RiverStone
OUTDOORS

Visual Identity Guidelines

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OUR STORY

RiverStone was born from a deep appreciation for nature and the belief that every journey no matter how small deserves reliable, thoughtfully designed gear. Inspired by the strength of stone and the constant movement of rivers. RiverStone believes that its brand is a step to a new movement and mindset for a continous journey. RiverStone's potential is to provide costumers with a comfortable experince when exploring the worlds hidden treasures.

LOGO

PRIMARY LOGO





This is our primary logo, featuring a gray stone and a blue river outline. “Riverstone” is displayed in a thicker Baga font using the same blue as the river, while “Outdoors” is shown in gray with a regular Baga font. The logo represents a balance between strength and flow, combining the stability of stone with the movement of water to reflect a brand that is both grounded and adventurous.

When placing our logo anywhere, there must be a space around the logo. The minimum spacing around the logo should be the longer side of the letter O using the Baga, font size 65px

LOGO VARIATIONS

WORDMARK


RiverStone
Outdoors


RiverStone
Outdoors


RiverStone
Outdoors

BACKGROUND COLORS



RiverStone's primary colors were chosen to match the meaning behind the logo's name, with Soft Stone representing "stone," Blue Stream representing "river," and Deep Current bringing the name together.

The palette feels calm, light, and natural, where Blue Stream and Deep Current represent refreshing, peace, and loyalty, while Soft Stone adds a more dramatic and slightly mysterious feel.

LOGO RULES



Use the logo on calm, uncluttered backgrounds



Maintain clear space around the logo



Use watermark for merchandise & dark backgrounds



Add an overlay of one of the brands colors to ensure strong contrast



Don’t stretch or squish the logo



Don’t rotate or flip the logo



Don’t add effects



Don’t put logo on busy backgrounds

COLOUR SCHEME

PRIMARY COLOURS



Soft Stone

HEX #414042
CMYK 2, 3, 0, 74
RGB 65, 64, 66

Deep Current

HEX #004060
CMYK 100, 33, 0, 62
RGB 0, 64, 96

Blue Stream

HEX #0098D6
CMYK 100, 29, 0, 16
RGB 0, 152, 214

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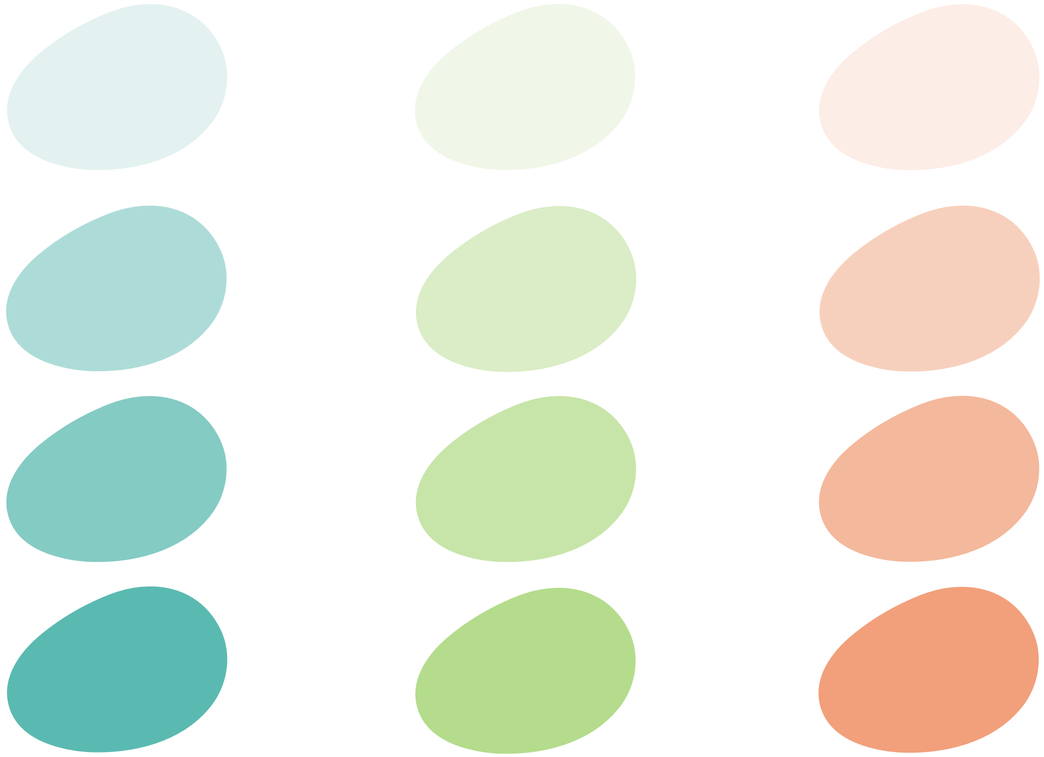
SECONDARY COLOURS



Light Mist
HEX #5ABAB1
CMYK 52, 0, 5, 27
RGB 90, 186, 177

Fresh Leaf
HEX #B4DC8C
CMYK 18, 0, 36, 14
RGB 180, 220, 140

Amber Leaf
HEX #F2A07B
CMYK 0, 34, 49, 5
RGB 242, 160, 123

RiverStone's secondary colors were chosen based on our primary colors to create a calm, colourful palette that inspires hiking and nature. These colors complement the primary palette and add depth.

Fresh Leaf is inspired by trees, leaves, and grass. Light Mist reflects Blue Stream and Fresh Leaf together, while Amber Leaf is inspired by the leaves changing in the fall, adding warmth.

TYPOGRAPHY

Aa

Headlines

Baga bold

ABCDEFGHIJKL
MNOPQRSTUV
WXYZabcdefghi
jklmnopqstuvw
xyz1234567890

Baga font has a clean and strong appearance that reflects the stability of the stone, while its smooth curves connect with the flow of the river. It works well with the calm and natural color palette, creating a balanced look.

The font also has subtle pointy swirls at the ends of each letter, which gives it a sense of movement. The letters flow into each other, creating a “flowy stone” look that shows both strength and movement.

Aa

Body Text

Merriweather

ABCDEFGHIJKL
MNOPQRSTUV
WXYZabcdefghi
jklmnopqstuvw
xyz1234567890

Merriweather font has a clean and readable style that works well as body text with the Baga font. Its simple and classic look balances the stronger and more detailed style of Baga, making the text easy to read.

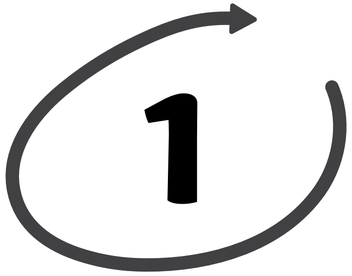
The font has soft curves and clear letter shapes, which helps it feel natural and comfortable to read for longer sections. It supports the overall calm and natural look of the brand while keeping everything clear and easy to understand.

ICONS

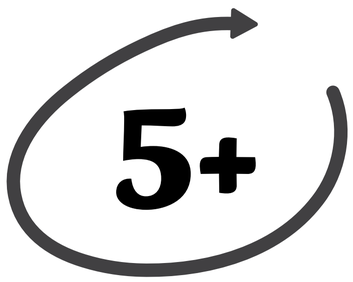







1


2-4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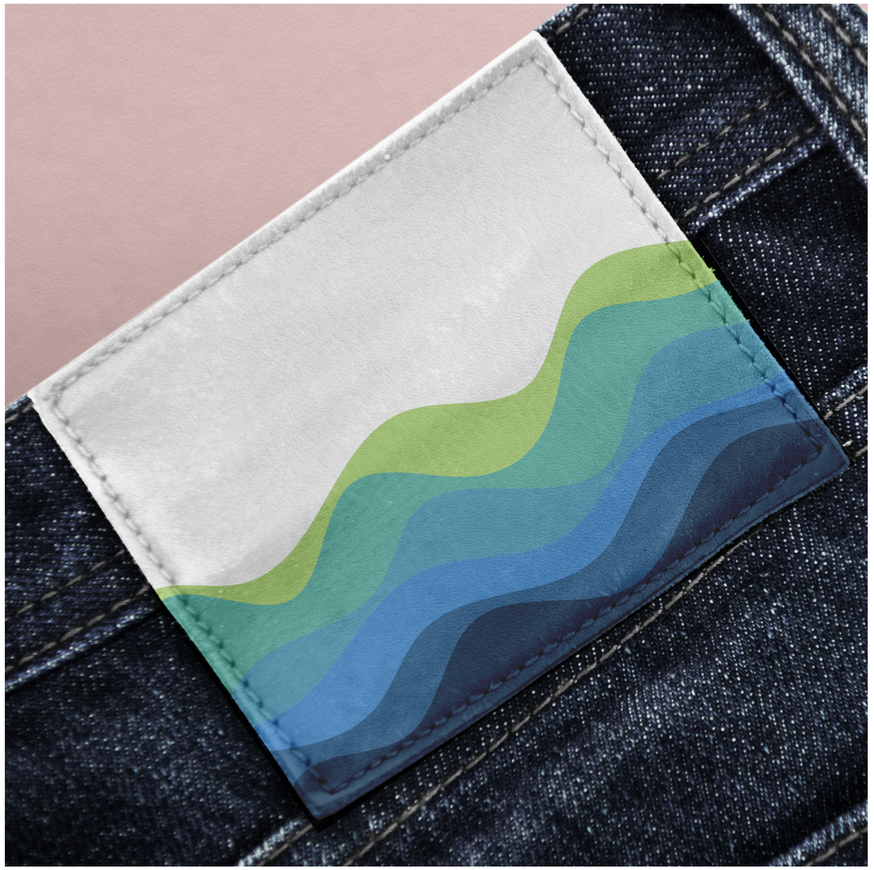
APPAREL & TAGS




RiverStone
Outdoors






RiverStone
Outdoors
TRAIL COMFORT LONG SLEEVES
XS S M L XL
Breathable
Stretch Fabric
Thermal Comfort
@RIVERSTONEOUTDOORS
123456788999

SOCIALS


Where Adventure
Flows
RiverStone
OUTDOORS