

# RIVERTOWNE

EST. *Brewing* 2007

BRAND GUIDELINES  
2018





**For Graphic Assets Creation & Assistance**  
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2018

# RIVERTOWNE

EST. *Brewing* 2007

Rivertowne Brewing has been a staple for beer lovers in and around the Pittsburgh area for years. Rivertowne is well-known for their craft and ability to produce an outstanding product. The Rivertowne brand identity has served well over the past several years, however, with changing technology and communication, it does not perform as well as it could. Rivertowne is a growing brand and its visual identity is more important now than ever before. Now that it is possible to access thousands, even millions of people through the media, it is important that the identity of Rivertowne is consistent, definitive, and visually appealing on all platforms.

**It is important to think of visuals as a first impression of the brand.**

Best Regards,

Allison Pittler  
GRAPHIC DESIGNER  
RIVERTOWNE BREWING



# HISTORY

Back in 2002, an aspiring restaurateur and his family bought the original Rivertowne Inn, a small bar nestled along the Allegheny River in Verona, right outside of Pittsburgh. They were destined to fashion an old watering hole into a unique place that would bring people together out of similar taste for great food and better beer. This is where Rivertowne Brewing Company's story begins. Personal preference led to additional taps, which offered a diverse variety of brews. This became a driving force that established Rivertowne as a destination bar, thus drawing in the beer enthusiast locale. In 2005, Rivertowne Pub & Grille was opened in North Huntingdon to serve more of the Pittsburgh market.

With the addition of a head brewer, the business expanded into an even bigger Rivertowne Family. A collective passion for beer inevitably led to a conversation about creating a brand they could call their own. In 2007, the Rivertowne Pour House and microbrewery opened its doors in Monroeville serving both delicious pub-style foods as well as a line up of distinctive, proprietary craft beers. This also marked the beginning of the Rivertowne Brewing Brand. Demand for the Rivertowne brand ultimately led the company to developing the Export facility in 2012, allowing them to produce and package their craft in quantity's large enough for distribution throughout the east coast.



# CORE VALUES

# FAMILY

We treat one another with respect, open communication, and have one another's back.

We ask our leaders to

# GUIDE

# FLEXIBILITY

We embrace change and constantly look for ways to improve.

We will display

# INTEGRITY

in brewing, business, in our communities, and in our relationships.

# GRATITUDE

Be thankful in everything.

We are willing to be

# BOLD

in our approach even if that means we sometimes fail.

# COMMUNITY

We will look for opportunities to positively impact our

# FUN

We laugh, we joke, we look forward to work and create a fun place for coworkers and guests.

The image features a background of ocean waves. A diagonal white band runs from the top-left to the bottom-right, creating a split effect. The word "LOGO" is centered within the white band.

LOGO



- Please give the logo space that equals 125% of the size of the logo.
- Never add a stroke/outline to the Rivertowne logo
- Only high quality, vector logo files are to be used in all Rivertowne artwork.
- The Rivertowne logo must appear on all branded merchandise.
- The Rivertowne logo can not be altered or distorted in any way, shape, or form.
- No shadows, beveling, or gradients may be applied to the cityscape or text version.
- The fonts that appear in the logo may not be changed in any way.



LOGO

## Skyline Imagery



- Only for can use



- General use

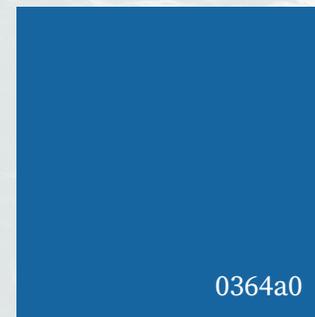
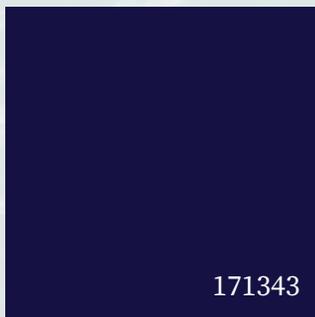
The skyline logo must follow all of the same guidelines as the text version. The skyline version of the logo in all purposes other than can imagery, must accompany the text logo. The skyline logo should not stand alone on any marketing materials, artwork, advertisements, etc.



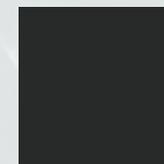
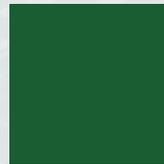
# COLOR GUIDE

To establish consistency throughout the Rivertowne brand, it is important that a unified color palette, reflective of our brands, be used in all artwork, merchandise, and promotional materials.

Primary Brand Colors\*



Secondary Brand Colors



\*Plus Black & White



S O C I A L M E D I A

## Posting on Social Media

With over 1.79 billion people on Facebook, and more than 400 million on Instagram, social media has become the best outlet for defining a brand's values and personality.

Correspondingly, social media is an extremely beneficial platform for advertising.

Making use of the repost app to generate excitement is a great way to promote the brand. Reposting customer photos on the Rivertowne instagram will encourage others to share their photos of Rivertowne and get the brand additional exposure. People want to feel like they are VIPs—when artwork and beer releases are announced through instagram, followers feel as though they have exclusive access to the brand.

Your average Facebook follower only sees one out of ten of your posts. This

factor makes it even more important to be consistent with brand identity at all times. Live shots and videos are seen by more people – it's part of the algorithm. Brew days and events are great opportunities to capture video for Facebook. Share articles that feature Rivertowne, specifically. Be sure to build suspense and generate excitement.

This social media outlet is the best opportunity for Rivertowne to show off the brand. Since posts are no longer in chronological order, events are tough to promote through

Instagram. The best use of marketing through Instagram is through hashtags. Instagram can also be utilized for contests and customer content.

This outlet serves as the best for real-time updates. This includes; news, beer releases, tap updates, events, etc. Hashtags are very important, much like Instagram. Rivertowne posts should always contain: #local-beer, #drinklocal, #myrivertowne, #craft, #craftbeer, #supportlocal, #pittsburgh.



SOCIAL MEDIA

# Posting on Social Media

Continued

Social media should be an outlet for Rivertowne to advertise beer releases, events, and news.

All Rivertowne locations should follow the social media guidelines as described below:

- **High quality, pre-approved photography only –all photography being featured on Facebook, Twitter, or Instagram must be approved by the marketing team**
- **Events are to be advertised with the files designed by the marketing team. The files are not to be altered in any way, shape, or form. If changes are desired, be sure to request them via email to the marketing team.**
- **All event photography must be submitted to the shared drop-box, for the marketing and creative team to edit and approve, before being posted on any social media platforms.**

