# The Tribe — Visual Identity Guide (v1.0)

**Owner:** Jonathan Anderson (President Anderson)  
**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.

## 🔺 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).

## 🔊 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) |
| **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)* —