



RiverQuest

A New Era

The new mark for RiverQuest embodies the visual language and color family that encompasses the organization’s mission. Clearly based on a nautical theme, using the stylized waves and boat iconography, the mark is immediately identifiable as an environmental and water related entity. The graphically treated green wheel surrounding the ship icon unifies the mark and gives it a sense of space and cohesion.

Important to the visual language of the mark are the various iterations of the bow of the ship’s chevron. This form is reflected in the crests of the water and in the sharper forms of the wheel,

again creating cohesion and a visually pleasing repetition of form throughout the mark.

Keeping in mind the environmental perspective of RiverQuest, the color family of greens and blues represent the calming nature of cool colors and are closely associated with the environment. The colors retain saturation and vibrancy to attract the eye to the mark and carry it across the name “RiverQuest”. The color family works well with the creative strategy as one of the natural elements of water and the opportunity to enjoy and learn about the on-board and land-based programs offered by RiverQuest.

Graphic Identity Guidelines

The purpose of the following is to provide guidelines for the use of the RiverQuest logo, typography and color.

Elements of the logo


The RiverQuest logo consists of the logo typeface and a nautical crest. It is preferred that all elements of the logo be used together. The logo is to be used as a placed graphic and not individually typeset. The logo may not be altered in any way, including the use of unapproved form, color or fonts.


Typefaces

The RiverQuest typeface is a custom type treatment and should not be substituted for any reason when used with the nautical crest.

Color Palette

To ensure color consistency in the use of the logo and in all print materials, below are the Pantone, CMYK and RGB equivalents for RiverQuest’s blue and green.

| | | | |
|---|---------------------------------|--------------------------|--|
|  | Outrageous Green | | |
| PMS | Process (CMYK) | RGB | |
| 368 | C: 65 M: 4 Y: 100 K: 0 | R: 99 G: 181 B: 69 | |

| | | | |
|---|-----------------------------------|------------------------|--|
|  | Commodore Blue | | |
| PMS | Process (CMYK) | RGB | |
| 295 | C: 100 M: 83 Y: 34 K: 33 | R: 0 G: 45 B: 98 | |

Appropriate Use of Color

Described and shown below are acceptable color uses of the RiverQuest logo.

Logo as a two-color positive – used when the background is white or a light color. Do not print the two-color logo on a dark background.



Logo as a one-color positive – used when the background is white or a light color and the use of two colors is cost-prohibitive. Do not print the one-color logo on a dark background, and do not print the one-color logo as a shade of blue, green or black.



Logo as a negative – used when the background is black or a dark color. In this case, all elements of the logo should print white.



Avoiding Common Errors

Do not substitute RiverQuest blue or green for another shade of color.

Do not reproduce the logo in a size that is not readable (no smaller than 1 1/2” in width).

Do not distort the logo when sizing it. In most software applications, distorting the logo can be avoided by holding down the shift key while enlarging or reducing the logo.

Please contact the RiverQuest Executive Director at (412) 231-2712 to obtain approval on the use of the RiverQuest logo.