
Rio Reimagined

Messaging and Brand Guide

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Overview- Championing the Rio Reimagined (“RIO”) Identity

The projects, events, strategic planning and collaboration of Rio Reimagined partners are the engine of the initiative, tangibly demonstrating the initiative’s objectives:

- to connect Salt and Gila River corridor communities,
- to support equitable and sustainable development, and
- to restore, protect, and revitalize the corridor’s unique and precious habitat.

When partners reference or use the identity of the Rio Reimagined initiative in relation to a brand, project or program, the importance and strength of the collaborative regional initiative is leveraged and reinforced. To ensure that the identity and purpose of the Rio Reimagined initiative and its partnerships are clear, it is important that communication is:

EFFICIENT - leveraging our mutual resources productively and accurately

CONSISTENT - developing visual and contextual cues that help communicate the Rio Reimagined initiative to the public-at-large

EFFECTIVE - clear and understandable from a public perspective

Through more uniform communication, Rio Reimagined partners contribute to—and benefit from—the value of the brand. A shared identity gives partners elevated recognition and visibility as a regional cooperative, which adds value to the brand of each partner. A shared identity and messaging communicate a strong, collective vision.

This guide outlines the specific approaches for expressing these relationships and communicating about Rio Reimagined at a regional and local level to minimize public confusion and maximize impact and understanding of the work, engagement, progress and partners of the initiative. This Guide does not apply to any project or program that is unaffiliated or independent of the Rio Reimagined initiative.

Using these guidelines ensures each partner can leverage the Rio Reimagined identity for benefit without eroding its integrity or impact.



Rio Reimagined Partnership References

As a publicly recognized and trusted initiative, Rio Reimagined thrives on the diversity of perspectives and priorities of its supporting and strategic partner organizations. In an effort to clarify levels of engagement for the purposes of communication, messaging and overarching brand awareness, two primary partner categories have been identified. See below for characteristics of partner types.

Strategic Partner

A Rio Reimagined Strategic Partner is an organization that has a leadership role within the initiative, with shared decision making to advance shared goals, and in many instances, involves strategic collaboration. Strategic partners include the signatories to the 2018 Statement of Intent and members of the RIO Core Operations Team.

Supporting Partner

A Rio Reimagined Supporting Partner is an organization that is informally connected to the initiative with indirect engagement to advance mutual goals. A Rio Reimagined Supporting Partner often interacts with RIO to support co-branding or promotional purposes.

Aspect	Strategic Partner	Supporting Partner
Nature of Relationship	Collaborative and often strategic	Associated or affiliated, but less integrated
Level of Involvement	High – active participation, joint planning, and execution	Low to moderate – may involve co-branding, referrals, or shared goals
Decision-Making	Shared decision-making on joint initiatives	Typically, independent decision-making
Legal Structure	May involve formal contracts, MOUs, or even joint ventures May be contractually affiliated	Referrals, co-branding, resource sharing, affiliation for marketing or outreach purposes
Examples of Activities	Joint programs, co-development, revenue/profit sharing	Referrals, co-branding, resource sharing, affiliation for marketing or outreach purposes
Commitment Level	Typically, long-term and strategic	Often flexible, short-term, or focused on specific goals
Financial Risk/Reward	Shared financial risks and rewards in many cases	Limited or no shared financial liability or benefit
Branding	May co-brand or market jointly	May use shared brand elements or operate under a parent brand with reference to initiative

Referring to Rio Reimagined

When referring to Rio Reimagined in context of partner projects, events, and planning efforts, please use the following language:

Qualifying Strategic Partner Statement

[STRATEGIC PARTNER ORGANIZATION NAME] is a Strategic Partner of the Rio Reimagined river revitalization initiative. Through collaboration, shared vision, and unified action, we're helping to shape a more vibrant, sustainable future for the communities along a 55-mile stretch of the Salt and Gila River corridor.

Strategic Partner Qualifier - Condensed

[STRATEGIC PARTNER NAME] is a Strategic Partner of Rio Reimagined.

Or, when referencing a specific partner project affiliated with Rio Reimagined:

[STRATEGIC ORGANIZATION PARTNER NAME]'s [NAME OF PROJECT] is undertaken in affiliation with Rio Reimagined.

Qualifying Supporting Partner Statement

[SUPPORTING PARTNER ORGANIZATION NAME] is a Supporting Partner of the Rio Reimagined initiative—working together to champion the initiative's work through collaboration, shared vision, and unified action, we're helping to shape a more vibrant, sustainable future for the communities along a 55-mile stretch of the Salt and Gila River corridor.

Supporting Partner Qualifier - Condensed

[SUPPORTING ORGANIZATION PARTNER NAME] is a Supporting Partner of Rio Reimagined.

Using the Rio Reimagined Title

If a partner organization chooses to incorporate “Rio Reimagined” or “RIO” into the name of an event, project, or planning effort, the official Rio Reimagined logo or a spelled-out text version of the name (Rio Reimagined) or its abbreviation (RIO) should be used.

In instances where a partner organization’s event, project, or plan creates a distinct identity or sub-brand, the Rio Reimagined **Inter** font and qualifying statements (condensed or full) should be included to exemplify a relationship to the overarching initiative. When using the qualifying statement, placement should be clearly incorporated into the layout/design of promotional/communications materials so that it can be easily read and the relationship clearly understood.

Standardized Description for Rio Reimagined in Body Copy

When describing the Rio Reimagined initiative in body copy or other types of communications, please reference the initiative as follows:

Rio Reimagined is a regional initiative comprised of public, private, government, academic and nonprofit organizations working together to strengthen and connect communities, expand economic growth, and support the Salt and Gila Rivers’ ecosystem to shape a more vibrant, sustainable future for our communities and the rivers that connect us all.

Using “RIO” in Body Copy

The use of the abbreviation “RIO” in body copy should be capitalized and only be used after “Rio Reimagined” has been previously introduced in the document. For example:

The Rio Reimagined (RIO) initiative champions the transformation of the Salt and Gila rivers in the heart of the Valley, redefining our evolving relationship with water and reconnecting our communities to one another and the environment. As directed and defined by our community, the work of RIO is to cultivate public spaces that unite us, enrich people’s lives through access to open space and recreation, create opportunities for education, and promote diverse programming to inspire support for a healthy river ecosystem.

Rio Reimagined Hashtag

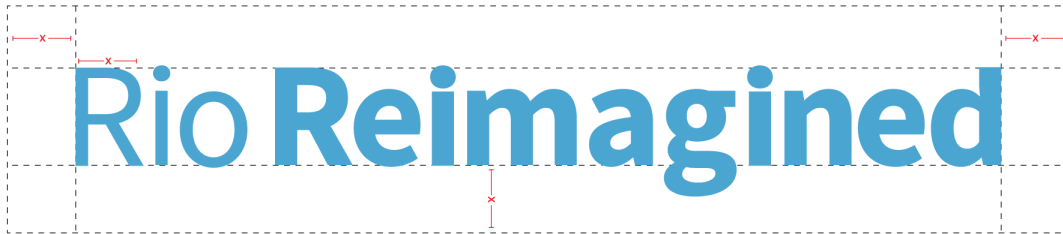
Please use the following hashtag when referencing the Rio Reimagined initiative in social media posts:

#RioReimagined

Visual Representation

The Rio Reimagined Logo

The Rio Reimagined logo consists of a strictly typographical treatment. The primary logo version is light blue on a white background.



PMS: 2040-B
CMYK: C66 M20 Y7 K0
RGB: R77 G165 B77
HEX: #4da5d0

Minimum Sizing



When overlaid onto an image or color background the logo should be white. If the background color is a very light color a black or the light blue typographic version should be used. In all usage situations, please select the logo version that offers the most visual contrast against the background color and/or image. This ensures proper readability of the logo. No shadows or outlines should be use.



Visual Representation

Logo Misuse

Please exercise care when using the Rio Reimagined logo. Do not modify, change or otherwise alter any of the logo elements (color, typeface, proportions, etc.). See below for examples of misuse.



Rio Reimagined



Rio Reimagined



Rio Reimagined



Rio Reimagined

Rio Reimagined

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Rio Reimagined

Visual Representation

Partner Logo Lockup

Each organization's brand constitutes a set of promises that people will associate with the initiative. Care must be taken to ensure that we are not misrepresenting either brand or causing confusion to agencies, organizations, and the public who engage with Rio Reimagined partnership. To support this, many cobranding instances will require the Rio Reimagined logo to be placed side by side with a partner or partners logo ("locked up"). The guidelines below outline the proper way to construct a lockup with the Rio Reimagined logo.

Initiative Lead/Host

When sharing information about a project, event, or planning effort that is hosted or lead by the Rio Reimagined initiative, it is important to lead with the initiative logo first, followed by the partner(s) logos to the right, separated by a vertical rule as follows:



Representing Strategic or Supporting Partnerships

When exemplifying your organization's Rio Reimagined partnership in communication and/or promotional pieces, lead with your organization's logo followed by a partnership qualifier with the Rio Reimagined logo as follows:

Strategic Partner Example



Supporting Partner Example



Visual Representation

Color Palette

Below are the approved colors when designing Rio Reimagined event, project, or communications print or digital collateral. Note secondary colors should be used sparingly to assist with information and design hierarchy.

PRIMARY COLORS



PMS 15-4323 TPG Ethereal Blue
C66 M20 Y7 K0
R93 G171 B213
#5dabd5



PMS Hexachrome Black C
C7 M4 Y0 K89
R26 G27 B28
#1A1B1C

SECONDARY COLORS



PMS 273 C
C64 M78 Y0 K63
R34 G21 B95
#22155F



PMS 271 C
C29 M29 Y0 K18
R150 G149 B210
#9695D2



PMS 660 C
C69 M38 Y0 K21
R62 G125 B202
#3E7DCA



PMS 7740 C
C63 M0 Y55 K44
R54 G144 B65
#369041



PMS 367 C
C23 M0 Y55 K16
R163 G213 B95
#A3D55F



PMS ASU GOLD 123 C
C0 M21 Y88 K0
R255 G198 B64
#FFC627

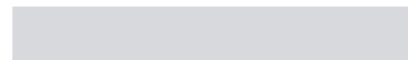
GREYSCALE



PMS Cool Grey 10 C
C7 M4 Y0 K58
R99 G102 B106
#63666A



PMS Cool Grey 3 C
C21 M16 Y18 K0
R200 G201 B198
#c8c9c6



PMS Cool Grey 1 C
C1 M1 Y0 K14
R216 G217 B219
#D8D9DB

Visual Representation

Typography

A systematic approach to typography will create a clear and consistent visual hierarchy, and will communicate a sense of clarity, order and structure. Note: The general rule is to use the RIO primary typeface for events, projects, communication primarily lead or/or representing the Rio Reimagined initiative.

PRINT - INTER FONT FAMILY

Inter Regular

Inter Medium

Inter Semi Bold

Inter Bold

WEB - LATO FONT FAMILY

Lato Regular

Lato Medium

Lato Bold

PRESENTATION - APTOS FONT FAMILY

Aptos Regular

Aptos Semi Bold

Aptos Bold

EMAIL - LUCINDA GRANDE FONT FAMILY

Lucida Grande Regular

Lucida Grande Bold

Questions?

We appreciate your partnership and support in ensuring the integrity and clear understanding of the Rio Reimagined identity. Should you have questions regarding appropriate messaging or visual treatment of Rio Reimagined, please do not hesitate to reach out to **Rae Ulrich (rae.ulrich@asu.edu)**. Please consider a 24–48-hour response time for all inquiries.