BRAND IDENTITY / CONCEPT PROJECT

Solid work deserves a solid identity.

A strong visual system built to be trusted.

Riverstone is direct, bold and practical. A roofline monogram, sturdy sans-serif typography and a high-contrast navy-and-orange palette give this residential construction brand authority and curbside visibility.

THE IDENTITY

RIVERSTONE
CONSTRUCTION

A COHESIVE SYSTEM / LOGO · PRINT · ENVIRONMENT



CONSTRUCTION COMPANY / VISUAL IDENTITY

01 / THE IDENTITY SYSTEM

One idea. A recognizable visual language.

PRIMARY LOGO



RIVERSTONE
CONSTRUCTION

REVERSED LOGO



RIVERSTONE
CONSTRUCTION

COLOR PALETTE

DEEP NAVY
#103960

SAFETY ORANGE
#EE6B24

STEEL
#60666B

CONCRETE
#BEC3C7

TYPE DIRECTION

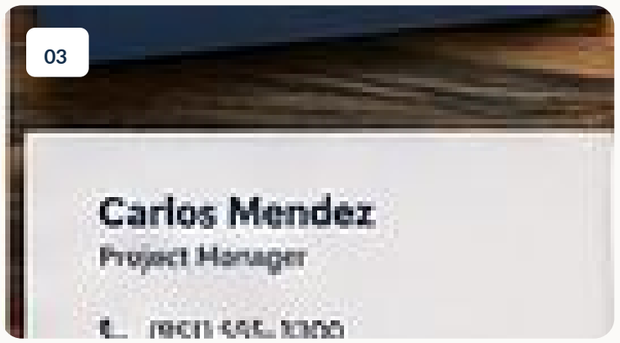
Lato Black / Lato

02 / THE BRAND IN ACTION

Every touchpoint tells the same story.









APPLICATIONS

Branded work truck / Yard sign / Business card / Service brochure

DESIGN INTENT

The roof mark signals the service immediately while staying distinctive enough for trucks, yard signs and stationery. Clear hierarchy and restrained color make the brand practical in the field.