

WHITE STONE, VIRGINIA · SINCE 1994

Brand Guidelines

Logos, colors, type, and the everyday pieces that make The River Market look like The River Market.

EDITION 1 · NOVEMBER 2026

WELCOME

One look, from the counter to the web

The River Market has been feeding White Stone and the Northern Neck since 1994. The orange badge is how people spot us: on the storefront, on a catering box, on a phone screen.

This guide explains how to use that badge and its relatives so the brand stays consistent wherever it shows up. It covers the logo family, the color palette, typefaces, the favicon, and the letterhead.

Every logo in this guide is in the **River-Market-Logos.zip** package as SVG, PNG and PDF. If you're unsure which file to use, see page 14.

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The primary logo



A scalloped badge with layered rings, like a plate or a bottle cap, around hand-lettered script. It's friendly, a little old-fashioned, and easy to spot.

Anatomy

- **Scalloped edge.** The outer wavy rim.
- **Rings.** Three concentric bands between the rim and the center.
- **Wordmark.** "The River Market" in custom script. It's drawn artwork, not a font, so it can't be retyped.
- **Location line.** "White Stone VA" in a slab serif.
- **Ornaments.** Matching flourishes above and below.

The badge in solid orange is the primary logo. Use it unless there's a good reason not to.

Clear space & minimum size



X = ⅛ of the logo's width. Keep at least this much empty space on every side. For the horizontal logo, X = ¼ of its height.

Minimum sizes

LOGO	PRINT	SCREEN
Badge	0.75 in wide	72 px
Horizontal	1.5 in wide	160 px
Stacked with tagline	1.5 in wide	180 px
NNK	1 in wide	96 px



0.75 in



1.5 in



1 in

Below these sizes the script and "White Stone VA" fill in. For anything smaller (a browser tab, a social avatar), use the favicon mark on page 12.

Logo colorways

The badge comes in five versions. Only use these. Don't recolor the logo yourself.



Orange
Primary. Use whenever possible.



Orange & Blue
Two-color print, signage, merch.



Blue
One-color alternate.



Black
Black-only print, fax, stamps, engraving.



White (reversed)
On navy, orange, blue or dark photos.

On a light background, use orange, orange & blue, blue, or black. On a dark or busy background, use white. On a solid orange background, use white or blue.

Horizontal logo

The badge stretched into a pill shape, using the same rim, rings, script, and ornaments. Use it where a round logo would be too small: website headers, email signatures, banners, and the side of a catering van.



Orange
Primary. Use whenever possible.



Orange & Blue
Two-color print, signage, merch.



Blue
One-color alternate.



Black
Black-only print, fax, stamps, engraving.



White (reversed)
On navy, orange, blue or dark photos.

On the website, the round badge appears at the top of the page and is replaced by the horizontal logo in the sticky header after you scroll.

Stacked logo with tagline

The badge above our tagline, "Serving White Stone and the Northern Neck of Virginia, since 1994." Use it where there's room to tell people who we are: menus, catering proposals, signage, ads, and print. Keep the tagline and badge together exactly as shown; don't retype or rearrange them.



Orange
Primary.



Orange & Blue
Blue tagline, orange "Since 1994".



Blue



Black



White (reversed)

NNK logo



NNK stands for the Northern Neck. The oval is styled after a classic car sticker, with "White Stone, VA" curving along the bottom.

This is a secondary mark for merchandise and fun stuff: stickers, hats, tote bags, cups. It's a nod to where we are, not a replacement for The River Market badge, so it shouldn't appear on its own where people need to know who we are (signage, menus, the website header).

One color only. Don't fill the oval or mix colors.



Orange



Blue



Black



White (reversed)

Logo don’ts



✕ Don’t stretch or squash it. Use the horizontal logo for wide spaces.



✕ Don’t rotate or tilt it.



✕ Don’t use colors that aren’t in this guide.



✕ Don’t add shadows, glows, bevels, or outlines.



✕ Don’t put it on a busy photo without a solid backing.



✕ Don’t put orange on orange or other low-contrast colors.



✕ Don’t retype the name in a font. The script is artwork.

✕ Don’t fade it or use it as a watermark behind text.

Brand colors

River Market Orange

HEX #F6881E
RGB 246 136 30
CMYK 0 56 100 0

The logo color. Use for backgrounds, buttons, and accents, not for small text on light backgrounds.

River Market Blue

HEX #406EB5
RGB 64 110 181
CMYK 80 57 0 0

The second logo color. Use for the orange & blue logo, links, and supporting accents.

Navy

HEX #1C2B47
RGB 28 43 71
CMYK 61 39 0 72*

Body text, dark sections, and text on orange.

Cream

HEX #FFF8EF
RGB 255 248 239
CMYK 0 3 6 0*

Warm page background.

Cream 200

HEX #F3E6D3
RGB 243 230 211
CMYK 0 5 13 5*

Dividers and soft fills.

Burnt Orange

HEX #A3530C
RGB 163 83 12
CMYK 0 49 93 36*

Orange for text on light backgrounds.

Deep Blue

HEX #2F5591
RGB 47 85 145
CMYK 68 41 0 43*

Links and hover states.

Slate

HEX #5A6475
RGB 90 100 117
CMYK 23 15 0 54*

Secondary text.

Readable pairings

- Navy on Orange · 5.7:1 ✓
- Navy on Cream · 13.4:1 ✓
- White on Navy · 14.1:1 ✓
- White on Blue · 5.1:1 ✓
- Burnt Orange on Cream · 5.2:1 ✓
- White on Orange · 2.5:1 ✕ large display only

* Converted from RGB. Ask your printer to proof these colors. Orange and Blue CMYK values come from the original 2013 logo files.

Typography

HEADLINES · **FRAUNCES**

Fresh from the kitchen since 1994

Crab cakes, chicken salad & Sunday fried chicken

Aa Bb Cc Dd Ee Ff Gg 0123456789 &

BODY · **SOURCE SANS 3**

Order at the register and pick up there, too. In a hurry? Call ahead at (804) 435-1725 and we'll have it ready when you walk in. Catering for everything from weddings to Super Bowl parties.

Regular · *Italic* · **Semibold** · **Bold**

Both are free, open-source Google Fonts (SIL Open Font License), so anyone can install them. They're the fonts on rivermarketva.com.

LOGO LETTERING

Badge script & "White Stone VA"
Custom-drawn artwork. Always use the logo files; never retype it.

SERVING WHITE STONE AND THE NORTHERN NECK OF VIRGINIA
SINCE 1994

Tagline: LHF Hensler 2 & LHF Naylorville
Letterhead Fonts (commercial). Outlined in the logo files, so you don't need the fonts to use the logo.



NNK: Helvetica Neue 95 Black
Also outlined in the files.

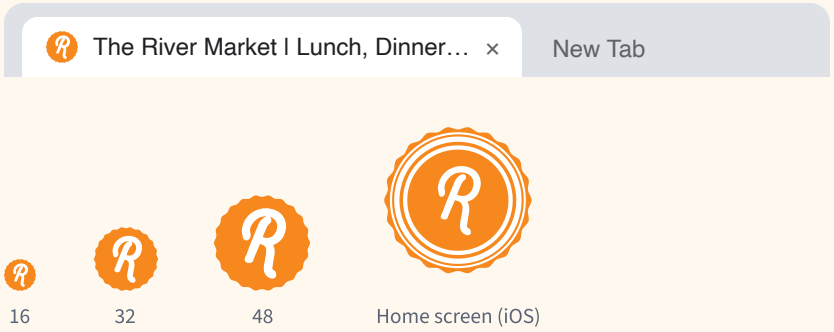
OFFICE DOCUMENTS

Georgia Bold for headings and Calibri for body text. These come with Word and Google Docs, and the letterhead uses them.

Favicon & app icon



At 16 pixels the full badge is unreadable, so the favicon keeps the scalloped rim and the script “R” from the wordmark.



`favicon.ico`	16, 32, 48 px browser tab icon
`icon.svg`	Sharp tab icon for modern browsers
`apple-touch-icon.png`	180 px iPhone/iPad home screen, on cream
`icon-192.png · icon-512.png`	Android home screen and web app manifest
`site-icon.png`	512 px WordPress Site Icon and social avatars

Letterhead



The letterhead is a Word file (**River Market Letterhead.docx**) that works in Word, Pages, and Google Docs. Type your letter in the body; the header and footer stay put.

Page	US Letter, 0.75 in side margins, 0.5 in top and bottom
Logo	Orange badge, 1 in, left
Name	Georgia Bold 17 pt, orange, all caps
Details	Calibri 8.5 pt, gray #6E6E6E
Header rule	1.5 pt orange
Body	Calibri 11 pt, black
Footer	Calibri 7 pt orange, centered, above a 0.75 pt light-gray rule

Update the hours in the header whenever the posted hours change.

Which file do I use?

FORMAT	USE IT FOR	WHO NEEDS IT
SVG	Websites, apps, anything on a screen. Scales to any size.	Web designers, developers
PNG	Word, Google Docs, PowerPoint, email, social posts. Transparent background, 2000 px or larger.	Everyone
PDF	Print shops, sign makers, embroidery, screen printing. Vector artwork.	Printers and vendors
EPS	The original 2013 badge artwork, for vendors who ask for EPS or AI files.	Printers and vendors

RIVER-MARKET-LOGOS.ZIP

```
badge/          svg · png · pdf
horizontal/     svg · png · pdf
stacked/        svg · png · pdf
nnk/            svg · png · pdf
favicon/
original-eps/
letterhead/
README.txt
```

Files are named `river-market-[logo]_[color]`, e.g. `river-market-horizontal_orange-blue.png`.

SERVING WHITE STONE AND THE NORTHERN NECK OF VIRGINIA — SINCE 1994

Questions about using the brand? Contact The River Market at (804) 435-1725.