



TRILIV

Brand Guidelines



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# 01 ABOUT



# ABOUT US

Triliv Holdings is a dynamic family office and investment powerhouse based in the UAE, driven by a passion for creating lasting legacies and empowering entrepreneurs. Under the visionary leadership of Jigar Sagar, Triliv champions the belief that true success is measured not just by wealth but by the enduring impact left on people, industries, and the world.

Jigar's approach blends strategic insight with a deep belief in nurturing founders and ventures that shape the future, reflecting Triliv's core values of innovation, integrity, and sustainable growth.





# 02

## TONE OF VOICE



# TONE OF VOICE

At Triliv, we embrace an empowering tone of voice as we strive to elevate founders and startups. We maintain a professional yet approachable demeanor, ensuring our communications are clear and credible. Our language is ecosystem-centric, emphasizing collaboration by using phrases like “with” instead of “at,” highlighting our role as connectors rather than heroes. Finally, we are solution-driven, focusing on practical insights that consistently guide us toward progress.

# OS MISSION



An aerial, high-angle view of the Dubai skyline, featuring the Burj Khalifa as the central focal point. The image is dark and moody, with a heavy overlay of a dark, textured material that makes the text stand out. The city's dense collection of skyscrapers and modern architecture is visible, extending towards the horizon under a dark sky.

# OUR MISSION

Our mission is to help entrepreneurs move from idea to impact, working alongside them through every stage, and connecting them to the resources and partnerships that genuinely move the needle.



O4

LOGO



# OUR LOGO

**Rooted in courage. Growing in legacy.**

The visual motif communicates strength, wisdom, and harmony with nature, nurturing the essence of life itself. This logo embodies our passion for inspiration and motivation throughout every step of our journey. It's not just a logo – it's a vibrant symbol of our commitment to uplift and energize, representing the “tree of life” that connects us all!



# OUR LOGO

## Clear spacing

To ensure optimal legibility and an elegant representation of the TRILIV logo, maintain a breathing space of two 'T's surrounding the entire design. The lion motif should be five times the height of 'T' from TRILIV. This recommended ratio guarantees that the logo remains comprehensible and consistent according to the brand's defined parameters. To protect legibility of the brand logo, the recommended minimum size should not be less than 120 pixels in height for print and 80 pixels in height for web..



5:6 Ratio

# HOW IT CAN BE USED

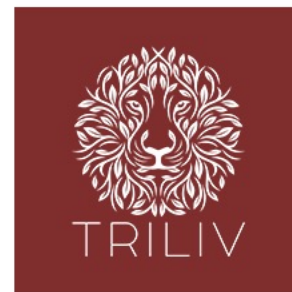
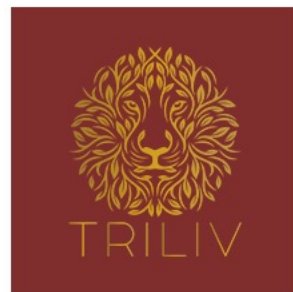
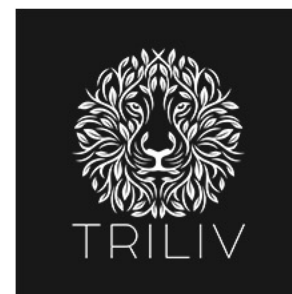
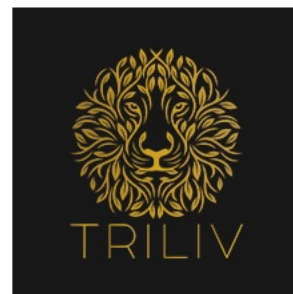
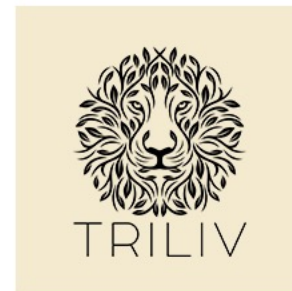
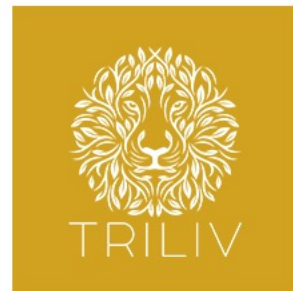
## Motif Color Variations



Primary Motif



Motif  
Variations





# HOW IT CAN'T BE USED



Do not crop the logo



Do not change the transparency of the logo



Do not use different colours apart from the colors in the guidelines



Do not change the size or position of the text and lion face



Do not distort the logo



Do not use drop shadows or any other effects



Do not recreate using any other typeface



Do not outline logotype

# 05

COLOR  
PALETTE



# OUR COLORS

## Primary Colors

C:81 M:58 Y:71 K:72  
R:18 G:39 B:32  
#122720

C:31 M:88 Y:78 K:35  
R:126 G:46 B:45  
#7f2e2d

## Secondary Colors

C:4 M:5 Y:19 K:0  
R:243 G:235 B:209  
#f3ebd1

C:19 M:35 Y:100 K:1  
R:208 G:162 B:42  
#d0a22a

C:96 M:85 Y:35 K:25  
R:36 G:54 B:97  
#243661

# 06

## FONT TYPEFACE





# PRIMARY TYPEFACE

## Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Font family

Thin

**SemiBold**

*Thin Italic*

**Bold**

Light

**ExtraBold**

*Light Italic*

**Black**

Regular

***Black Italic***

Medium

# SECONDARY TYPEFACE

## Avenir Next

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

# TYPE SPECIMEN

H1

Poppins Extra Bold  
48/50

**A better way to work**

H2

Poppins Bold  
38/40

**Simpler, more pleasant and more productive**

H3

Poppins Regular  
28/30

The kind of thing you don't know you need, but once you have it, you can't live without it. It feels like the natural evolution of work.

H4

Poppins Regular  
18/20

After all, every organisation needs a little bit of simple stuff.

H5

Poppins Regular  
13/15

There is an enormous and heretofore unmet demand for an easier way to promote entrepreneurship. That demand is why Dubai South Business Hub is here today. To deliver solutions brilliantly and digitally

H6

Poppins Bold  
18/20

**LET'S CONNECT**

# 07 BRAND IMAGERY





# BRAND IMAGERY

Our brand imagery embodies a fusion of old school wealth with new-world ambition, unlocking a visual identity that is both timeless and future-leaping. Our aesthetic draws from classic elements – warm, rich tones, stately textures, and heritage references, infused with the energy of today's bold founders.

Every image evokes depth through refined settings, premium materials, and symbolic touches that speak to growth, wisdom, and vision. Every detail is curated to express sophistication, aspiration, and a commitment to lasting value, inviting you into an ecosystem where tradition meets new possibilities.







# 00 BRAND ELEMENTS



# DESIGN ELEMENTS





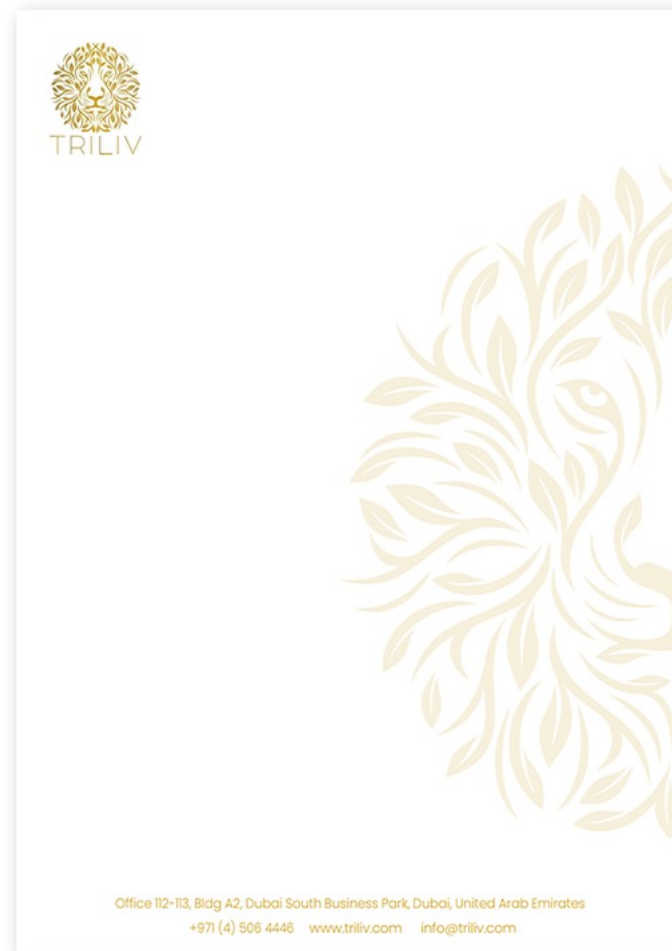
The background is a solid dark red color. On the left side, there are two large, faint, dark red letters 'O' and 'O' stacked vertically. On the right side, there is a faint, dark red floral or leaf-like pattern that curves upwards and outwards.

# **BRAND APPLICATION**

## Business Card



## Letter Head



## Envelope



## Diary & Pen



## Coffee Mug





## Polo T-Shirt



## Phone Wallpaper



# Email Signature

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Project Coordinator

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M: +971 12 345 678

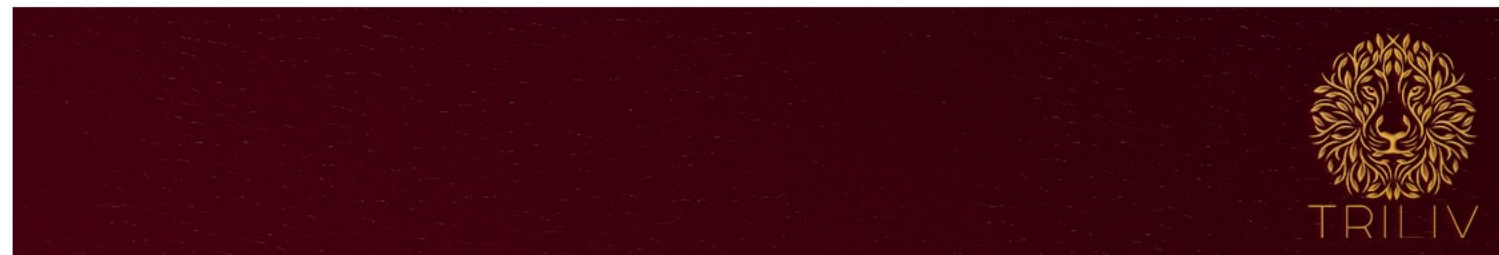
Office 112-113, Building A2, Dubai South Business Park Dubai, U.A.E.

TRILIV



# Whatsapp Banner

# LinkedIn Banner



# THANK YOU

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