

RIVERS

Broadstone Oak City
Branding
05.13.21

Logos v3

CONCEPT 1 - REVISED

Roof Line

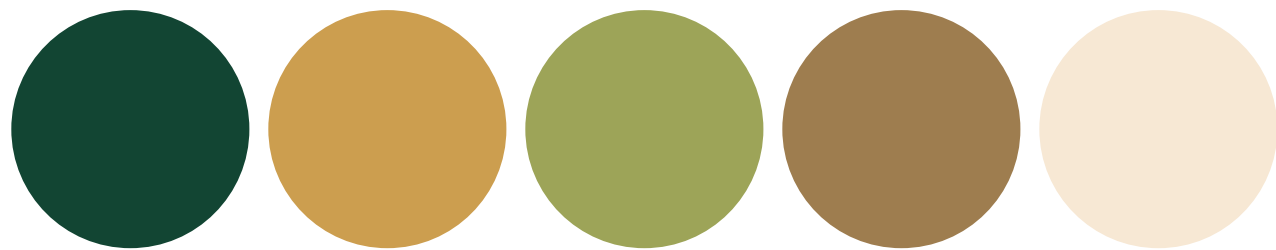
Broadstone
oak
city

Broadstone
oak
city

ROOF LINE



PATTERN

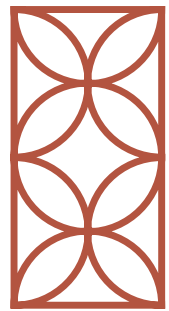


COLOR PALETTE



CONCEPT 2

Breeze Block

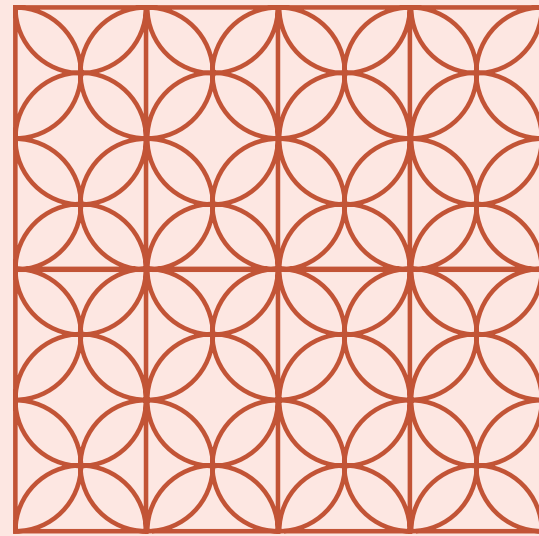
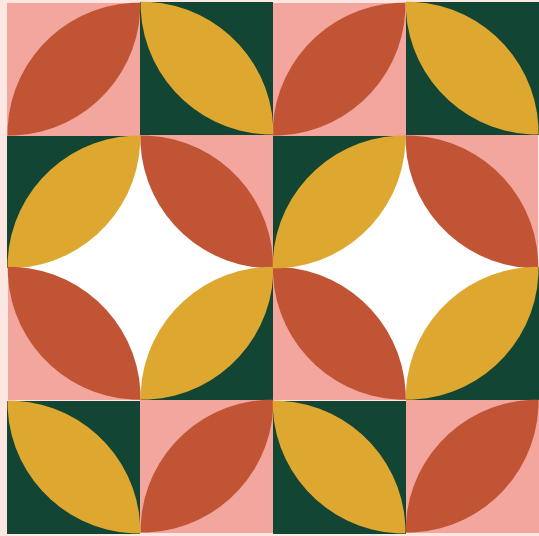


Broadstone
Oak City

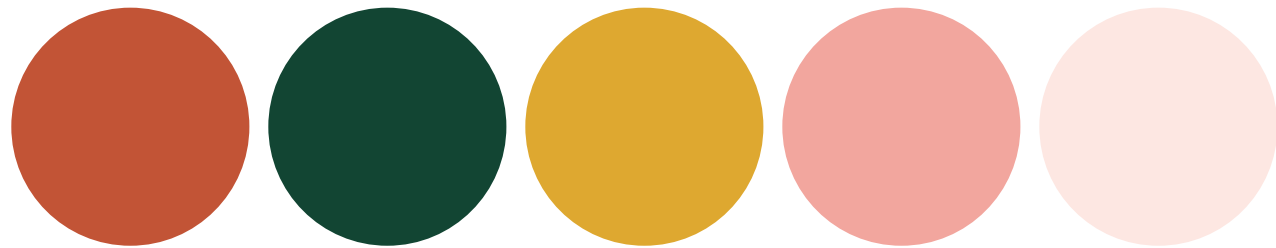


Broadstone
Oak City

BREEZE BLOCK



PATTERNS



COLOR PALETTE



CONCEPT 3 - REVISED

Mid-Mod Oak



BROADSTONE
oak city

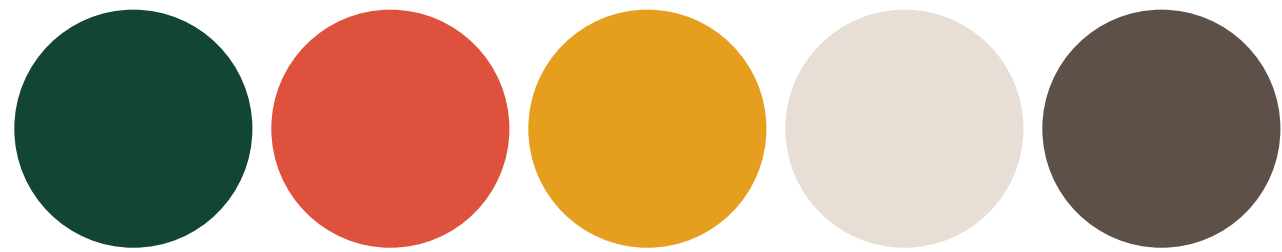


BROADSTONE
oak city

MID-MOD OAK



PATTERN



COLOR PALETTE



CONCEPT 4

Retro Tile

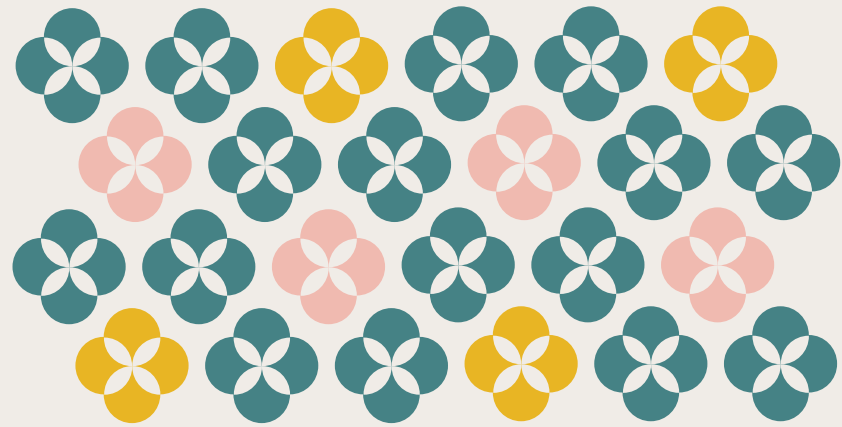


Broadstone
OAK CITY

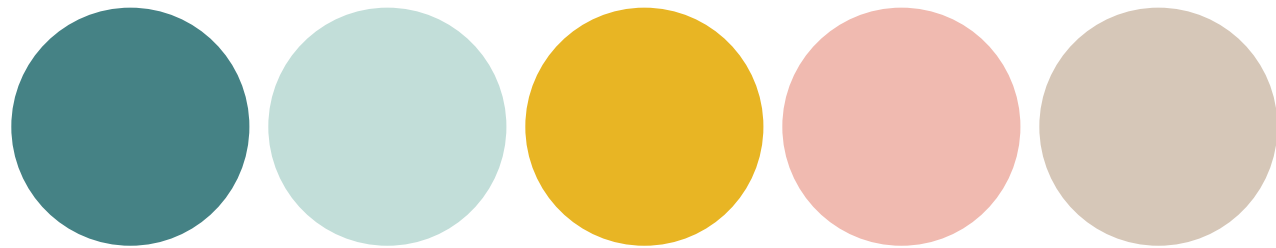


Broadstone
OAK CITY

RETRO TILE



PATTERN



COLOR PALETTE



NEW: CONCEPT 5

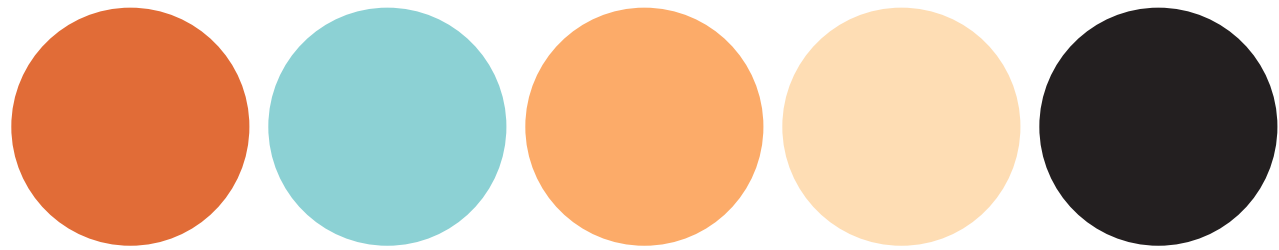
70's Vibe

Broadstone
Oak City

Broadstone
Oak City



PATTERN



COLOR PALETTE



NEW: CONCEPT 6

Mid-Mod Motel

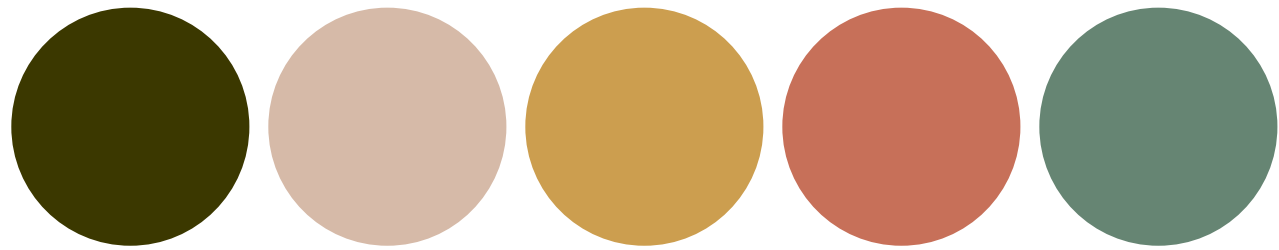
Broadstone
OAK CITY

Broadstone
OAK CITY

MID-MOD MOTEL



PATTERN



COLOR PALETTE



NEW: CONCEPT 7

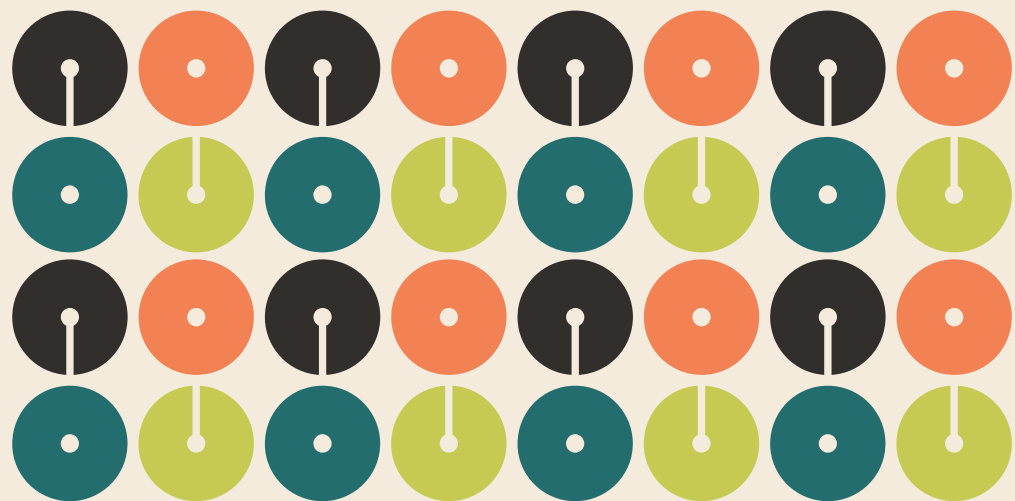
Bold Retro

BOLD RETRO

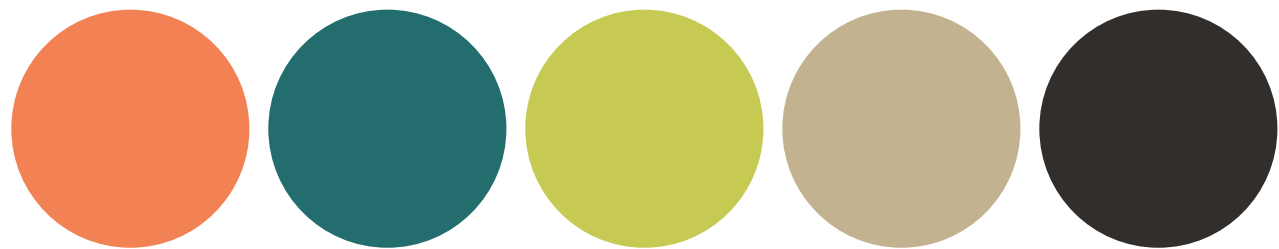
Broadstone
OAK CITY

Broadstone
OAK CITY

BOLD RETRO



PATTERN



COLOR PALETTE



All Logos

1
ROOF LINE: REVISED



2
BREEZE BLOCK



3
MID-MOD OAK: REVISED



4
RETRO TILE



5
RETRO 70'S: NEW



6
MID-MOD HOTEL: NEW



7
BOLD RETRO: NEW





RIVERS

CHAPEL HILL

601 West Rosemary Street
Space 108

RALEIGH

555 Fayetteville Street
Suite 301