1. **About TribeMD**

We are a healthcare ecosystem composed of multiple companies that have been acquired over the past 3 years. These companies primarily operate in the fields of **medical education** and **clinical research**, with the **pharmaceutical** and **medical device industries** **as our main clients**. Our mission is to shape the future of healthcare by merging scientific excellence with cutting-edge innovation, offering trusted solutions that empower healthcare professionals and the general population.

We have a strong presence across Latin America and are set to launch operations in the U.S. starting in 2025 and as part of this international expansion, we are rebranding our company from **Med.IQ** to **TribeMD**. Alongside this geographic expansion, we are also broadening our service offerings, which are structured into **5 key business units**:

**Research** – Advancing clinical research and real-world evidence.

**Knowledge** – Providing top-tier medical education and content.

**Healthspan** – Promoting content focused on preventive care and well-being.

**Innovation Hub** – Supporting startups and healthcare entrepreneurship.

**Financial Services** – Offering financial solutions tailored to healthcare professionals.

**Our key competitors**

|  |  |  |
| --- | --- | --- |
| **Segment** | **Company** | **Global Website (English)** |
| Clinical Research | IQVIA | [https://www.iqvia.com](https://www.iqvia.com/) |
| Clinical Research | PPD (Thermo Fisher) | [https://www.ppd.com](https://www.ppd.com/) |
| Clinical Research | Eurotrials | [http://www.eurotrials.com](http://www.eurotrials.com/) |
| Clinical Research | ICON | [https://www.iconplc.com](https://www.iconplc.com/) |
| Clinical Research | PRA Health Sciences | [https://prahs.com](https://prahs.com/) |
| Medical Education | Medscape | [https://www.medscape.com](https://www.medscape.com/) |
| Medical Education | M3 Medical Education | [https://www.m3.com](https://www.m3.com/) |
| Medical Education | Doximity | [https://www.doximity.com](https://www.doximity.com/) |
| Medical Education | Springer Nature | [https://www.springernature.com](https://www.springernature.com/) |
| Medical Education | Elsevier | [https://www.elsevier.com](https://www.elsevier.com/) |
| Medical Education | OncLive | [https://www.onclive.com](https://www.onclive.com/) |
| Medical Education | VJ Oncology | [https://www.vjoncology.com](https://www.vjoncology.com/) |
| Medical Education | VJ Neurology | [https://www.vjneurology.com](https://www.vjneurology.com/) |
| Healthspan | WebMD | [https://www.webmd.com](https://www.webmd.com/) |

**Portfolio**

As part of our portfolio, we offer a state-of-the-art medical education platform that connects a community of approximately **500,000 healthcare professionals** across Latin America. [www.netmd.org](http://www.netmd.org)

**In addition to that, we also offer:**

**Medical Education**

* Scientific updates
* Preceptorships
* Digital and face to face medicine courses
* Webinars
* Video
* Congress Highlights
* Postgraduate Courses

**Clinica Research**

* Real-world data analysis
* Clinical Trial Protocol Development
* Manuscript & writing
* Site (development, management and monitoring)
* Publication in high-impact journals

**Public Health and Innovation**

* Information and services for patients and the general public
* Scaling of healthcare solutions / startups
* Offering financial solutions tailored to healthcare professionals

**2. Design Objectives**

* **Trust & Credibility:** The logo should inspire confidence and convey our commitment to scientific rigor and ethical healthcare solutions.
* **Innovation & Modernity:** It must reflect the forward-thinking nature of TribeMD, incorporating elements that suggest technology, progress, and collaboration.
* **Global Appeal:** As a holding company with international reach, the design should be universally recognizable and adaptable to different cultural and professional contexts.
* **Versatility:** The logo will be applied across multiple business units, digital platforms, and print materials, so it must be scalable and legible in various formats.
* **Minimal & Timeless:** The design should avoid overused healthcare clichés (e.g., hands, hearts, stethoscopes) and instead focus on abstract, sophisticated representations of connection, knowledge, and progress.

1. **Design Preferences**

**Slogan / Tagline:**

* Include our tagline below the logo: Thrive Through Tribe

**Typography:**

* Clean, modern and professional.
* Avoid overly decorative or script fonts.

**Color Palette:**

* Should convey professionalism, innovation and trust.
* Blues or Black, aiming to reinforce a sense of trust, stability, innovation, credibility, and modernity.

**Iconography & Symbols:**

* Abstract representations of connection and progress. The icon should be minimalist and designed for seamless integration into our communications, independent of the main logo. For reference, consider the icon styles used by **Doximity** or **Accenture**.
* Explore use different colors for “**Tribe**” and “**MD**” (not necessarily a must)
* **Do not use** literal healthcare symbols (e.g., hands, hearts, crosses).

**Logo Variations:**

* Main logo for TribeMD (holding).
* Adaptable versions for each business unit, maintaining brand consistency.

**4. Deliverables**

* Monochrome and full-color versions.
* Scalable vector files (AI, SVG, PNG, JPG).
* Rationale behind the logo design and creative proposal
* Brand guideline (color codes, typography, spacing and usage rules)