

BRAND RESULTS

THE RIVERSIDE v1.0

BRAND PYRAMID

PERSONALITY:

Welcoming, wholehearted, enthusiastic, devoted, inspiring, authentic.

EMOTIONAL:

Alternative, cozy, intimate,
Timeless, secluded, vibrant, beautiful, connected

FUNCTIONAL BENEFITS:

Sit in nature, come and stay, get away from the hustle, meet the community, experience all that boulder has to offer, be part of something, be inspired

FEATURES/ATTRIBUTES:

On the creek, one-stop-shop, events every night, in-house coffeehouse, cafe, wine bar, event space and coworking space, wifi, local food, bike racks, beautiful interior, local art gallery, strong sense of community



BRAND VALUES MAP

VALUES A GUIDING PRINCIPLE OR QUALITY	ATTRIBUTES AN INHERENT CHARACTERISTIC OF THAT VALUE, CLOSELY ASSOCIATED WITH OR BELONGING TO IT.	EXPRESSIONS SOMETHING THAT MANIFESTS, EMBODIES, OR SYMBOLIZES THE VALUE
FOR BOULDER, BY BOULDER.	Personal, historic, authentic.	Local, eco-conscious, artsy, adventurous, dynamic, communal, established, trust, integrity.
EVERYTHING IN ONE LOCATION.	Thoughtful, anticipatory, simple.	Options, easy, considered, iconic, landmark, lifestyle, unique, vibrant.
ESCAPE FROM THE HUSTLE AND BUSTLE.	Calm, safe, homey.	Approachable, tranquil, natural, open, secure.



BACKGROUND

The Riverside is a historic destination located along Boulder's beautiful creek and home to an in-house coffeehouse, cafe, wine bar, coworking spot, and event space.

Away from the hustle and bustle of The Hill and Pearl Street, The Riverside was repurposed from its roots as Colorado's first photo studio to serve as a communal space for Boulder to showcase all the city has to offer, be it local food, music, art, events, microbrews, or technologies. Located along the Boulder Creek Path, The Riverside is a convenient destination for those looking to grab a coffee, enjoy some hand-crafted food, drink with friends, or be a part of Boulder's vibrant tech community--all while taking in the beautiful natural scenery from our huge patio on the creek.



BRAND PROMISE AND IDEA.

THE PROMISE

THE RIVERSIDE PROVIDES A UNIQUELY BOULDER EXPERIENCE,
WHERE YOU CAN WORK, EAT, DRINK, OR HOST AN EVENT ALL IN A
SINGLE DESTINATION OVERLOOKING BEAUTIFUL BOULDER CREEK.

THE IDEA

how?

COMPREHENSIVE SERVICES IN ONE DESTINATION.

By providing so many services in a single destination, Boulderites will be able to come here and enjoy whatever they are in the mood for...or stay all day, if they choose!

BEAUTIFUL NATURAL SETTING ALONG THE CREEK.

As Boulder's only destination on the creek (and away from the hustle and bustle of the Hill and Pearl St.), the building will serve as an escape for Boulderites to enjoy the natural beauty and calm of Boulder without having to leave the heart of the city.

COMMUNITY INVOLVEMENT

By supporting and showcasing Boulder's arts, tech, music, food, and community resources, the space will serve as a home--a gathering place--for Boulderites to celebrate and create the city's unique culture.



CONCEPT.**FOR BOULDER, BY BOULDER.****BIG PICTURE**

The Riverside serves as a single, beautiful destination for the Boulder community to join together, showcase their talents, and be part of a community that shares their values.

CENTRAL MESSAGE

Boulderites love Boulder and want to be part of the preservation and evolution of its idiosyncratic culture and lifestyle; The Riverside shares this belief, and as such, was built to serve the community as a hub for all of the elements that make Boulder Boulder. No other single destination in Boulder provides such an array of services, and no other destination is located on the beautiful Boulder creek. Get away from the hustle and bustle of Pearl St. and be part of a vibrant and inspiring community that shares your values.

tagline...



TOPIC >

BRAND

TAGLINE.

BOULDER'S HOME ON THE
CREEK.



BRAND MESSAGING KEY DISCUSSION POINTS.**OVERVIEW:**

The Riverside, located along the Boulder creek, is a single destination for people to experience all that Boulder has to offer.

BEAUTIFUL.**BOULDER'S ONLY DESTINATION ON THE CREEK.**

With a large patio overlooking the creek, The Riverside is a great place to escape from the hustle and bustle of Pearl St. and The Hill, while enjoying the beautiful natural scenery unique to the city.

DYNAMIC.**A SINGLE DESTINATION FOR ALL THAT BOULDER HAS TO OFFER.**

Home to an in-house coffeeshop, cafe, coworking spot, and event space, The Riverside will mirror the dynamic nature of Boulder's culture, by serving and fostering all things local, including art, music, events, food, drink, and tech, among others.

INSPIRED COMMUNITY.**WHERE BOULDER COMES TO BE BOULDER.**

We believe that Boulder is a truly special place with a community unlike any other. At its heart, The Riverside exists to provide a single space in which Boulder's unique culture can flourish and evolve.



BRAND KEY DISCUSSION POINTS (AUDIENCE OVERVIEW).

AUDIENCES:

PRIMARY AUDIENCE:

Boulderites looking for a sense of community, good food and drink, and a place to call their own.

SECONDARY AUDIENCE:

Organizations looking for a home in central Boulder in which they can host events and cultivate a sense of belonging and permanency.

TERTIARY AUDIENCE:

Individuals in the tech/startup community, who are looking for a place to make things happen, forge deep connections, and escape the isolation of the home office.

QUATERNARY AUDIENCE:

Tourists visiting Boulder and looking to have an authentic experience.



BRAND MESSAGING OVERVIEW.

MESSAGING CORE RELEVANT TO ALL AUDIENCES:

BEAUTIFUL

The Riverside should communicate that it provides a tranquil destination where patrons can be inspired by the unique beauty of Boulder. The Riverside's secluded location overlooking the creek is one-of-a-kind asset in Boulder and provides the perfect backdrop for individuals and organizations to forge connections with their community, professionals looking to achieve some focus, and individuals looking to enjoy high quality food and drink outside of the hustle and bustle of The Hill and Pearl St.

KEY IDEAS: TRANQUIL, SECLUDED, NATURAL.

DYNAMIC

With its in-house coffeeshop, coworking space, event space, and wine bar, it is The Riverside's ability to serve as a cohesive host to so many services--each of which is geared specifically towards Boulder--that makes us stand alone. From business conferences to music concerts to cooking workshops, the sky's the limit in terms of what you can be part of here. Grab a coffee in the morning, get some work done in the afternoon, and grab a bite to eat for dinner before enjoying after-work drinks with friends on the patio.

KEY IDEAS: EVOLVING, VIBRANT, VARIETY, LIMITLESS.

INSPIRED COMMUNITY

To the average patron, we provide a home away from home--a place to eat, drink, work, and be part of an inspiring community. To local organizations, we provide a place to call home, host events, and garner a sense of permanence without the cost of a permanent location. For the entrepreneur/tech worker/freelancer, we provide a place to escape the home office, get inspired, and make valuable professional connections. Whatever you choose to do here, you will be an active participant in the creation and evolution of the Riverside community.

KEY IDEAS: PARTICIPATORY, COLLECTIVE, IMAGINATIVE.



BRAND MESSAGING USERS.

PRIMARY AUDIENCE

Boulderites looking for a sense of community, good food and drink, and a place to call their own.

BEAUTIFUL.

Tucked away along the Boulder Creek Path and boasting Boulder's only patio overlooking the creek, The Riverside is a one-of-a-kind place to enjoy all that the city has to offer.

Escape the hustle and bustle of Pearl St. and The Hill and feel inspired by Boulder's stunning natural beauty.

Come check out one of Boulder's oldest landmarks, built in 1918 as Colorado's first photo studio.

DYNAMIC.

Whether you're looking to grab a coffee, enjoy local and organic food, get some work done, grab a drink on the patio, or enjoy some live music, you can do it at The Riverside.

With nightly events, a rotating art gallery, and high-quality seasonal menus, you'll be surprised at what you can explore and discover at The Riverside.

Escape the same old routine and join our vibrant community.

INSPIRED COMMUNITY

Meet people from all walks of life and discover the best of what our community has to offer.

Make us your home away from home and expand your Boulder family.

Get involved to help shape our culture and collaborate with Boulder's innovators to make something special happen.



BRAND MESSAGING USERS.**SECONDARY AUDIENCE**

Organizations looking for a home in central Boulder in which they can host events and cultivate a sense of belonging and permanency.

BEAUTIFUL.

Break from the ordinary and make a home base for your organization on beautiful Boulder Creek.

Tap into Boulder's beautiful natural setting to find inspiration and focus.

Escape from the hustle and bustle without leaving the heart of Boulder.

DYNAMIC.

Rent our beautiful conference room, with large windows overlooking the creek to make your meetings a little more special.

Gain community exposure by hosting your events in our large event space or renting one of our office spaces for the day.

Forge deep connections with Boulder's vibrant startup scene by doing business in our coworking space.

INSPIRED COMMUNITY.

By joining our community of leaders from all walks of life, you can find unexpected inspiration and forge diverse connections beyond your realm of expertise.

Get plugged into Boulder's vibrant startup scene by hosting events, conducting meetings, or spending the day working alongside Boulder's tech innovators in our rent-by-the-day office spaces.

Expand your organization's impact and gain exposure by becoming an active member of our diverse community.

BRAND MESSAGING USERS.

TERTIARY AUDIENCE

Those in the tech/startup community, who are looking for a place to make things happen, forge deep connections, and escape the isolation of the home office.

BEAUTIFUL.

Escape the hustle and bustle of pearl street and find inspiration and focus in boulder's beautiful natural setting.

Hop on your bike and join us to enjoy the sunshine and do business on boulder's only patio on the creek.

Surprise your clients and partners by conducting a meeting, hosting an event, or doing business from our coworking space, all in one of boulder's most historic and beautiful buildings along boulder creek.

DYNAMIC.

Stop wasting time trekking around town and avoid interruptions to your workflow by taking advantage of our in-house coffeeshop, cafe, coworking space, and wine bar.

Discover sides of Boulder you never knew existed, from cooking classes to networking events to live music and more, you will be exposed to a huge array of inspiring people and their projects.

Escape the same old people and places and become part of a diverse and tight-knit community.

INSPIRED COMMUNITY.

Escape the isolation of the home office without sacrificing the convenience and tranquility of home.

Join a community from all walks of life to find new inspiration, forge deep connections, and make big things happen with inspired individuals.

Become a member of our coworking space to enjoy a quiet workspace, member perks, and secure new business.

BRAND MESSAGING USERS.

QUATERNARY AUDIENCE

Tourists visiting Boulder and looking to have an authentic, local experience.

BEAUTIFUL.

Already seen Pearl St. Mall and The Hill and want to experience Boulder in a more tranquil setting?

With just a 5 minute walk from downtown Pearl, you can come relax in the sunshine and grab a beer on Boulder's only patio on the creek.

Come learn about the rich history and culture of one of Boulder's oldest landmarks. Built in 1918.

DYNAMIC.

Discover sides of Boulder you never knew existed, from cooking classes to networking events to live music and more, you will be exposed to a huge array of inspiring people and their creations.

Escape the same old tourist stops and discover what truly makes Boulder unique.

With exciting and educational events almost every day, The Riverside is a perfect destination when you're looking to experience something new and make lasting memories.

INSPIRED COMMUNITY.

Come hang with the regulars and enjoy high-quality foods, drinks, and art made right here in Boulder.

Meet new people and find new inspiration to take home with you.

Check out our coworking space to meet the people that have established Boulder as a nationally-recognized hot-spot for tech startups.



COMPETITIVE LANDSCAPE.

DUSHANBE TEA HOUSE

The Boulder Dushanbe Teahouse is nestled against the Rocky Mountain Foothills in Boulder Colorado. Sitting alongside Boulder Creek in Central Park, the Teahouse is considered one of Boulder's most attractive and popular tourist attractions, as well as being a local favorite for great food, tea, and atmosphere.

MOUNTAIN SUN/SOUTHERN SUN

At the Mountain Sun and Southern Sun, our mission is to offer five-star service, fresh, high quality pub fare and finely crafted brews for affordable prices in an environment that's comfortable like your living room. There will never be televisions at our pubs because we want our guests to meet and discuss the world in which we live or simply to play Scrabble.

THE LAUGHING GOAT

World-class espresso locally roasted & beautifully crafted. Featuring premium estate, shade-grown, organic and Fair Trade certified coffee from the Kaladi Brothers of Denver. Served in a comfortable atmosphere of intimate, organic elegance in the heart of East Pearl in downtown Boulder. A premiere showcase for artistic, literary & musical expression featuring weekly readings, monthly gallery showings and nightly performances. Also now serving beer & wine with a nightly happy hour from 4 to 8.

SCRIB

Scrib is a Visionary, New Downtown Boulder Coworking Space and it's designed specifically to accelerate success for entrepreneurs, freelancers and independents. Scrib goes beyond the desks and provides access to more than 200 VCs, mentors in your field of choice

and weekly workshops for education. There should be more to co-working than just free wifi and coffee.

HUB

HUB Boulder is a physical home for entrepreneurs, professionals and investors to collectively create positive impact. Opening in the fall, HUB Boulder will welcome members of Boulder's distinct communities to a unique space optimized for collaboration, learning, and making change happen.

SALT

The philosophy at SALT is simple; a belief that the best food travels the shortest distance from farm to table, that menus should change with the seasons and that locally sourced ingredients, combined with European technique and innovative thinking make for a truly remarkable experience.

