



BRAND VISION

By drawing on core aspects of the development; revitalization, community connections, and Watertown's unique identity, our goal is to establish a legacy development brand that celebrates the future of the Rock River District. Influenced by the natural landscape and the destinalional location along the Rock River, the brand vision evokes a sense of connection, growth, and renewal and paves the way for future generations to prosper.

REVITALIZATION



CONNECTIVITY



FUTURE-FOCUSED

PRIMARY LOGO

Abstract waves represent the river, renewal, and revitalization.



The foreground wave symbolizes progress and a future-forward vision.

Continuous lines evoke a feeling of connectivity.

Font intentionally relates to the Watertown logo lettering.

Varied lettering creates hierarchy and boldness.

"Deep" blue color from Watertown Branding Guide.

ROCK
RIVER
DISTRICT

PRIMARY LOGO | COLOR & WHITE

With Watertown Logo

Consistency in Color

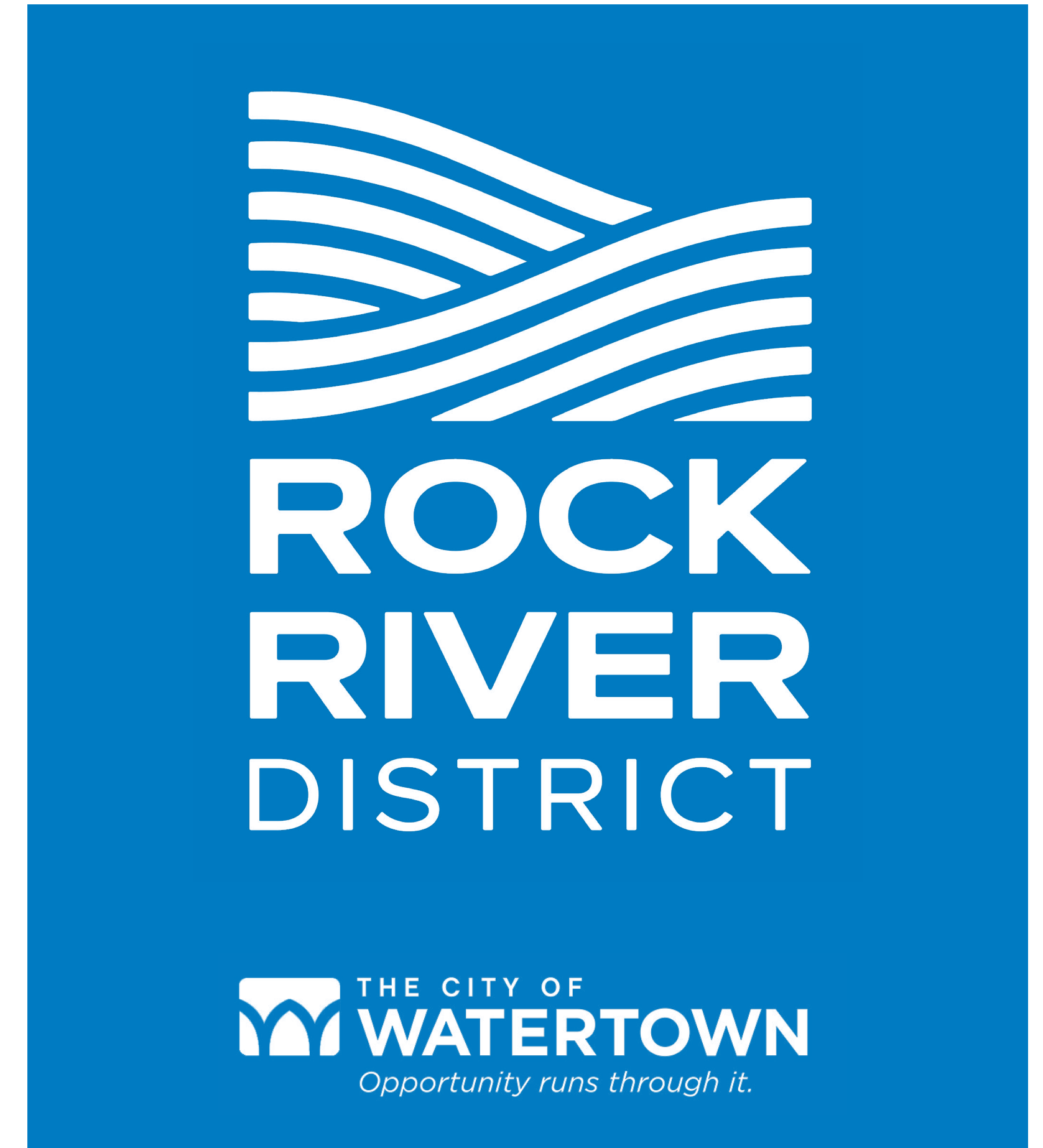
- If the Rock River District logo appears in full color, the Watertown logo must also be in full color.
- If the Rock River District logo appears in white (on a dark background), the Watertown logo must also be in white.

Hierarchy & Placement

- If the Rock River District logo is intended to be more prominent, the Watertown logo should be placed directly below the Rock River District logo.
- The Watertown logo's width should match the width of the Rock River District logo for balanced visual alignment.

General Alignment & Spacing

- Maintain clear space around both logos to ensure readability and avoid visual clutter.
- The logos should not overlap or be too close; leave at least the height of the word "District" as spacing between them.



LOGO USAGE



Do not remove any logo accents



Do not change text format



Do not stretch logo



Do not transform in anyway



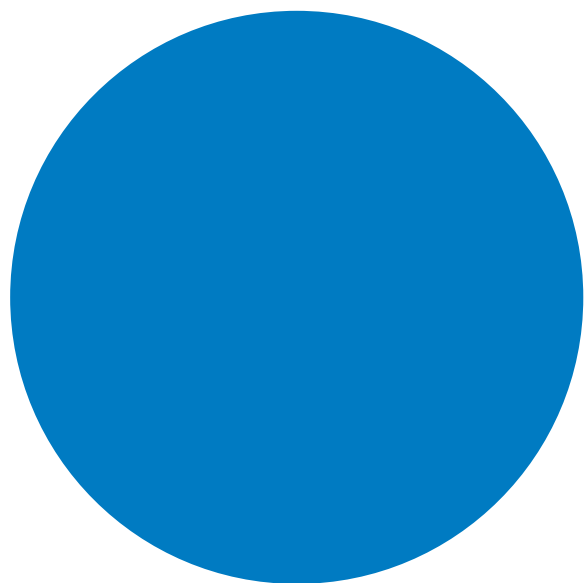
Do not alter colors



Do not use drop shadow

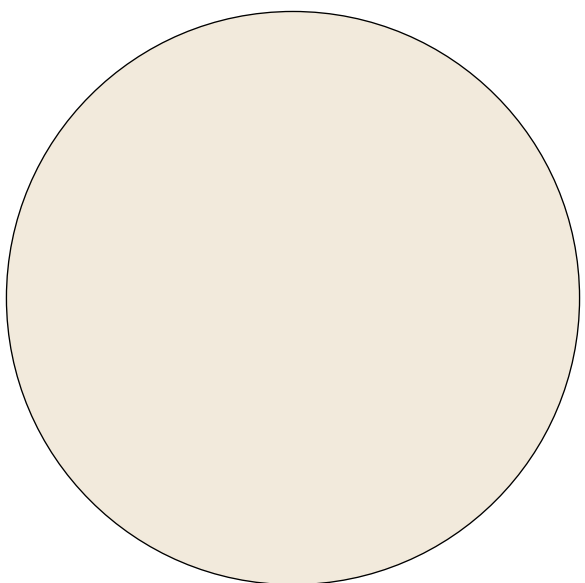
COLORS

The Rock River color palette reflects revitalization, connectivity, and a future-focused vision, inspired by the river and its lush surroundings. The bold Rock River Blue conveys strength and progress, embodying the vibrant essence of the river. Light Almond celebrates the community’s heritage, adding warmth and a sense of grounding. Watertown Blue, derived from Deep—one of Watertown’s branding colors—symbolizes the river’s prominence while connecting the region’s rural landscapes with the dynamic vitality of its waterways.



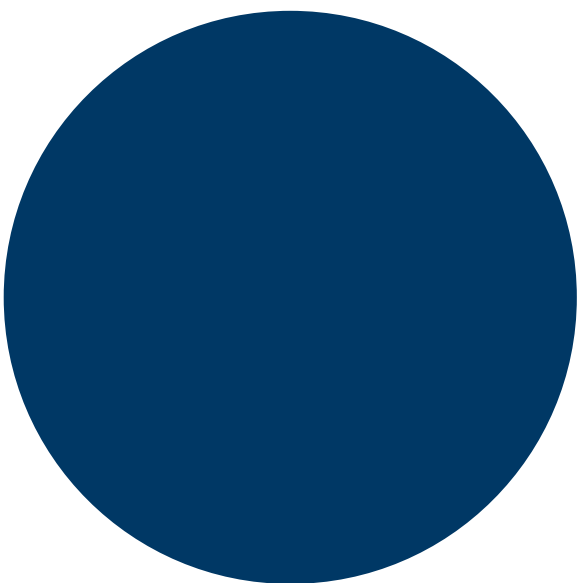
Rock River Blue
Main Brand Color

HEX: 007BC2
R: 0, G: 123, B: 194
C: 88, M: 42, Y: 0, K: 0
H: 201, S: 100, B: 76
PANTONE: Process Blue C



Light Almond
Large Field Brand Color

HEX: F4EBDD
R: 244, G: 235, B: 221
C: 3, M: 6, Y: 13, K: 0
H: 35, S: 9, B: 95
PAINT MATCH: Behr™ HDC-CT-18G Cotton Ball



Watertown Blue
Deep
Accent Brand Color

HEX: 0D3E71
R: 0, G: 56, B: 101
C: 100, M: 60, Y: 10, K: 53
H: 86, S: 83, B: 74
PANTONE: 2955 C

TYPE

LARGE
HEADLINE

PROXIMA NOVA WIDE BOLD
UPPER CASE

Small Headline

PROXIMA NOVA REGULAR
Title Case

Body Copy:

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MONTSERRAT REGULAR
Title Case

PATTERN

The Rock River District pattern reflects the soft, flowing movement of the river, creating a subtle connection to the logo and the area’s natural character. The intent of this pattern is to be understated, ensuring that all elements layered on top remain clear and legible.

The pattern should only exist on top of the Rock River District colors:

- Pattern over Rock River Blue at 5-10% transparency
- Pattern over Watertown Blue at 5-10% transparency
- Pattern over Almond at 25-35% transparency

Possible Uses:
Social media posts
Splash pages for marketing materials
Background on wayfinding
Large scale print backgrounds
Envelope liners
Email newsletter break section



IMAGERY

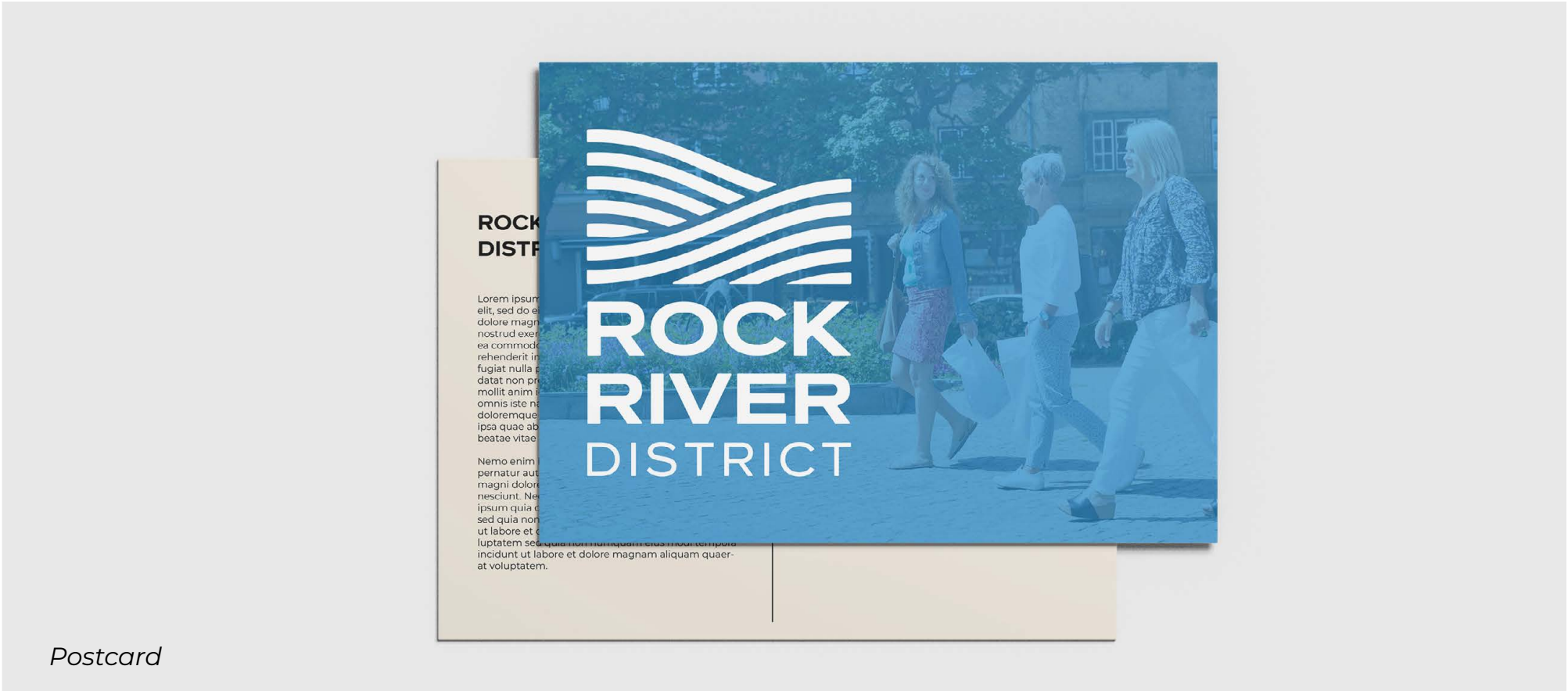
The imagery for the Rock River District radiates vibrant energy, showcasing the dynamic fusion of Watertown’s past and future. Inclusive and inviting, the visuals capture families, friends, and individuals enjoying public spaces, engaging in cultural events, and exploring local businesses. The imagery reflects Watertown’s rich heritage and forward-thinking vision, balancing the warmth of tradition with the excitement of progress, creating a vivid tapestry of connection, resilience, and growth.



POTENTIAL MOCK UPS



Wayfinding



Postcard



Wayfinding

POTENTIAL MOCK UPS



Window Vinyl



Maintenance Vehicle



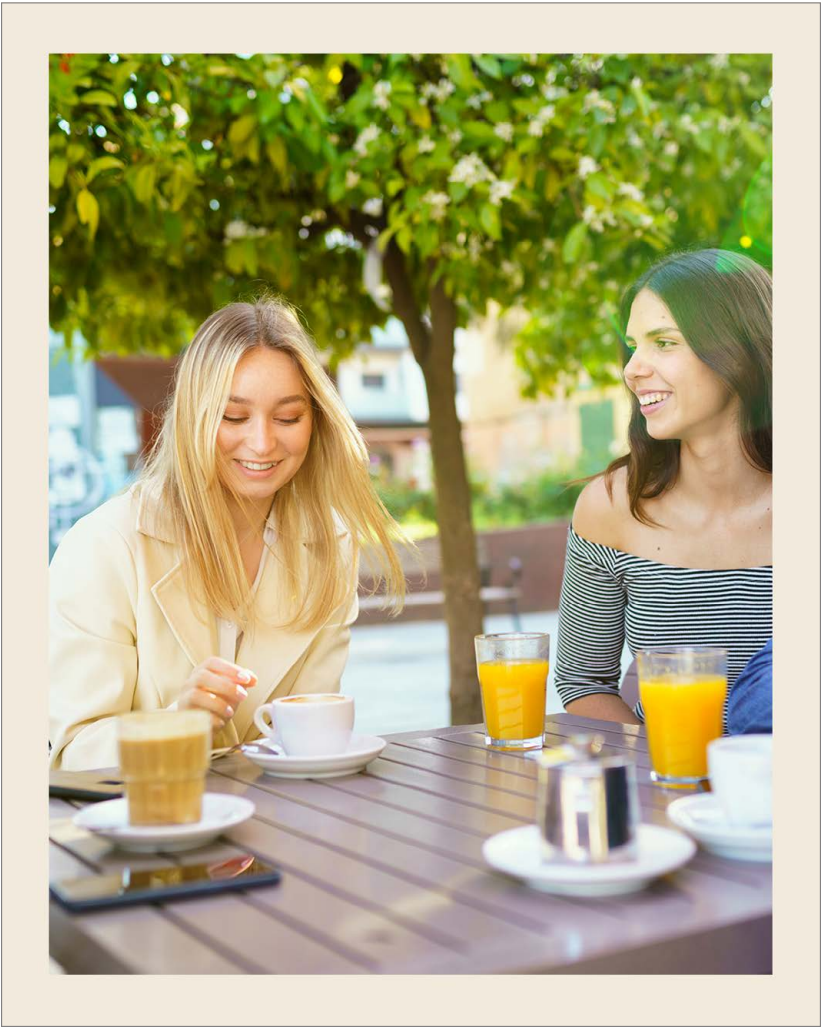
Billboard

POTENTIAL SOCIAL MEDIA POST



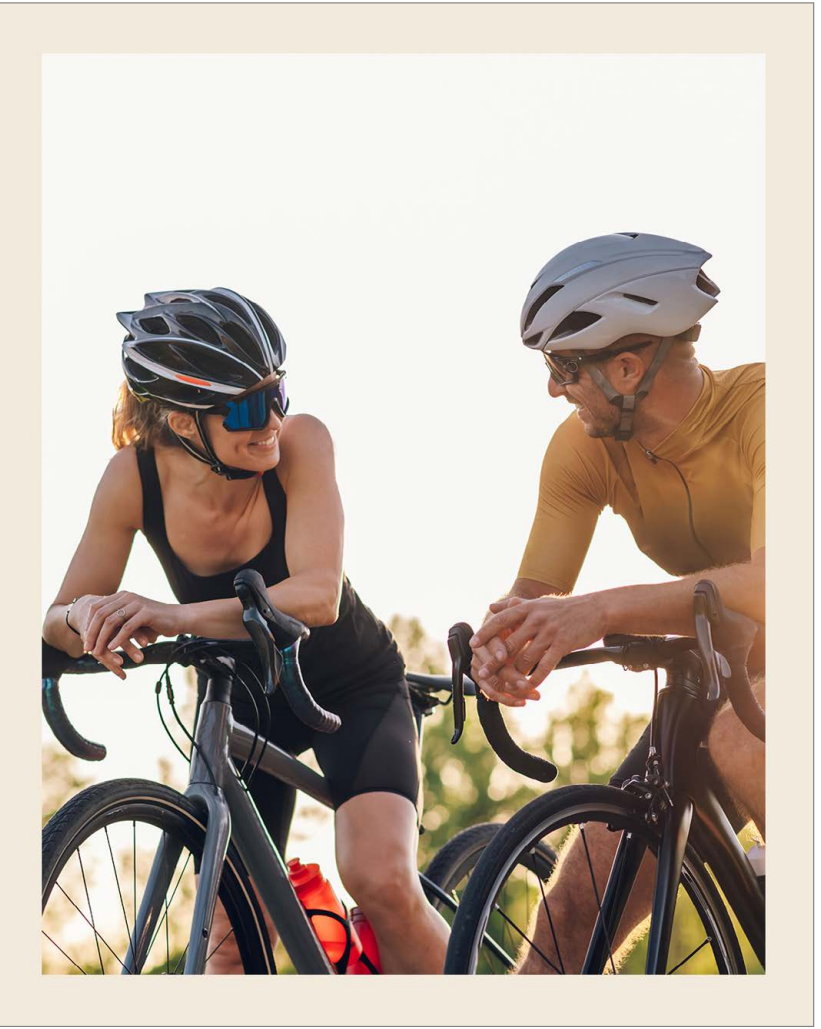


By drawing on core aspects of the development; revitalization, community connections, and Watertown's unique identity, our goal is to establish a legacy development brand that celebrates the future of the Rock River District.





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CONTACT

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