THRIVE PROJECT

BRAND AND MEDIA GUIDELINES V1.4

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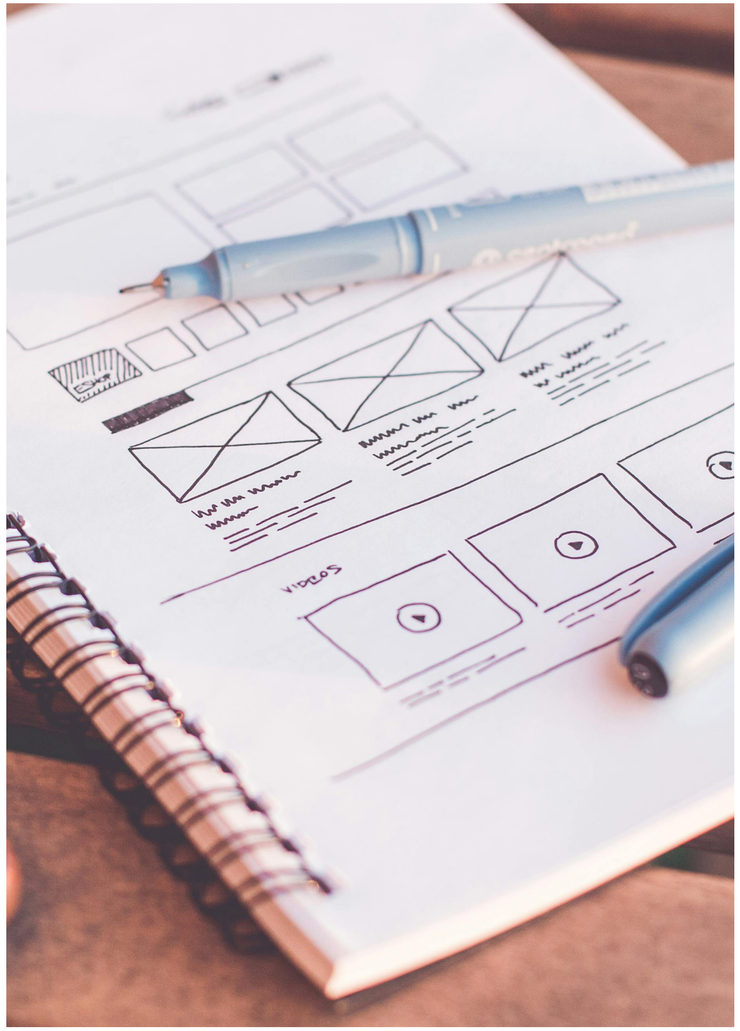


ABOUT THIS GUIDE

This guide will answer common questions surrounding THRIVE and how our brand is shared, providing inspiration and guidance in a consistent and compelling way across all methods of communication. It is intended as a guide, and there will always be exceptions to recommendations outlined. Please reach out to us, if in doubt, to confirm the use of these assets.

By observing these guidelines, the resulting consistency in communications will support THRIVE's purpose and public image.

THE WORLD WE LIVE IN

The natural world is changing at an unprecedented rate in human history, with biodiversity loss, inequality and injustice, catastrophic fires, drought, floods, climate change, and accelerating viral epidemics.

Faced with the complexity and uncertainty of the world we live in, how can we as individuals and collectively ensure our long-term providence and prosperity? How can we move away from the death, disease, and destruction impacting our ecosystems towards a resilient and regenerative society, re-engineered for sustainability and thrivability?

Planet Earth needs a strategy; if humanity is to survive and endure for the long-term. In the face of increasing adverse conditions ahead, civilisation must plot a path towards flourishing.

Here we can take a lesson from the natural world, where fundamental by design is circularity, biomimicry and living within our means on a finite planet.

To manage our impacts, we must measure them - but measurement tools often fail to measure what matters most, obscuring the factors that have the biggest impacts on our Earth.

This is why THRIVE Project was founded; as a means to measure sustainability, and act as a guide for everyone from individuals and organisaions, to countries and the entire world, so that we may all thrive and live in prosperity alongside nature.

OUR MISSION: WHO IS THRIVE?

THRIVE Project (or THRIVE for short) is a UN-affiliated for-impact social enterprise whose mission is to ensure the long-term well-being and 'thrivability' of all humanity.

Through research and outreach, we seek to drive impactful and sustainable change, by measuring what matters most for sustainability and driving action on these findings, illuminating the path to thrivability by highlighting beneficial strategies, promoting collaboration with leading organisations, and orchestrating solutions for a thrivable future.

Unlike sustainability, this is more than preserving things as they are. Thrivability is about changing how we live and act for a better future, where we live in harmony with nature.

THRIVE STANDS FOR

THE HOLISTIC REGENERATIVE INNOVATIVE VALUE ENTITY

IT MEANS THE:

Holistic:
Resolving all the connected issues the world faces is better than tackling them in isolation.

Regenerative:
Not just maintaining, but restoring our ecosystems and our Earth.

Innovative:
Finding new ways to tackle the challenges we face.

Value:
Benefitting nature, and humanity, providing prosperity to both.

Entity:
From creatures and communities, to the entire cosmos, we are all connected.

OUR VISION

Our vision is a world beyond sustainability, where all life forms live in harmony.

United beyond sustainability, we seek to create a thriving world for the benefit of all.

THRIVE aims to achieve this through the following methods:

Research:

We investigate the known sciences to inform theory, and develop tools and techniques to provide accurate and relevant information - guiding our world towards a thrivable future.

Education:

We take this knowledge and share it with the public via 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.

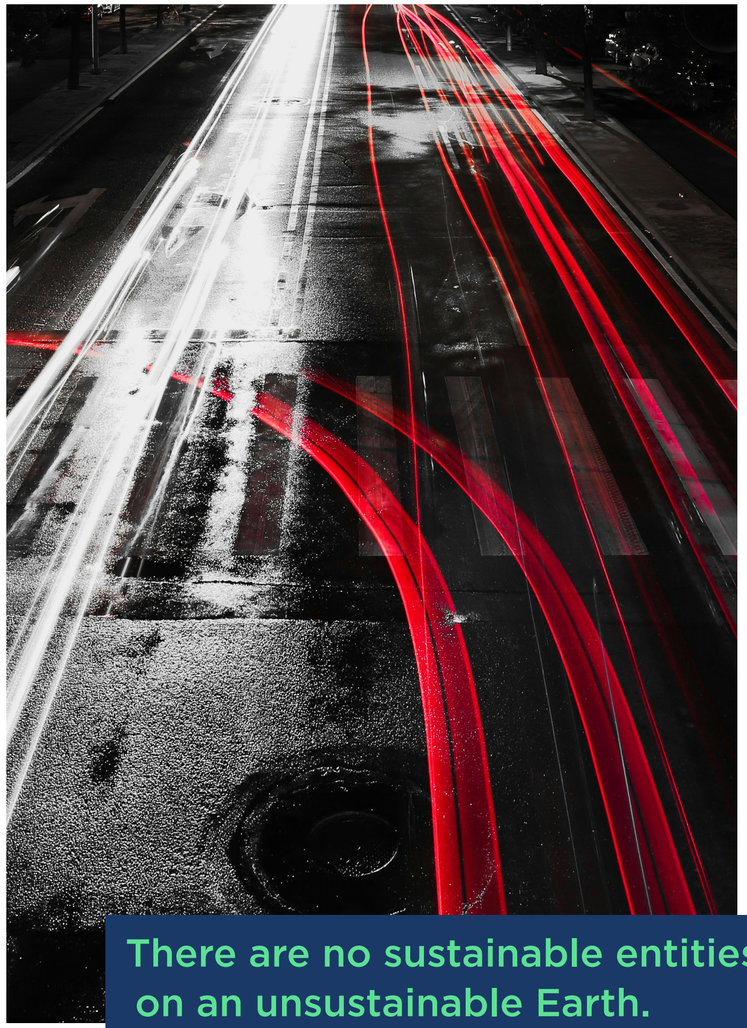
Advocacy:

We work within the greater community, including other thrivability organisations to inspire the change our world desperately needs.

The THRIVE Platform:

Based on our THRIVE Framework, this is a free, web-based tool that allows individuals and collectives to track their impacts, and understand how their actions affect the different entities on our Earth.

Akin to a stethoscope, this can demonstrate what needs to change to create a flourishing future, guiding entities towards thrivability.



PURPOSE

To provide individuals, organisations, and communities, the tools and knowledge necessary to act sustainably, creating a future of providence and prosperity, for current and future generations to thrive into the future.

There are no sustainable entities on an unsustainable Earth.

— Morris D Fedeli

VALUES

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.

COLLABORATION

- We work together, including with other organisations and entities, to achieve our goals.
- We believe there is power in numbers and together we can achieve more than we can alone.
- We welcome different skills, perspectives, experiences, and ideas when making decisions or working on projects.
- We keep each other informed.
- No one person is more important than another.

EMPOWERING

- We share our knowledge with the world and each other.
- We are focused on continual quality improvement.
- We provide opportunities for development.
- We ensure everyone has access to the information and tools they need.
- We empower people to act.

TRANSPARENCY

- We are honest and tell the truth to each other and society.
- We keep each other and the world informed.

CIAMBELLA CHART: MEASURING SUSTAINABILITY

Our symbol 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.

The space between these two boundaries is the acceptable area, shown within the coloured segments.

By remaining within these boundaries, we can meet our needs while reducing our impact. Therefore, everyone can live in harmony with nature.

BRAND VOICE

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

Our communications affect how people percieve THRIVE, so they should sound like who we are.

THRIVE PROJECT 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 life-forms live in harmony.

Together as one:

Alone, we can do little. But together, we can make a world of difference.

Change-making:

Sustainability is preserving how things are. We believe in thrivability, where we change how we live and 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.

TYPING THRIVE AND THRIVABILITY

✓ THRIVE

✓ thrivability

✗ Thrive

✗ THRIVability

✗ THRIVEability

We write words relating to THRIVE in specific ways - these are as follows:

When using THRIVE to talk about our brand, we always write it as THRIVE.

We often use ‘thrivability’ or ‘thrivable’ instead of sustainability / sustainable.

Do not capitalise the THRIVE in thrivability.

LOGO

Our logo is a graphic comprised of a Ciambella chart symbol, and the THRIVE text.

Together, these elements signify our expertise in sustainability research, and embody our brand.

Consistent use can increase the value of our brand over time.

LOGO PRESENTATION

"E" height

Digital

60px

Print

20mm

LEGIBILITY

To protect the logo's visual integrity, make sure there is at least 1 "E" height of space around the logo whenever possible.

The logo should always be legible, not be crowded by other elements, and must not be distorted in any way.

MINIMUM SIZE

The minimum size of the logo should be no less than 60px for digital use, or 20mm for print.

For consistency, aim to place the logo in the bottom right corner when layouts permit, and avoid the top left where possible.

LOGO VARIATIONS

A brand logo travels to many places. Every medium offers a unique challenge in communication and consistency, which creates the need for logo variations, which can be used in light and dark backgrounds respectively.

Our logos can be downloaded here: https://thrivabilitymatters.org/2024/wp-content/uploads/2023/12/THRIVE-logos.zip

Main Logo

With Tagline

Greyscale

Symbol

PAGE LAYOUT

A - TITLE

Font: Bebas Neue Regular
Size: 80pt
Colour: #369482

B - SUBTITLE

Font: Bebas Neue Regular
Size: 45 pt
Colour: #1a3967

C - BODY TEXT

Font: Gotham Book
Size: 22 pt
Colour: #1a3967

D - HIGHLIGHT TEXT

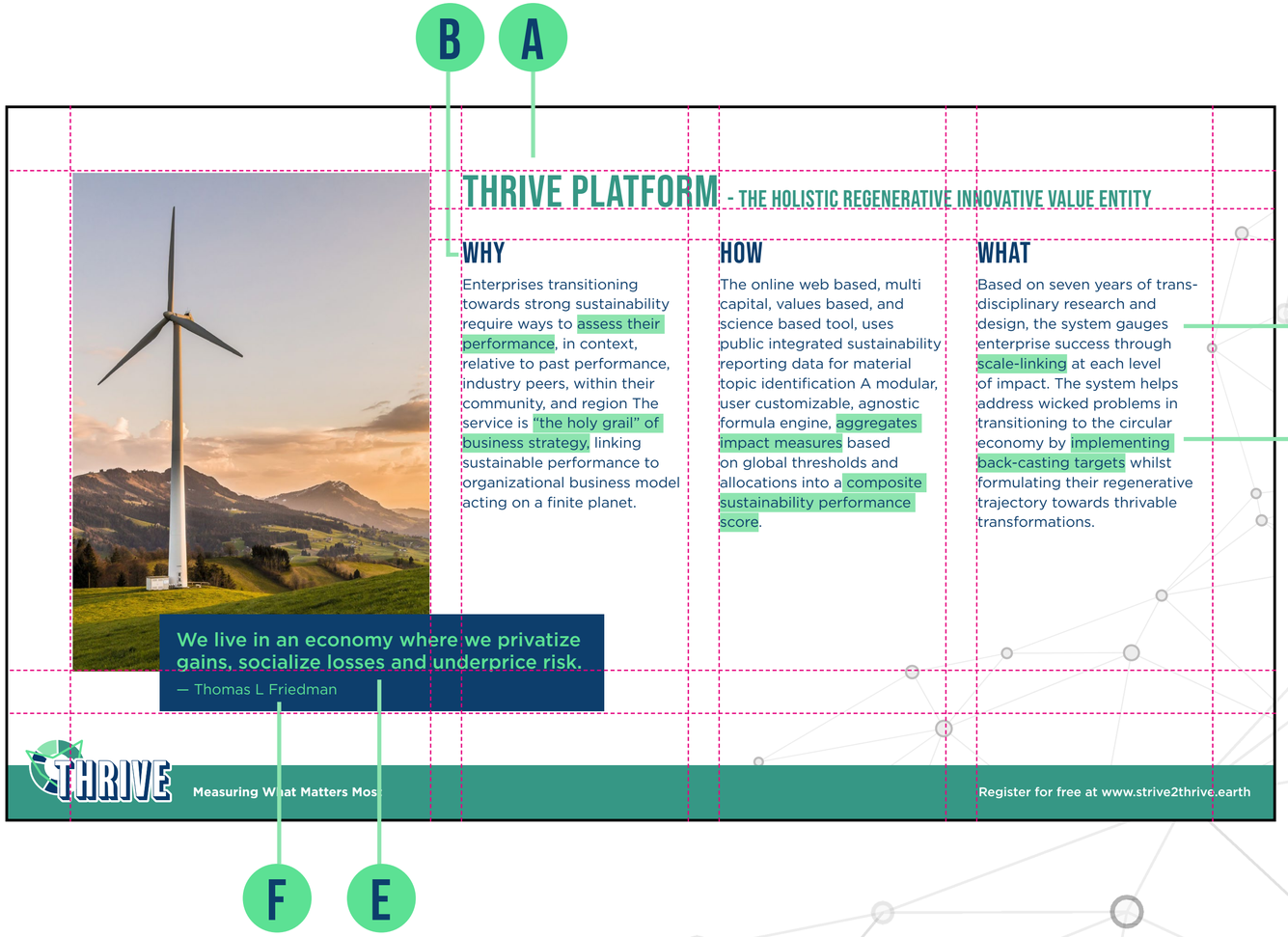
Font: Gotham Book
Size: 22 pt
Text Colour: #1a3967
Background colour: #8de4af

E - QUOTE TEXT

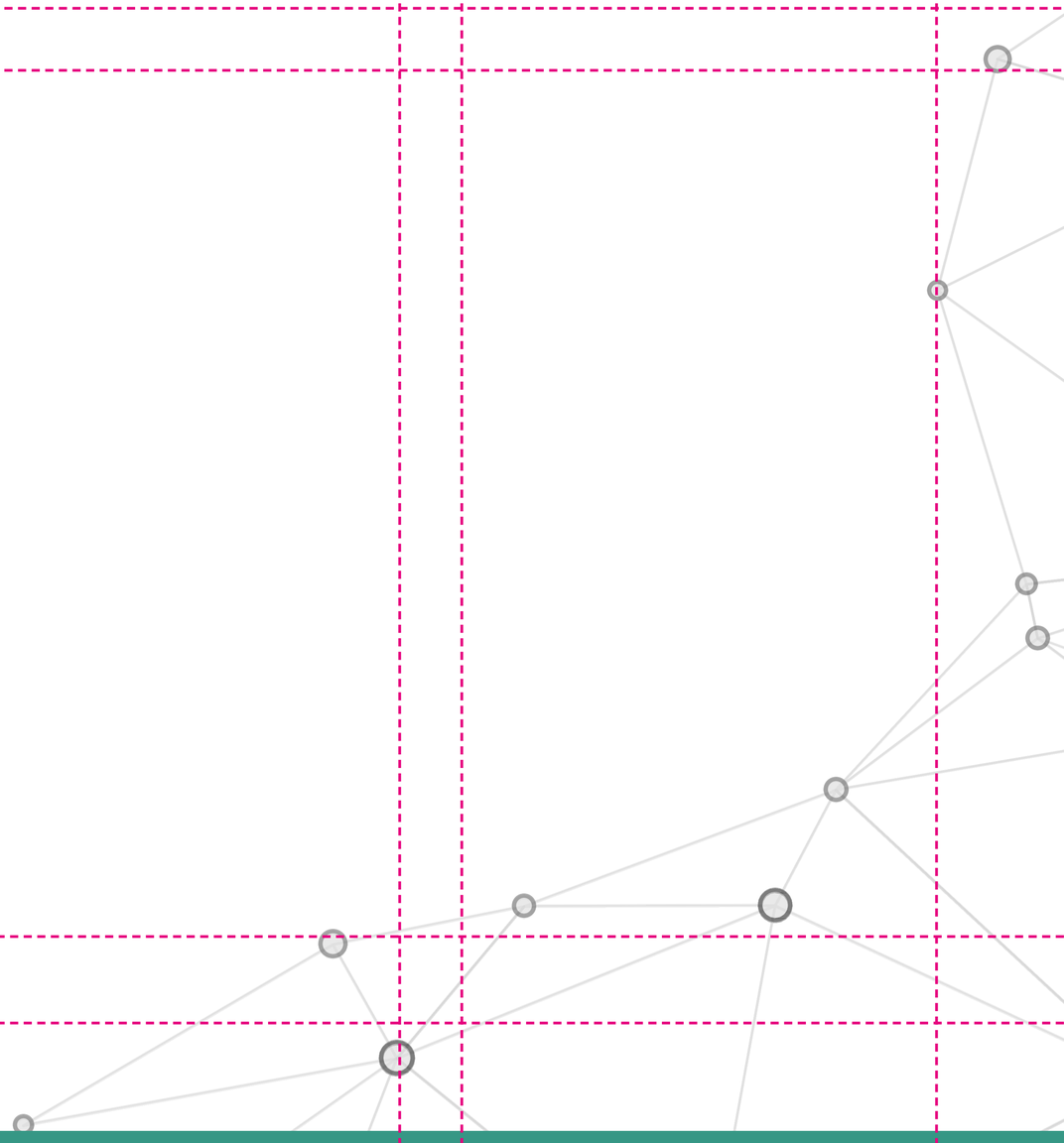
Box colour: # 1a3967
Font: Gotham Medium
Size: 29 pt
Colour: #5ce194

F - AUTHOR TEXT

Font: Gotham Book
Size: 22 pt
Colour: #5ce194



PAGE TEMPLATE



PRIMARY COLOURS

Dark blue
#08386b
r0 g56 b107

Dark green
#369482
r54 g148 b130

Lime green
#5ce094
r92 g224 b148

Light green
#8ce3b0
r140 g227 b176

Cream
#edebe3
r237 g235 b227

Colors can make or break category associations. They have a direct impact on user experience and engagement.

Because too many colours overwhelm, we stick to five primary colours for our scheme.

Sky blue
#549ec4
r84 g158 b196

Purple
#5945a1
r89 g69 b161

Magenta
#a86199
r168 g97 b153

Coral
#f0828a
r240 g130 b138

SECONDARY COLOURS

Use these colours to contrast with the primary colours.

They give the palette more flexibility, allowing softer colours and lighter emphasis. These colours should not be used without the primary brand colours.

TYPOGRAPHY

Bebas Neue is THRIVE Project's corporate headline typeface.

For sub-headings, use Gotham Bold (or Montserrat Bold if not available).

For body text, use Gotham Book (or Montserrat Regular if not available).

Bebas Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+÷×=>$€:;,.*

Gotham Bold (or Montserrat Bold if not available)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+÷×=>$€:;,.*

Gotham Book (or Montserrat Regular if not available)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+÷×=>$€:;,.*

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ON-SCREEN TEXT

Text on-screen can be an effective way of introducing or highlighting important information.

The following guidelines should be observed as a starting point when using on-screen text.

- Text flow should be kept to approximately 10 words maximum, and kept at a legible size in relation to the video's presentation (desktop, handheld, auditorium).
- Allow approximately 3 seconds viewer reading time per legible scene.
- Darken footage when applying white type overlay.
- Do not flow long blocks of copy, or use coloured type when contrast is very low.

Main Logo

Strap-line

Greyscale

Symbol

SOCIAL MEDIA LINKS

As part of our education efforts, we regularly provide informative and engaging content on our social media channels.

Our channels and their links can be seen to the left of this paragraph.

CONTACT DETAILS

Website: http://ThrivabilityMatters.Earth/

Email: flourish@ThrivabilityMatters.Earth

You can also find out more about our offerings, including:

THRIVE Blog: ThrivabilityMatters.Org/blog/

Thrivability Matters Webinars: ThrivabilityMatters.Online/

THRIVE Podcasts: Podcast.Strive2Thrive.Earth/

Thrivability Publications: ThrivabilityMatters.Org/documents/

THRIVE Framework: Framework.ThrivabilityMatters.Org

THRIVE Platform: ThrivabilityMatters.Org/how-it-works

You may access these links by clicking them, or typing them into a web browser.

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