

THRIVE
Strategy Group

BRAND GUIDE

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WHAT ARE BRAND GUIDELINES?

This isn't simply a brand; it's a framework for how Thrive Strategy Group shows up in the world. Every element of our brand's language, presence, and visual identity has been intentionally designed to reflect the way we work: thoughtful, structured, and grounded in real experience.

Our brand represents the clarity and confidence our clients feel when they work with us. It signals that there is a clear path forward, and that someone with the right perspective is guiding the process.

Consistency matters. When we apply these standards across every piece of communication, we reinforce the credibility and trust that Thrive Strategy Group is built on. Every message, every presentation, and every interaction should reflect the same steady professionalism and strategic clarity.

These guidelines ensure that as Thrive grows, the brand continues to communicate what matters most: trusted guidance, practical strategy, and systems that help people build businesses and lives that work.

BRAND IDENTITY LEADS TO TRUST

Brand guidelines function as our communication framework. It's the structure that ensures everything we produce feels aligned, intentional, and recognizable.

They outline how Thrive Strategy Group speaks, presents ideas, and visually represents its work. These guidelines should be applied across all communications so that the brand consistently reflects the same level of clarity, professionalism, and strategic thinking.

Why does this consistency matter?

Because trust is the foundation of advisory work.

Clients seek Thrive Strategy Group because they want direction from someone who understands complexity and can bring order to it. When our messaging, visuals, and tone remain consistent, they reinforce the sense that there is structure behind the work and experience behind the guidance.

Consistency communicates competence. It signals that Thrive operates with discipline, clarity, and purpose. These are the qualities that clients depend on when they are making important decisions about their businesses and leadership.

WHO ARE WE

The name Thrive Strategy Group reflects the outcome we help leaders achieve: businesses that operate with clarity, alignment, and sustainable momentum.

Thrive works with founders, executives, and leadership teams who are navigating growth, complexity, or transition. These leaders often have strong businesses but lack the structure, systems, or strategic clarity required to move forward with confidence.

Our role is not to provide hype or surface-level advice. Instead, we bring thoughtful analysis, structured frameworks, and practical coaching that help leaders see their situation clearly and make better decisions.

Through strategy, systems thinking, and direct coaching, Thrive helps organizations simplify complexity, align leadership, and build operational structures that support long-term success.

The result is not just business growth, it's freedom. When systems are clear and leadership is aligned, businesses begin to operate the way they were meant to.

CORE BRAND PERSONALITY TRAITS

CONFIDENT

Thrive Strategy Group communicates with calm certainty. The voice reflects experience and perspective without needing to dominate the conversation. Confidence shows up through clarity, thoughtful guidance, and steady leadership.

STRUCTURED

This brand believes in systems. Ideas are organized, frameworks are clear, and conversations move toward actionable outcomes. Thrive brings order to complexity and helps leaders move forward with purpose.

TRUSTED

Clients work with Thrive Strategy Group because they know the guidance comes from experience, not theory. The brand conveys reliability, professionalism, and a deep understanding of how organizations actually function.

TRANSFORMATIONAL

The goal is not incremental improvement but, instead, meaningful change. Thrive helps leaders gain perspective, simplify what feels overwhelming, and implement structures that create progress and long-term freedom.

BRAND VOICE

CLEAR THINKING. TRUSTED GUIDANCE.

The Thrive Strategy Group voice is calm, confident, and precise. It sounds like an experienced advisor who listens carefully, asks the right questions, and offers clear direction when it matters.

The tone is professional without feeling corporate, confident without being loud, and structured without feeling rigid.

Communication should always feel grounded in real experience and practical insight. There is no hype, no exaggerated promises, and no trend-driven language.

Instead, the voice communicates steady leadership, thoughtful strategy, and a belief that the right systems and decisions can fundamentally change how a business and its leaders operate.

The result is a brand that feels capable, trustworthy, and clear.

BRAND POSITIONING

Thrive Strategy Group exists at the intersection of strategy, leadership development, and operational clarity.

Many consulting firms offer advice. Thrive offers structure. Our work focuses on helping founders and leadership teams transform scattered effort into clear direction and disciplined execution.

The brand reflects an approach grounded in experience, practical frameworks, and strategic discipline.

Thrive Strategy Group is not about louder ambition. It is about smarter growth.





MESSAGING PILLARS

STRATEGIC CLARITY

Thrive Strategy Group helps leaders step back from daily operational noise and see the full picture. By organizing priorities and defining direction, we help businesses focus their energy where it matters most.

STRUCTURED GROWTH

Growth without structure creates stress and instability. Thrive focuses on building operational systems and leadership frameworks that support sustainable expansion.

LEADERSHIP DEVELOPMENT

Businesses evolve as their leaders evolve. Thrive works closely with founders and executive teams to strengthen decision-making, communication, and strategic thinking.

OPERATIONAL MOMENTUM

Ideas are valuable only when they are implemented. Thrive emphasizes practical frameworks that move organizations from strategy to execution.

LOGO USAGE

Think of our logo as a friendly handshake, a visual "hello" that introduces us to everyone we meet. When people see our logo, we want them to instantly recognize the values we stand for. We want them to know, without even saying a word, that they're in the hands of experts and can feel safe and comfortable. By making sure we always use our logo correctly, we're reinforcing this positive feeling and ensuring it continues to hold a special place in the hearts and minds of the people we serve.



AREA OF ISOLATION

Always preserve the integrity of Thrive Strategy Group logo across all applications. The logo should have a minimum area of isolation (clear space) to ensure it is legible when surrounded by text, headlines and other images.

Preferred area of isolation on all sides should be the size of the letter T in the logo.

MINIMUM SIZING

Minimum sizing is set at no smaller than 1.25" in width. In no case should the logo be smaller than the minimum spacing size shown below.



HORIZONTAL LOGO 1.25" WIDTH



STACKED LOGO .8" WIDTH



ICON .5" WIDTH

APPROVED LOGOS

In addition to our standard full-color logos, we have designed reverse (white) versions that should be used on approved color backgrounds. Our black-and-white logo features black and gray elements. This logo should only be used for approved caps, shirts, totes, etc.



















LOGO COLORS

On the Logo Colors, use this for the intro: Our brand colors for Thrive Strategy Group are the foundation of our visual identity. They are chosen to reflect clarity, professionalism, and strategic insight while creating a look that feels modern, polished, and trustworthy.

PROFESSIONAL NAVY

CMYK: C87 M43 Y14 K36

RGB: R17 G87 B122

ENERGETIC GREEN

CMYK: C47 M0 Y100 K12

RGB: R135 G179 B31

DEEP TEAL

CMYK: C79 M17 Y43 K26

RGB: R21 G125 B121

DUSTY TEAL

CMYK: C63 M3 Y38 K2

RGB: R91 G185 B168



USING TYPOGRAPHY

Typography brings text to life. Used consistently, it establishes a strong visual and communication hierarchy.

RALEWAY FAMILY

Raleway Family is our primary brand font for all our core brand essentials and marketing materials. It works well for headlines or body copy.

ABCDEF
ABCD123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/@#$%^&*()

MUSSEO SLAB FAMILY

Mueso Slab is our secondary font. It can be used to compliment the primary font.

ABCDEF
ABCD123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/@#$%^&*()