



BRAND GUIDELINES



cycle

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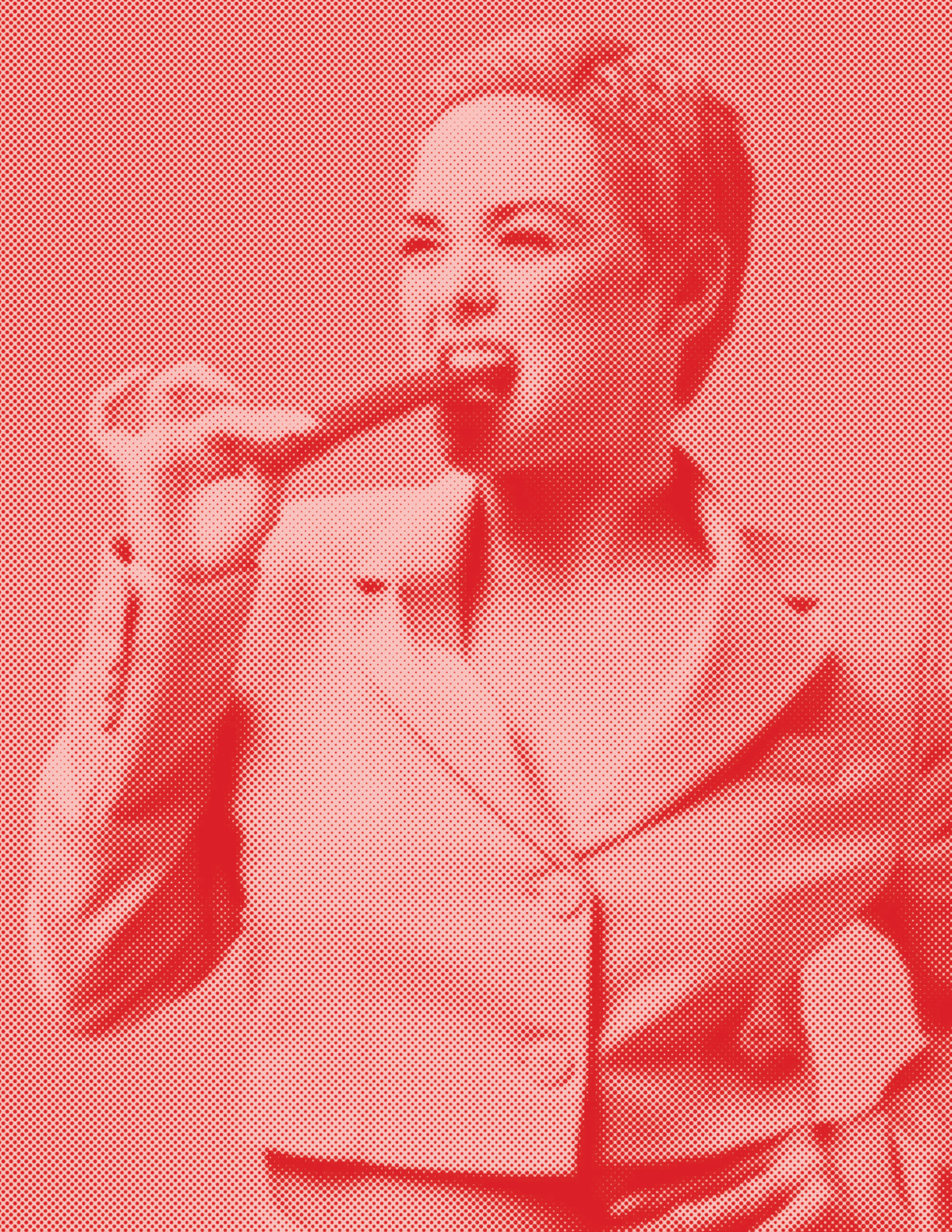
BRAND PERSONALITY

LOGO MARKS

TYPOGRAPHY

COLOR PALETTE

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¹*brand
personality*

cycle

/ˈsīk(ə)l/

noun

1. the menstrual cycle.
2. breaking the cycles of period stigma, period poverty, and poor menstrual healthcare.

EMPOWERING

Periods are already painful, and the stigma surrounding them certainly doesn't help. We take pride in inspiring people to confidently take ownership over themselves and their bodies.

UNAPOLOGETIC

We believe you should never have to apologize for normal, natural, and healthy body processes. Cycle encourages open, honest, and unabashed dialogue surrounding menstruation. Trust us, you have nothing to be ashamed of. Period.

BOLD

From our bright, vibrant colors to our expressive, eye-catching typography, Cycle makes a statement. We thrive by pushing boundaries and providing a creative product and unique brand.

SUPPORTIVE

In addition to fostering a kind, caring, and uplifting customer base and community, philanthropy and activism are at the heart of what we do. Cycle is deeply dedicated to providing and advocating for menstrual hygiene products and education for low-income individuals.

INCLUSIVE

We are an ever-evolving brand with an intersectional perspective. We proudly support the LGBTQ+ community, and recognize that not all women menstruate, and not all people that menstruate are women. It is crucial that we use gender-inclusive language throughout all facets of our brand.



²*logo marks*

ISOLATION AREA



MINIMUM SIZE FOR PRINT

cycle
PMS CHOCOLATE

1.5 IN

MINIMUM SIZE FOR DIGITAL

cycle
PMS CHOCOLATE

100 PX

primary mark

This **wordmark** is the primary identity for Cycle: PMS Chocolate. It unifies the brand across all products and platforms. The typeface of “Cycle” is sleek, contemporary, and minimalist. Conceptually, the broad and thin strokes of the characters represent the fluctuating heaviness or lightness of a menstrual flow. Additionally, the ball terminals found on the “c” and “y” characters closely resemble the shape of a drop of blood.

In most instances, the mark should be surrounded by an **isolation area** greater than or equal to the width of the “l” in “Cycle.” However, there are instances where the mark may overlap elements or be cropped. See the following page for logo usage.

To ensure legibility, the mark should not be produced in widths smaller than **1.5 inches for print assets** or **100 pixels for digital assets**.

Please exercise care when using our logo. **DO NOT** modify or change logo elements such as spacing, outside colors, proportions, typefaces, etc. without permission. Reference the following spread for any questions regarding usage and application of our mark.

DO

cycle
PMS CHOCOLATE

SCALE THE LOGO PROPORTIONALLY



MAINTAIN THE ISOLATION AREA

cycle
PMS CHOCOLATE

ENSURE THE LOGO MEETS THE
MINIMUM SIZE REQUIREMENTS

cycle
PMS CHOCOLATE

USE SECONDARY COLORS
WHEN APPLICABLE

DON'T

cycle
PMS CHOCOLATE

STRETCH OR SKEW THE LOGO

cycle
PMS CHOCOLATE

ADD DROP SHADOWS

cycle
PMS CHOCOLATE

OUTLINE THE LOGO

cycle
PMS CHOCOLATE

CHANGE THE COLOR OF "CYCLE"
(UNLESS INVERTED) OR USE COLORS
OUTSIDE OF THE BRAND PALETTE



black & white marks

These marks can be used when printing is limited to one color or a logo is needed for a non-conventional format. This can include, but is not limited to, laser engravings, embroidery, 3D printing, textile printing, and more. Also, monochromatic logos may be requested for partnerships and collaborations.



inverted mark

The reverse logo can be used on a textured, photographic, or block colored background. The occasional use of this mark can provide variety, contrast, and impact.



social media icons

These simplistic icons can be used as a profile photo across various social media platforms, such as Instagram, Twitter, Facebook, YouTube, and TikTok. This is the only time that the Cycle lettermark can be used.



³*typography*

abcdefghijklmnopqrstuvwxyz
1234567890

ambroise std extrabold italic

CYCLE	CYCLE	CYCLE	
CYCLE	CYCLE	CYCLE	
CYCLE	CYCLE	CYCLE	
CYCLE	CYCLE	CYCLE	
CYCLE	CYCLE	CYCLE	CYCLE
CYCLE	CYCLE	CYCLE	CYCLE
CYCLE	CYCLE	CYCLE	CYCLE
CYCLE	CYCLE	CYCLE	CYCLE
SERIES A+B	SERIES C+D	SERIES E+F	SERIES G

KNOCKOUT

primary display typefaces

Ambroise STD ExtraBold Italic should be used in all lowercase as the primary display typeface for headlines and subheads. Aforementioned, its highly contrasting thick and thin strokes evoke the varying lightness and heaviness of a menstrual flow. In addition, the shape of its ball terminals are reminiscent of drops of blood.

It should be used in combination and contrast with **Knockout**, which comes in 32 varying weights. As a headline and subhead, it should be used in all uppercase. Feel free to mix and match them, especially for large headers. Its sheer volume of weights and variations is indicative of our commitment to inclusivity, as well as our bold attitude and unapologetic values.

DO	DON'T
<i>set ambroise std in all lowercase</i>	<i>Use Capitalization For This Typeface, EVER</i>
<i>only use the extrabold italic version of ambroise std</i>	<i>use any other weights or postures of ambroise std</i>
SET KNOCKOUT IN ALL UPPERCASE	use lowercase in this typeface for headlines & subheads
MIX & MATCH WEIGHTS OF KNOCKOUT	MIX TOO MANY WEIGHTS THAT IT BECOMES HARD TO READ
<i>use even, smooth LETTERSPACING</i>	<i>make type TOO LOOSE, TOOTIGHT, OR U NEVEN</i>
<i>scale all type PROPORTIONALLY</i>	<i>stretch type VERTICALLY OR HORIZONTALLY</i>

28 Junior Featherweight	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()[]\{};:./<>?
51 Regular Middleweight	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()[]\{};:./<>?
31 Junior Middleweight	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()[]\{};:./<>?

Knockout

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()[]\{};:./<>?
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()[]\{};:./<>?
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()[]\{};:./<>?
<i>Light Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()[]\{};:./<>?
<i>Regular Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()[]\{};:./<>?
Bold Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()[]\{};:./<>?

Alda OT CEV

*statistics,
subheads,
bullet points,
short body copy*

*descriptions,
long body copy*

secondary subhead & body typefaces

These weights of **Knockout** can be used for subheads and short body copy. In general, *28Junior Featherweight* can be used for short statistics and blurbs. *51 Regular Middleweight* makes for a successful subhead, followed by short body copy or bullet points in *31Junior Middleweight*. However, these are not the only weights of Knockout that can be used for subheads and body copy. Feel free to mix and match and experiment with other variations and combinations.

Longer body copy should be set in **Alda OT CEV** *Light* or *Regular*. Short descriptions or romance copy—as seen on the primary display panel of our chocolate bars—can also be set in *Light Italic* or *Regular Italic*. *Bold* and *Bold Italic* can be used for emphasis throughout any type of copy.

In general, **Alda OT CEV** is our primary typeface for all body copy, with **Knockout** or **Ambroise STD ExtraBold Italic** as the contrasting subheads.

BOLD
MANIPULATED
TYPE

MOOD

SWINGS

& MUNCHIES

VIBRANT
SECONDARY
COLOR

MUTED
SECONDARY
COLOR/MIDTONE

PLAIN, THIN
TYPEFACE

ACNE
& YOUR
APPETITE

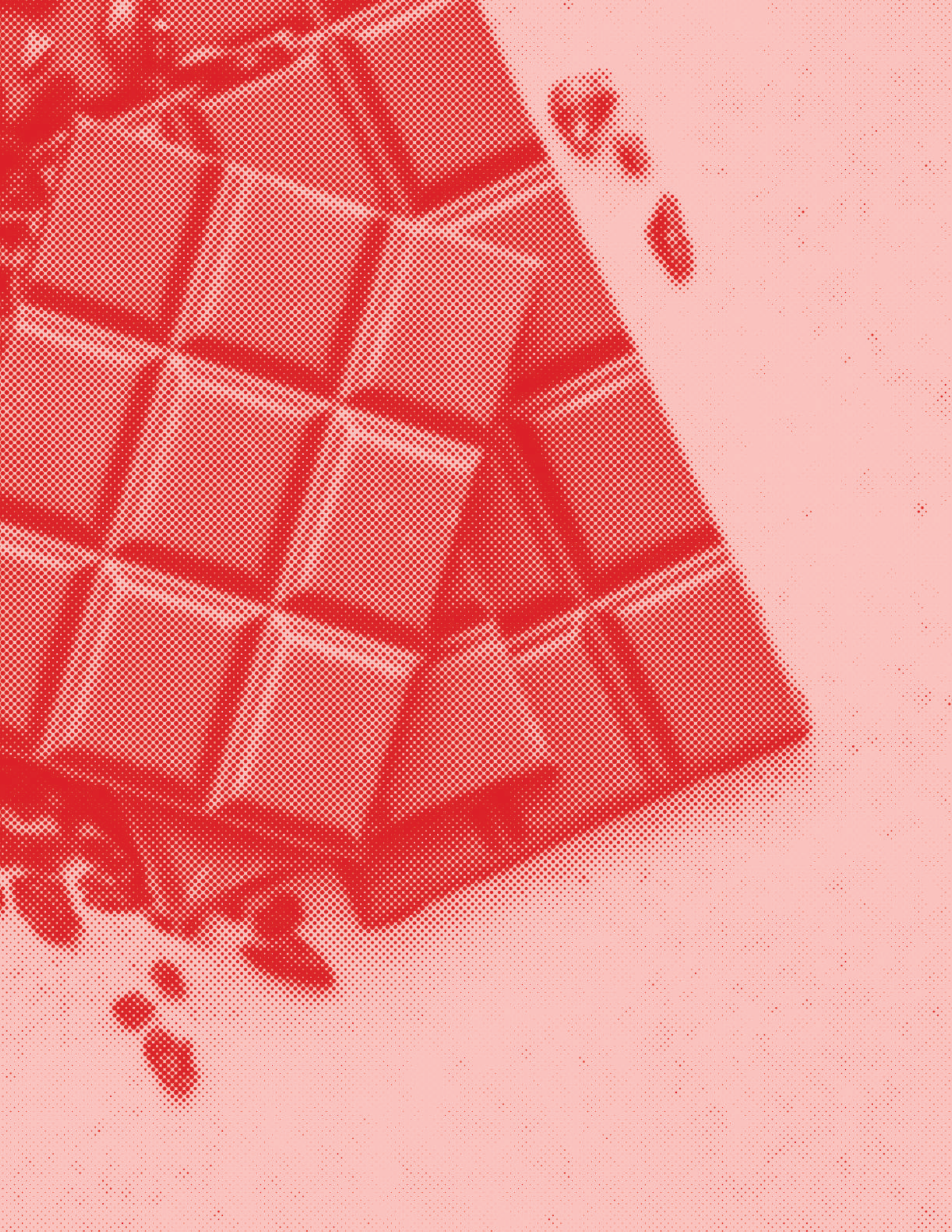
ABAMBA
CRAMPS
CRAMPS
& CRAVINGS

manipulated & expressive type

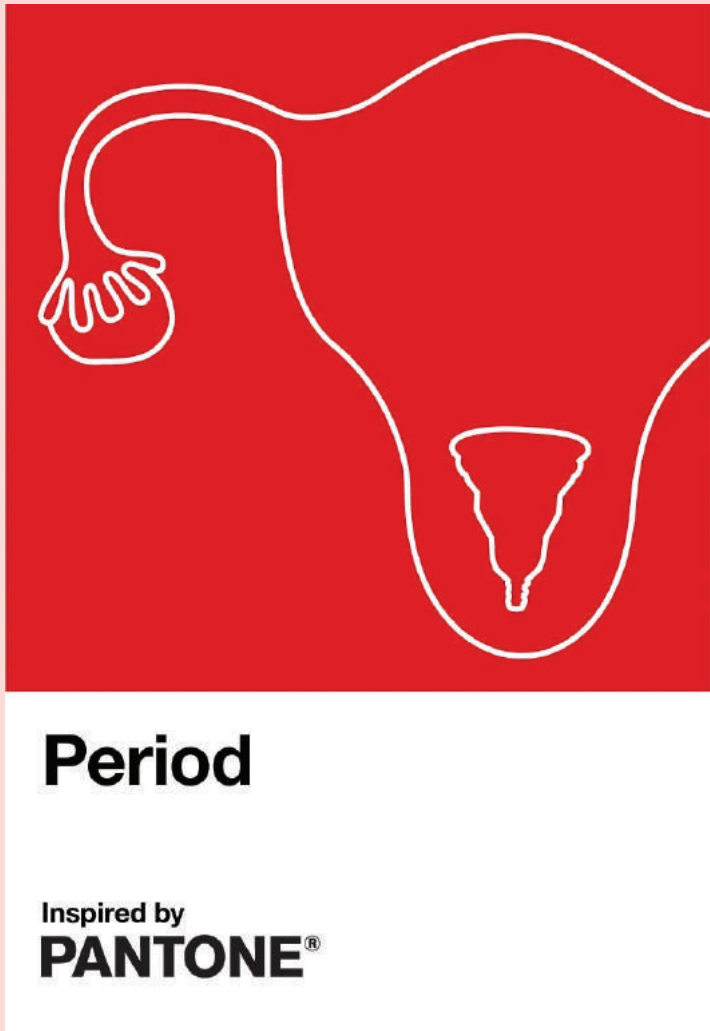
Manipulated typography is one of the cornerstones of the Cycle brand identity and package design that allows us to be unique and stand out from our competitors. We digitally alter type to further our conceptual goals by **evoking certain feelings, emotions, or sensations** commonly associated with periods. This gives customers an instinctive, relatable, and emotional connection to our product and brand.

While we strive for creative typographic solutions, it is crucial to retain the **legibility and readability** of the type once it has been manipulated. Typically, simplicity is key; the finished typography should feel natural, easily understood, and effortless in both design and concept. While type *can* be stretched as necessary in this context, the overall proportions of the characters should be retained as much as possible.

In addition, clear **type hierarchy** is crucial for properly communicating messages and maintaining well-balanced design. For this style of type treatment, the manipulated typography is the most important and should have the most weight. For contrast and deemphasis, the supporting typography should be more small, thin, and muted than its counterpart. To unify all of these elements, only **Knockout** can be used for manipulated type and all portions of the type treatment must have tight tracking and kerning.



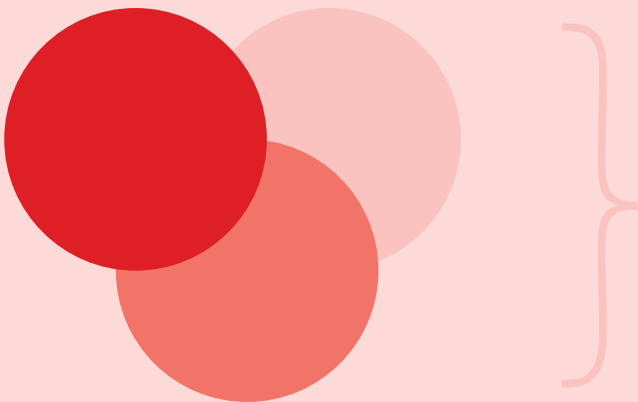
⁴*color palette*



Pantone’s Period Red is the foundation of the Cycle logo, brand, and color palette.

According to the Pantone Color Institute, this “active and adventurous red hue” is intended to “[match] the color of a healthy menstrual flow . . . [and embolden] people who menstruate to feel proud of who they are. To own their period with self-assurance; to stand up and passionately celebrate the exciting and powerful life force they are born with; to urge everyone regardless of gender to feel comfortable to talk spontaneously and openly about this pure and natural bodily function.”

#D92027
RGB | 217, 32, 39
CMYK | 9, 100, 99, 1



primary color palette

This triad serves as the basis for Cycle’s overall branding across all products and media. Red is our hero color; it is used for contrast and emphasis with the pink tones in supporting roles. Start with these pink hues before adding or experimenting with other tints and shades.



#F37569
RGB | 243, 117, 105
CMYK | 0, 68, 54, 0

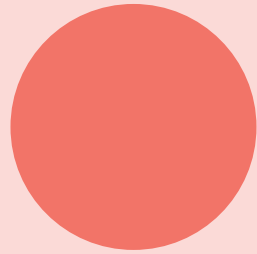


#FAC3BF
RGB | 250, 195, 191
CMYK | 0, 28, 16, 0

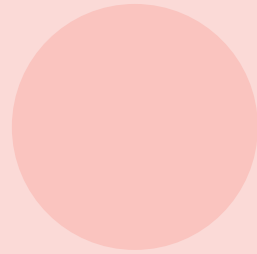




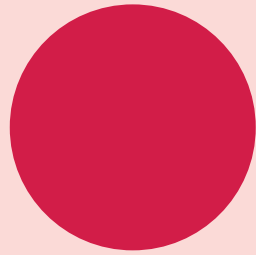
#F0593D
RGB | 240, 89, 61
CMYK | 0, 80, 82, 0



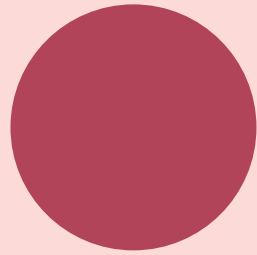
#F37569
RGB | 243, 117, 105
CMYK | 0, 68, 54, 0



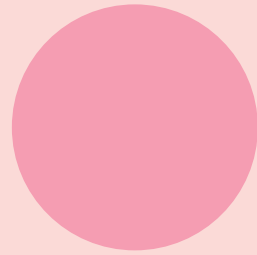
#FAC4BF
RGB | 250, 196, 191
CMYK | 0, 28, 16, 0



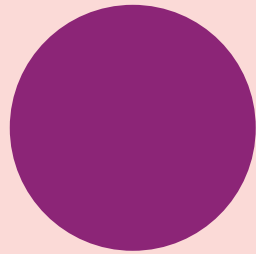
#D11E48
RGB | 209, 30, 72
CMYK | 12, 100, 69, 2



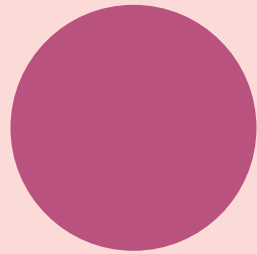
#B24559
RGB | 178, 69, 89
CMYK | 25, 85, 55, 8



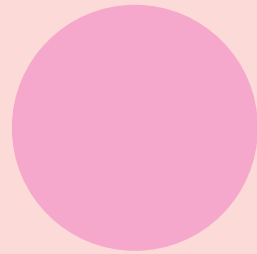
#F59DB3
RGB | 245, 157, 179
CMYK | 0, 48, 10, 0



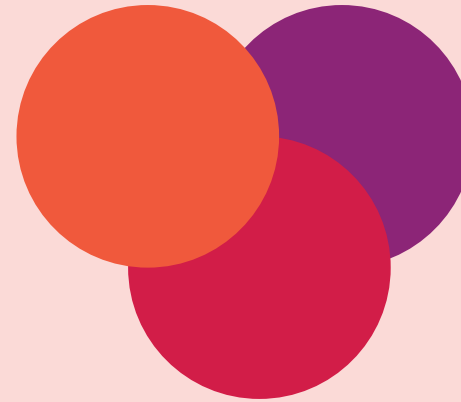
#8B2577
RGB | 139, 37, 119
CMYK | 51, 100, 19, 4



#B8527D
RGB | 184, 82, 125
CMYK | 28, 82, 29, 1



#F6A9CB
RGB | 246, 169, 203
CMYK | 0, 42, 0, 0



secondary color palette

These hues and their corresponding tints and shades are primarily used in the package design of our three chocolate bars. They are intended to compliment highlight the Period Red hue of our overall brand. While these colors can be used elsewhere, use them sparingly and only with their corresponding bar or product in a monochromatic scheme.



primary color treatment

This is our main logo treatment, which uses the midtone found on our “Mood Swing & Munchies” bar. This color combination should be used on all materials that are not product-specific.



secondary color treatment

On their corresponding products, these logo treatments are used. They were created with the midtones of each chocolate bar color palette. The first color treatment is found on our “Acne & Your Appetite” bar, and the second is found on our “Cramps & Cravings” bar. Color variations like these should only be used on products, and they must use the midtone of the product’s secondary color palette. While the color of “PMS Chocolate” can vary, “Cycle” must always stay our shade of red.





5 *illustration
style*



illustration style

Illustrations are used sparingly in Cycle's branding and employ a simple, minimalist style and approach. These simplistic and easily recognizable icons consist of **rounded monostroke lines** and do not have any shading. These icons are placed within circles to evoke a stamp-like feel. The icon must fill the majority of the circle while leaving some breathing room closer to the edges. It is crucial that the circle outline and linework of the icon are the same color and same width. However, they can be any primary or secondary color from our palette. Avoid too many overlapping elements and too much detail. Illustrations should always be 2D.

usage & application

Our icons are most importantly and most frequently used on the back of our chocolate bars to highlight and describe our key ingredients. These icons can be seen on the page prior. Each icon outline and circle outline correspond to the color scheme of their respective bar. In addition, the solid fill of the icons are white, while the solid fill of the circle is the lightest pink in our primary color palette.

In other instances, our illustration style can be used occasionally in email, site, mobile, and social media for evergreen branded topics. It is important to note that our icons are meant to support and take a back seat to our main branding and expressive typographic style .



cycle
PMS CHOCOLATE

Manufactured by Cycle Chocolate Company, San Francisco, CA 94102
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