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TribelessYouth 

Brand Guidelines

These brand guidelines define the visual and narrative identity of TribelessYouth—a movement rooted in unity, culture, and shared humanity. They serve as a foundation for how the brand is expressed across all platforms, ensuring consistency, clarity, and purpose in every story, image, and interaction.

Designer //
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TribelessYouth is a pioneer Activist Civic Tech organisation that leverages the agency of youth, the creative arts and the power of digital media to promote the constitutional values of equality and non-discrimination, accountable governance and peaceful co-existence in Kenya.

TribelessYouth works with others to raise civic consciousness, strengthen capacity and catalyse action required to build an inclusive, just and accountable democratic Kenyan society.

Primary Logo



The TribelessYouth logo is composed of three abstract human figures, representing the diverse tribes of Kenya unified within a single visual identity. Rendered in black, red, and green colors inspired by the Kenyan flag; the mark carries deep cultural meaning: black symbolizes the people, red reflects sacrifice and the struggle for unity, and green represents growth and the future. Through its angular, dynamic composition, the logo expresses both the tension of difference and the power of coexistence, capturing the essence of a generation moving beyond tribal identity toward shared humanity.

Logo Exploration

TribelessYouth 

TribelessYouth 

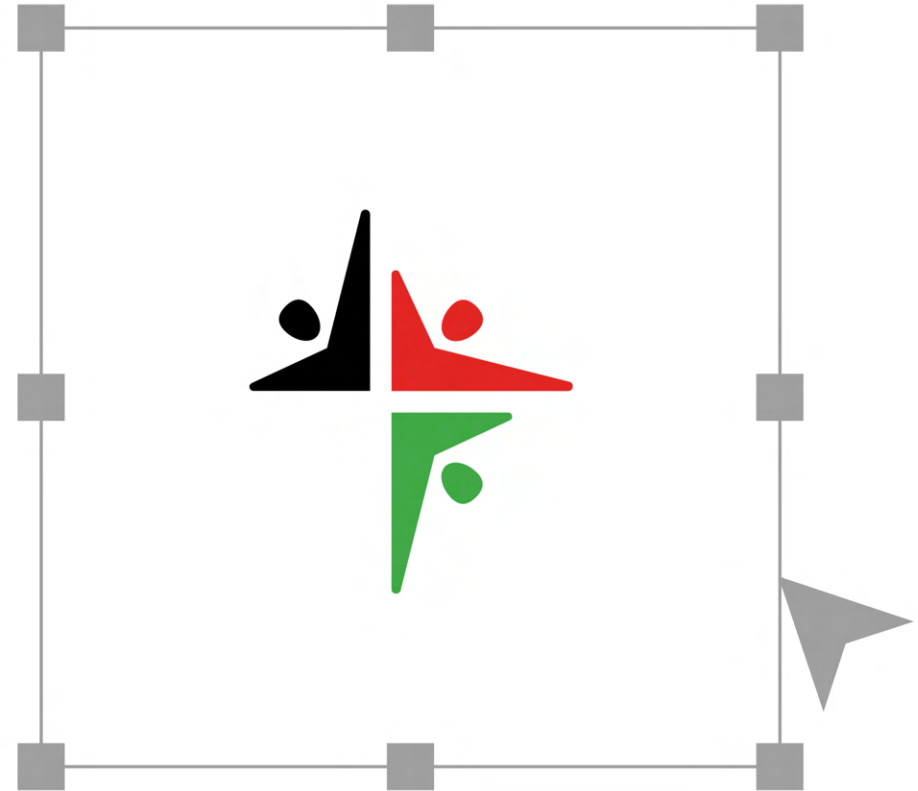
TribelessYouth 

TribelessYouth 



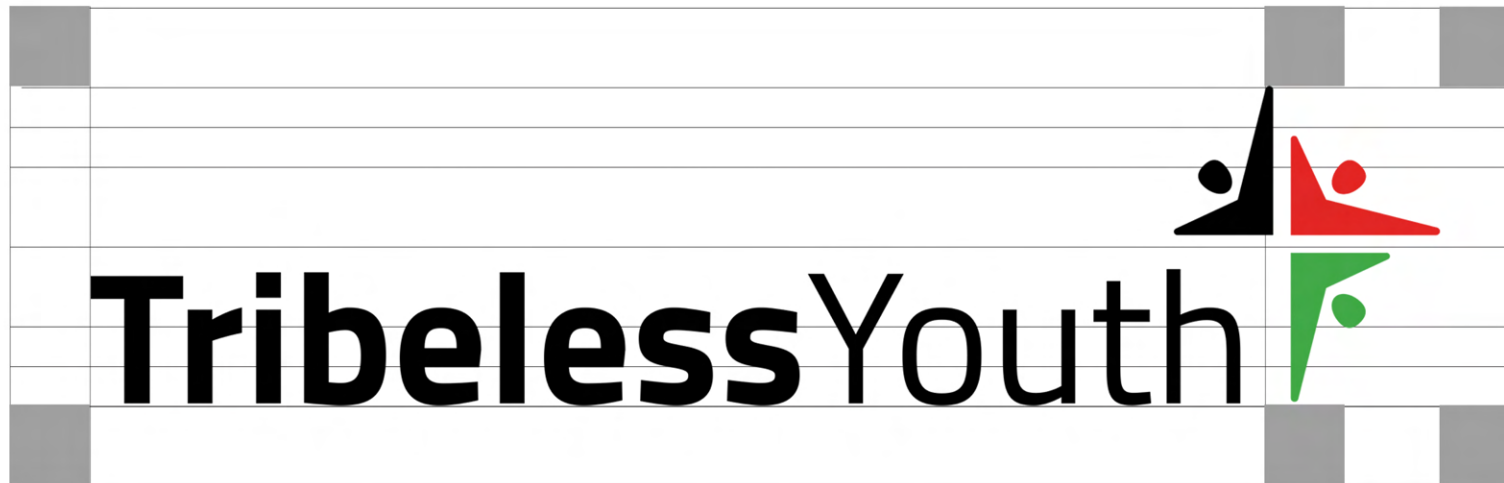
Logo Concept

Three abstract human figures form a unified symbol of identity beyond tribe.



Clear Space

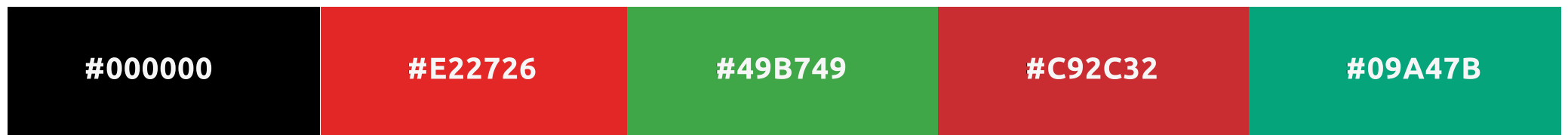
Always maintain a clear space around the logo equal to the size of one head (circular element).



Color Palette

The TribelessYouth color palette is deeply rooted in cultural identity and emotional storytelling, drawing inspiration from the colors of Kenya while embracing a modern, vibrant aesthetic. Black serves as the primary foundation, representing the people—their identity, strength, and origin—while also providing a bold, cinematic base that enhances visual depth.

Supporting this are matte red and matte green as secondary colors: matte red symbolizes sacrifice, resilience, and the ongoing struggle for unity, while matte green reflects growth, land, and the promise of the future. The matte finish across these tones softens their intensity, creating a grounded authentic feel that aligns with the brand's human-centered storytelling. Together, the palette expresses a balance between history and progress, struggle and hope, and individuality and collective unity.





Brand Typeface

Primary Font

The TribelessYouth typography system is designed to balance clarity with strong visual presence. The primary font is a bold, modern sans-serif used for headlines and key statements, establishing a confident and impactful voice across all communications. It is intended to capture attention quickly and convey the brand's direct, no-nonsense tone.

Supporting this is a secondary font; a clean, highly legible sans-serif, used for body text, captions, and longer-form content. This ensures readability while maintaining a consistent and cohesive visual identity. Together, the primary and secondary fonts create a clear hierarchy, allowing messages to feel structured, intentional, and easy to engage with across both digital and physical platforms.

<p>Titillium Web One Regular</p>	
<p>Aa Bbb Cc Dd Ee Ff 1234567890!/?#.,()</p>	
	<p>Titillium</p>
<p>Aa Bbb Cc Dd Ee Ff 1234567890!/?#.,()</p>	
<p>Aa Bbb Cc Dd Ee Ff 1234567890!/?#.,()</p>	

Secondary Font













Tips for this Pairing

- Create contrast in weight: If you use a bold or heavy weight of Titillium Web for headers, use a thinner weight (Light or Regular) of Montserrat for the body text to make the hierarchy clear.
- Use Letter Spacing: Since both fonts are wide, using slightly different letter spacing (kerning) between headers and body can help distinguish them further.
- Alternative Roles: Because Montserrat is highly legible, you can also reverse this pairing—using Montserrat for headings and Titillium Web for body text—depending on which tone fits your project better.

<p>Montserrat One Regular</p>	
<p>Aa Bbb Cc Dd Ee Ff 1234567890!/?#.,()</p>	
	<p>Montserrat</p>
<p>Aa Bbb Cc Dd Ee Ff 1234567890!/?#.,()</p>	
<p>Aa Bbb Cc Dd Ee Ff 1234567890!/?#.,()</p>	

Do's & Dont's

The TribelessYouth logo should always be used with consistency and respect to its original design. It should not be distorted, stretched, rotated, or altered in any way. Avoid changing the colors, applying gradients or effects, or placing the logo on backgrounds that reduce its visibility. The logo must not be overcrowded with other elements or modified into new forms, ensuring it remains clear, recognizable, and impactful across all applications.

DIGITAL APPLICATION

When applied on images, the TribelessYouth logo should be placed with careful consideration to visibility and balance. It should sit on areas of low visual noise, such as darker or less detailed sections of the image, to maintain clarity and impact. Preferably, the logo should be used in its monochrome (white or black) version to ensure strong contrast against varying backgrounds. Avoid placing it over busy or high-contrast focal points, and ensure adequate clear space is maintained at all times. The logo should feel integrated yet unobtrusive—complementing the image without competing with the story being told.

Sidenote.

Always ensure the logo is on 30-60% Opacity, only in white unless the images has a white area to place the full color logo



TribelessYouth



OUR IMAGERY

The TribelessYouth imagery moodboard is rooted in a documentary-style approach, focusing on real, human moments. Visuals should prioritize authentic emotion, intentional framing, and strong light direction to create depth and meaning. Whether in motion or stills, attention should be given to natural color tones that align with the brand's cinematic feel, ensuring every image feels honest, grounded, and story-driven.

Sidenote.

Be on the lookout for where the light is coming from, have a keen eye for lighting avoiding over or under exposure.





Stay Guided, Thank You.