



# Riverwood Creative

## Visual Identity Guidelines

# Logo



Riverwood Creative Logo



Riverwood Creative Logo  
Landscape

# Logo

## Minimum height



1.25in/75px

Minimum height for use of Riverwood Creative logo



1.00in/60px

Minimum height for use of Riverwood Creative logo landscape

The Riverwood Creative logo should be displayed at a minimum of 1.25in height for print and 75px height for screen. When using the landscape logo a minimum height of 1.00in and 60px should be used for print and screen respectively.

## Spacing

As shown, our logo must always have clearance space surrounding it to ensure that no other graphics, colors, logos, or type interfere with it.

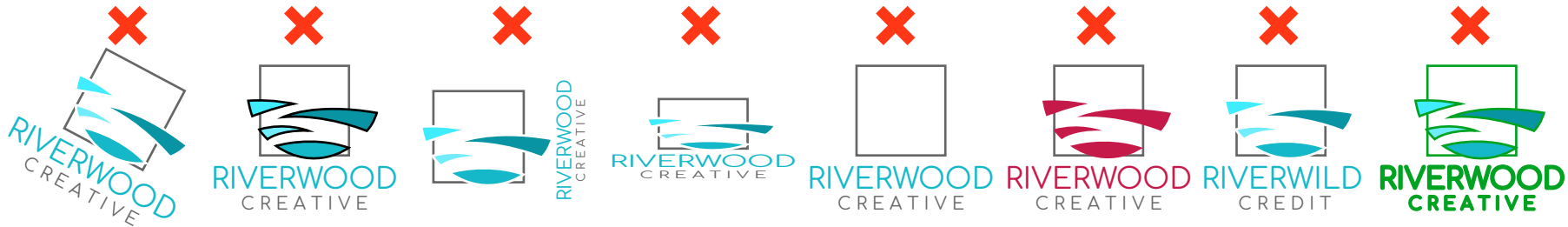


# Logo

## Restrictions

The following alterations to the Riverwood Creative logo are not permitted. Please do not...

- Rotate the logo
- Delete or obscure elements of the logo
- Reposition elements of the logo
- Alter the typeface
- Create the logo with a stroke or keyline
- Reduce or enlarge the logo without proportional scale
- Introduce new colors to the logo
- Introduce alternative text



# Colors

## Core Palette



Color	CMYK Professional And Desktop Printing	RGB (Web and Screen)	HEX (Web and Screen)
Cyan / Aqua	C 50.44 M 0 Y 7.27 K 0	R 64 G 236 B 255	#40ECFF
Java	C 71.67 M 3.02 Y 21.64 K 0	R 21 G 184 B 201	#15B8C9
Blue Chill	C 81.47 M 24.26 Y 33.39 K 0.72	R 8 G 148 B 163	#0894A3
Dove Gray	C 59.73 M 51.24 Y 50.77 K 20.13	R 102 G 102 B 102	#666666
White	C 0 M 0 Y 0 K 0	R 255 G 255 B 255	#FFFFFF

# Colors

## Alternative palette

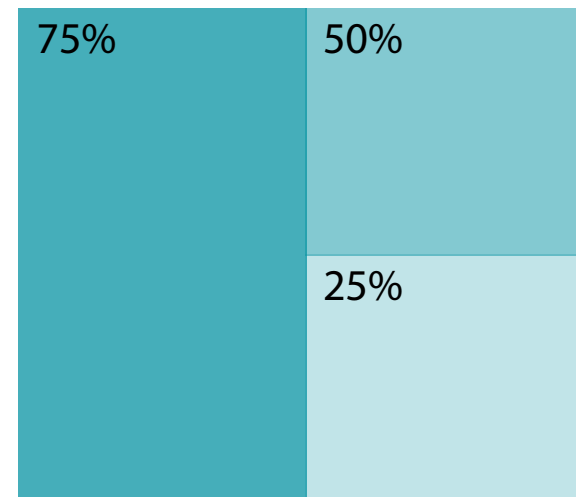
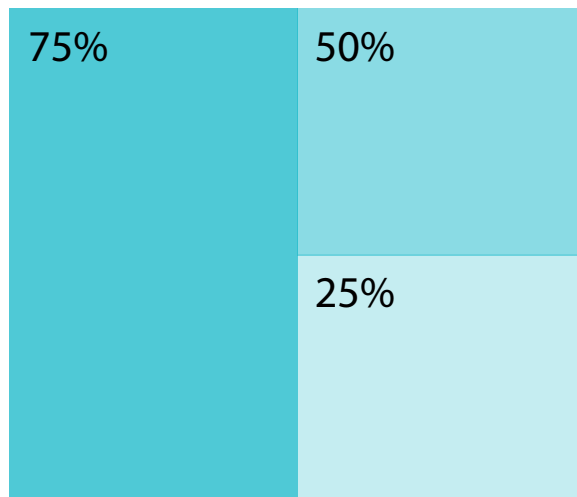
Where possible, the Riverwood Creative logo must appear in full color. However, if necessary, the logo can appear in the following monochrome format if color is not possible.



# Colors

## Tints

Core and decorative colors should be used at 100% of their original color value in most instances. However, if necessary, tints may be used in increments of five for pull-out boxes, graphic elements, accent colors, and to add interest to a page. Tints should not be used as main background colors or in bodies of text.



# Typeface

## Font Primary

The Riverwood Creative primary font is Comfortaa and is available in the below weights and styles.

### Comfortaa Regular

abcdefghijklmnopqrstuvwxyz 0123456789

### Comfortaa Light

abcdefghijklmnopqrstuvwxyz 0123456789

### Comfortaa Bold

abcdefghijklmnopqrstuvwxyz 0123456789



# Contact

If you have any further questions, a general inquiry, or would like to request logos, photography, or illustration assets, please email [info@riverwoodcreative.com](mailto:info@riverwoodcreative.com).



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