

Riverlife

IDENTITY GUIDELINES

APRIL 2024

OUR IDENTITY GUIDELINES

The following pages will guide you through the proper usage of your logo. They will assist you in designing and producing compelling communications with consistency, creativity, and flexibility.

Many of the standards set forth in this guide depend on size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to these design standards will ensure that the Riverlife brand is always expressed clearly and with quality.

These standards were created in such a way that they can be edited and updated as needed. If you are ever unsure of how to handle the application of our logo, please contact the appropriate marketing staff at Riverlife.

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Riverlife

OUR LOGO

As the foundation of the Riverlife identity, our logo serves as the most concise visual expression of our brand. The logo is an essential element for any brand communication.

The primary logo consists of the word "Riverlife" in a bold, sans-serif font. "River" is in blue and "life" is in green.

Primary



Secondary

LOGO CONFIGURATIONS

The primary Riverlife logo is intended for all brand communications, while the secondary mark (R) is reserved for use as a sign-off only when the primary mark has already been prominently displayed on collateral.



CLEAR SPACE

The Riverlife logo should always be surrounded by a generous field of clear space to ensure its legibility and impact. This isolates the logo and protects it from competing visual elements such as text and supporting graphics.

As shown above, the absolute minimum amount of clear space that should surround the logo in any application is equal to “x”.

Riverlife

Color Version: 2 Color

Riverlife

Color Version: Black



Riverlife

Color Version: White

COLOR VARIATIONS

To accommodate a range of uses, reproduction techniques, and printing requirements, a number of logo color variations are available for use. The two preferred formats should be used for all materials, with the exception of print limitations or when knocking out of a four-color image.

Our logos should never, under any circumstances, be set in a color outside of the Riverlife color palette.

Please only use approved files when reproducing these marks.

RL_WORDMARK_CMYK_P1.EPS

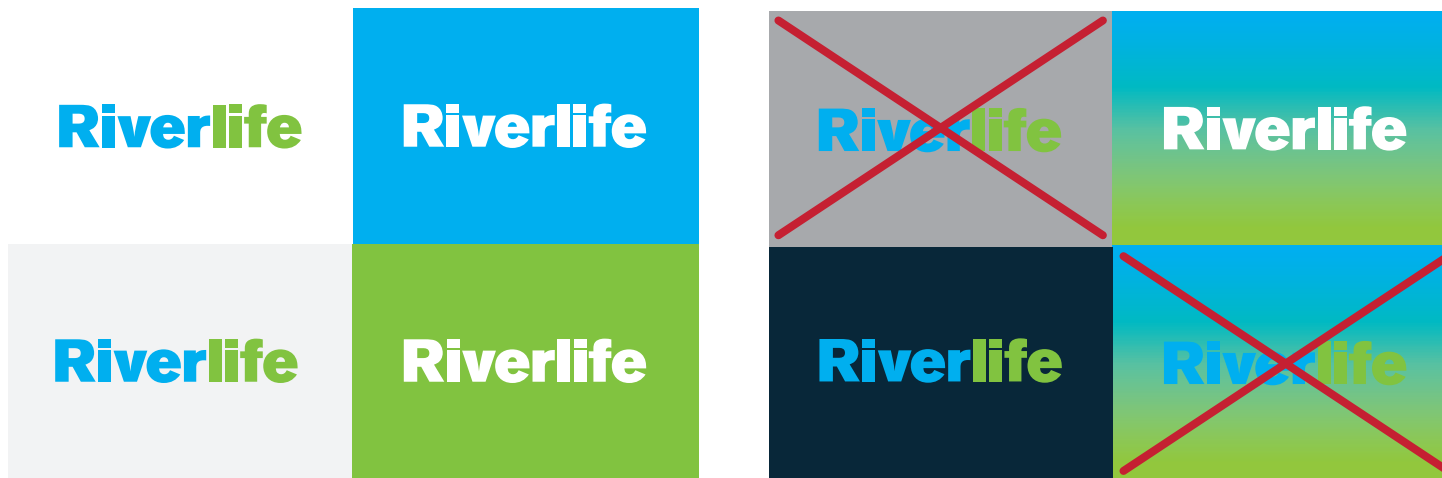
PREFIX	NAME	COLOR VARIATION	COLOR MODEL	DESCRIPTION	FILE FORMAT
RL	Wordmark R	2-Color (2C) Black White	CMYK PMS RGB	Primary (P) Secondary (S)	EPS PNG

FILE NAMING STRUCTURE

Use this naming convention guide to select the appropriate logo for reproduction. EPS files are preferred as the standard format for any project, can be scaled infinitely and can be used for high-resolution print applications. EPS files can also be imported into most page layout and illustration software such as InDesign, Illustrator, Photoshop and Word.

Always use the correct color model for your application. PMS logos should be used when printing with Pantone inks, otherwise, CMYK files should be used.

RGB logos should only be used for screen applications.



BACKGROUND CONTROL

The logo was designed to be adaptable to a range of background requirements. However, it is essential that the logo is always highly legible in every application.

As shown in the exhibits above, the logo and its variations can be positioned against a variety of backgrounds.

All variations shows well against photographic backgrounds, provided there is adequate contrast.

The 1-Color and Black variations features well against lighter colors.

The Reverse variation features well against black and dark colors, as well as colors outside of the Riverlife color palette.

As a rule of thumb, a dark logo should not be used on a dark background, nor should a light logo be used on a light background.

The Riverlife logo is displayed in its correct form, with 'River' in blue and 'life' in green.

Never re-arrange the elements of the logo.

The Riverlife logo is distorted, appearing stretched and skewed.

Never distort the logo.

The Riverlife logo is re-typeset, with the letters appearing slightly different in weight and spacing compared to the original.

Never re-typeset the logo.

The Riverlife logo is placed on a solid blue background, which does not provide sufficient contrast.

Never apply the logo to a background that does not provide sufficient contrast.

The Riverlife logo is outlined, which is not allowed.

Never outline the logo.

The Riverlife logo is shown with colors outside the brand palette, such as orange and red.

Never apply a color outside of the Riverlife palette to the logo.

The Riverlife logo is stylized with a shadow effect, which is not allowed.

Never stylize the logo in any way.

MISUSE

Any misuse of the logo artwork diminishes its integrity and that of the Riverlife brand as a whole. The exhibits featured here represent some common misuses that must be avoided whenever designing with the logo. Remember that the logo must never, under any circumstances, be altered or re-created in any way.

Only use approved files when reproducing these marks.



RIVERLIFE BLUE

PMS	HEXACHROME CYAN M
CMYK	98 / 0 / 0 / 0
RGB	0 / 175 / 239
HEX	#00AFEF



RIVERLIFE GREEN

PMS	PANTONE 376 C
CMYK	54 / 0 / 100 / 0
RGB	41 / 98 / 3
HEX	#8DC63F



DARK BLUE

PMS	PANTONE 2189 C
CMYK	100 / 39 / 0 / 69
RGB	0 / 41 / 58
HEX	#08283A



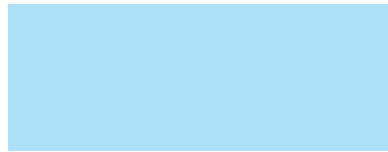
RIVER LIFE GRADIENT

BLUE	
PMS	HEXACHROME CYAN M
CMYK	98 / 0 / 0 / 0
RGB	0 / 175 / 239
HEX	#00AFEF



RIVERLIFE MEDIUM BLUE

PMS	HEXACHROME CYAN M 50%
CMYK	50 / 0 / 0 / 0
RGB	72 / 212 / 249
HEX	#48D4F9



RIVERLIFE LIGHT BLUE

PMS	HEXACHROME CYAN M 30%
CMYK	30 / 0 / 0 / 0
RGB	171 / 225 / 250
HEX	#ABE1FA



WHITE

PMS	N/A
CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	#FFFFFF

GREEN

PMS	PANTONE 376 C
CMYK	54 / 0 / 100 / 0
RGB	41 / 98 / 3
HEX	#8DC63F

PRIMARY COLOR PALETTE

Color is a key component of any identity. By using these colors consistently across brand communications, they will build recognition for the Riverlife brand while contributing to a unified look and feel. These colors can be used for text, color fields, rules and other graphic elements as needed.

Note: Additional colors maybe added however, to maintain brand consistency while incorporating additional colors, ensure they complement the existing brand palette.

PRIMARY FONT FAMILY

Use: Headlines and Subheads

Gotham Light

Gotham Book

Gotham Medium

Gotham Bold

Gotham Black

Gotham Rounded Bold

SECONDARY FONT FAMILY

Use: Body Copy, Call outs, and Headline Highlights

Georgia Regular

Georgia Italic

Georgia bold Italic

WEB FONT

Use: Headlines and Subheads

Proxima Nova Light

Proxima Nova Regular

Proxima Nova Medium

Proxima Nova Bold

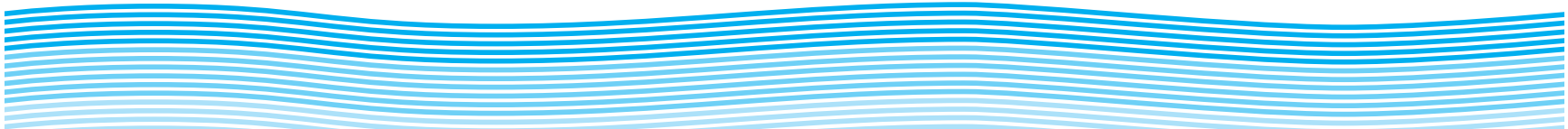
Proxima Nova Extra Bold

Note: Given the financial constraints of the Gotham Web license, a cost-benefit analysis favors Proxima Nova as a suitable alternative. Proxima Nova offers comparable aesthetics and functionality while being more financially feasible, making it an excellent alternative choice for web use.

The *Georgia font family* is available as a web font

TYPOGRAPHY

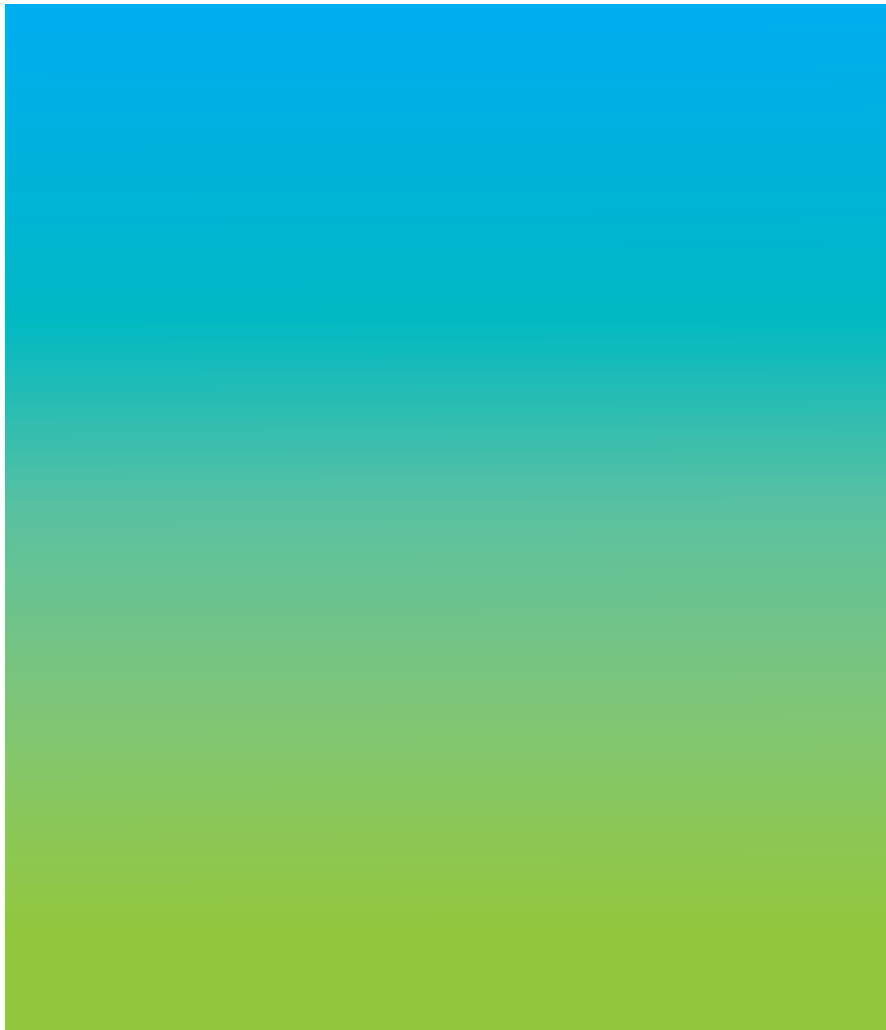
With careful and consistent use, our primary typefaces, Gotham and Georgia will make our communications recognizable and distinctive. By choosing to download, install and use these fonts, you will ensure that your communications align to others throughout the organization.



RIVERLIFE WATER GRAPHIC

The Riverlife water graphic is a brand element that symbolizes a river. Consistently incorporating this element will enhance brand recognition.

HEADLINES



RIVERLIFE GRADIENT

The Riverlife gradient utilizes the primary brand colors of Riverlife. It should always be utilized as depicted above, with the green at the bottom and blue at the top. This gradient can be employed to fill graphic elements, headlines, and backgrounds.

Riverlife

RIVERLIFE SUPER GRAPHIC LOGO

The Riverlife Super Graphic logo serves as a supplementary graphic element and should not substitute the primary Riverlife logo. Maintaining brand consistency and clarity, the primary logo retains its unique representation and should be used as the main identifier of the brand.

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