



RIVA
SPAIN

BRAND GUIDELINES

Our brand stands as our most powerful communication tool; it not only represents us but also distinguishes us, embodying our integrity and reputation.

This brandbook is crafted to maintain the coherence and consistency of the RIVA Spain brand. It aims to inspire, provide guidance, and foster an understanding of the brand, consolidating its defining elements from strategic underpinnings to linguistic and visual expressions.

Additionally, it includes essential tools for the effective utilization of the brand, both visually and verbally. Serving as a practical guide, it equips individuals tasked with interpreting, articulating, communicating, and implementing the brand, ensuring its identity remains steadfast and consistent over time.

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IDENTITY

01 / BRAND FOUNDATIONS

Our strategic pillars define the origin, essence, and journey of the brand. They constitute the bedrock upon which our identity is built.

Familiarity with these pillars offers an intimate insight into RIVA Spain, revealing the driving forces behind it and its core convictions. These are our roots.

Understanding these pillars is crucial for working with our brand effectively.

OUR STORY

A fourth-generation family company

The Iglesias family **started in the wood world** with a small workshop. More than eighty years later, it is **one of the most respected manufacturers in Europe**.

1937

2018

Our CEO, Borja Iglesias, **founded Riva floors in 2018 in the US.**

2022

A rebranding took place, **transforming Riva floors into RIVA Spain.**

RIVA Spain **revolutionized the industry** and the way in which hardwood floors were sold.

2023

2024

RIVA Spain has its **main distribution center in Florida**, strategically located to ensure coverage and supply more than **100 stores across the US.**



BRAND
FOUNDATIONS



WOOD:
OUR DNA

WOOD

RIVA SPAIN loves wood.

This relationship started 80 years ago, when the Iglesias family founded their first factory, working with the best European oak. Over these years, each generation passed on not only the knowledge of wood manufacturing, but also the deepest respect for the forests and the secrets revealed to us in each wood grain.

Our products tell all these stories; that's why our consumers feel peace, calm, joy and warmth when walking on our Harwood Floors, watching the beauty of our Cladding or feel the forests in our Moss. They return to the origin: to the wood.

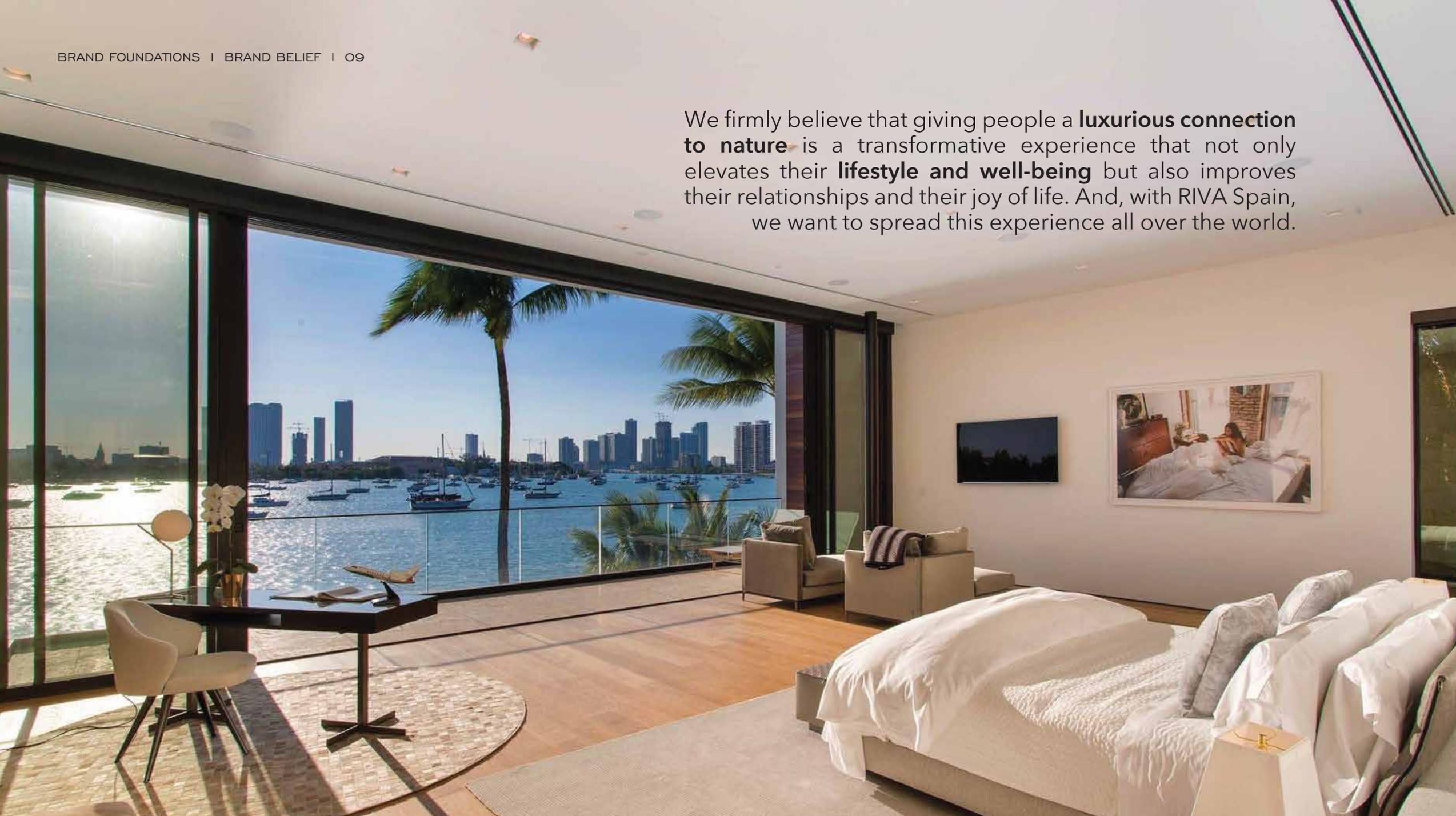
To mother nature.

BRAND
FOUNDATIONS



BRAND
BELIEF

We firmly believe that giving people a **luxurious connection to nature** is a transformative experience that not only elevates their **lifestyle and well-being** but also improves their relationships and their joy of life. And, with RIVA Spain, we want to spread this experience all over the world.



BRAND
FOUNDATIONS

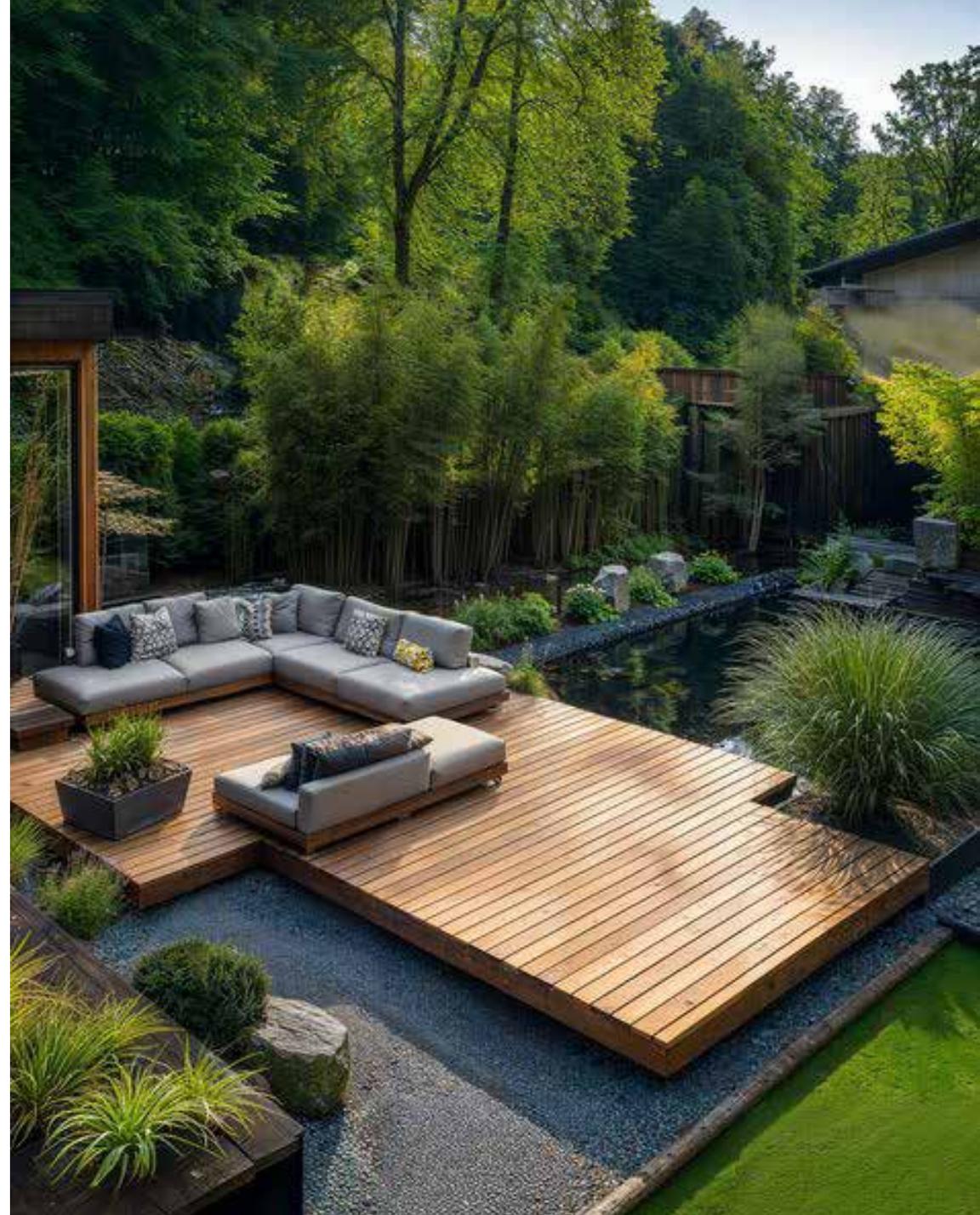
PURPOSE

We exist to
elevate lifestyle and well-being
by giving people a
luxurious connection to nature

BRAND
FOUNDATIONS

VISION

Transform the flooring industry worldwide
by elevating quality, design and
customer experience,
using natural elements.



BRAND
FOUNDATIONS



BRAND
CORE VALUES

INNOVATION

There's always time to dream

We continuously work to exceed our customers' expectations and provoke a sense of surprise, by offering cutting-edge products and implementing state-of-the-art technology in our process.

For us, impossible is possible, and so are dreams.

QUALITY

If it won't be the best, we won't do it

For over 80 years, the Iglesias family has demonstrated passion and dedication in delivering high-quality engineered hardwood floors, achieving excellence in design, surpassing customers' expectations, and elevating lifestyles.

Our wooden products are crafted in our RIVA factory in Spain, using the best European oak. Just excellence. Only the best.

BOLDNESS

Fear? What is that?

We just go ahead ("*pa'lante*", as we say in Spanish), in a non-stop way. Because there's no time to waste in revolutionizing the world's design with our products based on natural elements. And when they call us crazy, we embrace it, for it means we are venturing where no one has ever gone before.

INTEGRITY

The good wood

We act with sincerity and responsibility in our relationships, honoring our customers, our family, our friends and Mother Nature.
We deliver only European products and first-class design.
We engage in reforestation efforts.
We don't use toxic chemicals.
We negotiate fairly and meet delivery deadlines.
We prioritize a wellness lifestyle.





CUSTOMER CENTRIC

If our costumers win, we win

We are obsessed in delivering a memorable experience to all our stakeholders, making them feel unique emotions. For our retailers, we want them to grow, providing them not only a high-quality portfolio, but also marketing and business-consulting services. For architects and designers, we want to surprise them every day with innovative and unique designs. And for our final consumers, we want them to enjoy a timeless and luxurious connection to nature in their spaces, elevating their well-being, their relationships, and their lifestyle.



COMMUNITY

When synergy rocks!

Multiple talents, nationalities, stories and languages landed in RIVA Spain. A great diversity united by a clear purpose: give the best luxurious connection to nature. And have fun doing it! We innovate together, work hard together and make our dreams come true together. We push each other to surpass the limits all the time. And, of course, we celebrate our achievements and are willing to learn from our mistakes. We are friends, colleagues, the best team: a unique community.

02/ VERBAL IDENTITY

For RIVA Spain, its verbal identity reflects its distinctive personality and values. It encompasses the principles that govern how our brand communicates, whether through spoken words or written content.

Within these pages, you'll discover the RIVA Spain verbal identity guidelines, designed to offer foundational principles alongside illustrative examples.

The aim of this chapter is to inspire and provide a flexible source of guidance.

VERBAL
IDENTITY

KEY
WORDS

Our purpose establishes key words. With these words and their synonyms or associated nouns and adjectives, we create universes of meanings. Over time, these semantic universes generate a perception of the brand's personality. It is recommended to intentionally use these words to strengthen the brand's purpose.



03/ VISUAL IDENTITY

Visual identity is the essence of brand recognition. It encompasses the design elements and aesthetics that distinguish a brand, including logos, colors, typography, and imagery.

VISUAL
IDENTITY

LOGO

PREFERRED VERSION

The preferred version is the one that best highlights our brand. That's why using it should be always prioritized, either on photos or colored backgrounds.

The logo can only be used in black or white.



RIVA
S P A I N



RIVA
S P A I N

THE MAXIMUM REDUCTION SIZE

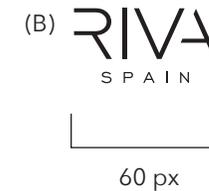
The maximum reduction size should ensure recognition and preservation of brand elements. A logo smaller than the one aside should never be used.

(A) Printed Materials

The logo reduction may vary according to the printing substrate and to the printing process. All materials should go through printing tests before being produced.

(B) Digital Materials

In digital media, reduction may vary based on pixel density on screen. The brand readability should always be checked before publishing.



PROTECTION AREA

The protection area saves the noise mark, to avoid compromising its readability. The protection area is equivalent to half of the letter "R".



WHAT NOT TO DO

Here are some examples of what not to do with our logo. These rules ensure the brand's readability and strength and should be applied in all manifestations of RIVA Spain.



RIVA
S P A I N

⊘ Do not change the structure or the position of the components.



RIVA
S P A I N

⊘ Do not distort



RIVA
S P A I N

⊘ Do not use in outline



RIVA
S P A I N

⊘ Do not change the color



RIVA
S P A I N

⊘ Do not rotate



RIVA
S P A I N

⊘ Do not replicate the logo with different typography



RIVA

⊘ Do not remove any element from the logo

SIGNATURE

As part of the brand positioning, two signature versions have been developed: the vertical version (A) and the horizontal version (B). One of these versions should be used in as many contact points as possible.

Like the logo, the application colors for the signatures will only be black or white.

(A)



RIVA
S P A I N
LUXURIOUS CONNECTION TO NATURE

(B)



RIVA
S P A I N | LUXURIOUS
CONNECTION
TO NATURE



RIVA
S P A I N
LUXURIOUS CONNECTION TO NATURE



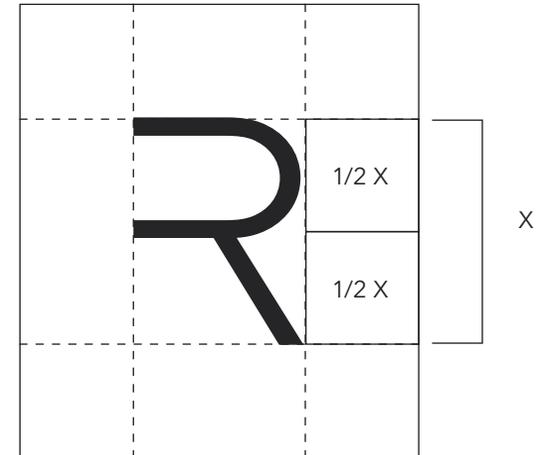
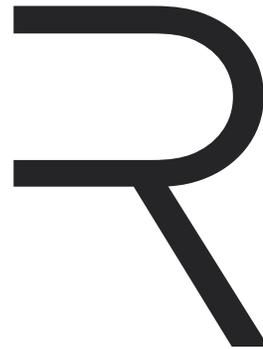
RIVA
S P A I N | LUXURIOUS
CONNECTION
TO NATURE

ISOTYPE

Our brand includes an isotype derived from the full logo, as well as an alternative version with a container.

Its usage is restricted to specific graphic materials or smaller formats where the full logo isn't suitable, such as profile photos, interior store displays, facade adornments, favicons, or pins.

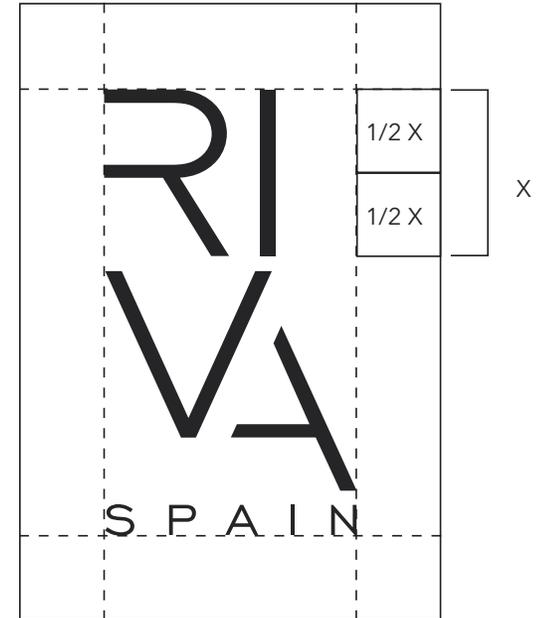
It should always be applied in accordance with the established guidelines.



LOGO VARIATIONS

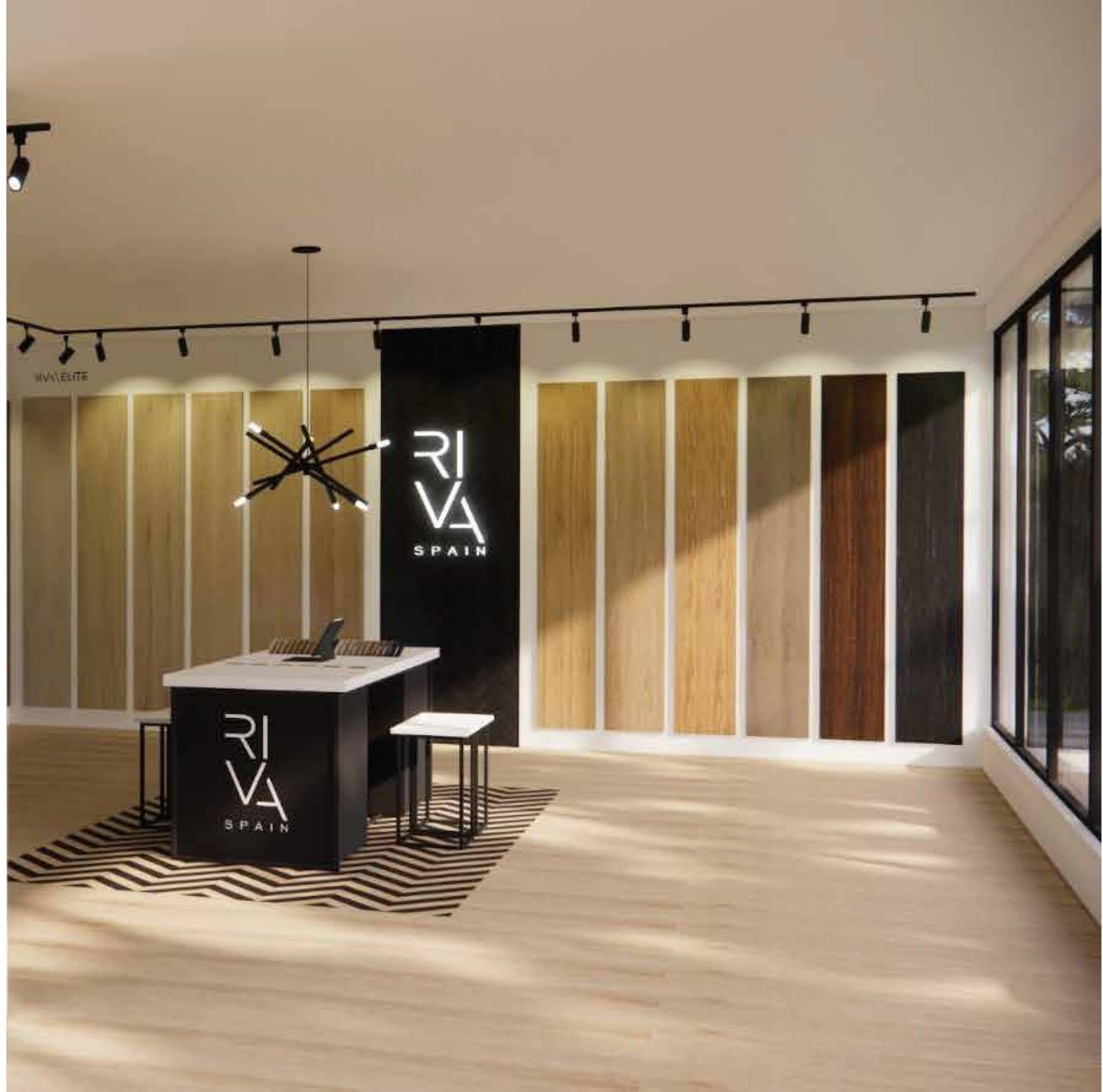
If there is not enough room to apply the logo in horizontal position respecting its space, there is a vertical version. It is important to remember that the preferred version of the brand is horizontal, therefore, the vertical version should be used only when strictly necessary.

RI
VA
S P A I N



LOGO VARIATIONS POSITION

Make sure the position of the logo considers the protected and safe area instructions presented in the previous pages.



VISUAL
IDENTITY

COLOR
PALETTE

MAIN COLORS

These are the colors that should be used in every brand application, that is to say, at least one of them must be in all our communication pieces.

hex
000000

rgb
0 0 0

cmyk
100 61 32 96

pantone
Black 6 C

hex
FFFFFF

rgb
255 255 255

cmyk
0 0 0 0

pantone
—

SECONDARY COLORS

Alongside the primary palette, we have a secondary palette that complements the main colors with a broader yet concise scheme.

These colors might complete the layout with details, but there's no need for them to be present in every one of our points of contact.

hex
583A26

rgb
88 58 38

cmymk
46 67 81 51

hex
7C542C

rgb
124 84 44

cmymk
39 62 90 31

hex
A77547

rgb
167 117 71

cmymk
30 53 80 11

hex
CBB89D

rgb
203 184 157

cmymk
21 25 39 0

hex
EDE1D2

rgb
237 225 210

cmymk
6 9 16 0

hex
6B7755

rgb
107 119 85

cmymk
29 10 52 50

hex
5C9110

rgb
92 145 16

cmymk
69 22 100 7

VISUAL
IDENTITY

TYPOGRAPHY

MAIN TYPOGRAPHY

Typography plays a crucial role in conveying the brand's personality effectively.

Our typographic identity revolves around the Engravers' Gothic BT font. This font boasts a linear and neutral structure, evoking modernity and confidence. With its elegant and minimalist design, it ensures clear readability and emphasizes key messages.

It will be employed for titles, headings, and quotes, always in uppercase.

ENGRAVERS' GOTHIC BT

A B C D E F G H I J K L M

N O P Q R S T U V X Y Z

1 2 3 4 5 6 7 8 9 0

! " # \$ % & / () = ? ; : -

SECONDARY TYPOGRAPHY

As part of our brand's typographic identity, we will also utilize the Avenir Next font.

The versatility of this typeface family enables us to convey order and clarity. It will be used for subheadings and body text.

Additionally, it can be employed in situations where the Engravers' Gothic BT font cannot be used due to software limitations, email providers, among other constraints.

Avenir Next

Ultra Light

Ultra Light Italic

Regular

Italic

Medium

Medium Italic

Demi Bold

Demi Bold Italic

Bold

Bold Italic

Heavy

Heavy Italic

AUXILIAR TYPOGRAPHY

The auxiliary typefaces complement the brand's graphic identity.

These can be combined with the secondary typeface and will be used exclusively for compositional purposes in exceptional cases.

It's worth noting that a maximum of three auxiliary typefaces can be used in a single composition.

BEBAS NEUE

Georgia

Golden Hopes

EXAMPLES

Here are some examples of good use of the font combinations.

WE ————— Aveir Next Medium
CELEBRATE ————— Bebas Neu
each achievement ————— Aveir Next Medium
| ————— Golden Hopes

WE ————— Aveir Next Medium
LOVE ————— Bebas Neu
positivity ————— Georgia

VISUAL
IDENTITY

PHOTO
STYLE

PRODUCT

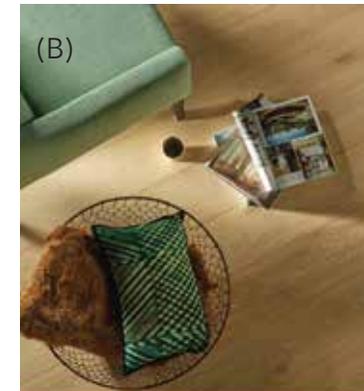
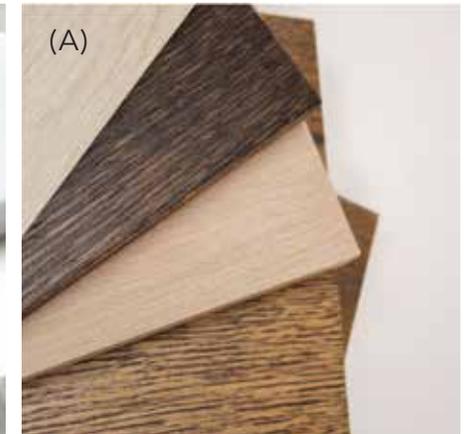
(A) Product

Top-down product photo with direct lighting.



(B) Installed Product

Overhead or frontal photo, depending on whether it's flooring or wall covering, with natural lighting, no use of filters, focus on the product rather than accompanying elements.



WHAT NOT TO DO

Here are some examples of what not to do with our product's photographs.



INSTALLATIONS



Spaces built or transformed with RIVA Spain products should exude a modern, broad feel with a minimalist style created by a professional interior designer. The furniture is notably high-design and inspired by modern art. Photographic shots should be open, emphasizing a sense of spaciousness, and bathed in natural light.



WHAT NOT TO DO

Here are some examples of what not to do with our installations' photographs.



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