



BRAND IDENTITY MANUAL



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INTRODUCTION

This brand manual has been created to establish a solid identity for the RiverFlow.io Research Programme.

Its purpose is to extend a communication tool which draws each detail of the project image, achieving a unique and coherent graphic unit.

The regulations in this manual are a guide for optimization of every communication process that includes the image of RiverFlow.io





LOGOTYPE

LOGOTYPE

Logotype is the graphic representation of a brand, for a visual identification and authenticity.

The logo is a code that pretends to cover and show the attributes of a project and has to be constant and coherent when it appears.

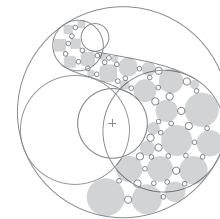
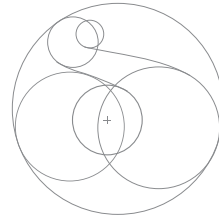
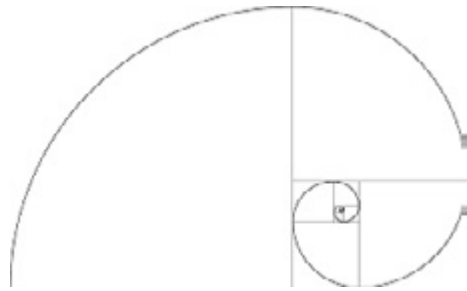
Riverflow.io logo has the following elements:

- The logotype is the typographic element with the name of the project.
- The isotype is the symbol or illustration that complements the name.



LOGOTYPE

Construction



MINIMUM AREAS AND GRAPHIC VARIATIONS

Logo and horizontal version.

For legibility reasons, it's necessary to establish the minimum area for each version of the logotype.

The minimum scale for the logo is 15.5mm width and 7mm high, so the slogan typography has minimum 6pt.

The horizontal version is made for restricted spaces where the logotype can't be expressed in the whole version. That means an available space of less than 15.5 x 7mm, and cases such as book spines or merchandising pens.

The icon version is useful for stamps, web icons, and small printing uses.

Minimum area
for logo



Icon for web
and spaces smaller
than 15x7mm



Horizontal version

riverflow.io

CHROMATIC GUIDE

Logotype colors

In the communication of the brand, colors associated with shapes help us transmit direct and indirect messages.

Blue expresses technology, confidence and calm. It reflects research and results of the program.

An appropriate use on different applications will help maintain the project consistency.

The color codes for the logo are the following:

We can use each of these codes for the pertinent format.

- **CMYK:** Press
- **RGB:** Digital formats
- **#:** Internet and web formats



	CMYK	RGB	#
1	c100 m35 y35 k45	r0 g82 b98	#005262
2	c100 m40 y35 k25	r0 g99 b121	#006379
3	c100 m35 y35 k0	r0 g130 b155	#00829b
4	c100 m20 y35 k0	r0 g147 b165	#0093a5
5	c100 m0 y35 k0	r0 g170 b181	#00aab5
6	c70 m0 y35 k0	r45 g189 b182	#2dbdb6
7	c60 m0 y35 k0	r94 g196 b182	#5ec4b6
8	c45 m0 y35 k0	r140 g207 b183	#8ccfb7

CHROMATIC GUIDE

Main and secondary colors

The characteristic colors in Riverflow.io are navy blue and light turquoise, called main colors.

The secondary color is a turquoise in between the navy blue and the light turquoise.

These three colors will be used for different applications of the brand, establishing the character of it, even if the logo doesn't appear.

	CMYK	RGB	#
1	c100 m35 y35 k45	r0 g82 b98	#005262
5	c100 m0 y35 k0	r0 g170 b181	#00aab5
8	c45 m0 y35 k0	r140 g207 b183	#8ccfb7

CHROMATIC GUIDE

Positive and negative applications, black and white version, gray version

Sometimes, the formats where the logo must be presented need some flexibility on the use of the brand.

ONE INK AND GRAY OPTIONS:

The percentage of ink corresponds to the color gradient in this way:

1st (navy blue) : 100%

2nd: 85%

3rd: 75%

4th: 55%

5th: 45%

6th: 35%

7th: 25%

8th (light turquoise): 17%

LOGO IN FOUR INKS

Always try to use this version. With a dark background, the darker blues (1st, 2nd, 3rd) become lighter using the 4th color.



LOGO IN ONE INK

If it's possible to choose, apply the bold turquoise (5th) ink for the logotype. The variations of the ink are explained at the left column of this page.



LOGO IN GRAY

The variations of the ink are explained at the left column of this page.



LOGO IN BLACK / WHITE



SUGGESTED COMBINATIONS

Always choose the option which brings more contrast, where all the elements of the logosymbol are visible and recognizable.

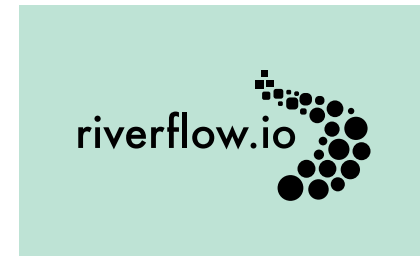
LOGO OVER DARK BLUE
BACKGROUND



LOGO OVER STRONG
/ DARK COLOR
BACKGROUND



LOGO OVER LIGHT
COLOR BACKGROUND



LOGO IN ECOLOGICAL
PAPER OR CRAFT PAPER



APPLICATIONS OVER PICTURES

In case of using the logo over a picture we will take the white option and locate it where it offers the highest contrast between shape and background.

To guarantee legibility, respect the minimum areas and clear areas previously mentioned, depending on the final format in which the picture will be presented.



TYPOGRAPHIC GUIDE

The main typographic families are:
Futura and Karla

riverflow.io

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 - \$%&/=?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 - \$%&/=?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 - \$%&/=?!

Typo: Futura

Logosymbol only

Typo : Karla

Use in all the visual applications,
documents, including titles and
texts.

Use the Bold option for emphasizing
information.

Use the Italic option for academic
extracts or biographies.

MINIMUM CLEAR AREA

The minimum clear area is the space that shouldn't be invaded by any other graphic element (could be other pictures, other logos or stamps)



This area is calculated taking the biggest circle of the logotype and using its double diameter at each side of the imaginary surrounding box.



GRAPHIC ELEMENTS

The isotype could be used for web material, applications or presentations as shown in this page.



RESTRICTIONS

Visibility and contrast

In the next pages, there are some situations where the logotype is applied in incorrect ways and the brand turns confusing.



DO NOT USE LOGO OVER NOT CONTRASTING BACKGROUND

DO NOT USE A WRONG VERSION OF LOGO FOR PHOTO BACKGROUNDS.



DO NOT INVADE THE MINIMUM CLEAR AREA



DO NOT USE THE WRONG VERSION OF THE LOGO IN COLOR BACKGROUNDS.

It decreases the contrast between figure and background, altering what the logo aims to communicate.



DO NOT ENCLOSE THE LOGO IN A SHAPE

For complicated backgrounds use the black and white version.



RESTRICTIONS

Shape and proportions



DO NOT CHANGE COLORS
OF THE LOGOTYPE



DO NOT CHANGE
PROPORTIONS OR
DIRECTION OF ELEMENTS



DO NOT CHANGE GENERAL
PROPORTIONS (WIDTH AND
HEIGHT)



DO NOT CHANGE THE
DIRECTION OF ELEMENTS



RESTRICTIONS

Shape and proportions



DO NOT MOVE OR SCALE
ELEMENTS OF THE LOGO



DO NOT CHANGE THE LOGO
PERSPECTIVE



DO NOT CHANGE FONTS

Even if it could look
"nicer", it changes the
communication goals of the
project, and could transmit
unwanted messages.





Brand Manual Riverflow.io

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