BRAND IDENTITY / CONCEPT PROJECT

More connection. More possibility.

An identity created to bring people together.

Riverside Community Center uses energetic organic shapes and welcoming typography to communicate belonging. Flexible color and approachable graphic elements support everything from program brochures to volunteer events.

THE IDENTITY

Riverside Community Center

A COHESIVE SYSTEM / LOGO · PRINT · ENVIRONMENT



COMMUNITY NONPROFIT / VISUAL IDENTITY

01 / THE IDENTITY SYSTEM

One idea. A recognizable visual language.

PRIMARY LOGO



Riverside Community Center

REVERSED LOGO



Riverside Community Center

COLOR PALETTE

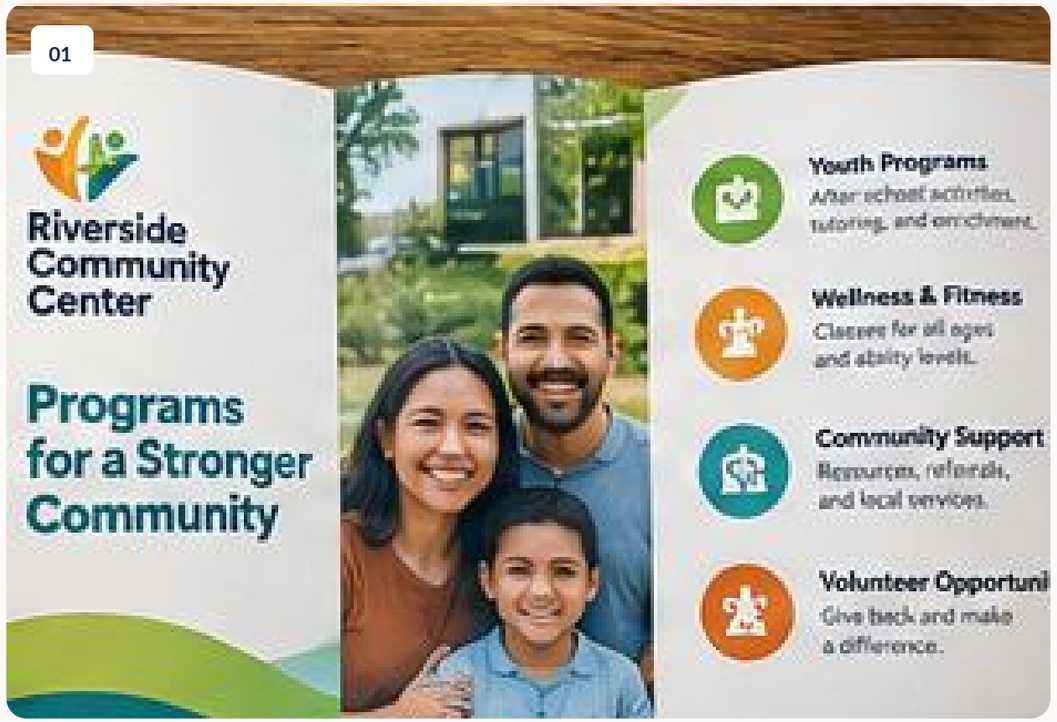
TEAL	ORANGE	SUNSHINE	LEAF GREEN
#158A93	#ED7727	#F0B015	#4F9835

TYPE DIRECTION

Lato Black / Lato

02 / THE BRAND IN ACTION

Every touchpoint tells the same story.











APPLICATIONS

Program brochure / Event poster / Canvas tote / Volunteer poster / Outdoor banner

DESIGN INTENT

The emblem expresses people, movement and shared growth. An accessible color system helps the organization stand out without sacrificing clarity in outreach materials and public signage.