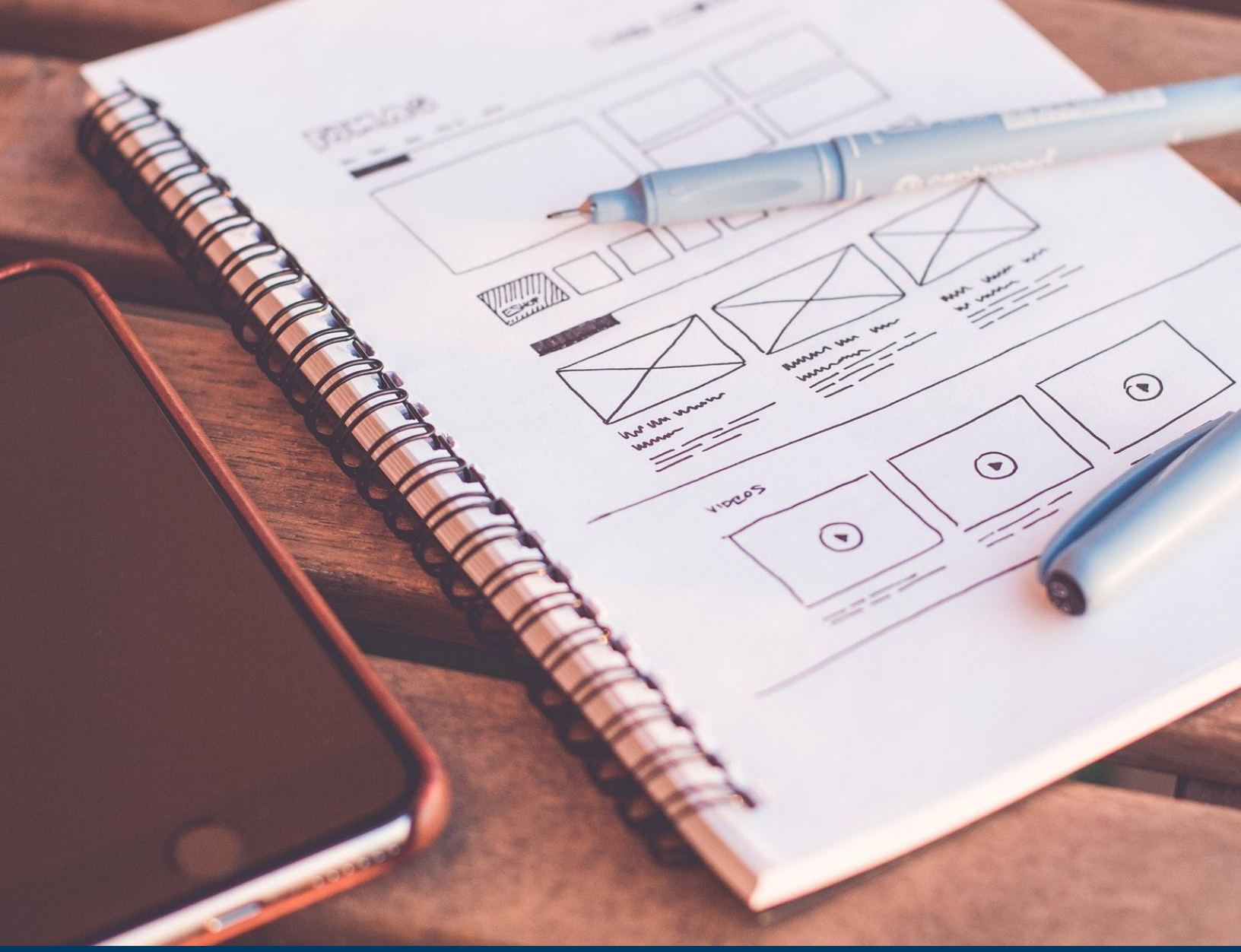

AUGUST 2022, v1.2.

BRANDING GUIDELINES

THRIVE

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Who is THRIVE?



THRIVE is short for “The Holistic Regenerative Innovative Value Entity”. We are an independent research and outreach group that aims to help us all achieve a thrivable future. Unlike sustainability, it is more than preserving things as they are. Thrivability is about *changing how we act* for a better future.

THRIVE aims to achieve this through two methods:

- **Educating and informing:** We produce a wide range of written and audiovisual content to engage and inspire people everywhere to make decisions that lead to a thrivable world. This includes our THRIVE Blog, our social media platforms, and external events such as webinars with experts in sustainability fields.

- **The THRIVE Platform:** This is a framework that allows anyone from governments to individuals, to track their impacts, and know what actions will have the least impact on our Earth.

Our logo (seen above) is based on a Ciambella chart.
This is a chart that tracks how sustainably individuals, enterprises and countries perform based on a range of factors (such as the United Nations Sustainable Development Goals). The idea behind this is that there are two boundaries:

- **The Social Floor:** The minimum amount that people need to live acceptable lives.
- **The Environmental Ceiling:** The maximum amount of resources that can be consumed before damage occurs to ecosystems.

Between this is the acceptable area. By measuring these, we can meet our needs while reducing our impacts.Therefore, everyone can live in harmony with the planet.

THRIVE's Brand Voice:

This is a list of the qualities we aim to embody in all our communications. Whenever writing a blog post, or spreading the word through social media, we should keep these points in mind.

Our communications should sound like who we are. THRIVE is:

- **Knowledgeable:** Our words are *driven by scientific truth*.
  We are more than an advocacy group; evidence guides what we say.
- **Accessible:** We want to speak to people on their level.
  Don't use scientific language just because you can. We want everyone to understand what we are saying, and *empower them to act*.
- **Hopeful:** We believe that people want to make a thrivable future, we just need to show them how.
- **People-driven:** We are run by volunteers with a passion for making a better future where all lifeforms live in harmony.
- **Together as one:** Alone, we can do little.
  But together, we can make a world of difference.
- **Changemakers:** Sustainability is preserving how things are.
  We believe in ***thrivability***, where we all *change how we act* for a better future.
- **Empowering:** The best time to make a change was 20 years ago. The second-best time is now. Let us give everyone *the tools* they need to take action!

However, **we are not political:**
We discuss policies, not politics, legislation, not political parties. We stick to the facts and the science. We do not take sides, instead we aim to show all sides of an issue.

Writing about THRIVE and Thrivability:

We also write words relating to THRIVE in a specific way, these are as follows:

	Like this:	Not like this:
When using THRIVE to talk about our brand, we *always write it as THRIVE*, like so.	**THRIVE**	Thrive
We often use 'thrivability' or 'thrivable' instead of sustainability / sustainable. ***Do not*** *capitalise the THRIVE in*	**thrivability**	THRIVability THRIVEability

	Like this:	Not like this:
When using THRIVE to talk about our brand, we *always write it as THRIVE*, like so.	**THRIVE**	Thrive
thrivability.		

The THRIVE brand:

This guide ensures that all THRIVE outputs are consistent, and reinforce the idea of creating a thrivable future. Our logos can be downloaded as .png files here: https://strive2thrive.earth/wp-content/uploads/2020/07/THRIVE-logos.zip

Our brand logos:

This is our main logo:	Use this logo if you can't print in colour:
	

These are our alternate logos:

	Colour (Preferred)	Black and White
Use on dark backgrounds:		
Use in small applications:		

Use in icons or small applications where the above logo does not fit: Use the one with the dark BG for social media:		

Our colours:

Primary colours:

Whenever we create graphics, they should mostly use these colours (except for photographs):

Which colour?	Name of Colour	RGB Hex Code
	Dark Blue	#08386b
	Dark Green	#369482
	Neon Green	#5ce094
	Light Green	#8ce3b0
	Cream	#edebe3

Secondary colours:

Use these colours to contrast with the above:

Which colour?	Name of Colour	RGB Hex Code
	Sky Blue	#549ec4
	Purple	#5945a1
	Magenta	#a86199
	Coral	#f0828a

Our fonts:

We use the following fonts on our public-facing media, including websites and graphic design works.

HEADINGS

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Subheadings

Gotham Bold (or Montserrat Bold if not available)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body text

Gotham Book (or Montserrat Regular if not available)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Social Media graphics use different fonts as these are not available in Canva, details can be found in the Creating Graphics for Social Media section in the link.

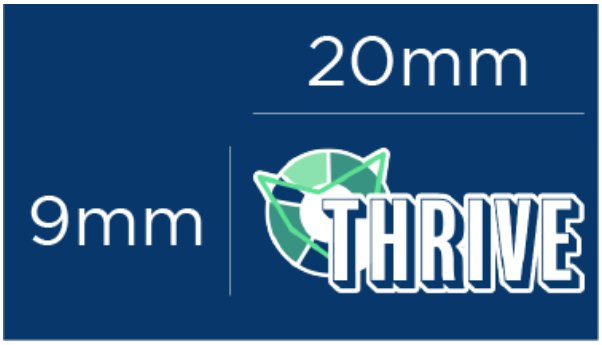
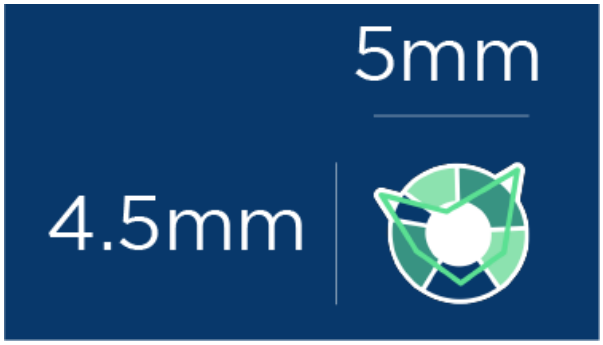
Logo use guide:

Spacing:

The logo should always have at least 1 “E” of space around it, no matter how big or small the log is.



Minimum Sizes:

The main logo should be no smaller than this:	Any smaller, and use this logo:
	

Graphic Guidelines:

We create graphics for a range of digital applications, particularly for social media. This section aims to ensure that all our social media graphics are consistent with the THRIVE brand.

We have several social media platforms.

LinkedIn: The Thrive Project and Morris Fedeli.

Facebook: ThrivabilityMatters.

Instagram: ThrivabilityMatters.

Twitter: thrivability_m.

Reddit: r/thrivability.

YouTube: Thrivability Matters.

Each uses images in different ways.

Through Canva (accessible in this link), we have created templates for each. THRIVE members that require access may contact our #social-media channel on the THRIVE Slack. Otherwise, use your desired program to create graphics.

Colours	Fonts (for Canva)	Images
Use the primary colours from the Our Colours section. You may use the secondary colours, but only in little bits.	Canva lacks access to Gotham, so only use these: HEADINGS • BEBAS NEUE • **Or Glacial Indifference Bold** Body Text • **Glacial Indifference Bold** • Or Glacial Indifference Regular	You may download images from stock image sites, including: • Pexels.com • Pixabay.com • Unsplash.com • Stocksnap.io Canva also provides images that you can use within their web app.

How to make appealing graphics with Canva:

Graphics look best when there are:

- **A limited set of colours:** Aim to use 2-3 colours in your graphics (not including pictures). More colours distracts from your message.
- **1 or 2 fonts:** Use as few fonts as possible. If you want to draw attention to words or images, try using different colours, sizes or backgrounds.
- **No more than 2-3 sentences of text:** Less text makes information easier to absorb.

Follow the instructions below to create social media images for each platform:

Instagram

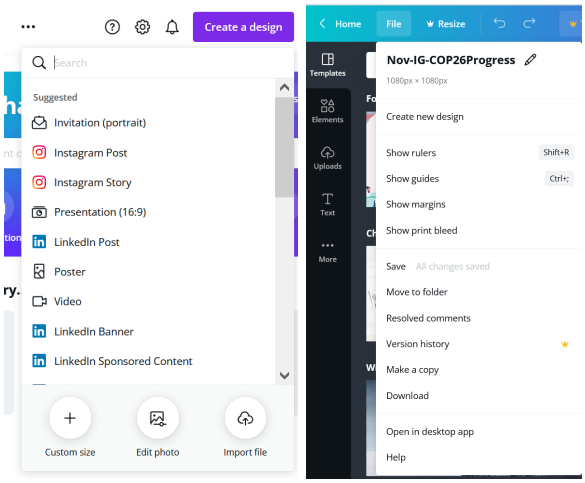


Instagram graphics are the most important parts of posts.
Hence, these must contain all important information. Unlike other platforms, you can add more than one graphic to a post. Do this to spread out your information.

1. **Make a 1080 x 1080 sized image.** Name this (Month)-IG-(Topic), for example: *Aug-IG-ClimatePovertyBlog*

   You may either:

   1. Click “Create a design” in the top menu, and click “Instagram Post”, or open an existing Instagram (square) design and click File > Make a Copy in the top menu.



2. What post are you making the graphics for? Add the most important parts of the content in the graphics, and draw attention to it. this changes depending on your content:
    - **Inspirational quotes:** Show the quote and who said it.
    - **Memes:** Show the meme.
    - **Links to THRIVE Blogs:** Show the important points as short bullet points over multiple images. Encourage viewers to read the blog at the end.
    - **Discussion posts about issues or events**: Show the issue/event you are discussing, key facts, and what they mean for the audience.
    - **Shoutout posts:** Show what the other organisation/individual is doing.
    - **Event promotion posts:** Photos and names of speakers (if any), name of event, event theme (if there is one), date and time of event, how to register, and a call to action encouraging people to do so.
    - **Our YouTube Videos:** At least two images. A picture of our video in one image, and a call to action encouraging people to watch it in the other. You may add images showing dot points about the video between them**.**
    - **Recruitment posts:** Information about the role, reasons why viewers should join THRIVE, and a call to action encouraging people to apply.
3. Spread out information over multiple graphics if needed (such as for explaining events or details). Make sure the last graphic has a call to action that tells people to do something based on the post (except for quotes and memes).
4. Download your graphics and save them as .png files.
5. Add them to posts as you create them through Creator Studio.

LinkedIn/Facebook/Twitter







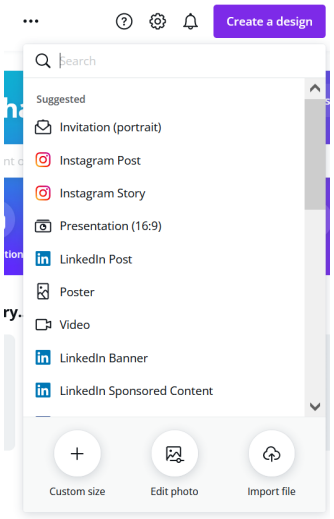


For these platforms, images support posts. Therefore, only place the most important points on these. To create these:

1. **Create a new custom design.** Click “Custom Size” in the “Create a design” menu, and type the following values based on which platform you are using:

LinkedIn/Facebook: 1200 x 627 pixels (or copy a rectangular LinkedIn graphic).
Twitter: 1200 x 628 pixels (or use LinkedIn graphics).
Other: Google search “[name of social media platform] image guidelines”.

Name this (Month)-(Platform)-(Topic), for example: *Aug-LinkedIn-ClimatePovertyBlog*



2. Show the most important part of the content here, this changes depending on your content:
    - **Inspirational quotes:** Show the quote and who said it.
    - **Memes:** Show the meme.
    - **Links to THRIVE Blogs / Videos / Anything else of interest:** Show 2-3 important points, and a link to the post.
    - **Discussion/tip posts**: Show the issue/event/tip you are discussing.
    - **Shoutout posts:** Show what the other organisation/individual is doing.
    - **Sharing other organisations’ posts:** Summarise the other post’s content and show the most important thing about it.
    - **Event promotion posts:** Photos and names of speakers (if any), name of event, event theme (if there is one), date and time of event, how to register, and a call to action encouraging people to do so.
    - **Recruitment posts:** Information about the role, reasons why viewers should join THRIVE, and a call to action encouraging people to apply.

    Make sure the graphic has a call to action (except for quotes and memes).

3. Download your graphics and save them as .png files.
4. Add them to posts as you create them in Buffer.

YouTube







You can make YouTube thumbnails using our Canva template. To do this, open the file, and:

1. Click File > Make a Copy in the top menu to make a new copy.
2. Replace the small text with the playlist that your video will go in to (i.e, About, Did You Know?, THRIVE Talks…)
    - For THRIVE Talks, add the episode number, for instance: *THRIVE Talks: Episode 01.*
3. Replace the big text with the title of your video. Resize the coloured bars so they wrap around the text.
4. Replace the picture with something related to your video.
5. Download your graphics and save them as .png files.
6. Add them to videos once you upload them to our YouTube channel.

Links

- THRIVE Blog: https://blog.strive2thrive.earth/

- THRIVE Platform Information: https://strive2thrive.earth/how-it-works/
- THRIVE Logos: https://strive2thrive.earth/wp-content/uploads/2020/07/THRIVE-logos.zip