



**THE WORLD
ACCORDING
TO URL**

**TRIBE CORPORATE
GUIDELINES**

TM

MEET URL AND HIS TRIBE

URL (pronounced Earl), the Tribe logo and wordmark, including that of the sub-brands all have one purpose. To create a unique and popular brand that is instantly recognizable, be it as the TRIBE logo or as a stand alone URL.

The logo itself is made up of two components. The wordmark and the the icon. The wordmark is Tribe and should always run in the Tribe typeface. The icon in the logo is URL. He is the personality in the logo, the "nike swoosh", the attitude essential in the Tribe branding.

The logo and the sub-brands all have definite rules that should be adhered to, including size, shape and colour. To change any of these is to change the attitude, the impact and the style that Tribe wishes to create.

NOTE

ALL ARTWORK MUST BE APPROVED BY TRIBE MARKETING DEPARTMENT.

WARNING

**TRADEMARK™ MUST APPEAR AT ALL TIMES IN THE LOGO
IT APPEARS JUST ABOVE THE E. PLEASE CHECK ON ANY MATERIAL**

URL AND HIS IDENTITY CRISIS

URL is URL. He not only constitutes half of the logo. He also represents the bulk of Tribe's branding, personality and attitude, none of which he wants to lose.

Put simply, don't mess with URL. Where colour is used URL must always stay red. He must remain the same shape and he mustn't be able to put on weight. URL doesn't carry any extra pudge, i.e. NO STROKE or OUTLINE! There is only the one exception to any of the above rules and that is when he appears in mono (see below).

SPOT COLOUR

The colour of URL's skin is PMS032

4-COLOUR

The breakdown colours for URL's skin is M100%+Y100%

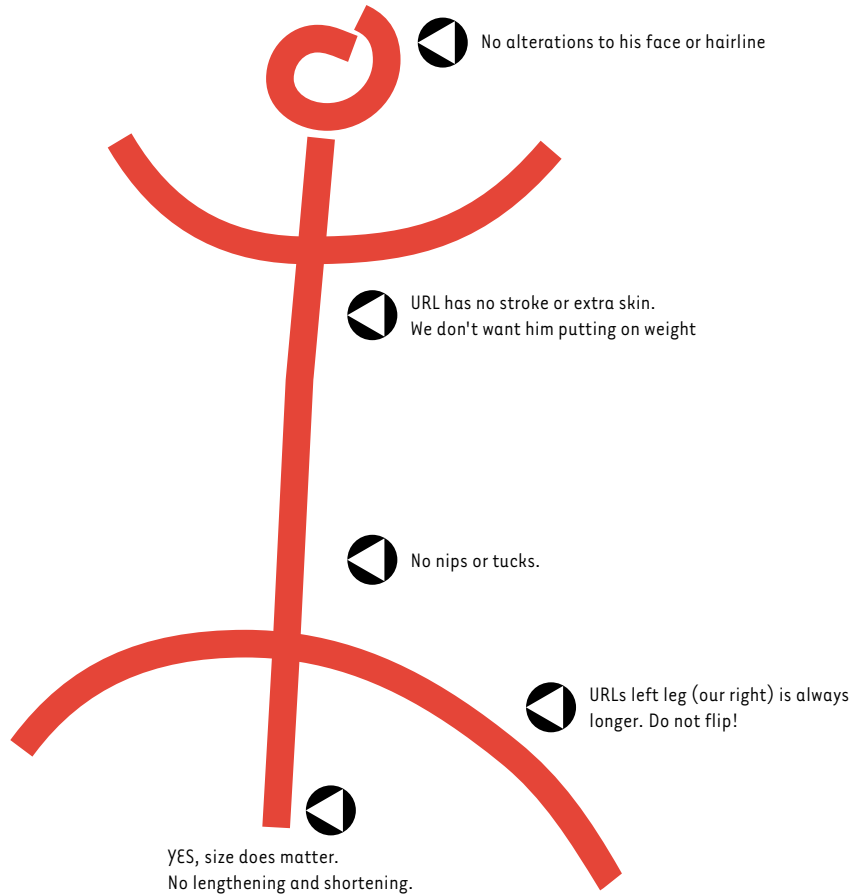
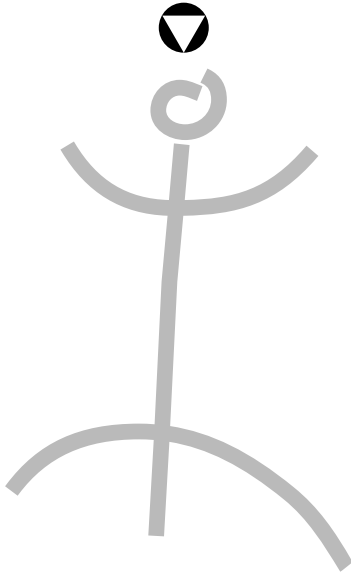
THE WEB

Again URL appears only one colour; RGB=R255, G=0, B=0

MONO

URL's breakdown for black/white press is K=40%

The mono URL
(in case we have some colour blind people in our audience)



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URL AND THE TRIBE LOGO

As emphasized in the previous section URL must always appear RED. Even when coupled with the wordmark. No exceptions except for mono (see following examples). The word Tribe must reverse into the background (only black and white).
RULE OF THUMB: Don't run a red background. Again, no outline on either URL or any part of the logo is allowed.

SPOT COLOUR

The word Tribe is run as a solid black while URL's red is PMS 032.

SPOT COLOUR-REVERSE

The word Tribe is run as white while URL's red is PMS 032

4 COLOUR

The word Tribe is run as 100% K
URL's red should be 100% M + 100% Y

4 COLOUR-REVERSE

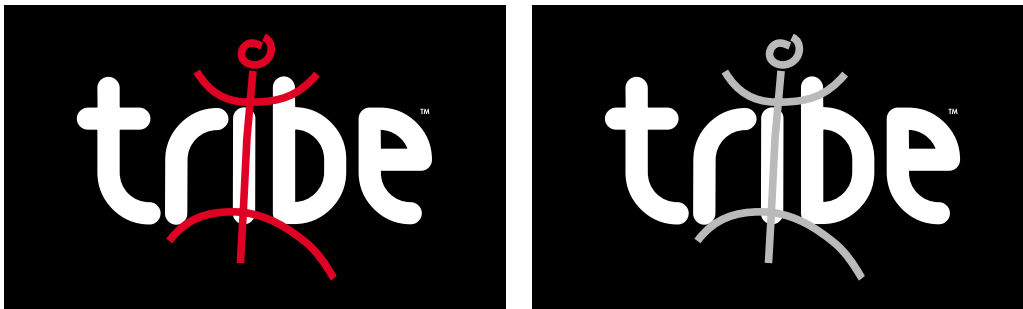
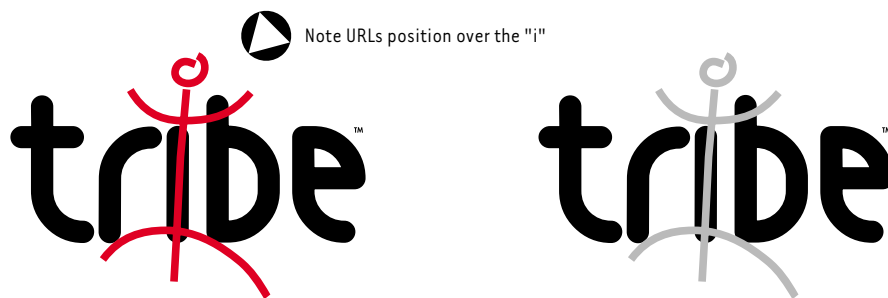
The word Tribe is run as white URL's red should be 100% M + 100% Y

THE WEB

Again URL appears only one colour; RGB=R255, G=0, B=0.

MONO

URL's breakdown for black/white press is K=40%



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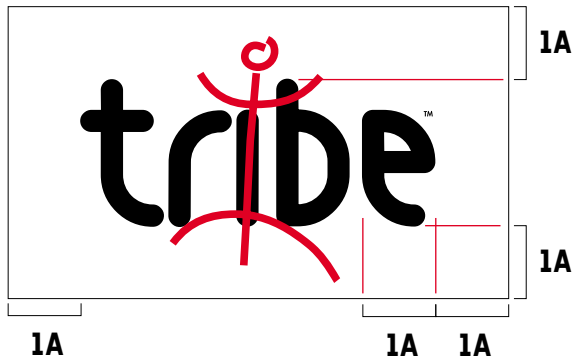
CLEARSPACE GUIDELINES

A number of factors must be adhered to when setting the logo. One of these is the clear space surrounding the logo/wordmark. Another is the positioning and general layout.

CLEARSPACE

1A=WIDTH of Tribefont letter

No elements must enter this clearspace except for the sub-brand titles and the tagline which only appears in the sub-brand "SYDNEYTRIBE"



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THE BIG NO NO'S

Below are examples of what not to do with your URL or TRIBE title.

NO OUTLINES

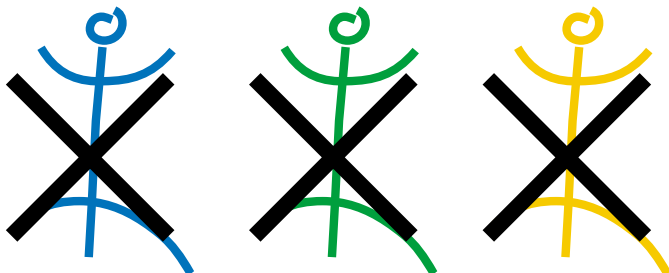
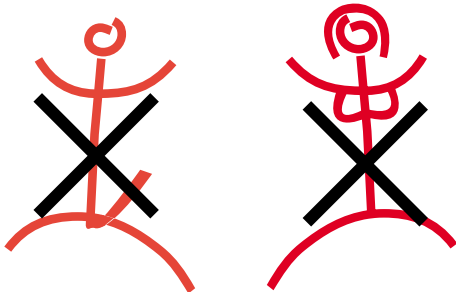
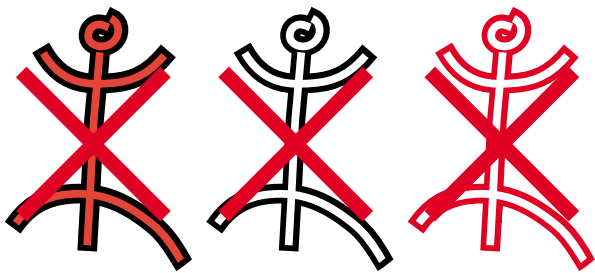
NO SHADOWS

NO MANIPULATION OR BASTARDISATION OF LOGO

(no matter what he's done to you)

NO COLOURS

NO IFS OR BUTTS



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FONT USAGE

TWO TYPEFACES

are to be used in any press material.i.e letterheads, cards, corporate material

1.the tribe font

which was created specifically for usage in the tribe name and any associated titles e.g. sydneytribe, melbournetribe, clubtribe etc. It is essentially the headline font. It should not be used as bodycopy. It does not mean that the tribe font must appear in any advertising headlines, website design or associated streetpress. NOTE:It is only available in the lower case.

abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{ } [] : " ; ' < > ? , . /

2.Tarzana Narrow

a typeface to be used for bodycopy in all corporate material. It should be used for subheadings as well. It appears in both bold and regular versions, and is available in caps.

Tarzana Narrow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{ } [] : " ; ' < > ? , . /

Tarzana Narrow Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()_+{ } [] : " ; ' < > ? , . /*

Tarzana Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{ } [] : " ; ' < > ? , . /

Tarzana Narrow Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{ } [] : " ; ' < > ? , . /

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SUBBRANDS

SYDNEYTRIBE.COM/PLEASURETRIBE.COM

Again URL must always appear red. No exceptions except for mono (see examples). The words Sydney or pleasure and .com must also appear in red. The word Tribe must reverse into the background (only black and white). The tagline must also appear as a reverse to the background (only black and white). Put simply, don't run a red background. Again, no outline on either URL or any part of the logo is allowed.

SPOT COLOUR

The word Tribe is run as a solid black while URL, Sydney and .com are a PMS 032 Red

SPOT COLOUR-REVERSE

The word Tribe is run as a white while URL, Sydney and .com are a PMS 032 Red

4 COLOUR

The word Tribe is run as 100% K

URL, Sydney and .com are a red 100% M + 100% Y

4 COLOUR-REVERSE

The word Tribe is white

URL, Sydney and .com are a red 100% M + 100% Y

THE WEB

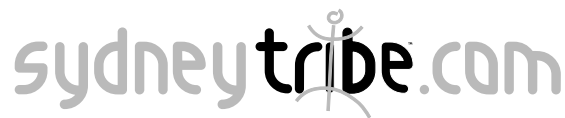
Again URL appears only one colour; RGB=R255, G=0, B=0. This applies to the word SYDNEY and .COM

MONO

The breakdown for black/white press of the red is K=40%



TAGLINE GOES HERE



TAGLINE GOES HERE



TAGLINE GOES HERE



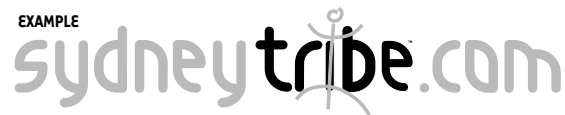
TAGLINE GOES HERE

EXAMPLE



where online goes off

EXAMPLE



where online goes off



where online goes off



where online goes off

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TRIBE FIRSTRITES

Again URL must always appear red. No exceptions except for mono (see examples). The words First Rites must also appear in red. The word Tribe must reverse into the background (only black and white). Put simply, don't run a red background. Again, no outline on either URL or any part of the logo is allowed.

SPOT COLOUR

The word Tribe is run as a solid black while First Rites and URL are a PMS 032 Red

SPOT COLOUR-REVERSE

The word Tribe is run as a white while First Rites and URL are a PMS 032 Red

4 COLOUR

The word Tribe is run as 100% K
First Rites and URL are a red 100% M + 100% Y

4 COLOUR-REVERSE

The word Tribe is white
First Rites and URL are a red 100% M + 100% Y

MONO

The breakdown for black/white press of the red is K=40%



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