

TRIBE

BRAND BOOK

Independent member of the United World Leaders



About

This booklet is designed to represent  **TRIBE** in all interactions with clarity, consistency, and care.

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All seed, no soil

The nonprofit sector has no startup engine because the incentives that build one don't exist

Returns

A funder can't take a share of the profit

Commission

A fundraiser can't earn a share of the raise

Equity

A funder can't own a share of the business

So we built a TRIIBE

Channeling capital

to the nonprofit

startup ecosystem



Capital flows directly to innovators. We don't take a cut.

Our infrastructure

Making next-gen nonprofit founders fundable

Mentorship

Multi-year fellowship, tools to grow: strategy, legal, software

Visibility

Digital reach, Summits, and TRIIBE Talks in front of funders

Credibility

Vetted global list of nonprofit founders under 30 to know

Featured fellows

7 years leading nonprofits on average, only just beginning



Olivia Zhang

Cancer Kids First, est. 2019
Forbes 30 Under 30,
L'Oreal Women of Worth

Largest youth cancer nonprofit in the world,
40,000 volunteers providing young cancer
patients and families with goods and services.



Gitanjali Rao

Vervient Foundation, est. 2018
Forbes 30 Under 30, First ever
TIME's Kid of the Year awardee

Hosted 700 workshops, helping 150,000
students from 55 countries discover their
passion for innovation and STEM.



Samin Bhan

Lookup, est. 2021
Cameron Impact Scholar,
Young Futures Grantee

Developed an app facilitating 11,000
hours of social interactions, curbing
social media addiction.

Our model

Sponsors fund the platform elevating the next generation

TRIIBE Talks



Intergenerational, featuring next-gen voices

TRIIBE 100



Global nonprofit founders under 30 to know

Our team

Next-gen for next-gen, all under 30 by design



Kyle Matthys
Founder & CEO



Nawaf Alshaikhmubarak
COO



James Hetherington
Board Chair



Jovan Nguyen-Tran
Associate Board Chair



Associate board
Under 30 pipeline



Laya Pothunuri
Singapore
Managing Director



Satyam Pandey
India
Managing Director



Maryam Rana
United Kingdom
Managing Director



Additional members
Across 8 departments

Our advisors

Advisory boards providing decades of expertise

Todd Jacobson

Past Head of Social Responsibility, NBA

Lara Stein

Founder, TEDx

Megahan Peterson

CIO, Family Offices Global

Paul Brook

CEO, Deep Green Capital

Japneet Kaur

Cybersecurity & Risk Management, Mphasis

Laurie Dhue

MD Family Office Group
Past anchor: CNN, NBC, Fox

Anthony Sandoval

Principal, VesperStone Capital

Cassandra Seidenfeld

CEO, Luxury Level Consultants, Actress

“Topper” Quinn

Managing Partner, Challenge Capital Advisors

Gregg Meyer

CSO and Foundation President, Steve Madden

Marc Segelnick

Managing Director, Clutch Capital MGNT

Christine Amour-Levar

Co-Founder, Investors For Climate

**+23
Additional
Advisors**

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Tone Of Voice

We uphold an authentic tone, based on our lived experiences, hopes, and aspirations.

Authentic

RESILIENT

ENERGIZED

INNOVATIVE

SUPPORTIVE

Tone Of Voice

We are resilient and grounded aiming to inspire our members, while still ensuring they don't burnout along the way.

AUTHENTIC

Resilient

ENERGIZED

INNOVATIVE

SUPPORTIVE

Tone Of Voice

We are energized and
communicate a sense of
excitement about the future.

AUTHENTIC

RESILIENT

Energized

INNOVATIVE

SUPPORTIVE

Tone Of Voice

We foster innovation and uphold
creativity in every idea we build.

AUTHENTIC

RESILIENT

ENERGIZED

Innovative

SUPPORTIVE

Tone Of Voice

We maintain a positive, supportive, and friendly tone, making complex issues feel accessible and easy to understand.

AUTHENTIC

RESILIENT

ENERGIZED

INNOVATIVE

Supportive

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The Logo

The TRIIBE logo presents a unique and distinctive visual representation, carefully crafted from the initial letter 'T' of our brand name. The logo design goes beyond the conventional

and partially abstracts this letter, transforming it into a symbol. The two "I"s are used to represent the Innovators and Investors we unite.



The Wordmark

The TRIIBE wordmark is a bold and dynamic symbol, optimized for all sizes. Balancing playful and bold, our logo speaks to our serious and casual.



The Symbol

Where useful, the T can be broken out as a standalone icon for applications like social media avatars, app icons, and graphic treatments. It should always

maintain its lockup and proportions and be treated as a bold touch of brand recognition that's never obscured or lost in a piece.



Clear Space

We want to make sure that our logo is always looking sharp. To ensure legibility and clear communication, we need to allow a certain amount of clear space surrounding the logo.

When the symbol is used on its own, it should always have ample space around it and, never being obscured by surrounding objects.



Don't Rules

Consistent logo presentation is an important part of keeping our brand identity recognizable. The following are examples that highlight a variety of improper uses of the TRIBE logo.

✗ Different typeface



✗ Resize elements



✗ Outside of the color palette



✗ Outline the logo



✗ Distort the logo



✗ Use a drop shadow



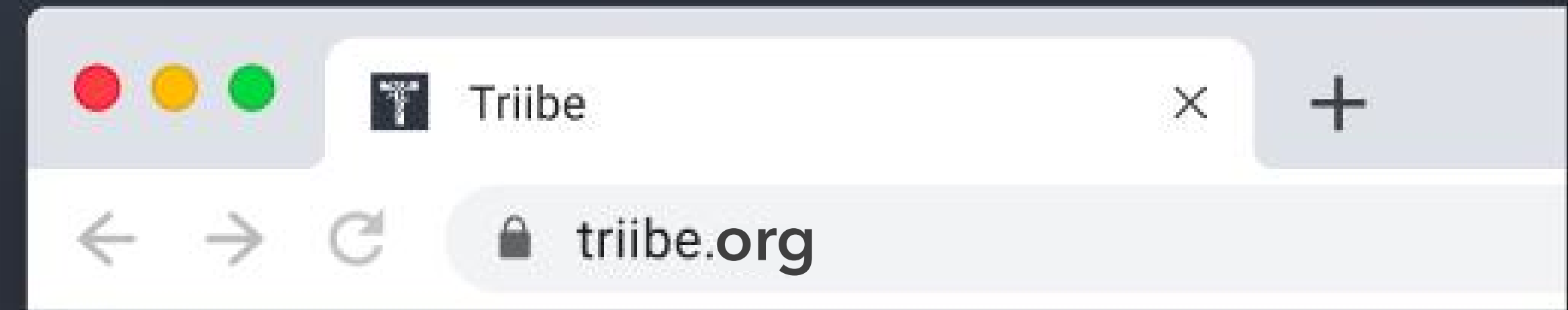
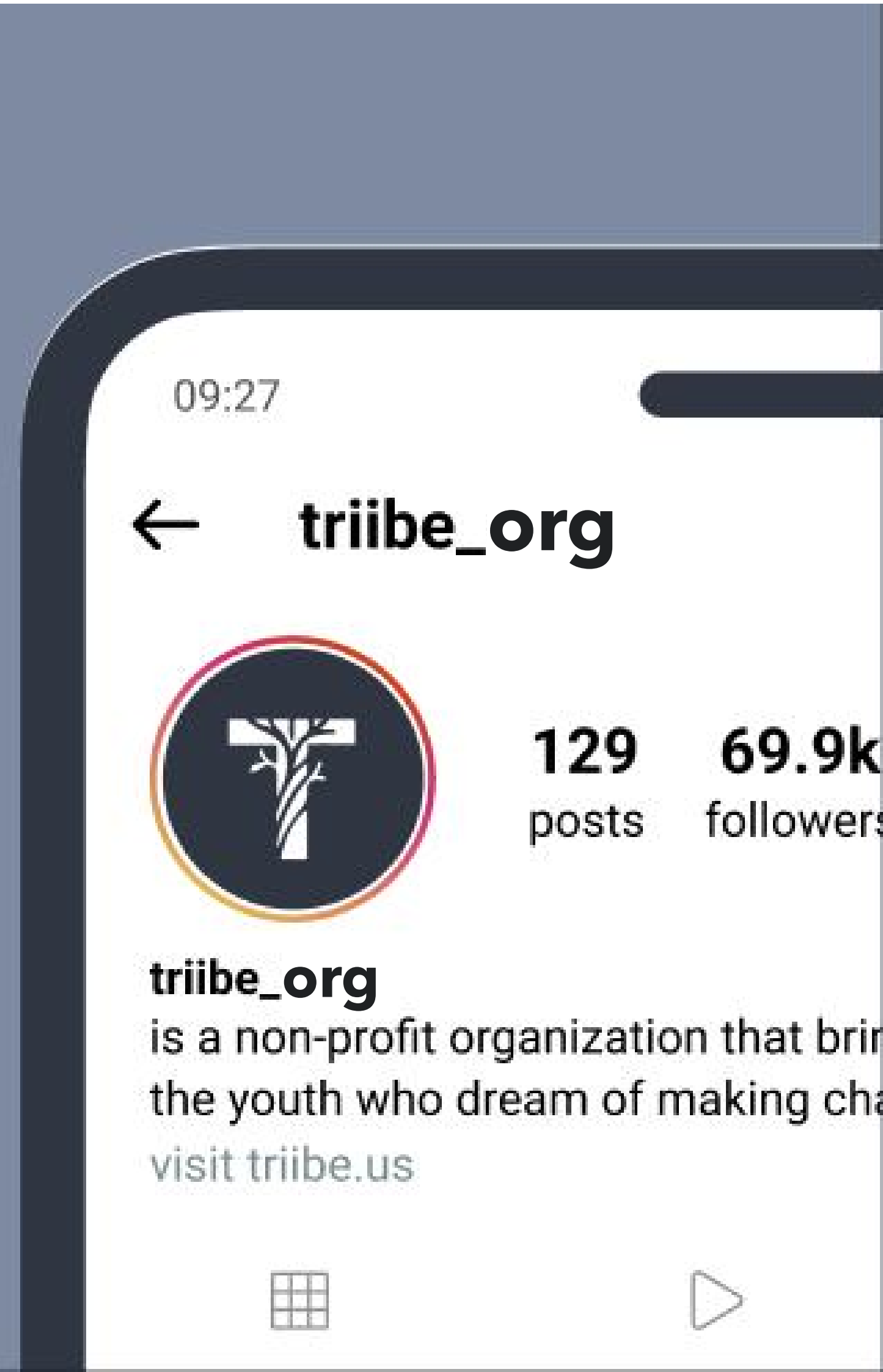
Color Usage

Always ensure there is sufficient contrast between the background color and the logo.



Smaller Use-Cases

At very small scales, utilize the T mark as a shorthand for the TRIIBE logo.



Placement Rules

On a typical layout, the TRIIBE logo mostly appears in the lower left-hand corner. In rare cases, when there is content or imagery obscuring that area, the logo may be place in the upper-left corner.

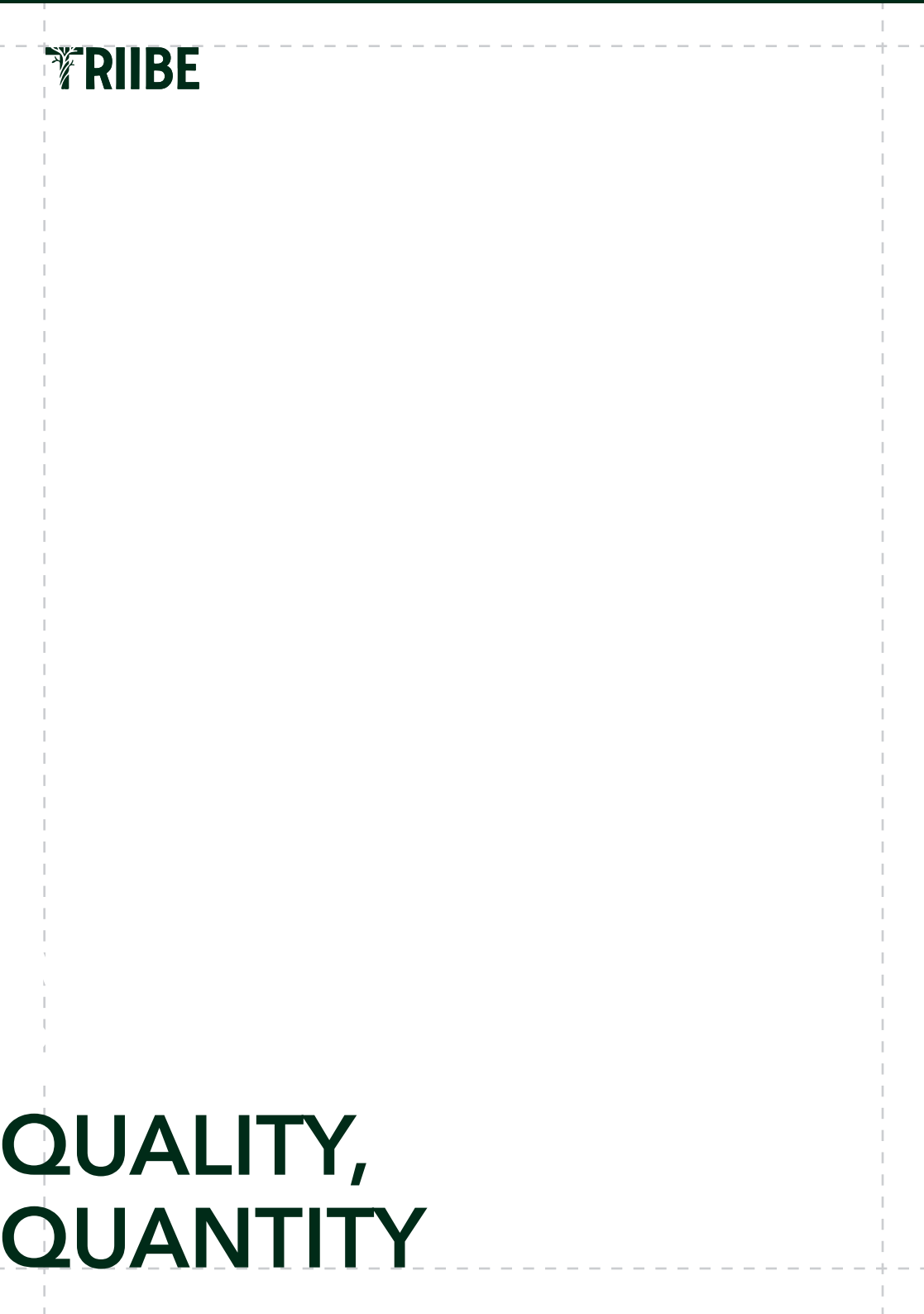
✓ Logo and type is aligned on the left hand side



✓ Logo and type is aligned on the left hand side



✗ Logo and font are not left-aligned, incorrect color pattern



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Primary Colors

The TRIBE color palette is tonal, derived from our core TRIBE FOREST GREEN. Where possible, utilize this palette for backgrounds and typography throughout brand touchpoints.

TRIBE FOREST GREEN
#000000

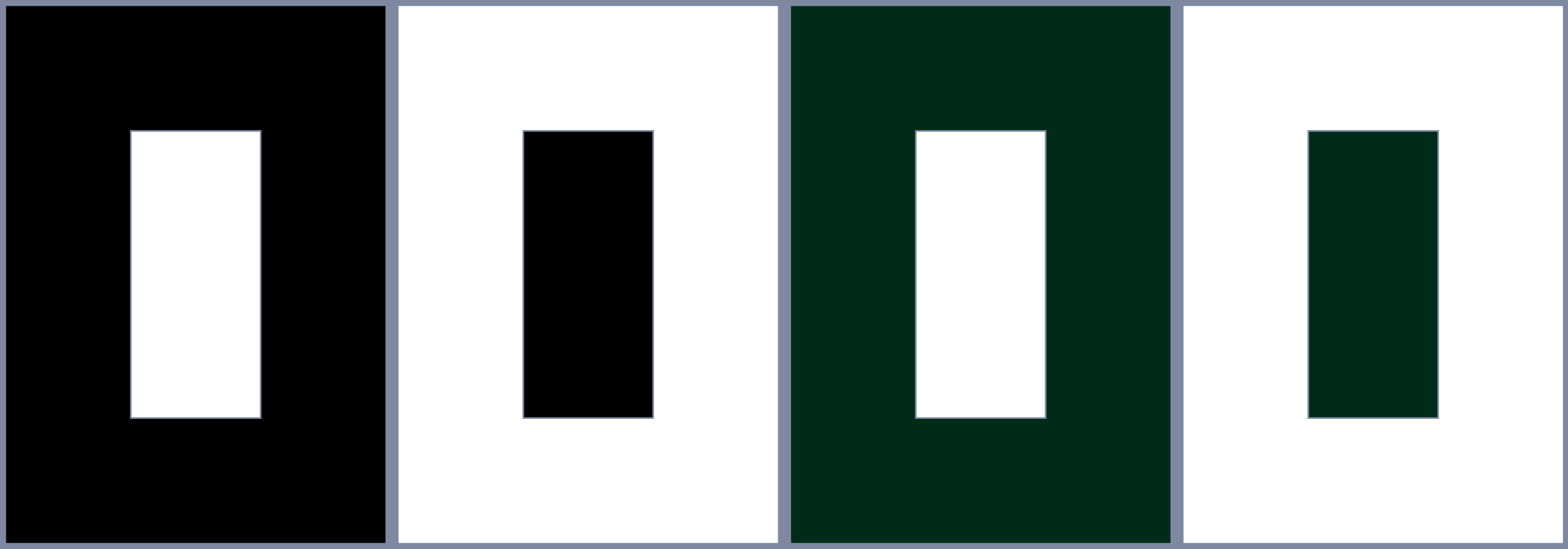
RGB 0 0 0
CMYK 0 0 0 100

TRIBE WHITE
#FFFFFF

RGB 255 255 255
CMYK 0 0 0 0

Color Combos

The primary color palette should always be present unless black and white is required.



Color Rules

The primary color palette should always be present and our secondary palette should be used as accent colors that compliment the primary palette.

✔ Colors match the color palette, even if not in a core color combination



✔ Colors and color combos match the palette



✖ Colors do not match the approved color palette



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Avenir Next

Regular (400)

Medium (500)

Demi-Bold (600)

Aa,Bb,Cc,Dd,Ee,Ff,
Gg,Hh,Ii,Jj,Kk,Ll,Mm,
Nn,Oo,Pp,Qq,Rr,Ss,
Tt,Uu,Vv,Ww,Xx,Yy,Zz
0123456789
!@#\$%^&*()_+

Avenir Next - Demi-Bold

**Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo,
Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz**

Avenir Next - Regular

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq,
Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz

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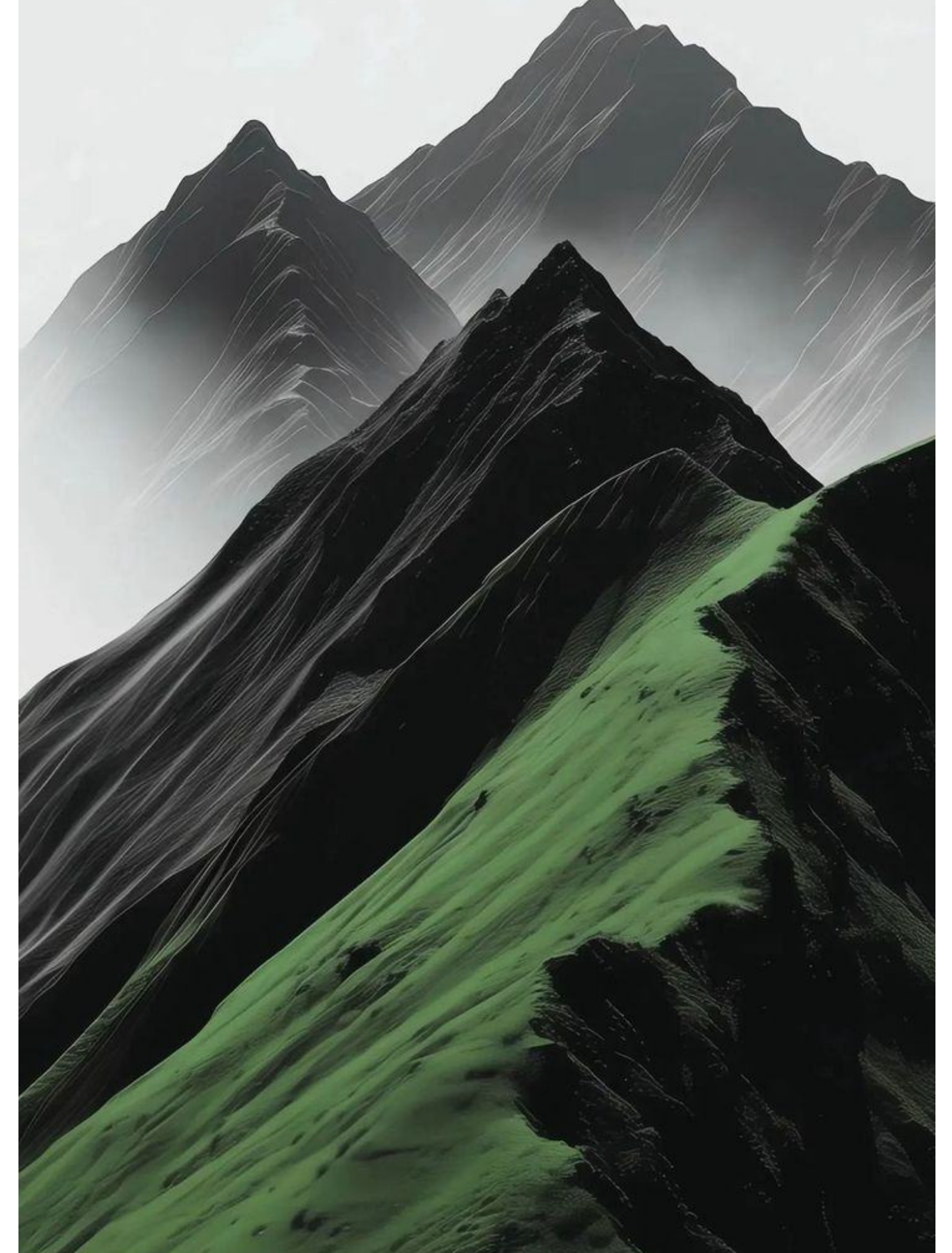
06 Imagery

07 Layout

Photography

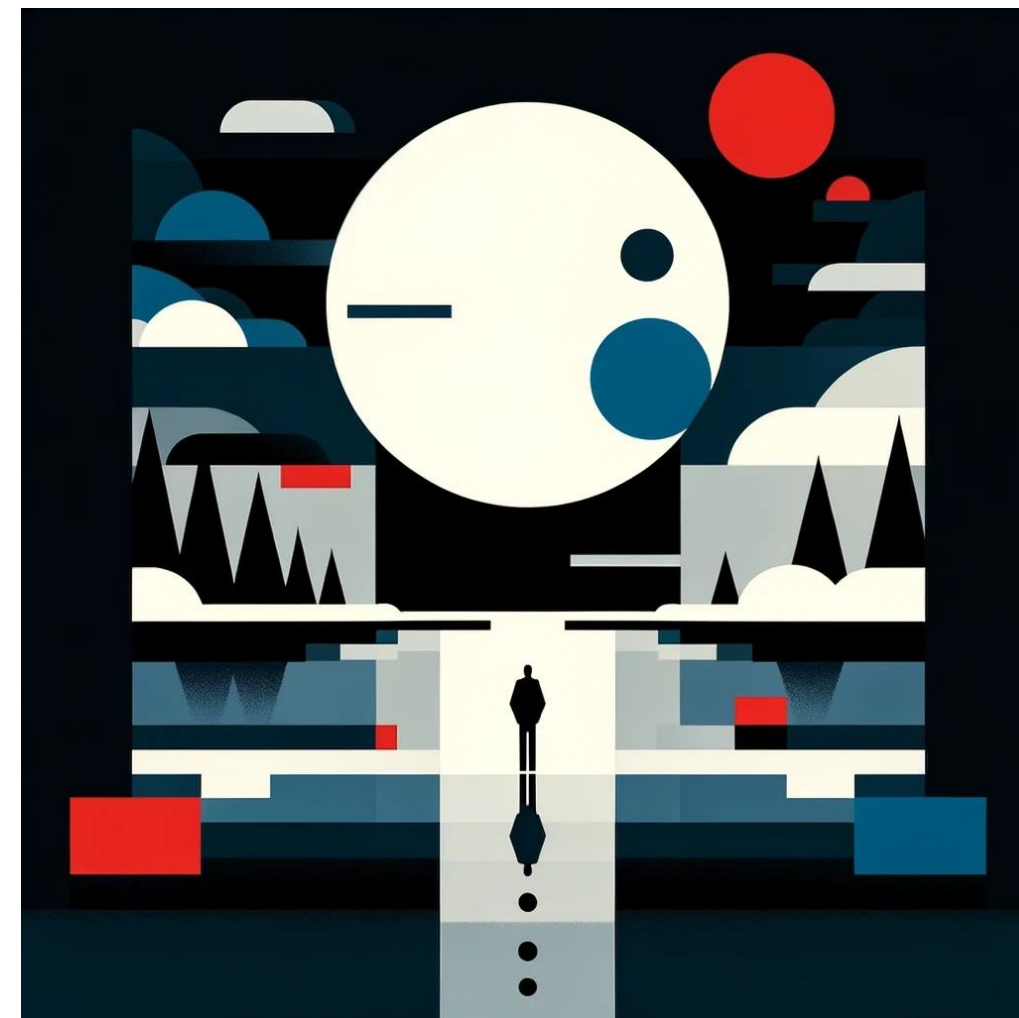
Photography captures the beauty of reality with a touch of serenity. Every image is realistic, faceless, and always incorporates elements of nature.

The photos radiate happiness and tranquility, using soft natural lighting and balanced compositions to keep the visuals inviting.



Illustrations

TRIIBE's illustrations embrace the power of simplicity. They are abstract yet meaningful, using minimal details to convey depth and emotion. Each piece is faceless, allowing for universal relatability. Every stroke and shape is intentional, designed to be minimalistic, expressive, and unmistakably TRIIBE.



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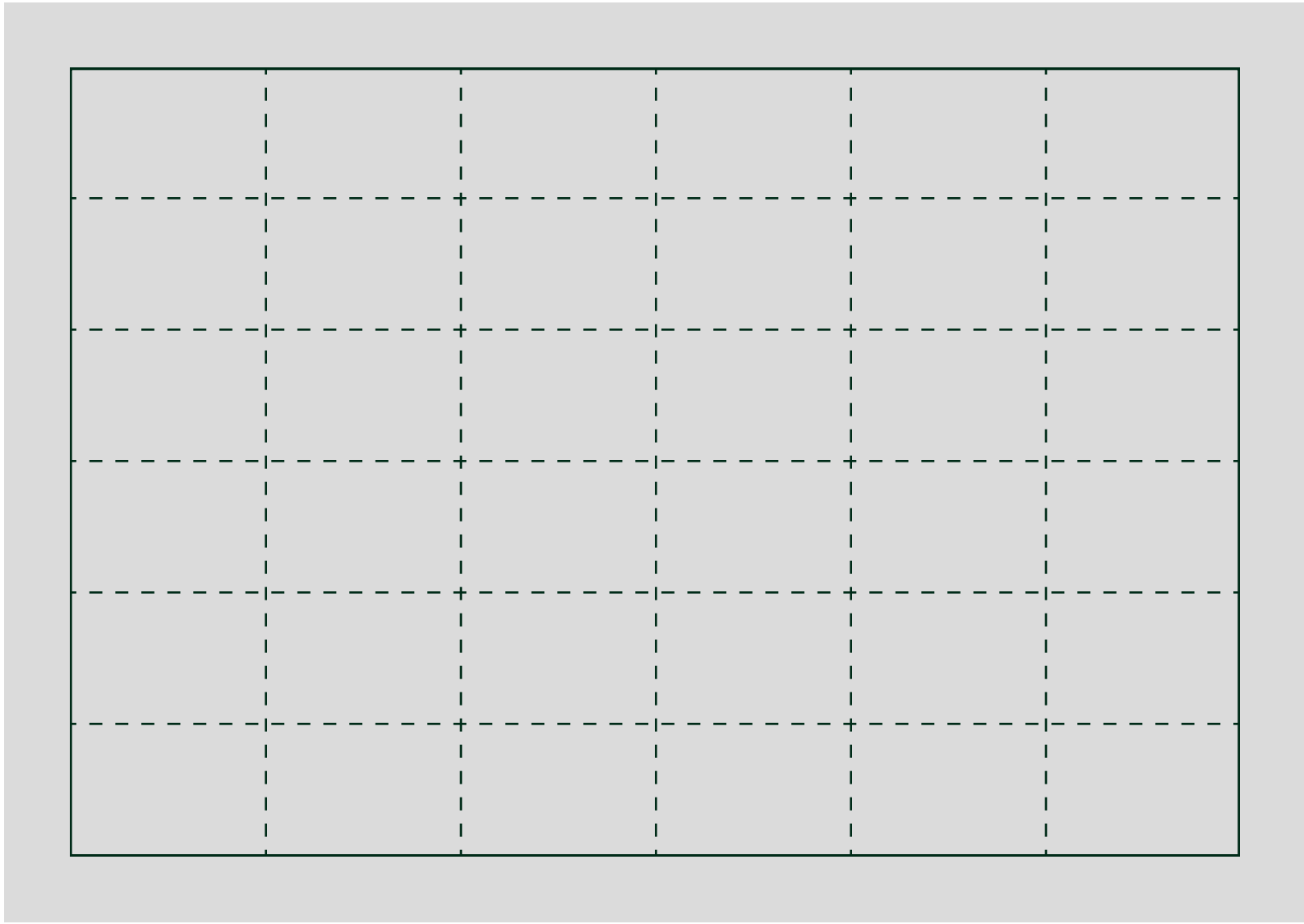
05 Typography

06 Imagery

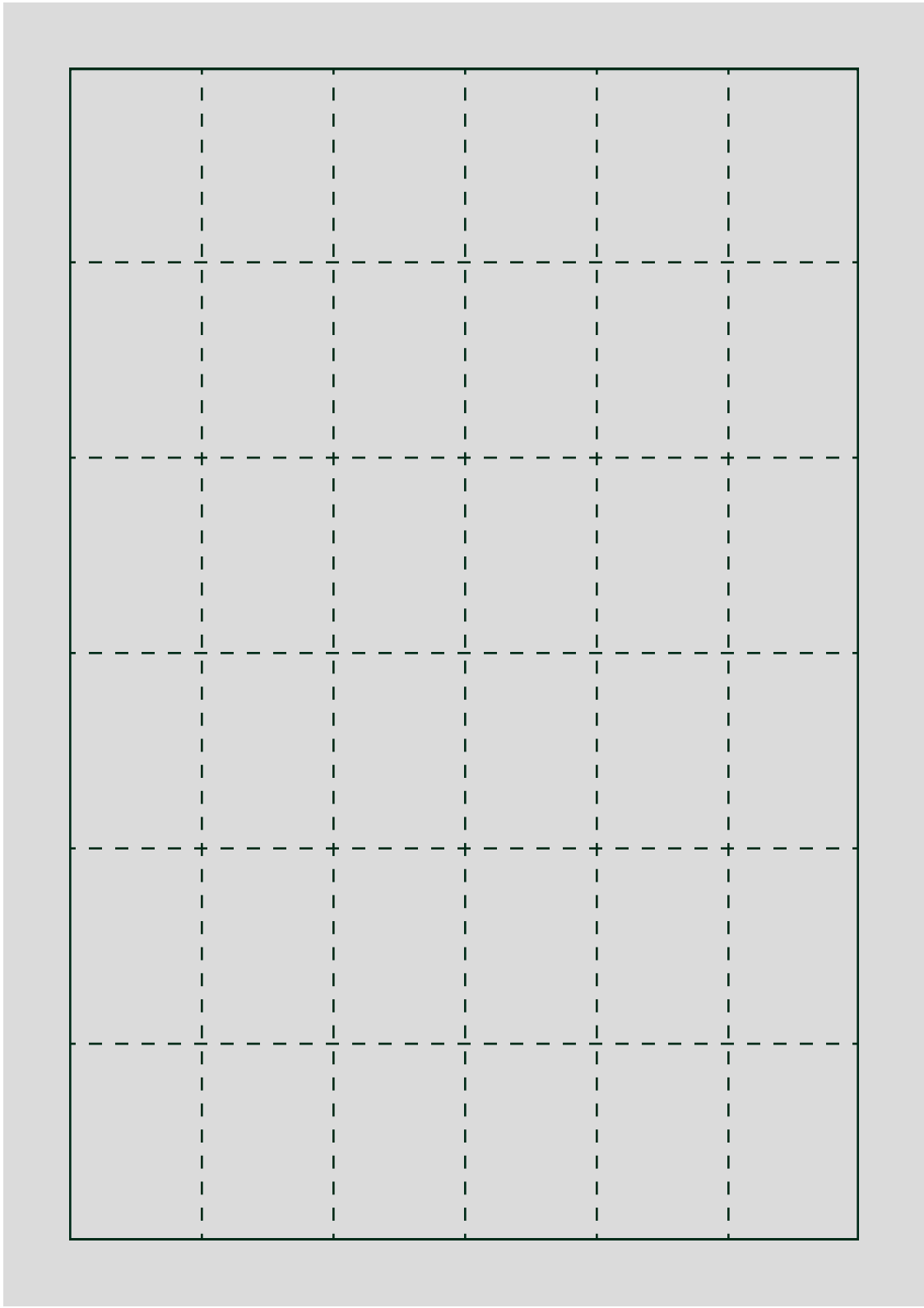
07 Layout

Layouts Margins

The margin size be calculated as 5% of the entire document width, applied above, below, and at both sides of the artboard.



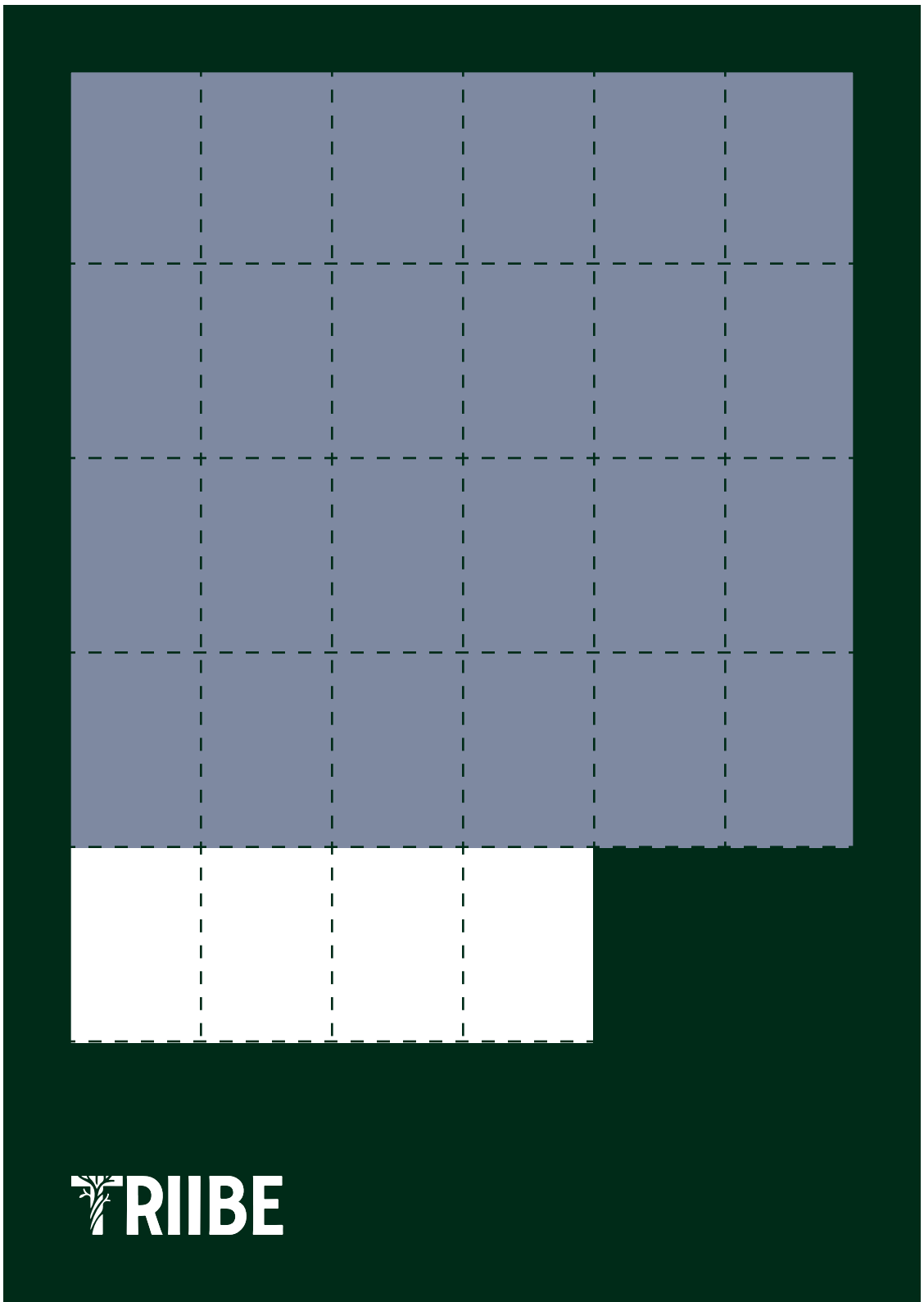
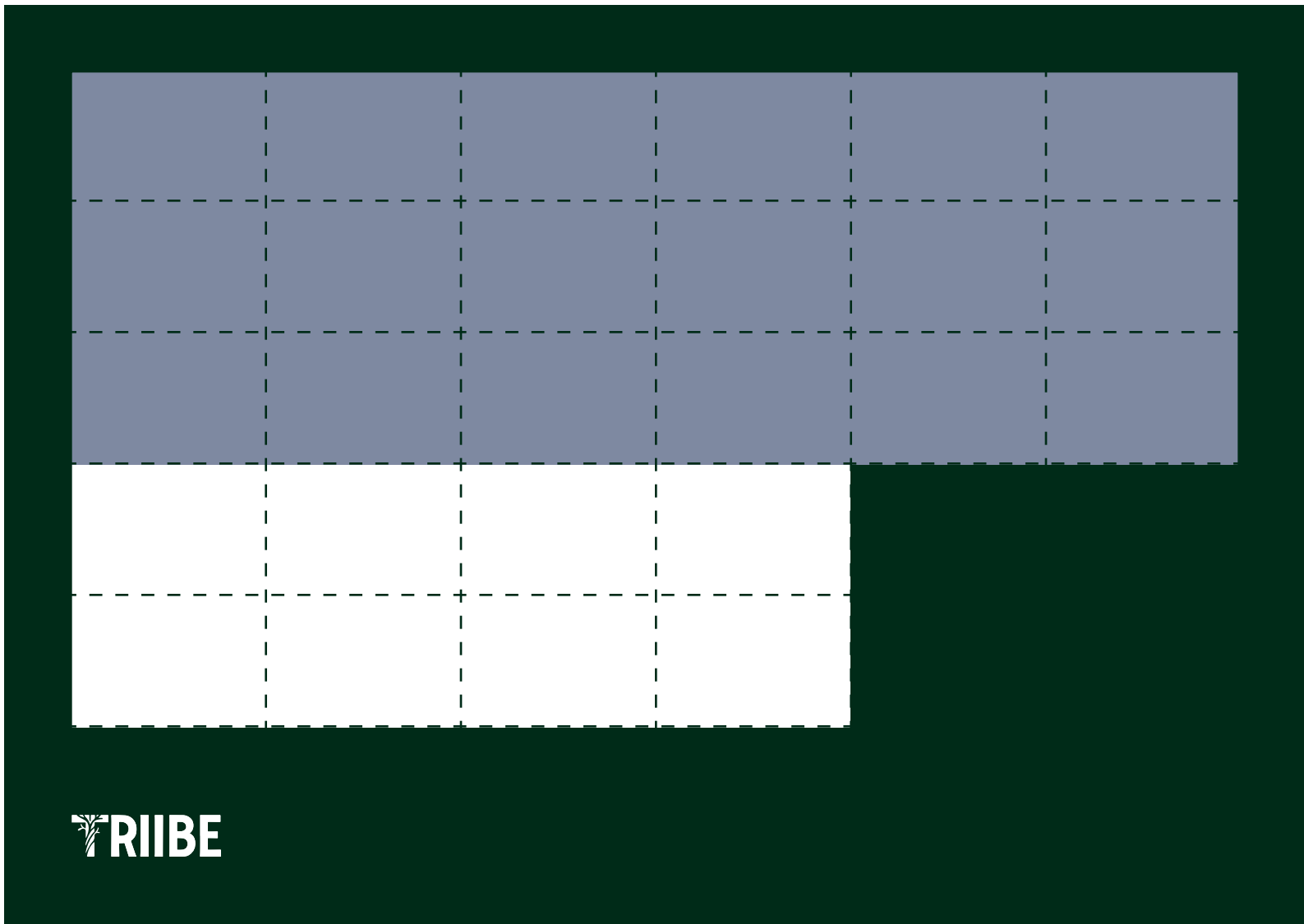
5%



5%

Layouts Margins

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**We're Taking Root TODAY
To Lead TOMORROW**



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Thank you.

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triibe.org



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