THRIVE PERFORMANCE

2024
BRAND
GUIDE

The Thrive Performance graphic identity system is rooted in the concepts of strength and wise guidance. The charging buffalo represents strength, confidence and capability, while the compass points in the logo and cartographic elements used in this system are symbolic of providing wise guidance to professionals in a wide variety of business contexts.

This brand guide is designed to help marketing partners maintain its brand image across various media formats in a consistent and creative way.

The most common way the logo is represented is in this circular format, which provides clear and consistent usage vertically or horizontally.

SAFE-ZONE

To preserve the visual impact of the logo on printed or digital materials, a safe-zone of X units, which is height of the lettering in the logo, should be maintained. No other graphic element, with the exception of background textures or images, should encroach within this area.

Graphic Elements

As demonstrated in this brand guide, various elements of the logo, along with the buffalo symbol, may be used to enhance designs in a creative and flexible way. Other elements which reinforce the symbology of the logo and buffalo are also good choices for additional use.

Fonts used for the Thrive Performance identity help communicate a professional business image with modern sensibilities. They are chosen for readability and visual impact, and to complement each other.

Agency FB

Used mostly for headlines and large graphic text, Agency FB should not be used for small body copy.

Quattrocento Sans Regular

Quattrocento Sans Regular Italic

Quattrocento Sans Bold

Quattrocento Sans Bold Italic

Quattrocento Sans is a modern transitional font with classic elements and geometry, and is used for body copy and larger blocks of text.

Color Palette

Colors used in the Thrive Performance identity system feature earthy, bold tones with a warm, professional feel.

Taupe Gray
cmyk(0%, 7%, 10%, 41%)
rgb(151, 141, 136)
Hex: 978D88

Burnt Umber
cmyk(0%, 35%, 70%, 45%)
rgb(141, 92, 42)
Hex: 8D5C2A

UCLA Blue
cmyk(64%, 27%, 0%, 40%)
rgb(56, 112, 154)
Hex: 38709A

Gold
cmyk(0%, 23%, 73%, 35%)
rgb(165, 127, 45)
Hex: A57F2D

Auburn
cmyk(0%, 82%, 79%, 35%)
rgb(165, 30, 34)
Hex: A51E22

Oxford Blue
cmyk(87%, 39%, 0%, 78%)
rgb(7, 34, 56)
Hex: 072238

Examples

These examples show how the different graphic elements can be used along with the logo.

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