

# Freedom Needs Fighters



Unchain.org

# Contents

Grounding Insight 3. Our Mission 4. Who We Are 5. Brand Expression 11. Voice & Tone 24.  
Design 29. Partnerships 43. Brand on a Page 50. Our Target Audience 52. Join the Fight 55.

# The Invisible Crisis

Global. Insidious. Organized. Modern-day slavery is one of the greatest humanitarian crises of our time. It is a \$150 billion criminal enterprise, trapping more than 40 million people worldwide in a nightmare of sex trafficking, debt labor, debt bondage, child marriage, and other forms of servitude. Modern-day slavery is all around us—we just didn't know how to see it. Until now.

Our mission is to enlighten the world to the truth of modern-day slavery and inspire us all to break its invisible chains.

We are the movement  
to end modern-day slavery.

We recruit by  
revealing the truth.

We fight by inspiring  
the world to fight with us.

Through the efforts of many,  
we pursue one unified goal:

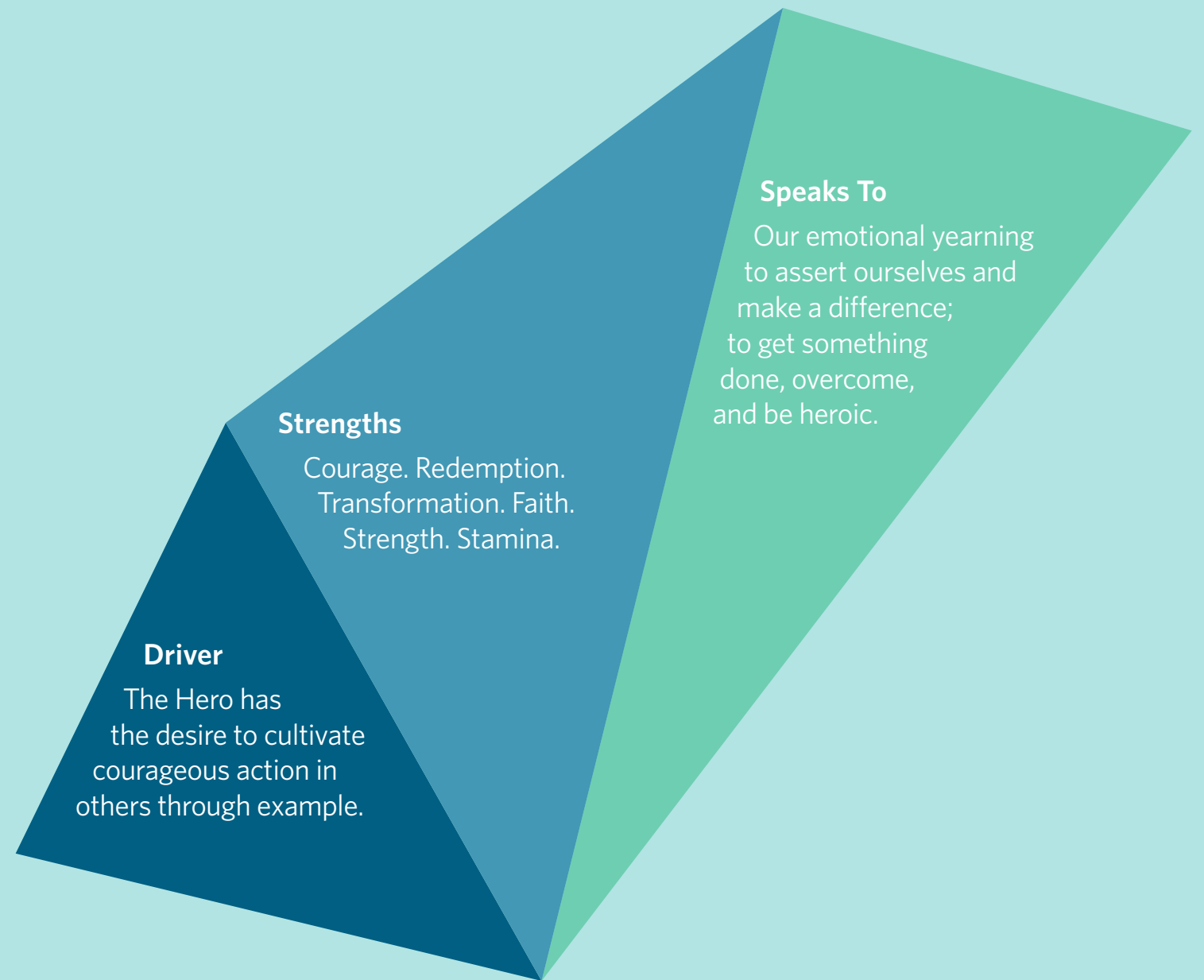
Freedom for all.

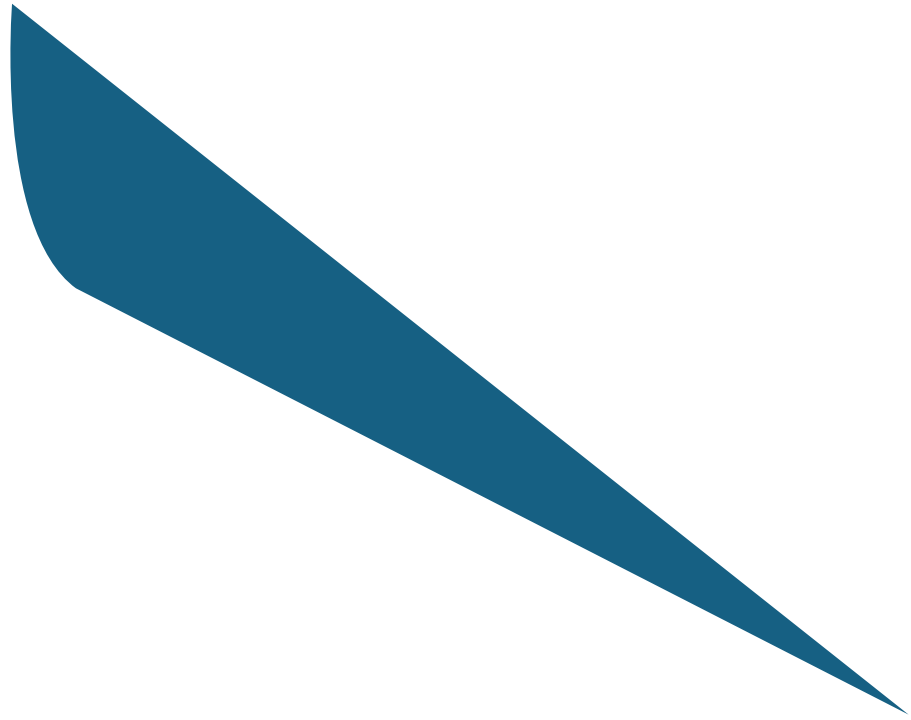
We are Unchain.

Brand Expression

# The Hero

The Hero is our brand archetype—it is the embodiment of our brand purpose. The Hero acts to redeem society in the face of overwhelming odds, performing extraordinary feats of strength and courage for the sake of the greater good. The Hero is the archetype in our collective unconscious, possessing traits that resonate with every human being.

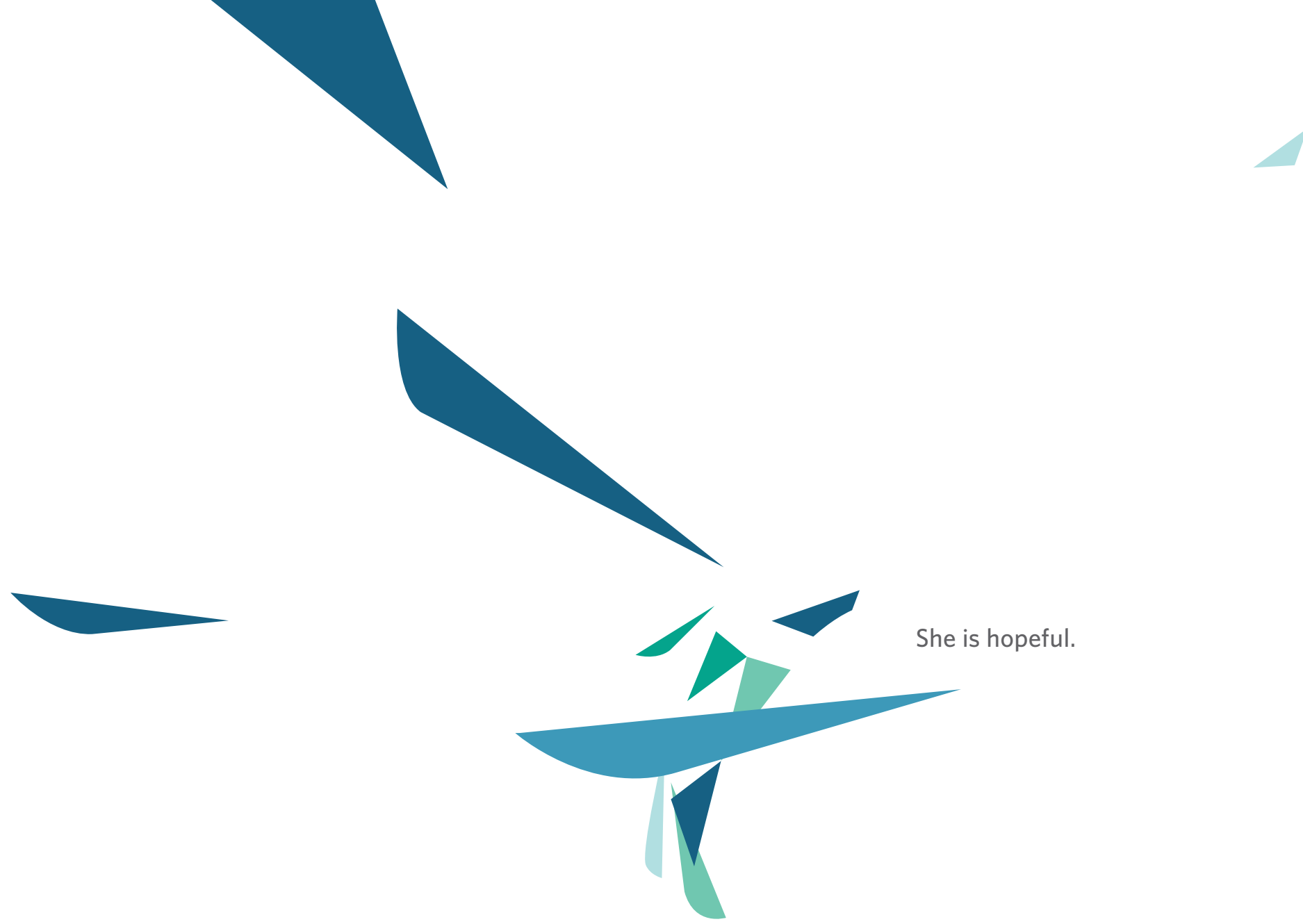




Unchain is represented by a single icon.



She is beautiful.



She is hopeful.





And like our movement,



she is greater than the sum of her parts.

Because her strength is seen  
within every survivor.





# Though she be but little, she is fierce

A symbol of freedom across time and cultures, our hummingbird emblem embodies the spirit of the survivor. She is hopeful. She is beautiful. She is a fighter. On the inside, she is caged—the angular chain-link pattern represents the invisible bonds of modern-day slavery. On the outside, her softly curved silhouette provides a deceptive disguise—she is hidden in plain sight. But she is not defined by her captivity. Her vibrant colors, piercing gaze, and uplifted wings exude a relentless energy and optimism. She is vital. She is irrepressible. She is the face of the survivor.



# Why the Hummingbird

She pollinates, spreading beauty, joy, and life.



Her small size allows her to hide in plain sight.

She is a symbol of hope, courage, renewal, and freedom.

When captive, her playful nature, energy, and vibrant color become depressed, lethargic, and dull.

In our outward communication,  
we always illuminate the truth of  
modern-day slavery and inspire  
people to rise with us against it.

Our brand drives awareness and  
empowers action on a global scale  
while maintaining the hopefulness  
that defines us.

Voice & Tone

# We Are

## **Bold & Unforgettable**

When we talk, people pay attention. Our voice is strong and our promises are solid.

## **Vibrant & Relatable**

We don't lecture people. We speak to people the way they speak and use a vibrant, energetic tone to make our message authentic.

## **Positive & Inviting**

Our voice and tone are positive. We don't accuse or shame people into action—we make them feel welcome to our cause.

# We Are Not

## **Excluding or Sad**

Our fight is for everyone. We don't speak to the "chosen few." And when we do speak, we create hope, not sadness.

## **Abrupt or Aggressive**

We don't use scare tactics. We don't point fingers. We don't scream for change.

## **Bubbly or Lighthearted**

Our message is uplifting, but we never forget the gravity of the problem. Our voice reflects our respect for the seriousness of modern-day slavery.

# Freedom Needs Fighters

The campaign for freedom doesn't need sympathizers, spectators, or well-wishers.

It needs fighters.

Our simple rally cry is designed to put a point on every message we send and to stir a need to act in every person that hears it.

# Modern-Day Slavery

To most people, SLAVERY is a problem of the past or something happening on the other side of the world.

Unchain uses the term MODERN-DAY SLAVERY to let people know that we're talking about a contemporary issue that's happening right here, right now.

# Survivors, Heroes, People

Those who have been affected by modern-day slavery have endured more brutality than most of us can imagine. Their stories are strong, inspirational, and empowering. That's why Unchain never uses words like VICTIMS or SLAVES. We use SURVIVORS, HEROES, or simply PEOPLE.

# There is no “Them”

Modern-day slavery is a dehumanizing experience, but it doesn't make the strong men, women, and children who live through it any less human. Whether you have experienced modern-day slavery firsthand or are learning about it for the first time, we fight united. We are one. That's why Unchain takes special care to avoid “Us vs. Them” language.

## **We DON'T Say:**

They need our help.

We can save them from  
modern-day slavery.

## **We DO Say:**

Join the fight to free us all from  
modern-day slavery.

Together, we can create a world  
free from modern-day slavery.

Design

Our Emblem



Outline Version

Our emblem’s one-color, cage-like design can be used with simple, one-color communications or with delicate designs, such as etching or jewelry.



One-Color Version

She can be used with one solid color when she’s presented smaller than her fractal design allows.



Full-Color Version

Her natural and recommended state is full of vibrant color and detail.





Full-color horizontal and vertical.



Full-color solid emblem horizontal and vertical.



One-color positive horizontal and vertical.



One-color negative horizontal and vertical.



### Two Birds, One Layout

If our emblem is featured in full color on a design, the one-color emblem should be used with the logo.



#### Clear Space

Clear space around the logo should be the height of the wing tip to the top of the head.



PMS 7707 C  
100|13|10|41  
000|095|131  
#005F83

PMS 2391 C  
72|09|09|13  
066|152|181  
#4298B5

PMS 7457 C  
23|04|10|00  
177|228|227  
#B1E4E3

PMS 7464 C  
50|00|31|00  
110|206|178  
#6ECEB2

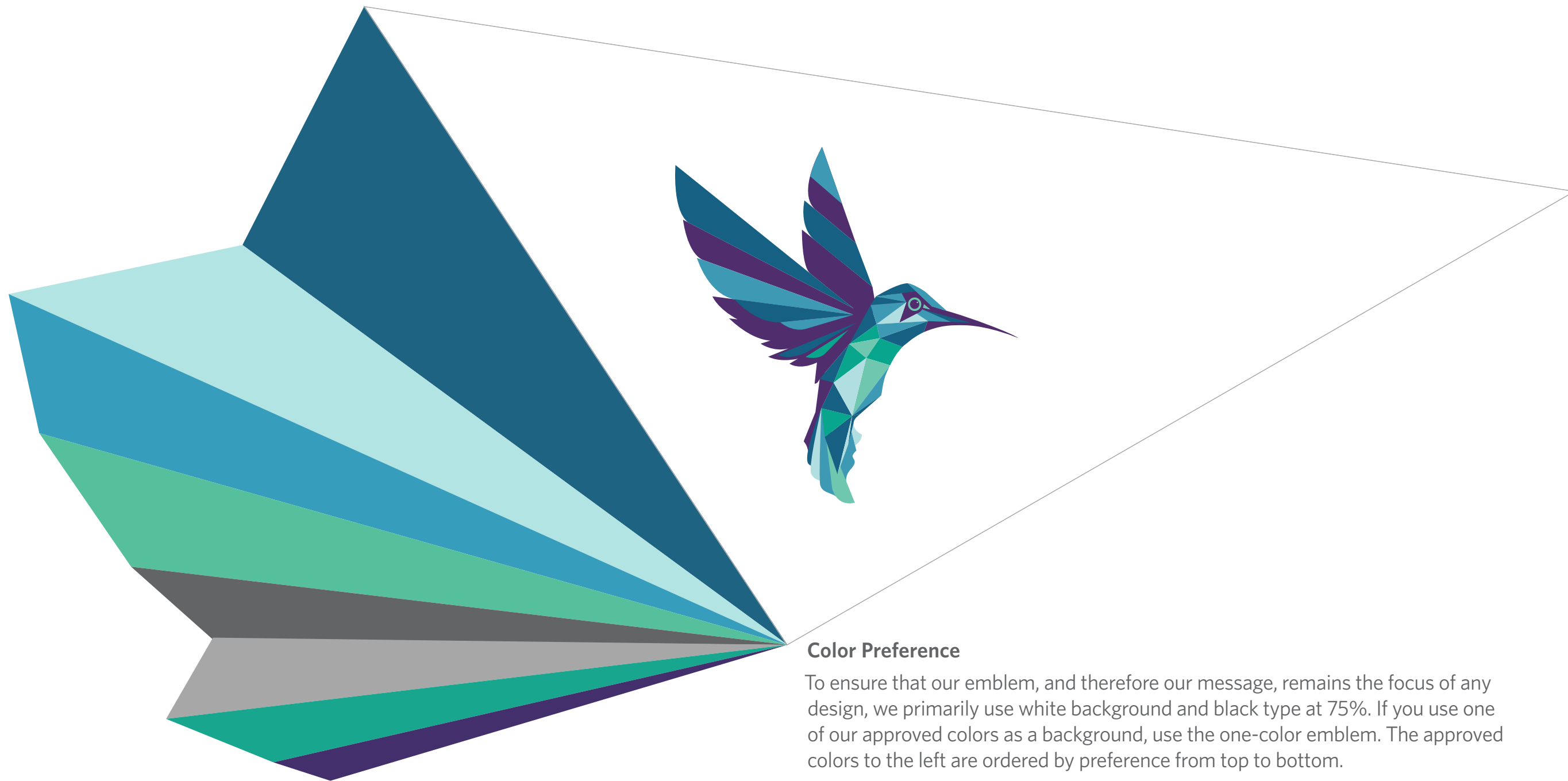
PMS 2241 C  
69|00|54|07  
80|165|141  
#08A58D

PMS 2617 C  
80|98|05|27  
081|045|109  
#512D66

PMS Cool Gray 11  
00|00|00|75  
099|100|102  
#636466

PMS Cool Gray 6  
00|00|00|40  
167|167|167  
#a7a7a7

00|00|00|00



### Color Preference

To ensure that our emblem, and therefore our message, remains the focus of any design, we primarily use white background and black type at 75%. If you use one of our approved colors as a background, use the one-color emblem. The approved colors to the left are ordered by preference from top to bottom.

# Whitney Book Whitney Medium **Whitney Semibold**

## Font & Typesetting

Headlines are set in Whitney Medium -5% leading, optical kerning, -30 tracking, sentence case. Copy is set in Whitney Book, x 1.2% leading, metrics kerning, -15 tracking, sentence case.

### Animation

Our emblem is more than a hummingbird. When animated, its many fractals represent freedom fighters from around the world joining together to end modern-day slavery and the suffering it creates.





### Do Not

Our hummingbird emblem is the embodiment of our movement, and her placement is always purposeful. Her size and positioning should never be changed in relation to our wordmark. She never faces left because she always flies forward. If she is featured bigger on your design, you should use the Unchain.org wordmark by itself.

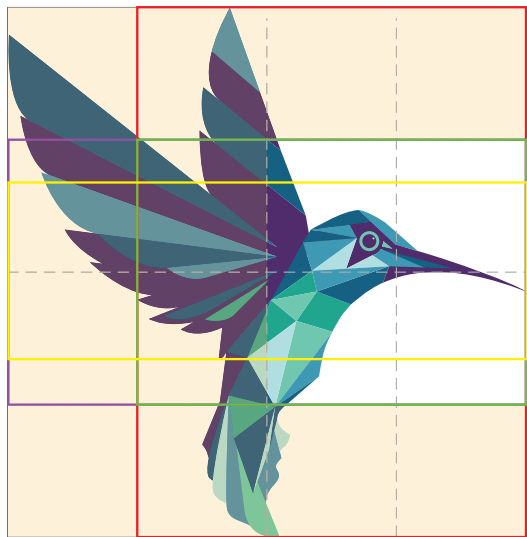
Our emblem comes in many colors and styles, all of which symbolize something different. We only use the full and one-color styles with the wordmark to keep each meaning clear. We never use the wordmark without the hummingbird.

The silhouette in the logo should never be added to our emblem or shown on its own.



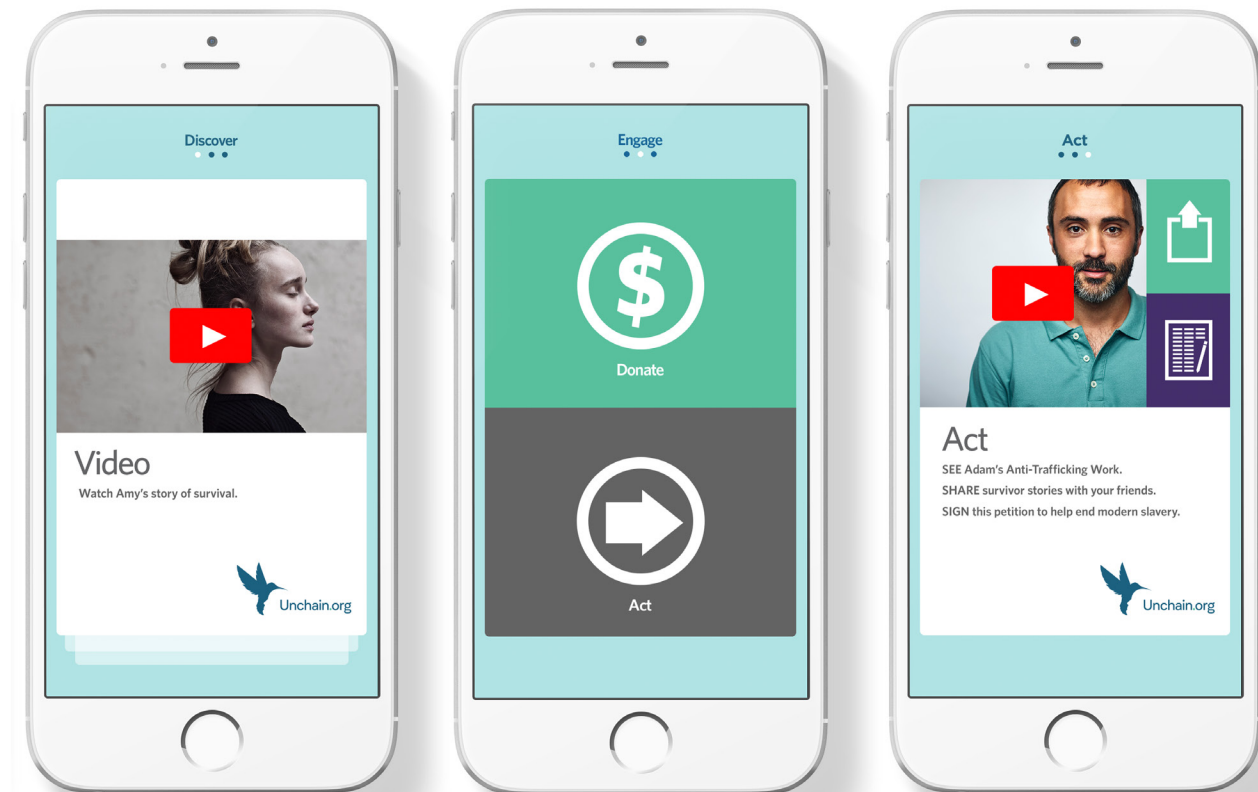
### Do Not

When our hummingbird is shown by herself, her alignment, angles, and color should remain consistent.



### Cropping Our Emblem

The four crops above are the only acceptable crops of our emblem.



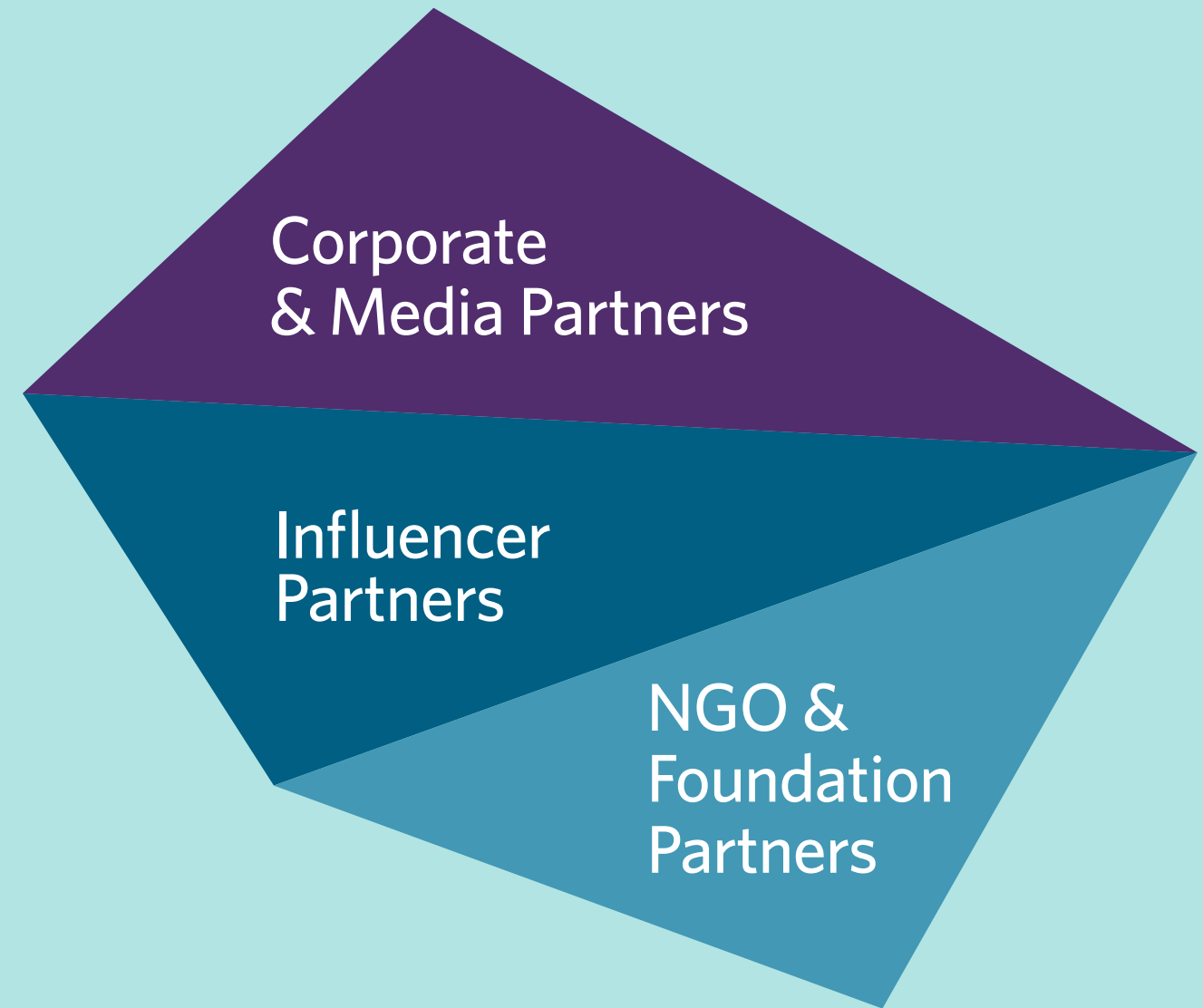
## Design Examples

Here are examples of approved ways to use our emblem within print and interactive experiences.

Partnerships

# Partnership Criteria

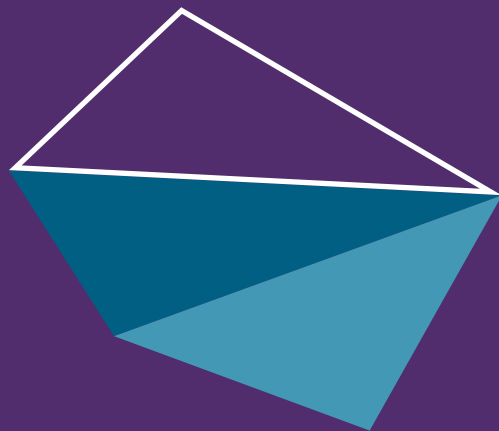
Unchain is a mission for the many—the partners we choose will mold our movement and set our path to real change. We've created a list of the qualities we value in our partners to guide us in our recruiting efforts. We designate partners into one of three groups:



# Corporate & Media Partners Criteria

## The brand/entity should:

- Resonate with the Unchain brand and campaign spirit.
- Have services or products that are relevant to the Unchain campaign.
- Have a unique audience who would potentially identify as Freedom Fighters.
- Be an active agent of change through corporate social responsibility programs.
- If supply chain-related, the brand/entity should be transparent to consumers and committed to continuous improvement.
- Are willing to be open and transparent concerning any human rights-related issues found in their business and will work to actively remediate any outstanding matters.
- Be open to amplifying the “Unchain Slavery” platform through established communication ecosystems (preferably highly active in digital and social).
- Have influencers or external partners that abide by the same standard as listed above.
- Be open to leverage assets/funding/services/marketing support during key time periods and have joint buy off by CSR and brand teams (where applicable).



# Influencer Partners Criteria

## The person/group should:

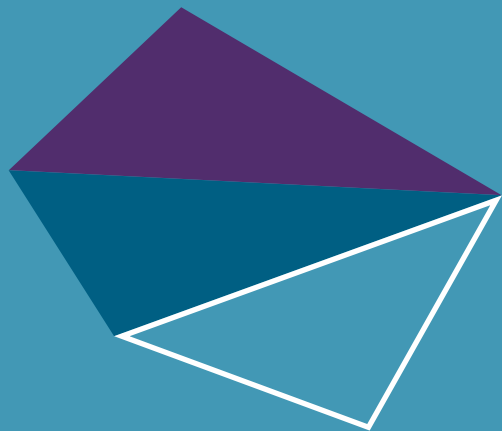
- Have a unique audience that shares the Unchain brand's beliefs and passion for action.
- Have a true interest in the issue.
- Have a unique audience/followers who would potentially identify as Freedom Fighters.
- Be open and able to promote the "Unchain Slavery" platform through established communication ecosystems (preferably highly active in digital and social).
- Must not be (or have previously been) attached to other brands or entities who have had issues in this space.



# NGO Criteria

## The NGO should:

- Resonate with the Unchain brand and campaign spirit.
- Have a focus on issues that are relevant to the Unchain campaign.
- Be an active agent of change through education and awareness in their content.
- Be open to promoting the “Unchain Slavery” platform through established communication ecosystems (preferably in digital and social media).
- Hold all external partners and influencers to the same standards as listed above.
- Be open to providing content to be featured on the Unchain platform.



# Foundation Criteria

## The Foundation should:

- Have a true interest in the issue.
- Resonate with the Unchain brand and campaign spirit.
- Be willing to be an active agent of change through philanthropic endeavors.
- Be open to amplifying the Unchain modern-day slavery platform through established ecosystems (preferably highly active in digital and social media).
- Must not be (or have previously been) attached to other campaigns or philanthropic endeavors that would be inconsistent with the values and goals of the Unchain campaign.
- Be willing to provide ongoing financial support to the campaign, to NGOs working in this space and to educational programs that address relevant issues of the campaign through direct funding or grants.
- Have outstanding public relations support that can contribute to raising campaign awareness.
- Be willing to provide Foundation representatives to speak on the issue and attend media or educational events.
- Be open to leverage assets/services/marketing support during key time periods to support the Unchain campaign.
- Hold all external partners and influencers to the same standards as listed above.
- Be open to providing content to be featured on the Unchain platform.
- Have a focus on issues that are relevant to the Unchain campaign.
- Be an active agent of change through its investment/grant-making activities, educational initiatives, and outreach to the community.





## Symbols of Solidarity

We share our hummingbird emblem with partners who share our vision for a world without modern-day slavery. Our emblem, in turn, takes on our partners' colors to welcome them to the movement.

Brand on a Page

**Consumer Insight**

Slavery is one of the greatest human challenges of our time, yet too few people know about it. And when they do, they certainly don't know what to do about it.

**Who We Are Talking To**

Generation Break are digitally savvy and socially conscious millennials who want to break with inaction. They have a desire to contribute both locally and globally to see how their efforts can make the world a better place.

**Brand Promise**

To create a community of Freedom Fighters acting to break the chains of modern-day slavery in all its forms through awareness and action.

**Brand Values**

- Freedom
- Commitment
- Optimism
- Strength and Courage

**Emotional Benefit**

Putting a face on a faceless cause. Feeling you're a part of a community of people and brands fighting to make the world a better place.

**Functional Benefit**

Grounded in real world impact. Makes it easy to learn, share, donate, volunteer, support, advocate, and collaborate.



Unchain.org

**What It Is**

Brands and partners who are doing their best right now. Real world solutions that have an impact on real people.

**What It Isn't**

A promise of perfect solutions

Negative/dark

Focused on the horror of modern-day slavery without solutions or hope.

**Where and How**

The Unchain brand shows up with credible brands, corporations, and influencers—always delivering content, education, and action within a digital ecosystem linked to the physical world.

**Reasons to Believe**

- High impact media
- Brand and corporate partners
- Celebrity endorsement
- Expert content
- NGO (including UN) endorsements
- Survivors' endorsement
- Outcome stories

Our Target Audience:  
Generation <Break>

Core Demographic - Millennials Born Between 1980 and 2000



# Introducing Generation <Break>

Digitally minded and socially conscious—millennials who are ready to break with inaction. Their innate desire to see the truth makes them ideal Freedom Fighters in the battle against modern-day slavery.

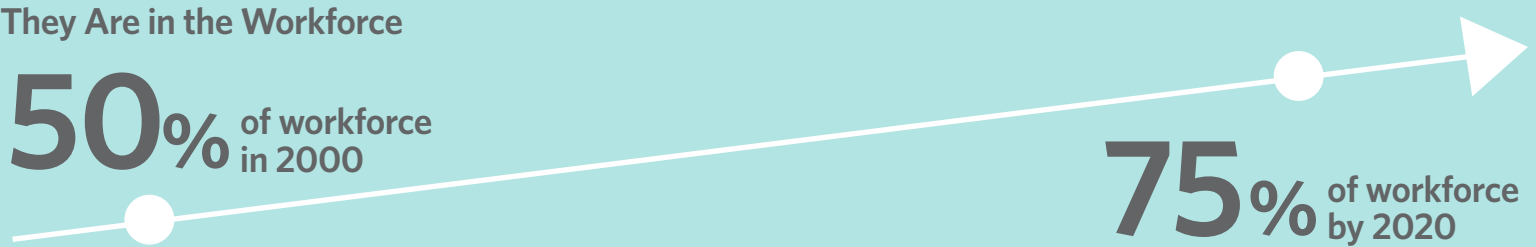
They Are the Largest Generation Yet

**80** million in the US **2.5** billion worldwide



They Are in the Workforce

**50%** of workforce in 2000



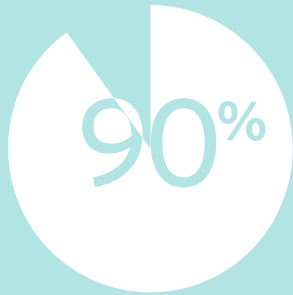
They Want to Make a Difference

- ✓ Confident
- ✓ Have High Expectations
- ✓ Achievement Oriented

They Grew Up in a Digital Age



are worried about the state of the world and feel personally responsible for making a difference.



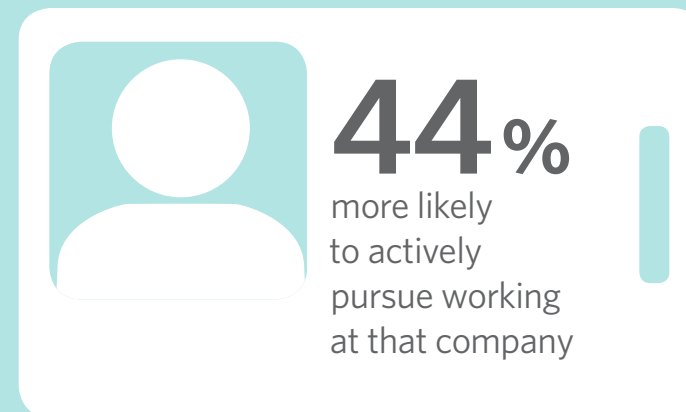
are likely to switch from one brand to another—even when price and quality are equal—if the second supports a cause.



have purchased a product that supports a cause.

# Millennials <3 Socially Responsible Companies

After learning that a company is socially responsible, millennials are:



Join the Fight

You have the tools and know the story.  
It's time to join the fight.

Because Freedom Needs:

Activists / Influencers / Brands / NGOs / Students /  
Teachers / Philanthropists / Governments /  
Communities / Likes / Shares / Commitment /  
Expertise / Passion / Artists / Musicians / Writers /  
Dreamers / Doers / Thinkers / Programmers /  
Coders / Organizers / Businesses / Politicians /  
Parents / Children / Families / Individuals / Nations /  
Media / Curiosity / Creativity / Actions / Generosity /  
Spirit / Love / Joy / Compassion

Freedom Needs Fighters.

Freedom Needs You.



Unchain.org