



EVERYONE

BRAND PARTNERSHIP BRIEF

Team Wear for the Human Team

THERE'S A GAME BEING PLAYED.

EVERYWHERE. ALL THE TIME. BY EVERYONE.

IT MAY LOOK LIKE WE'RE LOSING.

LIKE WE'RE BREAKING APART.

BUT IF WE PLAY TOGETHER,

WE CAN STILL WIN.

There is a game being played. Not a metaphor. An actual, high-stakes, real-time game that involves every living person on earth. Climate, technology, inequality, coordination, survival. The game is already underway. The question is not whether we are playing. The question is whether we realize we are on the same team.

Right now, most of us feel like we are losing. That feeling is not wrong. It is an intelligent response to what we are seeing. But here is the thing about games: momentum shifts. Teams that look finished find something. A belief. A signal. A reason to keep playing.

EVERYONE is that signal. An attempt to change the story civilization is living inside, before that story collapses around us. Not through argument. Through recognition.

Team wear is how that recognition becomes visible. It is how belief travels. It is how you find the others.

01

THE MARK



The EVERY1 mark is not just a logo. It is a micro-experience of the project's core transformation. At first glance: "1." With attention, EVERYONE emerges. **Once seen, it cannot be unseen.**

02

LOGO RULES

This is the one thing we will always protect. Everything else is open to creative exploration. Locked: shapes, perceptual shift, vertical orientation, proportions. Open: color, fill, background, scale, surface, technique, style.

03

THE FILM

A [new category of immersive cinematic experience](#) designed for every screen. Five movements take an audience from the weight of a present that feels broken, accelerating, and beyond repair, through a cosmic and evolutionary journey to a fundamental shift. **Team wear is how the film's transformation continues after the screen goes dark.**

04

THE PLATFORM

The [EVERYONE platform](#) is already live: [36 chapters](#) on an AI-powered collaboration platform. **The flywheel:** content builds audience, experience transforms, team wear makes belonging visible, visibility draws new people in. Each element feeds every other.

05

TEAM WEAR VISION

Primary brand: Jersey, hoodie, hat. The mark IS the message. **Embedded signal:** Small mark on sleeve, lapel, collar. **Co-branded:** Outdoor brands, athletes, sports teams with EVERY1 alongside their marks.

06

PRODUCT CATEGORIES

Jerseys (flagship) | **Hoodies** (everyday) | **T-Shirts** (entry point) | **Hats/Caps** | **Patches** | **Pins/Badges**. Quality: premium, sustainable, built to last.

07

BRAND ELEMENTS

"Count Me In" — The invitation. **"Play to Win-Win"** — Mirrors the mark. **everyone.team** — The name of the team.

08

DESIGN PRINCIPLES

Protect the shift. Invite discovery. Works everywhere. Timeless over trendy. No tribal markers.

09

TERMINOLOGY

Team wear (not merchandise). The mark (not the logo). The perceptual shift (not the optical illusion).

10

WORKING TOGETHER

We are looking for a collaborator who gets excited about making belief wearable. Design, materials, sampling, production, packaging. Win-win is not just a tagline. It is how we want to work.

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ASSETS & CONTACT

Brand assets: [everyone.team/brand](#). EVERYONE LLC | [everyone.team](#) | Zak Zaidman, Founder | [zak@everyone.team](#)

"What we believe determines what we attempt. What we attempt determines what becomes real."

from [EVERYONE: A Case for Belief](#)



[everyone.team](#)

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