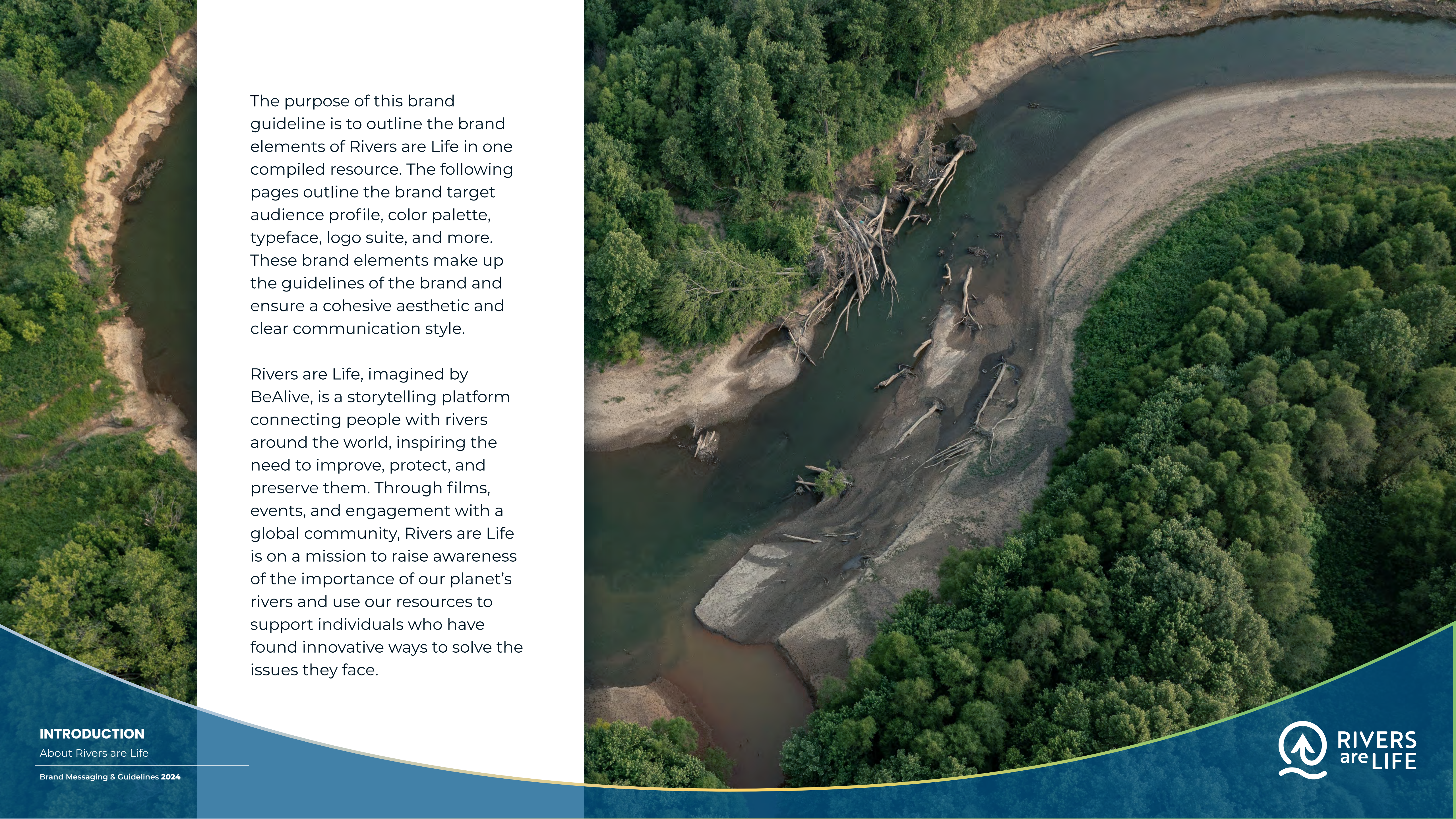




RIVERS
are LIFE

BRAND MESSAGING & GUIDELINES



The purpose of this brand guideline is to outline the brand elements of Rivers are Life in one compiled resource. The following pages outline the brand target audience profile, color palette, typeface, logo suite, and more. These brand elements make up the guidelines of the brand and ensure a cohesive aesthetic and clear communication style.

Rivers are Life, imagined by BeAlive, is a storytelling platform connecting people with rivers around the world, inspiring the need to improve, protect, and preserve them. Through films, events, and engagement with a global community, Rivers are Life is on a mission to raise awareness of the importance of our planet's rivers and use our resources to support individuals who have found innovative ways to solve the issues they face.

INTRODUCTION

About Rivers are Life

Brand Messaging & Guidelines 2024



MISSION

Redefine the conversation surrounding negative impacts of the waste-stream on our global river systems. By establishing a platform that cultivates a human connection with rivers around the world, we aim to inspire people to get involved in improving, protecting and preserving rivers.

VISION

To usher in a new era of modern river conservation by showcasing our planet's river systems and celebrating the River Heroes who are working to protect it.

TAGLINE

Inspiring action to protect, preserve and explore our world's rivers.

WHAT WE BELIEVE

About Rivers are Life

Brand Messaging & Guidelines 2024



CLIENT PROFILES

Rivers are Life targets a range of clientele with one thing in common: a passion for river systems. In general, these are college-educated professional men & women in the US. Their ages range from roughly 18 to 34, with interests in the sciences like biology, ecology and physics, travel, and wildlife. They are analytical, helpful, and social.



ALEX



HANNAH



JOHN

MEET HANNAH JOHNSON

Who is she?

33 years old, lives in Upstate New York, mother of 2.

Values

Hannah is outgoing, adventurous, and passionate. She believes any outdoor adventure makes for a good day and she loves taking her kids and their friends out to play.

Lifestyle

Hannah starts her mornings with a cup of fair trade coffee while scrolling Instagram, looking at outdoor adventures with kids. After school drop off, she heads into the office, where she is busy all day. When she sneaks away for a quick lunch break, she uses the time to firm up weekend plans for a lake day with friends. After a long day at the office, she heads to an event that supports local science education.



PROFILES

About Rivers are Life

Brand Messaging & Guidelines 2024



MEET ALEX HERNANDEZ

Who is he?

24 years old, lives in Colorado, works for Colorado Parks & Wildlife.

Values

Alex is logical, driven, and a leader in all areas of his life. He grew up fishing with his dad and has carried his love for fishing into his new career.

Lifestyle

Alex starts his days checking the forecast before going into the Parks and Wildlife office. He spends most of his day making rounds to local parks- checking on known wildlife and ensuring people are safely following the rules within Colorado parks. At the end of the day, he heads to his parents' house for dinner- salmon fillets that he caught on a recent trip to Alaska.



PROFILES

About Rivers are Life

Brand Messaging & Guidelines 2024



MEET JOHN PETERSON

Who is he?

58 years old, lives in Louisiana, retired engineer, serves on the board of the local riverkeeper organization, has 2 kids and 3 grandkids.

Values

John is proud to have had a successful career behind him. His focus now is more about how he can leave a positive mark on his city for his kids and grandkids.

Lifestyle

John starts his morning early and slow, with a cup of coffee on his front porch with his wife of 35 years. Once morning commute traffic has died down, he heads to the banks of the local river where he enjoys a long walk along the shore, picking up trash as he sees it. He'll spend the afternoon with his grandkids before heading in for a town hall meeting where the riverkeeper organization will be discussing details of an upcoming community event.



PROFILES

About Rivers are Life

Brand Messaging & Guidelines 2024



BRAND BASICS

LOGO

The Rivers are Life logo is a combination of a wordmark and an emblem.



Emblem

RIVERS
are LIFE

Wordmark

WORDMARK

The font, use of capital and lowercase letters, and the kerning (space between letters) allow this brand to be seen as compelling, assuring, and guiding.

- Using capital letters provides a sense of authority for the brand to guide and lead activities that help achieve the overall goal of the brand.
- Using lower case letters for the word “are” gives it a subtle, but recognizable design element.
- The increased kerning alerts the reader to the openness, inclusiveness, and overall welcoming personality of the brand.

RIVERS
are LIFE

EMBLEM

The emblem gives a nod of respect to BeAlive, the company behind the brand. Broken into its elements, the icon holds even more meaning:

The circular element represents the brands commitment to circularity.



The arrow represents that Rivers are Life is constantly aiming content up to the mission.

The wave at the bottom represents flowing water.

LOGO SUITE

The Rivers are Life logo suite is comprised of five variations in 3 brand colors to accommodate varying design environments. It is imperative the logo be placed on a background that provides a high degree of contrast. This allows for the logo to be read quickly and easily. Please use best judgment when choosing which logo will be used in varying color spaces.

Primary

The Primary logo, a combination of the icon and wordmark, should be used in most scenarios.



Stacked



The Stacked logo should be used when the design doesn't allow enough horizontal space for the Primary logo.

Stacked Horizontal



The Stacked Horizontal logo should be used as a last resort, only when the Primary or Stacked logos do not fit the design space well. Designer discretion advised.

Emblem



The stand-alone Icon is intended to be used only in spaces that are too small or detailed to legibly read the wordmark.

Wordmark



The stand-alone Wordmark is intended to be used only in spaces that are too small for any of the other logo variations, or if the application requires it.



LOGO USAGE

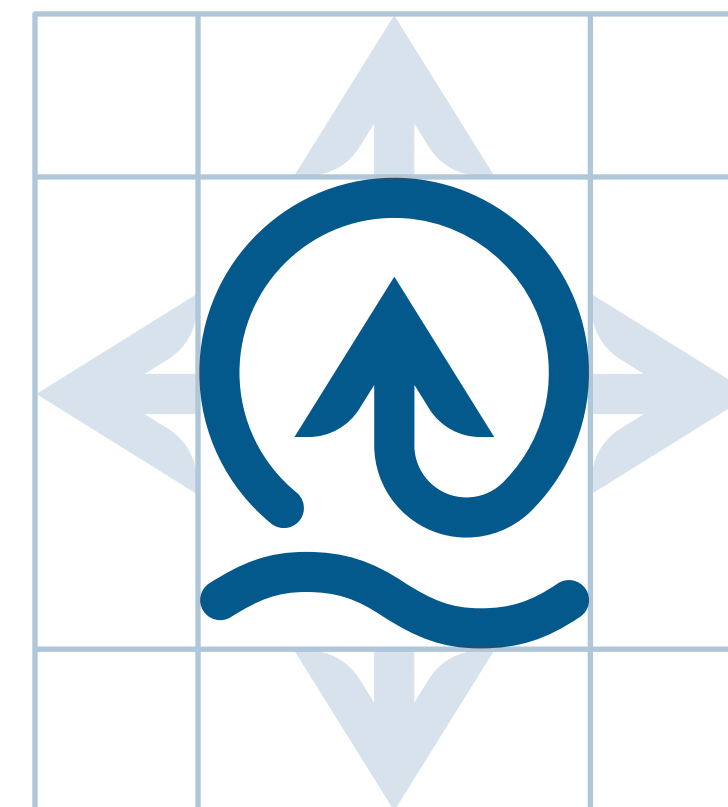
Correct Usage

- Logo may only be used in the approved RaL colors of Blue, White and Black.
- Use logo against high contrast backgrounds.
- Maintain space around the logo to avoid crowding in the design.
- Partner logos can be used in conjunction with the RaL logo, when relevant, but should not be portrayed more prominently than the RaL logo.
- Consider different file types based on your design.
 - **PNGs** - best when a transparent background is needed.
 - **JPGs** - best for websites, as they are compressed to save space and will not affect loading times.
 - **EPS** - vector files are best for printed projects that require a higher resolution.

Lockup and Wordmark Clearance



Emblem Clearance



LOGO RESTRICTIONS

DO NOT:

- X** Stretch or distort the logo.
- X** Create new or unapproved lockups.
- X** Alter the proportions of the logo.
- X** Combine two colors in the same logo.
- X** Add special effects.
- X** Use unapproved colors.
- X** Add a gradient to the logo.
- X** Recreate the logo with a different font.
- X** Outline the logo.
- X** Place the logo over complex backgrounds.

COLOR

A small color palette lends to simplicity and cohesion within the brand. Blue derives its meanings from qualities of rivers, invoking a sense of trust, dignity, intelligence, cleanliness, strength and dependability. Yellow derives its meaning from sunshine, invoking a sense of positivity, happiness and hope. Green is inspired by the nature surrounding rivers, invoking a sense of growth and renewal.

Primary Brand Colors

RaL Blue

#03588C

RGB: 3, 88, 140

HSV: 203, 98, 55

CMYK: 97, 68, 21, 5

LAB: 35, -7, -36

RaL Black

#011826

RGB: 1, 24, 38

HSV: 203, 97, 15

CMYK: 89, 74, 57, 71

LAB: 7, -4, -13

White

#011826

RGB: 255, 255, 255

HSV: 0, 0, 100

CMYK: 0, 0, 0, 0

LAB: 100, 0, 0

Brand Accent Colors

Accent Blue - #B0C6D9

RGB: 176, 198, 217

HSV: 208, 19, 85

CMYK: 30, 14, 8, 0

LAB: 79, -5, -12

PMS: 110-9 C

Accent Yellow - #FFD467

RGB: 255, 212, 103

HSV: 43, 60, 100

CMYK: 1, 16, 70, 0

LAB: 87, 7, 59

PMS: 134 C

Accent Green - #84C26F

RGB: 132, 194, 111

HSV: 105, 43, 76

CMYK: 52, 2, 75, 0

LAB: 73, -33, 34

PMS: TBD

COLOR USAGE

Primary Brand Colors

Primary brand colors should be used for larger design spaces, including color blocks, backgrounds, logos, etc.

- RaL Blue should be used as the main brand color.
- RaL Black should be used often in large design spaces where RaL Blue is not being used or needs a complimentary color.
- White is used as the background for most design and for copy in dark design spaces.

Brand Accent Colors

Brand Accent Colors should be used to highlight key design elements, callout copy and supplemental design elements. Examples of these design elements are:

- Thin outline around an image
- Figures that should be highlighted in a callout (Percentages, dollar values, statistics, etc.)
- Lines, arrows, or other supplemental design elements that add an aesthetic appeal to a design

TYPEFACE

These two sans serif typefaces have psychological associations with adventure and modernity. They are straightforward, embody a no-nonsense attitude, and feel progressive.

POPPINS

Main Titles

Poppins should be used for all main titles in an all-caps format.

MONTERRAT

Subheadings, Callouts & Body Copy

Montserrat should be used for all other subheadings, callouts, and body copy. Subheadings should be in title case format. Montserrat should never be used in an all-caps format, except when specifying an abbreviation.

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890"?!.,;()

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890"?!.,;()

Fonts

Brand Basics

Brand Messaging & Guidelines 2024

PHOTOGRAPHY

Brand photography should be compatible with the tone of the brand- inspirational, genuine, compelling, optimistic, and empowering. This can be accomplished through images that highlight the following:

Subjects:

- **People:**
 - Embody a casual look within their typical river-related environment
 - Smiling, laughing, and evoking a sense of pride in their work
- **Nature:**
 - Include shots of the river along with plants and wildlife that rely on the river as a life source
- Exposing mismanagement or litter should be portrayed with a positive and/or educational spin, in the context of a cleanup or litter removal.
- Products and other brands may be represented but should not be the focal point of the image.

Style:

- Brand photography should be captured in color.
- Photography used as a background for copy should have a transparent blue overlay with an opacity that allows the image to be seen, with enough blue hue to make the copy stand out in the design.

Licensing:

- All photography must be appropriately owned or licensed for use.

YES



NO



PHOTO EXAMPLES

Brand Basics

Brand Messaging & Guidelines 2024

MERCH

Merch and Swag Guidelines:

- All merch should use approved versions of the logo against a high contrast background.
- Designs for merch should use official brand colors from the brand color palette.
- Merch should be sustainably made and in partnership with other companies who have a like-minded values.
- Merch should not carry negative associations and should highlight the brand in a positive manner.



RaL Sticker Examples



MESSAGING

TONE

- Rivers are Life should speak to its audience like a friend:
 - Inclusive
 - Easily-understandable
 - Exclamation points, when appropriately conveying excitement
 - Emojis, when appropriate (used predominately on social media)
- Copy should be written in short, digestible segments to keep readers' attention.
- Call to actions should direct followers to learn more about Rivers are Life, sign up for the email newsletter, and get involved.
- Messaging should not allude to religious or political beliefs in any way.

Overall Tone

- Inspirational
- Compelling
- Empowering
- Optimistic
- Educational
- Genuine
- Assuring
- Guiding



KEYWORDS

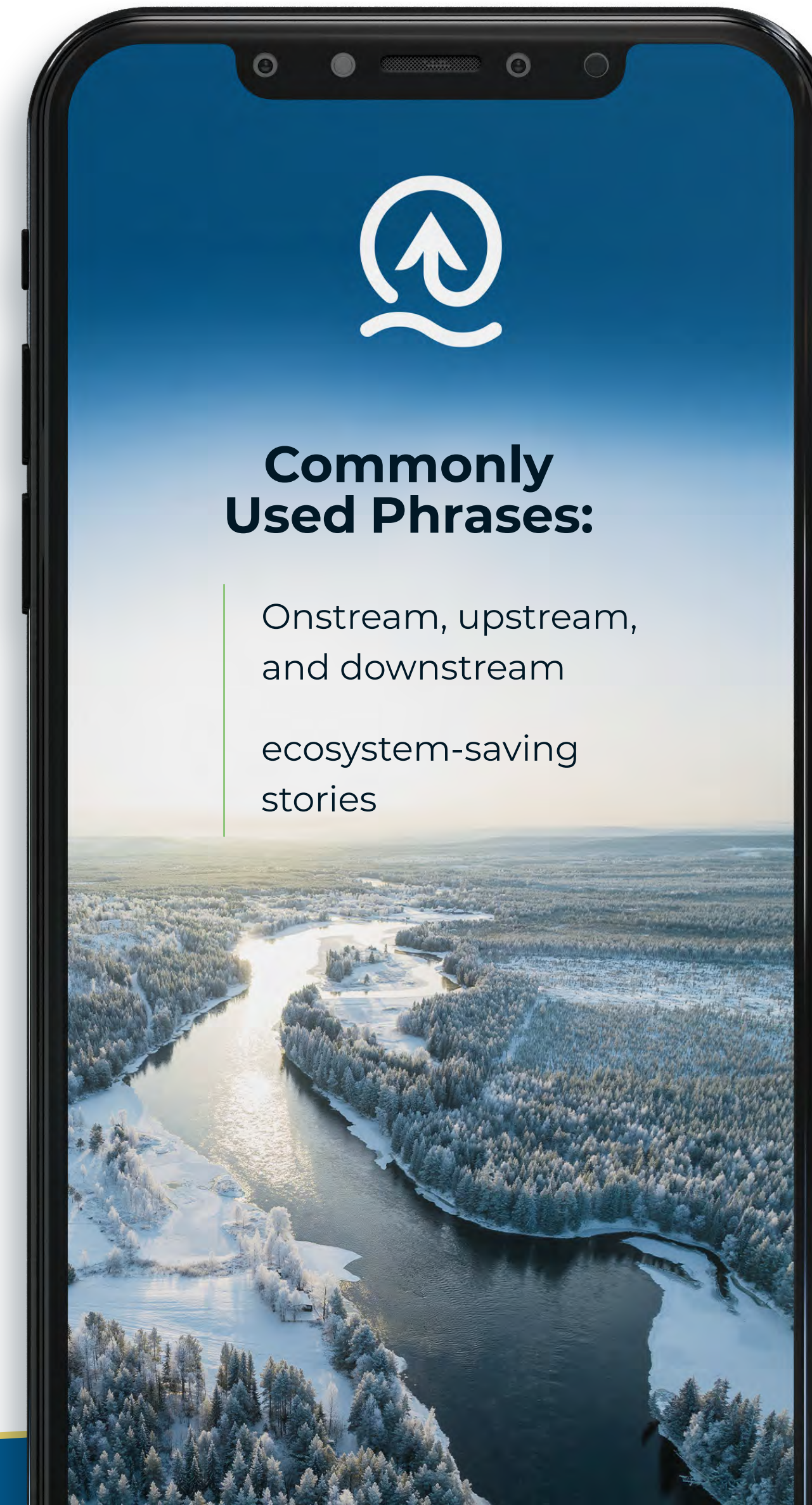
Key Words and Their Meanings:

- River Heroes (always capitalized) refers to anyone who is doing tangible work to improve a river.
- Projects (always capitalized) refers to the initiatives that RaL helps fund.
- Partners are companies that come alongside Rivers are Life for a long-term partnership. (Dow & LSU are great examples.)
- Collaborators are companies and organizations that collaborate with Rivers are Life on a short-term basis with the goal of accomplish a specific project or goal. This includes River Hero organizations. (Chippewa Nature Center and CPRD are great examples.)
- Premiere is when a new film is initially launched and shown publicly.

KEYWORDS

Messaging

Brand Messaging & Guidelines 2024



**RIVERS
are LIFE
& RaL**

Mentions of the brand name should include a lowercase “a” in “are,” whether the name is written out or abbreviated.

BeAlive

Mentions of BeAlive that explain ownership of RaL, should be written, “Rivers are Life, Imagined by BeAlive”.

&

When abbreviating the word, “and,” in titles, headlines and callouts, use an ampersand (&). Ampersands should not be used in sentence style copy.

1,000

When a number is not shortened, it should include a comma, where appropriate. For example, one thousand should be written as 1,000, not 1000.

+

Use the plus sign (+) to indicate a rough number that is larger than stated. (For example, 20+ influencers.)

**B
M
K**

When writing numbers in a callout, large numbers can be shortened to use B, M, K. For example, 1,000,000 can be written as 1M and 2,000 can be written as 2K.

km

Always list units of measurement in the Standard Measurement System first, followed by the Metric Measurement System in parathesis, when appropriate. (For example, “the Oder River is 522 miles (840 km) long.”)

ABBREVIATIONS & MISC

Messaging

Brand Messaging & Guidelines 2024



RIVERS
are LIFE