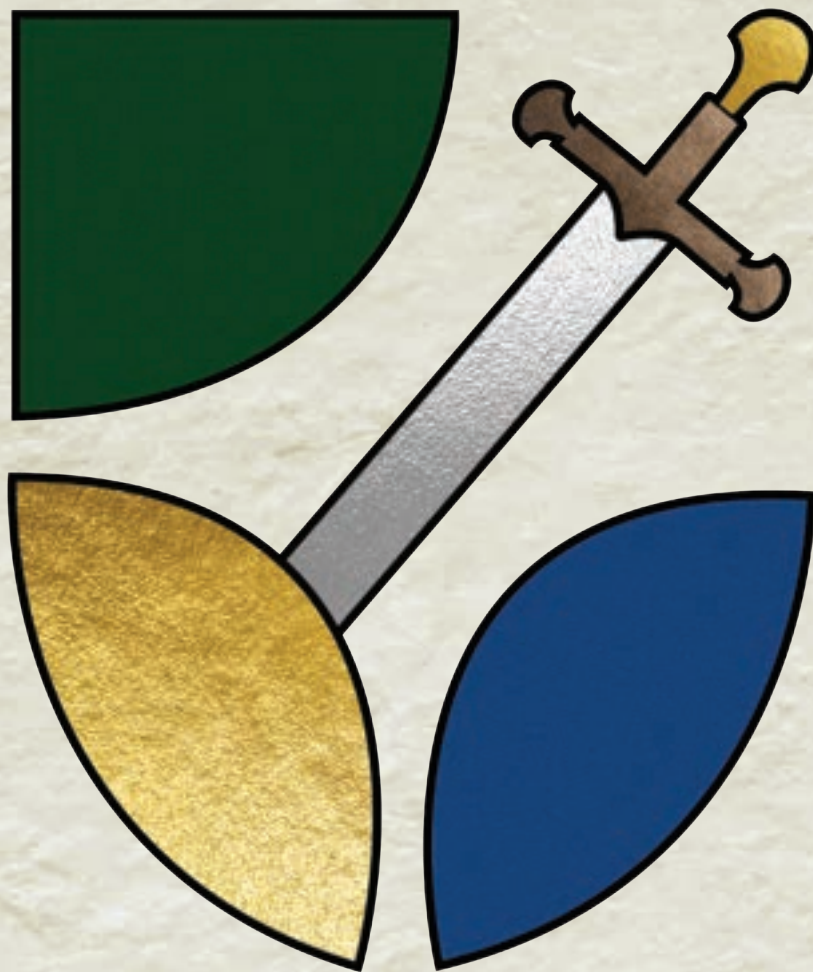


Riverbend Medieval Society



Official Brand Style Guide



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Established 2015



Brand Strategy

Story

Riverbend Medieval Society is a work of heart; a love story at its focal point. Terrance Blake and Tonya Osbourne were married in 2013 and honeymooned in Europe, upon returning home they began to bring their dream to life.

Established in 2015 Riverbend began as a small village with 40 dwellings on the acreage. By 2020, the village had grown from a few buildings into a medieval hamlet with more than 60 members from around the region, now in 2023 there are over 70 buildings within the village and the grounds have just been re-zoned with the Fraser Coast Council to continue Riverbend's growth.

“A little bit of Medieval Britain in the Australian Bush”.

Riverbend is a reflection of 15th century England with the inclusion of many different communities and re-enactors; all celebrating and embracing their love of history in a safe, inclusive and prospering community.

With the village being re-zoned and a flourish of paperwork to ensure that Riverbend can continue open-days and other events, this rebrand and strategy will aid in recognition, engage the surrounding communities and promote the Medieval Society allowing for growth not only of the village but of the Medieval Society itself.

Expression

Riverbend Medieval Society is a community that values history, tradition and authenticity; while accepting and respecting the modern civilisation that we currently live in. To reflect this the emblem created is synonymous with a medieval shield, identifiable and strong in its image. However, it has been modernised using vector illustrations as well as modernising the shield itself by breaking apart the sections into their own spaces to create a sense of modern minimalism while still encapsulating medieval iconography and shape.

Riverbend is a breath of fresh air, it's a warm and comforting memory of simpler times; it's a fun experience you will remember years from now and tell stories to your children about the adventures you had. Riverbend is all but a brand, a village, an article; it's a full, enriching experience. To reflect these values and ideologies the colour scheme selected for the re-brand encapsulates rich colours, textures and emphasises the positive, vibrant qualities that Riverbend has to offer. With each colour symbolising not only the values of the brand, but embodying the environment in which it thrives.

Riverbend is young, only at the beginning of its journey. Its growth (both physically as a destination and its growth as a brand) is not stopping anytime soon. This Branding Guide will ensure Riverbend's image is communicated effectively, efficiently and consistently to best portray the brand's values, ideologies and emphasise its qualities to best present the brand in an authentic yet contemporary manner.

Tone of Voice



Community



Environment



History



Honour

Riverbend's values and ideologies should be reflected in its tone of voice. Enthusiasm and respect are the pinnacles of Riverbend. These values apply to the community, to history, the village and its environment.

Riverbend Medieval Society is built upon a strong sense of community and a passion for history. It is these qualities and values that fuel Riverbend and its appeal. It has been stated that,

“A sense of community and shared passion for history outweigh the need for true authenticity...”

and as such should be reflected in the brand's tone of voice. Language, grammar and tone should maintain a level of respect and dignity; channeling the medieval times where appropriate.

A level of enthusiasm, fun and passion is also important, as Riverbend has always, and will always be a project fueled by love, passion, desire and enthusiasm. This will also aid in a sense of familiarity and relatability that will assist with the attraction of visitors and new members.

Target Market



All ages - seeking adventure, fun and unique experiences and may enjoy enthusiastic participation



Family Friendly activities, Games Days and a fun weekend out as a family unit



Lovers of history, those interested in medieval re-enacting



Those wanting to support local businesses and tourism

Riverbend Medieval Society is a destination suited for all ages. There are village open-days with attractions and events for any age to enjoy as well as Games Days centered around Family Friendly activities and games for the littlest members to enjoy.

For those interested in participating in medieval re-enactments, creating unique characters and living life a different way, Riverbend has a flourishing re-enactment community with many different paths to choose from.

Visitors looking for an interesting, fun and educational day out, you can't beat Riverbend's unique destination with live action armoured fights, archery competitions, intricate costumes and rural, quiet and serene location.



History



Environment



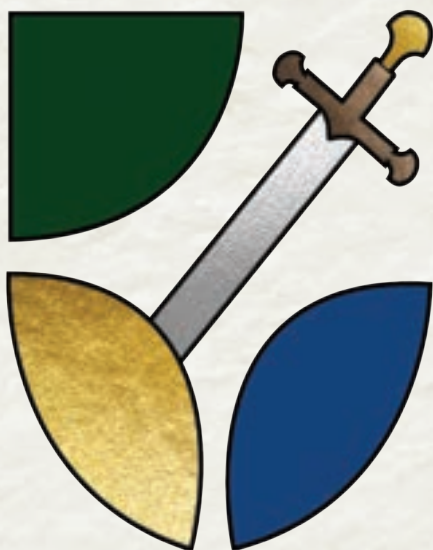
Community

Logo's

Master Logo

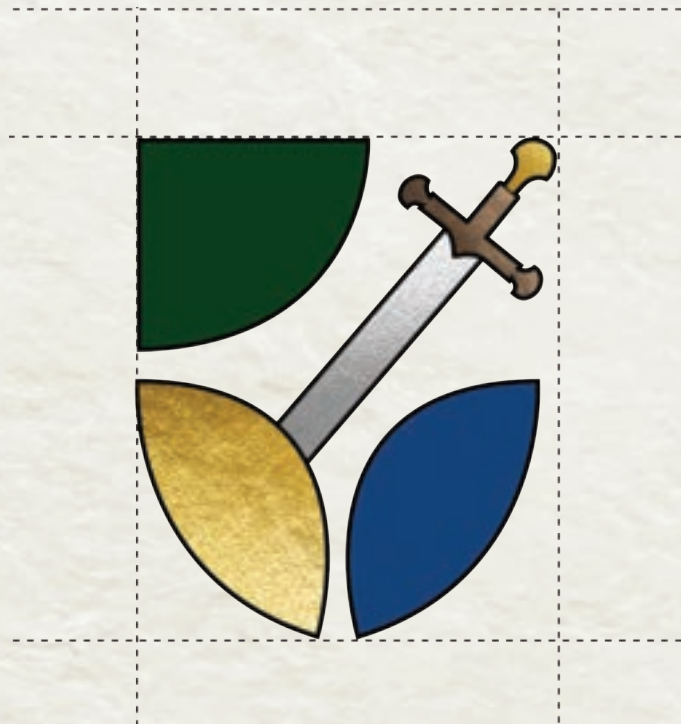


Primary Logo



Clear Space

The amount of space that a logo must have on all sides, no matter where it is used; to ensure that a logo maximizes visibility and impact.



Minimum Size

22mm x 22mm



40mm x 40mm



40mm x 40mm



Typography

Aa

Aa

Aa

Headings

Alice In Wonderland

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Sub Headings

Rotunda

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body Text

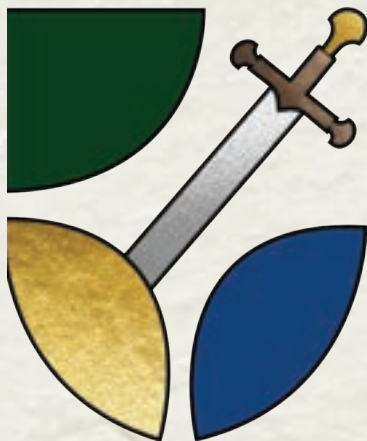
Kelvinch

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Do's



Use the foiled logo
as a primary use



Use right adjusted text
as primary text use

Riverbend
Medieval Society



Use top centred text
as secondary type use

Donts

Do Not adjust the type - This includes splitting the text (top and bottom), warping the text around the emblem or moving the text to the bottom of the emblem.



Do Not adjust or move the colours of the emblem

Do Not adjust the rotation of the emblem



Do Not remove the outline

Do Not use the foiled logo as a monotone



Colour



The Expansive Forest and Enveloping Environment



Wealth, Luxury and Regality



The Tranquil and Serene Water of the River



For the Knights who Fight in Battle and the Armour that Protects them



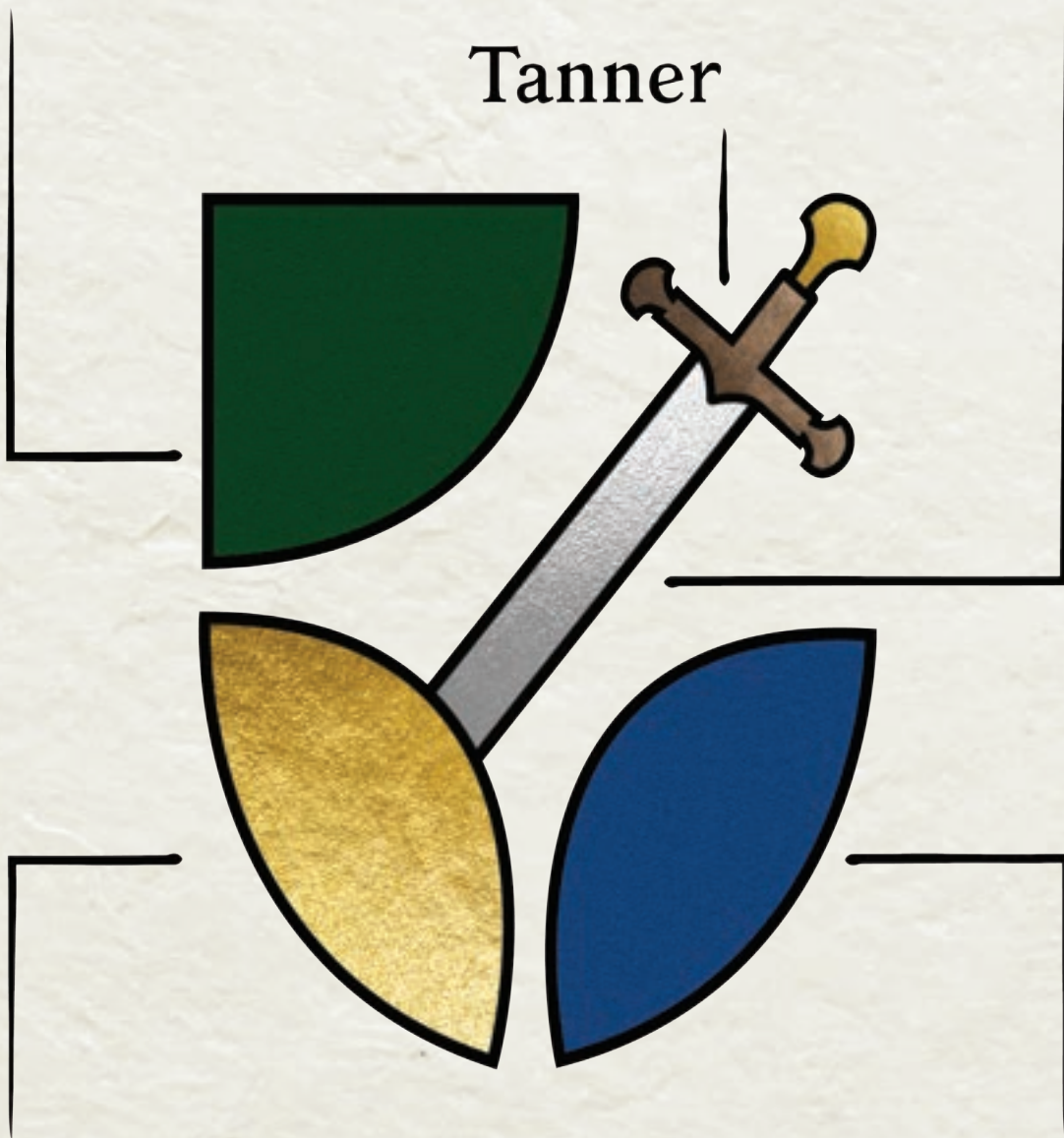
A Node to the old Tanners of Medieval Times

Colour Story

Expanance

Prestige

Tanner



Prosperity

Serenity

Colour Breakdown



RGB	CMYK	PANTONE
R- 2	C- 90%	141 - 16
G- 89	M- 38%	
B- 40	Y- 100%	
	K-36%	



RGB	CMYK	PANTONE
R- 217	C- 16%	14 - 15
G- 170	M- 32%	
B- 30	Y- 100%	
	K-0%	



RGB	CMYK	PANTONE
R- 20	C- 92%	107 - 6
G- 90	M- 67%	
B- 175	Y- 0%	
	K-0%	



RGB	CMYK	PANTONE
R- 179	C- 31%	173 - 1
G- 179	M- 24%	
B- 179	Y- 25%	
	K-0%	



RGB	CMYK	PANTONE
R- 64	C- 51%	170 - 16
G- 41	M- 69%	
B- 28	Y- 78%	
	K-66%	

Variations

RGB FOILED



PANTONE FOILED



RGB UN-FOILED



PANTONE UN-FOILED



UN-FOILED TINT



MONOTONE



MONOTONE TINT



BLACK



WHITE ON BLACK







Brand Imagery

Photography is a key element of the Riverbend Brand.

Images should be captivating and exciting. They should instil a sense of realism, a sense of tradition with a rustic feel and a sense of community. The photography needs to communicate the values upheld by Riverbend: Community, Environment, History and Honour.

This can be done through the physical image, such as capturing community events, action shots of activities or the lush environment of the village. It can also be done through editing; keeping a consistent style of rich, earthy tones and vibrant greens. Photography must always be of high quality.







Watermarks



Riverbend
Medieval Society



Riverbend
Medieval Society



Do's and Dont's

Only use approved watermarks. This includes the emblem, both type watermarks and the white overlay.

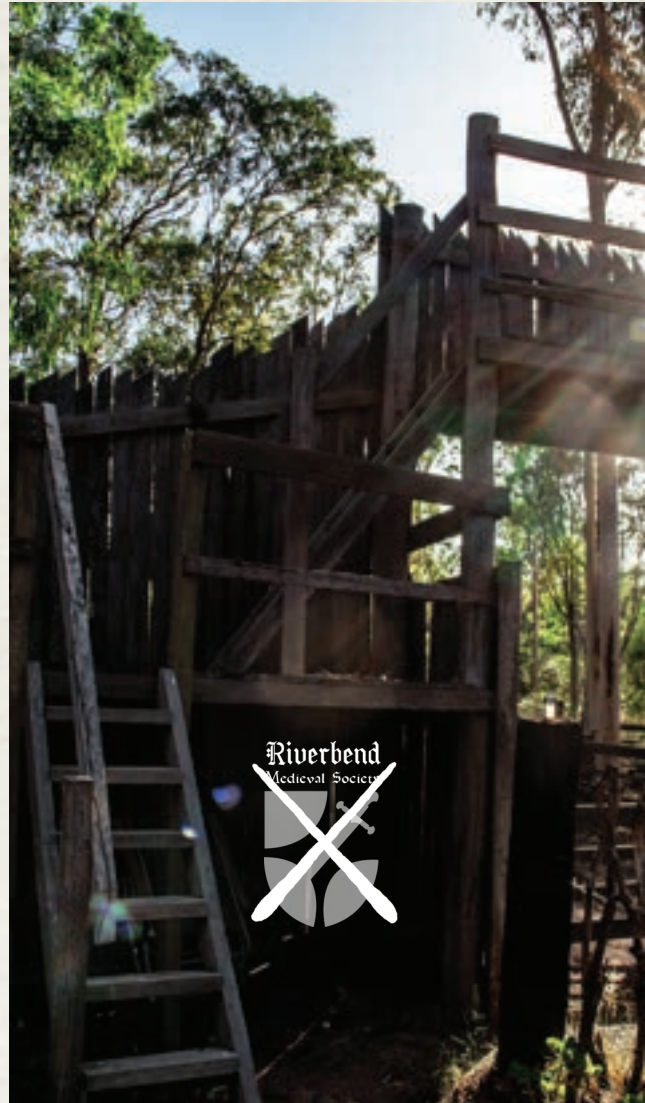
(GREY BACKGROUND for CLARITY ONLY,
NOT to be used on photographs)



Do NOT use the tinted version of the emblem as watermarks.

Do NOT adjust the orientation of the emblem







Mockups

Business Stationery





Signage and Advertising





Branded Duplications



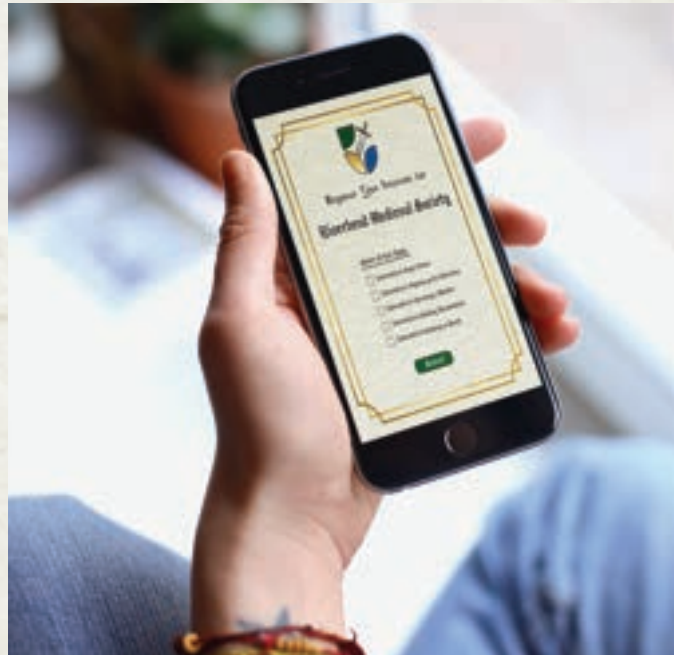
Branded Apparel



Sayre Day Merchandise



Registration of Interest



Social Media



Riverbend
Medieval Society

