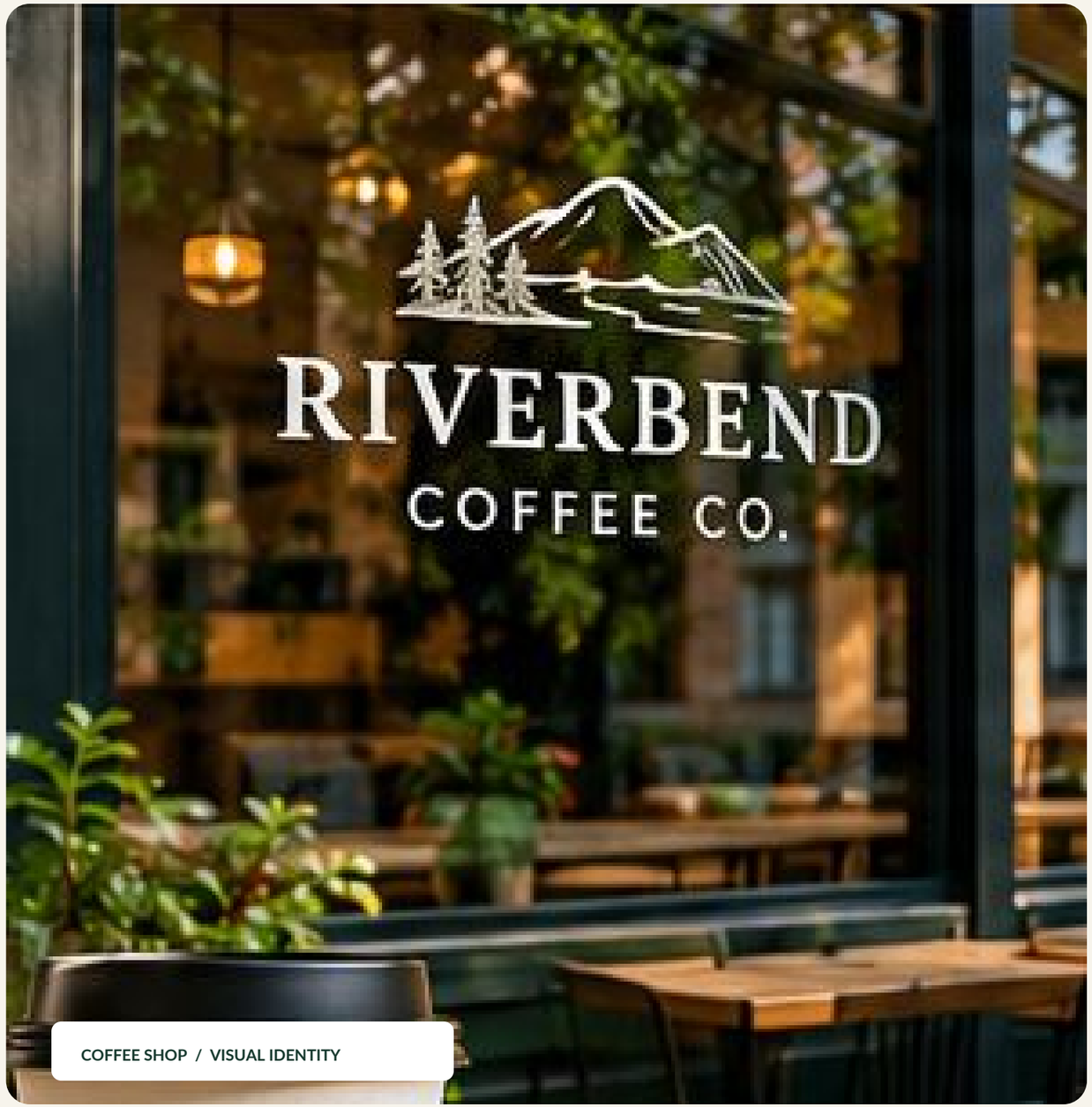
BRAND IDENTITY / CONCEPT PROJECT

A little ritual, a lot of character.

Neighborhood coffee with a sense of place.

Riverbend has the quiet confidence of a local favorite. A line-drawn mountain landscape, traditional serif lettering and natural colors evoke a welcoming space that customers want to return to.



COFFEE SHOP / VISUAL IDENTITY

THE IDENTITY

RIVERBEND
COFFEE CO.

A COHESIVE SYSTEM / LOGO · PRINT · ENVIRONMENT

01 / THE IDENTITY SYSTEM

One idea. A recognizable visual language.

PRIMARY LOGO



RIVERBEND
COFFEE CO.

REVERSED LOGO



RIVERBEND
COFFEE CO.

COLOR PALETTE

PINE
#174A35

OAT
#E2D5BA

CARAMEL
#BA8650

ROAST
#5B3B23

TYPE DIRECTION

EB Garamond / Lato

02 / THE BRAND IN ACTION

Every touchpoint tells the same story.











APPLICATIONS

Storefront window / Drink menu / Cup sleeve / Loyalty card / Seasonal promo

DESIGN INTENT

An understated landscape illustration becomes a memorable signature. The identity translates smoothly across windows, takeaway cups, printed menus and loyalty experiences.