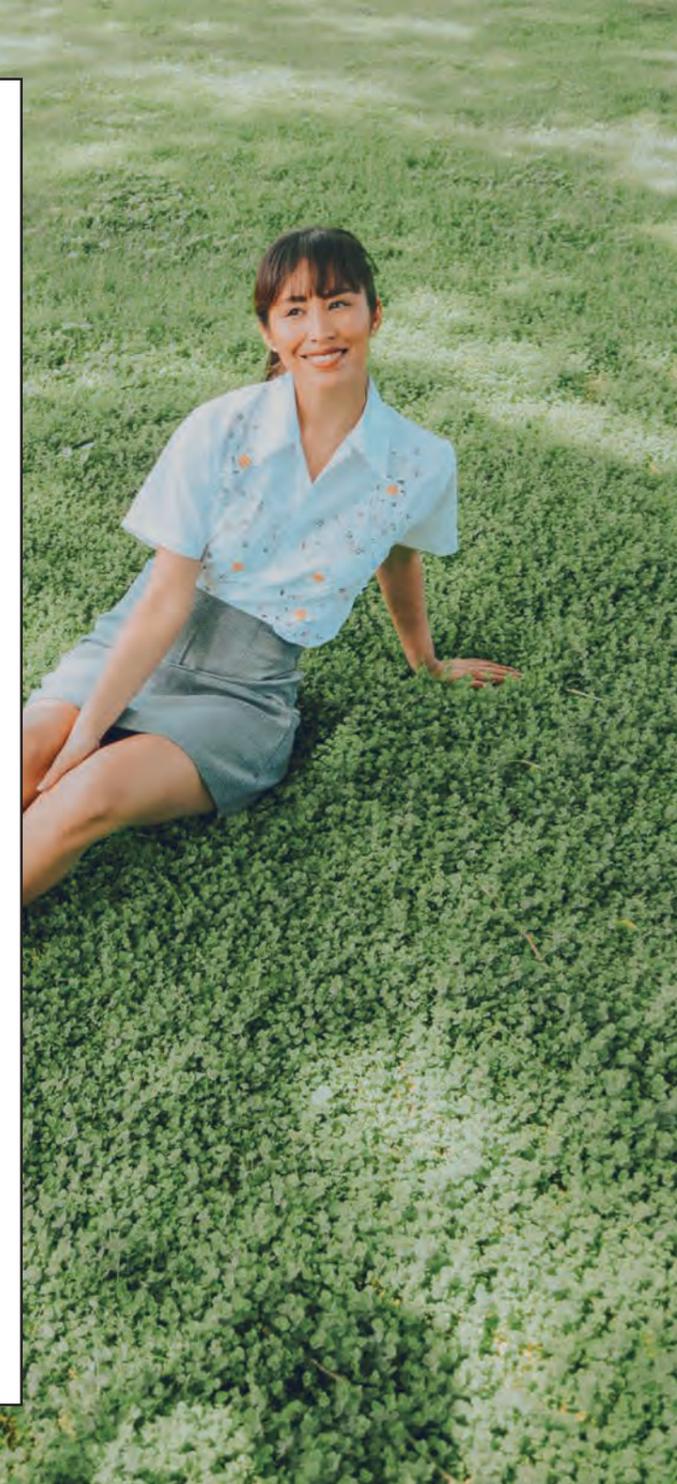
Our reason for being

The Barre is dedicated to challenging the numerous ideals, standards and pressures present throughout societies with the end goal being to eradicate these. We create a distinctive and disruptive voice that holds industry and society accountable as it looks to redefine the notion of beauty as we move towards a more inclusive and accepting mindset.

Throughout fashion, beauty and media ideals are continually presented without consideration for the ethical and moral implications that these may have as many promote contradicting and unrealistic norms. The Barre is there to call out an unattainable beauty standard of perfection. Internalising these messages can have a devastating impact on the individual as we strive to be a perceived version of ourselves, of what society expects.

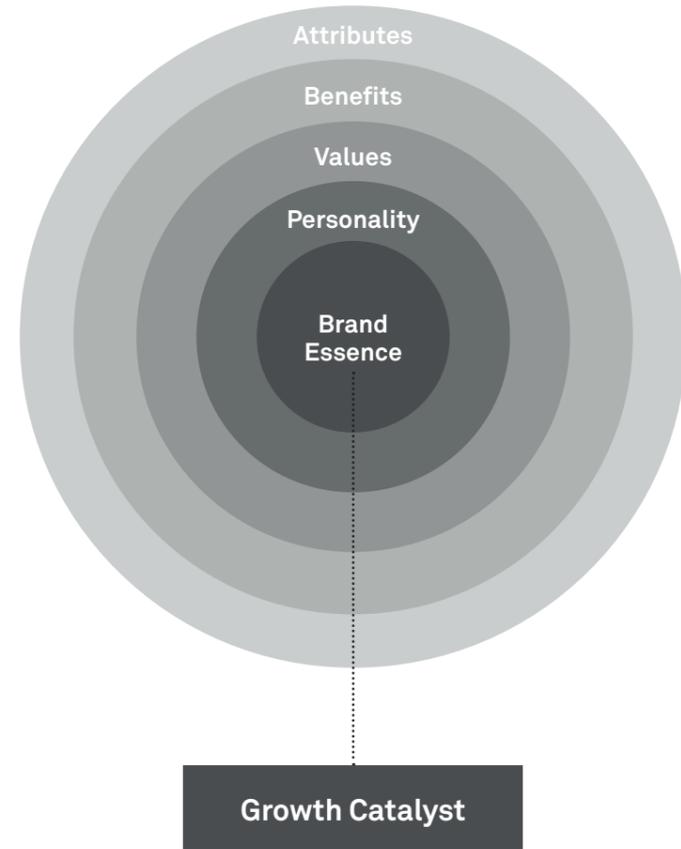
Challenging this The Barre takes a proactive approach through a three pronged communication channel that promotes lasting impact which sets The Barre apart to be the only platform dedicated to change. Providing the tools necessary for living within an increasingly toxic modern world, The Barre teaches compassion and accountability with this approach shaping future perceptions of beauty.

The Barre celebrates the individual, championing beauty in its raw form as being human is perfectly imperfect. Giving a voice to those that need it we are founded upon human connectivity with this being the driving force behind change. There is little being done to actively disrupt how things are presented - The Barre looks to change this through a three way communication of industry, education and society to ensure a direct and impactful voice that echoes the imbalance. By joining together as a collective force The Barre can ensure accountability as we together change the perception of beauty, eradicating pressures and breaking The Barre on standards.



BRAND WHEEL

What our brand is made of



Attributes

Data driven brand and platform that draws reactive intelligence from a positive community

Focused on meaningful change for the better of society

An advocacy organisation with a clear and distinctive voice that is directed at the eradication of beauty ideals, standards and expectations

Curious and growth orientated as we always strive for better for all

Benefits

Gives confidence to those within society by providing a platform for proactive change

Consistent communication that is clear and direct providing information that is direct and meaningful

A space for a community of people to gather and grow with a common aim to remove ideals, standards and expectations by changing the portrayal of beauty

Recognition within industry and education as the pivotal brand for insight and intelligence

Values

Humanistic and thoughtful proposition that puts people's needs at the forefront of our actions

Inclusivity, diversity and acceptance as we strive to see the beauty in everyone

Emotional intelligence to help enforce meaningful change

A creative and immersive community

Results and change driven to create a future that we are proud to be beautiful within

Personality

- Authentic
- Bold
- Disruptive
- Intelligent
- Strategic
- Accountable
- Transparent
- Focused
- Impactful
- Inclusive
- Diverse
- Accepting
- Honest
- Open
- Thoughtful

Reactive Intelligence

+

Positive Disruption

+

Growth Catalyst

=

Impactful Change

Brand Mood

Our reason for being



*You owe yourself the love that
you so freely give to other
people.*

Our Tagline

Our reason for being

'Break The Barre' stems from the notion of needing to remove the various ideals, standards and expectations present throughout societies. Often the phrase 'Raise The Bar' is used as it encourages self improvement as we collectively work towards a set standard of success and perfection. However this phrase only reinforces the notion of conformity throughout society - 'Break The Barre' comes instead looks to challenge and remove the need for these standards all together.

BREAK THE BARRE

BREAK THE BARRE



*Do something today that
your future self will thank
you for.*



02

SECTION TWO Our Logo

Logo Origin

Our symbol

The Barre's name stems from the founders own dance background where for 15 years dance was an emotional outlet and means of expression through periods filled with personal difficulties and the usual growing pains. In ballet 'the barre' is used for training and strengthening with dancers holding onto it as a means of support, enforcing control and structure. Physically 'the barre' runs around the entire studio, encompassing dancers and keeping them trapped within the rigidity of frameworks and traditions as a tool for conformity and restriction. Dance is extremely rigid in many ways and requires a lot of self control: The Barre is in a way the perfect metaphor for the restriction that dancers feel.

The Barres name has become a metaphor for this and everyone's individual barrier as for me it was a physical representation of the control and conformity running around the edge of a room and my life. Dance is a beautiful art form but fraught with ugliness behind the scenes which strikes a comparison to the beauty ideals, standards and expectations which are embedded throughout societies. The Barre is visually strong and in many ways seems unbreakable as it seems to be a hurdle that prevents development, keeping people restrained.

This is representative of the founders individual Barre but its meaning applies to many, irrespective of the field or individual experience as it highlights a wider societal concern and brings about a movement to Break The Barre on these issues.



Logo

Our symbol

Our logo is the single most important visual element of our brand and it therefore must stand out and be consistent across all communications. Our logo is our signature and representative of a larger societal issue and a mission for eradication which people and brands align with. The logo should never be recreated or modified in any way. Logo usage will be viewed on a case by case basis. The Barre's logo is produced using an in-house customised version of Akkurat bold in uppercase. To ensure legibility, the logo must always be at least 5mm high in print and 14 pixels on screen. Used consistently, this will ensure public recognition as The Barre becomes an authoritative mark.

THE
BARRE

Logo Font

Our symbol

The font used within The Barres logo is a custom font created in house specifically for this logo. Constructed using Akkurat Bold as the foundations this font design has been broken apart with breaks to narrate and connect to our strapline 'Break The Barre' with this representing breakage. Visually The Barre can be seen as looking similar to 'bare' which is reinforced by our stripped back and disconnected font - it represents the idea of stripping beauty back and keeping it natural without any pressures. Our logo font is reminiscent of these connections as the breaks symbolise our mission and vision of Breaking The Barre. We've made sure that it is bold and strong, much like a bar in all its senses as the strong straight lines are representative of the ballet barre, which our name derives from.



Variations

Our symbol

Our logo is a reflection of our brands identity and our commitment to Breaking The Barre and reinforcing change. Our strong and impactful design is bold and identifiable, and is reflective of 'The Barre' in both a physical and metaphorical sense. As a brand we are proud of our brand mark and want this to be places across all communications as a mark of our authenticity. Where possible it is preferred that the primary logo variation is used however, the priority is the impact and so please use the variation which is the most clear. There are two accepted colour ways that can be used, please use only these variations and follow the accompanying information.



Primary colour way of logo: Black on white logo.



Secondary colour way of logo: White on black logo.

Minimum Size

Our symbol

The minimum size includes a clear space as identified in the following examples. This minimum size is open to creative license and will be reviewed case by case to ensure legibility and impact to determine if the logo is necessary in each circumstance.



Black logo on white/without background: 35 mm width



White logo on black background: 35 mm width

Mistakes Happen

Our symbol

Never modify or abbreviate the name “The Barre”. The ‘T’ and the ‘B’ are always capitalised and set as two separate words. Never join The Barre into one word and always use the correct capitalisation.

Please do not use any of the following variations:

THEBARRE

thebarre

TheBarre

Thebarre

THEbarre

‘The Barre’

Considerations

Our symbol

When using our logo please refer to the following pointers as a guideline to ensure that it is used in the proper format.

- Please leave an exclusion zone around the logo to give space and clarity - refer to guide
- Do not place the logo at an angle - only place at 0 or where possible vertical with ‘The’ facing the correct way up
- Please ensure that the logo is clearly legible and of a high format at all times
- Do not add any colour to this logo
- Do not distort the logo by stretching or changing the shape
- Do not use this logo without the specified font, don’t use a supplementary font
- Do not alter the proportions of the type or spacing of this
- Do not try to recreate this logo
- Do not add effects and variations to the logo, including shadows

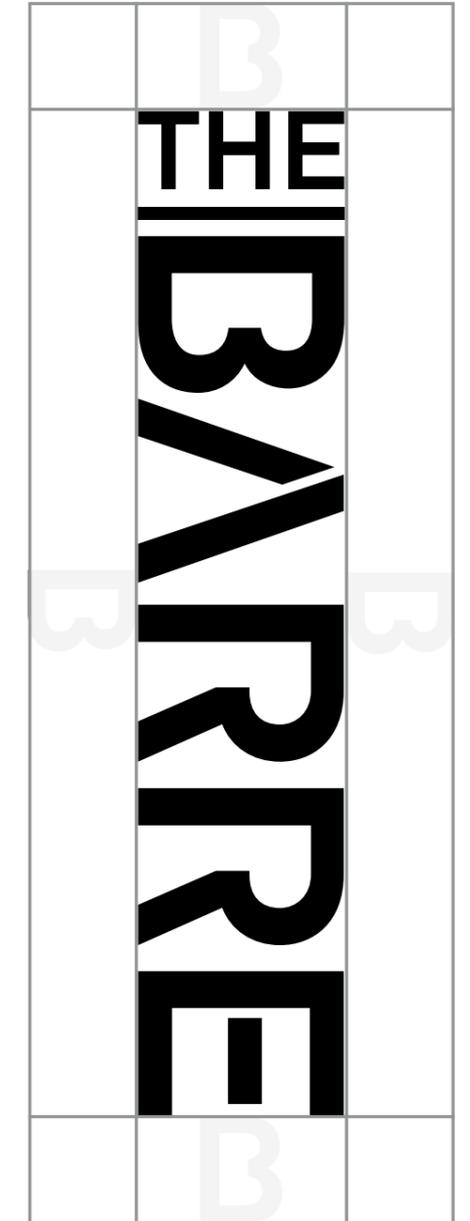
Examples of unacceptable logo usage:



Spacing

Our symbol

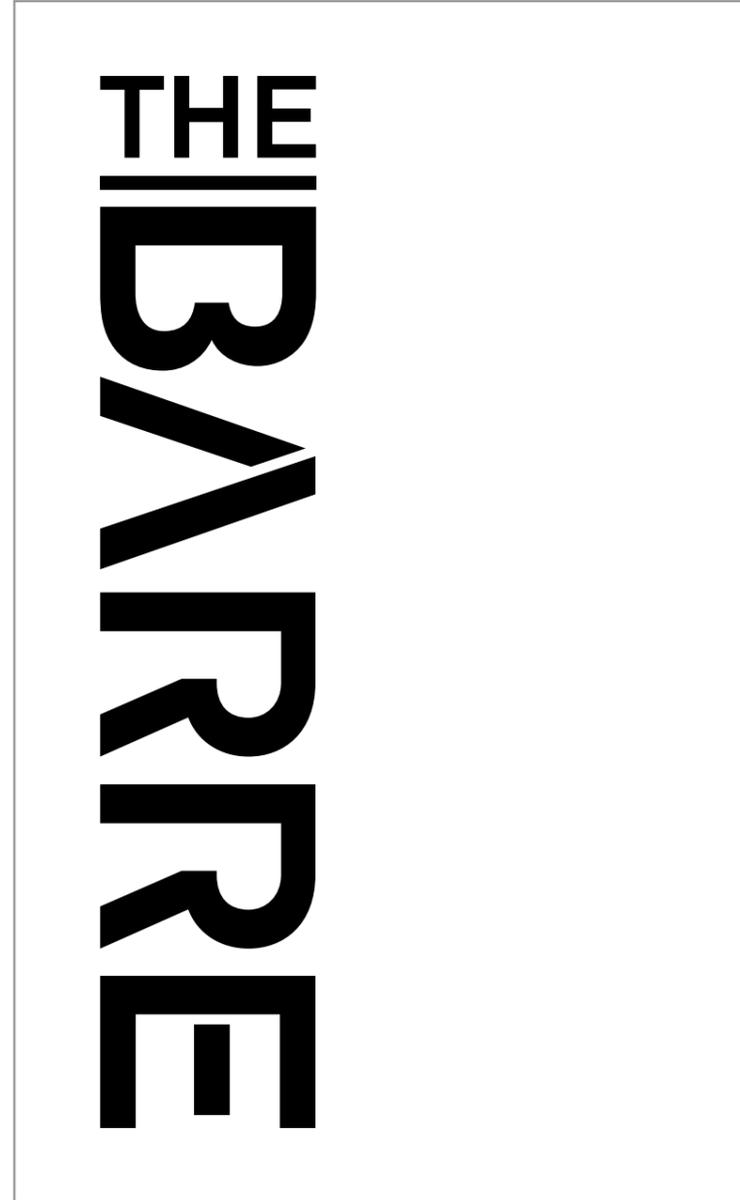
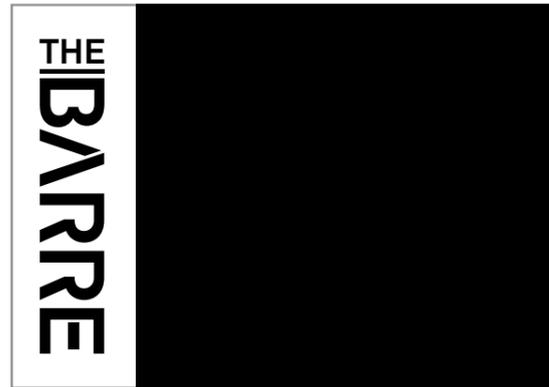
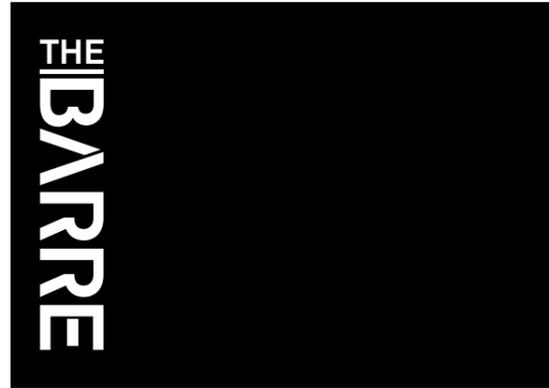
We like our brand to be easily recognisable and want adequate space around our logo to be utilised to ensure The Barre stands out and is impactful. Clear space is separating the logo from other elements such as text, imagery and content. Please see the below guideline for the minimum clear space required.



Positioning

Our symbol

Where possible The Barres logo will be positioned vertically to mimic the visual of a physical bar. The value of white space needs to also be considered to align with The Barre's font which emphasises the bare space within this.



Brandmark

Our symbol

Our logo is also used as our brand mark to be utilised in smaller assets such as social media icons and profiles. For this please only use the black background with the site logo - this can be used within a square or circular icon. Please ensure that the logo is as large as possible within this area size for maximum impact and legibility.



03

SECTION THREE Colour Palette

COLOUR STORY

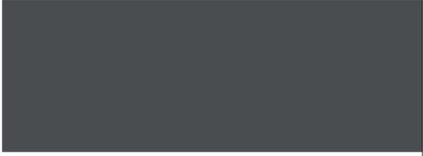
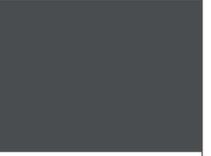
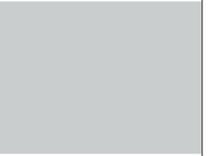
Simply black and white

The brands identity has been limited primarily to black and white with some grey shades being introduced as accent colours. Black and white will take The Barre and ensure it remains within its simplest form and without any added voice - it is visually bold and striking which allows for the brands voice to speak and capture audiences by itself. Black and white provides an opportunity for The Barre to rebel against the societal norms: the fashion and beauty industries excel off of extremes with brands attempting to outdo one another and competing to be the loudest within market. The Barre rises above this culture with a black and white aesthetic that cuts through the noise of the industry. Keeping it simple and monochrome is a sign of rebellion as The Barre refuses to be all singing and all dancing and instead focuses on the impactful change needed.

COLOUR PALETTE

Simply black and white

Only very occasionally, when it is appropriate, can the logo appear in other colours. Colour will only be considered if it is used to give meaning. Care must be taken when choosing colour to make sure it stands out and is impactful.

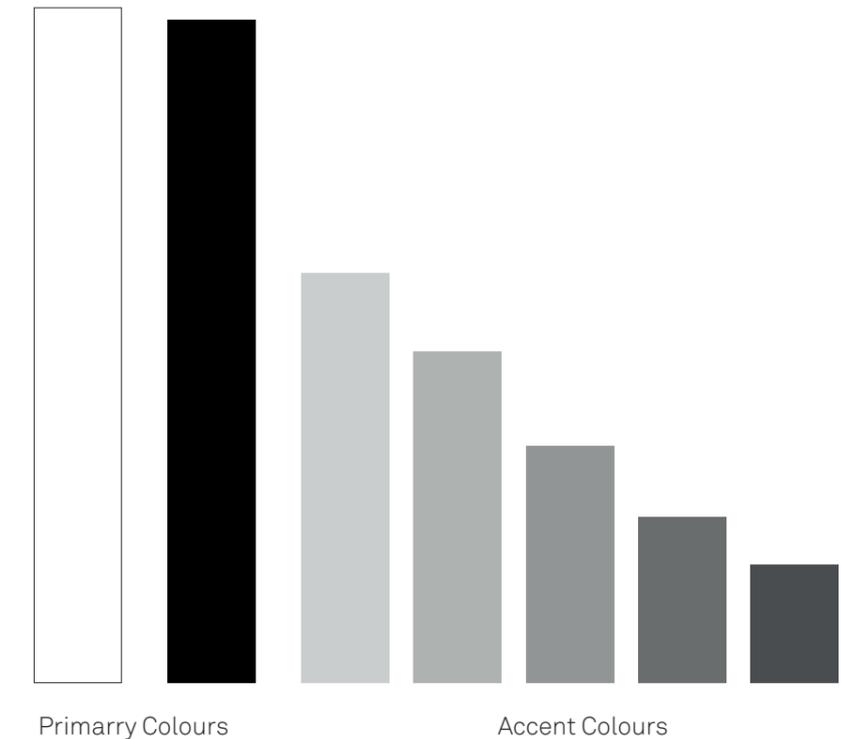
	Web RGB		CMYK	
	R - 29 G - 29 B - 27		C - 0 M - 0 Y - 0 K - 100	
	R - 83 G - 83 B - 83		C - 61 M - 51 Y - 49 K - 44	
	R - 115 G - 115 B - 115		C - 53 M - 42 Y - 42 K - 26	
	R - 157 G - 157 B - 156		C - 40 M - 31 Y - 32 K - 10	
	R - 187 G - 187 B - 186		C - 30 M - 22 Y - 24 K - 3	
	R - 212 G - 213 B - 213		C - 20 M - 14 Y - 15 K - 0	
	R - 255 G - 255 B - 255		C - 0 M - 0 Y - 0 K - 0	

COLOUR PROPORTION

Simply black and white

Black and white are the primary colours to be used across all communications with the grey shades featured within the palette utilised as accents or within infographics and diagrams. The preferred colour within these two is a white background with black elements and with inverted option of these being used to highlight important elements such as a quote or statistic.

- Use the core colours of black and white for a coherent brand identity that keeps the focus on the message
- Case by case, colour proportion depends on the individual application and will involve a degree of creative license to ensure a clear design
- Remember that black and white should be the dominant colours over all others



04

SECTION FOUR Typography

Typeface

Communicating our voice

Our primary typeface is Akkurat. It is plain and simple as a sans serif font and allows for our message and values to be at the forefront of our communications. Akkurat comes in two variety of weights: light and bold. We use the bold variation of Akkurat to make elements stand out such as titles and key points where necessary. The light weight is used for all other type including paragraphs and body. As the primary typeface Akkurat should be used across all elements and feature first as the dominant typeface within communications. Please adjust the size and weight accordingly depending on the format and importance of the message. Please also use double spacing across all fonts and written elements. Do not mix these two weights within the same sentence or paragraph as this can look messy.

Our secondary typeface is Didot - this is always used under the italicised variation. This font is used rarely and has distinct purposes. This font can be used for statements and pull quotes or as a subheading as seen throughout this document.

Akkurat, Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y z

0 1 2 3 4 5 6 7 8 9 (!? & £ . , ; :)

Akkurat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y z

0 1 2 3 4 5 6 7 8 9 (!? & £ . , ; :)

Didot, Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y z

0 1 2 3 4 5 6 7 8 9 (!? & £ . , ; :)

Type Colours

Communicating our voice

Our fonts and typography will only ever appear in black and white - do not use any other colours. The two available options as seen on this page are black type on a white background and a white type on a black background.



This is black type on a white background.



This is white type on a black background.



This is grey type on a white background.



This is grey type on a black background.

Headlines

Communicating our voice

Headlines should always use our primary typeface of Akkurat, weighted as bold. This should also have double line spacing. Keep the headlines short and to the point to ensure an impactful message that is direct and bold. Main headlines should be capitalised. Secondary, smaller sub headings can be written in sentence case. Headlines can either be aligned left or centred depending on the page layout - do not use both alignments on one page. Keep the number of type sizes and weights to a minimum.



Headlines can be left aligned.



Headlines can be centred.



HADLINES CAN BE CAPITALISED WHERE APPROPRIATE.



Headlines should always be written in Akkurat Bold.



Don't **bold** single words within headlines.



Don't **colour** single words within headlines.

Body

Communicating our voice

All body text will always be written using Akkurat light.

This text will be justified with the last line aligned left to create a clean and clear block of text. Make sure that no text within this is hyphenated. Keep the number of type sizes and weights to a minimum.

Bullet and numbered points can be used - please ensure that these are the same colour and size as the type.

- ✓ Body text will always be written in akkurat light.

- ✓ Body text should be justified with the last line aligned left.

- ✓
 - Bullet points should always be in the same colour as text.

- ✓ Body text should always have double line spacing.

- ✗ Don't **bold** single words within copy.

- ✗ Don't **colour** single words within copy.

Typography Style

Communicating our voice

To Break The Barre

Abo. Nam recum qui con con coribea dolor seni doloren imaxim ides reptasimetum litia endiae sitat liquatem essum dici dus ressum volorp

Ibeaquae sundaeces aperspe llenis elent et aut.

Ga. Vellend ipsunt, omnit, ipicatur, sante nonse acipienet quam volorerit, nus core sandesciis am aut occusda eperae arum es sim alit mosti ditates eum ratumen diatem as prerum eiusand ucipicatis aut ad unt resero escipsa ad quame int ullendae vol.

- Ga. Vellend ipsunt, omnit, ipicatur, sante nonse acipienet
- nus core sandesciis am aut occusda eperae arum es sim alit
- diatem as prerum eiusand ucipicatis aut ad unt resero escips

Magnis est oditi qui berem que santi nullandiscit aut reris restrumetur minveleste esciliqui omnimus pelicae assini.

- Headings
Akkurat Bold - 20 - 24 pt

- Introduction
Akkurat Light - 14
Double lined spacing

- Subheadings
Akkurat Bold - 12
Double lined spacing

- Body
Akkurat Light - 10
Double lined spacing

- Bullet Style
Akkurat Light - 10
Double lined spacing

- Accent Style
Didot Italic - 12
Double lined spacing

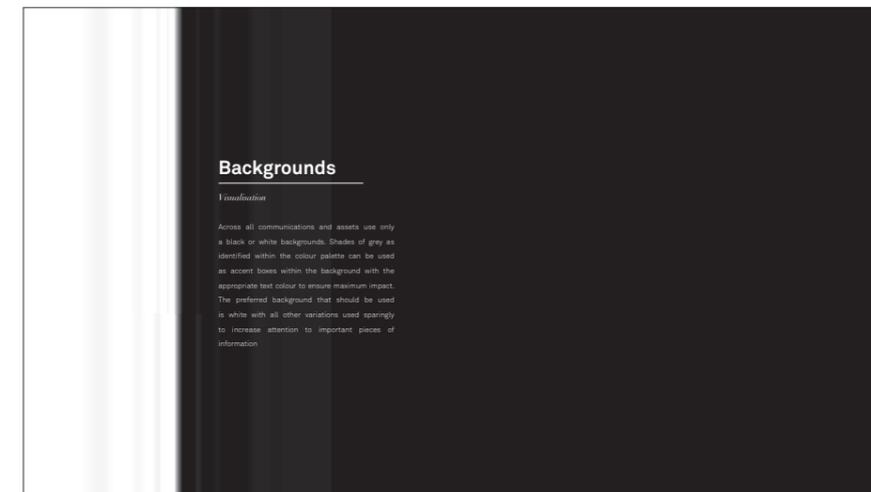
05

SECTION FIVE Graphic Elements

Backgrounds

Visualisation

Across all communications and assets use only a black or white backgrounds. Shades of grey as identified within the colour palette can be used as accent boxes within the background with the appropriate text colour to ensure maximum impact. The preferred background that should be used is white with all other variations used sparingly to increase attention to important pieces of information.



White space

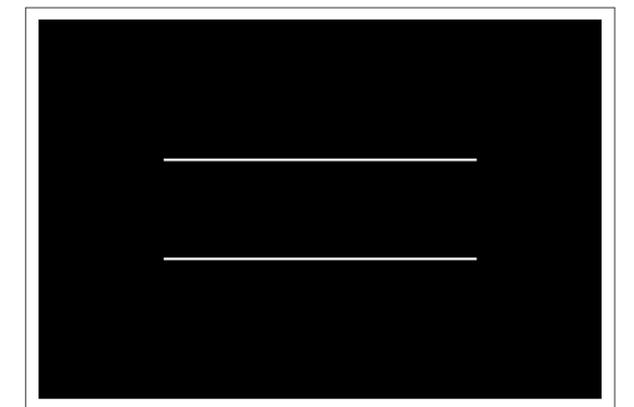
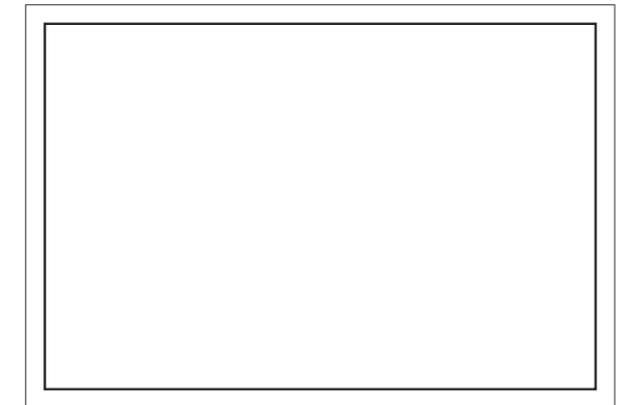
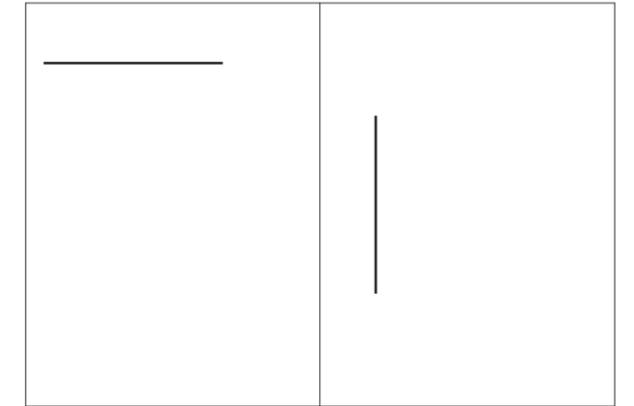
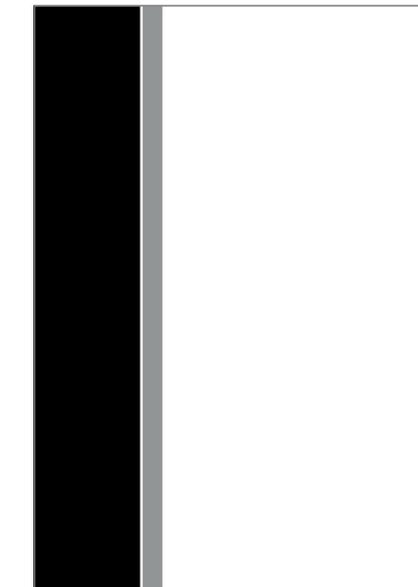
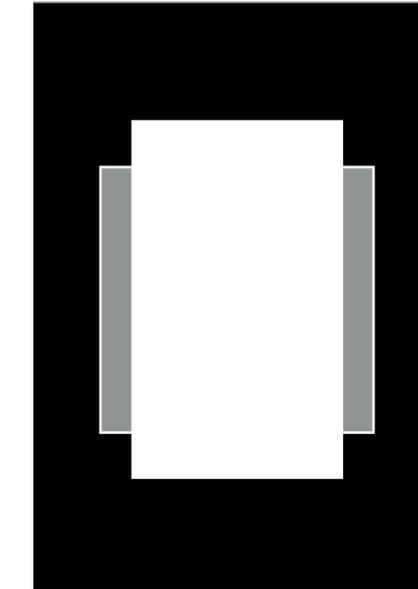
Visualisation

We value white and clear space as this allows assets to 'breathe' and creates a distinctive focal point. It enhances our brand message and purpose as it draws audiences attention. Use clear space for imagery, graphic elements and text on either a white or black background with the corresponding font colour.

Additional assets

Visualisation

Lines are used frequently throughout The Barres communications and form a part of borders, frames and accents. These lines are used in only black and white in the according colour way and should be sized at 1pt. This may need to be increased, particularly when working on a black background - this will be reviewed on a case by case basis. For pages that contain fewer assets please use block colours to add an element of interest to the page - wither a complete black background with a white and grey box or a black and grey box positioned to the side. A line border can be used where relevant in either black or white and should be weighted as 1 pt.



06

SECTION SIX Contact Us

Need More Help?

Contact Us

Please follow these brand guidelines closely as they contain all the information you could need to successfully execute who we are. When in doubt keep things simple, black and white as this aligns with our purpose and mission. We do not want to create a brand identity that is over the top and excessive and instead the focus should always fall on our drive to remove beauty ideals, standards and expectations as we strive to Break The Barre.

For more help and information with regard to our brand identity please reach out to us at:

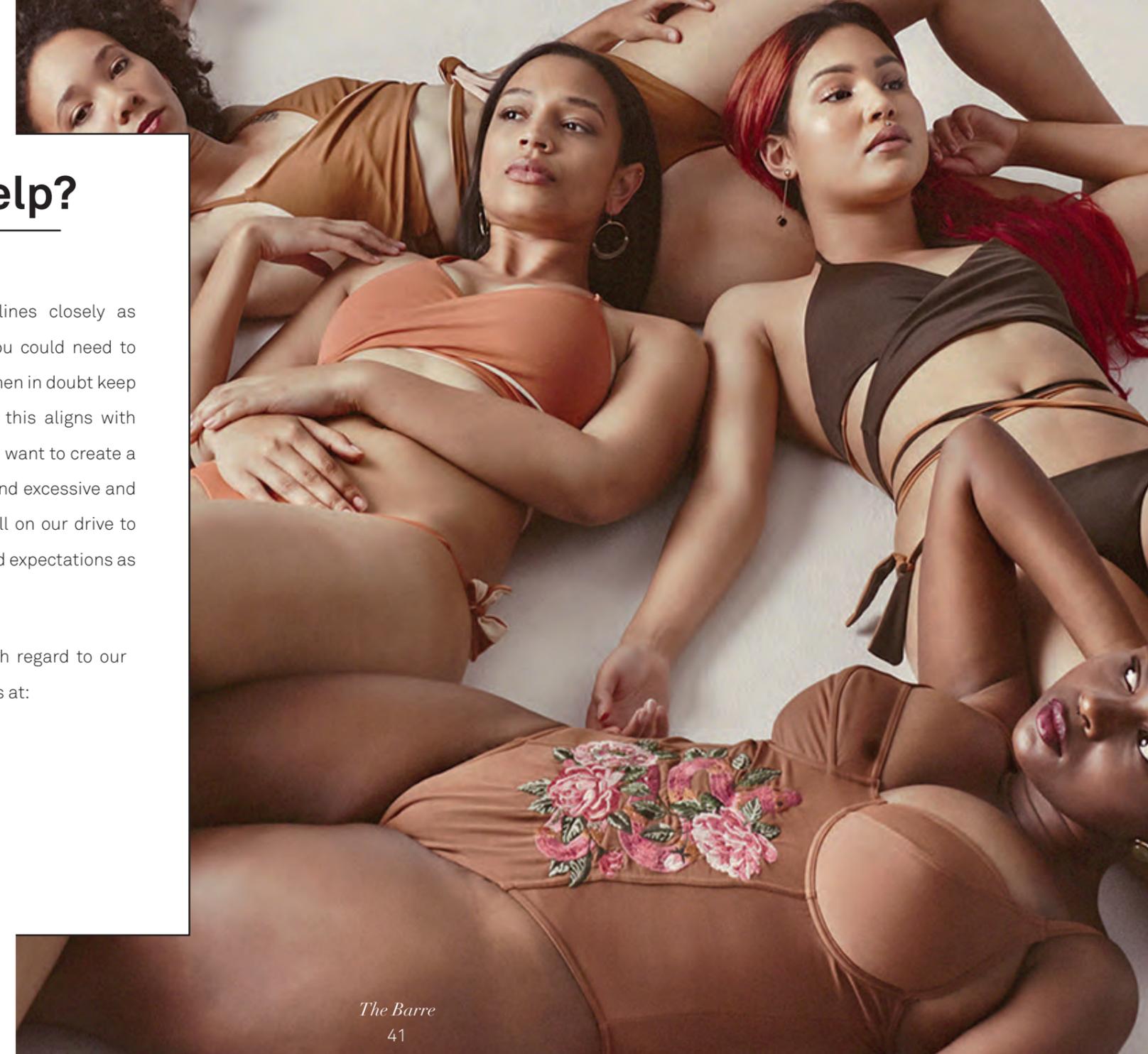
The Barre

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THE BARRE