



Brand Standards Guide

About Riverbank

RiverBank is an outdoor brand built around hand-drawn graphics of America's national parks. Every design starts with a real place. The goal is to put the feeling of those landscapes and their colors, and scale, onto a shirt.

RiverBank started after a trip to Yellowstone and Zion. The canyon walls, the rivers, the way the light moved across the mountains. That's what kicked it off. Brands like Nature Backs had already proven landscape graphics could work on apparel without feeling generic. RiverBank picks up from there, with its own illustration style and palette.

Every design begins with a real place. The color palettes are pulled directly from the environments. Deep blues of alpine lakes, warm tans of desert rock, and the greens of dense pine forests. The goal is to represent nature's most striking moments in a modern, graphic way.

Exploration

Every illustration traces back to a specific park, lake, or mountain range. Nothing imagined. Every one of them is somewhere you can drive to.

Illustration

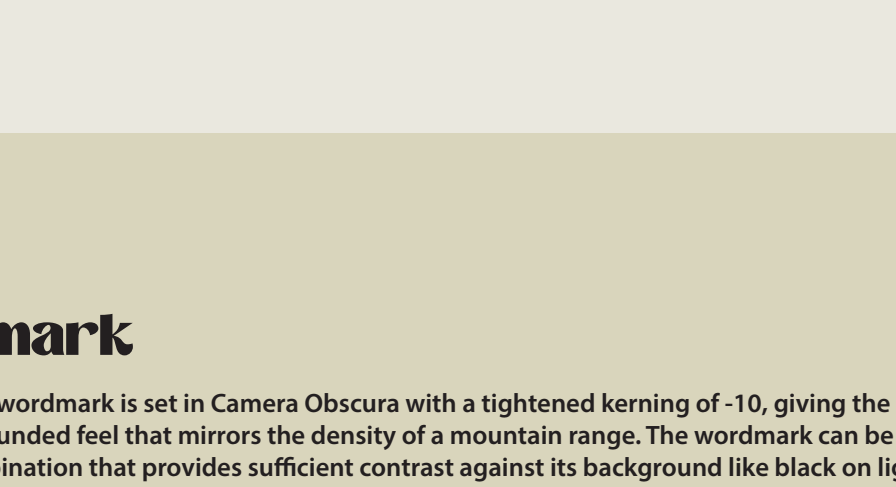
The illustration style is what makes the brand its own. A real photo or a real memory gets rebuilt as a flat-color composition with bold outlines and high contrast.

Landscape

The land is the subject. The brand sits behind it. If a design doesn't make someone want to lace up their boots and go outside, it doesn't ship.

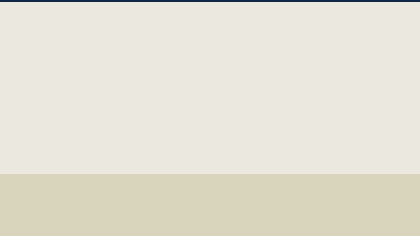
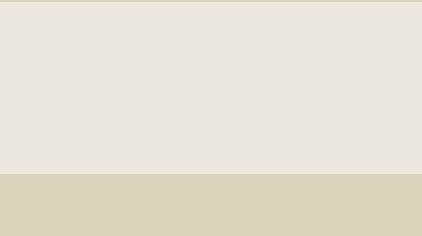
Primary Logo

The primary RiverBank logo is the mountain wordmark with "RVRBNK" silhouetted within a hand-drawn mountain range. The peaks represent the Grand Tetons in Wyoming, one of the most iconic mountain skylines in the American West. This is the only mark that represents the brand. All other graphics are supporting elements.



Logo Variation

The primary logo works in black on light backgrounds. On dark backgrounds, the logo shifts to a lighter colorway, using Sky Blue or Cloud White for the mountain silhouette to maintain legibility. The color can adapt to the background, but the contrast must remain strong enough for the mountain detail and letterforms to read clearly at any size.



Wordmark

The RiverBank wordmark is set in Camera Obscura with a tightened kerning of -10, giving the letterforms a compact, grounded feel that mirrors the density of a mountain range. The wordmark can be rendered in any color combination that provides sufficient contrast against its background like black on light, white on dark, or brand palette colors on neutral tones.

RiverBank

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Secondary Colors

Mesa Orange and Pine Green are the accents. Pine Green comes from the forests of the Pacific Northwest and the Rockies. Mesa Orange comes from the sandstone arches and canyon walls of Utah and Arizona. Both get used sparingly, and mostly for highlights.

RiverBank

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The wordmark can be paired with the highlight colors in order to create cohesiveness with other color palettes.

Primary Palette

The palette is pulled straight from the parks. Soft blues and warm tans set the base. Calm, natural, easy on the eye. Night Blue and Pine Green sit underneath as the heavier tones. The goal is to feel like the outdoors without flattening into a postcard.

Bone White
#e6e6d1

Sand Tan
#c6c6a2

Lake Blue
#6199d7

Dark Sky Blue
#4f91b9

Night Blue
#2c2c47

Pine Green
#265c2e

Mesa Orange
#c95c41

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Brand Typefaces

The type system balances three distinct voices. Camera Obscura serves as the display face for the logo and headlines. Its a bold, textured, and has a hand-pressed letterforms feel. Journal OT Bold steps in for subheadings with a more rugged, hand-drawn quality that echoes the organic line work of the illustrations. Myriad Pro Semibold ties it all together as the body typeface. It's clean, neutral, and highly legible, giving the reader a smooth experience while the display and subheading fonts carry the brand's personality.

Headers

Camera Obscura

The hand-drawn logotype is exclusive to the logo — it should never be replicated as a typeface. Supporting typography uses clean, structured

River Bank

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890-+!@#%&

Subheaders

Journal OT Bold

The hand-drawn logotype is exclusive to the logo — it should never be replicated as a typeface.

RIVER BANK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 - + ! @ # % &

Copy

Myriad Pro Semibold

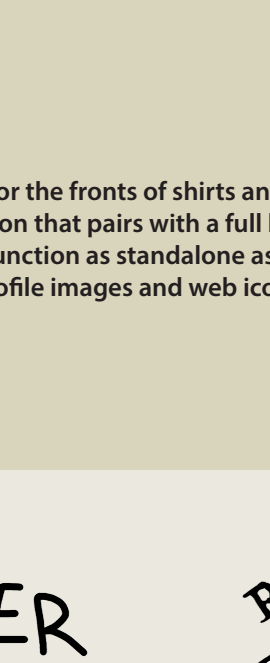
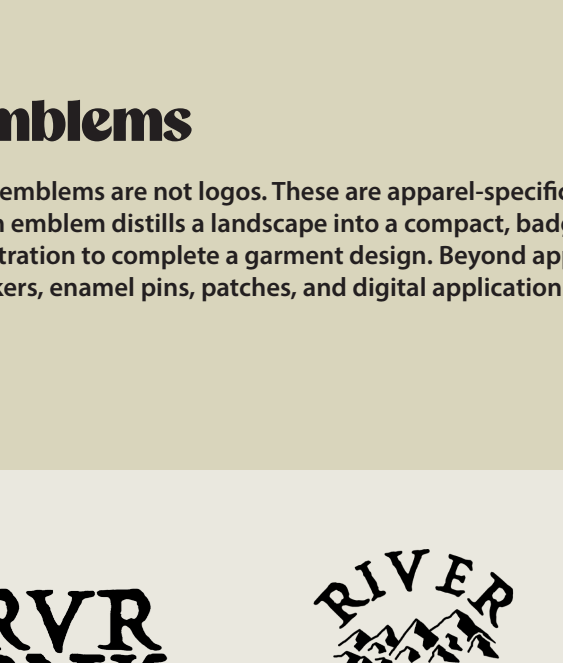
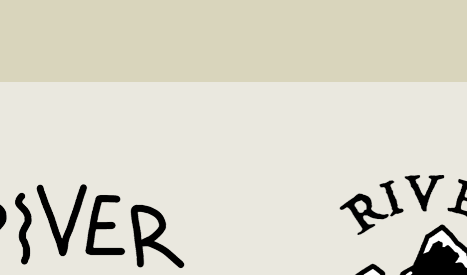
The hand-drawn logotype is exclusive to the logo

River Bank

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 - + ! @ # % &

Illustration Style

Illustrations are built from layered, flat-color shapes. Bands of color overlap to give the work depth without going realistic. Bright tones sit next to each other on purpose. Ocean blue against tan. Green against sunset orange. The same way they sit in real landscapes. The end result strips a place down to its most essential shapes and colors.



Emblems

The emblems are not logos. These are apparel-specific graphics designed for the fronts of shirts and hoodies. Each emblem distills a landscape into a compact, badge-shaped composition that pairs with a full back illustration to complete a garment design. Beyond apparel, the emblems function as standalone assets for stickers, enamel pins, patches, and digital applications like social media profile images and web icons.

Inspired by Jackson Lake in Northern Wyoming, this graphic draws from one of the most iconic album covers.

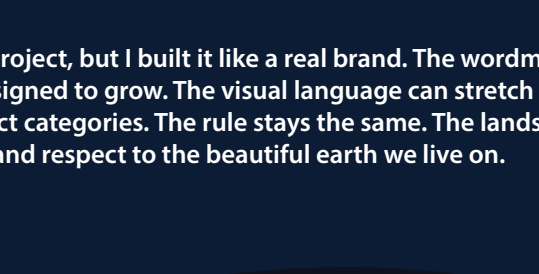


Mockups

RiverBank was built for t-shirts and hoodies, but the brand's visual language extends naturally into the broader outdoor lifestyle space. The illustration style, color palette, and emblem system could scale into accessories, outerwear, camping goods, and any product that lives where nature meets design.



Inspired by Lake Powell in southern Utah, this graphic highlights the vibrant contrasting colors you can find throughout Utah.



Conclusion

RiverBank started as a personal project, but I built it like a real brand. The wordmark, the Lake Powell illustration, and emblems all designed to grow. The visual language can stretch into new parks, new illustrations, and new product categories. The rule stays the same. The landscape and nature lead, showing honor and respect to the beautiful earth we live on.