

RED RIVER VALLEY ALLIANCE

Brand Guide 2023



MISSION

To design, construct, maintain and operate the largest North American division channel project that protects the people of the Fargo-Moorhead-West Fargo area.

BRAND PROMISE

To give a peaceful place back to the communities and increase outdoor opportunities.



MESSAGE PILLARS



WE WORK TOGETHER TO PROTECT OUR FUTURES

We are ready to celebrate successes and overcome hardships hand in hand with our neighbors.



WE CREATE FOR ENDURING VALUE

The structures we build will serve as protection but also as a place for innovation and outdoor experiences.



WE ARE A DIVERSE GROUP FOCUSED ON LOCAL SOLUTIONS

We are industry leaders who bring unique, innovative knowledge to solve complex problems.



WE EMBODY A NEW WAY FORWARD

We leverage the strengths of both the public and private sectors.



WE ARE HONEST, TRANSPARENT AND ADAPTABLE

As members of this community and stewards of this project, we take great responsibility in accountability and doing what's right.

WE WORK TOGETHER TO PROTECT OUR FUTURES

Key Message 1:

We are here for the long haul as lasting fixtures and members of the Fargo-Moorhead-West Fargo area.

- This community is our community
- We have a vision of a better future
- We're contracted for 30 years of operation and maintenance of the diversion channel after installation
- With the project we bring job and career opportunities for local construction workers, contractors, office staff and many others

Key Message 2:

We are invested in doing what's right, both for the people and the community as a whole.

- We are doing more than development—we are building an iconic place
- This is a peaceful, protective piece of long-lasting infrastructure
- We will strengthen the links between people, local businesses and natural resources
- The river valley and diversion channel will be a point of pride for area residents
- We participate in and support community events

WE CREATE FOR ENDURING VALUE

Key Message 1:

Our infrastructure project will increase outdoor opportunities for people of the FMWF area.

- Trails will be available for people to enjoy along the channel
- Two aqueducts will have access points for people to enjoy and view
- With more places to experience the outdoors come more health and wellness benefits

Key Message 2:

We value education by offering learning opportunities for school-aged and apprentice-aged students.

- We encourage school field trips and classroom presentations
- We offer many opportunities for internships and apprenticeships to help young professionals gain experience and knowledge
- The diversion will be a live case study for engineering, environment studies, business cases—the list goes on

Key Message 3:

We believe the diversion project will place the FMWF area on the globe as home to one of the world's greatest infrastructure projects.

- The project will boost tourism among those interested in engineering and civil works
- More community gathering spaces will promote eco-tourism and weekend visitors within MN and ND

Key Message 4:

The diversion will make the FMWF area an even more attractive location to relocate, find good paying jobs, buy a home and raise a family.

- Less worry about flooding potential from prospective homeowners
- More parks within reach of residential neighborhoods
- Greater long-term prospects for home, business and land increased values

WE ARE A DIVERSE GROUP FOCUSED ON LOCAL SOLUTIONS

Key Message 1:

We bring management and staff with deep knowledge and creativity, having experience from all over the world.

- The diversion will bring positive impacts for the environment and local economy
- Our innovative solutions for design work will inspire a new generation of engineers and planners
- Heated low-flow channels in the aqueducts prevent freezing and provide running water for fish to freely pass in the winter
- Key players on our team come from many countries around the globe
- Our unique background is rooted in the construction and technology sectors

Key Message 2:

Being a new entity composed of world-class contractors means we can use the expertise of many stakeholders in new and exciting ways.

- Our agility has us ready to solve any situation efficiently and effectively
- We represent an opportunity to build new long-lasting bonds between local businesses, people and government agencies

WE EMBODY A NEW WAY FORWARD

Key Message 1:

We are creating a future for public-private collaboration.

- Local commitment and local financing help move the project along
- Integrating more public-private partnerships can have positive impacts for all governmental projects and allow for more economic and efficient execution of projects
- Potential to put locally contested infrastructure projects in a more positive light moving forward

Key Message 2:

We take pride in being at the forefront of the resilience and sustainability movements.

- Benefits all people and future generations
- Our project will be a catalyst, leading to more green projects financed and completed in the future

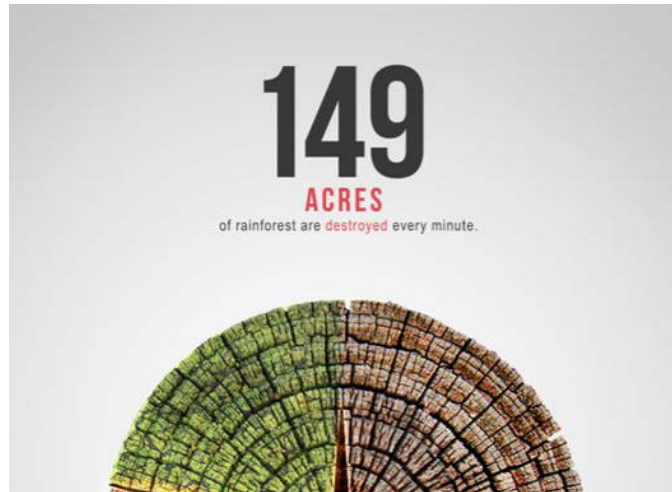
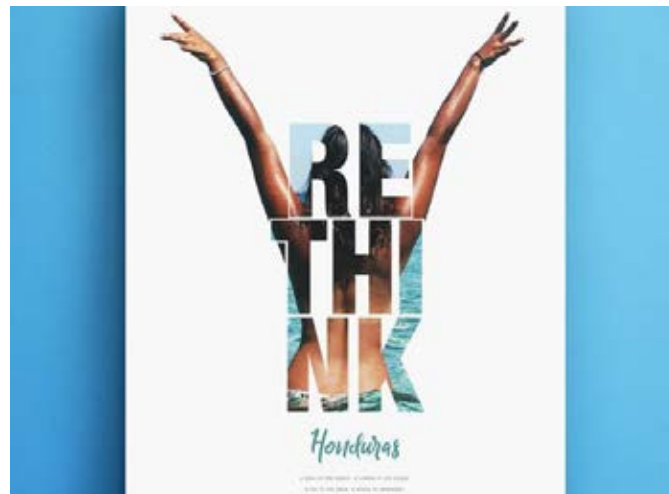
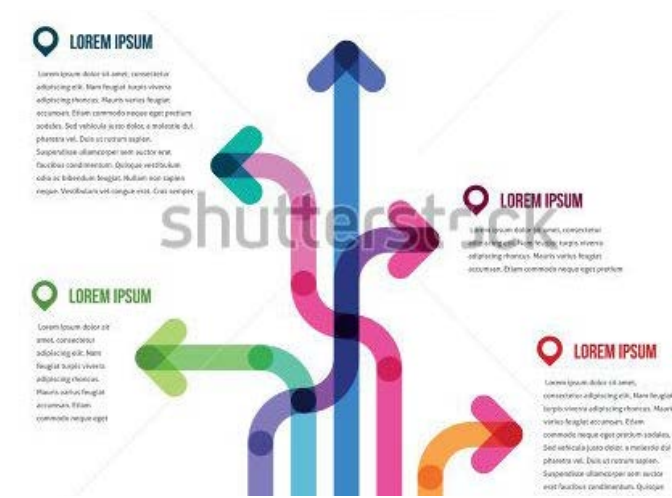
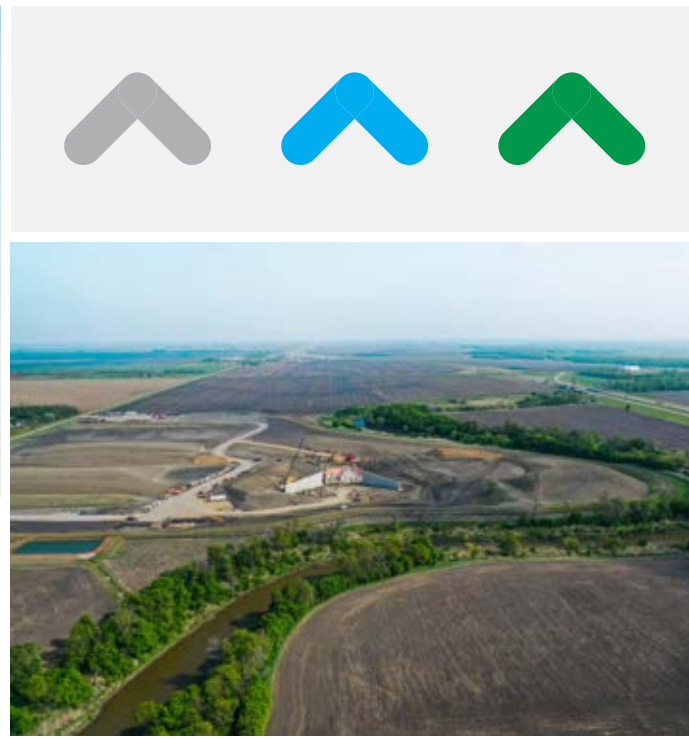
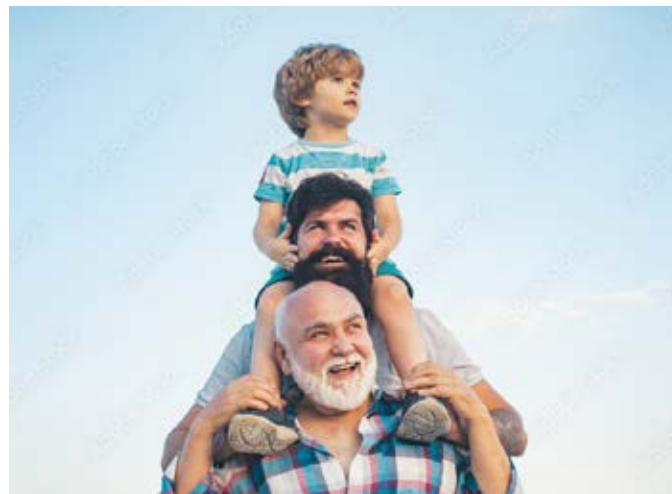
WE ARE HONEST, TRANSPARENT AND ADAPTABLE

Key Message 1:

We pledge to share information about and provide access to the project because we know this diversion is monumental for the community.

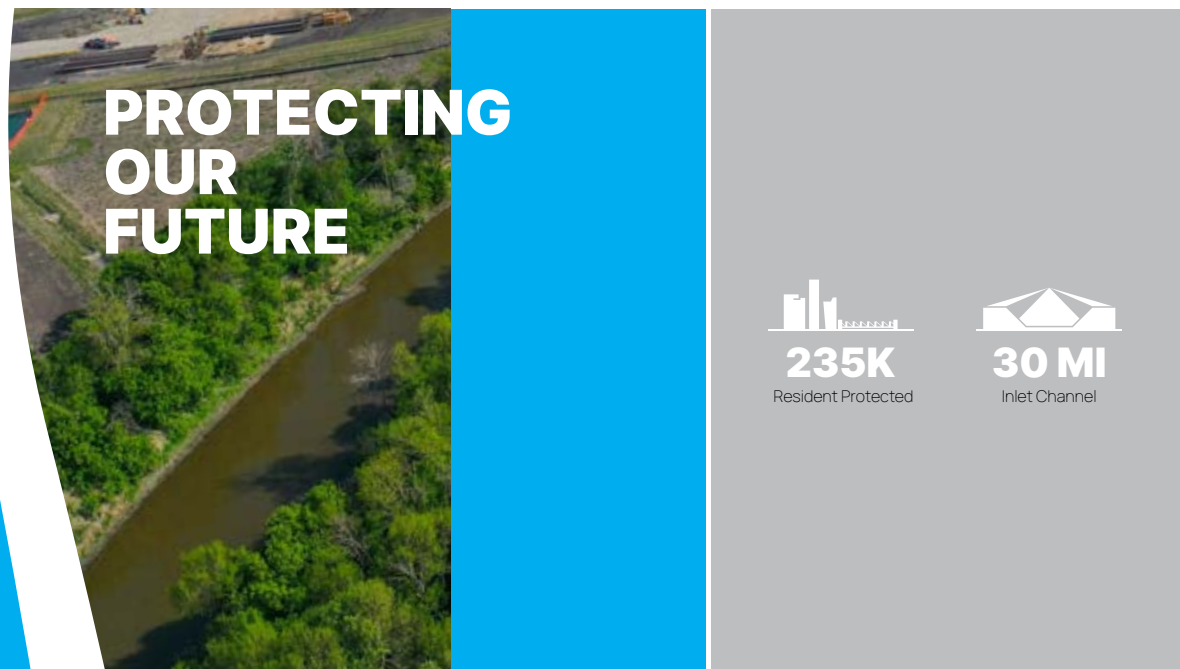
- A public website with a message board will be on display with updates
- We will make regular social media and website posts with the Metro Flood Diversion Authority to give details on progress, share photos and more
- Updates through our partnerships with local newspapers, radio stations, TV stations, etc.
- Public information sessions will be a forum for open discussion on the project

BRAND TONE



BRAND DESIGN

PRINT AD EXAMPLE



The arrow, like the flow of the Red River, points north giving a nod to the fact that we're moving in the right direction when it comes to protecting our communities. It should be used sparingly as an accent piece as to not overpower the primary logo.



LOGO USAGE

PRIMARY LOGO



The primary logo is the MVP of your brand. It should be used most frequently, whenever space allows. Use the logo for all branded materials including printed marketing collateral, digital and social media channels, as well as video, outdoor and web.



The minimum size for this logo is 1" wide.

CLEAR SPACE



It is important to keep corporate marks clear of any other graphic elements. The exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark to ensure its visibility and impact.

LOGO VARIATIONS



Vertical



Black

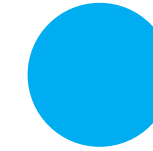


Reversed

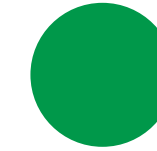
COLORS

PRIMARY COLORS

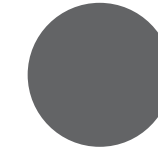
Color plays an important role in the Red River Valley Alliance brand. Consistent use of primary colors, and secondary colors when appropriate, will contribute to the cohesive and harmonious look of the RRVA brand identity across all relevant media.



PANTONE: CYAN
CMYK: 0, 0, 0, 40
RGB: 0,0,0
HEX: 00adf0



PANTONE: 347C
CMYK: 100, 0, 100, 10
RGB: 0, 154, 68
HEX: 009a44



75% K
CMYK: 0, 0, 0, 75
RGB: 100,100,100
HEX: 646464

SECONDARY COLORS



ARROW VARIATIONS



FONTS

TYPOGRAPHY

The official typefaces for RRVA are Inter and Manrope. Both of these fonts are openly available, variable weight Google fonts. A guideline for font weights is illustrated below for headlines, subheads and body copy.

If these fonts are unavailable on a user's machine, Arial may be substituted if absolutely necessary.

HEADING 1, INTER 900 WEIGHT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&* ()**

HEADING 2, INTER 600 WEIGHT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&* ()**

SUBHEADING 1, MANROPE 300 WEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&* ()

If the brand fonts aren't available, please use Arial Bold and Regular for internal use only.

SUBHEADING 2, MANROPE 200 WEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&* ()

BODY, MANROPE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&* ()

