



# Memphis Tribbies

**Brand Identity Guide | 2025**

*Rooted in the River. Soaring with Purpose.*



# Our Story

The Tribbie name pays homage to the network of tributaries that feed into the great Mississippi River. Our brand represents the motion, strength, and spirit of the communities that have grown from its banks.

Our identity blends legacy with momentum: a symbol of unity between the land, the water, and the people who call it home.



# Primary Marks



Primary Word Mark



Tribbie Crest



Tribbie Script



# Secondary Marks



Ollie Head



Ollie “T”



Anchor “T”



# Color Palette

Primary



*King Purple*



*Tribbie Teal*

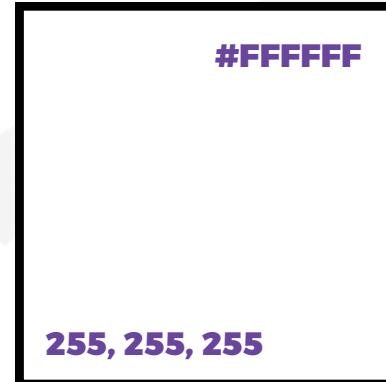


*River Bed Blue*

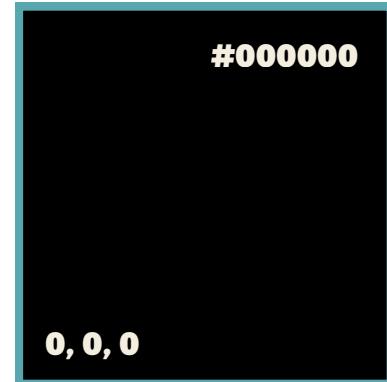
Accent



*River Cream*



*Pure White*



*Talon Black*



# Typography

Heading → **Argentum Sans Bold**

Subheading → *Fribbie Haglos*

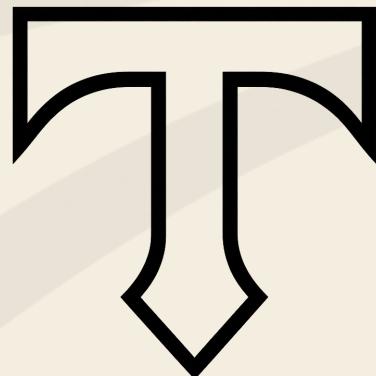
Body → **Argentum Sans Regular**



# Mono & Stationary Marks

*Tribbies*

MEMPHIS  
*Tribbies*



# Uniform Variations



# Standard Headwear



*Tribbies*

