

 RIVERTON

VISUAL IDENTITY SYSTEM & GUIDELINES



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Jersey's Best, Connected

BRAND POSITION

The spot where the Raritan River snakes back upon itself has always been a gateway and gathering point. A landmark for steamboat travelers and stagecoach riders journeying down-country from the City. A “welcome home” for downtown-tired commuters buzzing along the Parkway toward a quiet evening in suburbia. A “see you later” to weekday cares for families winging their way down the shore.

But tomorrow, with the development of 400+ acres along more than two miles of river coastline, an infusion of exciting retail, hospitality, restaurants, residences and workspace, it will become something even greater: a connection point for all of Jersey, and a place to experience the best of Jersey.

BRAND POSITION
(CONTINUED)

Where small town quaint meets shore town casual.

Where shoppers will discover sidewalks rimmed with unique retail and restaurants alongside local familiars.

Where young, city-minded professionals migrate when the shoebox apartment loses its shine, and the young at heart settle after the kids have flown.

Where families find each other on a Saturday afternoon for wine and ice cream, pick-up soccer and arcade-style fun before finding dinner in an open-air café on the water.

Where Summit meets Spring Lake and Westfield toasts with Asbury Park over farm-to-table fare and disco fries, steamers, or maybe a slice.

A mini-metropolis meets mega-town square with spectacular riverside views. →

BRAND POSITION
(CONTINUED)

A new type of urban enclave that embodies the best of New Jersey: Everyday-restrained, eclectic train town meets free-wheeling, every once in a while shore-town special.

A little moxie, a little class, and a lot of fun for everyone.

BRAND PILLARS

Communal

Nostalgic

All-Ages

Cosmopolitan New Jersey in
Metropolitan New York

365/All Seasons

Maritime

MAGIC PARAGRAPH

On the Beaten Path

On the way between home and work, between day-to-day-life and out-of-town diversion, between first job in the city and welcoming the first child to the family, there is another place, a third place: An origin, a destination, and a waypoint on the road between here and there, town and shore, home and away that's just off the well-traveled path (and off-the-scale special). Unique, outside-the-box retail. Restaurants that break the chain of chains. Resort-inspired hospitality. Upscale residences and office space at the heart of a walkable community. **The best of Jersey in the heart of Jersey.** Urbane and upscale during the day—as friendly as any quaint, small town. Refined boardwalk energy by night—all bright lights, sea-side city. Alive and open for new experiences 365 days a year.

LOGO

PRIMARY LOGO— CENTERED

The Riverton Primary Logo is the most important signifier of the brand, and there are two versions for use: the centered version of the logo on this page and the left-aligned version on the following page.



LOGO

PRIMARY LOGO— LEFT ALIGNED

The Riverton Primary Logo is the most important signifier of the brand, and there are two versions for use: the left-aligned version of the logo on this page and the centered version on the previous page.



RIVERTON

LOGO

SECONDARY LOGO— HORIZONTAL

Besides the primary versions of the logo there are two secondary variations: this version is intended for use when a horizontal logo works better in layout/application.



LOGO

SECONDARY LOGO—STACKED

Besides the primary versions of the logo there are two secondary variations: this version is intended to better fit into a square space or application.



LOGO

LOGO COLORS

The logos are provided in three colors: steel (see page 26 for the Riverton Color Palette), reversed to white and black. Black should only be used for print applications that are fully black and white.

PRIMARY LOGO IN STEEL



PRIMARY LOGO REVERSED TO WHITE



PRIMARY LOGO IN BLACK



LOGO

LOGO BACKGROUNDS

As mentioned on the previous page, the white versions of the Primary, Secondary—Horizontal and Secondary—Stacked logos may be knocked out of the Riverton Color Palette (see page 26) or used on photography (see pages 44-45). When used on photography, make sure that the logo has sufficient contrast and doesn't lose readability.



LOGO

SYMBOL

The Riverton Symbol can be used alone in applications which are strongly Riverton-branded or in a location where the primary and secondary Riverton logos are otherwise visible.



LOGO

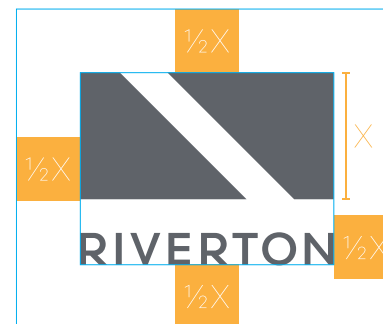
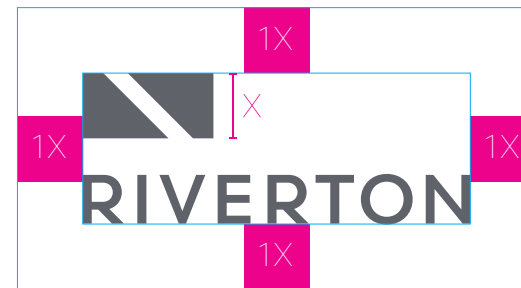
SYMBOL

The Riverton Symbol can be used in any color within the Riverton Color Palette to give flexibility in application. When used in colors other than white and steel, the color selected should either be used in layout or complement the photography so that it is cohesive and isn't jarring.



CLEAR SPACE

To preserve clarity, create a clear space around the logo. This clear space should be equal to (or greater than) the relative height of the flag symbol (X) within the logo. Do not allow any other type or any element to infringe upon the clear space as shown below.



FLAG ELEMENT

PRIMARY FLAG

This version is the Primary Flag for the Riverton brand and should be used when only showing one flag. These land and water color tones come together to represent the rich experience found at Riverton.

For color breakdowns, the Primary Flag is Flag 2_C from Flag Triads Group 2 (see page 30).

Do not create art using full-color flags locked up to the Riverton logotype. All flag elements should accompany logo art in application, not replace it.



FLAG ELEMENT

PRIMARY FLAG
WITH LOGO

The Primary Flag may be combined with a white version of the Riverton logo. The logo should be aligned to the flag as shown below.



FLAG ELEMENT

FLAG USAGE

The Flag brand element can be used as a triad color field or a device to crop images. Flags may be used either horizontally or vertically. If layout allows, it is preferred that the Flag is not cropped.

The center angle of the Flag should always be at a downward 45° angle (left-to-right orientation) whether it is vertical or horizontal. The Flag is designed at a 2:1 ratio and can be divided in half for applications such as Instagram, etc.

Flags are designed in three triad color groups (see page 28). When at all possible use many Flags from the same color group in a series.

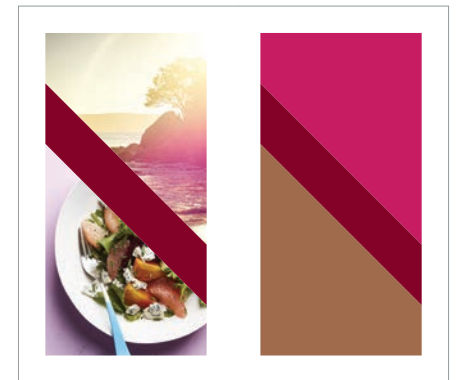
HORIZONTAL FLAG ORIENTATION



VERTICAL FLAG ORIENTATION

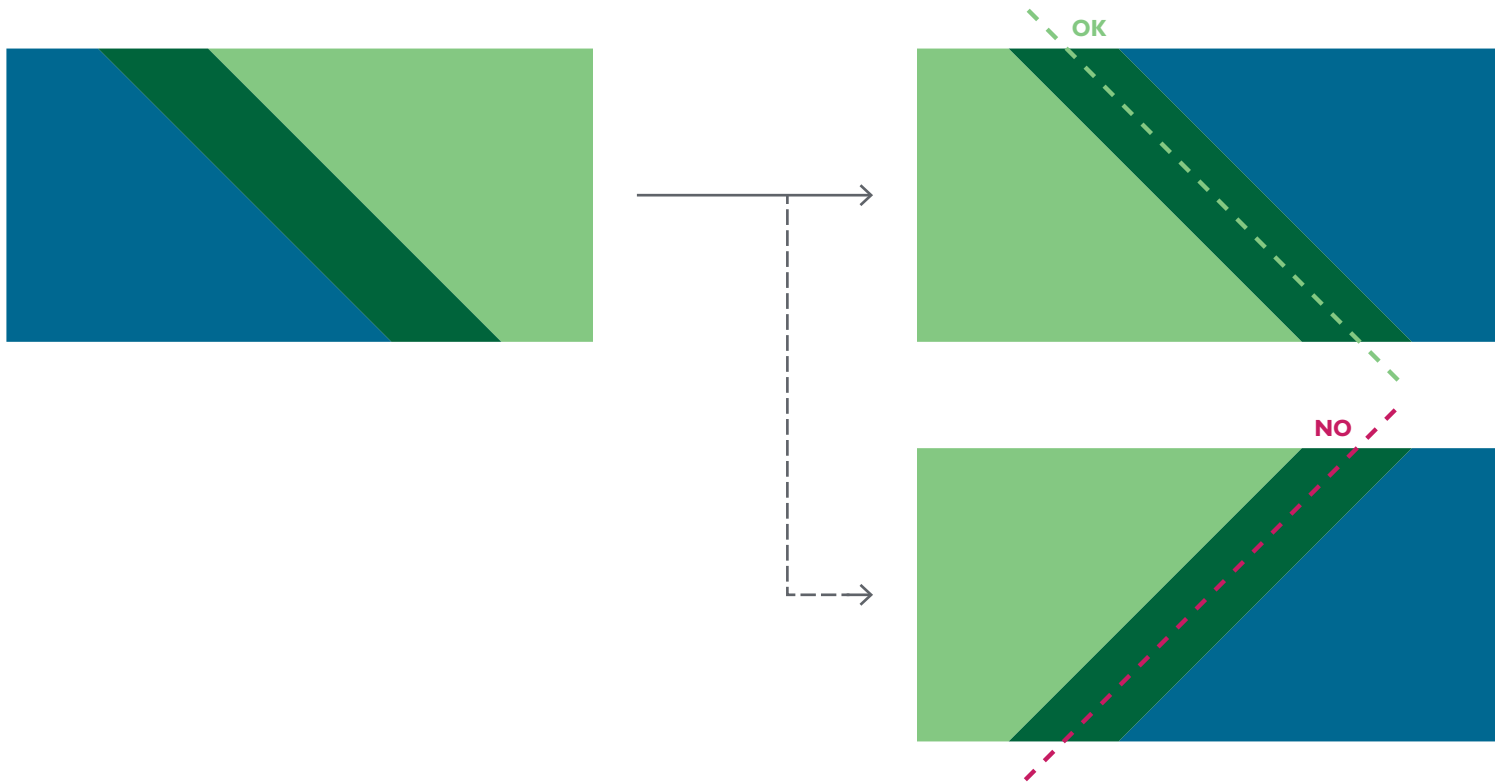


IMAGE USAGE



FLAG ORIENTATION

Any Flag may be rotated so that colors are switched, as long as the left-to-right orientation of the center stripe is maintained.



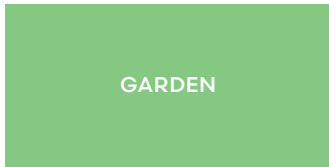
COLOR

COLOR PALETTE

The color palette for the Riverton brand consists of hues from both town and shore. These colors combine with rich neutral tones that reflect Sayreville's industrial brickyards heritage.

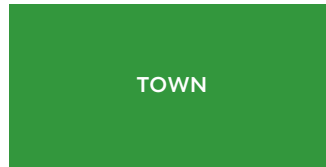
Bronze and Silver are provided as metallic spot colors for applications where extra impact is desired and spot color printing is possible. These two colors are also provided as flat CMYK colors for use in the majority of other applications.

PMS 359 C
PMS 359 U
C50 M0 Y65 K0
R132 G199 B130
#84C782



GARDEN

PMS 363 C
PMS 2424 U
C76 M03 Y100 K18
R46 G147 B61
#2E933D



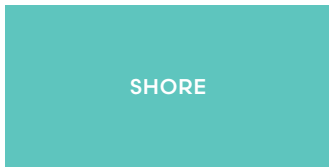
TOWN

PMS COOL GRAY 10 C
PMS COOL GRAY 11 U
C30 M22 Y17 K57
R99 G102 B106
#63666A



STEEL

PMS 3248 C
PMS 3248 U
C59 M0 Y30 K0
R95 G197 B191
#5FC5BF



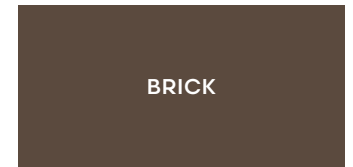
SHORE

PMS 7705 C
PMS 7705 U
C100 M13 Y05 K41
R0 G105 B145
#006991



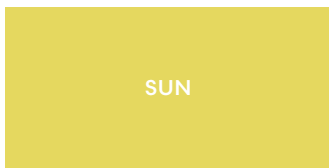
RIVER

PMS 7532 C
PMS 7532 U
C23 M37 Y45 K65
R93 G75 B63
#5D4B3F



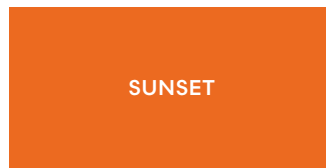
BRICK

PMS 459 C
PMS 459 U
C5 M4 Y73 K7
R229 G214 B96
#E5D660



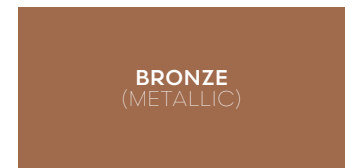
SUN

PMS 1595 C
PMS 152 U
C0 M71 Y100 K3
R234 G106 B32
#EA6A20



SUNSET

PMS 876 C
PMS 876 U
C0 M41 Y53 K42
R139 G99 B75
#8B634B



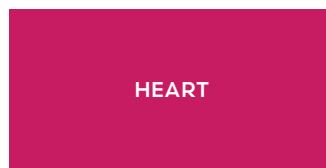
BRONZE
(METALLIC)

PMS 515 C
PMS 515 U
C8 M42 Y0 K0
R225 G164 B201
#E1A4C9



ROSÉ

PMS 7425 C
PMS 7425 U
C6 M96 Y32 K13
R199 G34 B99
#C72263



HEART

PMS 877 C
PMS 877 U
C45 M34 Y34 K0
R138 G141 B143
#8A8D8F



SILVER
(METALLIC)

FLAG TRIADS

TRIAD COLOR GROUPS

There are three seasonal groups of Flag art with ten individual Flags in each.

Each Flag is made up of three colors—the Triad—from the Riverton Color Palette on either side. In the center is an overlapping rich color that represents the blending of the two.

Triad Groups can be used seasonally as shown below. **Group 2 will be the most standard group of the three and should be used when not focused on a specific season.**

GROUP 1

Spring/Summer



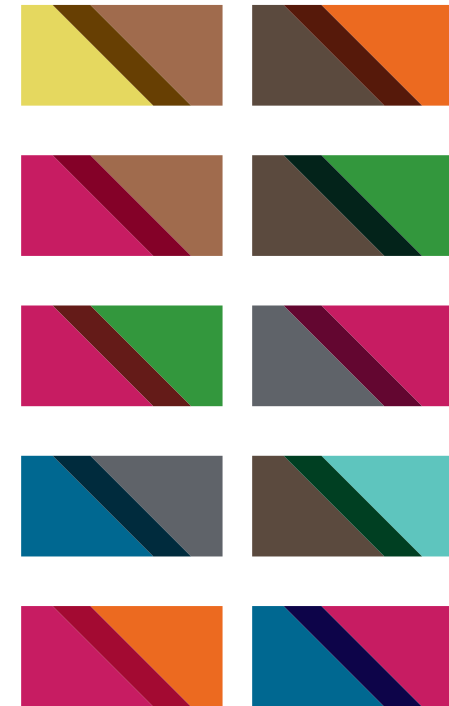
GROUP 2

Primary or Summer/Fall



GROUP 3

Fall/Winter



FLAG TRIADS

SPRING/SUMMER

GROUP 1


Triad Group 1 are provided for use in applications that are customer-facing in Spring and early Summer.

The color breakdowns of the center overlapping colors are as shown below. **These colors may be used only within the flag art and not as a supplemental or secondary color palette with the exception of some type treatments (see page 38).**

1_A  PMS 7490 C C57 M06 Y92 K19
PMS 7490 U R102 G155 B65
#669B41

1_B  PMS 5135 C C36 M68 Y10 K31
PMS 5135 U R126 G78 B120
#7E4E78

1_C  PMS 430 C C33 M18 Y13 K40
PMS 430 U R114 G128 B138
#72808A

1_D  Town* C76 M03 Y100 K18
PMS 363 C R46 G147 B61
PMS 2424 U #2E933D

* Town is from Riverton Color Palette

1_E  Bronze* C0 M41 Y53 K42
PMS 876 C R139 G99 B75
PMS 876 U #8B634B

* Bronze is from Riverton Color Palette

1_F  PMS 625 C C64 M16 Y45 K30
PMS 625 U R70 G128 B116
#468074

1_G  PMS GREEN C C93 M0 Y63 K0
PMS GREEN U R0 G172 B137
#00AA79

1_H  PMS 145 C C5 M41 Y77 K10
PMS 145 U R214 G138 B76
#D68A4C

1_I  PMS WARM GRAY 7 C C16 M23 Y23 K44
PMS WARM GRAY 7 U R135 G123 B119
#877B77

1_J  PMS 619 C C17 M14 Y93 K38
PMS 619 U R146 G137 B34
#928922

FLAG TRIADS

SUMMER/FALL


GROUP 2

Triad Group 2 should be used for late-Summer and early-Fall applications. **Triad Group 2 should be used for most applications when colors are not used seasonally.**


The color breakdowns of the center overlapping colors are as shown below. **These colors may be used only within the flag art and not as a supplemental or secondary color palette with the exception of some type treatments (see page 38).**

2_A  PMS 7642 C
PMS 2041 U C0 M86 Y5 K64
R116 G21 B69
#741545

2_B  PMS 7645 C
PMS 7428 U C9 M79 Y0 K82
R75 G5 B50
#4B0532


2_C*  PMS 3425 C
PMS 3425 U C93 M13 Y85 K44
R0 G100 B60
#00643C


*Flag 2_C is the Primary Flag for the Riverton brand


2_D  PMS 7743 C
PMS 7743 U C71 M8 Y100 K50
R38 G103 B38
#266726


2_E  PMS 7720 C
PMS 7720 U C89 M0 Y45 K60
R0 G92 B86
#005C56

2_F  PMS 7692 C
PMS 7692 U C100 M45 Y0 K45
R0 G74 B124
#004A7C

2_G  PMS 349 C
PMS 349 U C90 M12 Y95 K40
R0 G107 B53
#006B35

2_H  PMS 7581 C
PMS 7581 U C0 M64 Y70 K60
R124 G59 B35
#7C3B23

2_I  PMS 7721 C
PMS 7721 U C89 M0 Y43 K65
R0 G85 B81
#005551

2_J  PMS 7484 C
PMS 7484 U C91 M14 Y78 K60
R0 G81 B51
#005133

FLAG TRIADS

FALL/WINTER

GROUP 3

Triad Group 3 should be used for late-Fall and Winter applications.

The color breakdowns of the center overlapping colors are as shown below. **These colors may be used only within the flag art and not as a supplemental or secondary color palette with the exception of some type treatments (see page 38).**

3_A  **Bronze**
Sun

PMS 1405 C
PMS 1405 U

C20 M55 Y100 K60
R103 G64 B3
#674003

3_B  **Sunset**
Brick

PMS 483 C
PMS 483 U

C21 M80 Y81 K69
R87 G29 B12
#571D0C

3_C  **Bronze**
Heart

PMS 202 C
PMS 202 U

C09 M100 Y64 K48
R132 G0 B41
#840029

3_D  **Town**
Brick

PMS 5535 C
PMS 5535 U

C79 M34 Y62 K84
R0 G38 B29
#00261D

3_E  **Town**
Heart

PMS 7610 C
PMS 7610 U

C0 M77 Y60 K72
R101 G30 B27
#651E1B

3_F  **Heart**
Steel

PMS 7428 C
PMS 7428 U

C20 M96 Y36 K62
R100 G0 B49
#640031

3_G  **Steel**
River

PMS 309 C
PMS 309 U

C99 M27 Y22 K80
R0 G45 B63
#002D3F

3_H  **Shore**
Brick

PMS 3435 C
PMS 3435 U

C93 M24 Y85 K68
R0 G64 B35
#004023

3_I  **Sunset**
Heart

PMS 201 C
PMS 201 U

C7 M100 Y68 K32
R163 G12 B51
#A30C33

3_J  **Heart**
River

PMS 2765 C
PMS 2765 U

C100 M100 Y9 K57
R16 G2 B73
#100249

TYPOGRAPHY

TYPEFACE— SCANDIA

Scandia has been chosen as the typeface for the Riverton brand identity. It is simple and geometric, yet is friendly and has just enough unique qualities to have a unique personality. It should be used for all applications including web.

Helvetica may be used as an alternative for some very limited applications where Scandia can not be used. If Scandia can be used it should be used.

Buy the Scandia font family at www.processtypefoundry.com. We recommend purchasing the complete family package which includes all weights plus italics.

SCANDIA LIGHT

Headlines and large text

“With a nod to the classic geometric sans serifs of the 20th-century, Scandia builds a steady rhythm across its four weights and matching italics to create a versatile family of fonts.”

— *Process Type Foundry*

SCANDIA MEDIUM

SUBHEADS AND CAPTIONS

SCANDIA REGULAR

Body copy and smaller text such as callouts, etc.

TYPOGRAPHY

BOARDWALK
SHADOW

This specialty treatment for typography has been created for use for display type, specialty applications and (eventually) signage. See instructions on the following page for creating this typography treatment.



RIVERTON



RIVERTON

CONSTRUCTING BOARDWALK SHADOW

Follow the steps below to create this specialty type treatment. Remember to use colors from a single color Triad: do not mix and match. The background should be one color from a Triad, one top layer in white and the shadow from the center color in the same Triad. If used in layout, do not use a different Triad—it is too discordant.

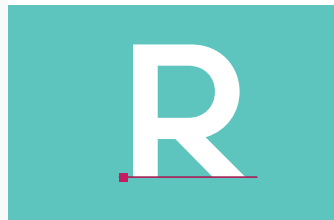


STEP 1

Create your custom headline type in Adobe Illustrator.

Type your headline.

Font: Scandia Medium
Letterspacing: 100 pt.



STEP 2

Outline your text.

Type > Create Outlines



STEP 3

Copy and paste text two times on top of original art.

Edit > Copy

Edit > Paste in Front

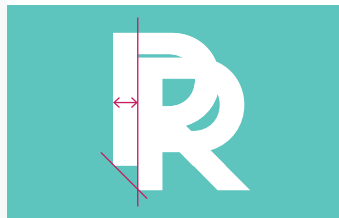


STEP 4

Holding down shift key to keep a 45° angle, move top element down/over the width of a vertical type stroke.

Edit > Copy

Edit > Paste in Front



STEP 5

Color top two elements desired shadow color. Only use colors from one triad to create type shadow effect. The color of middle of the triad should always be the color of the shadow.



STEP 6

Select top two shapes and combine. Object>Blend>Make

Expand the shape. Object > Expand

Unite in Pathfinder window. Click the "Unite" Shape Mode



STEP 7

Send united shape to the background.

Your artwork is complete.



BOARDWALK OVERLAP

This specialty treatment for typography has been created for use for display type, specialty applications and (eventually) signage. See instructions on the following page for creating this typography treatment.



CONSTRUCTING BOARDWALK OVERLAP

Follow the steps below to create this specialty type treatment. Remember to use colors from one color Triad: do not mix and match.



STEP 1

Create your custom headline type in Adobe Illustrator.

Type your headline.

Font: Scandia Medium
Letterspacing: 100 pt.



STEP 2

Outline your text.

Type > Create Outlines



STEP 3

Copy and paste text two times on top of original art.

Edit > Copy

Edit > Paste in Front



STEP 4

Holding down shift key to keep a 45° angle, drag and copy the letterform until it optically creates a shadow as shown below.



STEP 5

Select both the original and the copy that you made.

Divide into pieces.
Pathfinder > Divide



STEP 6

Manually select highlights and shadows and color according to the color triad you're referencing.

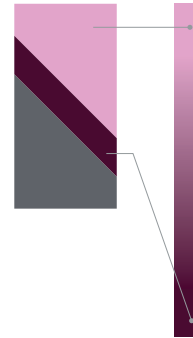
Your artwork is complete.



USING CENTER TRIAD COLORS IN TYPE

The center overlapped colors in the color Triads may be used with some type treatments as shown for (below left, top) Boardwalk Overlap type (pages 36–37) and for (below left, bottom) Boardwalk Shadow type (page 34–35).

Gradients may be created for use within headline type as shown below right to add dimensionality and richness. This treatment should be used within a layout that uses the same color Triad in the layout (see page 51 for an example).



a place to
experience
the best of
New Jersey

BRAND ELEMENTS

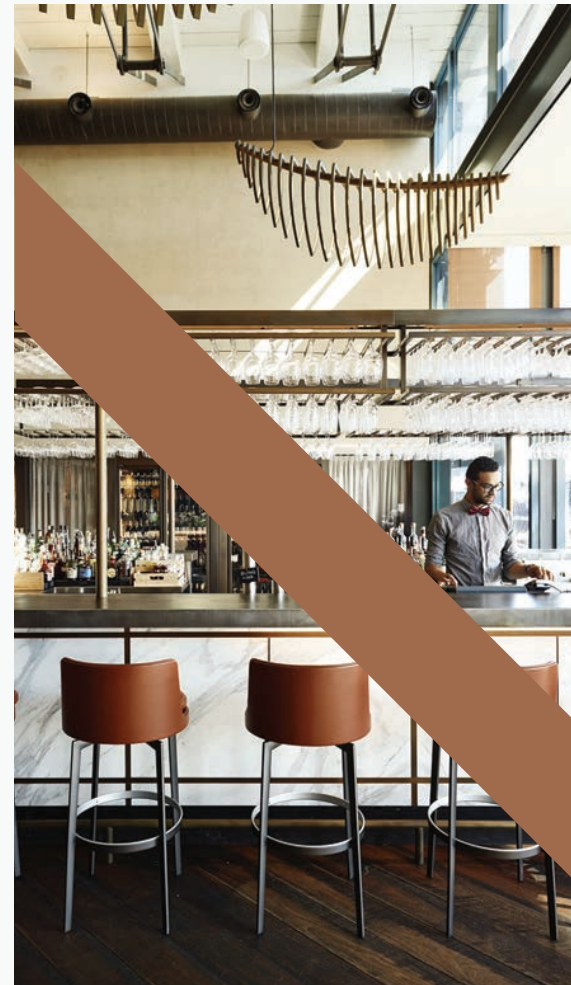
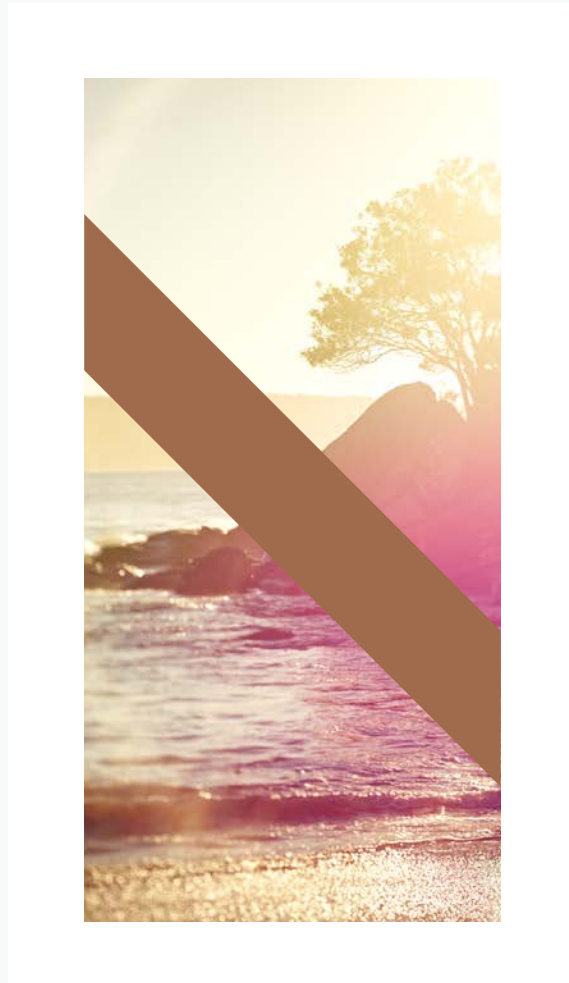
45° RULE LINE

The 45° Rule Line may be used as a decorative or dividing graphic in layout. It is a simple brand element that adds distinctiveness and flexibility.



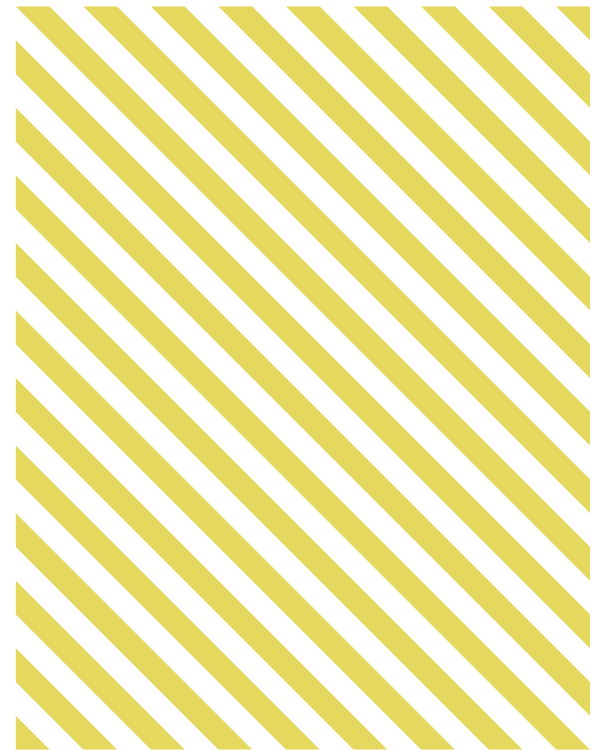
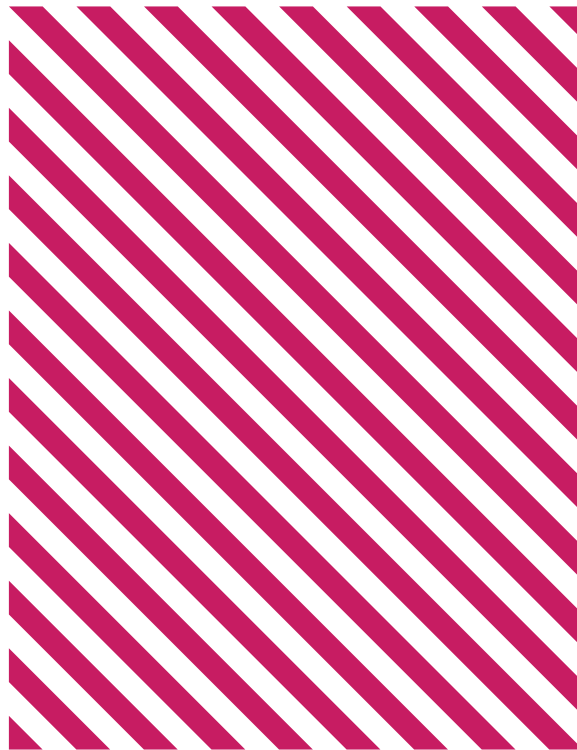
45° THICK STRIPE

The 45° Thick Stripe may be used as a decorative or dividing graphic in layout. It is a simple brand element that adds distinctiveness and flexibility.



NAUTICAL STRIPE PATTERN

The Nautical Stripe pattern is fresh and nautical-inspired and can be used as a complementary brand element. The pattern should be used minimally as an accent element in any design. The pattern may be used in any of the colors in the Color Palette (see page 26).





PHOTOGRAPHY

PHOTOGRAPHY STYLE

Photography showcases the Best of Jersey. It should be unposed and candid. Color is key to the Riverton story and photography should pick up key colors from the Riverton color palette. Styling is sophisticated and highlights details of the experience.

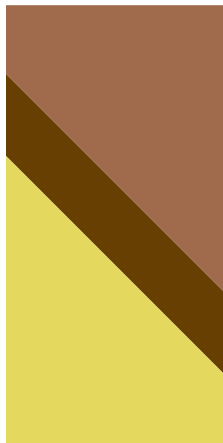
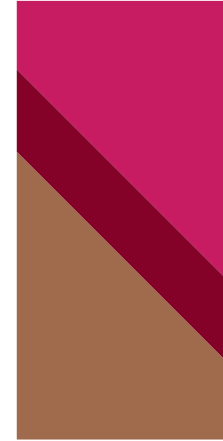
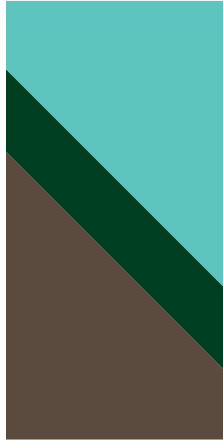
Please note: photography shown below is for inspiration only. Rights have not been obtained for these images.



PAIRED PHOTOGRAPHY

Paired Photography showcases juxtapositions unique to the experience at Riverton: town/shore, day/night, spring/fall, home/work, retail/restaurant or urbane/quiet. Color is key to the Riverton story. Paired Photography should relate color-wise in some way with at least one color or tone in common.

Please note: photography shown below is for inspiration only. Rights have not been obtained for these images.



TASTEMAKER PHOTOGRAPHY

The Tastemaker Photography series is a concept for future implementation. Subjects would be individuals and/or objects that exemplify the Best of New Jersey.

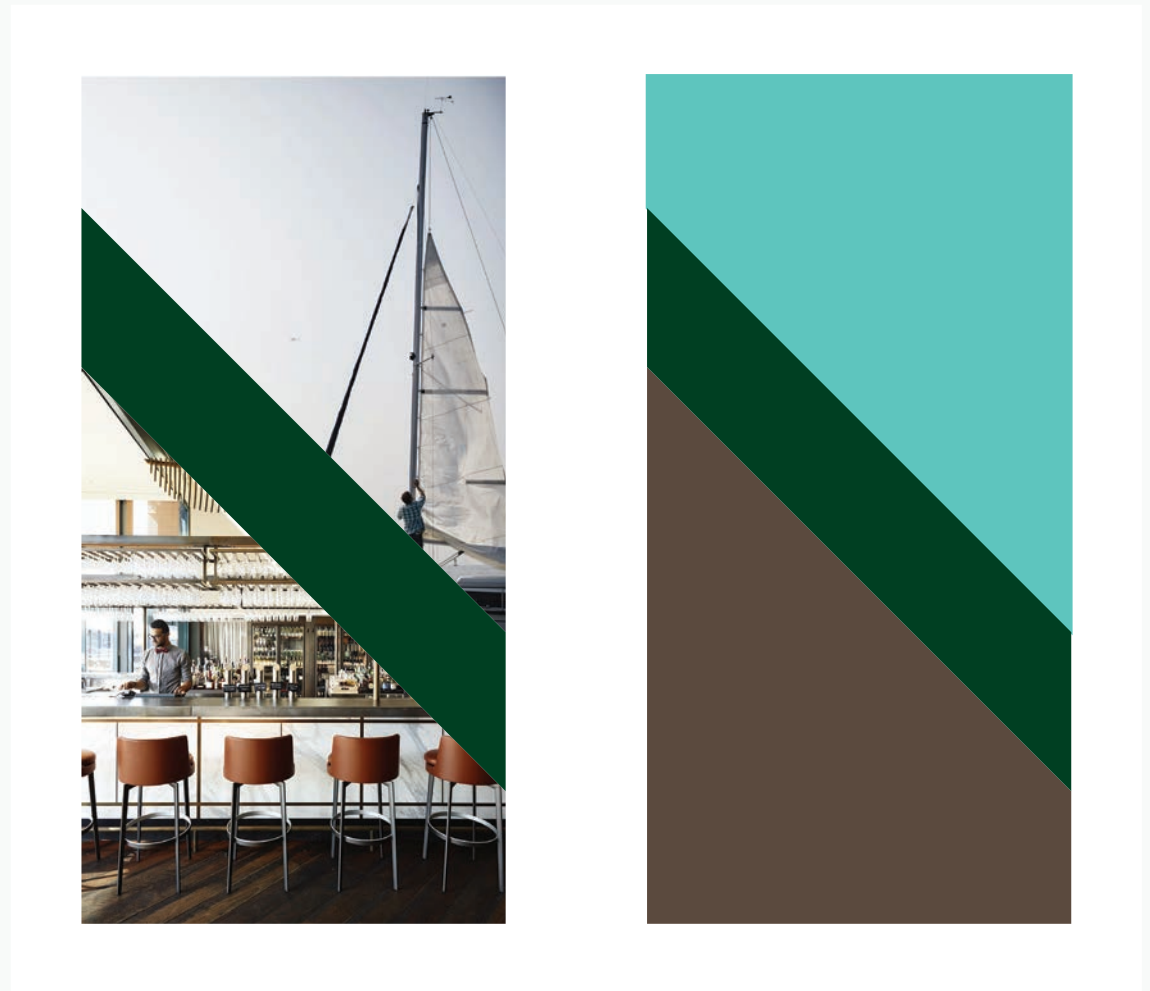
Please note: photography shown below is for inspiration only. Rights have not been obtained for these images.





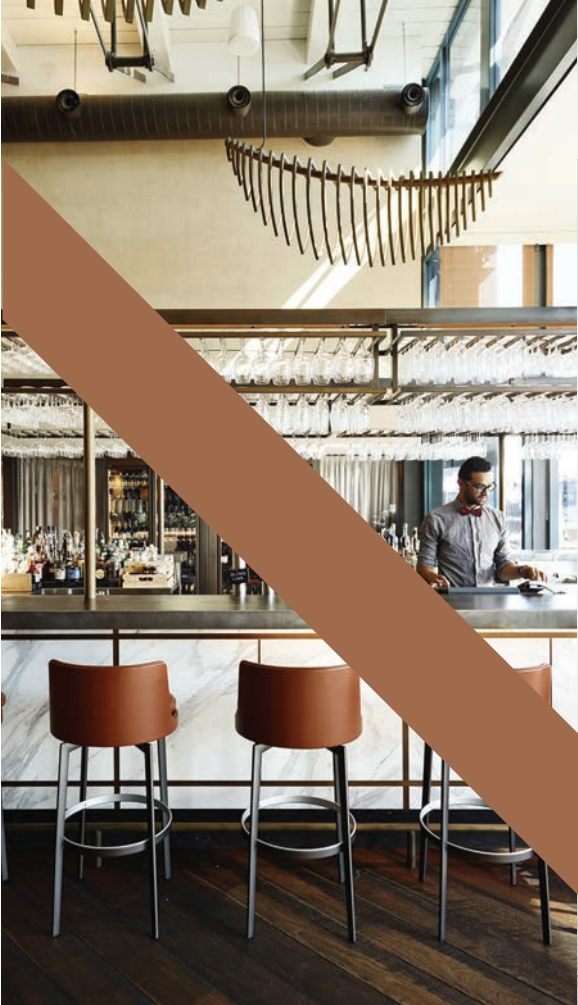
APPLICATIONS

LAYOUT EXAMPLES

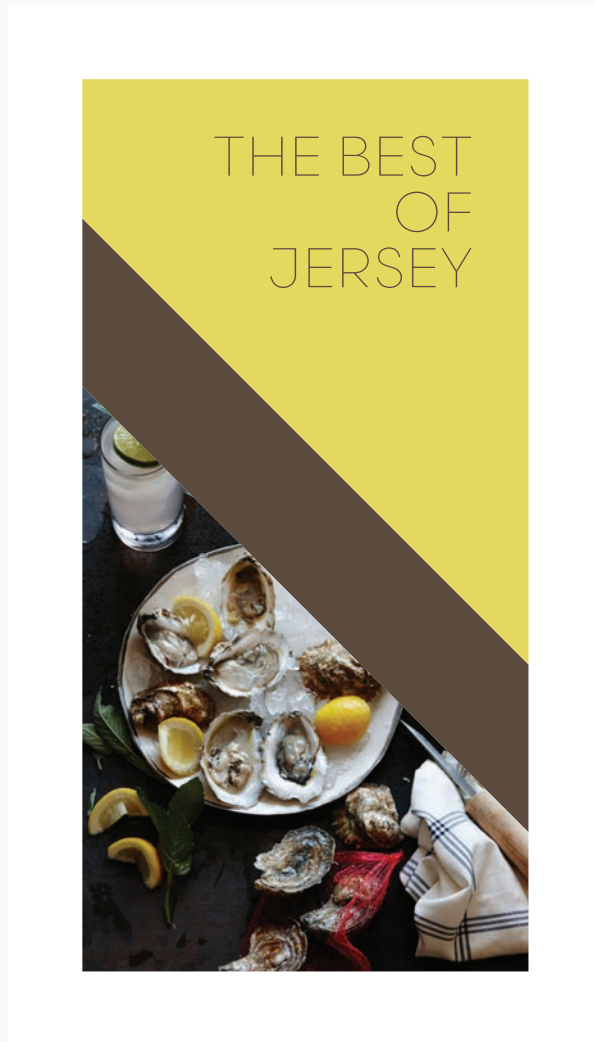


LAYOUT EXAMPLES

TOWN
&
SHORE



LAYOUT EXAMPLES



LAYOUT EXAMPLES



CITY \ SHORE

a place to experience the best of New Jersey

Lorem ipsum dolor sit amet, consetetur adipisicing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit labor tis nisl ut aliquip ex ea commodo consequat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit labor tis nisl ut aliquip ex ea commodo consequat. Duis aute irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis vero eros et occumsan et odio dignissim qui blandit praesent luptatum zzril delenit augue duis.

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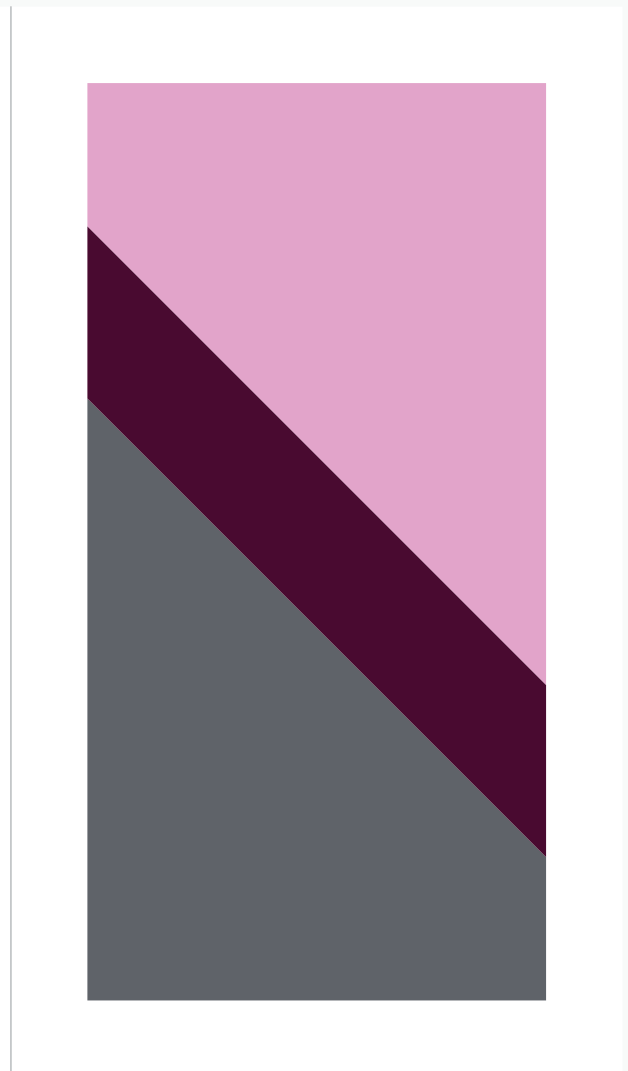
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LOCAL ADVERTISING



 **RIVERTON**

OPEN HOUSE

You're invited to experience Riverton, a walkable, mixed-use riverfront community, and a connection point for all of Jersey.

Join us for an Open House to learn how things are taking shape, share your thoughts, and enjoy refreshments in good company! We want you to create the Riverton experience along with us. Because this is your Jersey—all the best of the Garden State in one central place.

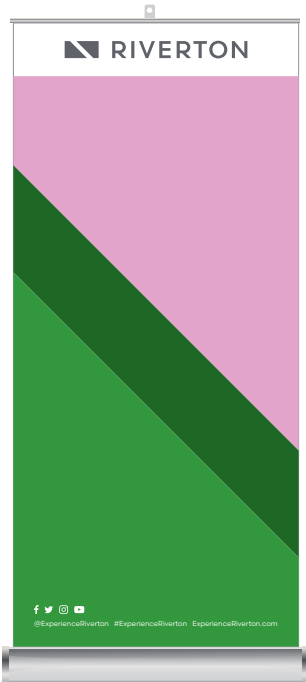
TUESDAY, MARCH 13, 2018
5:30-8:30 PM
DOORS OPEN AT 5:30 PM
PROGRAM BEGINS AT 6:30 PM

Sayville Senior Center
423 Main Street
Sayville, NJ 08872

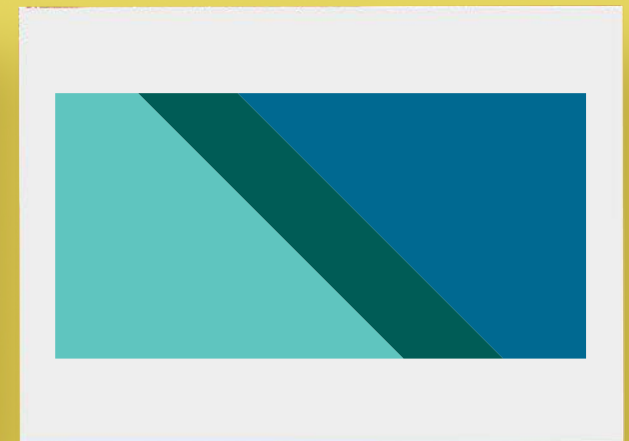


@ExperienceRiverton #ExperienceRiverton ExperienceRiverton.com

BANNERS



NOTECARD/ENVELOPE



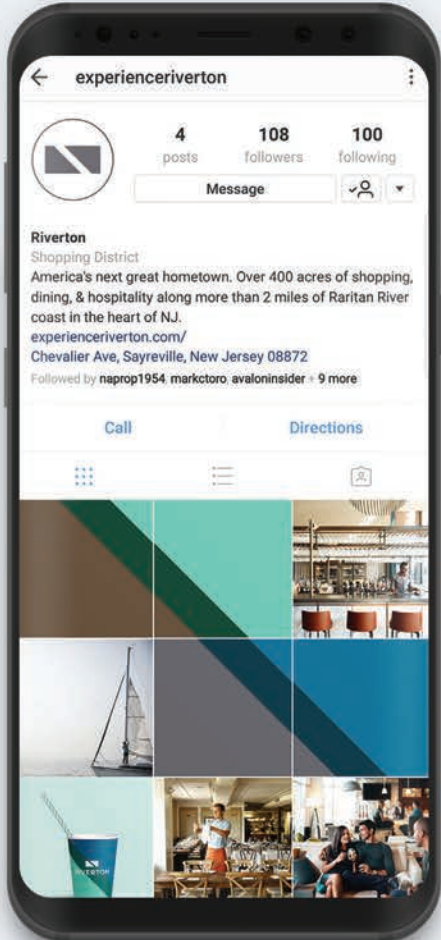
SHOPPING BAGS



BUSINESS CARDS



INSTAGRAM



ENVIRONMENTAL SIGNAGE



ENVIRONMENTAL SIGNAGE



ENVIRONMENTAL SIGNAGE



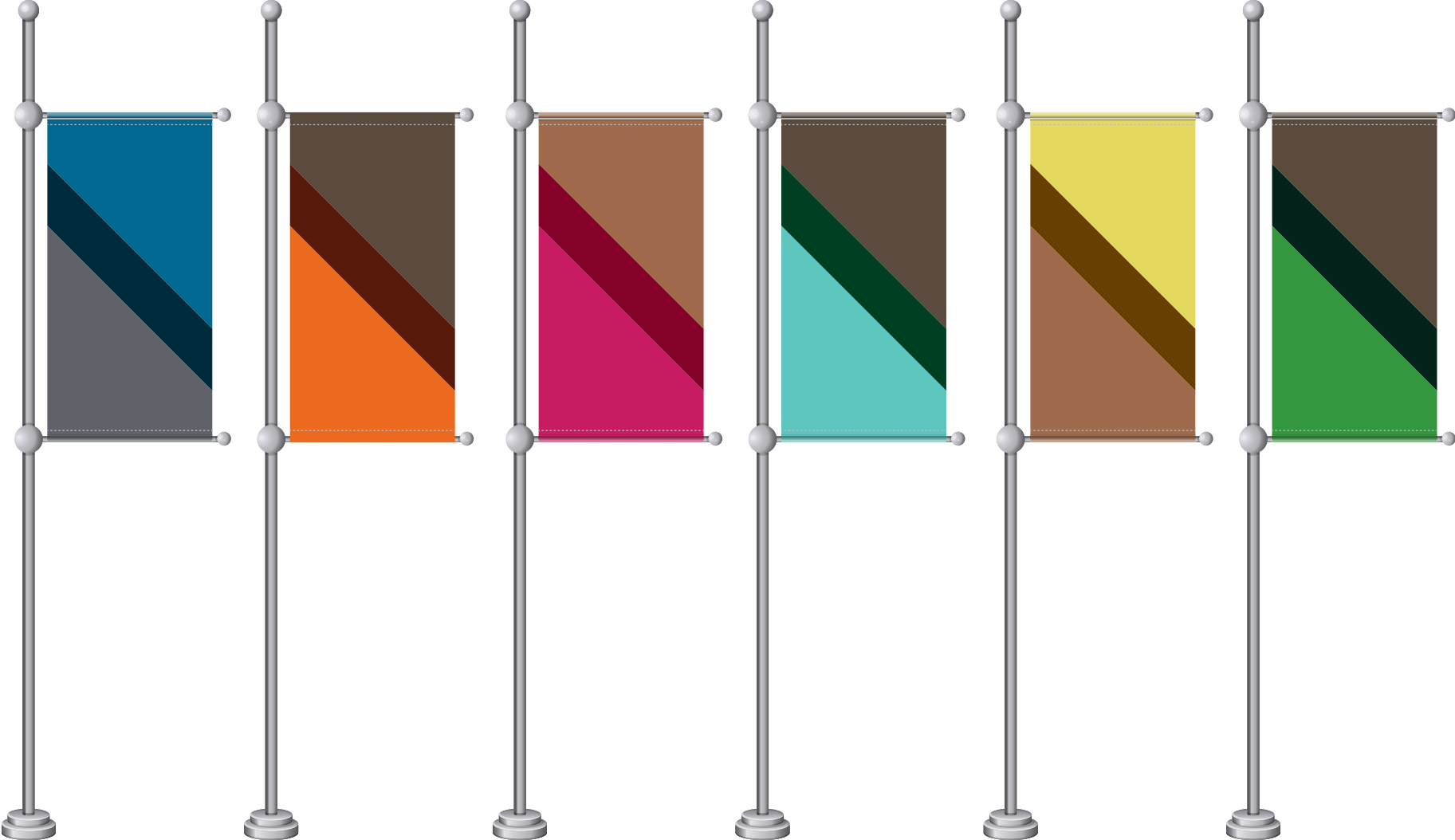
FLAG SYSTEMS

HORIZONTAL/PRIMARY



FLAG SYSTEMS

VERTICAL/SECONDARY



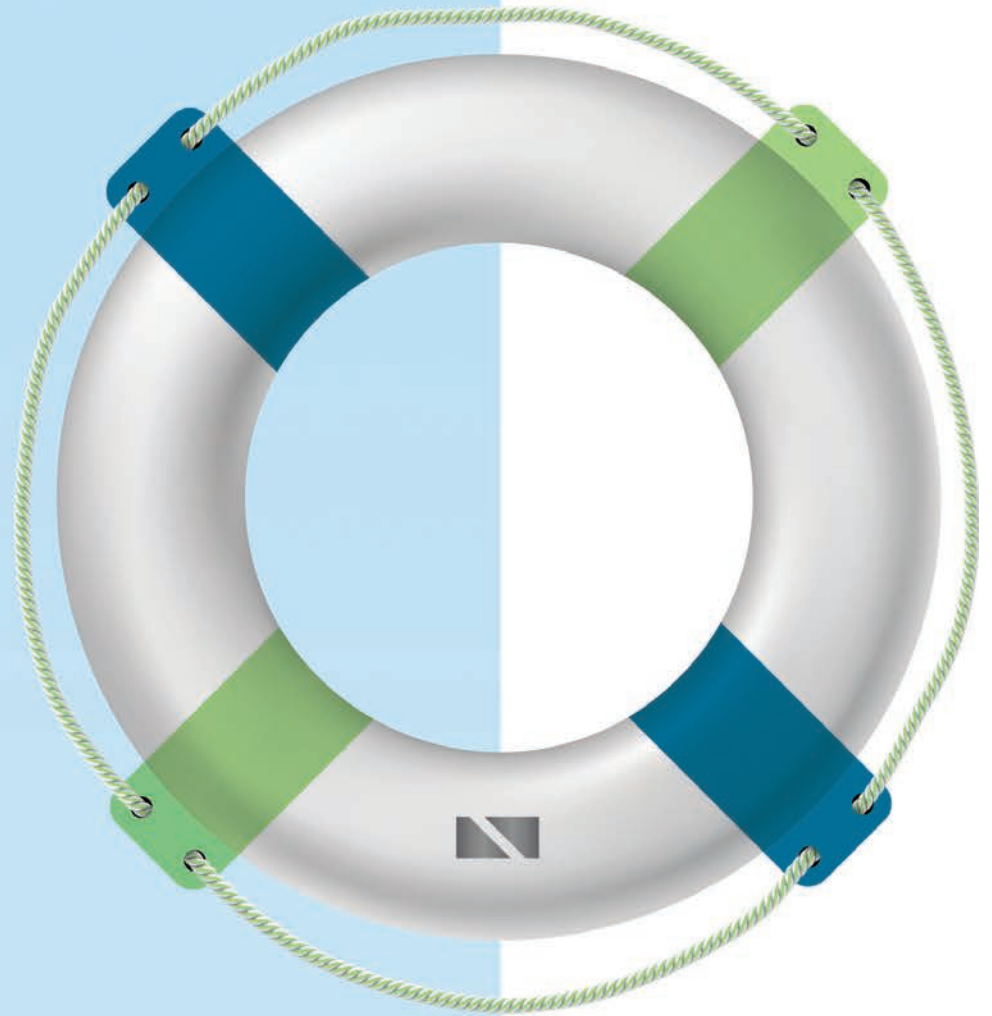
CUPS/STRAWS



APPLICATIONS

ON THE PIER

WATER BOTTLE / LIFE PRESERVER



SUMMERSALT SWIMWEAR

SUMMERSALT.COM



BOAT/SAILS



APPLICATIONS

CHEERS!

SHOT GLASS/BOTTLE



