

INSPIRED WORK SOLUTIONS INFUSED WITH PURPOSE AND ADVENTURE.



THRIVE ▲
COWORKING
A Working **Solution**

THRIVE ▲
INITIATIVE
Change for **Good**

THRIVE ▲



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INTENT OF THIS GUIDE

This brand book is meant to give you the framework of what THRIVE is all about, and how that message should be communicated.

Following the principles, advice, directions and nudges offered here will mean a consistent, engaging experience for all our target audiences and provide a memorable and cohesive brand expression.

Remember, you must be authorized to use any of our branded materials, such as graphics and visual elements. We have high standards and we want to make sure those carry through wherever the THRIVE name appears.

We don't want to restrict your creativity ... we want to give you the tools and resources you need to soar.

Let's THRIVE!



THRIVE BRAND IDENTITY

THRIVE | Coworking and **THRIVE | Initiative**, collectively known as **THRIVE**, are setting a new standard for hybrid, flexible work resources.

THRIVE provides a purpose-driven environment for freelancers, entrepreneurs and employees of both large and small businesses, combining design-forward style and thoughtful amenities with philanthropy and social engagement.

THRIVE is a community:

Each **THRIVE** has a curated workplace culture that features regularly scheduled events, activities and adventures for members.

THRIVE is an economic

engine: Through partnerships with retailers in neighborhoods where **THRIVE** is located,

Members are offered discounts on dining and services, driving business.

THRIVE is an inspirational philanthropic model:

Our nonprofit THRIVE | Initiative lets both individuals and enterprises add the power of purpose to every credit or debit card transaction with its micro-donation app, rounding up spare change for the charity of the donor's choice.

THRIVE is a workforce

solution: We work with companies to create the hybrid work locations they need, exactly where they want them – with all the amenities, convenience and culture employees love baked right in. It's a powerful antidote to the Great Resignation.

When we work together, we **THRIVE**.



OUR MISSION

To leverage the power of enterprise as a force for good, and to inspire others to do the same.

We believe companies with an outward focus, dedicated to actively serving the communities where they do business, are those that fulfill their intended purpose: To help people achieve happiness. We are on a mission to prove that companies with a selfless disposition, focused on community and charity – on both an individual and organizational level – leads to improved conditions for all.

We are a minority-founded company that encourages failure, hires for culture, and holds love, trust and purpose as its core values



OUR PRODUCT

Stylish coworking spaces that foster inspiration, collaboration and community, located in vibrant, walkable neighborhoods. Members help rev local economies by engaging with THRIVE retail partners, who in turn offer member discounts.

Using the THRIVE roundup-change app, users can make micro-donations to their favorite charities with every credit or debit card transaction.

In addition to freelancers and independent entrepreneurs, we work directly with enterprises large and small to provide them the flexible, hybrid workspaces they need, where they want them. We provide businesses the agility to reconfigure their entire real estate strategies, offering an inspired workforce solution that can not only keep employees engaged but also help organizations grow. THRIVE provides a curated, branded workspace that comes to where the employees are, rather than them going to a sterile office a long commute away. We plan for 500 locations by 2027.

We also offer a co-branded version of the THRIVE | Initiative as an employee engagement tool, making it the partner organization's primary avenue for charitable giving. Corporate partners will match their employee contributions, accelerating our overall impact on causes and communities around the world, while at the same time providing companies with a bespoke charitable cause and brand-building anywhere their employees live, adding mission and meaning beyond the bottom line.



OUR ADVANTAGE



Community

We curate workplace culture with member events/activities and foster neighborhood engagement through local merchant partnerships.

Convenience

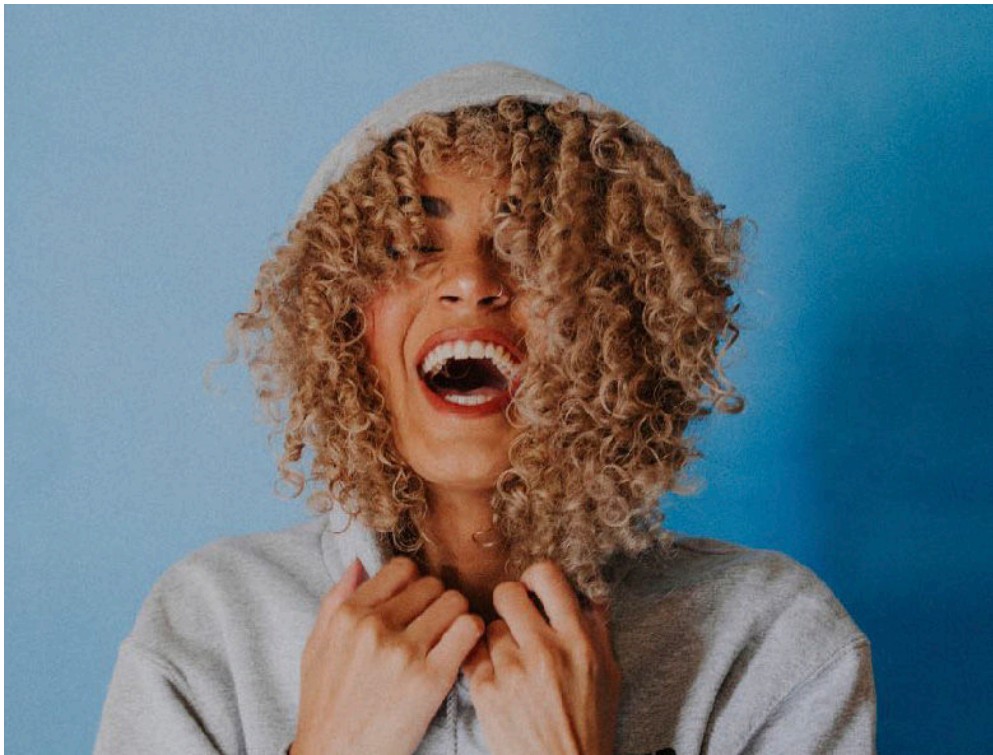
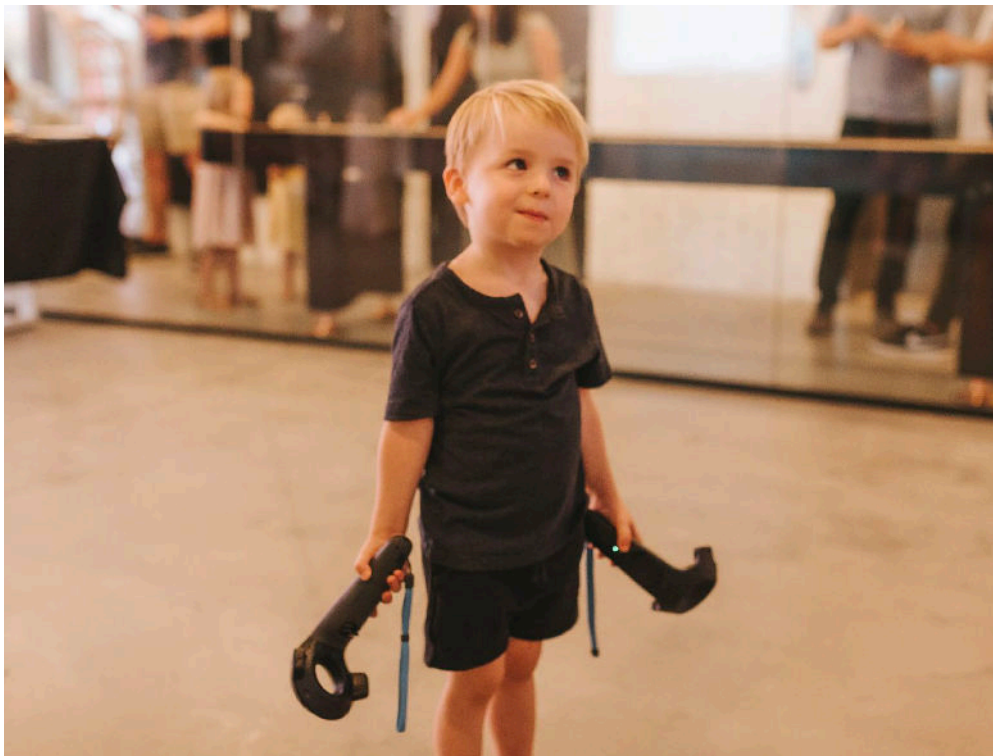
We offer 24/7/365 access to design-forward spaces in walkable neighborhoods, with member discounts at local retailers.

Agility

We work directly with companies to provide workforce solutions exactly where they want them.

Philanthropy

We give back through our roundup change app. Doing good is the cornerstone of the THRIVE experience.



OUR MUSE

Philanthropy, Community, Commerce With a
Conscience, Technology, Social Engagement,
Networking, Humanity, Integrity, Recreation



HOW WE BECAME THRIVE

○ **Thrive:** To flourish, prosper, blossom

○ Coming from humble roots in the Bronx, New York, **THRIVE Co-founder Ramon Gonzalez** grew up hungry to prove himself. Getting into and through a top-ranked business school in Boston, he became a serial entrepreneur, launching a number of real estate ventures. After a particularly unsatisfying project – for both him and his employees – Ramon had an epiphany: “I realized life isn’t just about chasing prestige and money. My next company is going to be one that’s just a powerful force for good. Something that’s inspiring, that’s purpose-driven, where we can create a culture and a community that just shines.”

○ **Welcome** to Ramon’s next company.

○ **THRIVE** was founded in **2015** by Ramon Gonzalez and Daniel Burnett as a next-generation coworking community that leverages the power of business to benefit local neighborhoods and charities both large and small.

○ **THRIVE|Coworking** and its 501(c)(3) nonprofit sister organization, **THRIVE|Initiative**, are collectively known as **THRIVE**. When talking about **THRIVE**, we’re talking about the whole enchilada ... the cool coworking environments, the community engagement, the economic driver, the corporate workforce solution, and the groundbreaking philanthropic model.

"We make a living by what we get.
We make a life by what we give."

— Winston Churchill



THRIVE INITIATIVE

People are hard-wired to help one another ... it's just in our nature. Our success as a species has depended on our ability to care for the vulnerable and those in need. And it feels good to lend someone a hand. Literally. Researchers have discovered that when a person performs an act of kindness, the reward systems in our brains light up like a Christmas tree. The joy of giving is biological.

But when time and budgets are tight, people are often at a loss as to how they can help.

This is where THRIVE | Initiative comes in. A nonprofit 501(c)(3) program, it has been in the works for more than a decade, the brainchild of THRIVE Co-founder Ramon Gonzalez and fellow entrepreneur Chris Smith. It's a micro-donation platform that rounds up purchases on debit or credit card transactions to the nearest dollar, then donates the spare change to the charity of the user's choice. Call it conscious commerce.



Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world."

— Desmond Tutu

THRIVE INITIATIVE

THRIVE | Initiative brings together the promise of technology, the power of philanthropy, and the connection of community, in a model that can be repeated in every neighborhood where THRIVE | Coworking operates. Creating alliances with local retailers, who in turn will offer Initiative participants discounts on everything from dining to dry cleaning, the program is designed to drive traffic to surrounding businesses.

THRIVE | Initiative also acts as a potent tool for corporations that can adopt a nonprofit beneficiary and add mission and meaning beyond the bottom line. A recent Harris-Kumanu survey found only a third of U.S. employees know their company's purpose. And among those that do, less than a third feel they share it. The survey concluded that lack of collective direction means employees are less engaged at work, and more depressed and anxious.

We envision a global movement driven by individual micro-donors, as well as corporate partners matching their employee donations, driving an economic tide that lifts all boats. **Our goal is 1 million members raising \$1 billion annually.**

"The value proposition is insane," says Ramon. "You're helping your neighbors in need, you're supporting local businesses because that's who we partner with, and you're saving money."

Glow brain, glow.

"I alone cannot change the world, but I can cast a stone across the waters to create many ripples.."

— *Mother Teresa*



THRIVE INITIATIVE

THRIVE | Initiative is designed to partner with:

- Local retailers, who offer Initiative participants discounts on goods and services
- Larger enterprises that want to fulfill promises of enlightened corporate stewardship to their employees
- Nonprofit organizations, so they can focus on philanthropy, not fundraising
- THRIVE members, who can support neighborhood shops and their favorite charity at the same time
- Anyone! All are welcome to participate and make a difference, every day

BRAND ALLEGIANCE*

**Could it turn out that one of these companies is a front for a baby lemur smuggling operation or the CEO is a deep-cover KGB operative? Sure, but we can still appreciate an uplifting, kick-butt business model.*



Chick-fil-A

Forget Disneyland ... Chick-fil-A could be the happiest place on earth, with preternaturally friendly, heartfelt service.



Zappos

"We aim to inspire the world by showing it's possible to simultaneously deliver happiness to customers, employees, vendors, shareholders, and the community in a long-term, sustainable way." Amen.



Ro

Vision, technology and compassion combine for a powerful mix we feel a kinship with. Ro has built a patient-centric healthcare system that offers online and in-home services, often to people in places where providers are few and far between.

BRAND ALLEGIANCE

Southwest

Southwest

When you're hurtling through the sky in a metal tube, you want to have trust in your airline. Southwest has earned ours with its commitment to customer satisfaction and a culture of good-natured teamwork. And the occasional dad joke over the PA.



REI

Bringing together folks for an uplifting adventure? We love it. REI's dedication to protect and share the outdoor life, putting purpose ahead of profit, is inspirational. And, of course, the gear is sweet.



Doctors Without Borders

They go where no other nongovernmental organization dares to go, bringing hope and healing to the people on this planet who need it most. Profoundly moving.



TARGET AUDIENCES

Target Audiences

Members/Tenants
Potential Members
Retail Partners
Potential Retail Partners
Chamber of Commerce/BIDs/
Civic Leaders
Corporate Partners
Potential Corporate Partners
Nonprofit Partners
Potential Nonprofit Partners
Investors
Potential Investors
Media/Influencers
THRIVE Staff

Target Audience Values/Interests

Digitally Savvy
Entrepreneurial
Philanthropic
Active
Creative
Style/Design Conscious
Community Minded



THRIVE JOURNEY

For members and retail partners, the **THRIVE** experience needs to be a positive, feel-good interaction, focused on community, collaboration and philanthropy. At the end of the journey, **THRIVE** members/partners should be our most important advocates and ambassadors.

How we want members and partners to feel along the journey:

Orientation: “Oh, so this is what makes THRIVE different.”

Engagement: “Wow, this is cool.”

Immersion: “I’m hooked.”

Belonging: “I’m now part of something exciting.”

Ownership: “You need to be a part of this, too.”



THRIVE VOICE

We want to make sure every touchpoint with the public has a THRIVE vibe ... including day-to-day interactions, whether it's on the phone or in person.

Let's try to make people's lives better through a ridiculously personal experience. It's really just basic kindergarten, Golden Rule stuff ... treat people the way you want to be treated. Sure, maybe you stubbed your toe getting out of bed, got a parking ticket, or spilled coffee on your pants ... you know, life. It can be hard, but every interaction is a moment of redemption, where you can start all over and change the whole direction of your day and that of the person you're communicating with.

In the immortal words of Bob Marley:
“Make way for the positive day.”

THRIVE VOICE/IRL

Here are a few suggestions:

- Be yourself ... you wouldn't be working here if we didn't think you were already pretty awesome.
- Say it with a smile ... everything sounds better when you say it through a smile. Go ahead and try it.
- Be sincere ... you have to mean it; fake nice isn't nice at all.
- Make eye contact ... it really makes a difference.
- Be curious ... ask questions, nothing too personal, just general stuff.
- If someone asks a question you don't know the answer to, just give them a genuine "I honestly don't know, but I'll find out and get right back to you." Then do it.
- Add a fun or inspirational quote to your email signature.
- Try a few stock greetings on the phone or when someone comes through the door ...
 1. "Hi! How can I help you THRIVE today?"
 2. "Let's THRIVE ... how can I help you?"
 3. "Hello! Welcome to the THRIVE Hive."

It turns out being the best human you can is good for business.

THRIVE VOICE/ WRITTEN

Is:

Conversational, Casual,
Smart, Engaging, Friendly,
Playful, Funny, Witty, Positive,
Empowering, Inspirational,
Humble, Compassionate,
Sincere, Passionate, Concise,
Approachable, Universal
(resonates across time zones),
Compelling, Celebratory,
Authentic

Is Not:

Fancy, Erudite, Formal, Bland,
Silly, Cynical, Trite, Cliché,
Badgering, Snarky, Mean

Do:

Write first person to second
person, “we” to “you”

Use small words

Write short, uncomplicated
sentences

Use contractions ... they’re
friendly

Create conversations

Use “we think ... we believe ...
we love,” etc., for a humanizing
tone

Incorporate humor, carefully

Use contemporary vernacular ...
it’s totally cool

Don’t:

Force humor, or overdo it ... a
little goes a long way

Be boring

Write long sentences

Overuse exclamation marks!
(whoops)



NOTES ON WRITING

It's hard.

But you probably knew that already. When you sit down (or stand up, if you're at an ergonomic desk) to write, make yourself comfy. Are you fed and watered? Not too cold, not too hot? Great, now dive in.

Know your audience.

Remember who you are writing for. Is it a newsletter item for members or an email to a perspective retail partner?

Grammar, spelling and punctuation matters.

Mistakes and typos are a distraction and red flag to readers. Don't rely on automated grammar and spelling checks – while they can catch a lot of mistakes, they're not perfect. And in fact, they can sometimes create errors. Despite what Skynet wants you to believe, AI is still no substitute for the human

eye and brain when it comes to the nuances of writing. Pay particular attention to the spelling of proper names.

Always question your writing.

There's no need to demand where it was last night, but don't let it get away with complacency. It's a simple formula: write – question – revise – repeat.

Use AP Style.

Don't worry if you're not familiar with it ... stick with what you know and be consistent. In casual communication, feel free to use slang like "sorta," "gonna," etc.

Deadlines Are Sacred.

It's the no. 1 rule for writers. If you see you're going to miss a deadline, let whomever is expecting the work know.

BRAND KEYWORDS

Philanthropy, Revitalization, Community, Engagement, Economic Engine, Community Anchor, Force for Good, Collaboration, Partnerships, Purpose, Coworking, Hybrid Work Model, Lifestyle, Impactful, Integrity, Humanity, Design-forward, Stylish, Vibrant, Walkable Neighborhoods, Workplace Culture, Experiential, Exciting, Cool, Do Good, Give Back, Family, Community Service, Feel Human, Innovation, Pay it Forward, Convenience

BRAND TAGLINES

THRIVE

Empower Your Purpose
Conscious Commerce
Working to Make a Difference
Working for Good
Connection. Compassion. Community.

Coworking

Let's THRIVE!
A Working Solution
Coworking With a Difference
Work With Purpose
It's not Workspace, It's Community

Initiative

Be a Changemaker
Change for Good
Spare Change = Real Change
Empower Kindness
Shop. Save. Give.



THRIVE PR BOILERPLATE

THRIVE | Coworking and its 501(c)(3) nonprofit sister organization, **THRIVE** | Initiative – collectively known as **THRIVE** – are setting a new standard for hybrid, flexible work resources. **THRIVE** provides a purpose-driven, socially engaged environment for freelancers, entrepreneurs and employees of both large and small businesses, combining design-forward style and thoughtful amenities with philanthropy and community involvement.

Founded in 2015, **THRIVE** collaborates directly with companies and organizations to supply the remote-work solutions they need, where they want them, providing convenient, 24/7/365 office space and a curated workplace culture. Located in vibrant, walkable neighborhoods, **THRIVE** offers members scheduled events, activities and adventures, while also acting as an economic engine for local businesses by partnering with area retailers, who in turn give members discounts on goods and services. The **THRIVE** | Initiative app allows users to roundup up their credit or debit card purchases to the nearest dollar amount and donate the difference directly to the charity of their choice. **THRIVE** leverages the power of enterprise as a force for good, providing inspiration for others to do the same, helping communities to flourish.

BRAND LOGO

THRIVE ▲

Name, company logo, colors, fonts: these are the pillars of a company's identity. Their characteristics ensure a unique and consistent image in the market. The graphics of our logo are strong and bold, stylish but not showy, emphasizing the values of the brand.



Coworking
Logo

THRIVE▲
COWORKING

Secondary
Logos

THRIVE▲COWORKING



THRIVE COWORKING



THRIVE
COWORKING



THRIVE COWORKING



THRIVE
COWORKING

Coworking
Logo + Tag

THRIVE▲
COWORKING

Secondary
Logos

THRIVE▲COWORKING
A Working Solution



THRIVE COWORKING
A Working Solution



THRIVE
COWORKING
A Working Solution



THRIVE COWORKING
A Working Solution



THRIVE
COWORKING

THRIVE ▲ INITIATIVE

Initiative
Logo

Secondary
Logos



THRIVE INITIATIVE



THRIVE
INITIATIVE



THRIVE INITIATIVE



THRIVE
INITIATIVE

Coworking
Logo + Tag

**THRIVE ▲
INITIATIVE**
Change for **Good**

Secondary
Logos

THRIVE ▲ INITIATIVE



THRIVE INITIATIVE
Change for **Good**



**THRIVE
INITIATIVE**
Change for **Good**



THRIVE INITIATIVE
Change for **Good**

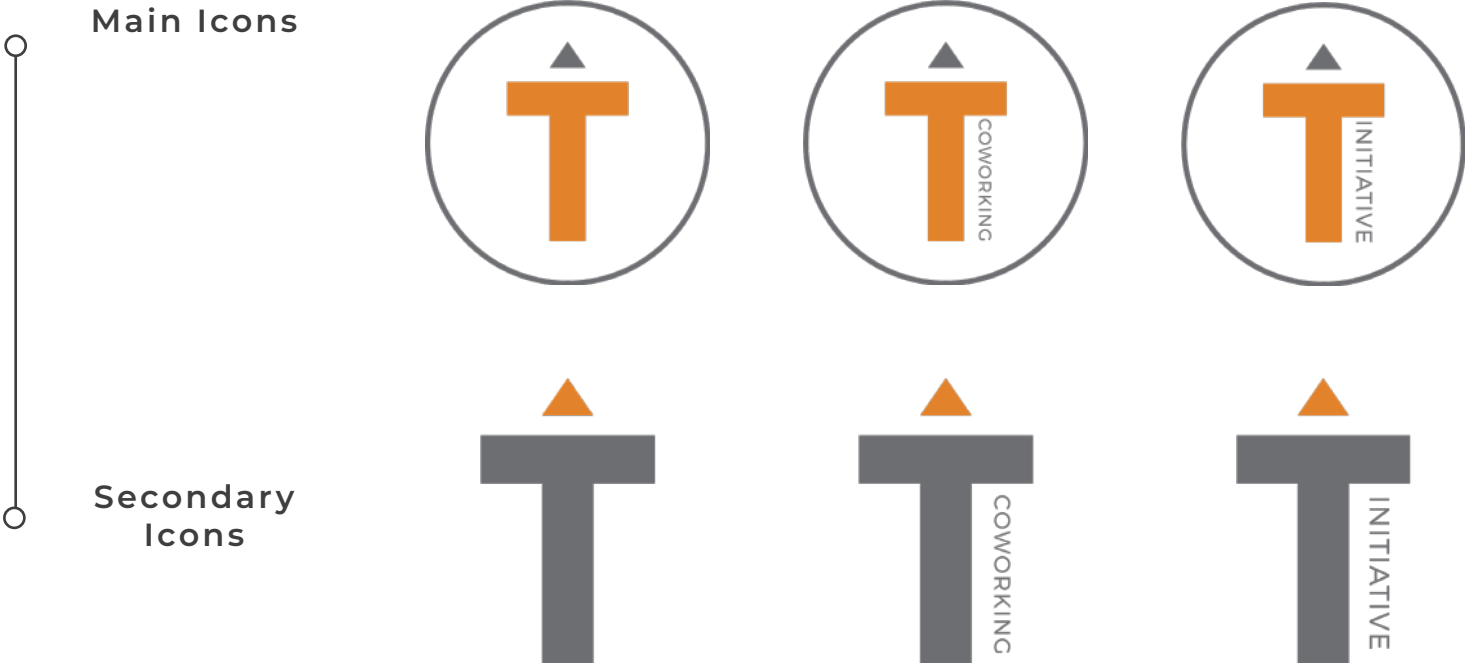


**THRIVE
INITIATIVE**
Change for **Good**

BRAND ICONS

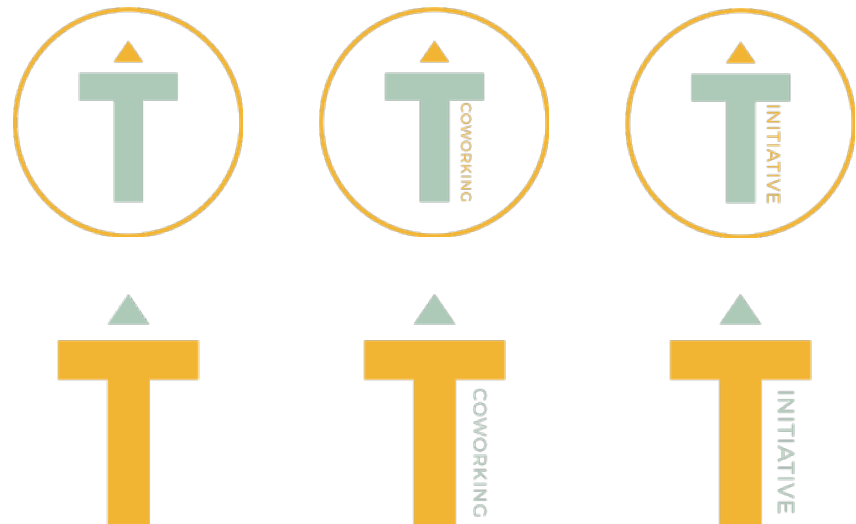
THRIVE ▲

Company icon, colors, fonts: these are the pillars of a company's identity. Their characteristics ensure a unique and consistent image in the market. The graphics of our icons are strong and bold, stylish but not showy, emphasizing the values of the brand.



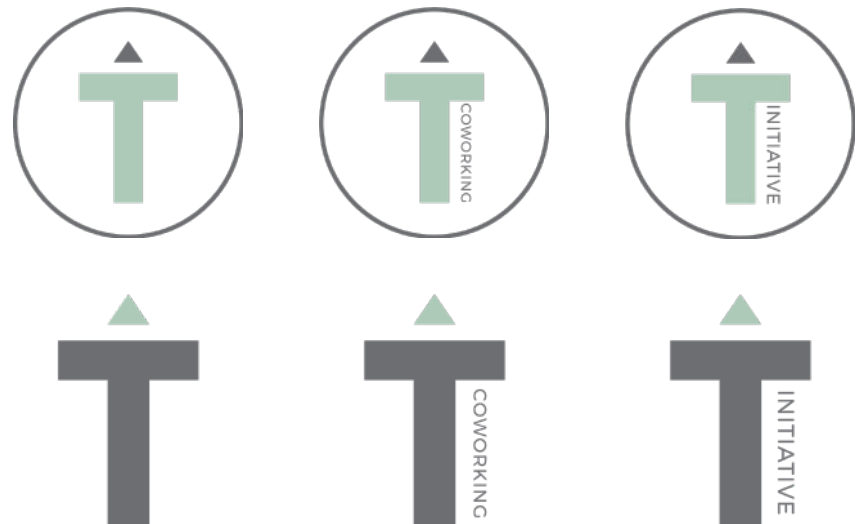
Bright Sun
Mint Green

Main Icons
Secondary Icons



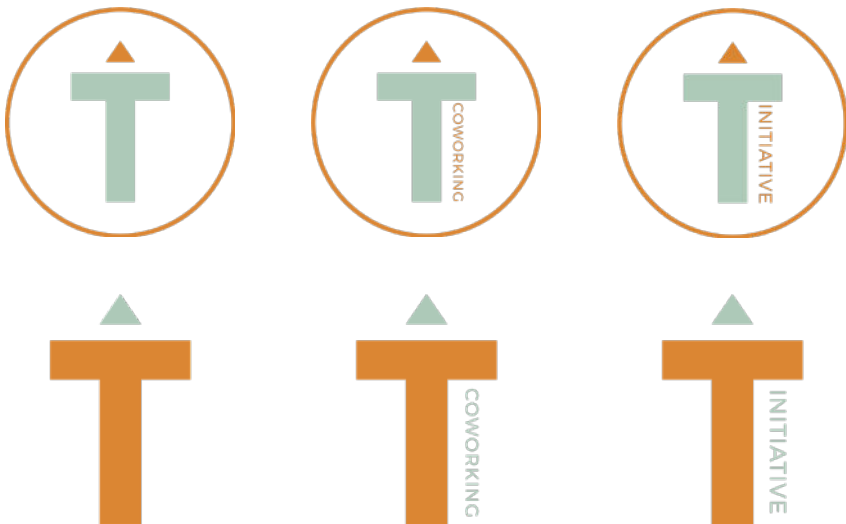
Grey
Mint Green

Main Icons
Secondary Icons



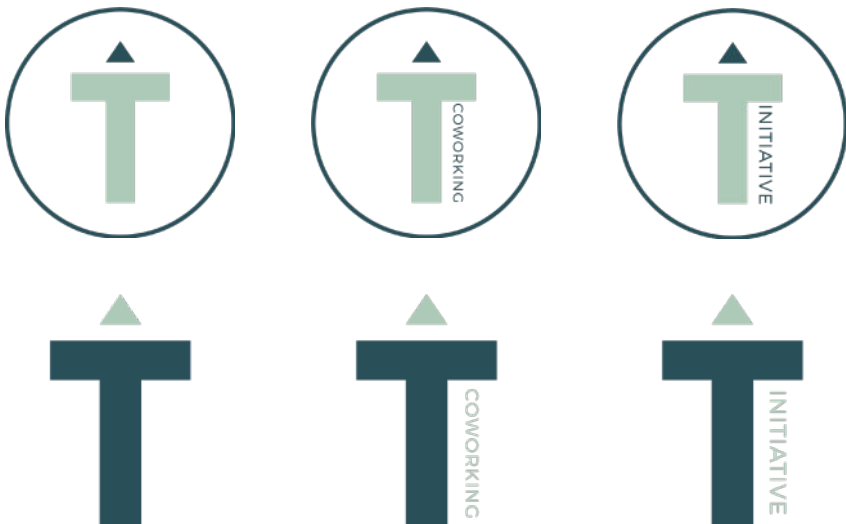
Orange
Mint Green

Main Icons
Secondary Icons



Teal Blue
Mint Green

Main Icons
Secondary Icons



THRIVE▲

**THRIVE▲
COWORKING**

**THRIVE▲
INITIATIVE**

Solid Color



Solid Color



DO NOT change the logo's
orientation or rotation



DO NOT disproportionately
scale the logo



DO NOT change the logo's
colors



DO NOT display the logo in
a different configuration



DO NOT attempt to
re-create the logo



DO NOT add special effects
to the logo



DO NOT display the
logo as an outline



DO NOT display the logo
with limited legibility

Trust us ... there are other ways to mess up these logos. These are just the most common.

LOGO ON IMAGES



Care must be taken to create a balanced and thoughtful composition. Photography is an important part of identity, and the use of color should always feel like it complements the image. When placing the logo on a photo, choose a light-colored area of the image to ensure adequate emphasis. The following pages show some examples and common errors.



Correct Logo Applications

Always look on the bright side ... find areas where dark text can contrast with white space.



Wrong Applications

Impact is totally lost when dark text is added over a dark background.



Correct Logo Applications

White text over a dark background ... now that pops!



Wrong Applications

Don't let logos disappear into white space.



BRAND COLORS

Our company colors are professional and modern, expressing who we are.

Pantone Charcoal Plum has the strongest presence, complemented by the orange Pantone 7413 C, which creates balance and makes the palette more distinctive and sophisticated. Pantone 143 C, 2216 C, and 559 C balance the other colors and give space to the elements.

Alternative colors should not be used. The THRIVE logotype can be produced only from these colors.

Please select the most appropriate color for your communication and over time try to use the others, as well, so we don't become associated with just one.

You should always try to use the positive (main) version of the logo. However, when the background is the same color as an element of the logo you can use the negative version.

Color Palette

CHARCOAL PLUM



PANTONE
Charcoal Plum

CMYK
58, 50, 45, 14

RGB
110, 110, 115

HEX
6E6E73

ORANGE



PANTONE
7413 C

CMYK
12, 54, 93, 1

RGB
219, 134, 51

HEX
DB8633

BRIGHT SUN



PANTONE
143 C

CMYK
8, 31, 91, 0

RGB
234, 178, 54

HEX
EAB236

TEAL BLUE



PANTONE
2216 C

CMYK
85, 57, 50, 32

RGB
41, 79, 89

HEX
294F59

MINT GREEN



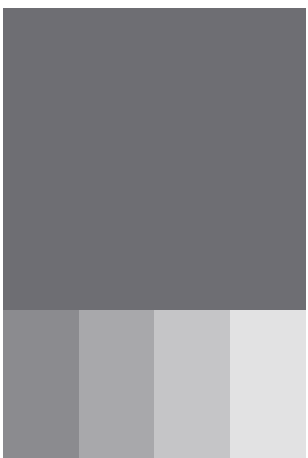
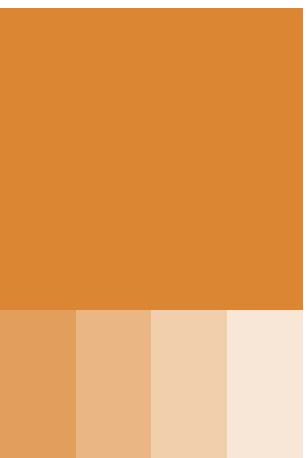
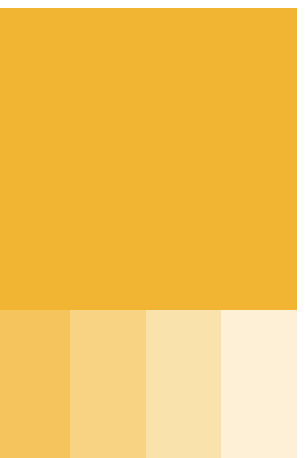

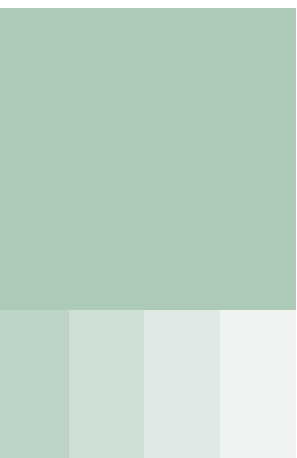
PANTONE
559 C

CMYK
33, 9, 30, 0

RGB
173, 202, 184

HEX
ADCAB8

Color Meaning

				
DEPENDABILITY STABILITY AUTHORITY	ENERGETIC HEALTH LUXURY	HOPE POSITIVITY HAPPY	PEACEFUL CONFIDENT CORPORATE	GROWTH PROSPERITY RELAXING

TYPOGRAPHY



Typography is a powerful tool for developing a creative identity and a key element in creating a cohesive look and feel in all communications. The consistent use of typeface makes it easy to identify; it bundles the communication and makes it more distinctive. The font style we use to bring our communications to life sets the tone for our brand: clean, modern, stylish, unique and easy to read. Selected fonts are a great combination of serif and sans-serif: **Rig Shaded** and **Montserrat**.

A

RIG SHADED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

A

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

A large, bold, orange handwritten letter 'A' with a thick, expressive stroke.

Corvella

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

DISPLAY/DISPLAY

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

Paragraph

Display

Font: Rig Shaded
Weight: Bold/Light

Size 50
Tracking: 0

HEADING 1

Font: Montserrat
Weight: Black

Size 44
Tracking: 50

HEADING 2

Font: Montserrat
Weight: SemiBold

Size 38
Tracking: 50

HEADING 3

Font: Montserrat
Weight: Regular

Size 30
Tracking: 50

HEADING 4

Font: Montserrat
Weight: Regular

Size 24
Tracking: 50

HEADING 5

Font: Montserrat
Weight: Regular

Size 18
Tracking: 0

HEADING 6

Font: Montserrat
Weight: Bold

Size 14
Tracking: 50

Paragraph

Font: Montserrat
Weight: Regular
Leading: 16

Size 10
Tracking: 50

APPLICATION EXAMPLES



Now that you've seen all the pieces of the puzzle, here's how to put them together to create messaging that's right on brand. You can use the following examples as a visual guide to help you communicate the THRIVE vibe and keep us all singing from the same sheet of music.



January 1, 2022
Bob Smith
Thrive Ave.
Somewhere USA 32814

Dear Mr. Smith,

Is reriorum none nist alibus minitis dolor sedicim suntenditae volorem quundanda qui oditas autecto reperumquis dolorum re, ut aut lautem accusandi repelles di rem iumquodit quata consequi omnis asped eati nate vel et et ratquib.

Pient plia voluptatem quiaspel incipsa ecatusam, quaeapro commo endiatum lauda simusda simus accatem quatate voluptur sequae nullitium aruntis maximil lorpos solore, sequaest, te perupicto exero ius verion con restium es nonsequi tempeli taquam alitatibus ipidunt, quatesciae et explaborem am rem eumquo consequis alique et re perum sum is sa niendigenit vendesci. Rum non num lam idisseque la nusiis alitiaectum dolent plabor reribuscim inullique modi nim eiureic itisquaest quam corem dem invelen ihiliqu aeperitatus eum est eturem rerum voluptiis aut estiat mos et exeritconemol orruptorios sequi ratusci undictati tem ium cor ra nectatendi omnihil labora nossit quam volor milloribus maionse sum dellibu sanietu reperisitat omnis dolestisque occusam ilitatur? Quidebit autet facera.

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Sincerely yours,
Eumquo Consequis
Pient plia voluptatem

CONTACT DETAILS

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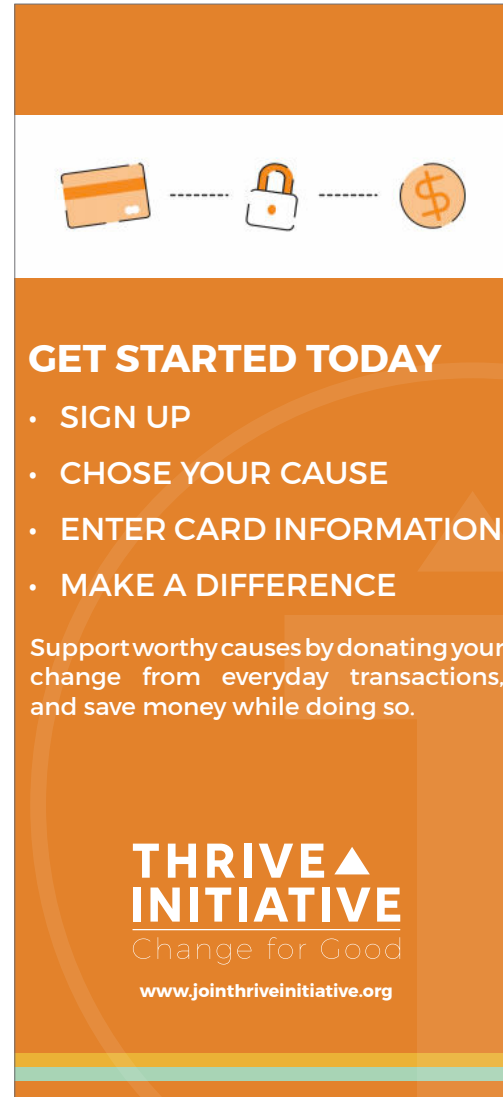
PRINT ADS



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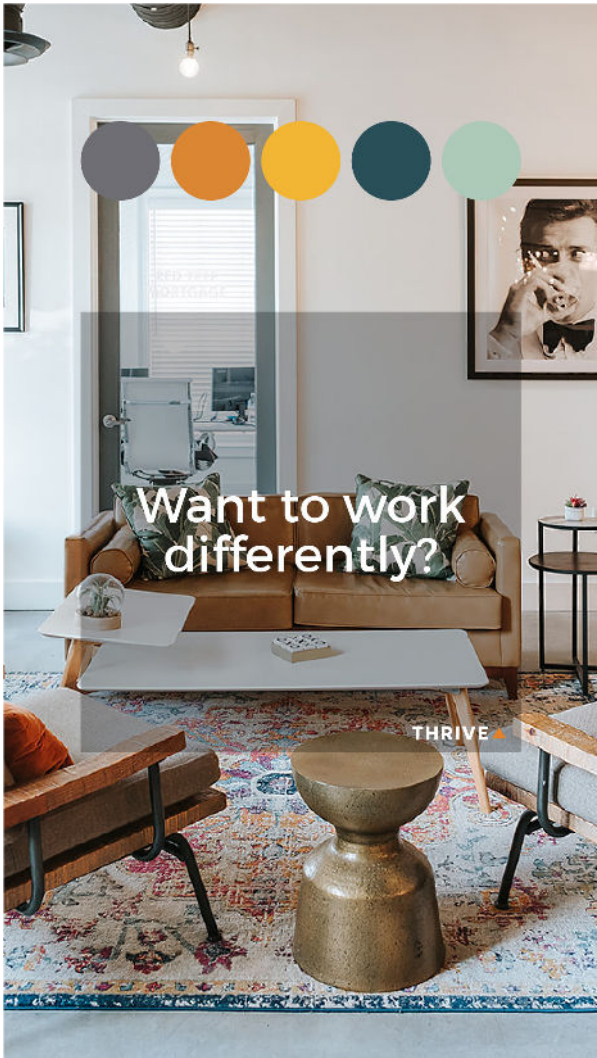
RACK CARDS



SOCIAL MEDIA FACEBOOK



SOCIAL MEDIA INSTAGRAM



THRIVE

COMMUNITY IDENTITIES





EVERY THRIVE COMMUNITY HAS A STORY AND BELOVED LOCAL IDENTITY.

We have attempted to capture those characteristics in building- or window-wrap artwork.





CONTACT INFORMATION



If you needed any further information,
please do not hesitate to contact us.

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