



## Rives Colours & Decorations

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### Logo & Brand Identity Guidelines

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# Rives Logo & Brand Identity Guidelines

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## 0.1 Logo Specifics

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## Rives Logo & Brand Identity Guidelines

### Logo Clear Space

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining grey area

The grey area must be kept free of all other graphical and visual elements.



### Logo variations

Logo positive and negative version.



Logo one colour version in positive and negative version.





## Rives Logo & Brand Identity Guidelines

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### 0.2 Typeface Details

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# Rives Logo & Brand Identity Guidelines

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## The Typeface Family

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Only two font styles are used for the logo, and they are both from the same typeface family: Proxima Nova.  
**SPACE IMAGE**  
 Neuropol Regular

**SPACE IMAGE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789!@#\$%^&'()\*=é\*ç ;:ª

**Neuropol**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&'()\*=é\*ç°s;:\_@

Rives text logo combine an edited version of letter R derived from Space Age Font Family with a subtitle that use Neuropol Font Family



Space Age Font Family Family

Neuropol Regular Font Family



## Rives Logo & Brand Identity Guidelines

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### 0.3 Worldwide Logos

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## Rives Logo & Brand Identity Guidelines

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### Wordwide logo versions

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Rives worldwide partners will use the Rives official logo with a custom space area at the bottom of the main logo. The international area show nation and flag.



International customization area





## Rives Logo & Brand Identity Guidelines

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### 0.4 Colour Specifications

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## Rives Logo & Brand Identity Guidelines

Pantone P 102-16 U



Print = **C97 M81 Y0 K14**  
Screen = **R36 G58 B133**  
Web = #243a85



Pantone P 110-14 U



Print = **C73 M26 Y0 K26**  
Screen = **R45 G125 B172**  
Web = #2d7dac



Pantone P 116-5 U



Print = **C67 M0 Y0 K16**  
Screen = **R46 G168 B211**  
Web = #2ea8d3



Pantone P 142-8 U



Print = **C96 M0 Y100 K0**  
Screen = **R0 G153 B63**  
Web = #00993f



Pantone P 154-7 U



Print = **C53 M0 Y85 K0**  
Screen = **R140 G192 B75**  
Web = #8cc04b



Pantone P 160-7 U



Print = **C29 M0 Y83 K0**  
Screen = **R201 G214 B70**  
Web = #c9d646



Pantone P 166-7 U



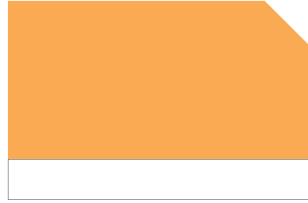
Print = **C9 M0 Y86 K0**  
Screen = **R244 G231 B47**  
Web = #f4e72f





## Rives Logo & Brand Identity Guidelines

Pantone P 102-16 U



Print = **C0 M38 Y76 K0**  
 Screen = **R248 G174 B76**  
 Web = #f8ae4c



Pantone P 110-14 U



Print = **C97 M81 Y0 K14**  
 Screen = **R36 G58 B133**  
 Web = #243a85



Pantone P 116-5 U



Print = **C0 M72 Y80 K0**  
 Screen = **R236 G99 B56**  
 Web = #ec6338



Pantone P 142-8 U



Print = **C0 M97 Y80 K0**  
 Screen = **R229 G26 B47**  
 Web = #e51a2f



Pantone P Process Black U



Print = **C100 M100 Y100 K100**  
 Screen = **R0 G0 B0**  
 Web = #000000



Pantone P 142-8 U



Print = **C96 M0 Y100 K0**  
 Screen = **R0 G153 B63**  
 Web = #00993f



Pantone P 52-8 U



Print = **C0 M97 Y80 K0**  
 Screen = **R229 G26 B47**  
 Web = #e51a2f





## Rives Logo & Brand Identity Guidelines

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### Logo negative version

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The Logo, in the negative version, has a blue background Pantone colour with white texts



### Pantone 289 C

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Print = **C**100 **M**85 **Y**45 **K**52  
Screen = **R**23 **G**36 **B**61  
Web = #17243d

### CAUTION!!!

Pantone 289 C is the background color to be used in all the graphics in a negative version as the dominant color and identifier of the Rives decorative paints brand.



## Rives Logo & Brand Identity Guidelines

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### 0.5 Logo Best Practices

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# Rives Logo & Brand Identity Guidelines

## Do Not: Logomark

To ensure that brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.



## Do Not: Logomark

Do not resize or change the position of the logomark.



## Do Not: Fonts

Do not use any other font, no matter how close it might look.



## Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



## Do Not: Colours

Do not change the colours even if they look similar. Use the official colour specifications detailed in





## Rives Logo & Brand Identity Guidelines

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### 0.6 Social and Web

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## Rives Logo & Brand Identity Guidelines

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### Social network channels

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Rives Brand is on Facebook, Youtube and Instagram.



### #Hashtag

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The main hashtag to use associated with Rives brand and products

#Rives #CreativitàDecorativa

### Hashtag for the products

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Hashtag to use each time that contents related to Rives brand and products are shared on the social networks

#### #Materix

#MaterixRocciaMetamorfica #MaterixRocciaRigata  
#MaterixSpaccante #MaterixGarage #RocciaMetamorfica  
#RocciaRigata #Spaccante #Garage

#### #Nubilia

#NubiliaM #NubiliaMDualColor #NubiliaMLuxColor #NubiliaFlakes

#### #Venezia

#VeneziaV #VeneziaG #VeneziaM #VeneziaT

#### #Kalahari

#KalahariMicron #KalahariSmall #KalahariMedium

#### #Shine

#ShineGlitter ShineGlitterEffect

#### #Seduxion

#SeduxionSetaVelata #SetaVelata #SeduxionSetaDamaskata  
#SetaDamaskata #SeduxionSetaMilleRighe #SetaMilleRighe  
#SeduxionSetaIntrecciata #SetaIntrecciata

#### #Velluto



## Rives Logo & Brand Identity Guidelines

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### Instagram Hashtag

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Suggested hashtag for  
Instagram users

#interiorlovers #modernhome #interiordesire #interiordetails  
#homedecorideas  
#decorativepaint #madeinitaly #interiorlovers #modernhome  
#modernhome #interiordesire #interiordetails #homedecorideas  
#venetiaplaster #venetianplastering





## Rives Logo & Brand Identity Guidelines

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### 0.7 Legal Indications

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## Rives Logo & Brand Identity Guidelines

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### Authorization to use

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Authorization to use the trademark.

The Rives logo is a registered trademark. All rights, titles and interests are the property of Rives s.r.l and are protected by national and EU legislation on intellectual property rights.

Counterfeiting and / or servile imitation of registered trademarks, logos, designs, configurations, or other elements of the RIVES Marks in any product and / or material owned by third parties, including, but not limited to, advertisements , product packaging, websites and promotional materials.

Reproduction, redistribution, or any other use of any material is not permitted without the express written consent of RIVES s.r.l. Reproduction of the RIVES trademark cannot take place in any way and on any communication medium without the express written authorization of RIVES s.r.l.

Trademarks, designs or other elements cannot be used in connection with any product or service that is not of RIVES s.r.l.

More generally, it is not allowed to use it in any way that could create confusion among customers or otherwise discredit or denigrate in any way RIVES s.r.l.

An explicit authorization is required to be able to use the RIVES, as well as logos, photographs or any other material recorded by RIVES s.r.l.

Please note that unauthorized use of the RIVES trademark and company products may supplement the criminal offenses set out in articles 473, 474 and 517 of the Criminal Code and, consequently, entail penal sanctions.

### Contacts

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Numbers and email to contact for information and clarification

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