The Tribe — Visual Identity Guide (v1.0)

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Date: Oct 19, 2025
Purpose: This document translates *The Tribe — Lore & Archetypes* into a tangible design system — colors, typography, iconography, motion, and sound — for consistent execution across mobile apps, brand assets, and events.

🎨1) Brand Philosophy

Core Idea: Design as ritual. Each interaction should feel alive, elemental, and participatory.
The goal is not a flat interface, but a living rhythm — visual, sonic, and symbolic coherence that makes the user *feel their element* every time they open the app.

Design Principles: 1. **Organic Modernity** — Nature's texture meets clean geometry.
2. **Elemental Duality** — Fire vs. Water, Air vs. Earth, Ether as unity.
3. **Motion as Meaning** — Every transition should breathe.
4. **Color as Energy** — Palettes represent vibration, not decoration.
5. **Light as Life** — Use gradients, glows, and micro-animations to evoke vitality.

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2) Color Systems

Tribe	Gradient	Primary HEX	Secondary HEX	Neutral Support
Fire	Crimson → Gold	#FF4E00	#FFD43B	#1C0A00
Water	Deep Blue → Turquoise	#0057D9	#00D1C1	#001B33
Earth	Olive → Terracotta	#7C6F57	#D86A3F	#2E2212
Air	Sky Blue → White	#67C8FF	#F4F7FA	#0E2230
Ether	Violet → White	#7C3AED	#E9D5FF	#1A102E

Usage Rules: - Primary gradient = Tribe banner backgrounds, key UI themes.
- Secondary tone = accents, buttons, progress indicators.
- Neutral = text and shadow base; all Tribe colors must remain accessible (WCAG AA+).

🎲3) Typography

Primary Typeface: *Inter* (Modern humanist sans-serif; functional yet friendly.)
Accent Typeface: *Cinzel Decorative* (Used sparingly for tribe glyphs, headlines, rituals.)

Use Case	Font	Weight	Example
App UI	Inter	400–700	Event cards, menu items
Ritual Headings	Cinzel	500	"The Fire Awakens"
Captions / Metadata	Inter	300	"Hosted by Water Tribe Montréal"
Marketing Posters	Custom mixed typography by tribe element		

🏀 4) Glyph System

Each Tribe has a **sacred glyph** acting as its identity seal — scalable for UI badges, posters, and merch.

Tribe	Glyph Concept	Shape Logic	Animation Cue
Fire	Flame	Triangular, upward movement	Flicker pulse
Water	Droplet	Curved symmetry	Ripple expansion
Earth	Seed/Leaf	Rooted arc	Slow bloom
Air	Feather	Linear, flowing lines	Drift motion
Ether	Spiral / Third Eye	Infinite loop	Radiant pulse

Guidelines: - All glyphs are drawn within a 1:1 circle grid. - Default stroke: 2px (scalable vector). - Active states in UI animate subtly according to element motion.

🎞️ 5) Motion Language

Goal: Make every interaction feel like an element expressing itself.

Tribe	Motion Feel	Easing	Particle Type
Fire	Bursting, pulsing, rhythmic	EaseOutQuad	Sparks, embers
Water	Flowing, dissolving	EaseInOutSine	Ripples, droplets
Earth	Settling, grounding	EaseOutCubic	Dust, soil motes
Air	Light, drifting	EaseInOutQuad	Breeze particles
Ether	Expanding, luminous	EaseInOutExpo	Light flares

Navigation Example: - Swiping between events = gentle wind motion (Air).
- Completing a booking = brief flame burst (Fire).
- Meditation mode = expanding light halo (Ether).

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6) Sound Design

Sound should act as **emotional punctuation** — reinforcing the sensory narrative.

Tribe	Audio Palette	Tone Keywords	Sample Sources
Fire	Hand drums, crackling embers	Warm, percussive	Firepit field recordings, clap layers
Water	Flowing streams, chimes	Fluid, calming	Hydrophones, synth pads
Earth	Wooden knocks, low drums	Grounded, organic	Field percussion, clay impacts
Air	Wind tones, light bells	Airy, clean	Flutes, wind chimes
Ether	Drone, choir, crystal sounds	Transcendent, pure	Singing bowls, synth drones

Interaction Examples: - Tap feedback → subtle percussive tone by Tribe.
- Event confirmation → ambient swell of corresponding element.
- Meditation mode → adaptive binaural layer.

🖼️7) Iconography & Visual Rhythm

- Icons follow rounded corners and central symmetry.
- Element icons maintain a unified silhouette weight (stroke-based).
- Avoid clutter; favor negative space and gradient depth.
- Use particle backgrounds subtly — never obstruct text.

Micro-interactions: - Hover glow → matches Tribe's hue.
- Loading → elemental particle animation.
- Success → energy burst per Tribe.

⛳8) App UI Hierarchy — Elemental Zones

Zone	Description	Tribe Integration
Home Feed	Personalized element mix	Neutral palette with gradient pulses
Event Page	Vibe immersion	Banner adopts host's Tribe gradient
Tribe Page	Identity showcase	Full element expression (color + glyph)

Zone	Description	Tribe Integration
Wallet	QR-based ritual pass	Minimal, dark neutral base
Profile	Elemental Balance Wheel	Gradient overlay reflects personal ratio

9) Sensory Brand Assets

Logo Lockup: Wordmark "THE TRIBE" in Inter SemiBold, with dynamic elemental glow cycling subtly.
Icon: Five-point elemental sigil (interlocking glyphs in a circular arrangement).
Background Texture: Grain overlays and gradient motion used sparingly to evoke depth.

Event Posters: Use cinematic photography layered with tribe glyphs + gradient overlays matching the event's dominant element.

10) Accessibility & Responsiveness

- All color pairs tested for minimum 4.5:1 contrast.
- Animations under 800ms; optional reduced motion toggle.
- Haptic feedback aligned with motion theme.
- Audio feedback always optional (muted by default unless in immersive mode).

🖌️ 11) Implementation Toolkit

- **Figma Library:** Elemental gradient styles, typography tokens, glyph SVGs, motion prototypes.
- **Lottie Animations:** 5 tribe motion sets (JSON).
- **Sound Pack:** 10–12 clips per tribe (mp3/wav).
- **Design Tokens:** JSON export for dev sync (colors, shadows, timing).
- **Theme Switcher:** Dynamic by user's tribe or event theme.

Next Steps: 1. Develop full design system in Figma linked to GitHub design tokens.
2. Create prototype onboarding sequence (Discover → Quiz → Tribe Reveal).
3. Sync sound designer + motion artist briefs for v1 launch assets.

— *End of Document — The Tribe Visual Identity Guide (v1.0)* —