



VISUAL BRAND GUIDELINES

JANUARY 2026

TABLE OF CONTENTS

01. BRAND OVERVIEW..... 4

02. LOGO 6

03. COLOUR..... 13

04. TYPOGRAPHY..... 15

05. ICONOGRAPHY..... 17

06. GALLERY & MERCH..... 17

01.
BRAND OVERVIEW



BRANDING OVERVIEW

Riverway Outdoors is a contemporary hiking brand built for young, athletic explorers who find their freedom on the trail. Rooted in movement, resilience, and a deep respect for nature, Riverway designs gear that keeps up with fast ascents, long treks, and spontaneous detours. Blending functional performance with a clean, modern aesthetic, the brand speaks to a generation that values both adventure and identity—where the outdoors isn't an escape, but a way of life. Riverway Outdoors exists to support the journey forward, wherever the path leads

Beyond performance, Riverway Outdoors represents a mindset shaped by curiosity and momentum. It's for those who choose elevation over comfort and see the trail as a place to reset, challenge themselves, and connect—both with the landscape and with others who share the same drive. Through thoughtful design, durable materials, and a commitment to responsible exploration, Riverway encourages its community to move with purpose and leave every place better than they found it.

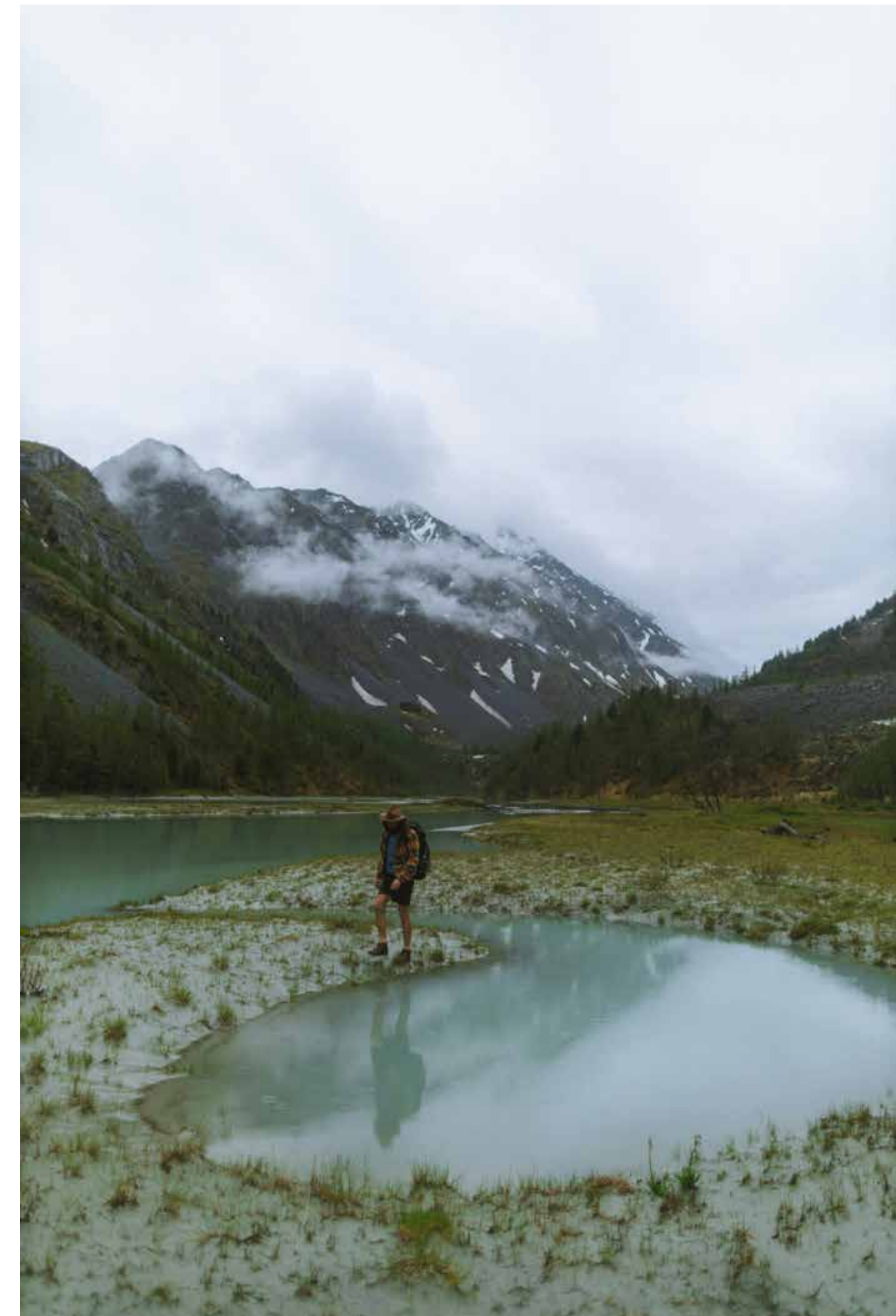


Photo by Yaroslav Shuraev: <https://www.pexels.com/photo/a-man-in-outdoor-adventure-8968845/>

RIVERWAY
O U T D O O R S

02.
LOGO



PRIMARY LOGO

The Riverway Outdoors logo draws directly from the natural elements that define the outdoor experience. The bold blue typography represents flowing water, symbolizing movement, endurance, and the constant forward momentum of rivers and trails alike. The grey elements reference river stones—stable, grounded, and shaped over time—reflecting durability and resilience in both nature and gear. The distinctive “Y” is subtly shaped like a fish tail, a nod to the life within rivers and the ecosystems that surround them, reinforcing the brand’s connection to wild landscapes. Together, these elements create a logo that balances motion and strength, capturing Riverway’s commitment to adventure, nature, and purposeful exploration.

Overall, the logo reflects Riverway Outdoors’ identity as a brand built around natural flow and balance—where strength meets adaptability, and design is shaped by the environments it represents. It serves as a visual reminder that every journey is influenced by the landscape it moves through.



PRIMARY LOGO USAGE

The primary Riverway Outdoors logo should be used consistently to maintain strong brand recognition and visual clarity across all applications. It is recommended that the logo appear in its full-color form—blue and grey—whenever possible, as these colours are integral to the brand’s identity and symbolism. The blue provides high visibility and represents water and movement, while the grey grounds the mark with a sense of stability and durability. Using the logo in these colours ensures optimal contrast, legibility, and impact across digital and print materials, reinforcing a cohesive and recognizable brand presence.

The Riverway Outdoors logo should be placed on clean, uncluttered backgrounds to ensure maximum contrast and visibility. Light or neutral backgrounds are preferred when using the full-color logo. When placing the logo over photography or textured surfaces, sufficient contrast must be maintained so the logo remains clearly legible at all times.



PRIMARY LOGO MISUSAGE

To protect the integrity and recognition of the Riverway Outdoors brand, the logo must not be modified or used in ways that alter its intended appearance. This includes changing or substituting the approved brand colours, adjusting opacity, or applying gradients, patterns, shadows, or other visual effects. The logo should never be stretched, compressed, skewed, or rotated, and its proportions must always remain locked.

Avoid placing the logo on backgrounds that reduce contrast or legibility, such as busy imagery, clashing colours, or textured surfaces without sufficient separation. Individual elements of the logo should not be rearranged, isolated, or recreated using alternate typefaces, and the logo must never be enclosed within shapes or frames that were not part of the original design. Any misuse of the logo can weaken brand consistency and recognition, and should be avoided across all digital and print applications.



ALTERNATIVE LOGO

The Riverway Outdoors alternative logo features a bold “R” paired with flowing wave elements beneath it, symbolizing river movement and natural flow. The waves represent river currents—constantly moving, adaptive, and shaped by the landscape—reflecting the spirit of exploration and progression central to the brand. This simplified mark maintains a strong connection to Riverway’s core identity while offering a more compact, iconic visual suited for a wide range of applications.

By reducing the brand to its most recognizable initial and a natural symbol, the alternative logo emphasizes clarity and versatility while preserving Riverway Outdoors’ connection to water and movement. The flowing waves introduce a sense of rhythm and balance, reinforcing the idea that exploration is shaped by nature rather than controlled by it. This mark captures the essence of Riverway in a bold, minimal form that remains expressive and instantly recognizable.



ALTERNATIVE LOGO USAGE

The alternative logo is intended for secondary applications where the primary logo may be too detailed or impractical. It is ideal for small-scale uses such as social media icons, apparel tags, product markings, watermarks, and digital interfaces. The logo should be used in approved brand colours to maintain consistency and recognition, with sufficient contrast against its background to ensure legibility. Clear space must always be maintained around the mark, and it should never compete with surrounding elements.

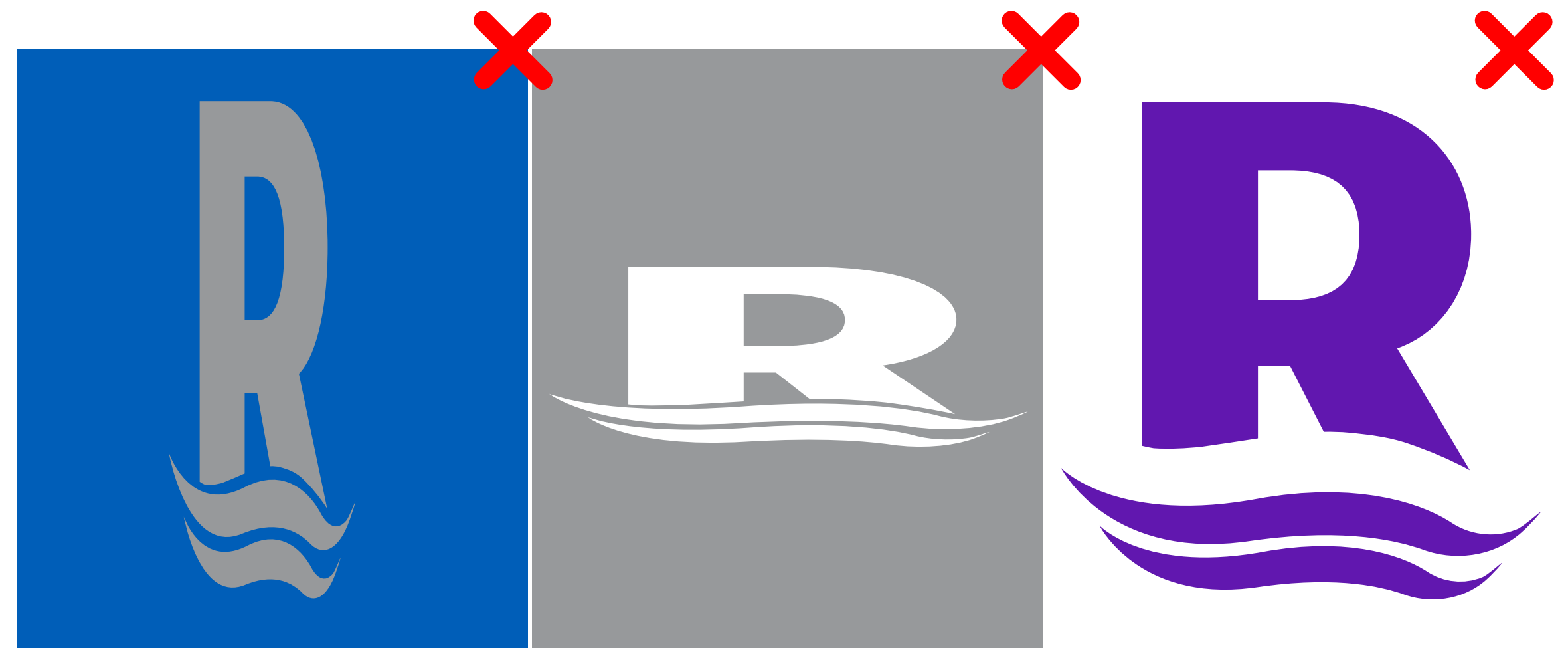
When using the alternative logo, scale and placement should prioritize readability and visual balance. It performs best when given adequate breathing room and should not be visually crowded by other graphic elements. This mark is particularly effective when used consistently across repeat applications, helping to build familiarity and strengthen brand recognition in more casual or product-focused environments.



ALTERNATIVE LOGO MISUSAGE

The alternative logo must not be altered in ways that compromise its clarity or brand alignment. Do not modify the shape of the “R” or the wave elements, adjust proportions, or separate the waves from the letterform. The logo should never be recoloured outside of approved brand colours, stretched, rotated, or enhanced with effects such as gradients, outlines, or shadows. Avoid placing the logo on backgrounds that reduce contrast or legibility, and do not use the alternative logo as a replacement for the primary logo in formal or headline brand applications.

Using the alternative logo incorrectly can weaken its impact and dilute the Riverway Outdoors brand. Overuse in primary branding contexts, inconsistent colour application, or improper placement can cause confusion within the brand system. To maintain a clear visual hierarchy, the alternative logo should always support the primary logo rather than compete with it, ensuring the overall identity remains cohesive and intentional.



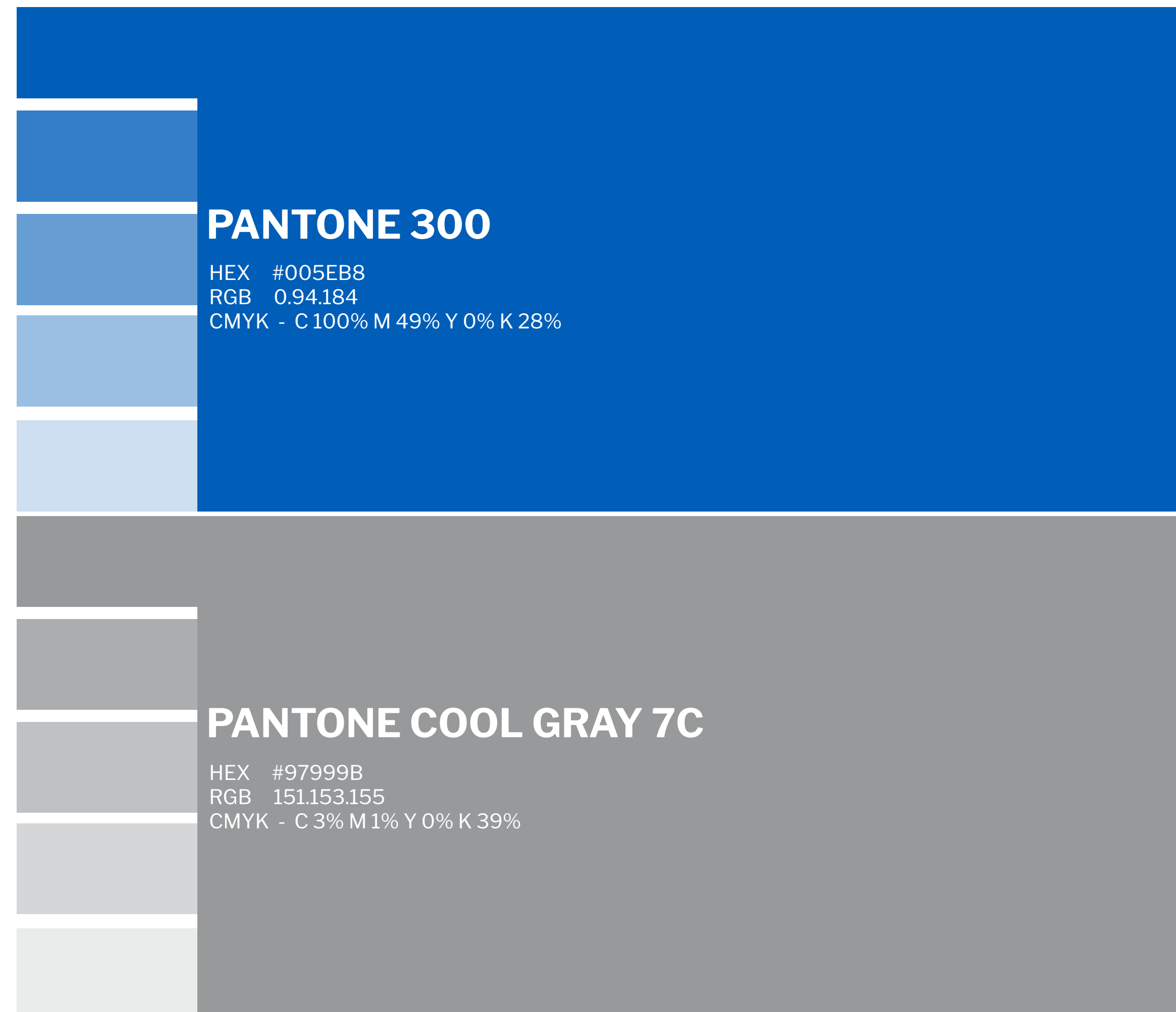
03.
COLOUR



COLOURS

Pantone 300 is the primary blue of Riverway Outdoors and represents the river at the heart of the brand. This colour reflects movement, energy, and clarity—mirroring flowing water and the forward momentum of outdoor exploration. The vibrancy of Pantone 300 gives the brand a strong, confident presence while remaining fresh and approachable, making it ideal for key brand moments such as logos, headlines, and primary callouts.

Pantone Cool Gray 7C supports the brand as a grounding neutral, symbolizing the “way” through the landscape. Inspired by river stones and natural terrain, this grey conveys stability, durability, and balance. It is best used as a complementary colour alongside the blue to add structure and contrast without overpowering the design. Together, Pantone 300 and Cool Gray 7C create a cohesive, nature-driven palette that reinforces Riverway Outdoors’ identity while ensuring legibility and consistency across all applications.

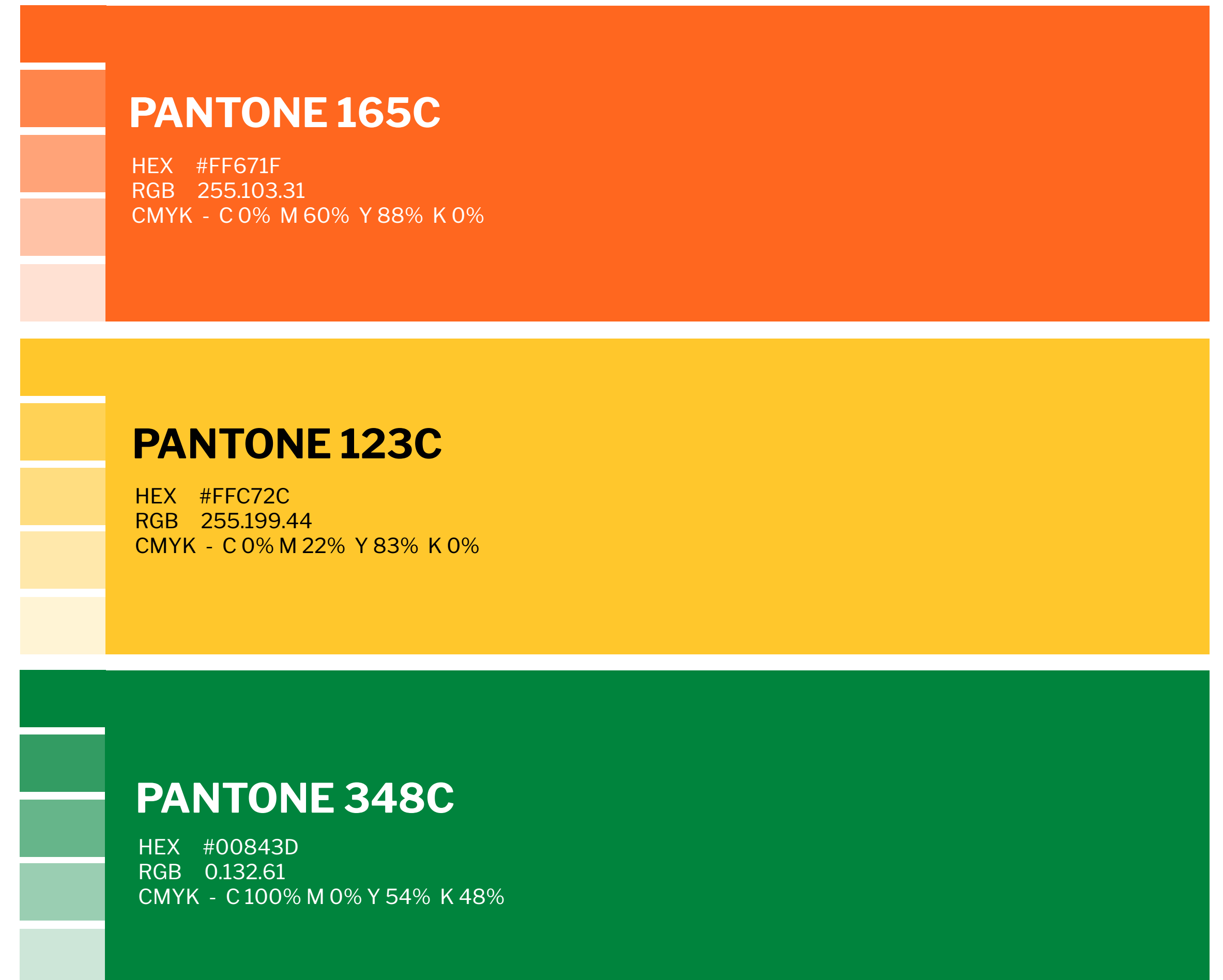


SECONDARY COLOURS

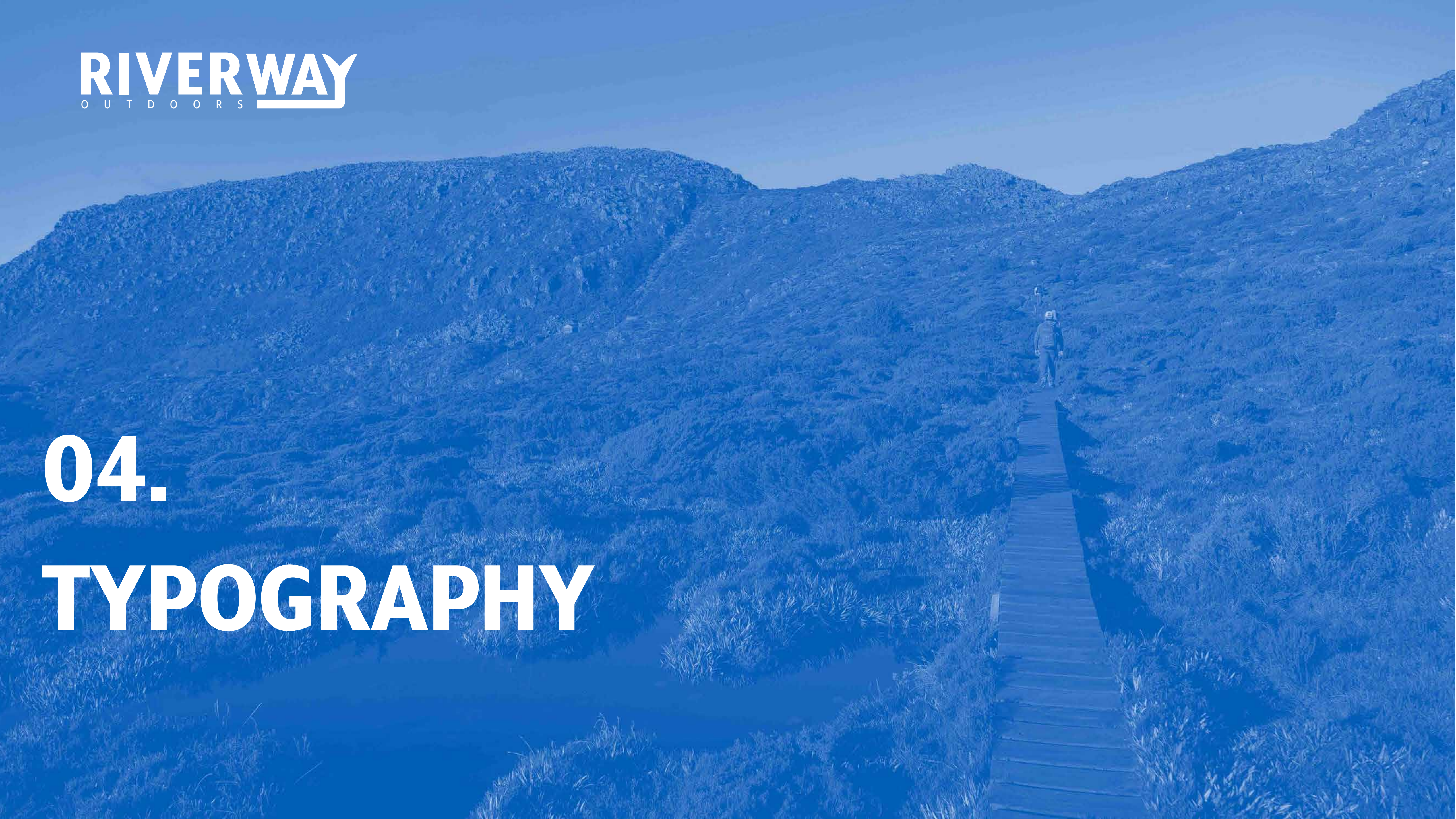
Pantone 165C introduces warmth and energy into the Riverway Outdoors colour palette. Inspired by moments of movement and intensity on the trail, this vibrant orange is used sparingly to draw attention to key details, highlights, and calls to action. It adds contrast and excitement without overpowering the primary colours.

Pantone 123C reflects natural light and optimism, drawing inspiration from sunlight, open landscapes, and golden-hour conditions outdoors. This yellow brings balance to the palette by adding brightness and clarity, making it effective for accents, informational elements, and subtle emphasis within layouts.

Pantone 348C represents vegetation, forests, and the natural environments surrounding rivers and trails. This deep green reinforces Riverway Outdoors' connection to nature and sustainability, serving as a strong supporting colour for backgrounds, secondary graphics, and outdoor-focused applications when additional depth is needed.



04.
TYPOGRAPHY



TYPOGRAPHY

The Riverway Outdoors typography system combines Mr Eaves XL Mod Nar OT and Libre Franklin to create a balance between structure and approachability. Mr Eaves XL Mod Nar OT serves as the primary display typeface, used for logos, headlines, and key brand statements. Its clean, modern forms and strong presence reflect confidence, movement, and reliability—qualities that align with the athletic and exploratory spirit of the brand.

Libre Franklin functions as the supporting typeface, chosen for its clarity and versatility across both digital and print applications. Its highly legible letterforms make it ideal for body copy, captions, and informational content, ensuring readability in a wide range of sizes and environments. Together, these typefaces establish a clear visual hierarchy while maintaining a cohesive, contemporary aesthetic that supports Riverway Outdoors' focus on function, clarity, and outdoor performance.

Aa

Mr Eaves XL Mod Nar OT (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@&\$^

Aa

Mr Eaves XL Mod Nar OT (Bold)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@&\$^

Aa

Libre Franklin (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890!@&\$^

Aa

Libre Franklin (Bold)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890!@&\$^

05.

ICONOGRAPHY



ICONOGRAPHY

RiverWay's iconography system is designed to communicate clarity, functionality, and outdoor readiness at a glance. Built with consistent line weight, circular framing, and a unified blue palette, each icon reflects the brand's clean and modern visual identity. The system draws inspiration from environmental elements — water, sun, snow — and outdoor movement such as hiking and exploration, reinforcing RiverWay's connection to nature and performance.

The icons are intentionally simple and scalable, ensuring they remain legible across digital platforms, packaging, apparel tags, and marketing materials. Their minimal geometric construction aligns with the brand's structured yet adventurous tone, creating a cohesive visual language that supports information while strengthening brand recognition. Together, the iconography system enhances usability while visually echoing RiverWay's core message: built for every condition, built for the climb.



Day Trip



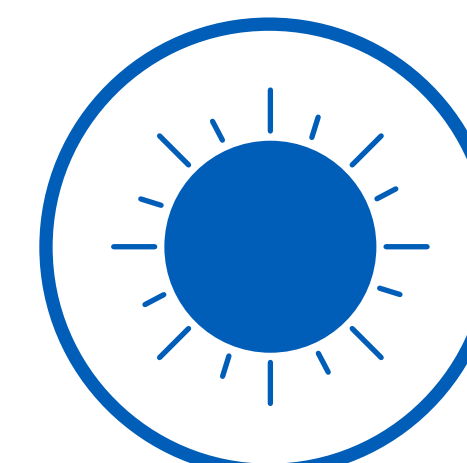
2-4 Day Trip



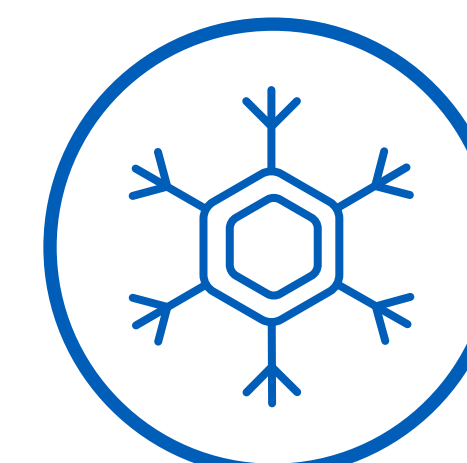
5+ Day Trip



Wet/Rainy



Hot/Sunny



Cold/Snow



Walking



Hiking



Running/Exercise

06.

GALLERY & MERCHANDISE

GALLERY & MERCHANDISE

The RiverWay gallery showcases the brand's visual language in action — clean compositions, cool blue gradients, and layered wave forms that reflect movement, water, and elevation. Each piece reinforces our connection to the outdoors through minimal design and strong contrast, allowing the logo and typography to remain bold and confident. The gallery highlights how RiverWay translates across apparel, labels, and branded elements while maintaining clarity, consistency, and a sense of adventure. It represents the brand not just as clothing, but as a lifestyle rooted in exploration and upward momentum.

The gallery demonstrates RiverWay's commitment to visual consistency across platforms and formats. Through controlled lighting, refined mockups, and cohesive color treatment, the brand maintains a strong and recognizable presence. Every application is designed to feel intentional, modern, and grounded in the outdoor experience.



Photo by James Dodds

GALLERY & MERCHANDISE

RiverWay merchandise is designed with intention, durability, and identity at the forefront. From premium apparel featuring the signature wave-gradient hem to detailed tags and interior labeling, every touchpoint reflects craftsmanship and cohesion. The use of cool blues layered against clean white fabrics symbolizes water, sky, and elevation — core elements of the RiverWay spirit. Merchandise is not just functional outdoor wear; it is a visual extension of the brand's philosophy: built for movement, built for exploration, and built for the climb.

Each product is developed to balance performance and aesthetics. Thoughtful placement of logos, gradients, and stitching details ensures that RiverWay merchandise feels premium while remaining versatile for everyday wear. The result is gear that carries the brand identity seamlessly from trail to street.



GALLERY & MERCHANDISE

