



BRAND GUIDELINES

September, 2025

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01

Our Logo

This chapter outlines the approved logo versions, proper usage, and guidelines to ensure the logo remains clear, legible, and impactful across all applications.

Primary Logo

The Riva logo is the most recognizable element of our brand identity.

It should be used consistently across all applications to build recognition and trust.

Always use approved artwork files and avoid recreating or modifying the logo.

The primary logo consists of the word "riva" in a lowercase, bold, sans-serif font. The letter "i" is white with a small orange square above it. The rest of the letters are dark blue. The logo is centered on a light gray background.The primary logo consists of the word "riva" in a lowercase, bold, sans-serif font. The letter "i" is white with a small orange square above it. The rest of the letters are white. The logo is centered on a dark blue background.

Logo Variants

Approved logo versions include full-colour, monochrome, and reversed formats. Use the full-colour logo whenever possible, reserving alternatives only when required for legibility.

One Colour



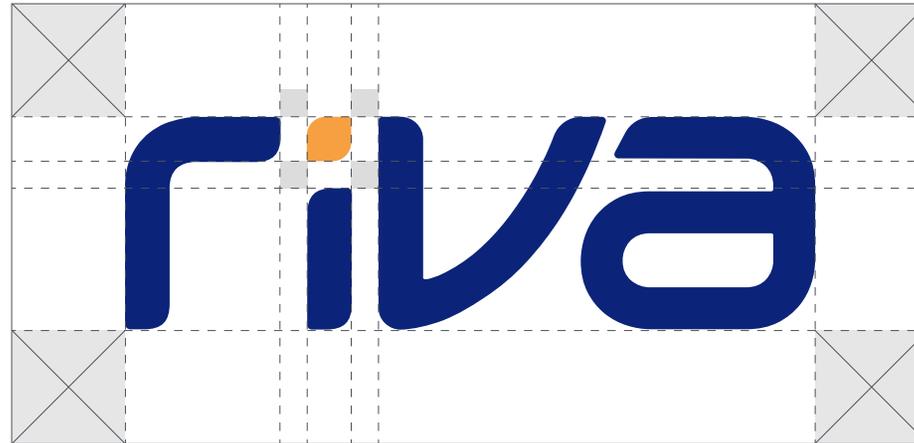
Icons



Clear Space and Sizing

To protect the integrity and visibility of the Riva logo, a minimum clear space must always surround it. This space must remain free of text, images, or other graphic elements, ensuring the logo is always clear and legible.

Minimum sizes have also been defined for both print and digital applications to maintain readability at smaller scales. In exceptional cases where the logo must appear smaller than the recommended minimum, approval from the Creative team is required.



Clear space is half the height of our logo

Minimum Size

riva

Print: 0.75W" | Digital: 54px

ri

Print: 0.25W" | Digital: 15px

Incorrect Usage

Do not attempt to recreate or alter the logo or elements of the logo.

These examples don't represent every possible logo infraction, they do cover common use cases when protecting the integrity of the brand.



DO NOT use low contrast backgrounds



DO NOT change logo colours



DO NOT distort the logo



DO NOT alter transparency



DO NOT outline the logo



DO NOT alter logo elements



DO NOT place on busy photography



DO NOT place on busy backgrounds

02

Brand Identity

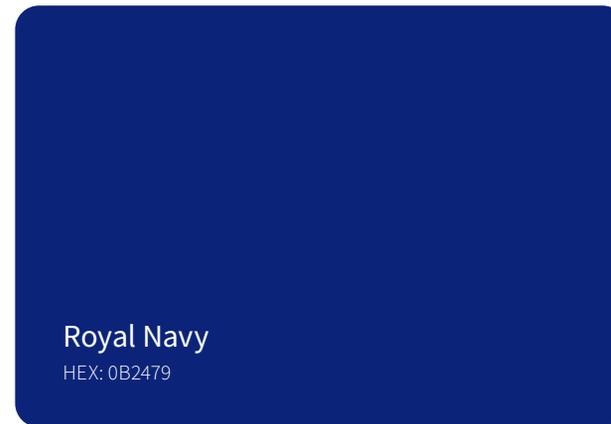
Our brand identity is built from a set of core elements that work together to create a consistent and recognizable brand. Colour, typography, gradients, patterns, and iconography provide the foundation for all Riva communications. Used thoughtfully and consistently, these elements bring clarity, personality, and cohesion to everything we design.

Colour Palette

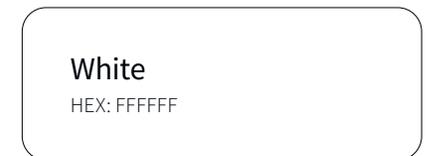
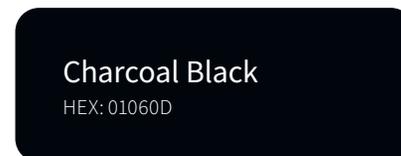
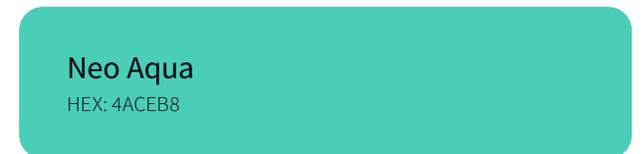
Our colour palette is designed to create a consistent and recognizable visual identity.

The primary colours should be used prominently, while secondary colours provide flexibility and support in layouts, illustrations, and digital environments.

Primary



Secondary



Tertiary



Gradients

Gradients extend our colour palette and add depth, energy, and a modern feel to the brand. They should only use approved brand colours with smooth, subtle transitions.

Gradients work best as strokes or in text treatments for key highlights. Use them sparingly and with intention so they enhance emphasis without overwhelming the design.



Examples

3.9K hours
saved each year

with the elimination of double-booking
and data-entry errors

This is a Breakout Box

Lorem ipsum dolor sit amet. Ucienia nus solendae la sinus et molum que quia dellorem expe ese que similibus, opta de si sitaturionet maio. Busdae. Ovitemque nobis nimpor secus, susapicipidi acerum que corrorum aut eturia.

Typefaces

We use *Source Sans Pro* across all communications. Consistent typography ensures clarity and a unified voice.

[Install From Adobe](#)

[Install From Google](#)

Titles

Source Sans Pro Semi Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Subtitles, Body Copy

Source Sans Pro Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Iconography

Icons should be simple, clear, and consistent in style. Use light stroke weights and keep them small in scale, with *Royal Navy* as the dominant colour and *Citrine Rush* applied as a subtle highlight.

Icons should always support the content rather than compete with it, so use them sparingly to maintain impact. Only approved icon styles are permitted to ensure consistency across all communications.

Note: Examples shown are not exhaustive and alternative icons may be sourced to better suit specific content needs.

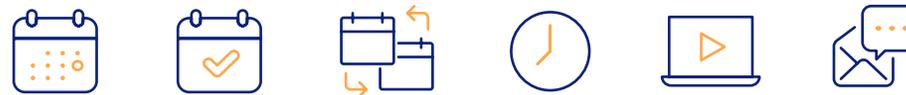
People-focused



Business/Finance



General Office



Technology/Data/Security



Legal/Compliance/Paperwork



03

Petals and Patterns

Our petal shape, inspired by the dot of the “i” in the Riva logo, represents movement, innovation, and momentum. Use petals and patterns thoughtfully to support content and maintain a consistent visual thread across all communications.

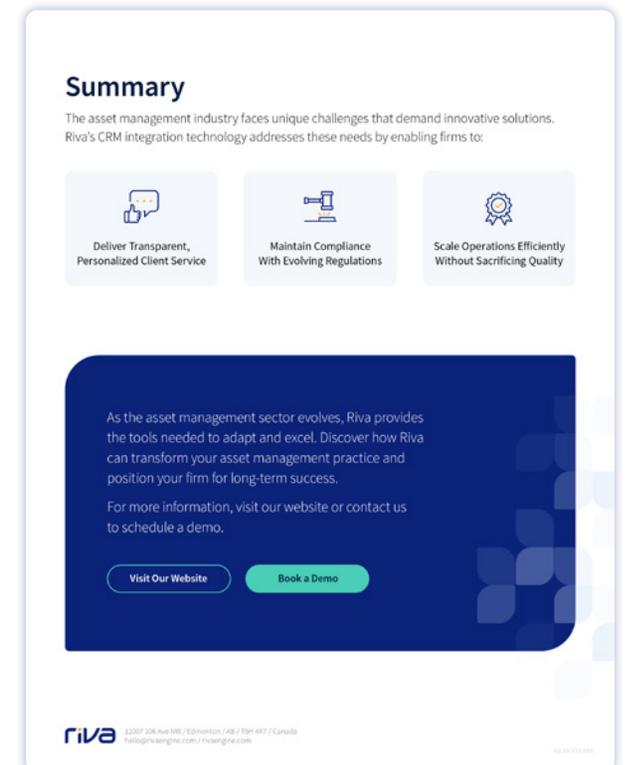
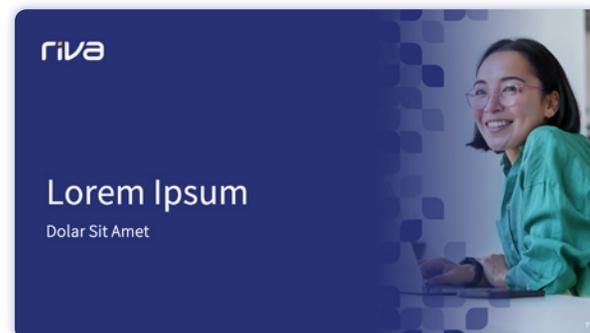
Glass Petal Pattern

Adds subtle texture and warmth to layouts, ideal for pages or slides that feel empty.

- Use at low opacity to avoid distracting from content
- Adjust opacity for individual petals to create layered, opaque depth
- Can be used on light backgrounds and with *Royal Navy*



Examples



Data Petal Pattern

Adds structure and energy to layouts, reinforcing Riva's connection to technology.

- Use on a *Deep Midnight Blue* background with a *Neo Aqua* gradient to transparent fill
- Not to be used on light backgrounds or with any other colour combinations



Examples



Tired of incomplete and missing customer activity data? We're here to help. Riva is trusted by over 200 financial institutions and amplifies advisor, sales, and customer success by capturing activity and relationship data in real-time for maximized customer lifetime value. Providing complete customer 360 at scale, Riva keeps your data secure and fully compliant.

Benefits

- **Eliminate Data Gaps:** Capture customer relationship data to the right internal systems and key stakeholders in real time for data-driven insights and AI initiatives.
- **Prioritize Signal Over Noise:** Intelligent sync rules ensure only important data points are synced to CRM, providing high-quality trusted data.
- **Ironclad Security and Compliance:** Ensure data security and confidentiality through stringent compliance measures, sensitive data handling practices, and customizable configurations.
- **Improve productivity:** Eliminate task switching and save time with all customer information right in Outlook, where your teams want to work.
- **Optimize Customer Strategies:** Gain valuable insights from unified data, enabling your team to tailor interactions, and implement targeted approaches for clients.

3.9K hours
saved each year
with the elimination of double-booking
and data-entry errors

6+ months
payback time

04

Photography

Photography brings our brand to life by showing the people, environments, and ideas behind Riva. The right images create authenticity, capture our approachable nature, and reinforce our values of innovation and collaboration. These guidelines outline the style, tone, and best practices that ensure our photography feels consistent and aligned with the brand.

Correct Photography

Images featuring people should feel natural and approachable. Whenever possible, incorporate a brand colour, favour warm natural light, and capture genuine expressions. Attire should be business casual, and subjects should reflect diverse backgrounds.

For imagery without people, maintain the same warmth and authenticity. Macro shots may be used if they feel inviting, but avoid visuals that appear overly technical, artificial, or heavily edited.



Photo Editing Guidelines

Photography should align with the brand palette. Subtle adjustments to clothing, props, or backgrounds are acceptable, as long as edits remain natural and never feel over-processed.

Before



After



Before



After



Incorrect Photography

Avoid images that feel staged, overly stock-like, or unnatural. Steer clear of low-resolution, heavily filtered, or overly stylized photos, as well as anything that clashes with the brand's tone or colour palette.



