

NewRiver Brand Guidelines



Logo

The most distinctive asset of the NewRiver identity is our logo. It is confidently bold and instantly identifiable. Please read the rules set out on the following pages carefully to ensure consistent application.



NEW
RIVER

The logo consists of the words "NEW" and "RIVER" stacked vertically. The word "NEW" is in a bold, sans-serif font. The word "RIVER" is also in a bold, sans-serif font, but the letter "V" is replaced by a stylized wave symbol consisting of three horizontal, slightly curved lines.

NEW
RIVER

The logo consists of the words "NEW" and "RIVER" stacked vertically. The word "NEW" is in a bold, sans-serif font. The word "RIVER" is also in a bold, sans-serif font, but the letter "V" is replaced by a stylized wave symbol consisting of three horizontal, slightly curved lines.

Logo Clear space

To preserve the logo's integrity, always maintain a minimum clear space around the logo. The letter N defines this space. This isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that might otherwise divert attention.



Logo Minimum size

To preserve the readability of the logo a minimum size has been set for applications. An absolute minimum logo size to maintain legibility is 40px at 72dpi for digital applications and 12mm for printed applications.

Digital

The logo consists of the word "NEW" in a bold, sans-serif font above the word "RIVER". The "V" in "RIVER" is replaced by three horizontal wavy lines representing water.

40px

A smaller version of the logo, with "NEW" above "RIVER". The "V" is replaced by three horizontal wavy lines. A vertical blue line with a downward-pointing arrow is positioned to the left of the logo, indicating its height.

Print

The logo consists of the word "NEW" in a bold, sans-serif font above the word "RIVER". The "V" in "RIVER" is replaced by three horizontal wavy lines representing water.

12mm

A smaller version of the logo, with "NEW" above "RIVER". The "V" is replaced by three horizontal wavy lines. A vertical blue line with a downward-pointing arrow is positioned to the left of the logo, indicating its height.

Logo Colour variations

Please use the NewRiver Navy logo where ever possible. The white/negative version should be reserved for dark backgrounds to ensure visibility. The suggested alternative options are also acceptable when developing assets for the NewRiver brand.

Primary



Greyscale

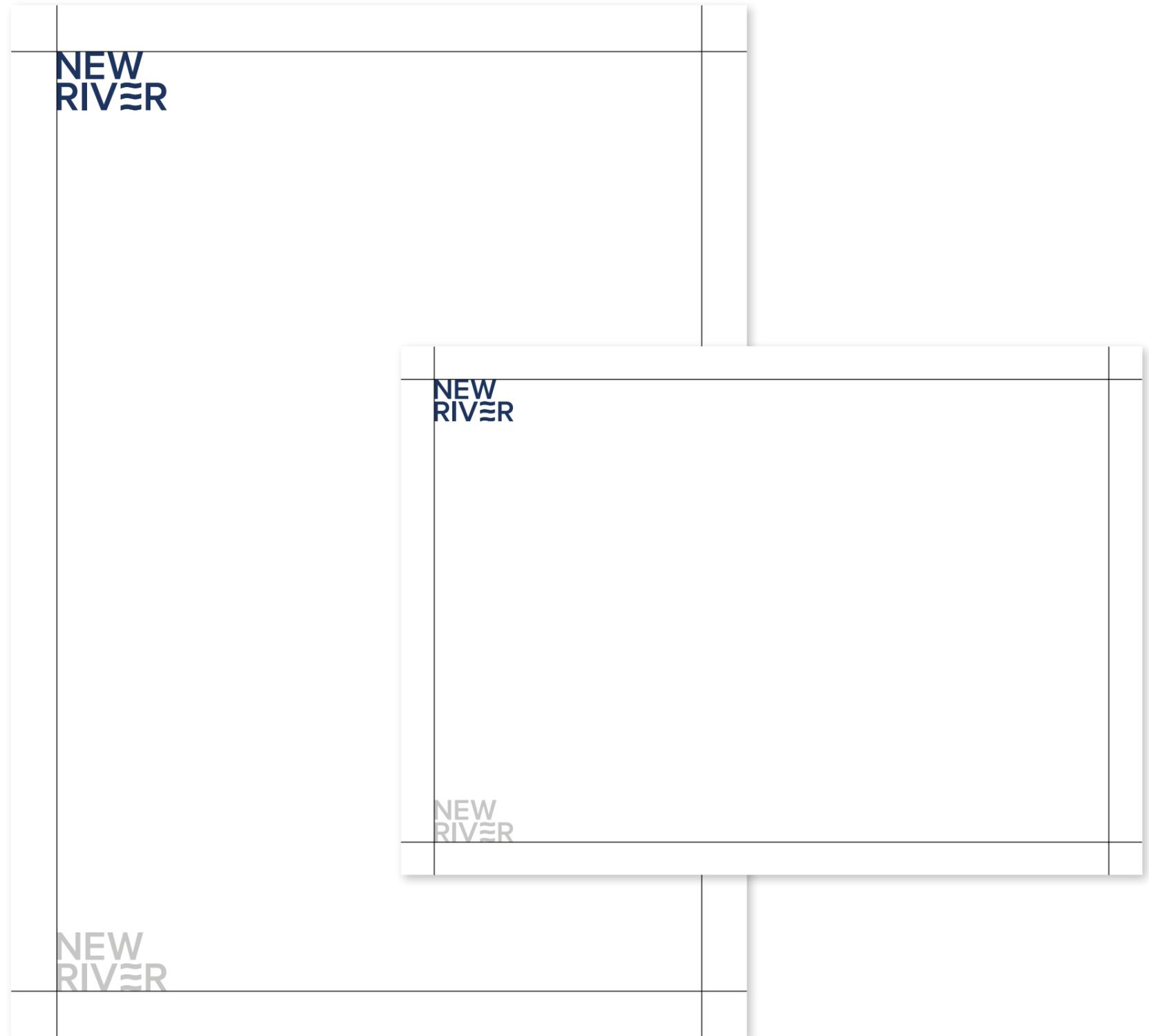


Alternative



Logo Positioning

When working on print, the preferred position is the upper left. The lower left is suitable if necessary. Keep in mind that the logo always has the minimum clear space surrounding it.



Icon

Please use the NewRiver Navy, Black icon, or NewRiver Turquoise versions wherever possible. The white versions should be reserved for dark backgrounds to ensure visibility.



Icon Minimum size

To preserve the recognisability of the icon a minimum size has been set for applications. An absolute minimum icon size to maintain legibility is 16px at 72 dpi for digital applications and 3mm for printed applications.

Digital



16px



Print



3mm



Typography

Design typeface

Proxima Nova straddles the gap between typefaces such as Futura and Akzidenz-Grotesk. The result is a hybrid that combines modern proportions with a geometric appearance. Originally released in 1994, Proxima Nova has become one of the most popular fonts around the world in the last few years. Nicknamed the 'New Helvetica' for its effortless balance and perfect form, it works from footnote to poster size.

By reducing the amount of weights and treatments, a wide range of effects can still be achieved while maintaining consistency across identity materials.

Proxima Nova Bold

Aa Bb Cc

Proxima Nova Semibold

Aa Bb Cc

Proxima Nova Regular

Aa Bb Cc

Typography

Support typeface

In exceptional circumstances when Proxima Nova cannot be used. For example, when using email or PowerPoint. Please use Arial, Bold or Regular.

Arial Medium

A a B b C c

Arial Regular

A a B b C c

Colour palette

Our colour palette is made up of core and secondary palettes. We can also use 50% tints of these colours (see overleaf)

- Use Pantone and CMYK colours for print
- Use RGB and HTML colours for screen

Core colour palette

NRR Navy Pantone: 288 CMYK: C100 M84 Y35 K25 RGB: R22 G50 B95 HTML: #16325F RAL: 270 20 29	NRR Turquoise Pantone: 2227 CMYK: C56 M0 Y20 K0 RGB: R85 G194 B200 HTML: #55C2C8 RAL: 210 70 25
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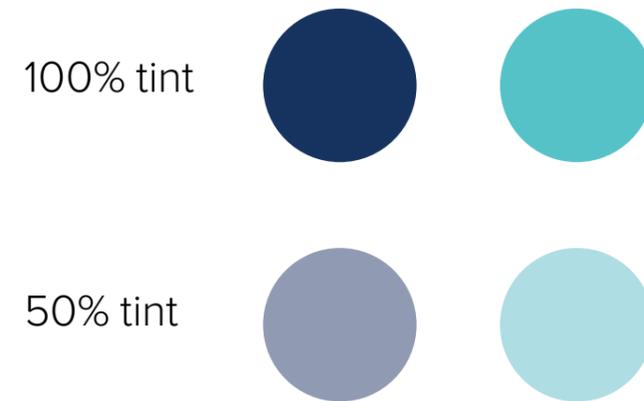
Secondary colour palette

NRR Dark Purple Pantone: 513 CMYK: C51 M90 Y0 K0 RGB: R147 G50 B142 HTML: #93328E RAL: 330 40 45	NRR Bright Purple Pantone: 245 CMYK: C24 M58 Y0 K0 RGB: R221 G127 B211 HTML: #DD7FD3 RAL: 340 70 35	NRR Blue Pantone: 3506 CMYK: C91 M59 Y0 K0 RGB: R25 G97 B174 HTML: #1961AE RAL: 260 40 45	NRR Cyan Pantone: 306 CMYK: C82 M0 Y6 K0 RGB: R0 G181 B226 HTML: #00B5E2 RAL: 230 60 40
NRR Mint Pantone: 338 CMYK: C58 M0 Y40 K0 RGB: R110 G206 B178 HTML: #6ECEB2 RAL: 170 80 25	NRR Yellow Pantone: 2006 CMYK: C9 M27 Y77 K1 RGB: R235 G188 B60 HTML: #EBBC4E RAL: 075 70 60	NRR Orange Pantone: 164 CMYK: C0 M61 Y74 K0 RGB: R255 G127 B65 HTML: #FF7F41 RAL: 050 60 80	NRR Red Pantone: 4058 CMYK: C3 M80 Y60 K0 RGB: R228 G75 B85 HTML: #E44B55 RAL: 030 50 60

Colour palette Tints

We can also use 50% tints of the colours as shown here.

Core colour palette



Secondary colour palette

