



River Bend
CEMETERY



A Remarkable Place To Remember

Our tagline is the most succinct way to summarize what River Bend Cemetery stands for. On the one hand, it is functional – reminding our families that River Bend is a place to recall memories of our loved ones. On the other hand, it is emotional. “Remarkable” means that River Bend is special, worthy of notice and our attention.



River Bend Cemetery welcomes families of all faiths to provide a respectful place to memorialize their loved ones.

Our mission is an invitation. It acts to remind our current families — and
communicate to future families — that we are open-minded and accepting,
no matter what your background, race, ethnicity, or religious beliefs.

We welcome you all with open arms and the respect you deserve.

Our Personality

Key character traits that we embody that makes it easy for contributors to ensure they remain on-brand.



Respectful

Courteous and considerate to our employees, our families, and for the environment — Because we like to be treated the same way.



Reverent

A deep respect for our ancestors. We wouldn't be where we are today without the people that set the standards before us.



Honest

Empathetic and approachable. Not every family has the same requests or needs, but together we can always figure out a solution.



Optimistic

Upbeat and resourceful. We demonstrate a can-do attitude to show our families that the future looks bright, for eternity.

Logos & Marks

Our Primary Logo

Our brand logo is made up of two components: the brand icon, which represents our unique location and our heritage, and the wordmark — an elegant, sophisticated, and respectful presentation of our name.

[Download Primary Logos](#)



River Bend
CEMETERY

Primary Logo on Light Background



River Bend
CEMETERY

Black Logo on Light Background



River Bend
CEMETERY

Primary Logo on Dark Background



River Bend
CEMETERY

White Logo on Dark Background

Secondary Logo

It is appropriate to use the secondary versions of our logo whenever vertical space is limited. Single color variations should only be used when necessary.

[Download Secondary Logos](#)



Secondary Logos on Light Background



Secondary Logos on Dark Background

Our Seal

The River Bend Cemetery seal is an elegant treatment of our initials. It can be used as a sign-off, watermark, or in a graphic treatment that supports our primary and secondary brand marks.

[Download Seals](#)



RBC Seal on White



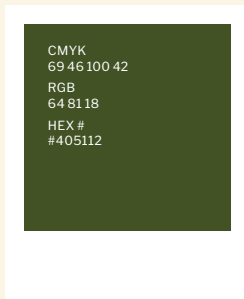
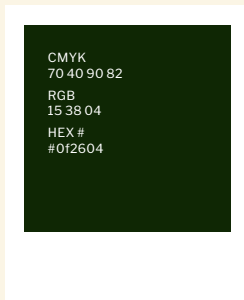
Knockout Version of RBC Seal

Brand Colors

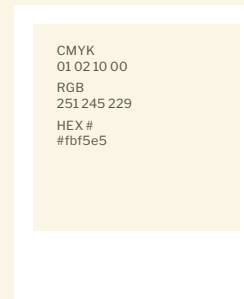
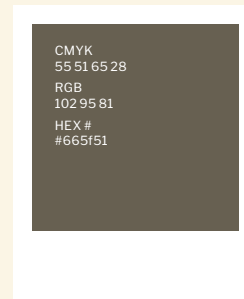
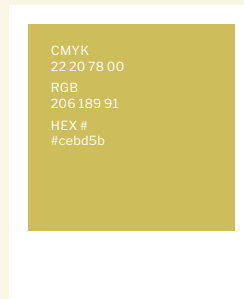
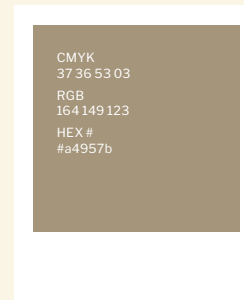
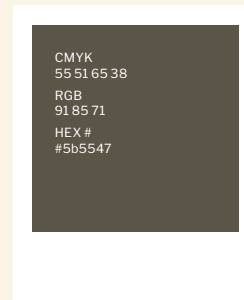
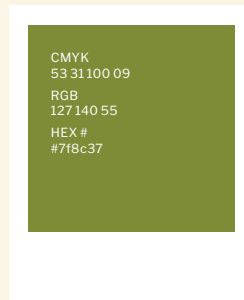
Our Color Palette

Our colors help to establish the River Bend brand, create a unique look in the market, and make us instantly recognizable to our customers.

Primary Colors



Secondary Colors

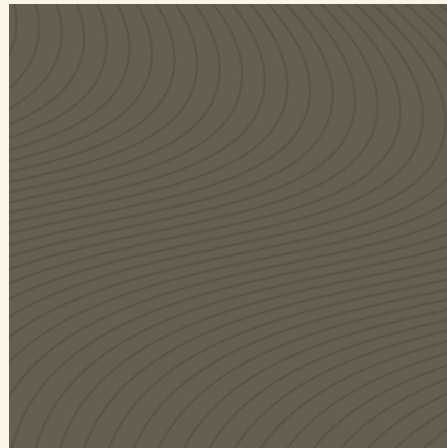
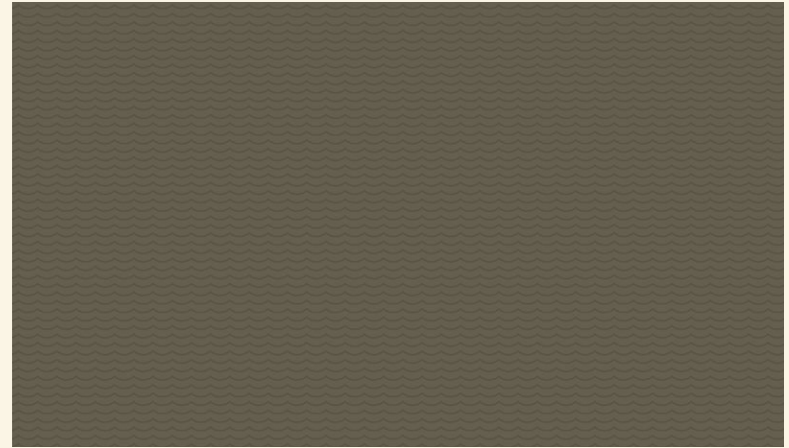
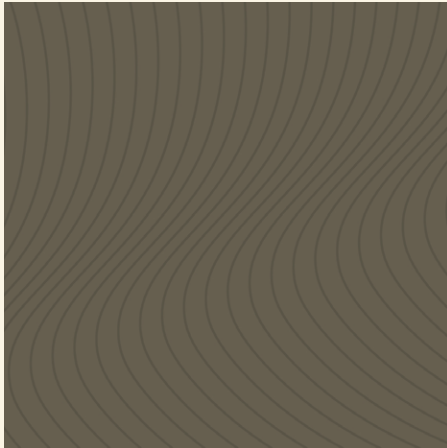


Brand Patterns

Brand Patterns

Our brand patterns represent organic movement, the environment, and the natural flow of the river.

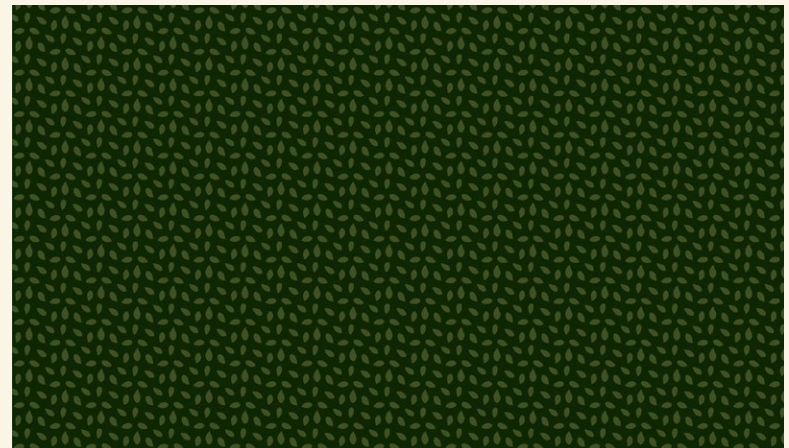
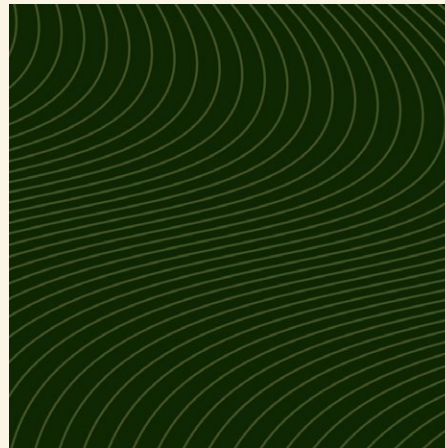
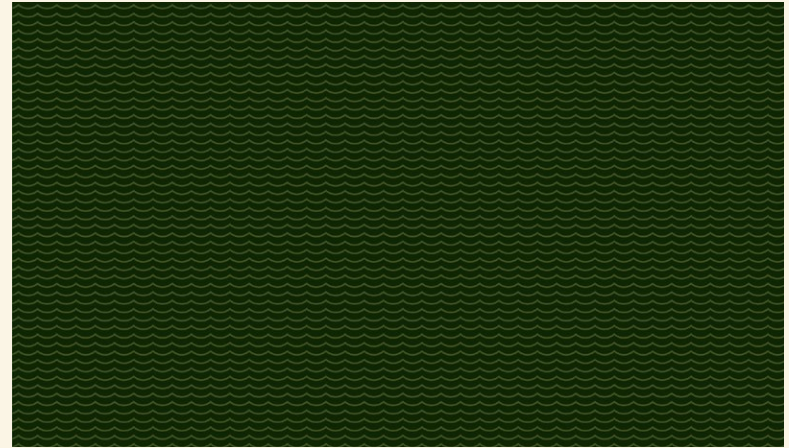
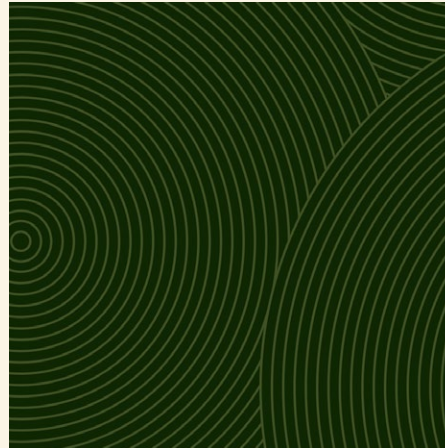
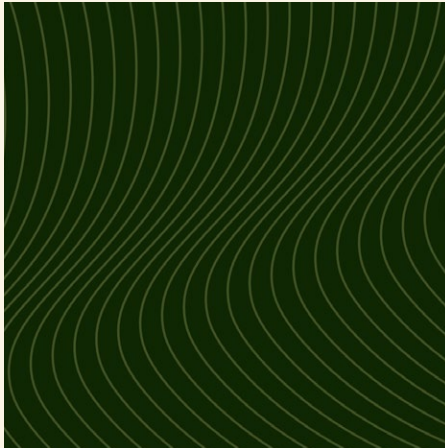
[Download Patterns](#)



Brand Patterns

Our brand patterns represent organic movement, the environment, and the natural flow of the river.

[Download Patterns](#)



Typography

Our Typography

We are respectful, reverent, honest, and optimistic.
Our type is carefully selected to speak in the same voice as our brand.

Besley Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

0123456789

[Download Fonts](#)

Headline

Headline Set in Initial Case
Without Punctuation

Body Copy - Rethink Sans

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Iconography

Iconography

Every icon we create is made out of simple shapes taken from our brand logo. The shapes are symbolic of our name and the river.

[Download Icons](#)



Tree Beautification Program



About Us



Casket Burial



Rules and Regulations



Cremation Garden



Faith, Religion, or Tradition



Monument



Columbarium

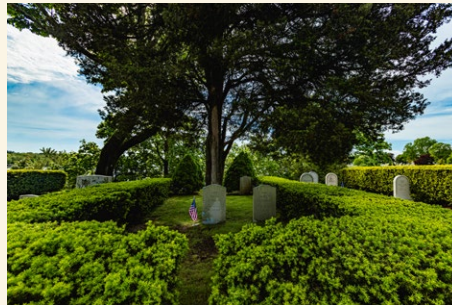
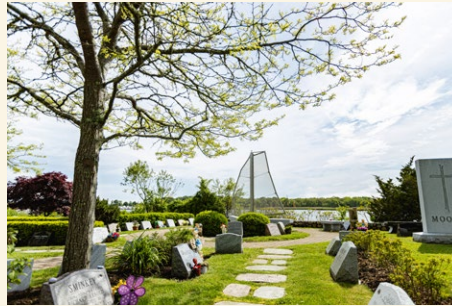
Photography & Video

Photography

We rely on custom photography that represents our beautiful landscape and historic monuments. The images showcase River Bend in a way that is hard to describe with words.

[Download Images](#)

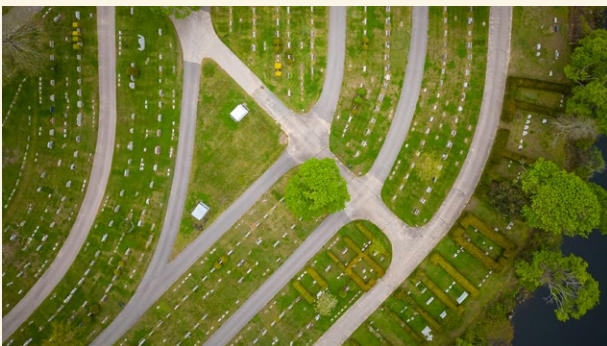
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Drone Photography

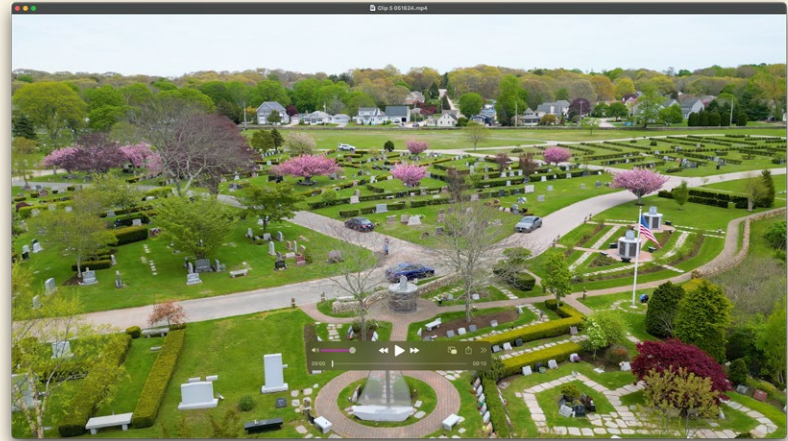
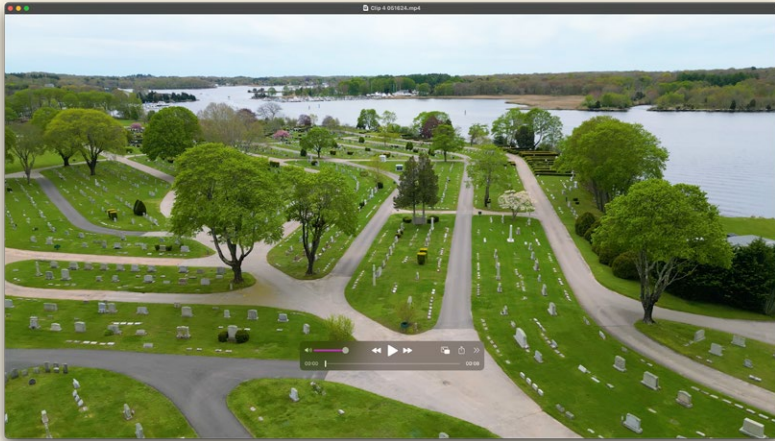
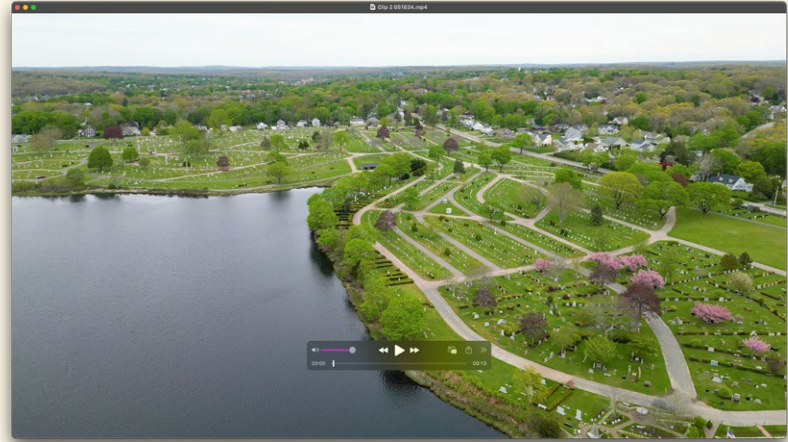
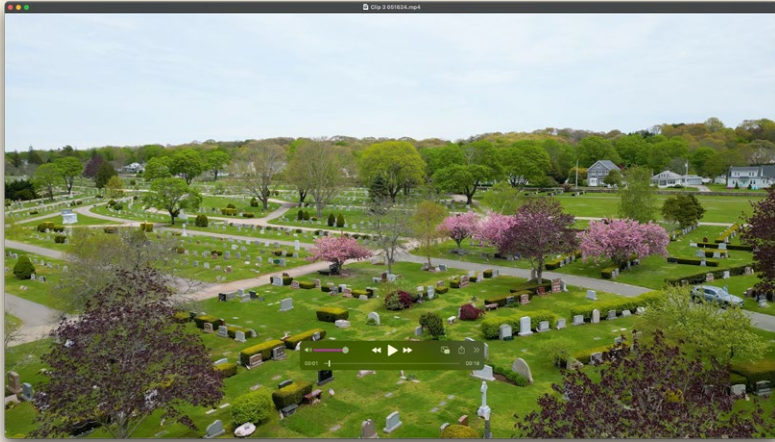
Drone photography can be used as background imagery or to complement our land photography. Drone photography showcases the landscape from a unique perspective.

[Download Images](#)



Video

We have an archive of drone video footage that can be used in future communications and promotional materials as needed. For drone footage, please reach out to our design studio, Map Agency, at john@map-agency.com.





River Bend

CEMETERY

River Bend Cemetery is a meticulously-maintained inclusive burial place situated along the picturesque Pawcatuck River in Westerly, Rhode Island.



Questions?

Reach out to us at greg@riverbendcemetery.org to request any assets from this style guide. We'd be happy to provide them to you at our earliest convenience.