



BRAND GUIDELINES

TRIBEL TAGLINE

Take back social.

Background: Other social media platforms were born out of the desire to share authentic content with genuine connections and to engage in positive communities.

Those platforms have lost that connection. Tribel is now the social media platform where we, as a society, can get back to social the way it was meant to be.

MISSION, VISION AND BRAND PERSONALITY

Mission:

To foster a digital community where peoples' voices are heard, celebrated, and connected. We value and appreciate the authenticity in each individual's contributions.

Vision:

Thrive as the largest and most trusted global social community of positive interactions with a focus on authentic content experiences.

Unique Brand Personality:

We promote a vibrant and meaningful space where views and opinions are freely expressed, inclusive of diversity, collaboration, and genuine intent.

tone of voice

Tribel's language style, personality traits, and communication style to be used in written content.

- Upbeat, Optimistic, Positive
- Energetic, Active, Movement
- Succinct, Clear, Factual
- Professional, yet informal and conversational
- Triggering, Telling/Striking, Stimulating, Curious
- Accessible (not too technically heavy)

BRAND DEFINITION

Tribel's messaging is built on 4 pillars "The 4 C's of Tribel":
Content, contribution, community, and collaboration.

Brand Essence:

Content: Meaningful Content

Contribution: Inspiring Contributions

Collaboration: Community-driven Collaboration

Community: Fostering Meaningful Connections

BRAND MESSAGING

Brand Positioning Statement:

Tribel is a social community that contributes unique experiences tailored to interests, passions, and trends. Move away from content that's lackluster and cluttered and join a community where collaboration and meaningful engagements genuinely matter.

Key Messaging:

Our community is encouraged to empower each other through authentic interaction and engagement that embraces contribution, inspiration, and meaningful discussions.

SOCIAL MEDIA GUIDELINES

1. Profile image is "T" icon logo.
2. Cover image is hands on with tagline "take back social".
3. Bios:
 - a. LinkedIn – Business focus copy:
 - i. Tribel is social media that matters. Connect with people who share meaningful and relevant content.
 - ii. Take back social with Tribel. Download the app and join a social community where meaningful connections are made through common interests.
 - b. Facebook – Consumer focus copy:
 - i. Take back social with Tribel. Download the app and join a social community where meaningful connections are made through common interests.
 - c. IG – Consumer focus copy:
 - i. Take back social with Tribel. Download the app and join a social community where meaningful connections are made through common interests.
 - ii. Come on over to Tribel and take back social. Connect with the right people, with the right content, at the right time.
 - d. X – Combination of B/C copy:
 - i. Take back social with Tribel. Download the app and join a social community where meaningful connections are made through common interests.
4. SEO meta:
 - a. Title: Tribel | Take back social.
 - b. Description: Download the app today and make meaningful connections through common interests.
5. Hashtags will be unique to each individual post, but should always include #tribel (and up to four more relevant to the content only, supported by quality topic research)
6. Content guidelines:
 - a. Be relevant to the audience and key demographic of each media outlet.
 - b. Stay within the tones outlined above, using branded keywords/pillars and phrases defined in guideline as well as SEO friendly keywords/phrases.
 - c. Stay conversational as much as possible. Tribel itself promotes originality and unique voices, for consistency, all visual content (including copy) to be conversational as well.

EDITORIAL GUIDELINES

All communications and content created for America will follow the American Press (AP) Style Guide for spelling, usage of numbers, quotations, capitalization, date format, etc.

- Capitalize the first letter of each word in titles for press releases, website copy and advertising (excluding common prepositions and articles).
- AP style recommends not using the Oxford comma except in lists where meaning may be ambiguous without it or where complex phrases or other conjunctions appear.
 - Example: "I invited my parents, Linda and Jeff" implies Linda and Jeff are the parents. "I invited my parents, Linda, and Jeff" implies Linda and Jeff are additional guests separate from the parents.
- Use the American form of the date: April 19, 2024.
- Use American spelling for commonly used words like color, realize, specialize. If unsure, refer to AP Style Guide (<https://www.apstylebook.com>).

Messaging

- Clear CTA throughout all campaigns (get to the point and use strong influential terms).
- Remain concrete and solutions oriented. Use facts when possible.
- Clearly identify benefits of Tribel to brands, businesses, investors, and influencers.

Style

- Avoid using a passive voice. Always use an active voice, full of movement evoking emotion.
- Where possible, write in present tense when referring to users, to show present relationship. Ex: "Tylar Paige joins Tribel to skyrocket her book sales," versus "Tylar Paige joined Tribel, and her book sales skyrocketed".
- Always quote in the present tense - 'says', 'explains' rather than 'said', 'explained'.
- Avoid using the future tense such as "Tribel will be the future," and instead use "Tribel is the future."
- Use detail-orientated, specific statements when referring to Tribel's narrative.
- Never accept widows in copy.
- On lists that are sentences or phrases, always use periods. If the list is one subject per line, periods do not need to apply.
- Emojis are acceptable in communications where appropriate in consumer/user facing content. Corporate communications excluded.

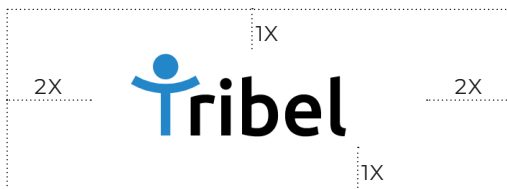
Keywords – Do Use:

- Collaborative
- Community
- Innovative
- Meaningful
- Honest
- Curious
- Authentic
- Agile
- Revolutionary
- Proactive
- Stimulate
- Liberate
- Discover

MAIN LOGO



LOGO USAGE



LOGO ICON



MAIN COLOR PALETTE



C0 M0
Y0 K100



C0 M0
Y0 K0



C79 M38
Y0 K0

COMPLEMENTARY COLOR PALETTE



C25 M0
Y99 K0



C0 M55
Y99 K0



C55 M0
Y35 K0

FONTS

PRIMARY FONT: RED HAT DISPLAY

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VISUAL GUIDELINES

Textures and patterns:

1. Geometric.
2. Edgy lines that complete shapes.
3. Minimal circular or square patterns.
4. Fine lines (no more than 1 point).

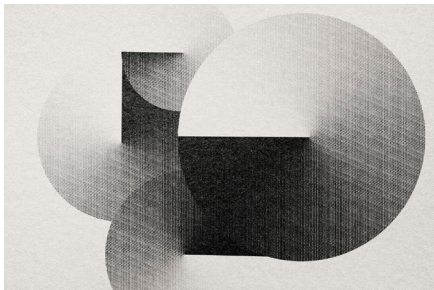
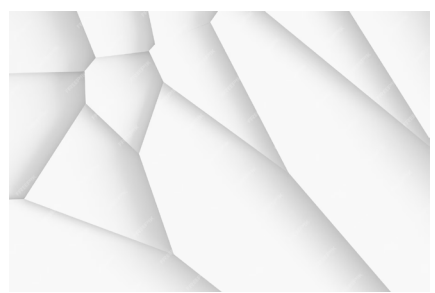
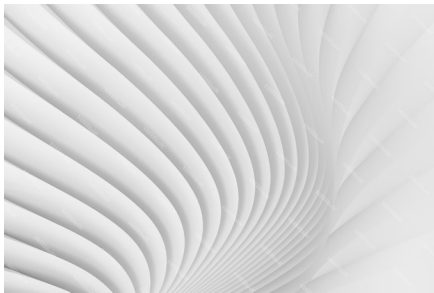
Illustrations:

1. Caricature or comic in nature when supported with brand aligned messaging.
2. Commercial art – for all applications as required.
3. Line art – to support brand aligned messaging.
4. Realism – To enhance other formats such as photography, animation, special effects.

Photography & Imagery:

1. New technology, mixed media subjects.
2. People: Diverse, millennial/Gen X aged.
3. Abstract backgrounds with a singular focus (people/person, object, copy, headlines/supers)
4. Monotone and/or chromatic for key messaging campaigns.
 - a. Inclusion of Tribel blue as a standalone contrast color.
 - b. Inclusion of a single color to contrast in instances where Tribel blue does not match or support the campaign message (TBD).
5. Clean, crisp, clear, and non-cluttered imagery in general (no grocery aisle, for example) unless its use is to call out competitor platforms.
6. Text only, attention getting without noise or clutter.

VISUAL EXAMPLES



GREAT VISUALS



TRIBEL BRAND MANAGEMENT

The following responsibilities and procedures are for managing and maintaining the Tribel brand identity, including approval processes and brand audits.

Refer to the editorial guidelines for grammar and punctuation.

Refer to the brand guidelines for visual and messaging requirements (images, illustrations, video elements, copy).

If in question, please reach out to Ty Masters or Mijanur Rahman for guidance.

All creative content marketing require approval by Ty Masters, Mijanur Rahman, or Omar Rivero.

Ty Masters: ty@thedoodleinc.com

Mijanur Rahman: mijanur@thedoodleinc.com