TribalWay

Corporate Identity

Creative Brief

Background

TribalWay is a company whose mission is to Encourage off screen activities and personal connections, focus on planning for the future, e.g., events and "how to". Through TribalWay application users are able to find others just like themselves. They can build attachments, share discoveries, hang out with each other, and introduce others to things important to their "tribe". Whether it's finding a restaurant, offering babysitting services, or identifying in what supermarket a special food is located, TribalWay members easily bridge local interactions with an online experience.

Objectives

Create logo for TribalWay company which would be recognizable on paper, web and icon, and reflect the company purpose and mission.

Target Audience

Men and women 20–50 years old who are new to a country, town, school etc.

Competitors

Facebook, Twitter, Myspace, Etsy, Meetup, Nextdoor

Obstacles

Logo should be recognizable among another social media companies and reflect the TribalWay company description: "Outside connections." The right font, color and design should be chosen.

Tone

Friendly, modern.

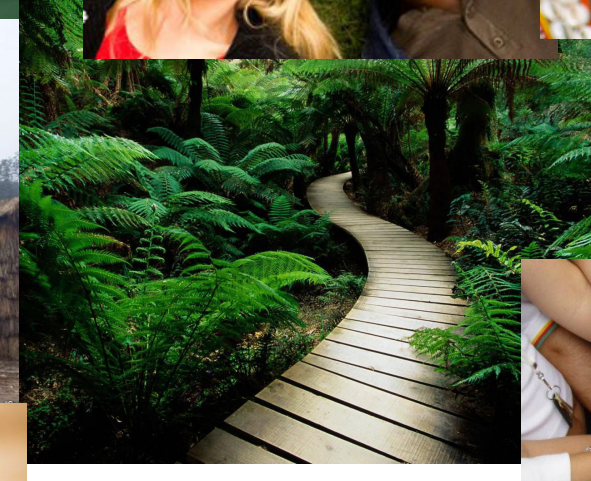
Media

Business documents, web, mobile icon.

Keywords

Easier
Friends
Events
Community
Interests
Exploration
Documents
Chores
Communication
Share
Favorites
Market
Visiting
Help
Simplify

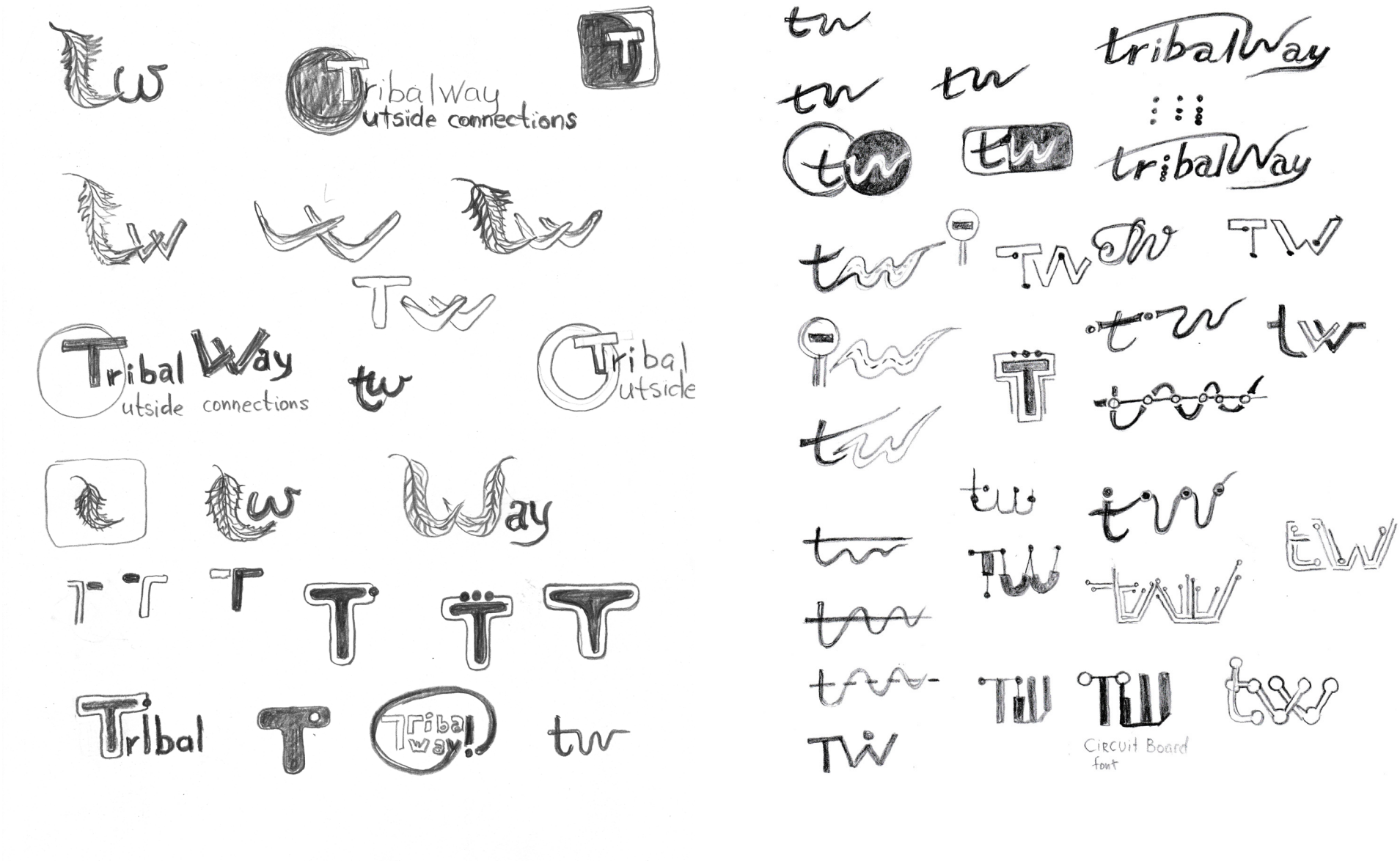
Inspiration



Competitors

	Logo	Icon	Local/ International	Top Users Country	Top Users Gender	Top Users Age Range	Top Users Income	Top Users Education
Facebook			International	US	Female	Under 65	Any	College
Twitter			International	US	Female	Under 50	Above $50K	College
Myspace			International	US	Female	-	-	No or Some College
Eatsy	Etsy		International	US	Female	Around 40	-	College and No College
Meetup			International	US	Female	-	-	No or Some College
Nextdoor			International	US	Female	-	-	Graduate School or College

Sketches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Circuit Board
font

Sketches

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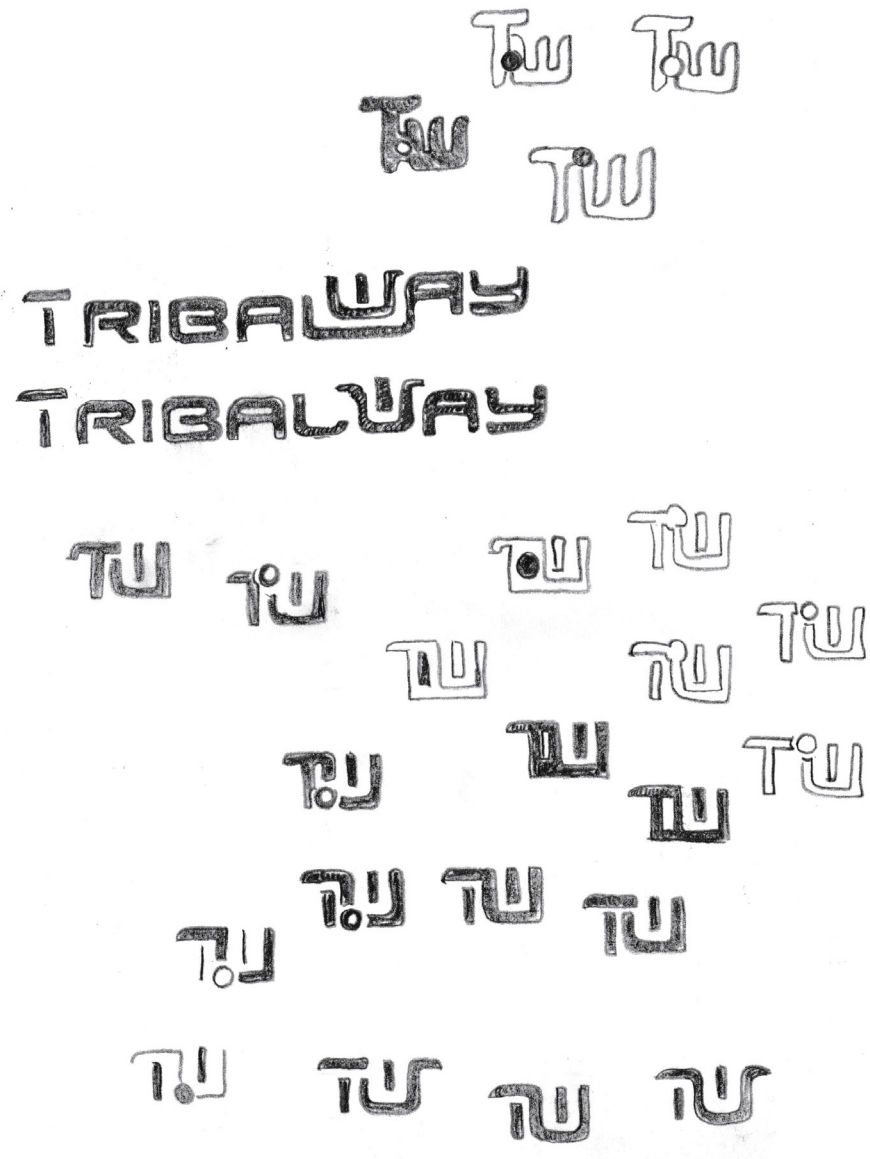
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TRIBALWAY

Logo Iterations

Font Modification

Original font is a Xirod-Regular:

Final Logo in Black & White and Color

TRIBALWAY

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Style Guide

Typography

XIROD REGULAR
AABBCCDDEEFFGGHHIIJJK
KLLMMNNOOPPQQRRSSTTU
UVVWWXXYYZZ0123456789

Swatches

HEX: F7941E
RGB: 247, 148, 30
CMYK: 0, 50, 100, 0

HEX: 00A79D
RGB: 0, 167, 157
CMYK: 80,10,45,0

With Social Media Links

Business Cabinet

Collateral

Bibliography

Images

http://www.gagglehouse.com/Images/community.jpg
http://www.agilebuddha.com/wp-content/uploads/2013/08/community.jpg
http://i0.wp.com/paranoias.s3.amazonaws.com/wp-content/uploads/2015/03/01-David-Lazar-Brazil.jpg
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http://goodereader.com/blog/uploads/images/Access-Models-body-1024x900.jpg

Mock-Ups

https://www.behance.net/gallery/28647817/8-Free-Clean-Business-Card-Mockups-PSD
https://www.behance.net/gallery/19999279/Branding-Identity-Mock-Ups-and-Templates