



Your three person team for all your virtual needs

Brand Guidelines



Your three person team for all your virtual needs

Help good people start more projects and make a difference in the world together with TriVA. TriVA will create opportunities for all right in their hometown.



Remote working opens up a new world of opportunities
for Pakistan based workers.



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INTRODUCTION



TriVA is a virtual assistant agency providing specialized services in Amazon selling services, KDP marketing, personal branding, and Shopify management. TriVA operates in pods of three virtual assistants and provides top-notch services to clients. The company is focused on efficiency, reliability, and cost-effectiveness.

>>>



Brand Principles

TriVA® design principles are a reflection of the Pod, Three abstract figures or shapes arranged in a triangle to represent the three virtual assistants working together in a pod. The shapes supported by smart content, colors, and imagery that communicate modernism, professionalism, and trust. In the same way the brand should be approachable and convey expertise, efficiency, and teamwork.

The aim is always to portray a composition that is eye-catching, easy-to-read, and memorable. Our graphics should convey smooth, distinct visual elements, employing the naturally-curved lines.



Brand Ethos

Your three person team for all your virtual needs...

Small and medium-sized businesses looking to outsource administrative, technical, and creative tasks. The target audience is tech-savvy and values efficiency and cost-effectiveness.

The brand personality of TriVA is modern, professional, and trustworthy. The brand should be approachable and convey expertise, efficiency, and teamwork. We ensure that we give our energy to a specific group in mind to build deeply focused connections and make an impression that we especially care for their needs and wants.



Your three person team for all your virtual needs



Brand Story

In the city of Gojra, Pakistan, a visionary entrepreneur named **Zhagum Arshad** is making waves with his groundbreaking company, Triva. Born and raised in Gojra, Zhagum's deep-rooted connection to his homeland inspired him to embark on a journey that would not only transform the lives of its people but also bridge the gap between Gojra and the global community.

Triva was born out of Zhagum's unwavering passion to empower his fellow Gojra residents and create a brighter future for them. Fueled by his entrepreneurial spirit and a deep desire to make a difference, Zhagum set out to establish a company that would revolutionize the field of IT in his hometown. He envisioned a future where the people of Gojra would have access to world-class training and job opportunities, unlocking their potential and enabling them to compete on a global scale.

With Triva, Zhagum Arshad aims to make Gojra a thriving hub for technology and innovation. His mission is clear: **to create over 1000 jobs in his hometown**, providing employment and internship opportunities that would uplift the lives of its people. By offering training programs and internships, Triva aims to equip the residents of Gojra with the skills and knowledge required to excel in the field of IT.

Triva's brand story revolves around the concept of connectivity. Zhagum Arshad envisions Triva as the bridge that connects the people of Gojra with the world. Through his company, he seeks to build a strong network of professionals, entrepreneurs, and innovators, fostering collaborations and partnerships that transcend geographical boundaries. By doing so, he believes that Triva can unlock immense potential and open doors to endless opportunities for the people of Gojra.

At the heart of Triva's brand story is the belief that empowering individuals and communities leads to sustainable development. By nurturing talent and providing job opportunities, Triva strives to create a positive impact on Gojra's economy, transforming it into a thriving IT ecosystem. Zhagum Arshad's vision encompasses not just the growth of his company but the collective growth of the entire community, enabling Gojra to shine on the global stage.



Brand Narrative

We build our brand through every communication touchpoint. So, with many media channels and communications, it is important to stay true to our core brand attributes.

Core Identity

"Transforming communities, redefining remote teamwork."

**FOR FURTHER INFORMATION OR QUESTIONS CONTACT
INFO@TRIVA.GLOBAL**



TriVA is

Team

We are working like a team.

Responsive

We're dedicated to helping every user, every time.

Inspiration

Our vision is inspiration for others.

Vibrant

We are vibrant like the new beginnings and it's all about growth.

Achievement

At TriVA, we believe that we can achieve anything that we want.

QUICK START

Quick Start Guide

TriVA operates in pods of three virtual assistants and provides top-notch services to clients. The company is focused on efficiency, reliability, and cost-effectiveness. Our clear and colorful logo and graphics represent this brand's mission.

Here are the very basics of the TriVA brand guidelines to get you started.



Logo



Fonts

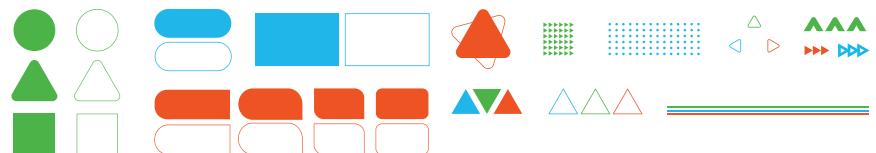
Roboto Black (Headline)

Roboto family is used for body and other text

Colors



Graphical Elements



VERBAL IDENTITY

Brand Essence

"Empower. Collaborate. Excel."

Brand Mission

"Bringing global opportunities to Gojra,
delivering excellence to the world."



Brand Vision

"Empower Pakistan,
Transform Global Businesses."



Brand Manifesto

**Ignite Your Potential.
Transform Your Future.**

- ▶ Just Begin.
- ▶ Embrace Collaboration.
- ▶ Dare to Innovate.
- ▶ Deliver Excellence.
- ▶ Embody Passion.
- ▶ Pursue Mastery.
- ▶ Empower Others.
- ▶ Embrace Accountability.
- ▶ Embody Resilience.
- ▶ Embrace Balance.
- ▶ Impact the World.
- ▶ Unleash Potential.



Brand Promise

"Reliable, high-quality VA
services to supercharge your productivity"



Tone of Voice

WELCOMING

VIBRANT

GROWTH

RELIABLE

ENTHUSIASTIC

MOTIVATIONAL

POSITIVE

INNOVATIVE

SUPPORTIVE

AUTHENTIC

LOGO

Master Logo & Clear Space

Triva's logo, a symbol of connectivity and progress, embodies the company's mission and vision. Three abstract figures or shapes arranged in a triangle represents the three virtual assistants working together in a pod.

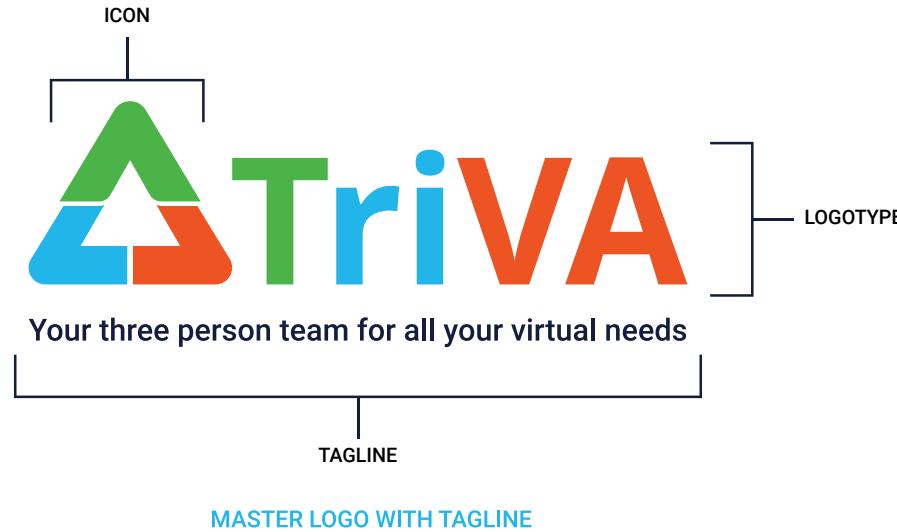


Your three person team for all your virtual needs

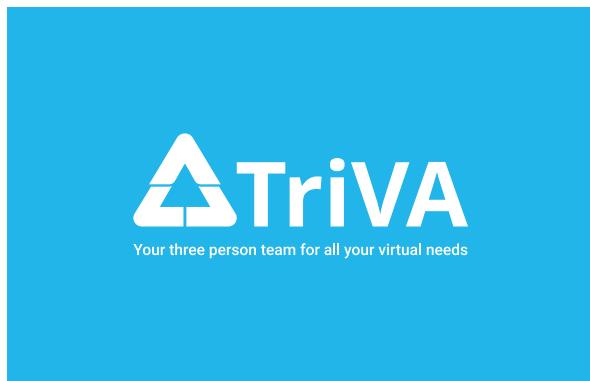
Maintain the proper clear space surrounding the logo to ensure it is not crowded by other distracting graphic elements or typography. The minimum acceptable clear space is shown on this page. Keep all other text and graphic elements outside of the clear space area.



Logo Variations



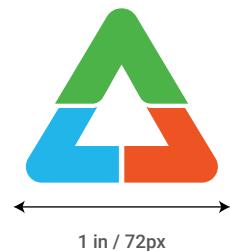
Logo Variations with Colors



Icon & Logotype Variations with Colors

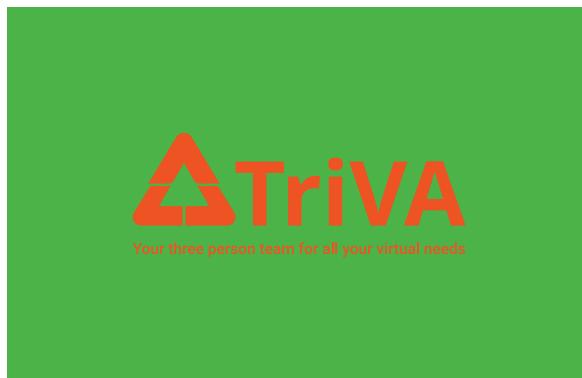
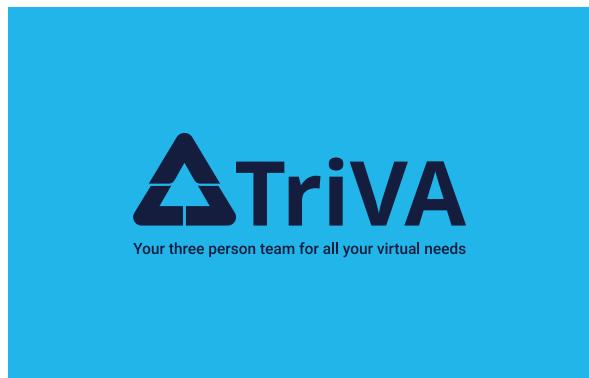


Logo Minimal Sizes



Logo Common Mistakes

Don't alter the logo in anyway. Don't bend, sheer, or rotate the logo. Don't add the elements or distrib arrangement. Don't apply the wrong color contrast. Don't apply shadow.



COLORS

Primary, Secondary & Tertiary Colors

SPACE CADET	RGB 20,29,62	CMYK 68,53,00,76	HEX: 141D3E	DOMINANT	USE THE SHADES AND TINTS FROM 25-75% WITH THESE HUES
FLAME	RGB 238,83,35	CMYK 00,65,85,07	HEX: EE5323		The vibrant colors evoke a sense of optimism and innovation, reflecting the energy and enthusiasm that TriVA team bring to their work.
DARK PASTEL GREEN	RGB 76,180,72	CMYK 58,00,60,29	HEX: 4CB448	ACCENT	
PROCESS CYAN	RGB 33,182,234	CMYK 86,22,00,08	HEX: 21B6EA		
WHITE	RGB 255,255,255	CMYK 00,00,00,00	HEX: FFFFFF	STANDARD	

Icon usage with colors



USE 100% OPECITY IN GENERAL



USE ONLY 05% OPECITY IN THE BACKGROUNDS WITH ICONS



USE 15-25% OPECITY WHEN USE AS
ELEMENT ON WHITE

TYPOGRAPHY

Typefaces

Roboto Family
 Google Fonts

Aa

AaBbCc

DEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*(){}:"?><

Headline 01: Roboto Black

HEADLINE TEXT

Pull Quote: Roboto Black

**“Supportive and
Collaborative”**

Subheading 01: Roboto Bold

HEADLINE TEXT

Body: Roboto Regular

The vibrant colors evoke a sense of optimism and innovation, reflecting the energy and enthusiasm that TriVA team bring to their work.

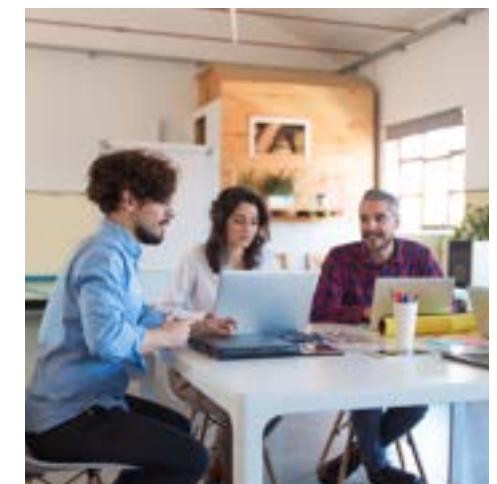
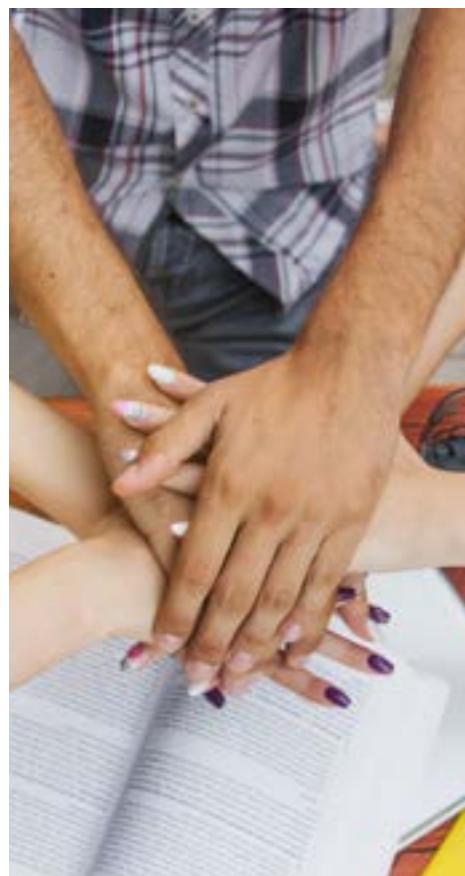
Small Text: Roboto Medium

The vibrant colors evoke a sense of optimism and innovation, reflecting the energy and enthusiasm that TriVA team bring to their work.



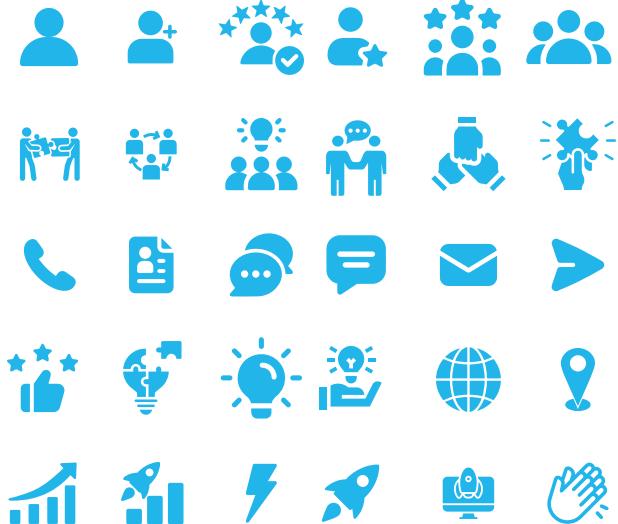
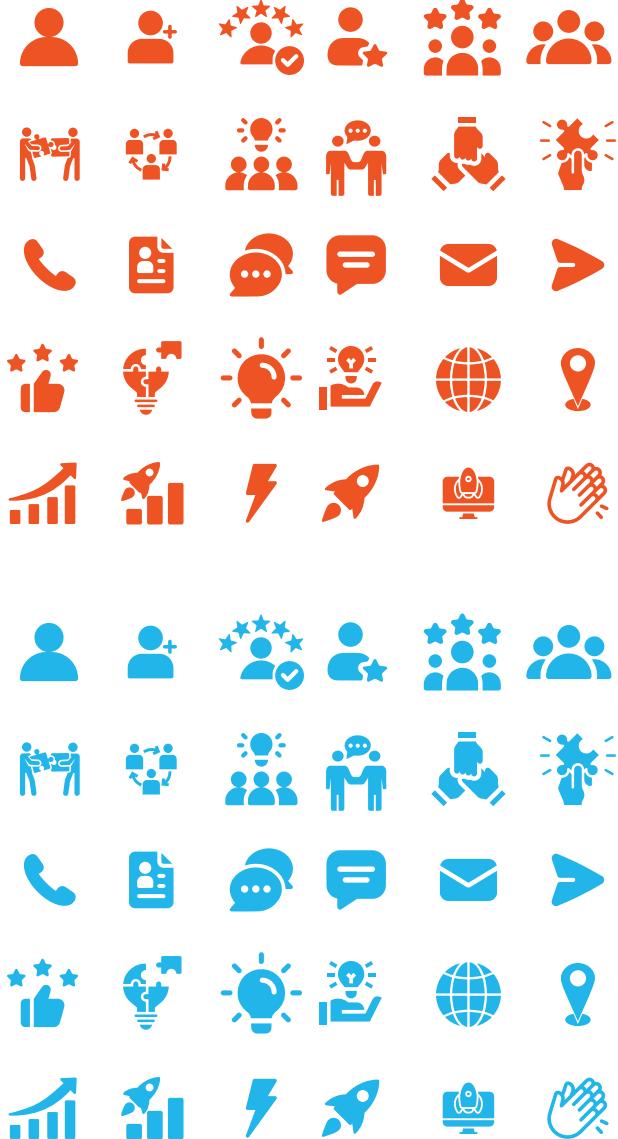
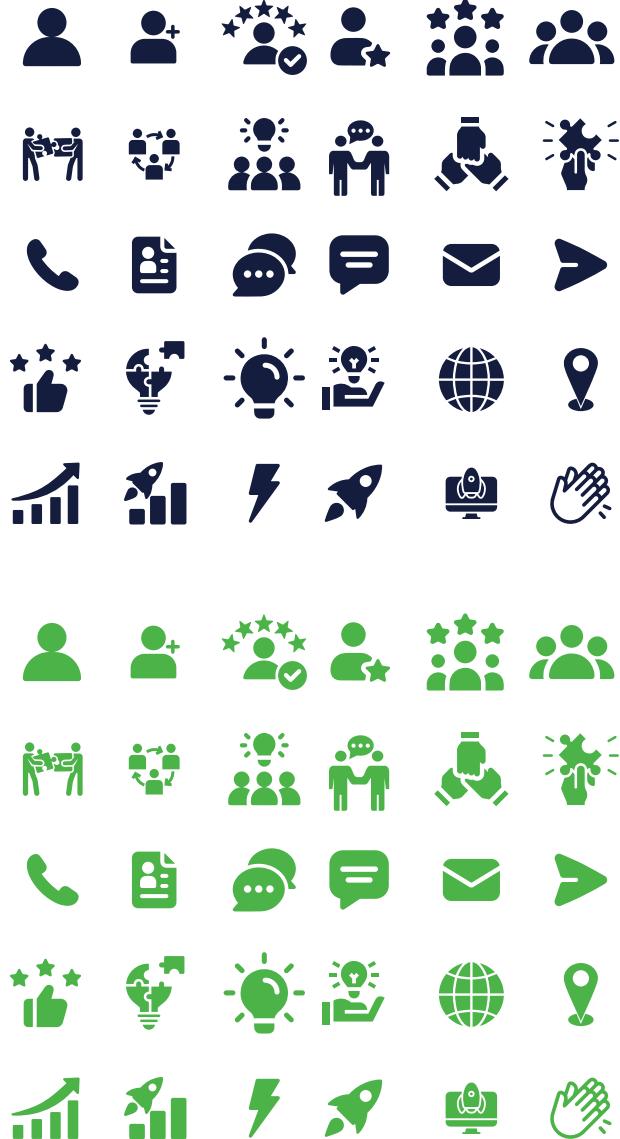
PHOTOGRAPHY

Photography



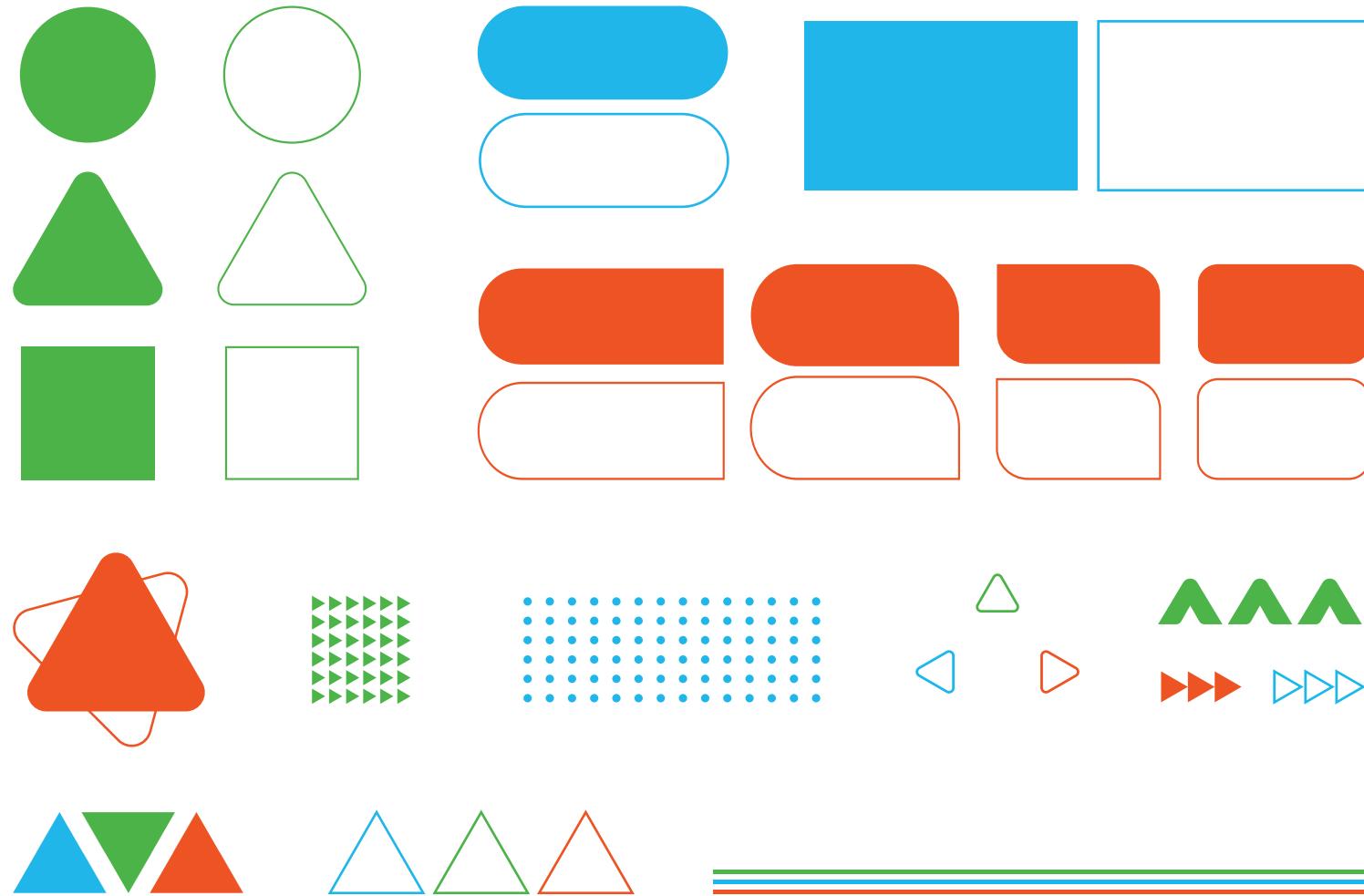
ICONS

Icons



ELEMENTS

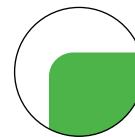
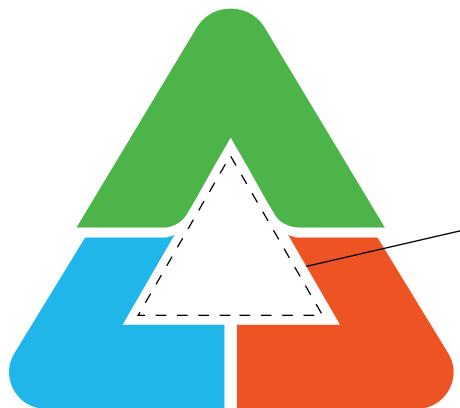
Elements



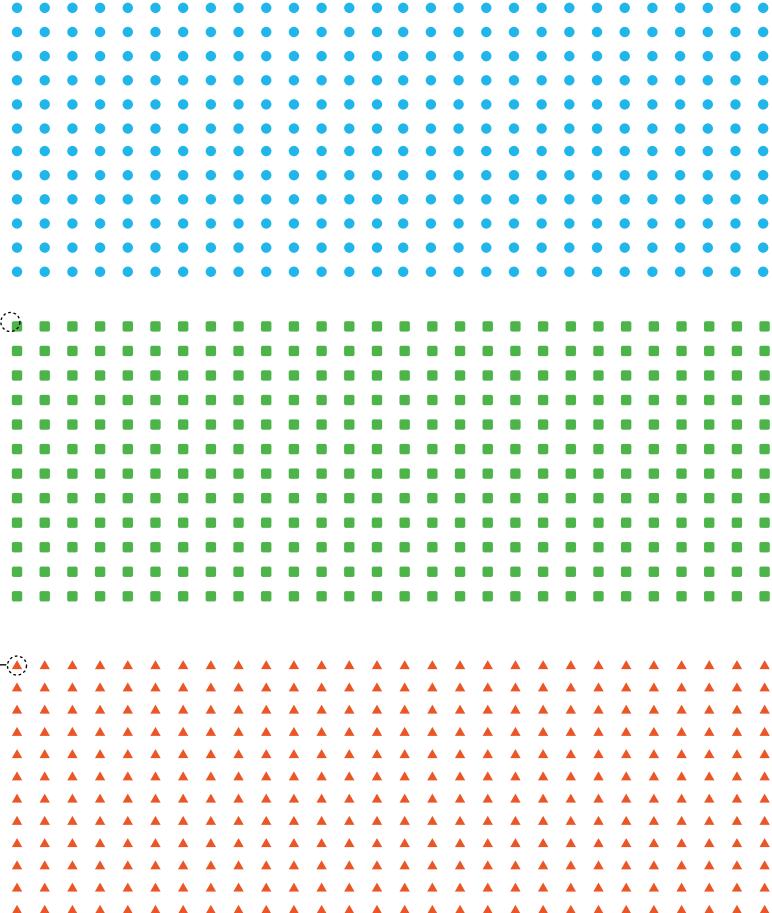
PATTERNS

Pattrens

In the patterns, the simple geometric shapes have been used. Circles, Squares with rounded corners and triangles with sharp edges. As the corners in our logo are rounded from outside. But, the corners are seems sharp from inside. So the overall patterns in the brand will be the mixture of sharp and soft.

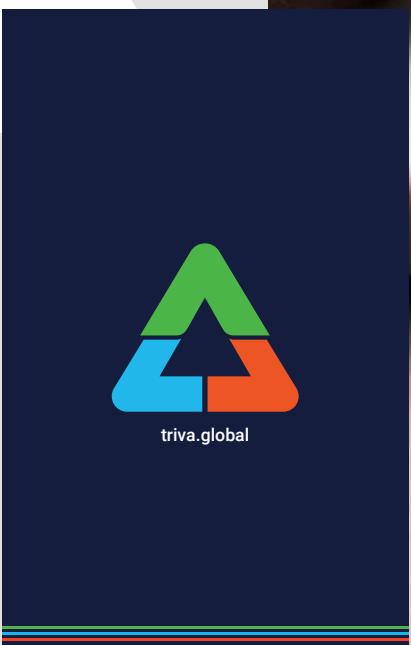
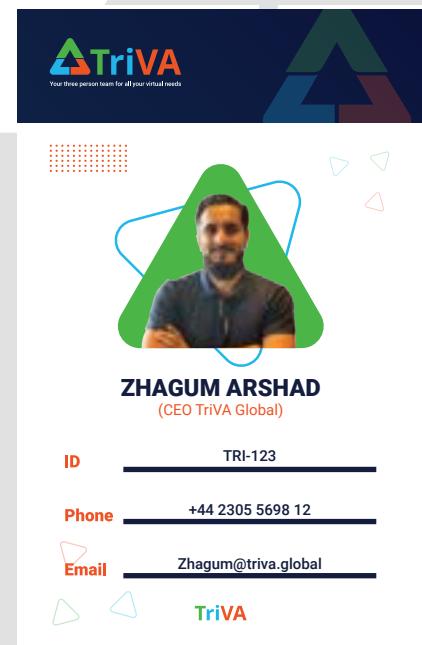


Use Square graphics
with rounded corners



MOCKUPS

ID Card (Print Design)



Flags (Print Design)



Letter Head (Print Design)



Stamp (Print Design)



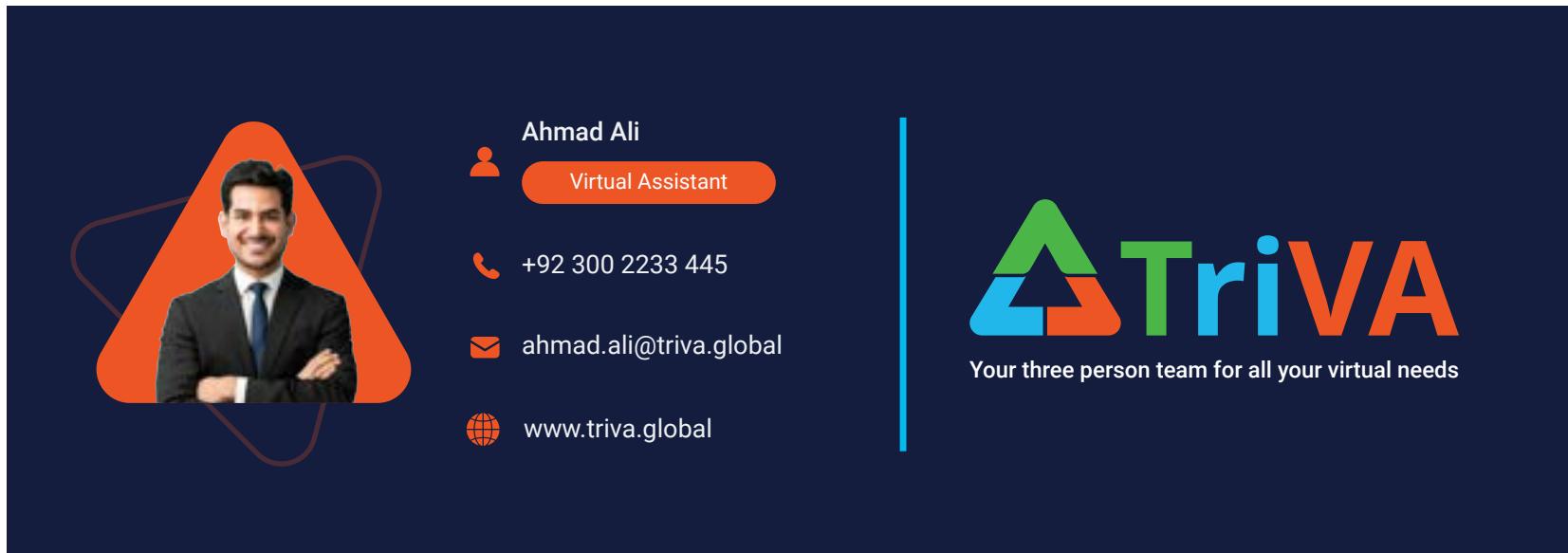
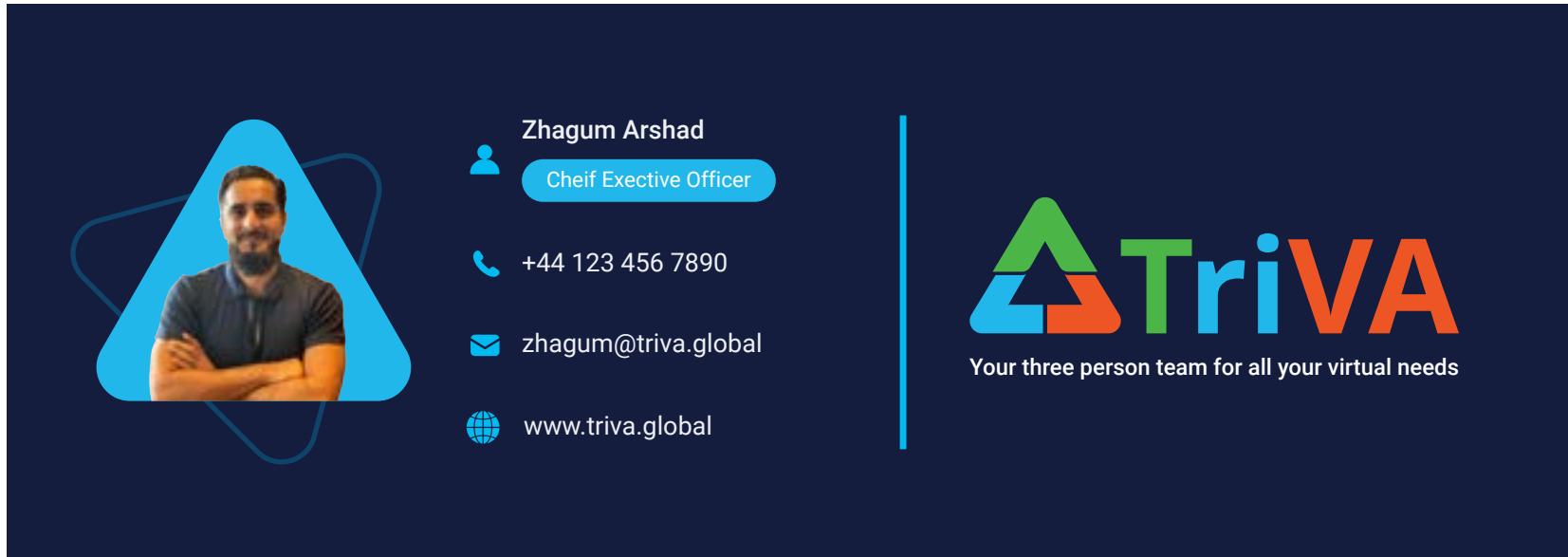
T-Shirts (Print Design)



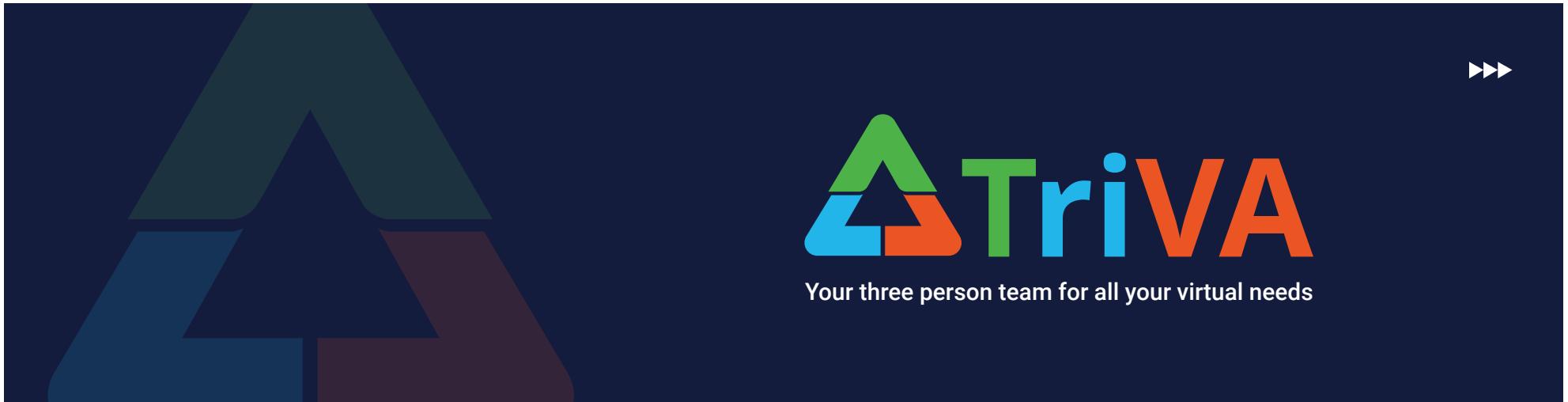
Website



Email Signature



Linkedin Banner



Social Media Posts

Social media posts are important for a brand as they increase brand awareness, engage the audience, and foster customer relationships. They allow brands to showcase their personality, tell their story, and gather valuable customer insights. By leveraging social media effectively, brands can enhance their marketing efforts, drive sales, and gain a competitive advantage in the digital landscape.

WE ARE DIGITAL MARKETING EXPERT

OUR SERVICES

- ▶ Designing
- ▶ Marketing Staff
- ▶ Operational Staff
- ▶ Finance Accountant

www.triva.global

DALE SMITH

Thanks to Triva's expert Amazon selling services, my sales have skyrocketed, and my business has experienced tremendous growth.

TriVA is Your THREE PERSON Team For All Your Virtual Needs...

triva.global

GRAPHIC DESIGNER

VIRTUAL ASSISTANT

WEB DEVELOPER

Future Sub-Brands

A Future of Infinite Possibilities

As we reach the end of this brand book, we want to emphasize that the journey of TriVA is far from over. In fact, it is just the beginning. We believe in the power of continuous innovation and growth, which is why we are excited to share that TriVA's story will continue to unfold with the launch of future **sub-brands**.

These upcoming sub-brands will further expand Triva's reach and impact, opening new avenues of exploration and opportunity. While we can't reveal the specifics just yet, rest assured that each sub-brand will be meticulously crafted to serve unique needs and markets, all while staying true to Triva's core values and vision.

To Be Continued...

THANK YOU!