

BRAND RESULTS

THE RIVERSIDE v2.0

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, coworking space, eatery, wine bar, and event 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 nestled along Boulder's beautiful creek and home to an in-house coffeehouse, coworking spot, eatery, wine bar, and event space.

Away from the hustle and bustle of The Hill and Pearl Street, the nearly century-old landmark has been repurposed from its roots as one of Colorado's first photo studios to serve as a communal space for Boulder to showcase all the city has to offer, be it fresh, seasonal foods, 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 handcrafted food, drink with friends, or be a part of Boulder's vibrant entrepreneurial community--all while taking in the rugged natural scenery from our large patio overlooking 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 drop in 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 locals to enjoy Boulder's rugged and tranquil natural setting without having to leave the heart of the city. Its location on Boulder Creek Path also serves as a convenient place for hikers and bikers to refuel before getting back on the trail.

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 positive and inspiring culture.



CONCEPT.

FOR BOULDER, BY BOULDER.

BIG PICTURE

Nestled along the creek, The Riverside serves as a historic and tranquil destination for the Boulder community to join together, showcase their talents, and be part of an active, socially conscious, and driven community. With ample bike racks and a prime location along Boulder Creek Path, The Riverside serves as the ideal spot for hikers and bikers to rest and refuel before getting back on the trail.

CENTRAL MESSAGE

Boulderites take deep pride in their city and take an active part in the preservation and evolution of its idiosyncratic culture and lifestyle; The Riverside shares in this drive, 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 the city provides such an array of services, and no other destination boasts a patio overlooking Boulder Creek. Get away from the hustle and bustle of Pearl St., hop on the Boulder Creek Path, and stop in to be part of our vibrant and inspiring community.

tagline...

TOPIC >

BRAND

TAGLINE.

BOULDER'S HOME ON THE
CREEK.



BRAND MESSAGING KEY DISCUSSION POINTS.

OVERVIEW:

The Riverside, nestled alongside Boulder Creek in the heart of the city, 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 rugged natural scenery unique to the city. With ample bike racks and a prime location along Boulder Creek Path, The Riverside serves as the ideal spot for hikers and bikers to rest and refuel before getting back on the trail.

DYNAMIC.

A SINGLE DESTINATION FOR ALL THAT BOULDER HAS TO OFFER.

Home to an in-house coffeeshop, coworking spot, eatery, and event space, The Riverside mirrors the spirited and diverse offerings of Boulder's community, 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 an active and spirited community unlike any other. At its heart, The Riverside exists to provide a single space in which Boulder's inspiring culture can flourish and evolve.



BRAND KEY DISCUSSION POINTS (AUDIENCE OVERVIEW).

AUDIENCES:

PRIMARY AUDIENCE:

Active and socially-conscious Boulderites looking for a sense of community, entertainment, 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/entrepreneurial 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 rugged natural 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, walkers and bikers along the Boulder Creek Path looking for a quick refuel, professionals looking to achieve some focus, and individuals looking to enjoy high quality food and drink just a short walk from the hustle and bustle of The Hill and Pearl St.

KEY IDEAS: TRANQUIL, SECLUDED, NATURAL.

DYNAMIC

With its in-house coffeeshop, coworking space, eatery, 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 park your bike, grab some food, enjoy a drink, and get some work done alongside 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 forge 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, delicious 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. With ample bike parking, we welcome active guests looking to refuel along the Boulder Creek Path.

Escape the hustle and bustle of Pearl St. and The Hill, hop on the Creek Path, and join us to be inspired by Boulder's rugged natural beauty.

Come check out one of Boulder's oldest landmarks, built in 1918 as a candy shop and also former home to one of Colorado's first photo studios.

DYNAMIC.

Whether you're looking to grab a coffee, enjoy fresh, seasonal 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, local art showcases, and high-quality seasonal fare, you'll be surprised at what you can explore and discover at The Riverside.

Spice up your routine and join a vibrant community that provides the best in local entertainment, food, and drink.

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 nestled alongside beautiful Boulder Creek.

Tap into Boulder's rugged natural beauty to find inspiration and focus.

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

DYNAMIC.

Rent our atrium 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 small businesses and innovative startups by joining 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

Entrepreneurs, freelancers, and small business owners 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 rugged 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 oldest landmarks along the creek.

DYNAMIC.

Join us all day, if you want. Grab your morning coffee, eat some lunch, do work on the patio, and unwind with a drink at the end of the day.

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.

Spice up your routine and meet new faces by becoming a part of our spirited and tight-knit community.

INSPIRED COMMUNITY.

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

Join a supportive and passionate community to find new inspiration, forge deep connections, and make big things happen in your life and the world.

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.



BRAND GUIDELINES FOR TENANTS AND PARTNERING ORGANIZATIONS

OVERVIEW

This document was created to benefit the individual tenants of The Riverside by providing a unified vision of the destination as a whole, and thus tenants are urged to use this document as inspiration for their own brands. By retaining similar values and mirroring the main brand elements (message and visual artifacts) of The Riverside, tenants will strengthen their own identity by remaining in the context of The Riverside as a single destination.

The history, culture, and setting of this unique building will remain as immutable advantages of not only the structure, but also the community it houses, and thus should be integrated into new initiatives to solidify the building's emotional valence in the minds and hearts of Boulderites.

HISTORICAL WARDEN

As a result of The Riverside's rich history as one of Colorado's first photo studios, there is an incredible amount of photographs of the building's varied history. These photos can be found at the Boulder Architectural Library and can be placed on the walls of the building to provide a cohesive, historic feel to the building. Also, tenants are urged to educate themselves on the history of the building so that they can serve as a historical wardens to guests looking to learn about The Riverside as a historical landmark.

NAMING

When naming their individual businesses, tenants are urged to include the phrase "at The Riverside" to the end of their organization's name. For example, "Bite at The Riverside" or "Fuse at The Riverside". Not only will this provide locational clues to guests who have yet to visit your business, but will also help strengthen The Riverside as a single, yet dynamic location -- qualities which truly capture the fact that this is "Boulder's home on the creek".

