

Brand identity guidelines



Welcome

At Riva, we believe in the power of design to transform organisations, communities and lives. Our work is about fostering transformations that inspire, connect and endure.

This document guides the consistent application of our brand across all mediums and touchpoints.

The guidelines that follow provide detailed directives on our logo usage, typography, color palette, and more. Ensuring that every representation of Riva, whether through our digital presence, printed materials, or site signage, speaks with a coherent and powerful voice.

By adhering to these guidelines, you help maintain the strength and clarity of our brand identity.

We thank you for your commitment to upholding the quality and coherence that Riva is known for, as we continue to transform the world.

Patrick Moriarty

Secretary General | Riva

The chapters

1. Telling our story
2. Brand strategy
3. Visual identity
4. Visual application
5. Brand voice
6. Co-branding
7. Brand governance

Telling our story



We are changing

The world is changing. As economies grow and power shifts, the challenges facing nations become ever more interconnected.

To meet this moment, we've needed to evolve.

We're moving towards investment that strengthens, rather than undermines, the national systems that keep societies thriving. We're stepping beyond sector silos and embracing collective solutions that recognise how public and essential services such as health, education are deeply interdependent with water and sanitation. And we're putting locally-led governance at the heart of our work, backing systems that serve people with legitimacy and durability.

At this critical point in time, we now need to make visible a decade of our evolution: to fully realise our role as trusted advisors to nation builders. Partners in both innovation and implementation.

Allies who inform, influence, and inspire leaders. Leaders who mobilise and collaborate across countries, governments, and citizens - bringing coherence to complexity and courage where it's needed.

We're now Riva – systems leaders driving change that transforms lives. We're a federation of member organisations, locally-led and globally connected, driving systemic change through and beyond water, sanitation and hygiene. We work alongside the people who shape nations, igniting lasting solutions that transform tomorrow.

This is not just a change in identity. It is a declaration of intent and a commitment to rise to the moment, and to support the leaders who will transform tomorrow.



Why Riva?

We were IRC. We now are Riva.

The name bonds us to water — to its life-giving properties; to its ability to find a path through obstacles; to its relentless flow; to its connectivity; to its place in humankind's journey.

Riva defines us as a 'lifeforce', partnering with nation builders to transform people's lives and society's futures.

Riva — via its name, its design and its symbolism — elevates us and challenges us to live up to our purpose, mission and values.

In so doing, Riva will inspire those we seek to influence to come to us, to listen to us, to trust us, to invest in us and to follow through on their promises. Not their promises to us, but their promises to the people whose lives and whose futures they hold in their hands.



Our story

Riva was born from a simple truth: water is never just water. It is life itself, the quiet force behind everything a nation hopes to become.

Riva began in 1968 as IRC, a global think tank founded by the Dutch government and the World Health Organization. We were known for expertise in pumps and pipes, the hard infrastructure of progress. But the world asked for more, and we listened.

We became a think-and-do tank, learning that real change...comes from influencing systems, not living in silos. Over time, we moved closer to the people we serve, working side by side with governments, communities and partners across health, education, climate and social justice.

One lesson guided us throughout: progress does not arrive from above. It grows from within.

Today, as Riva, we are a network of local systems leaders. Citizens of the countries we serve, working from the inside out. We connect local knowledge with global influence to help nations build resilient public and essential services.

And by 2030, when leaders seek not just solutions, but systems that help nations rise and thrive, they will call Riva first.

Our behaviour

Being Riva

At its heart, a brand is about building real human connections – not just with the outside world, but with one another too. So the question becomes: how do we show up?

How do we behave in a way that feels genuinely “Riva”?

It starts with understanding what defines us. Our purpose gives us direction, our mission keeps us moving, and our values guide every decision we make. Together, these shape the way we live our brand every day.

This is how we create value that lasts. It’s not only who we are, it’s how we choose to be.

For each of us, this means taking personal ownership and living our values beyond our roles, titles, functions or KPIs.

That mindset is where real transformation begins.

That is what it means to be Riva.



Brand strategy

2



Introducing our being

Brand strategy

At Riva, everything starts with a belief as practical as it is powerful: strong nations are built on strong public systems. When public institutions plan better, manage better, and deliver better, communities thrive, not by chance, but by design.

This chapter explores the thinking that shapes who we are and how we work. It unpacks the principles behind our approach: that systems should serve people, that leadership should be empowered not overwhelmed, and that national progress is built through structure, clarity, and accountability.

Here, we define our purpose, our strategic pillars, and the frameworks that guide the decisions we make.

This is the foundation that turns intention into impact.

Our purpose

'To transform the lives of people - for the better, for all of us'

'To transform' speaks to Riva's vision and leadership – beyond strengthening the water and sanitation sector. Riva will promote a transformational systems approach using its professional expertise as policy experts, delivery practitioners and strategic influencers to inspire and connect key actors across public services (incorp. the water, sanitation, and hygiene sector) to collaborate & create resilient, funded solutions & outcomes.

'the lives of people' speaks to the fundamental human rights of water, sanitation and hygiene – as a core building block of life and the public services that serve it. And at the heart of the agendas on health, education, energy, economy, climate and justice, security, inclusion, social mobility, and individual opportunity. It speaks to all levels: the individual, the family, the community, the society, the country, the continental region and globally.

'for the better' speaks to a relentless commitment to influence & inspire the entire system to deliver lasting services that raise up the societies they serve.

'for all of us' speaks to society – a national and global society where our lives are inter-connected & interdependent – where everybody counts, or nobody counts. It speaks to the notion of a 'polycrisis' and the significance of Riva's contribution and leadership role alongside others, notably government.

Our mission

Our mission is to inform, influence & inspire decision makers to place lasting water, sanitation & hygiene services at the core of their priority commitments, policy and investment strategies.

Bond: Lifeforce

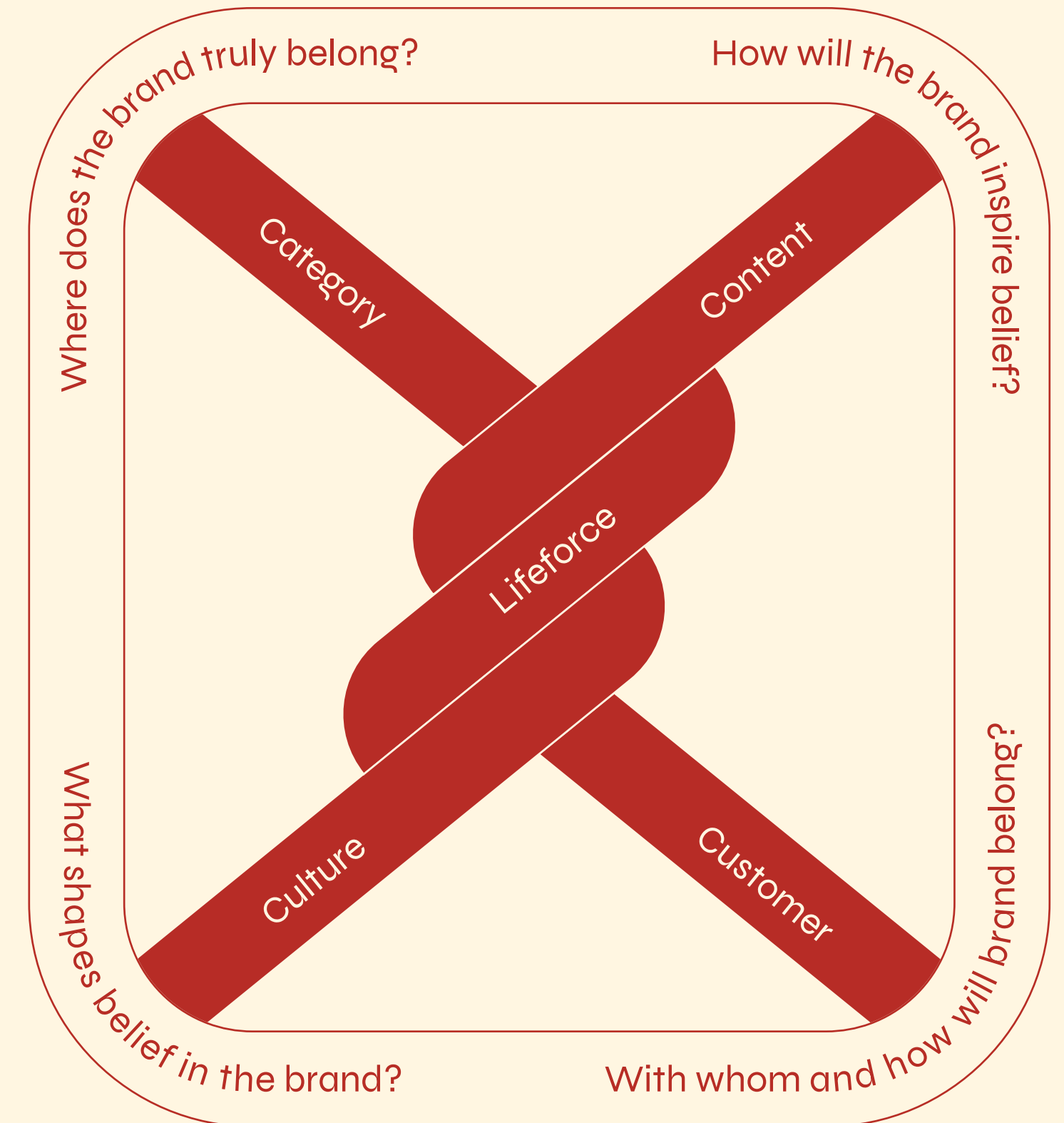
Our Bond 'Lifeforce' captures our water, sanitation and hygiene DNA, our spirit and our purpose.

It also represents the 'strategic pivot' and 'North star' guide.

The primal energy contained within 'Lifeforce' however, is defined by water.

Water is life and Riva uniquely captures and represents its force.

We are not defined or limited therefore by our sector; we are unleashed as a leader in transforming systems.





Brand activation pillars

Collective leadership

We are a network of leaders united in belief about the potential of everyone and the importance of leaving no one behind.

Our mission centers on safe water and sanitation as a transformational life force that can create a healthier and more equitable world. We passionately believe that tackling complex problems requires commitment to collaboration, valuing diverse professional talent and placing local expertise at the heart of our work. We nurture this in our culture and place dynamic partnerships at the heart of all we do. We thrive, when others do.

Transformational change

We are architects of resilience and transformational change.

We support the delivery of sustainable water and sanitation in public and essential services through our systems leadership, expertise and innovation work.

We use our systems leadership skills to bring people and institutions together to understand the whole picture, address root causes and drive relevant solutions – using the power of our local expertise and influence.

As the world is now learning, we know this is the only way to tackle complex challenges, achieve effective public services and justice for all.

Influential narratives

We use storytelling to inform, influence and inspire decision makers to harness safe water and sanitation to improve lives.

We champion data, evidence and authentic narratives from those we work with as the key to motivating people to tackle complex challenges together, across institutional boundaries and to higher purpose.

We unite hearts and minds with stories that inform and inspire people to act and drive change.

Our values and behaviours

Diverse and global

We are a global organization deeply anchored in local knowledge and expertise. Our leadership is represented by individuals who embody the wisdom and experience of their communities.

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Undaunted and courageous

We are undaunted and courageous - to ask bold questions, challenge orthodoxy and to demonstrate the impossible is possible.

We know our mission and purpose isn't easy, and to achieve it requires us to positively disrupt the status quo, habits of mind and established behaviours.

We are unequivocal in our belief that systems change is essential and improvements possible.

Human and thoughtful

We are human – curious, compassionate, and thoughtful professionals.

Our innovation and thought-leadership combine intellectual rigour with emotional intelligence. We know that to be effective change makers needs us to be rational and to understand human behaviour, which is frequently not.

We are passionate in our commitment to social justice and care deeply for the people we work alongside, and partner.



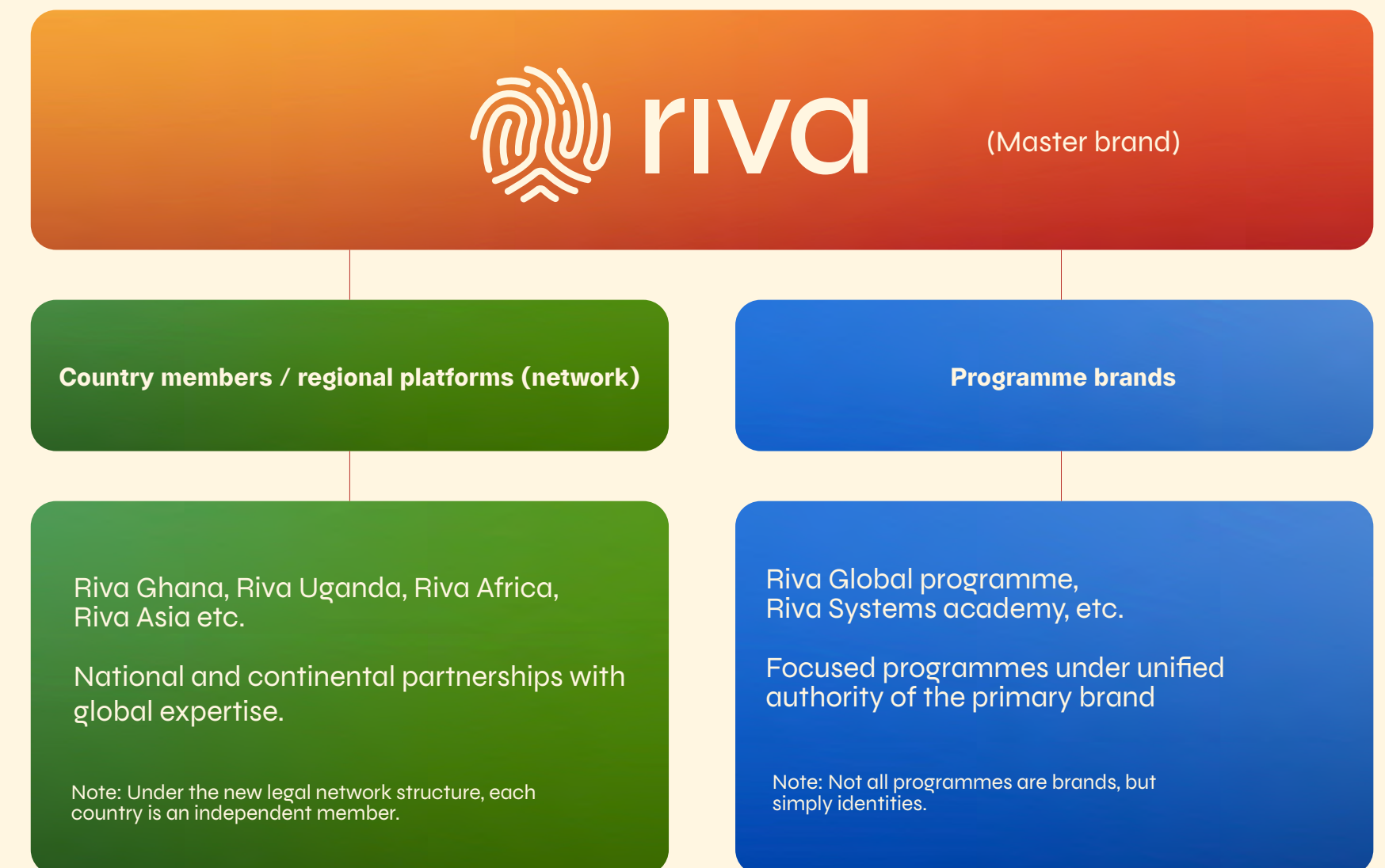
Brand architecture

This is how we organise Riva's different brands. Shows which names belong together and how they connect, so we don't confuse our target audience about who we are.

Transforming tomorrow through strategic alignment

Strategic Benefit:

Every member, country initiative, and programme carries Riva's name, creating unified authority - a single, powerful brand that accumulates strength with every success.

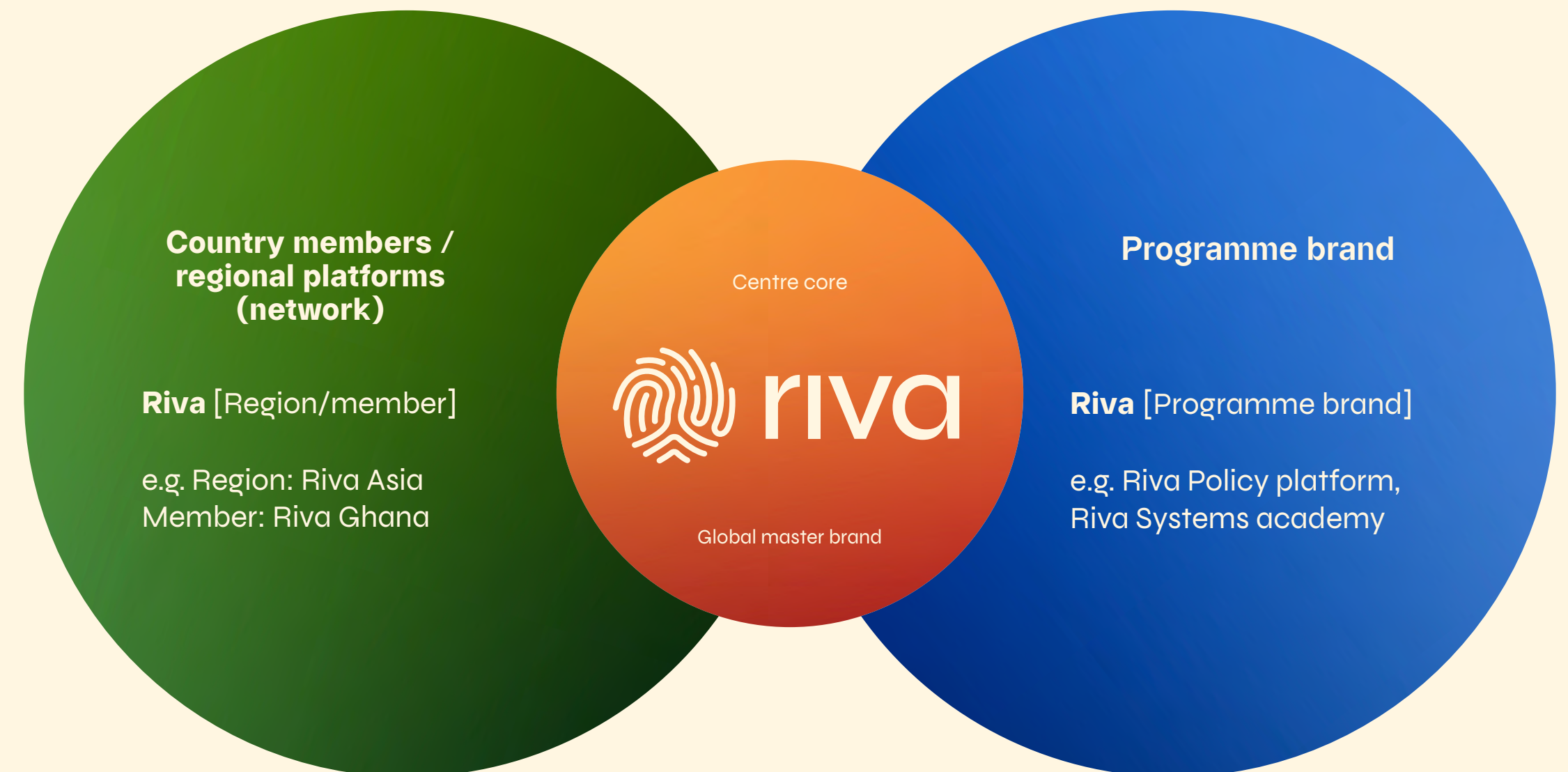


Brand architecture framework

Riva's brand hierarchy flows organically.

The overlapping circles show how regional and programme brands naturally connect through the master brand, creating fluid relationships rather than strict divisions.

This reflects Riva's water-like nature - maintaining core identity while adapting flexibly to local contexts and programme needs.



Quote

“Water shouldn’t be the end, it should be a means... to achieving other necessities of life.”

Vida Dutti —
Deputy Secretary General

Positioning statement

Where Riva sits in people's minds.

How we want to be seen and remembered compared to everyone else.

Riva is the trusted catalyst that helps nation builders transform challenges into lasting water, sanitation, and public service systems for generations. Locally-led. Globally connected.

Brand keywords

Transformation - Core positioning and purpose

Lifeforce - The vital energy that flows through everything

Locally-led - Rooted in home, belonging, authenticity

Collaboration - Working together as equals

Catalyst - Role and impact definition



Target audience

Our target audience is a specific group of people most likely to be interested in our service. We will define their demographics and interests to focus our influential narratives.

Primary audience

Nation builders & senior leaders

Example:

Heads of State, Vice Presidents, Cabinet Ministers, Key Political Strategists, Government MDAs, elected reps in parliament & councils/assemblies, Civil Society/CSOs, Heads of Departments.

What they value:

Legacy-building, national interest and development, and public trust.



Target audience

Secondary audience

Major funders

Example:

Domestic finance leaders, development banks, bilateral and philanthropic donors, Private Sector (water, sanitation and hygiene sector equipment manufacturers/distributors), and financial institutions. Senior Experts and influencers (national, regional and global).

What they value:

Strategic alignment, quantifiable impact, long-term vision and ROI.



Target audience

Tertiary audience

Technical experts & partners/allies

Example:

One For All, technical experts.

What they value:

Knowledge sharing, collaboration, problem-solving and progress.

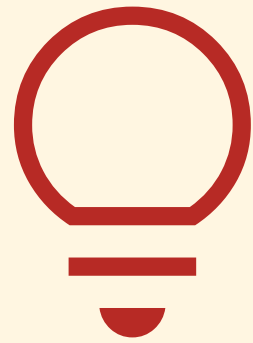


Quote

"You have to be that trusted advisor and a critical friend. If you're working with government, you can't be a patsy for government."

Bryony Stentiford —
Global Director of Business Development.

Personality



Visionary

“We see what others can’t imagine.”

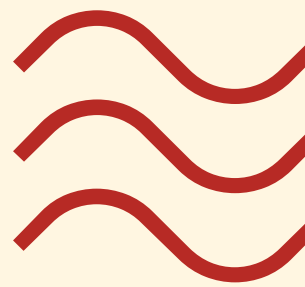
When others see water scarcity, we see system transformation. Inspires governments to think bigger.



Bold

“We pursue audacious goals with humility.”

Boldness without humility becomes arrogance. Humility without boldness becomes timidity. We balance both.



Flow-driven

“We embody the life force of water.”

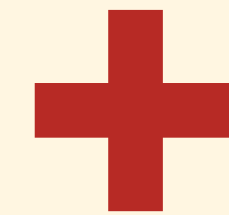
Like water, we find ways around obstacles, shape ourselves to contexts while maintaining essential force. Links to human & thoughtful: Our adaptability and persistence flow from deep care for people and thoughtful understanding of local contexts.

Archetype

Riva's familiar role. A brand archetype taps into universal patterns people already understand, making complex positioning feel immediately familiar and trustworthy.

Catalyst

- Positively disruptive
- Energising
- Transformation-focused



Architect

- Visionary
- Systemic
- Future-facing builders

Why catalyst & architect is perfect for Riva:

1. Governments crave positive disruption with direction - they need partners who challenge impossible thinking and design workable solutions.
2. Transformation requires both spark and structure - catalysts ignite change, architects ensure it lasts beyond political cycles.
3. The combination is extraordinarily rare.- most development partners offer either innovation or implementation, never both.
4. Riva delivers complete transformation - we don't just shake up the system, we rebuild it to work for generations.

This dual power is why nation builders will call Riva first - we're the force that makes lasting change possible.

Brand voice

Tone pillars

Clear:

Say it plainly. Avoid jargon, explain technical ideas simply.

Credible:

Anchor claims in evidence so confidence feels earned.

Human:

Speak to shared goals. Use language that respects dignity.

**We frame the challenge clearly,
prove what works credibly, and give a
human reason to act.**

Quote

**“Excellence hidden serves no one.
It’s time to lead visibly and boldly.”**

Riva

Brand headlines

What Riva says to the world. The messages that capture our positioning and connect with different audiences.

Riva's signature messages. Three powerful headlines that communicate our core values to different stakeholders and situations.

These can be used as taglines, presentation titles, campaign themes, or conversation starters depending on your audience and context.

Transforming Tomorrow

Systems that serve people

Trusted advisors to nation builders



Manifesto

Water is a birthright that connects us all

And the services we build because of it, have the power to right injustice

They can be the foundation
to resilient livelihoods
They can inspire the kind of change
that ripples across generations

This is why Riva exists
To be the catalyst for sustainable systems
To turn what is into what should be
We are a lifeforce
A current that connects bold leaders to visionary ideas that can shape tomorrow.

Because we all rise,
when leaders, communities, and experts,
act together as a collective force
to become nation builders
This is when action flows over to progress

So, let's lead the way to a future where essential services are provided to all
Let's keep building a world where local wisdom is strengthened by global connectedness

Let's reimagine a world where our greatest solutions serve people
And our systems sustain human potential

We've always known that where water is, life thrives
But this isn't just about water
It's about the possibilities enabled by it

Riva is proof that bold decisions can change the course of our public services

Because true leadership can move nations, beyond pipes and pumps, beyond crisis, beyond survival — into rich and resilient lives for all

Riva,
Transforming Tomorrow.

Visual identity

3



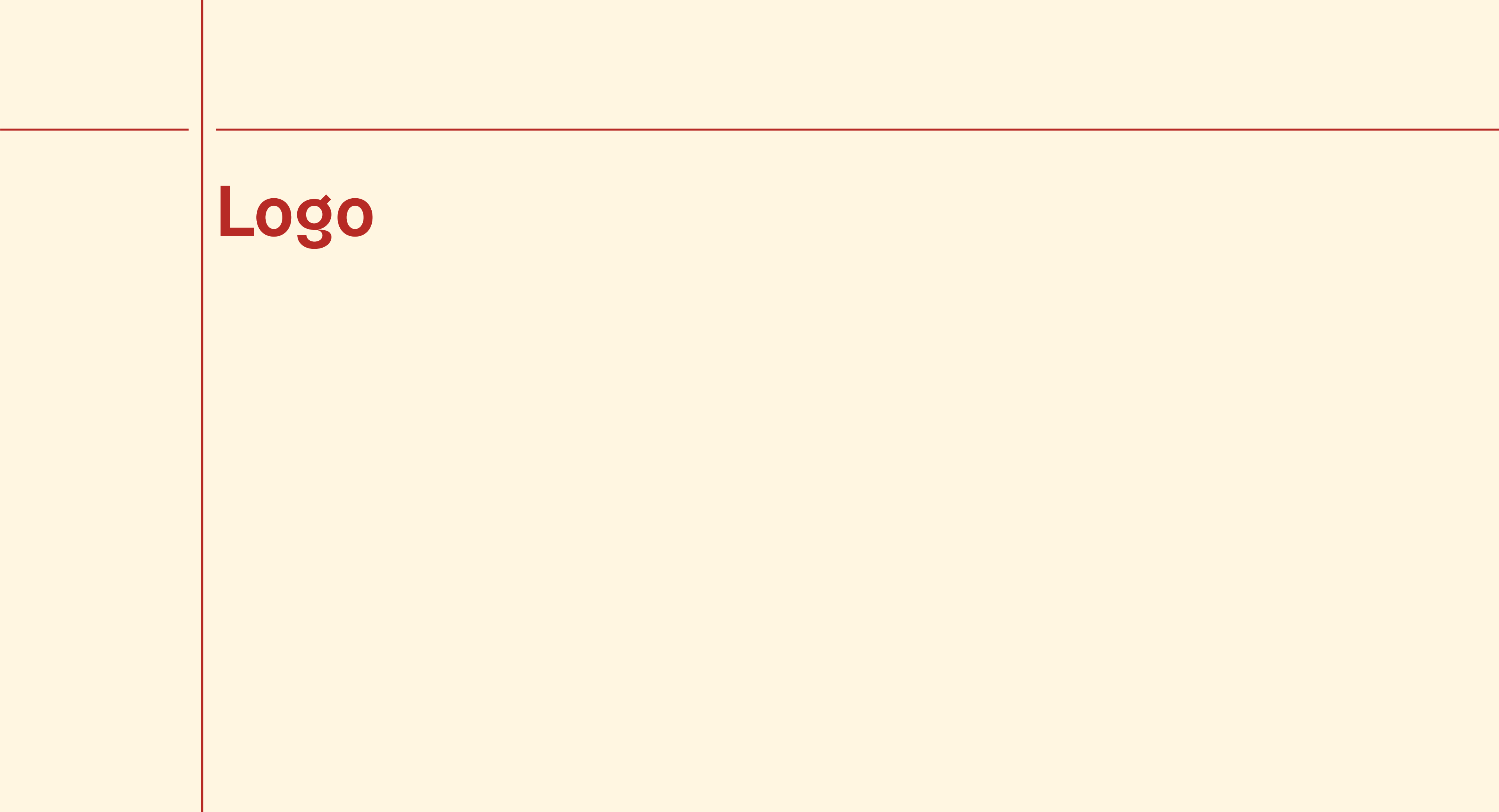
Introducing our being

Visual identity

Riva's visual identity system is designed to express more than style. It reflects our belief in structure, stability, and the power of well-run public systems.

The way we look should feel as strong as the outcomes we work toward. Each element is intentional, echoing the way we support governments to design better systems, make smarter decisions, and deliver services that last.

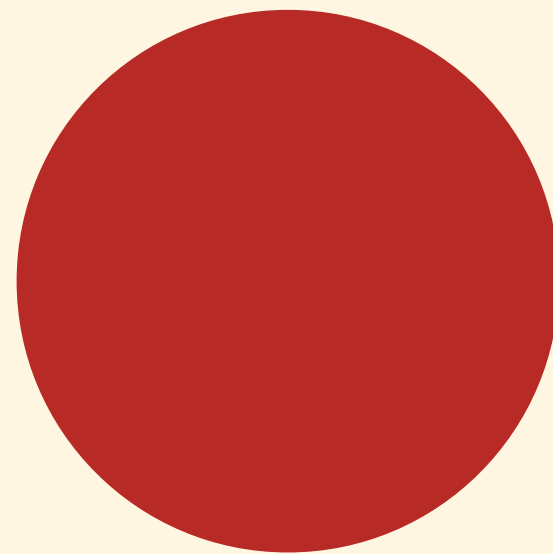
Our visuals help the world recognise us, not only by how we look, but by what we stand for.



Logo

Riva mark construction

We codified the brand into three universal symbols to create the Riva mark... an iconic visual shorthand that remains bold at any scale and represents our brand with clarity wherever it appears.



**Collaboration and
collective leadership**
Unity and togetherness.

+



Transformation
Chevron lines pointing up mean
movement forward and growth.

+



Lifeforce
The vital energy that flows
through everything.

=



Riva mark
A systems change catalyst
with expertise in water.

Riva mark

The Riva mark is our primary logo icon, a bold shorthand that unifies three universal symbols into one distinctive emblem.



Riva primary logo



Our primary logo colour is Riva red.

Riva logo Anatomy

The construction and alignment of the Riva logo demonstrate how each element is purposefully designed to preserve its balance, spacing and overall integrity, ensuring consistent and optimal visual impact.



Riva mark

riva

Riva wordmark

Riva logo

Clear space and minimum size



Minimum size print



Minimum size digital



Clearspace height

The clearspace size is the width of the spacing of the image mark to the logotype.

Riva logo

Monochrome

The monochrome version of our logo is a simplified, adaptable variation designed for maximum clarity and contrast. It should be used when colour reproduction is limited or when the full-colour logo would lose visibility or impact — such as on black-and-white documents, embossing, engraving, or single-colour printing.



Riva logo

Colour application

Riva red is the leading colour for the primary logo and should be used on all formal elements. Unless a specific application requires an alternative. Consistent application builds recognition and fosters a unified presence that people can trust. The logo must always appear on suitable backgrounds to ensure legibility and maintain brand integrity.



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Transforming
Tomorrow

Trusted advisors to nation builders. It's our
commitment to designing solutions that put
human needs first.



**Petra
Brussee**

Head of corporate
communications

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Riva logo

Colour application

Our logo should be used on appropriate backgrounds to maintain legibility and brand integrity. It can be rendered in our palette, whilst ensuring it stands out, staying true to our brand identity. When showing up in colour, it should be shown in the brand's red, unless on a different colour background then refer to the below combinations.



Logo on visuals

Colour application

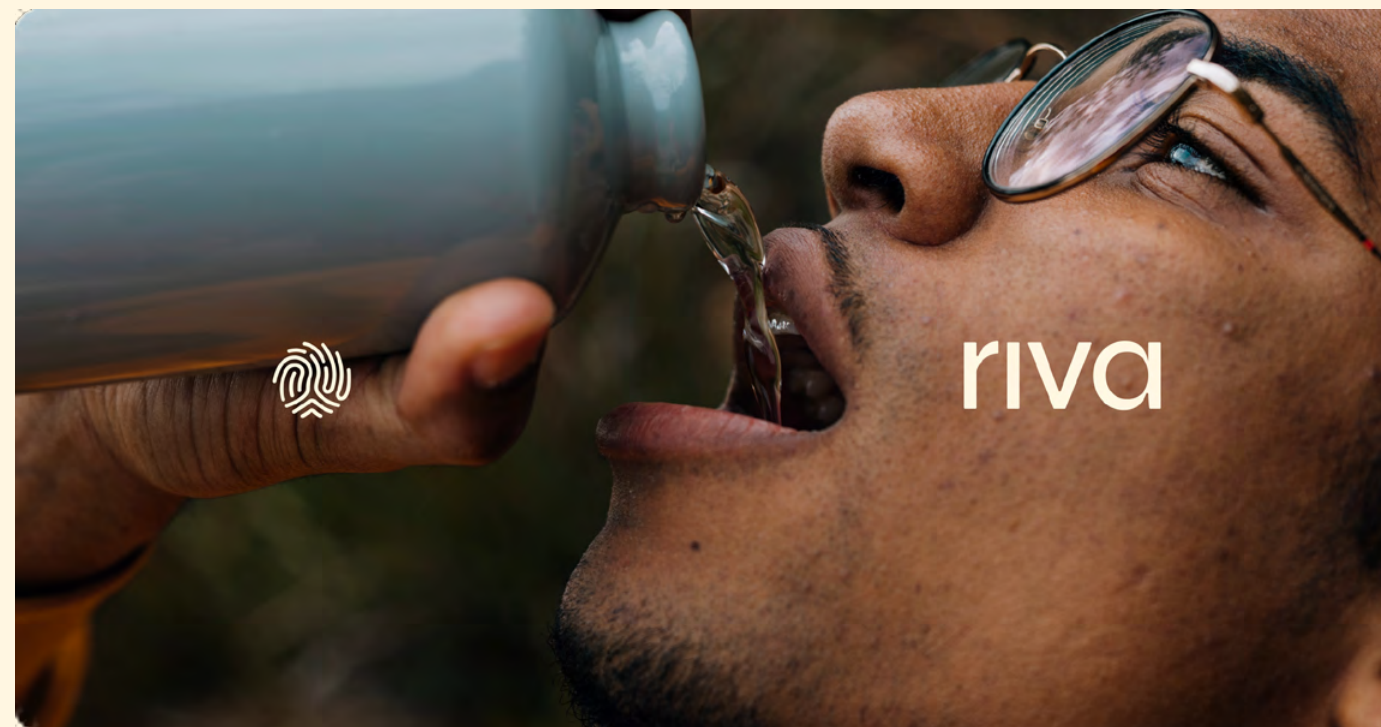
To ensure consistency, only two Riva logo colour options may be used across all visuals. The primary Riva logo is the first choice for all brand applications whenever the background permits, with the off-white version reserved for instances where greater contrast is required.



Logo on visuals

Framing device

By directing our audience's focus, we use the logo to frame key subjects or contextual moments within our brand communication. Our logo system can serve as a framing device, guiding attention toward important details or moments.



Riva logo

Misuse

Avoid altering the logo's colour, proportions, or composition to prevent dilution of our brand identity. This section outlines common misuses such as distorting, recoloring, or partially covering the logo, ensuring it is always presented correctly.



Do not change the spacing between the
brandmark and the wordmark.



riva



Do not rotate the logo.



riva



Do not change the orientation or location of the
brandmark to wordmark. Brandmark should
always sit to the LEFT of the wordmark.

riva



riva



Do not distort or warp the logo in any way.



riva



Do not outline or create a keyline around the logo.



riva



Do not change the typeface nor recreate or
manipulate the brandmark or the wordmark.



riva



Do not use drop shadows or any other effects.



riva



Do not change the logo color or tone outside of
Riva's color palette.



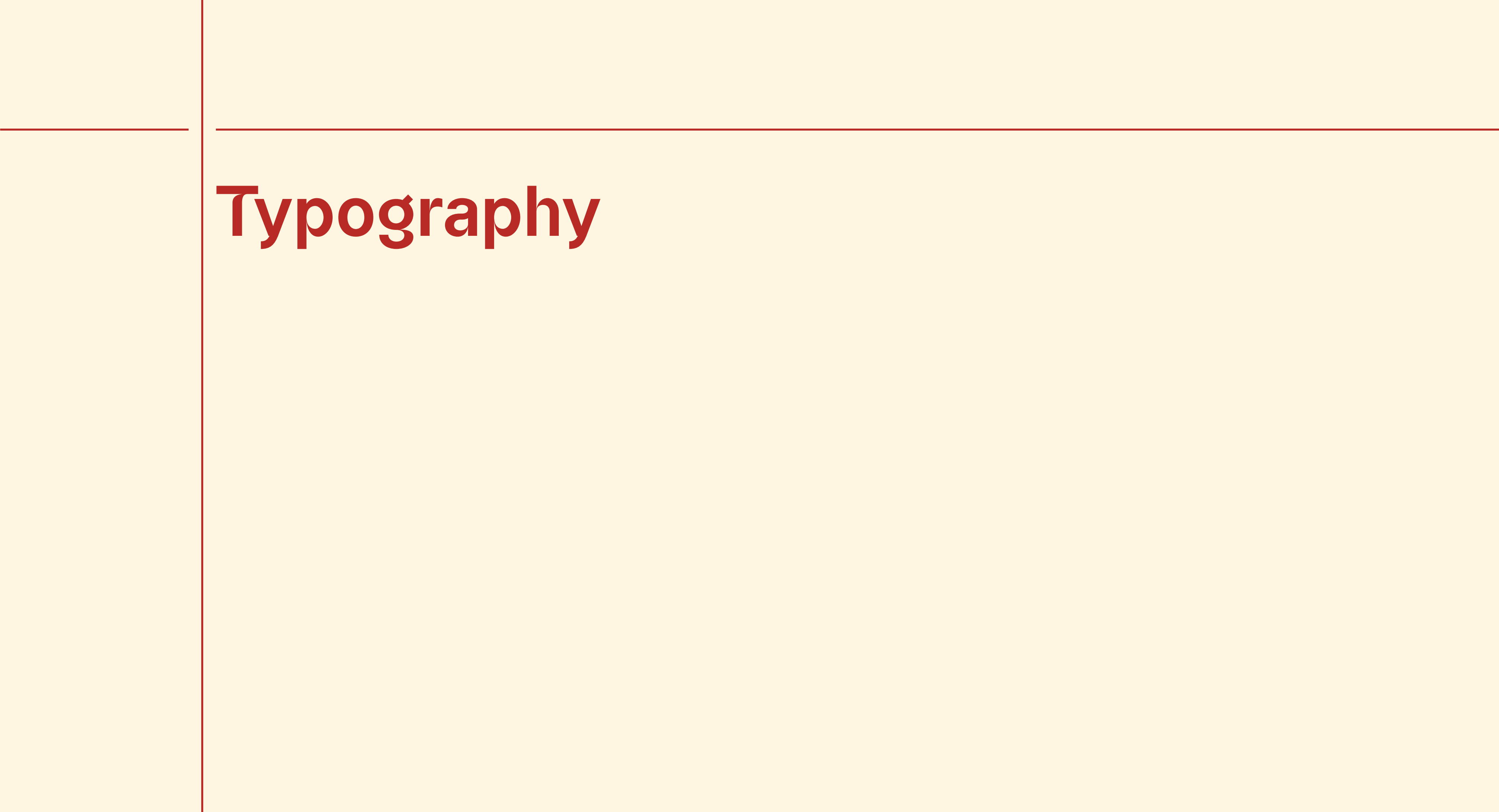
riva



Do not crop the logo.



riva



Typography

Our primary typeface

The primary typeface, Almarena Neue, is reserved for headlines.

Almarena Neue Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*

Aa

Application example

Headlines and numbers

Headlines for brand communication (advertisements) containing two words should be set in title case, while headlines of more than two words should be set in sentence case.

Making water and sanitation work for everyone

At Riva, we believe water and sanitation are not just basic services—they are the foundation for healthier communities, stronger economies, and brighter futures. Our mission is to close the gaps in access, ensuring that every person, regardless of where they live, benefits from sustainable, safe, and equitable systems. Through innovative design, data-driven solutions, and collaboration with local partners, Riva transforms complex

infrastructure challenges into systems that are reliable, efficient, and resilient. From rural communities to growing cities, our approach is rooted in understanding people's needs and building solutions that last—solutions that truly work for everyone.

We're committed to more than just building infrastructure—we're building impact. By integrating technology, expertise, and empathy, Riva helps organizations reduce downtime, extend resources, and empower communities to thrive. Because when water and sanitation systems work for everyone, the ripple effect is life-changing. Our work is guided by the principle that

progress must be inclusive. We know that access to water and sanitation is not just a technical issue, but a human one. That's why Riva focuses on solutions that respect local cultures, empower people with knowledge, and create opportunities for lasting change. By placing people at the heart of every system we design, we ensure that the impact is felt far beyond pipes and pumps—it's about dignity, equity, and resilience.



123%

Reduction in downtime for sanitation infrastructure

Transforming Tomorrow

It's our commitment to designing solutions that put human needs first.



42⁺ Hours

Our secondary typeface

The secondary typeface, Syne, is reserved for supporting roles: Sub-headlines to establish hierarchy, and all body copy for maximum legibility in long-form text. This ensures the primary typeface (Almarena Neue) maintains dominance for core brand titles while Syne manages the detailed narrative.

Syne
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*

Aa

Application example

Body copy

Making water and sanitation work for everyone

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123%

Reduction in downtime for sanitation infrastructure

Transforming Tomorrow

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42⁺ Hours

Typeface overview

Headline text-
Almerena Neue
Display SemiBold
72 pt

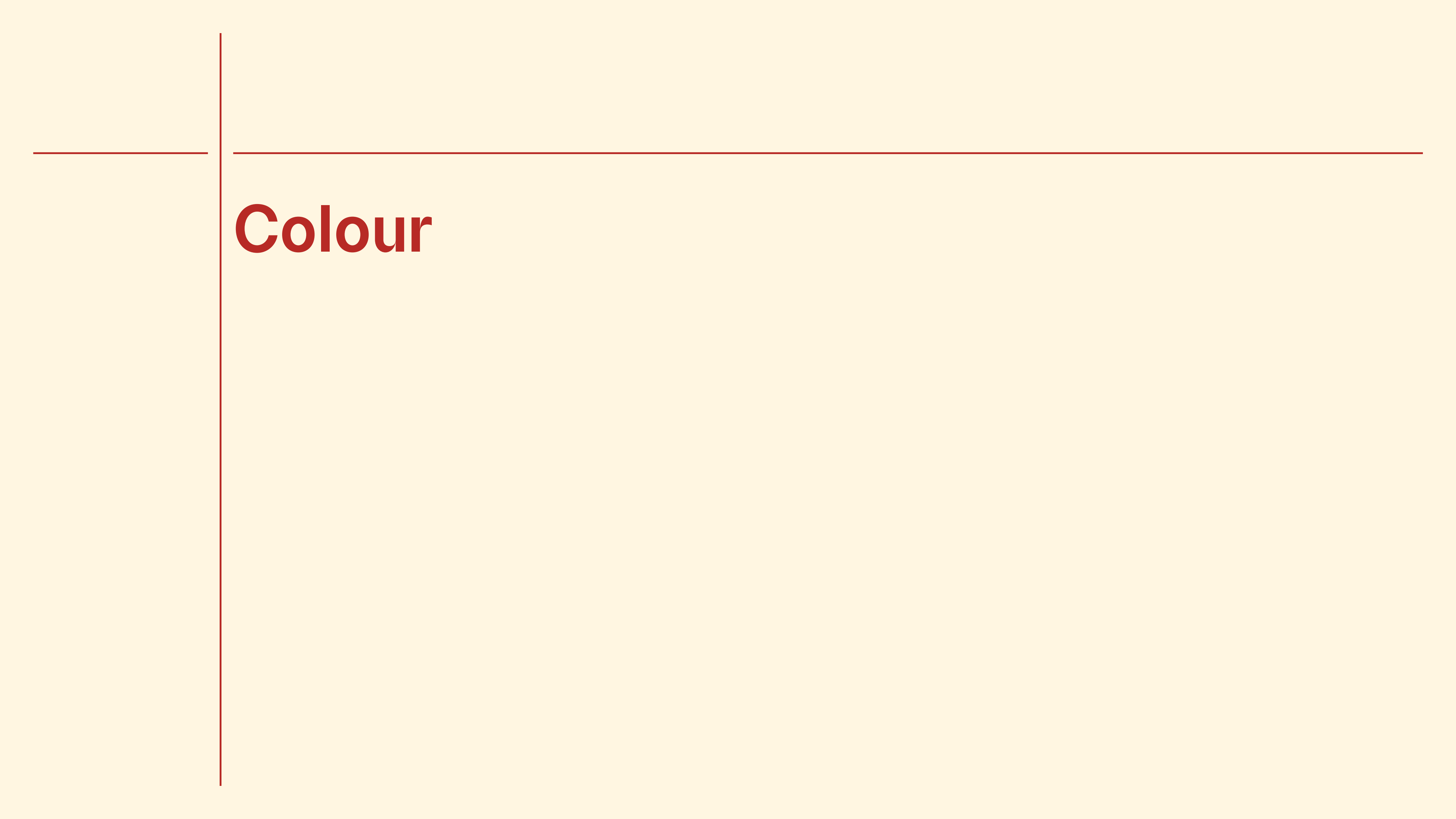
Sub-headline text-
Syne Regular
36 pt

Body text-
Syne Regular
18pt

Transforming Tomorrow

Its our commitment to design
solutions that put human
needs first.

Sed icate modi corrum face prae volor saecte lauditates
autem quia vendest, quae omnisqu aerspient. Iciissimendis
aruptae cepratum re comnia voluptas doluptiis aut il is
nihilles iducidion ex eum fugiate nihitis evelest porpore labore
modis ut ra consequia volor re vendand emperem fugit ad ea
conetur remoluptatur as sam, sequiaecabor aliquas consedi
piciumquam, ute pre volum resti aut lacero volupti onsequos
et id que quundit, aut ilignis et volenetus

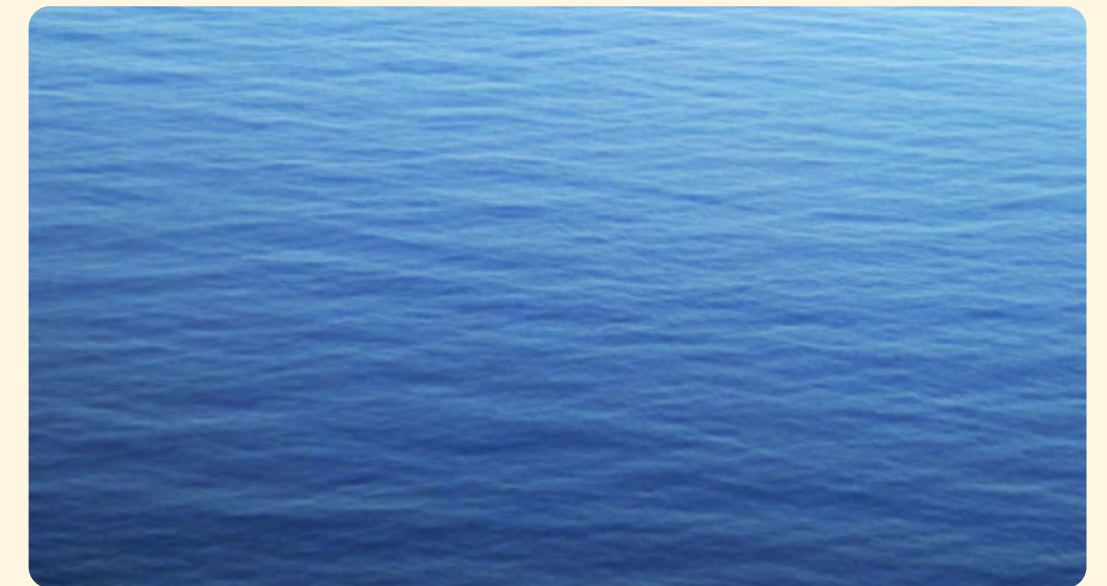
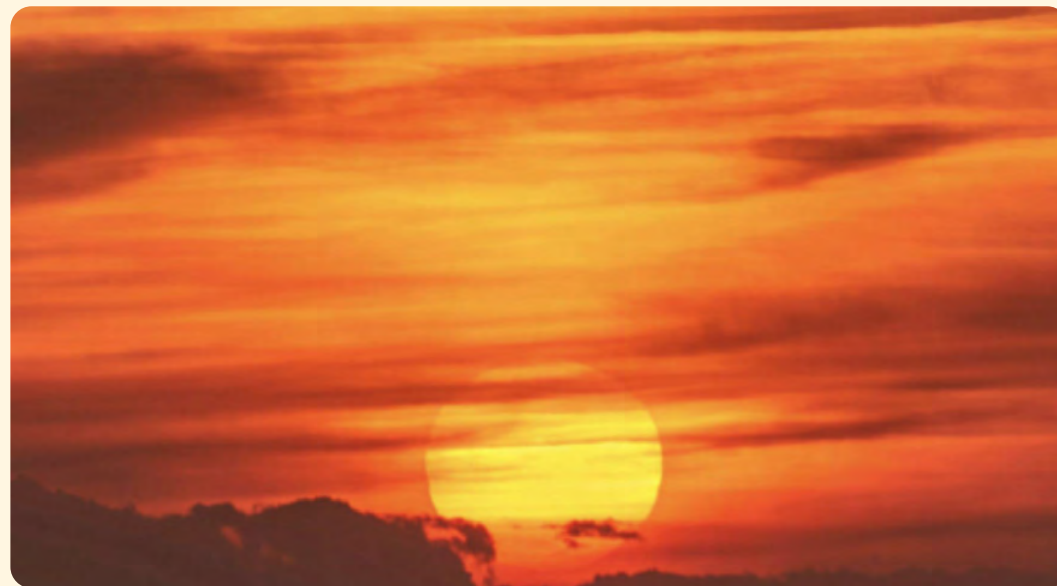


Colour

Primary colours

Gradients

The Riva color palette utilises blue, green, and orange to communicate its core values. Orange acts as a catalyst, signaling vitality, necessary action, and accessible, high-impact efficiency. Green emphasizes safety, clarity, and sustainability. Finally, blue reflects Riva's water, sanitation and hygiene sector heritage, conveying trust, reliability, and security.



Gradient 1

Orange

Gradient 2

Green

Gradient 3

Blue

Secondary colours

Flat

Our gradient colours have been meticulously developed into a complimentary set of flat colours, creating a versatile and sophisticated palette. This range is designed to convey the essence of our brand: credibility, sophistication, and vibrancy across all applications and mediums.

FFAC27 Yellow	B5EE73 Light green	3CCEFF Light blue
F06B33 Orange	82D58A Mint green	3F95F0 Mid blue
B72A25 Red	50922F Dark green	044AAF Dark blue
000000 Black		
FFF6E1 Offwhite		

Leading colours

Flat

Our flexible colour palette centres on red for the logo and offwhite as a neutral backdrop where gradients aren't suitable. These colours act as silent brand ambassadors, ensuring clarity and distinction.

Riva red
872a25

Riva offwhite
ff6e1

Colour overview

Gradient 1

Gradient 2

Gradient 3

FFAC27

F06B33

B72A25

B5EE73

82D58A

50922F

3CCEFF

3F95F0

044AAF

000000

FFF6E1



Brand pattern

Brand patterns

We create our unique pattern by scaling, rotating and cropping our brand mark. This makes a striking, repeated design that helps people easily recognise our brand. The pattern is versatile and can be used everywhere, from computer screens to building glass, keeping our brand looking consistent.

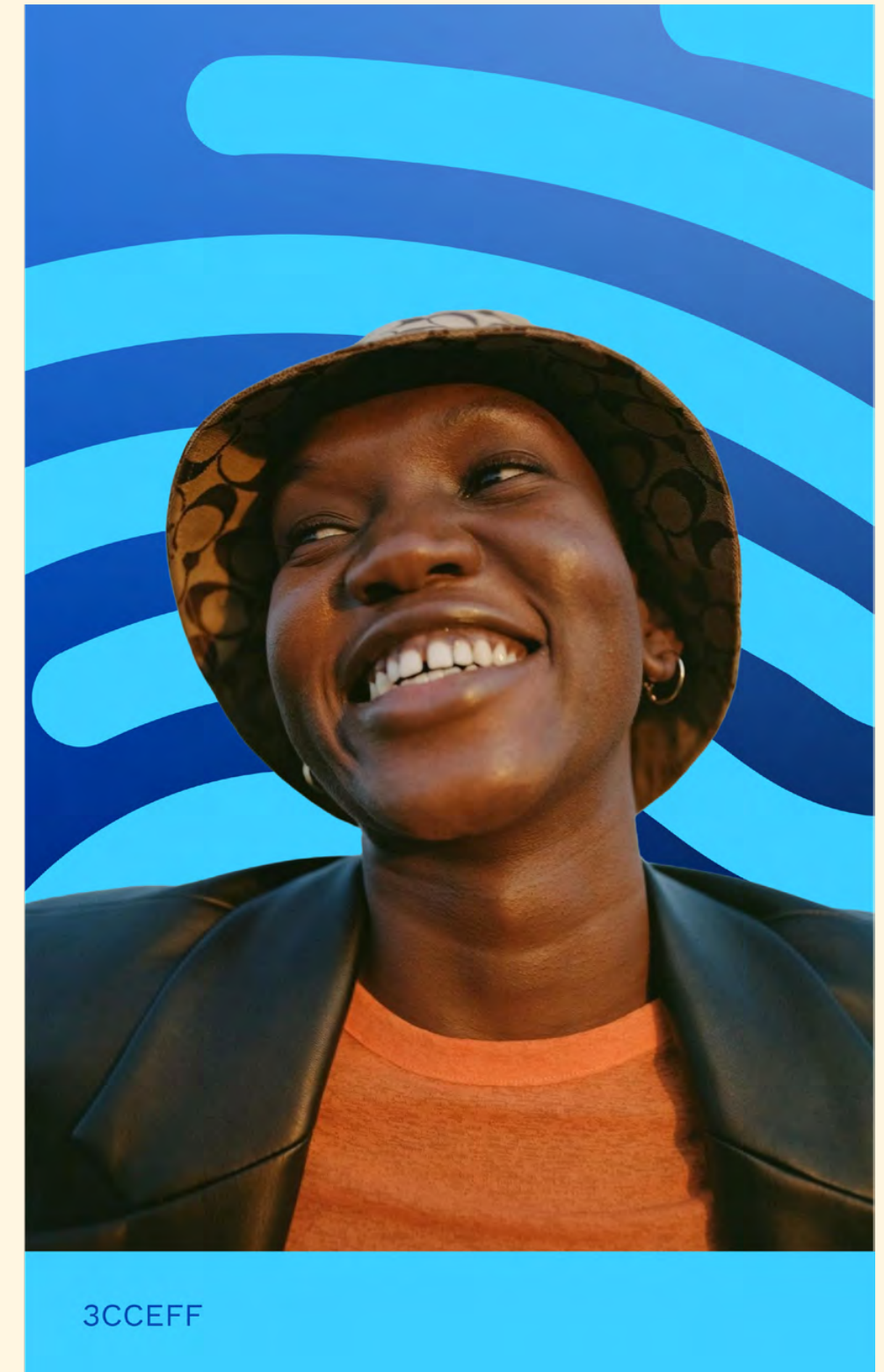
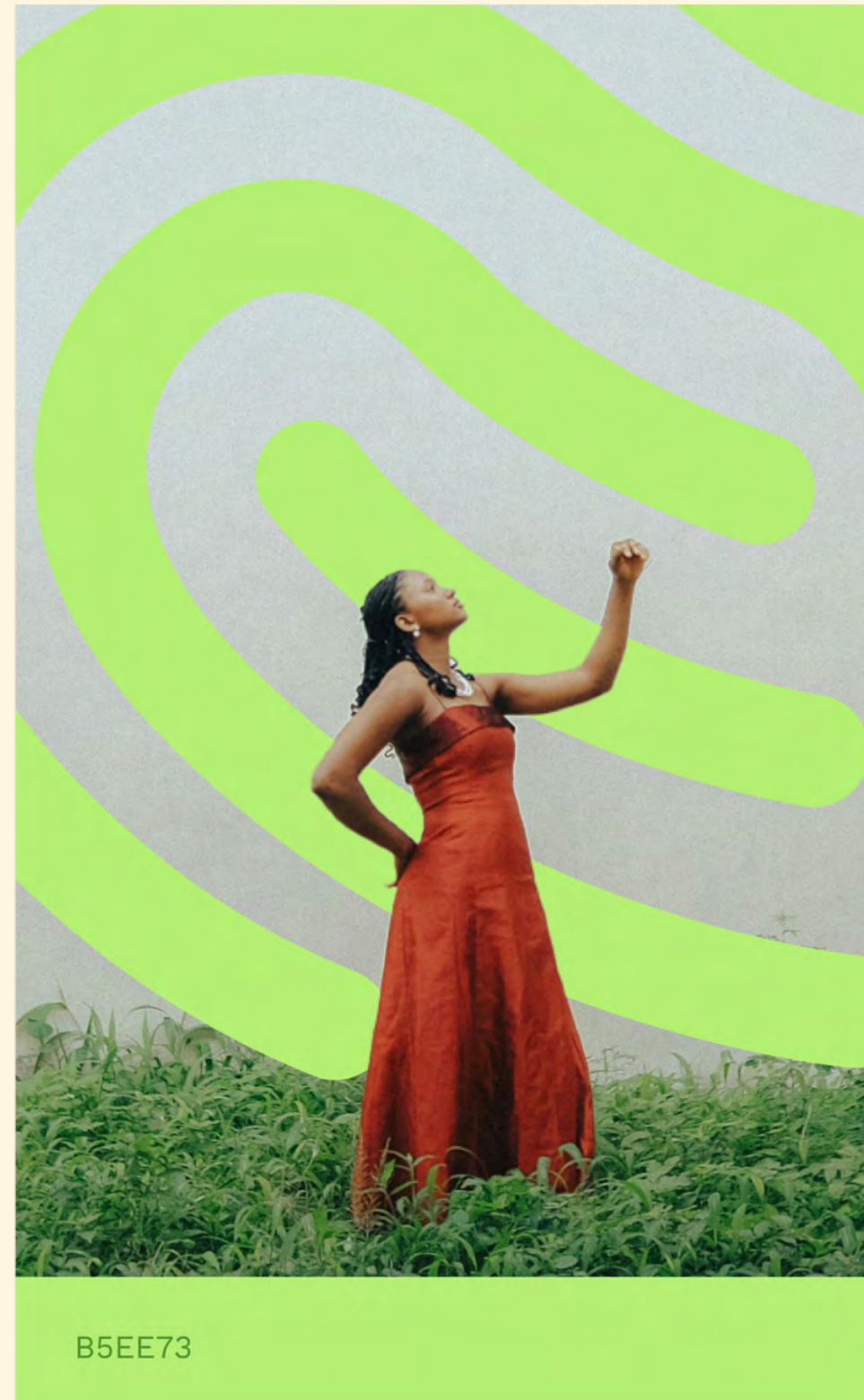


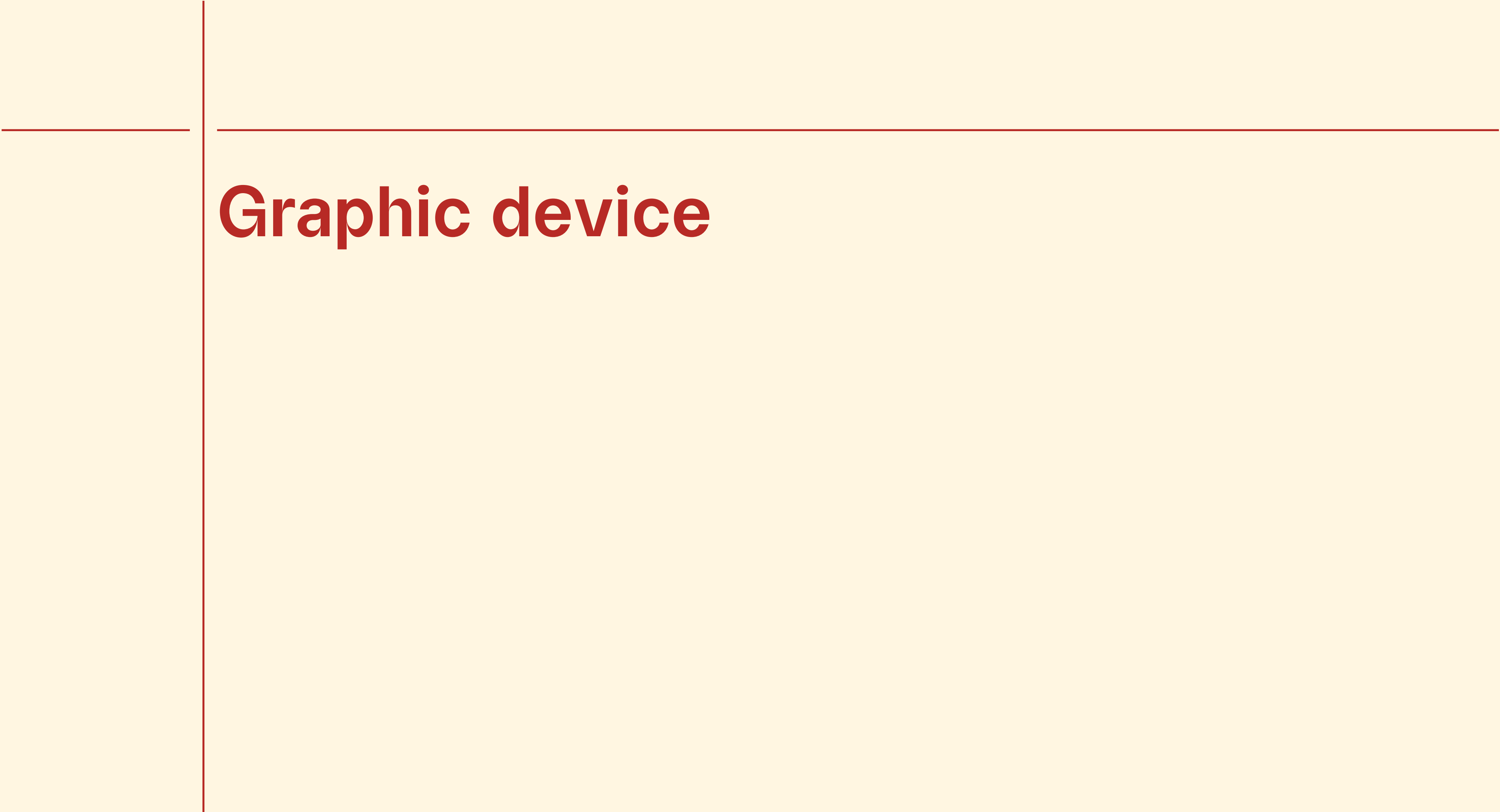
Brand patterns on gradients



Image interaction

Utilise our flat colours from our palette to create layouts that are both exciting and joyful. The application should balance a sense of premium quality with accessibility. We encourage the use of creative discretion in application, always adhering to the principle that less is more.



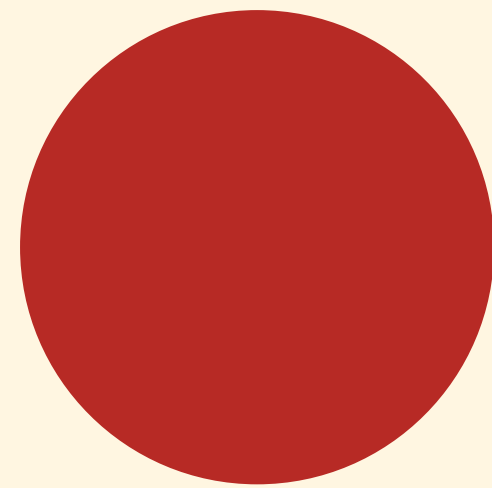
A decorative graphic consisting of a vertical line and a horizontal line intersecting to form a crosshair. The vertical line is positioned on the left side of the slide, and the horizontal line is positioned near the top. Both lines are a dark red color.

Graphic device

Transformation system

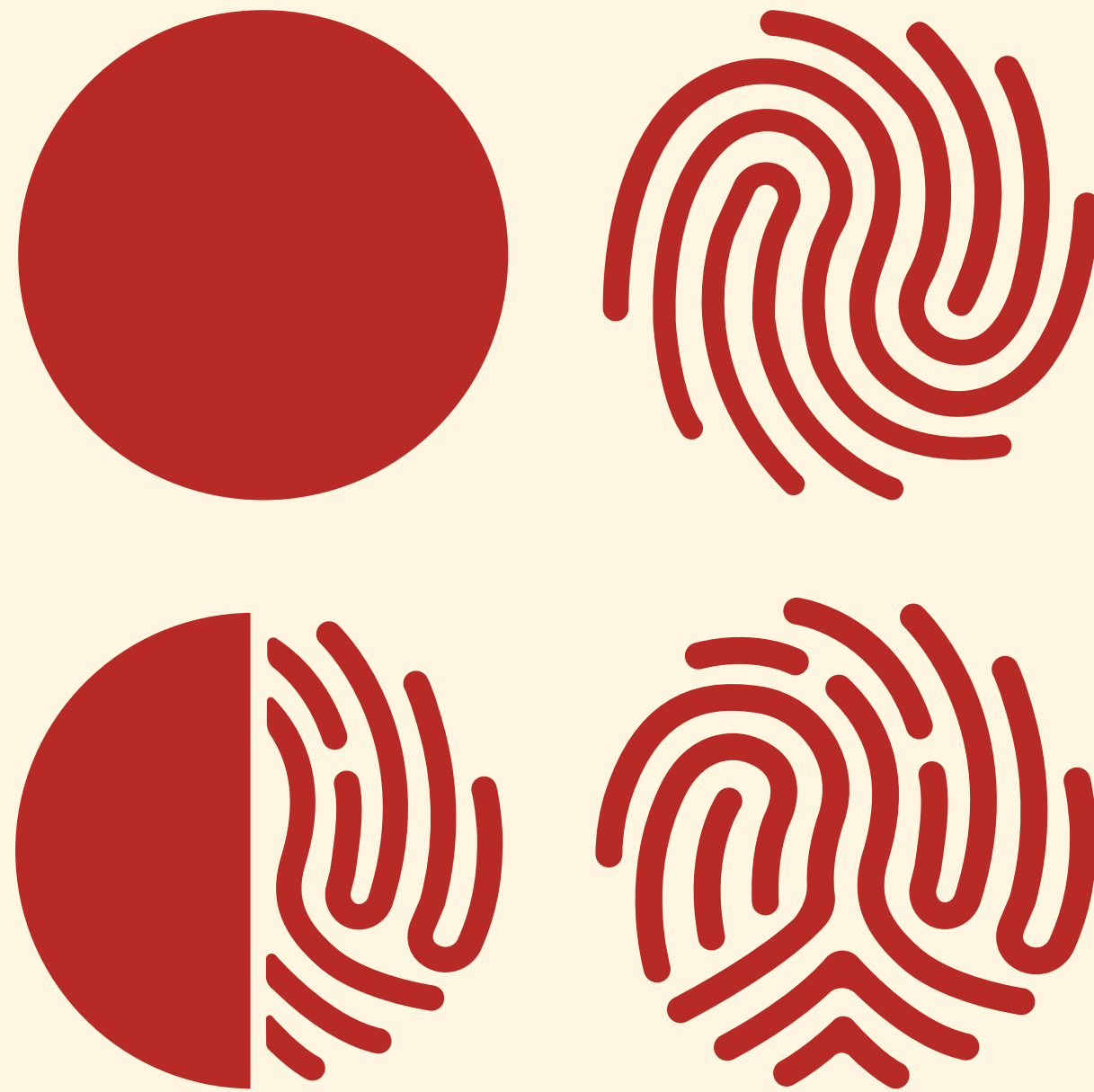
Horizontal

The graphic device is a key element that signifies Riva's dual role: as a transformational systems leader and a catalyst for change. It visually represents systemic, lasting change and is used across brand assets and image interactions to reinforce Riva's commitment to delivering profound and sustainable transformation.



Transformation system

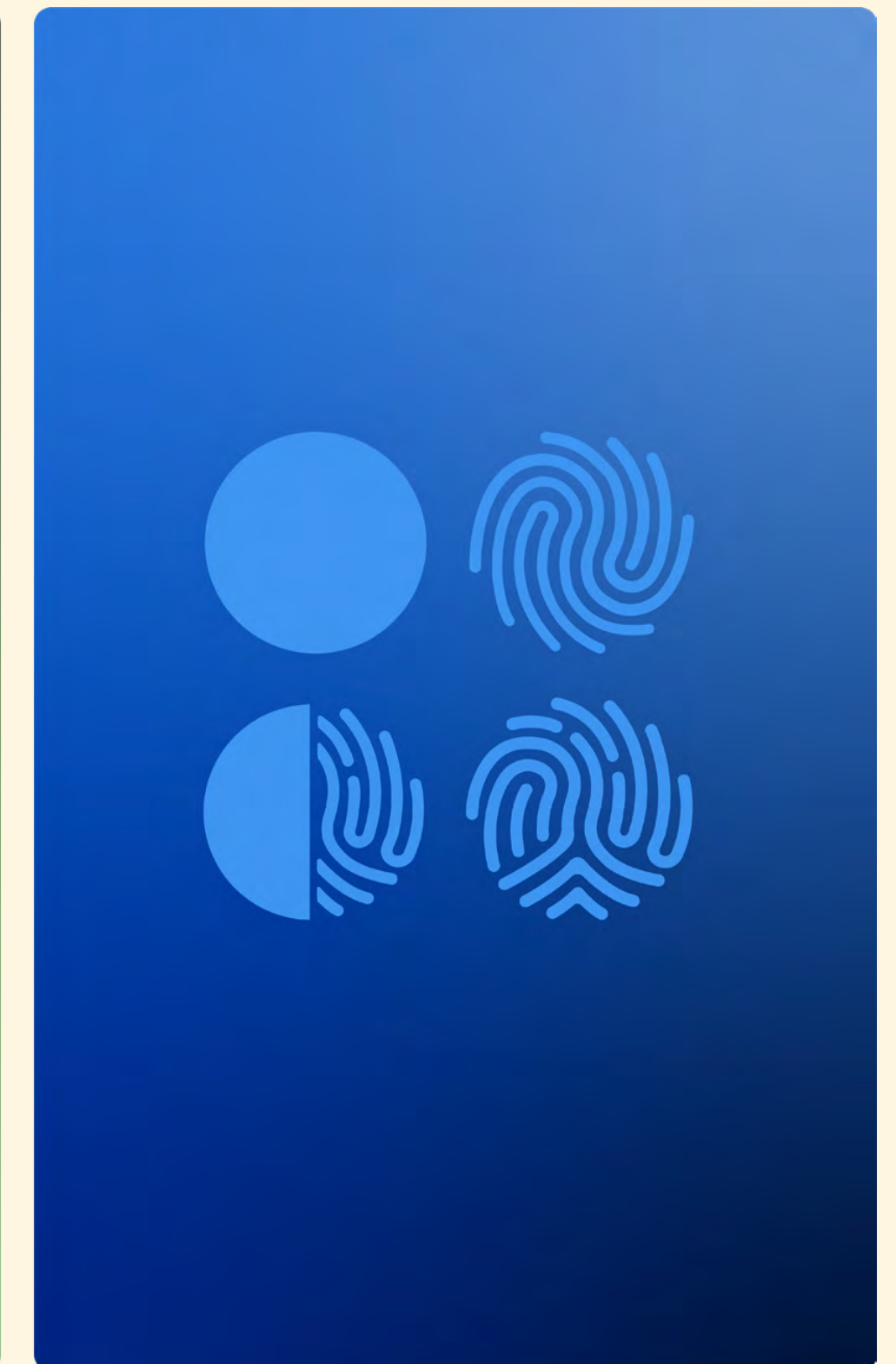
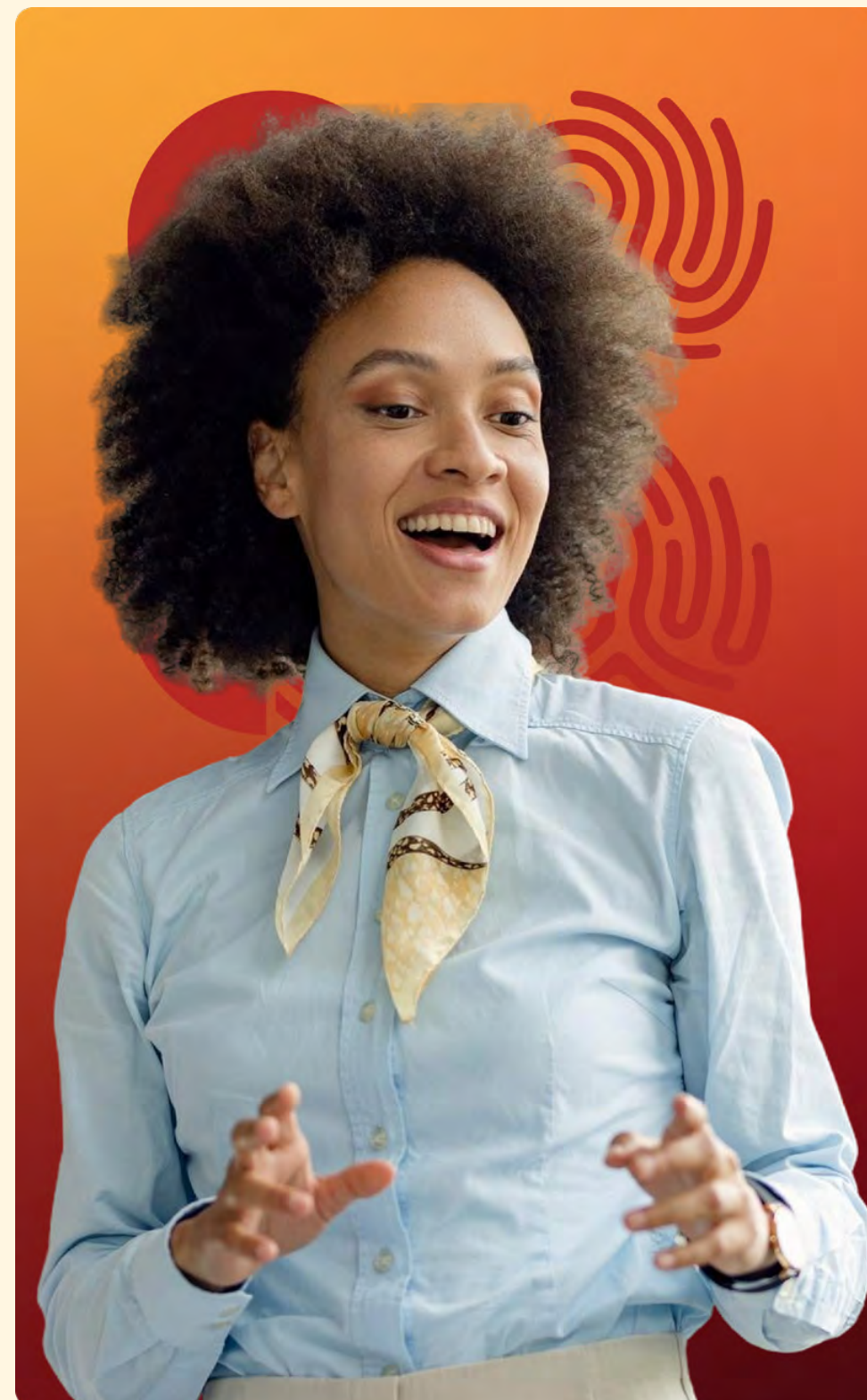
Stacked

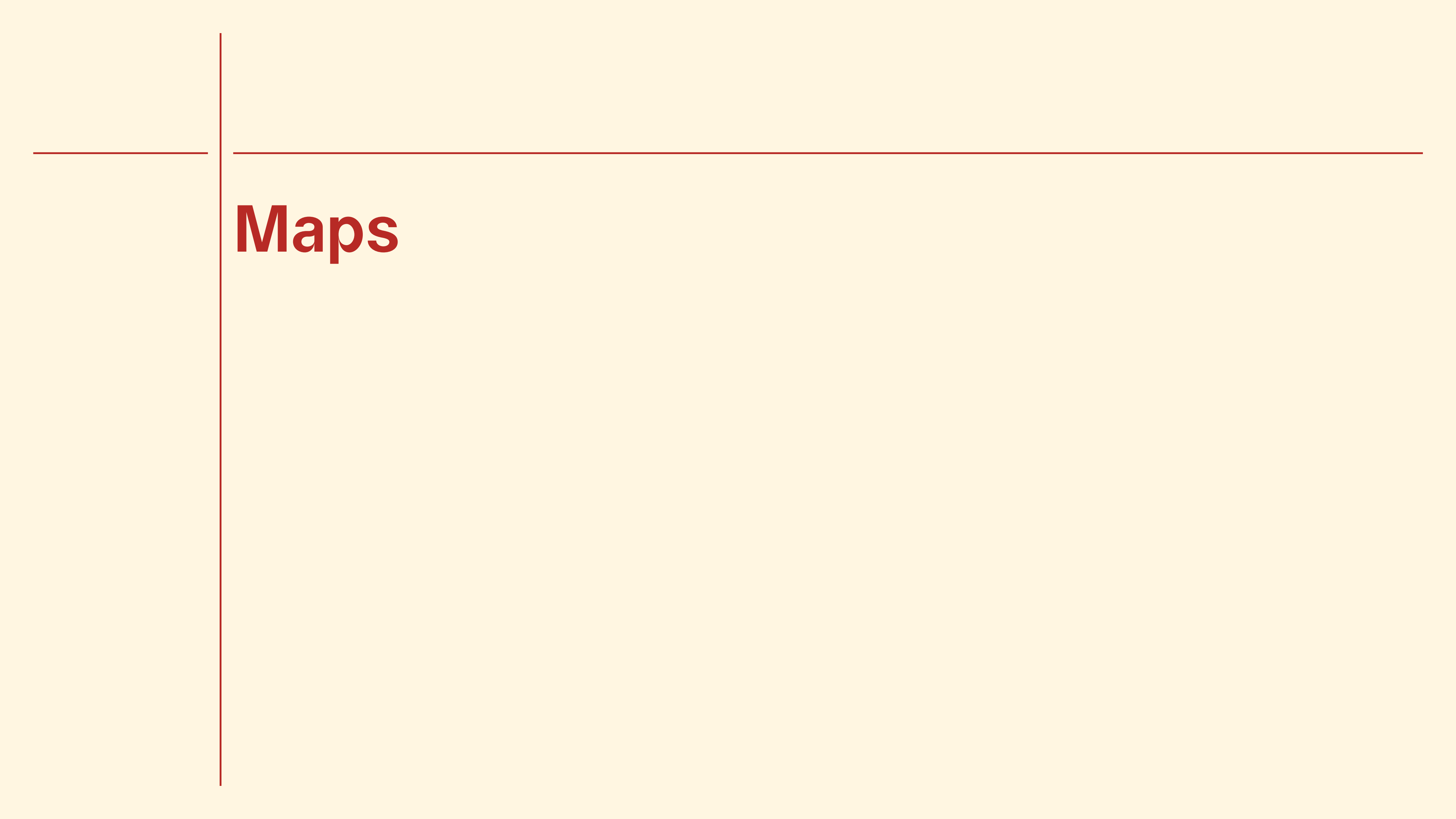


Transformation system

Application example

The graphic device is a protected brand asset and must always retain its structural integrity. It may not be stretched, distorted, redrawn, or altered in any way, and should only appear in approved Riva colours. It is permitted in three forms only: behind people, in a horizontal format center aligned, and in a stacked format.





Maps

Maps

Our maps are intentionally crafted so that each country’s boundary reflects its own personality and geometry. This approach ensures the system remains distinctive, flexible, and capable of scaling seamlessly across all regional applications.

1

Mali

2

Burkina Faso

3

India

4

Rwanda

5

Niger

6

Ghana

7

Uganda

8

Bangladesh

9

Ethiopia

10

Netherlands

riva

Nulloria dolore cone verum delique sundis moditat atquia vent et, omniet dicaes ipis consentia derum fugit

Uganda

riva

India

riva

Nulloria dolore cone verum delique sundis moditat atquia vent et, omniet dicaes ipis consentia derum fugit

Burkina Faso

Maps

The system allows our maps to be placed within a circular arrangement. This expression symbolises collaboration, a clear visual cue that our collective strength emerges from working together.

Network country members



riva

Aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, conse ctetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, ectetuer adipiscing elit, sed diam. dolor sit amet; cons ectetuer adipiscing elit, sed

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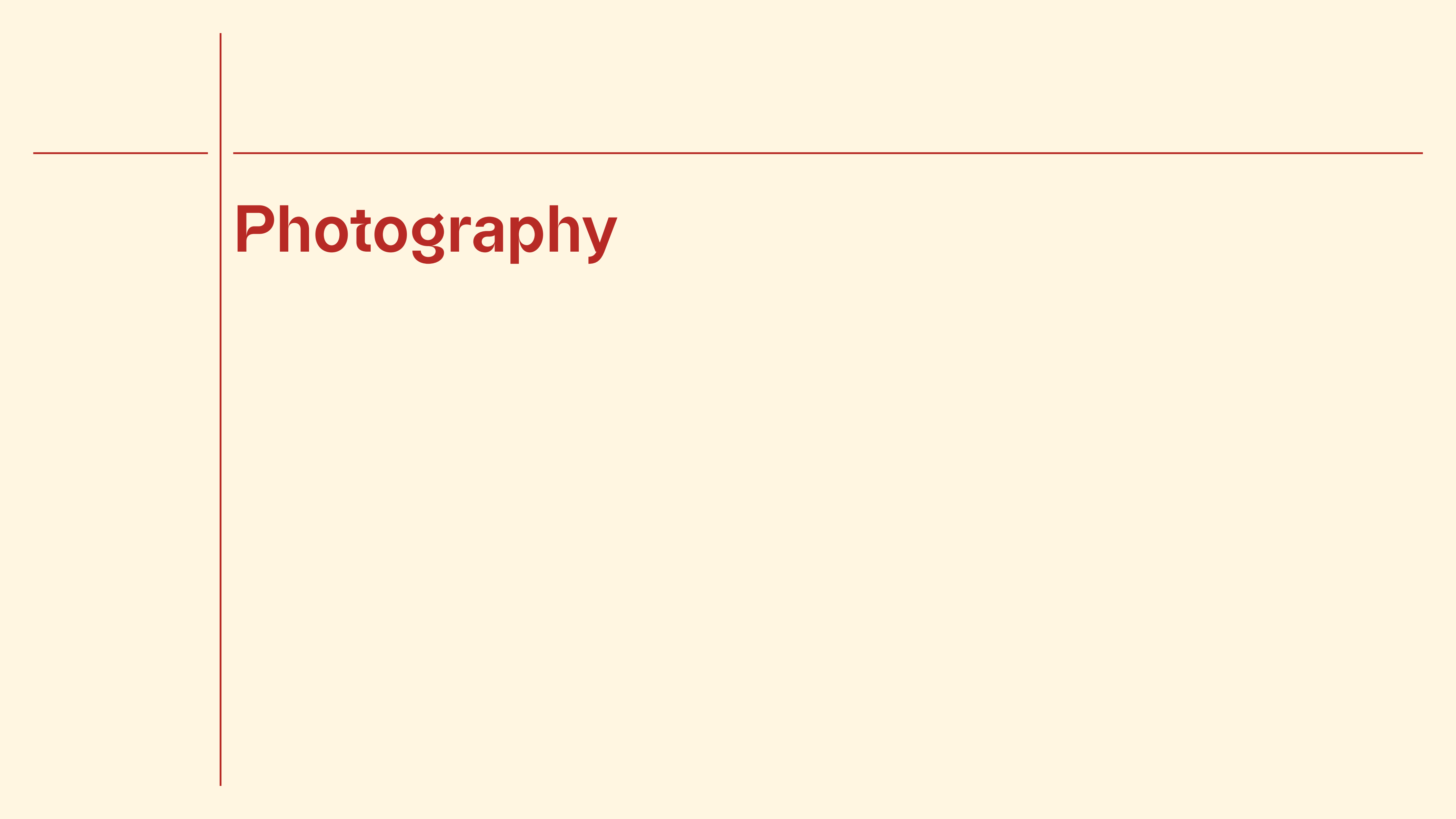
riva

Nulloria dolore cone verum delique sundis moditat atquia vent et, omniet dicaes ipis consentia derum fugit

Headline



riva



Photography

Our photographic point of view

The visual gap—the space between emotional reality and strategic authority—calls for a distinct shift in how Riva presents itself. Instead of simply documenting service delivery, our photography should illustrate systemic impact and strategic partnership. This moves the emphasis from visual treatments or filters to purposeful, insight-led storytelling.

Our photographic principles

Human focus

Show nation builders and skilled local experts as active agents of change. Focus on people working together, collaborative problem-solving.

Authenticity /context

Imagery must be distinctly locally-led. Authentic regional settings, attire, and cultural context. Avoid generic ‘developing country’ stereotypes.

Outcome over output

Show the consequence of strong systems: thriving schools, well-managed infrastructure, economic activity. Avoid images of broken systems.

Our photographic anchors

Macro-to-micro

Show the breadth of impact alongside the moment of decision.

Juxtapose a shot of a thriving system with a close-up of a minister's hand signing the policy that enables it.

Visual metaphor

Reinforce the architect role.

Evoke authenticity, respect, and progress using clean lines, perspective, architectural motifs and natural patterns

The act of transformation

Embody the bold personality.

Completely banish pity-based imagery. Shift to candid, dynamic visuals showcasing active agents of change (youth, women, and nation builders).

Nation builders

Photography example

Strategic alliance: cabinet-level meetings, joint site visits, handshake over a plan, focus on legacy and national pride.

Focus: Building lasting systems that elevate our people.



Major funders

Photography example

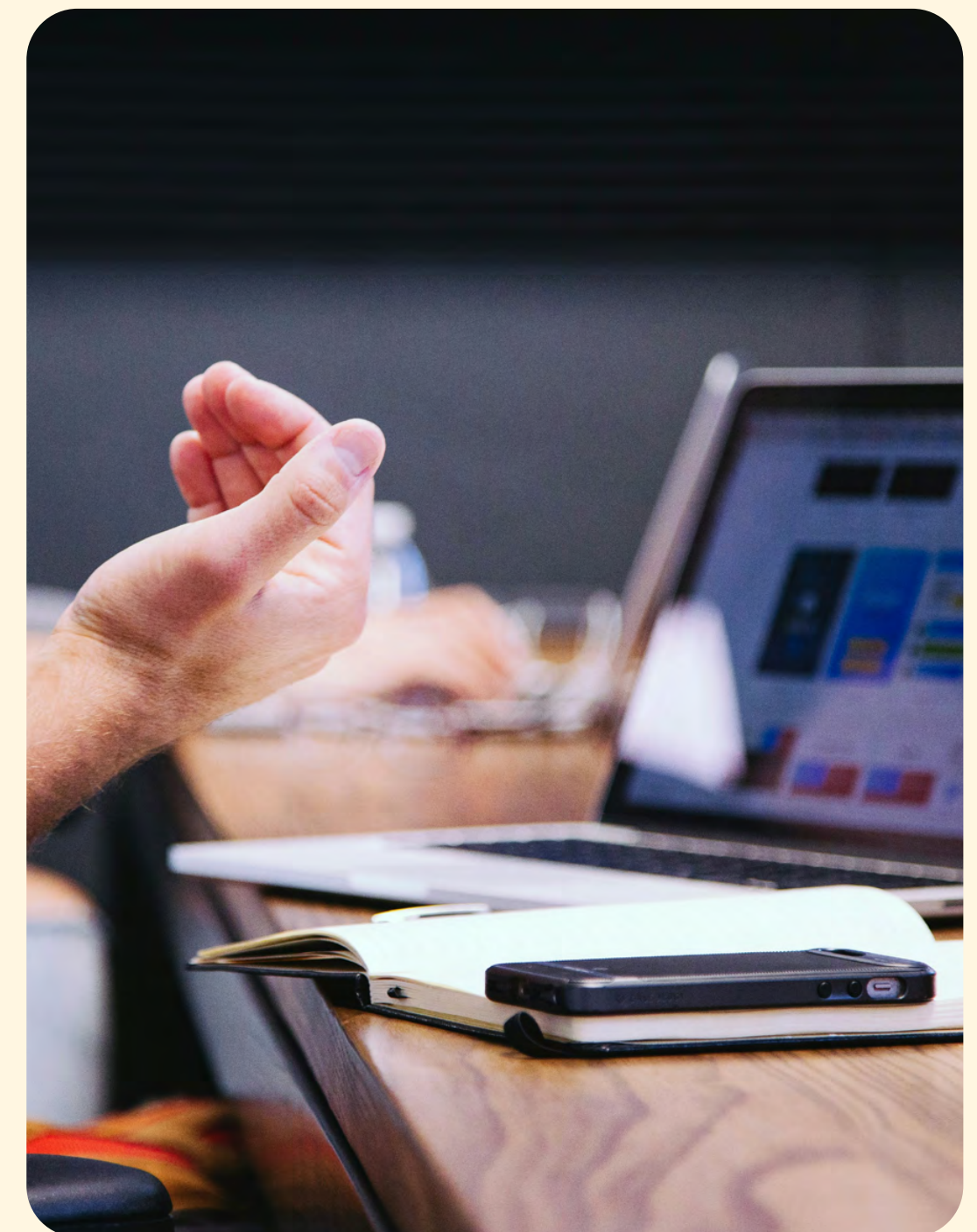
Measurable outcomes: People interacting with robust, visible infrastructure;
integrated public services
Focus: Delivering measurable ROI through durable reform.



Technical experts

Photography example

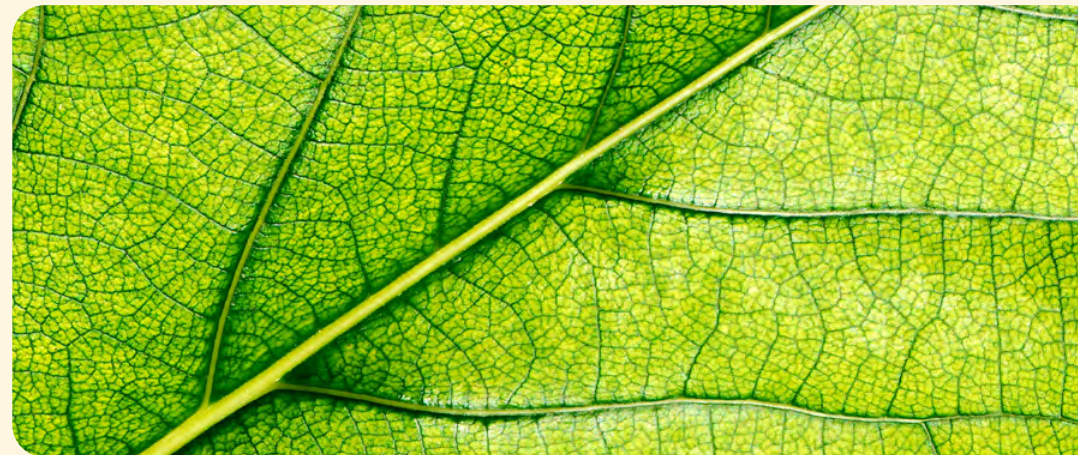
Collaboration in practice: Training sessions, field studies, Riva/partner experts working together as equals.
Focus: Knowledge sharing and problem-solving.

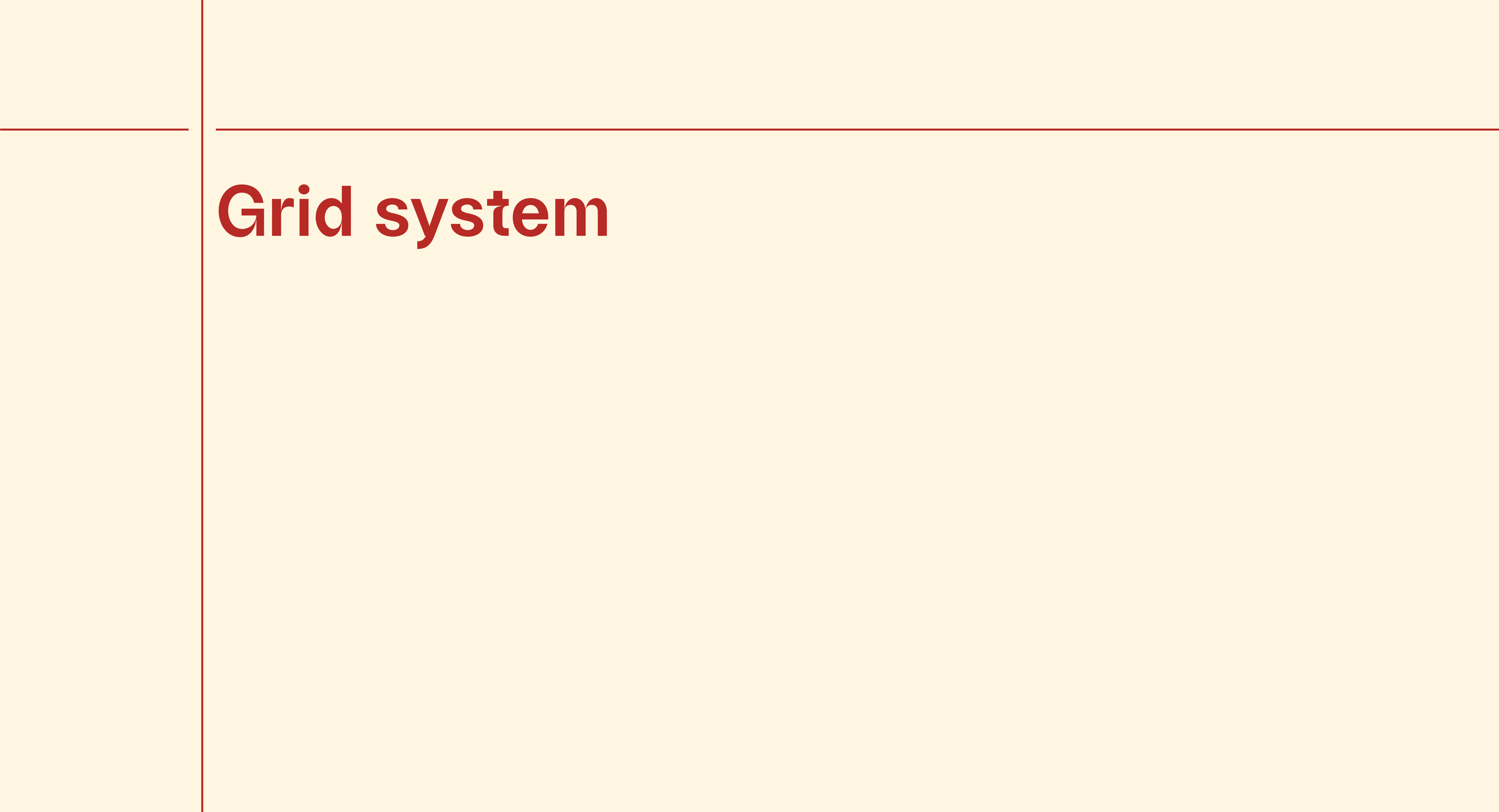


Our photography texture

Overview

Our people-led photography is the definitive visual articulation of the systemic impact Riva strives to instill in the minds of our audiences. We also use natural patterns and architectural motifs as a visual metaphor to reinforce Riva's Architect role and illustrate the vital connection between robust systems, natural resources, and the thriving communities they serve.

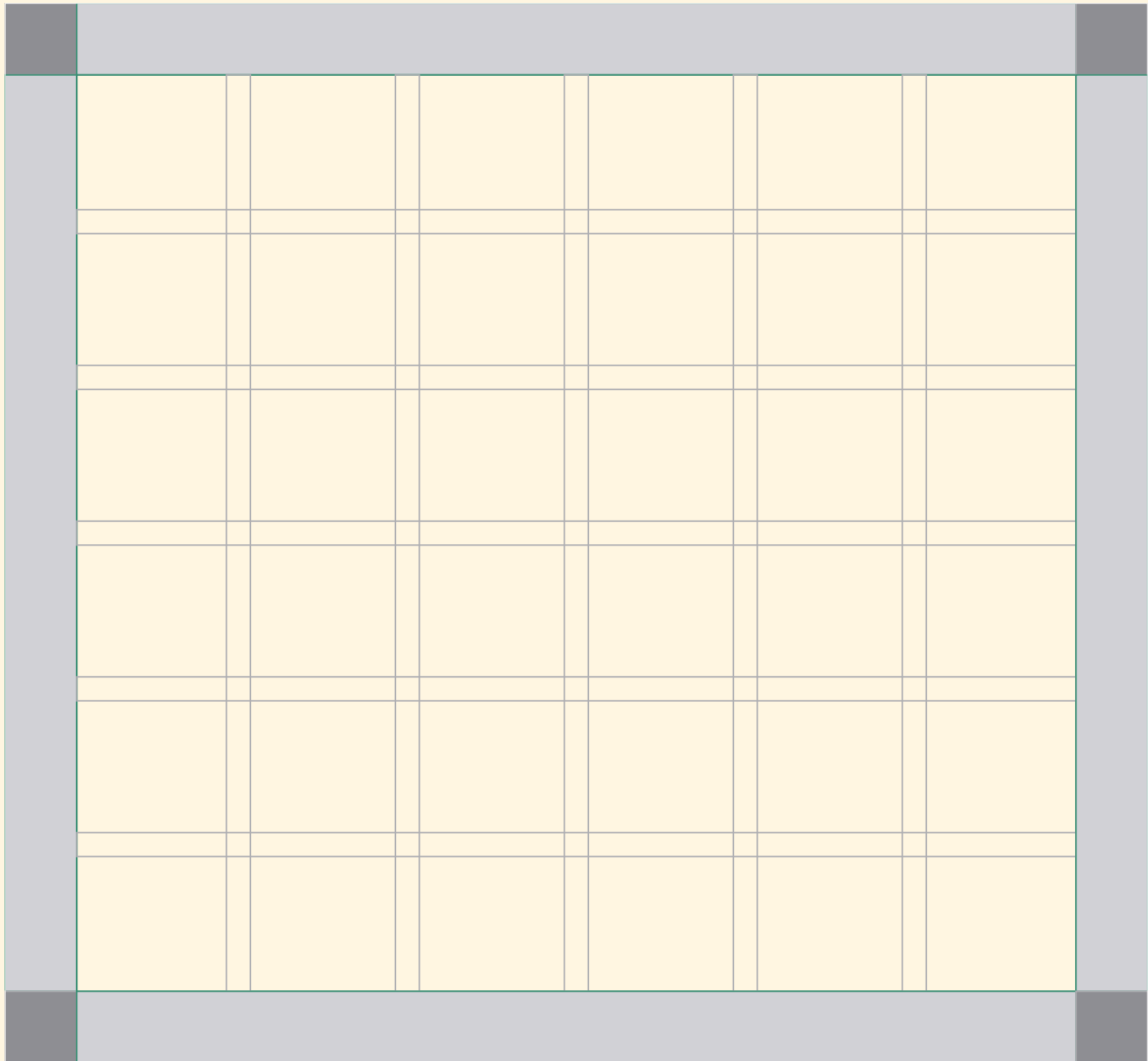




Grid system

Margins and columns

To ensure consistency, Riva uses a standard 35px margin for digital assets and 3mm for print. Layouts follow even-numbered column grids (4, 6, 8, 10 or 12), providing flexible, balanced structures that keep every element aligned and visually cohesive across all mediums.



Margins

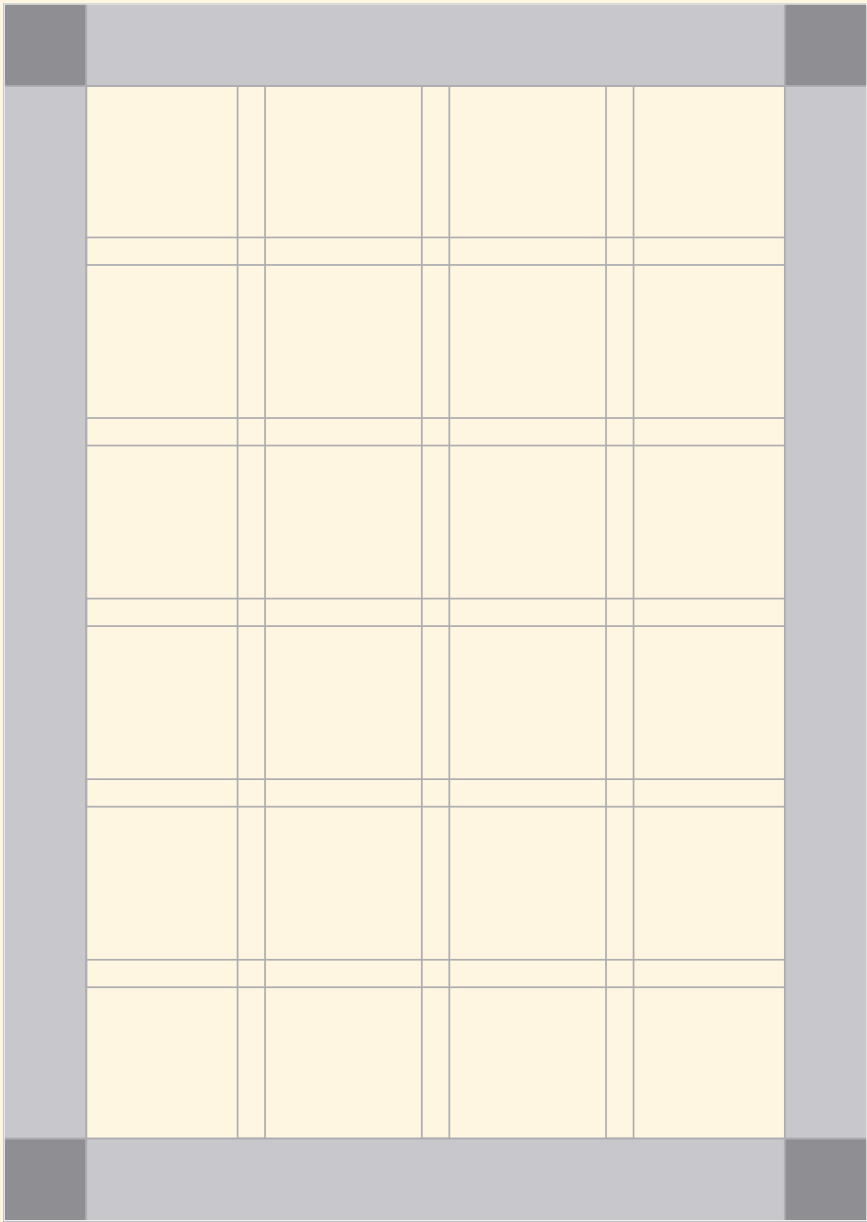
Columns & Rows



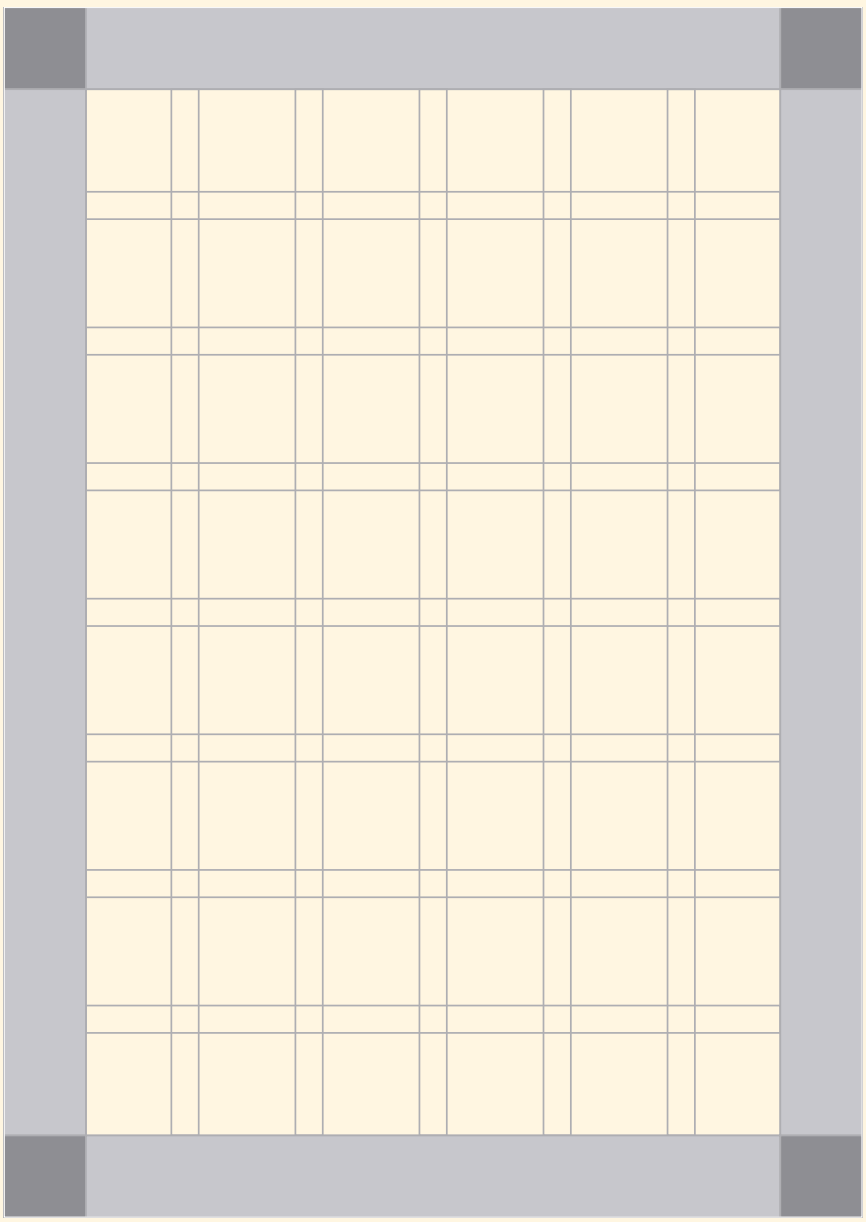
Text and brandmark applied

Types of grid systems

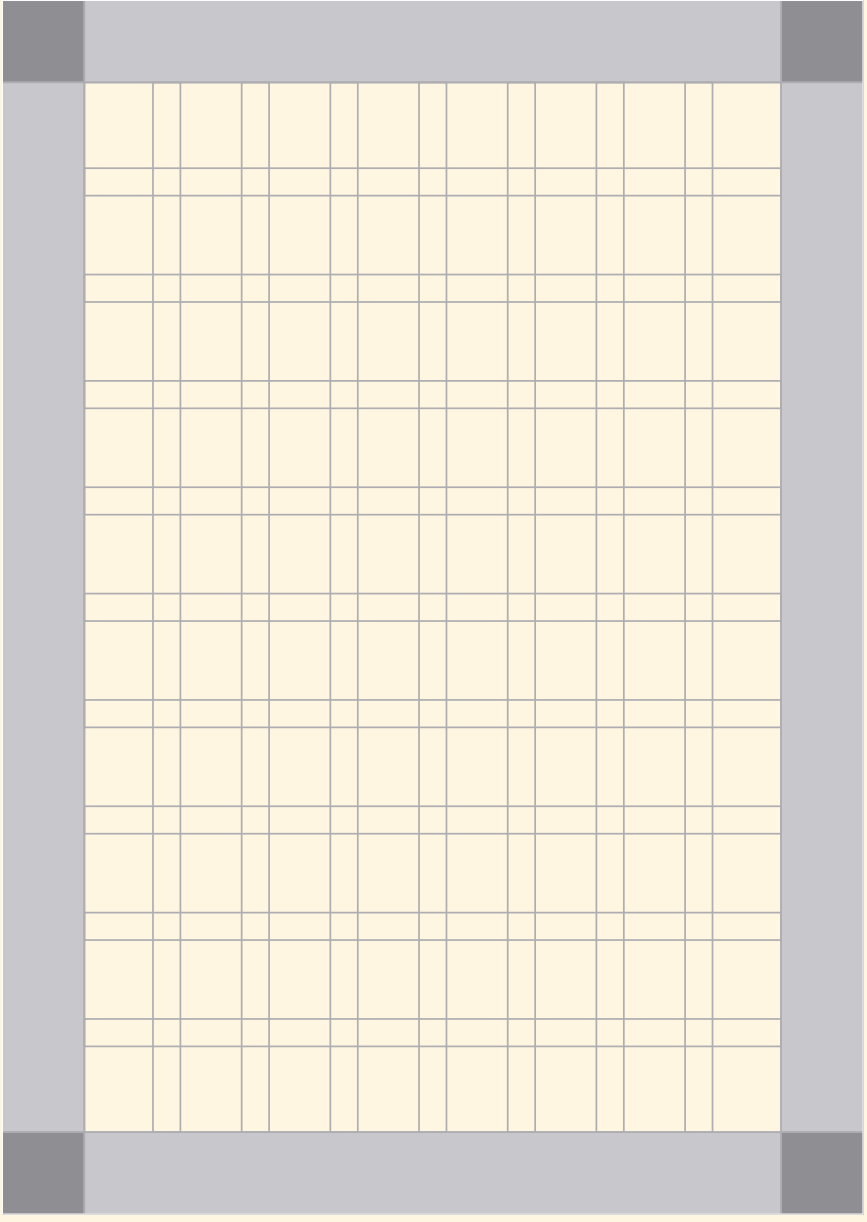
This section presents three grid system examples designed with rows and columns divisible by two, ensuring a flexible and reliable structure. These grids support visually consistent, well-balanced layouts across applications, from complex web pages to clean print designs.



After creating the margins create 4 columns and 6 rows to create our content grid.



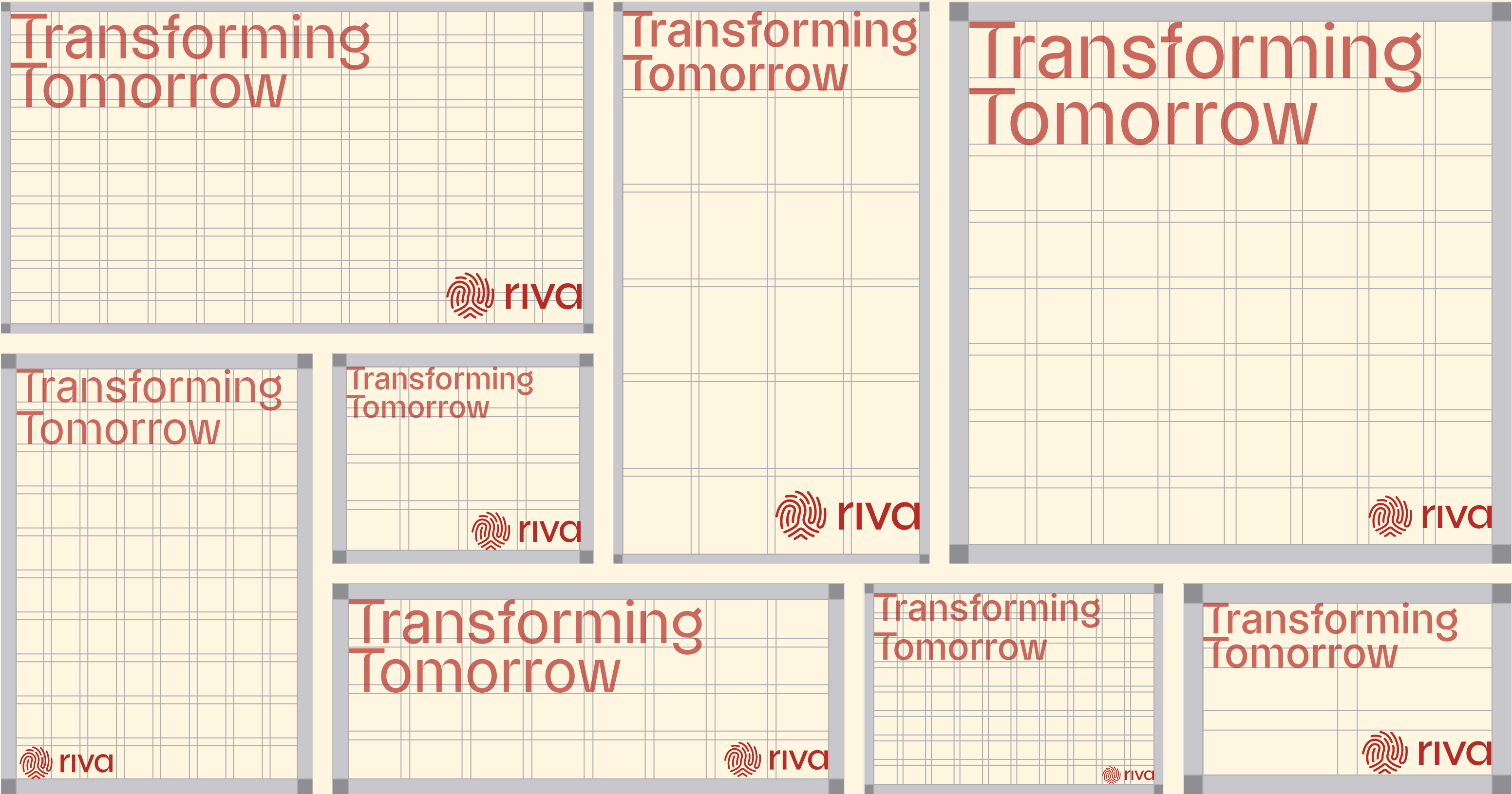
For additional flexibility continue to divide the layout into a 48 field or a 80 field modular grid.



Devide the layouts depending on the content and what suits best the composition.

Applying our logo

Logo placement shapes brand recognition and perception. This section shows how strategic placement enhances visual harmony across various grid layouts.



Visual application

4



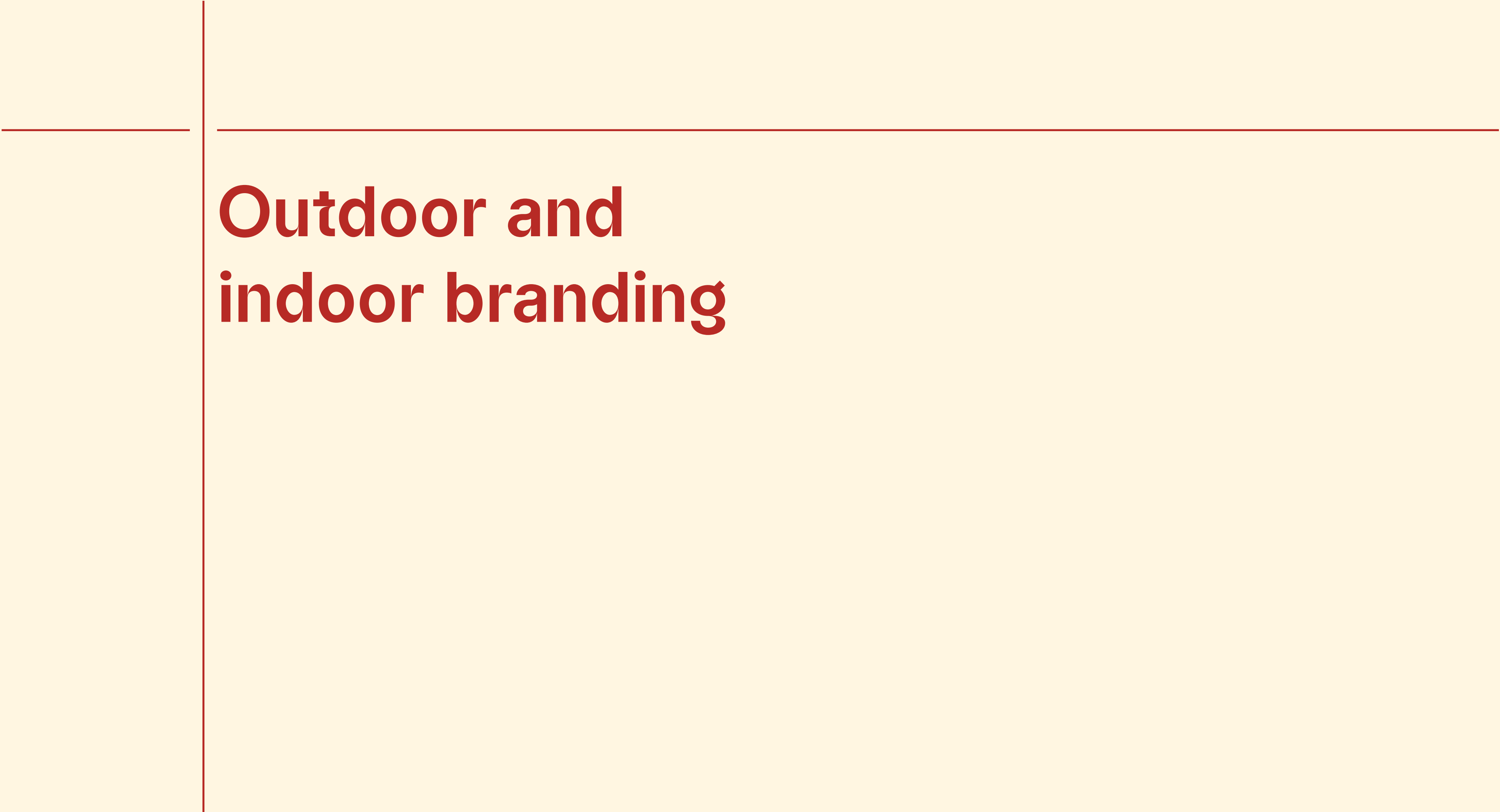
Visual application

Illustrative guidance

Public systems operate across many spaces; national, regional, community and digital. Our brand must be just as adaptable.

Here, we distill how our visual identity translates into real-world applications without losing its clarity or purpose. Whether we are presenting to a ministry, supporting a district team, or engaging directly with communities, the way we appear should always reflect the same message: Riva brings structure, stability, and partnership to public service.

These illustrative applications ensure that in every format, from policy documents to field reports, we show up with consistency, credibility, and confidence.



Outdoor and indoor branding

Billboard



Large scale billboard



Site signage

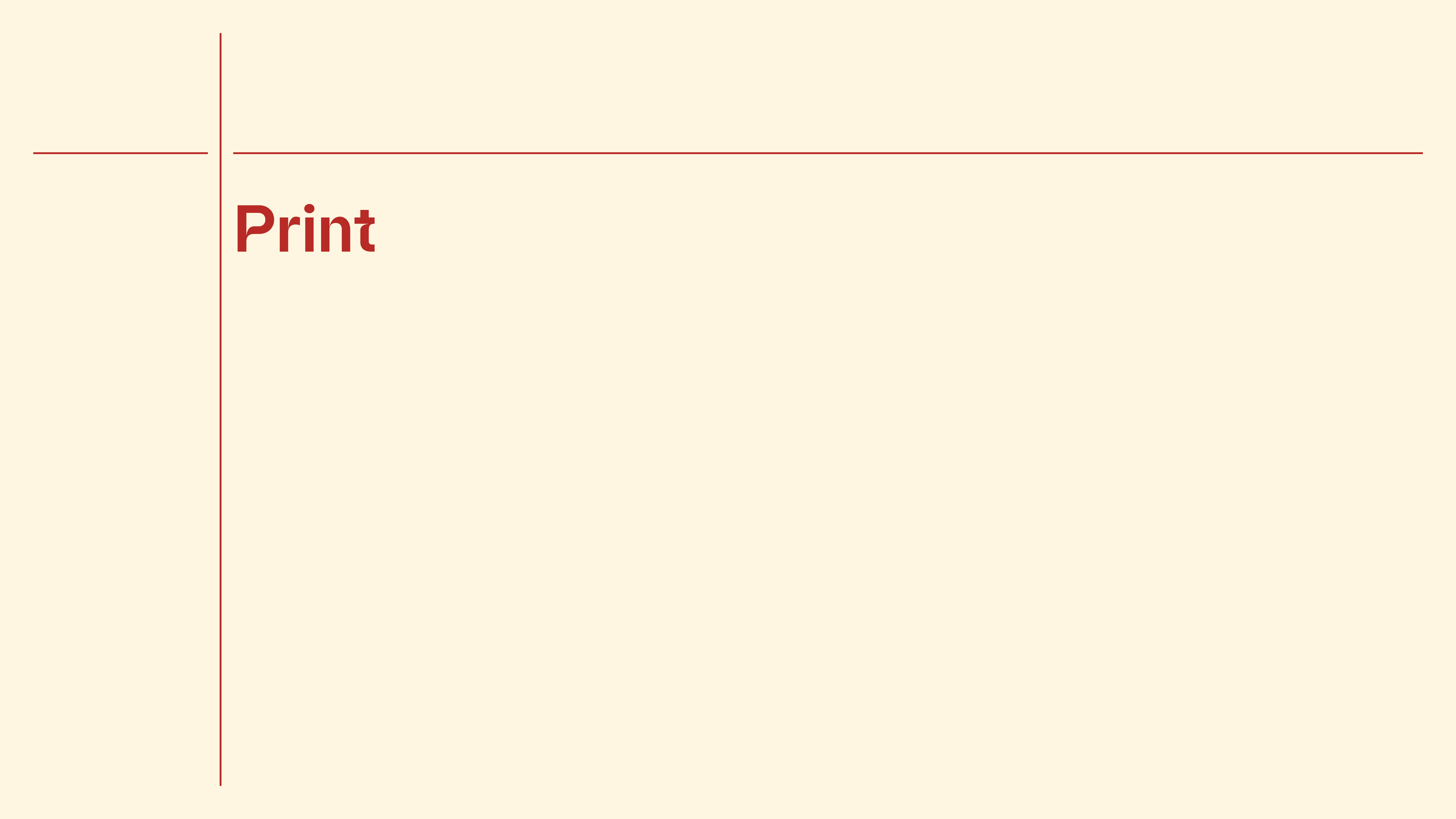


Office signage



Wayfinder





Print

Print materials texture



Business card



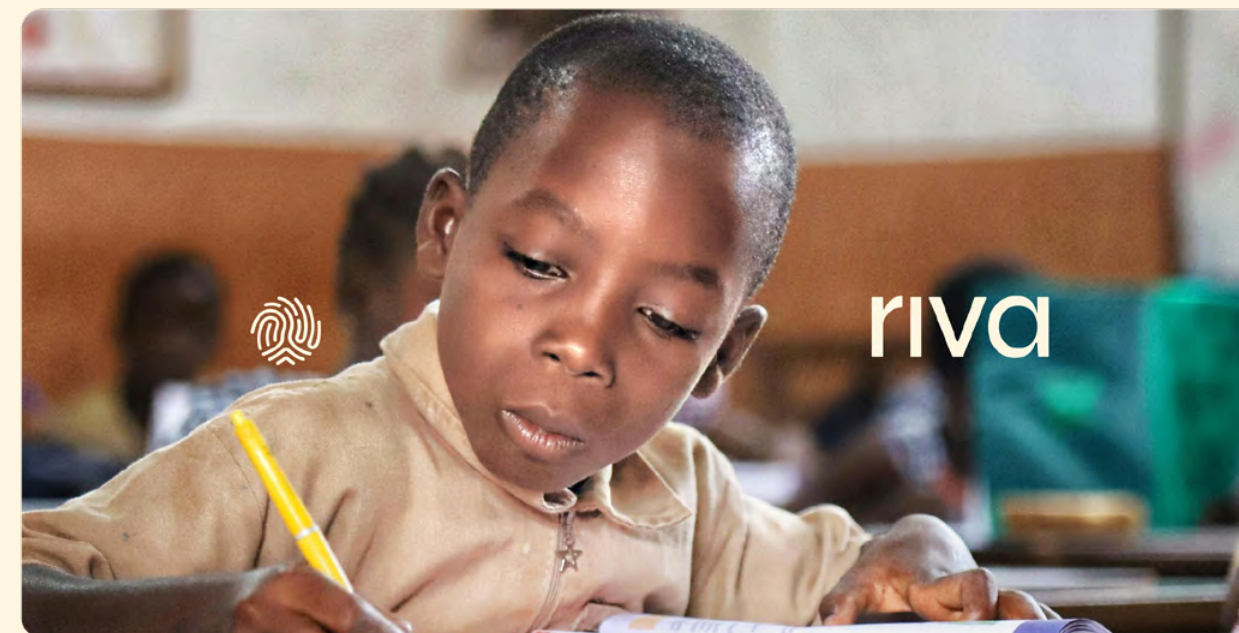
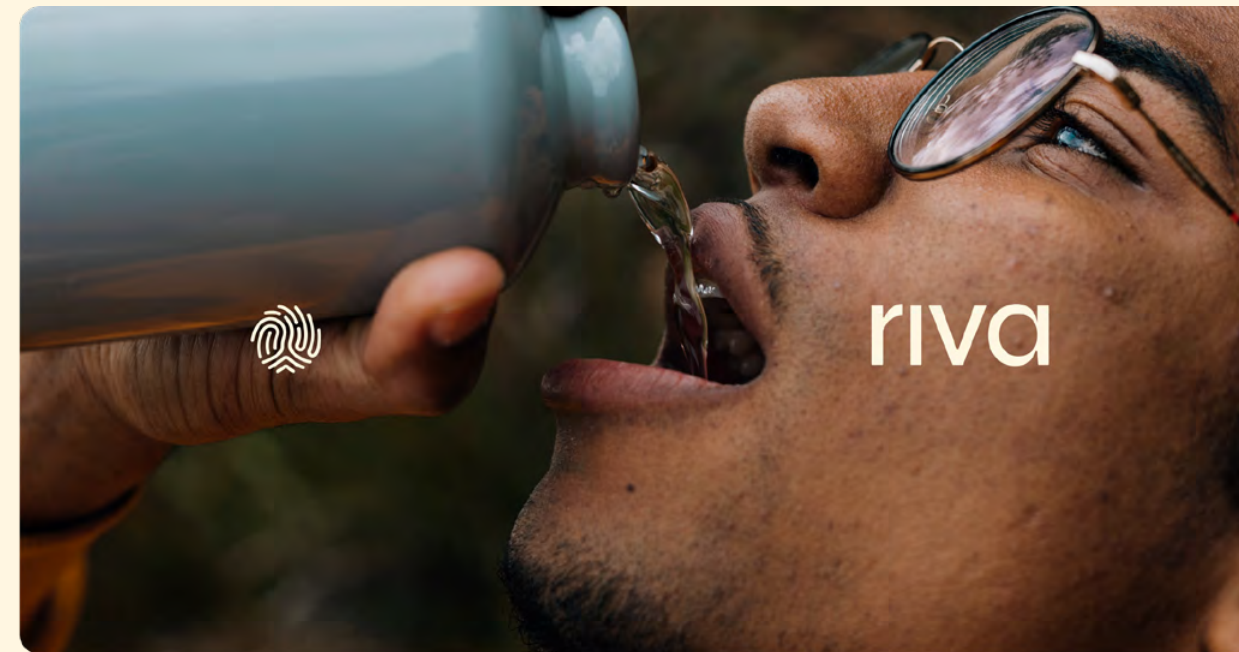
Letterhead card



Envelope



Poster variations



Publication covers



Publications layout



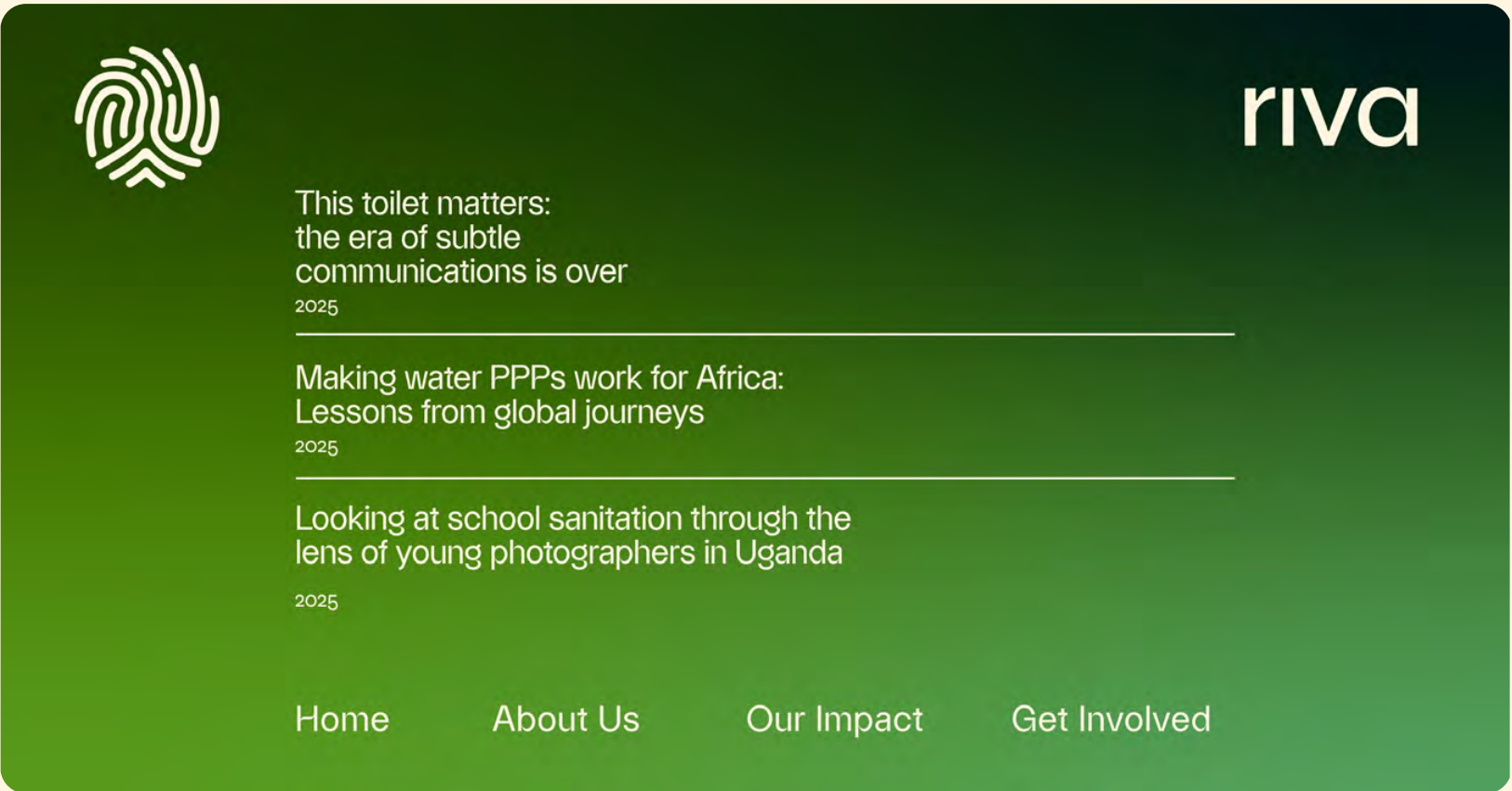
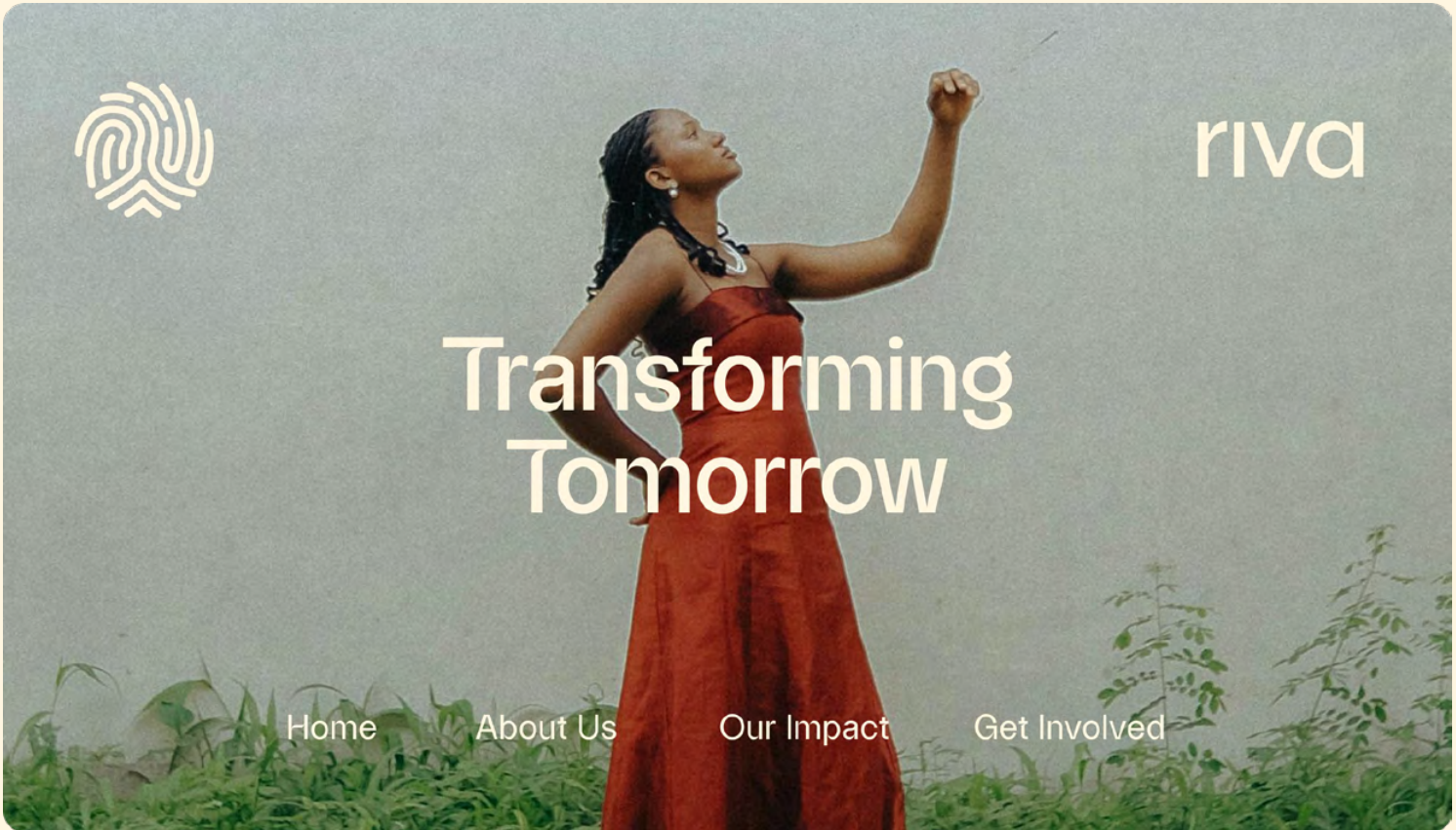
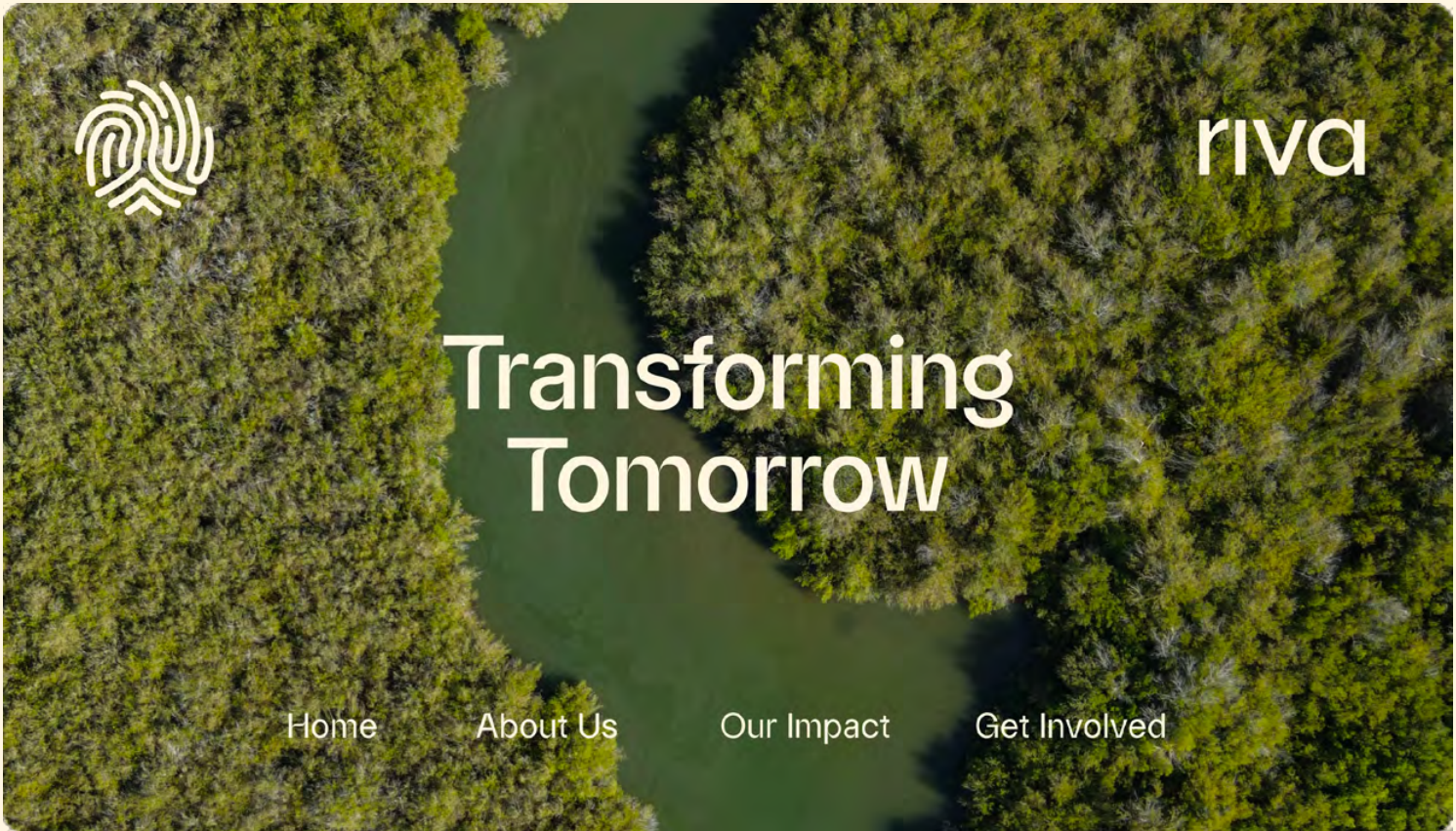


Digital media

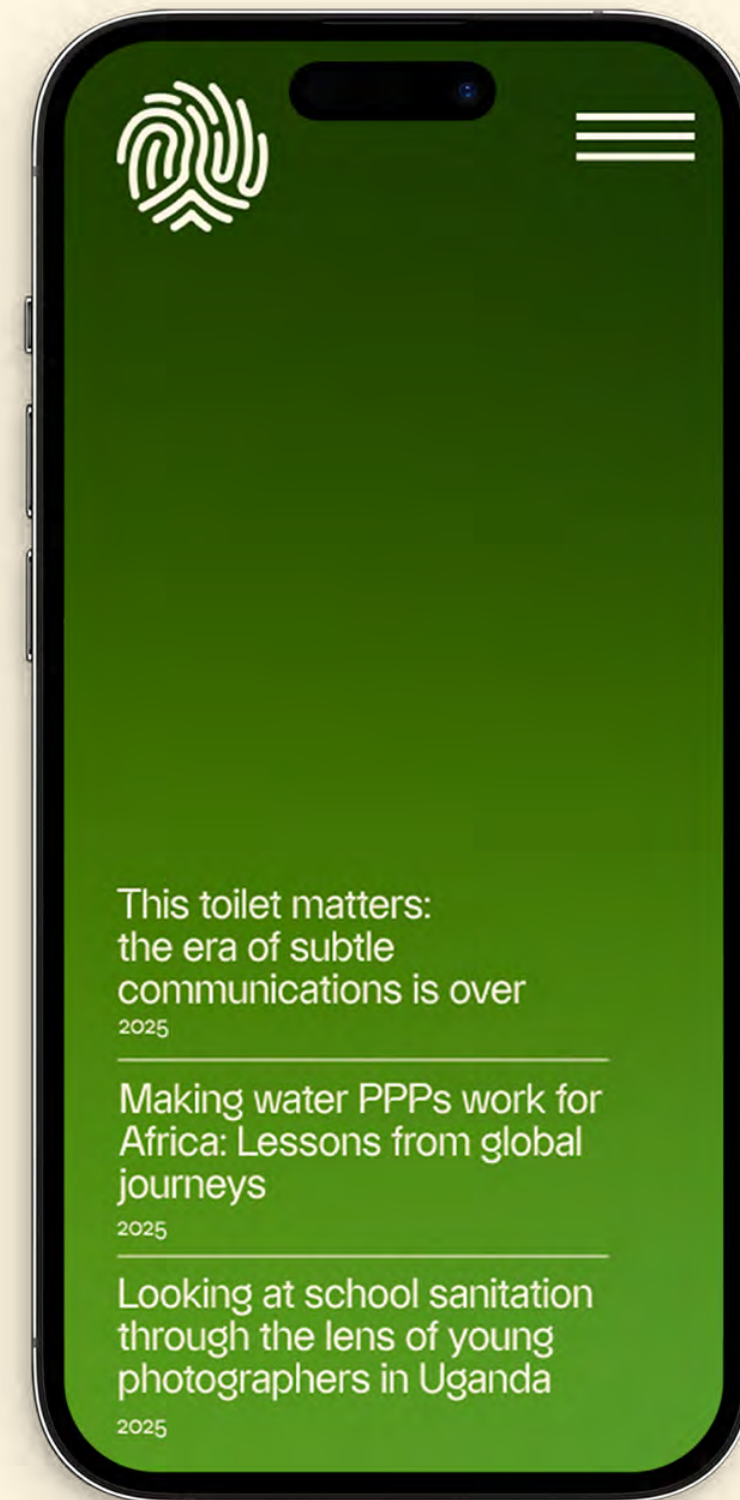
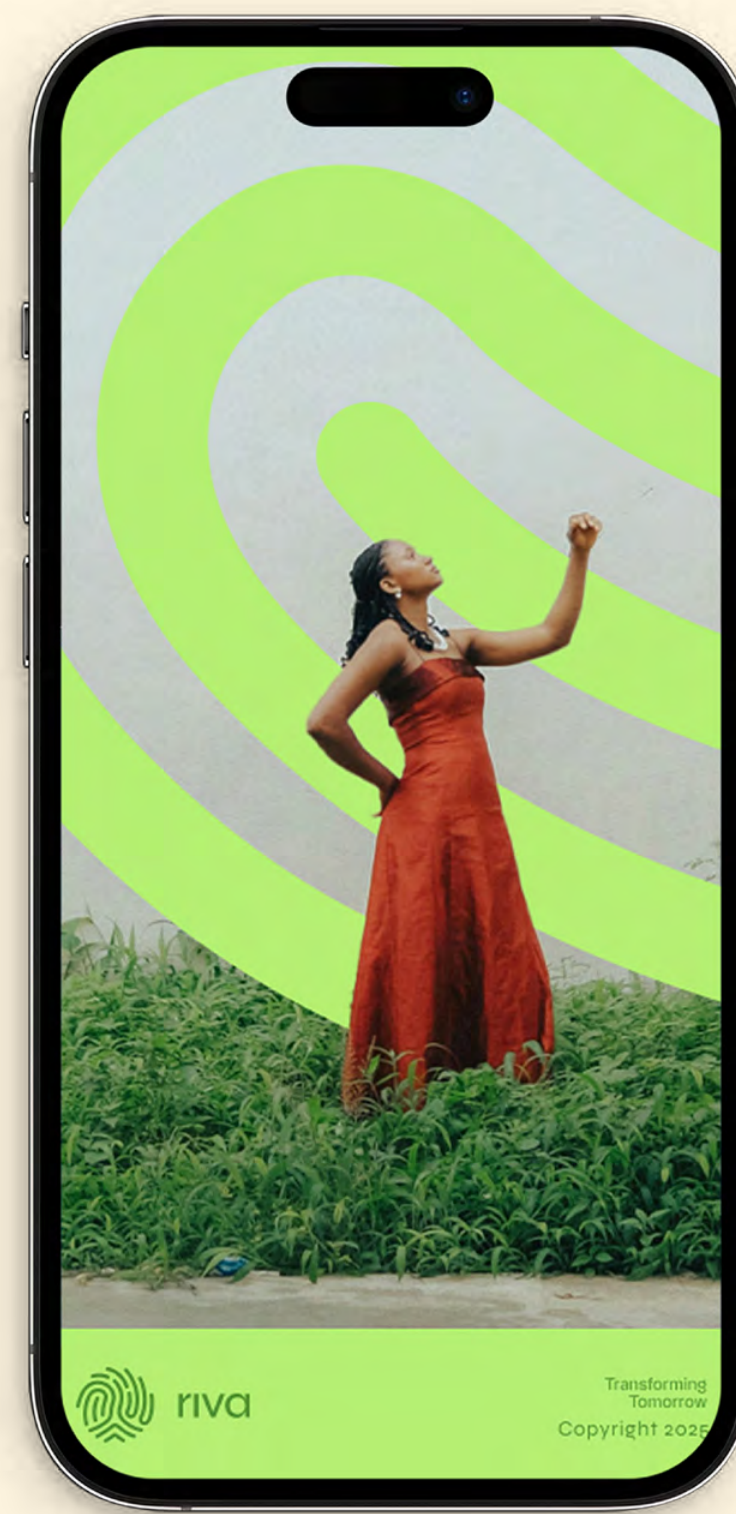
Website example



Website pages interface



Mobile website interface



Event landing page



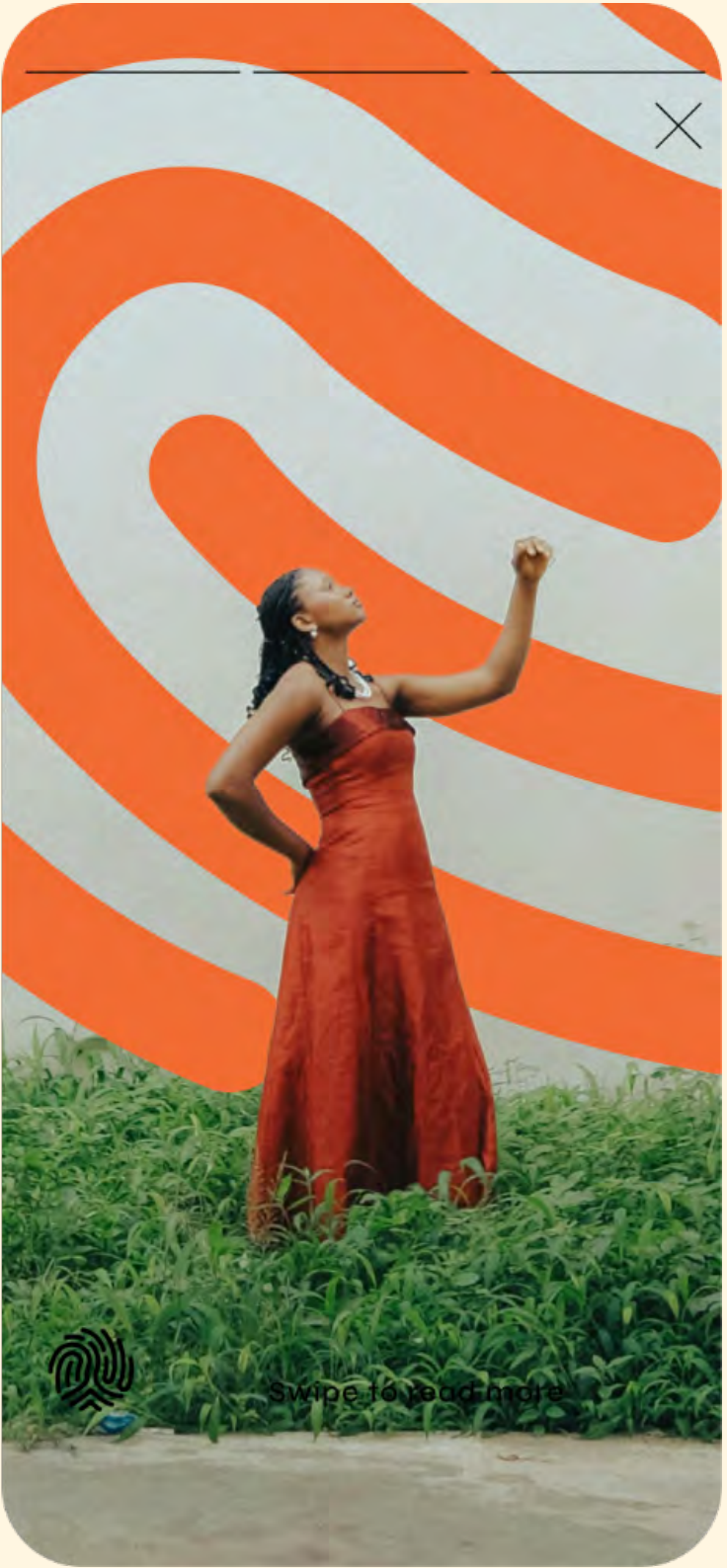
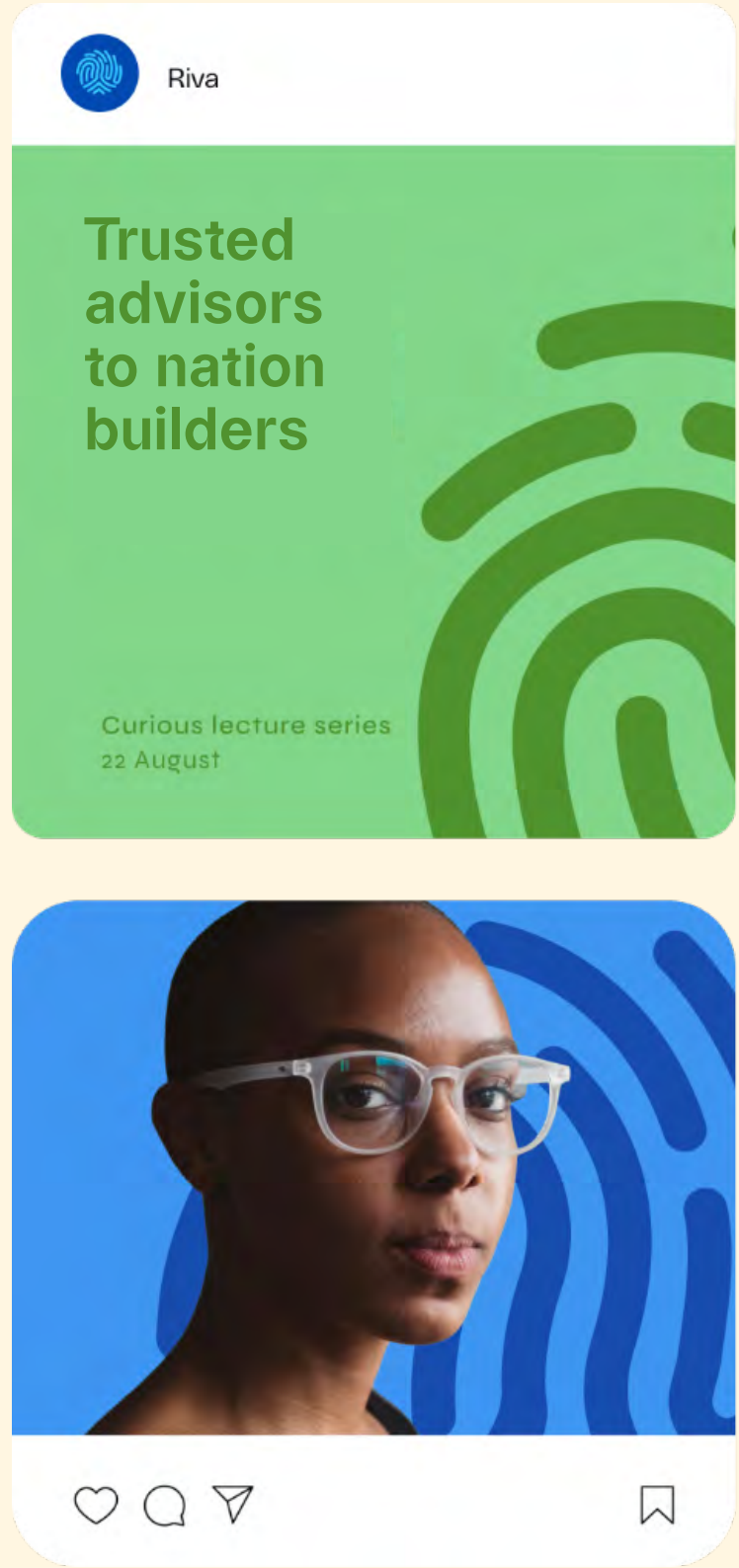
Newsletter

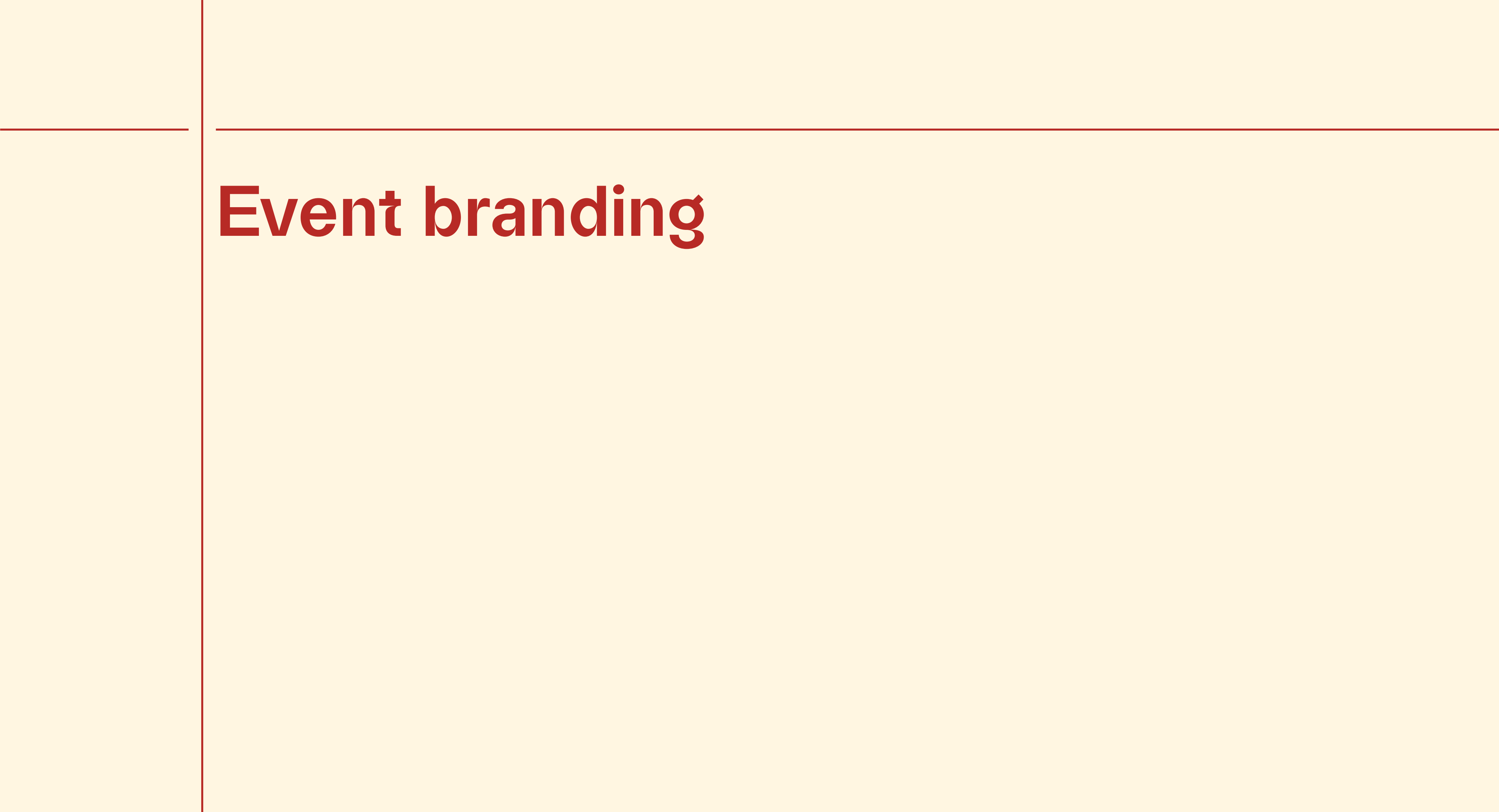


Social media posts



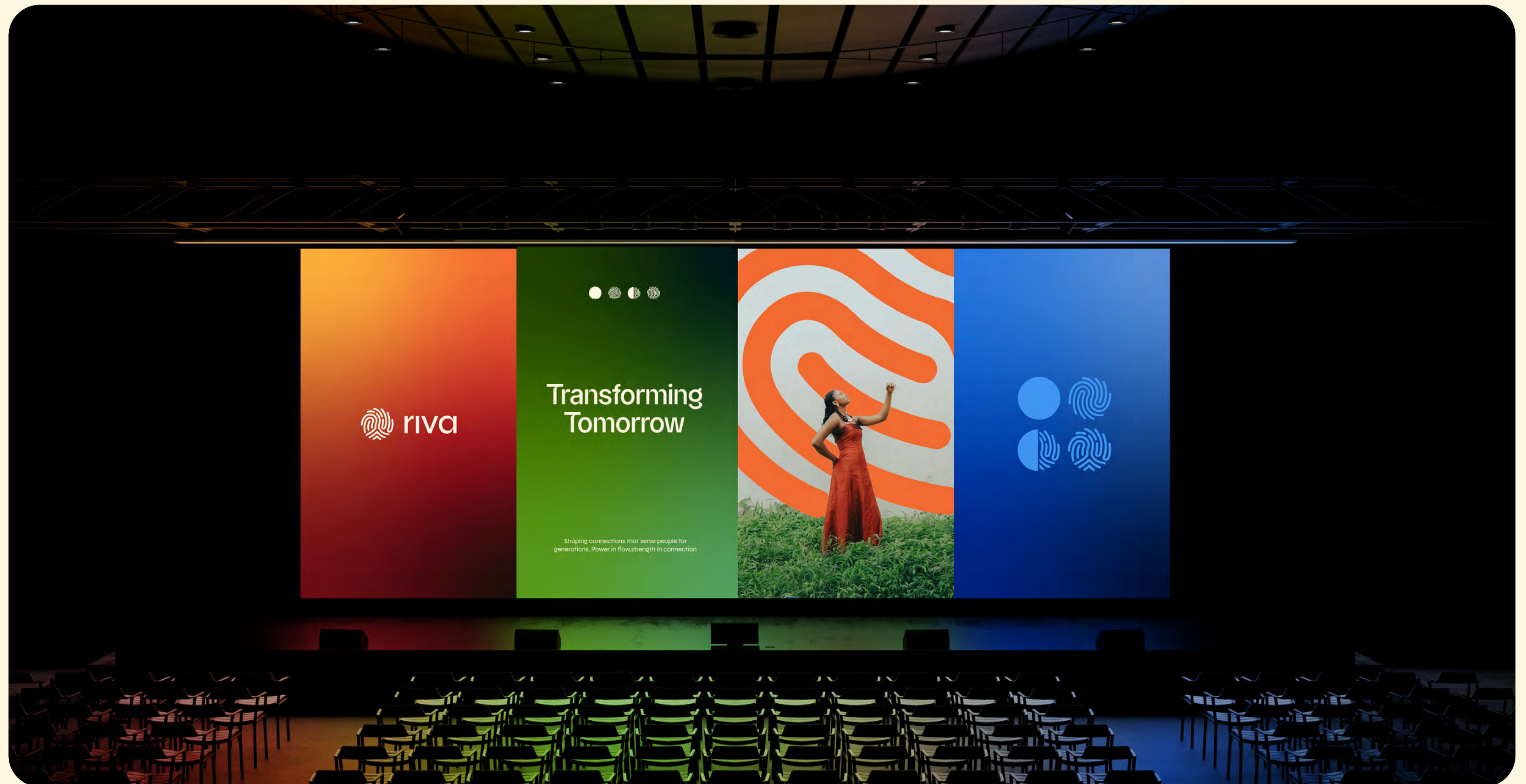
Social media posts





Event branding

Stage



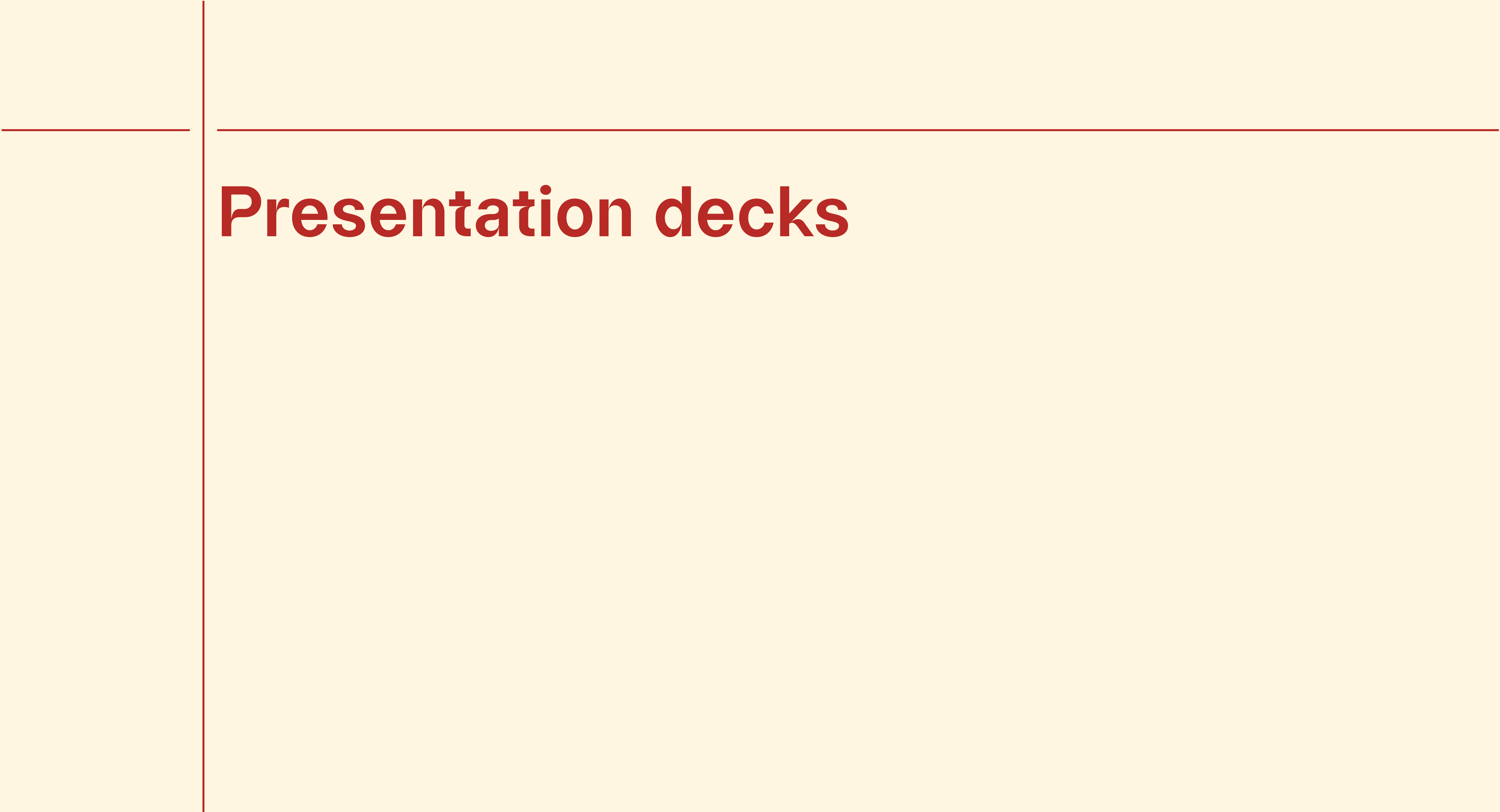
Banners



Flag

Flag - Cutting die





Presentation decks

Slide



Slides



Making water PPPs work for Africa

- Ghana 2030
- Rwanda 2030
- Ethiopia 2030

We're committed to more than just building infrastructure—we're building impact. By integrating technology, expertise, and empathy, Riva helps organizations reduce downtime, extend resources, and empower communities to thrive. Because when water and sanitation systems work for everyone, the ripple effect is life-changing.

Making water PPPs work for Africa

riva Ghana



riva

Making water PPPs work for Africa

Mission

At Riva, we believe water and sanitation are not just basic services—they are the foundation for healthier communities, stronger economies, and brighter futures. Our mission is to close the gaps in access, ensuring that every person, regardless of where they live, benefits from sustainable, safe, and equitable systems. Through innovative design, data-driven solutions, and collaboration with local partners, Riva transforms complex

Making water PPPs work for Africa

2026

riva

Brand voice

5



Guiding our being

Brand voice

Riva's identity is built on more than strategy and visuals; it comes to life in how we behave. This chapter defines the principles that guide our tone, our messaging, and the way we show up in every room. Because when you work to strengthen public systems, behaviour matters: clarity builds trust, collaboration builds momentum, and consistency builds confidence. Our tone of voice should feel like our work; grounded, direct, respectful, and focused on empowering leaders to deliver collectively for the people.

This chapter captures the behaviours that help us communicate with purpose and lead with integrity.

Tone

Riva's voice carries a sense of collective leadership. It is never about the lone hero; it is always about systems and people working together.

Whether speaking to global decision-makers, local leaders, or communities, our tone remains consistent: authoritative without arrogance, inspiring without sentimentality, and courageous without recklessness.

Riva's tone of voice is clear, credible, visionary, and always human.

Tone spectrum

Relatable and grounded

Makes complex issues clear and accessible without jargon.

Bold and visionary

Confident, imaginative, and future-oriented. Unafraid to challenge the broken, determined to build what is resilient.

Transformative and trailblazing

Future-shaping. Paints bold pictures of what systemic change can achieve.

Tone spectrum guideline

Tone spectrum

How it sounds

Guideline

Relatable and grounded

We are more connected than ever. It's time our solutions caught up.

We are more connected than ever. It's time our solutions caught up.

Bold and visionary

Safe water for every household isn't a bold ambition, it's a possibility if we shift how we see the problem.

Confident, imaginative, and future-oriented. Unafraid to challenge the broken, determined to build what is resilient.

Transformative and trailblazing

Together, we shape the future because global problems demand global partnerships.

Together, we shape the future because global problems demand global partnerships.

Core brand benefit

Benefit

Systems thinking

Evidence

Course, learning platforms, Global programmes, A track record of influencing change beyond WASH.

Impact

Integrates roles, sectors, professions creates more organised way to deliver.

Messaging direction

- Safe water for every household isn't a bold ambition, it's a possibility if we shift how we see the problems
- Big ideas start simple, water connects us all.
- Real change demands more than quick fixes.

Sustainable change

National water investment / existing frameworks. d WASH.

Stable nations / resilient infrastructure and relationships / solutions that serve generations.

- Let's build communities with the future in mind.
- The world is changing and our systems should keep up.

Expert guidance and advice

Collaboration with countries, communities across the world.

Informed decision making, innovative policy frameworks.

- Knowledge outlasts every extreme.
- The best solutions come from shared wisdom.

Collective leadership

Global partnerships, cross sector alliance.

Shared responsibility, united action. Global partnerships and influence amplifies.

- Together, we shape the future.
- Global problems demand global partnerships.

Tone of voice traits

Wise

Grounded in expertise. Speaks with the authority of knowledge but never in a way that alienates.

Bold

Confident, and ready to challenge broken systems. Boldness is not noise, it is purposeful action.

Frank

Direct and unrelenting. Tells the truth as it is, without exaggeration.

Compassionate

People first and human in every word. Balances expertise with empathy.

Visionary

Future-facing and transformative. Holds a clear picture of what systemic change can achieve.

Inclusive

Believes in collective leadership. Always invites collaboration.

Tone of voice do's and don'ts

Wise

- ✓ **DO:** Share knowledge with clarity and humility. Translate complex systems into simple truths. Speak like a trusted guide, not a distant expert.
- ✗ **DON'T:** Overwhelm with jargon or technical detail. Sound patronising or condescending. Position wisdom as exclusive or elitist.

Bold

- ✓ **DO:** Speak with courage and conviction. Challenge broken systems. Use declarative language that inspires action.
- ✗ **DON'T:** Confuse boldness with arrogance. Overpromise what cannot be achieved. Use loudness for its own sake.

Frank

- ✓ **DO:** State realities plainly and confidently. Use clear, direct sentences. Balance honesty with steadiness and reassurance.
- ✗ **DON'T:** Drift into scare tactics. Sugarcoat difficult truths. Sound blunt to the point of being cold.

Compassionate

- ✓ **DO:** Speak with empathy and humanity. Centre people and communities in the story. Use warm, inclusive language.
- ✗ **DON'T:** Over-sentimentalise or pity communities. Lose authority by leaving too much into emotion. Reduce people to statistics alone.

Visionary

- ✓ **DO:** Convey clearly what systemic change can achieve. Balance aspiration with credibility. Use imaginative but grounded language.
- ✗ **DON'T:** Drift into vague cliches. Make promises without a path to action. Sound detached from today's realities.

Inclusive

- ✓ **DO:** Convey clearly what systemic change can achieve. Balance aspiration with credibility. Use imaginative but grounded language.
- ✗ **DON'T:** Drift into vague cliches. Make promises without a path to action. Sound detached from today's realities.

Social media guidelines

Emojis

Use emojis to add warmth, emphasis, and resonance, never decoration. Limit to one or two per post, placed at the end of the sentence, not scattered though the copy.

Stick to themes that connect with Riva's mission: global, systems, water, resilience, collaboration, transformation. Avoid gimmicky or overused emojis that dilute credibility.

Voice & perspective

Our social voice should always feel human, credible, and bold. Speak with confidence but not arrogance, warmth but not sentimentality.

Use “we” and “together” to invite participation. Riva is never the sole hero. Always highlight systems, people and partnerships.

Hashtags

Hashtags extend reach and link us to wider conversations. Always use one or two core branded hashtags (#TransformSystems, #TransformingTomorrow) and pair with one or two contextual ones (#Resilience, #Sustainability, #GlobalGoals).

Keep the total under four per post, placed at the end or in a clean line break. Avoid generic tags (#love, #change) or inventing too many one-off hashtags.

Post copy length

Keep posts punchy and concise. A single strong idea per post. On Youtube aim 1-2 sentences; on Instagram and LinkedIn you can go slightly longer but always break up longer text with line breaks.

Avoid walls of text, lead with the strongest statement then offer action or possibility.

Social media do's and don'ts

Emojis

- ✓ **DO:** Share knowledge with clarity and humility. Translate complex systems into simple truths. Speak like a trusted guide, not a distant expert.
- ✗ **DON'T:** Overuse emojis (avoid clutter). Use gimmicky or unrelated emojis. Replace words with emojis. Stack multiple emojis in a row.

Hashtags

- ✓ **DO:** Use 1-2 core branded hashtags: Pair with 1-2 contextual hashtags. Place hashtags at the end of the post or on a separate line
- ✗ **DON'T:** Use more than 3-4 hashtags per post. Lean on generic tags (# change #hope). Scatter hashtags inside sentences. Invest too many one-off campaign hashtags.

#TransformSystems
#TransformingTomorrow
#GlobalGoals
#SustainableSolutions
#SystemsServePeople
#AdviceForOurNations

Framework

Style: Professional but human. Ideal for thought leadership.

Sentence rhythm: Balanced, declarative, authoritative.

Tone: Human, clear, credible

Post copy examples

Solutions become bigger, smarter and stronger when we see that water connects us all. We're building systems that can stand the test of time.

[See how we're making it happen](#)

Partnerships are the backbone of change. Together, we are changing how water, sanitation, and hygiene systems serve the future.

[Read more about our approach](#)

Quick fixes won't cut it anymore. The world is changing, and our systems need to change with it. Real sustainability means building communities, infrastructure, and solutions that can outlast us.

[Learn more about our work](#)

Framework

Style: Focuses on clarity over jargon.

Sentence rhythm: Short + inclusive statements with impact.

Tone: Warm, optimistic, mobilising

Post copy examples

We help turn things around by strengthening how public services are planned, funded and delivered. The resources are there but the structures behind them need strategy, clarity, and direction to reach the people they're meant to uplift. We work with leaders to make that happen.
#TransformSystems
#TransformingTomorrow

Riva is driven by connecting the pieces, money, leadership, pipes, and people. Riva's role is to guide nations in pulling those pieces together so safe water isn't just a promise, it's a reality for generations.
#TransformSystems
#TransformingTomorrow

Challenges are real. But so is the progress. Riva works with partners and governments to make sure safe water and sanitation aren't quick fixes, but lasting solutions for every community.
#TransformSystems
#SustainableSolutions

Newsletter

Framework

Style: Conversational but professional. Reader-focused and Inviting.

Sentence rhythm: Medium-length, warm but firm.

Tone: Inclusive, informative, visionary.

Newsletter example

Welcome to this month's update

Across Africa and beyond, Riva is working with partners to show what's possible when systems are strengthened. This isn't just about water. It's about people's dignity and building the future we want to see.

Our updates include:

On the ground: Highlights from recent projects with partners across the region.

Collaboration in focus: How shared expertise is helping nations respond to ongoing challenges.

Looking ahead: Upcoming initiatives designed to support leaders and strengthen resilience.

Thank you for being part of our journey. Together with our partners, we're making steady progress toward stronger, more sustainable systems.

Website

Framework

Style: Structured, clear, balances data with history.
Sentence rhythm: Longer, but still simple and jargon-free.
Tone: Human, clear, credible

Copy examples

Designing public services that reach everyone

We believe in the kind of change that transforms lives and helps nations grow. Because water services aren't just about survival they're about unlocking human potential.

Lets work together

Water connects us all

Water is more than a service, it is a system that sustains life, economies and futures. Riva exists to protect it and transform the structures that hold it together.

Get involved

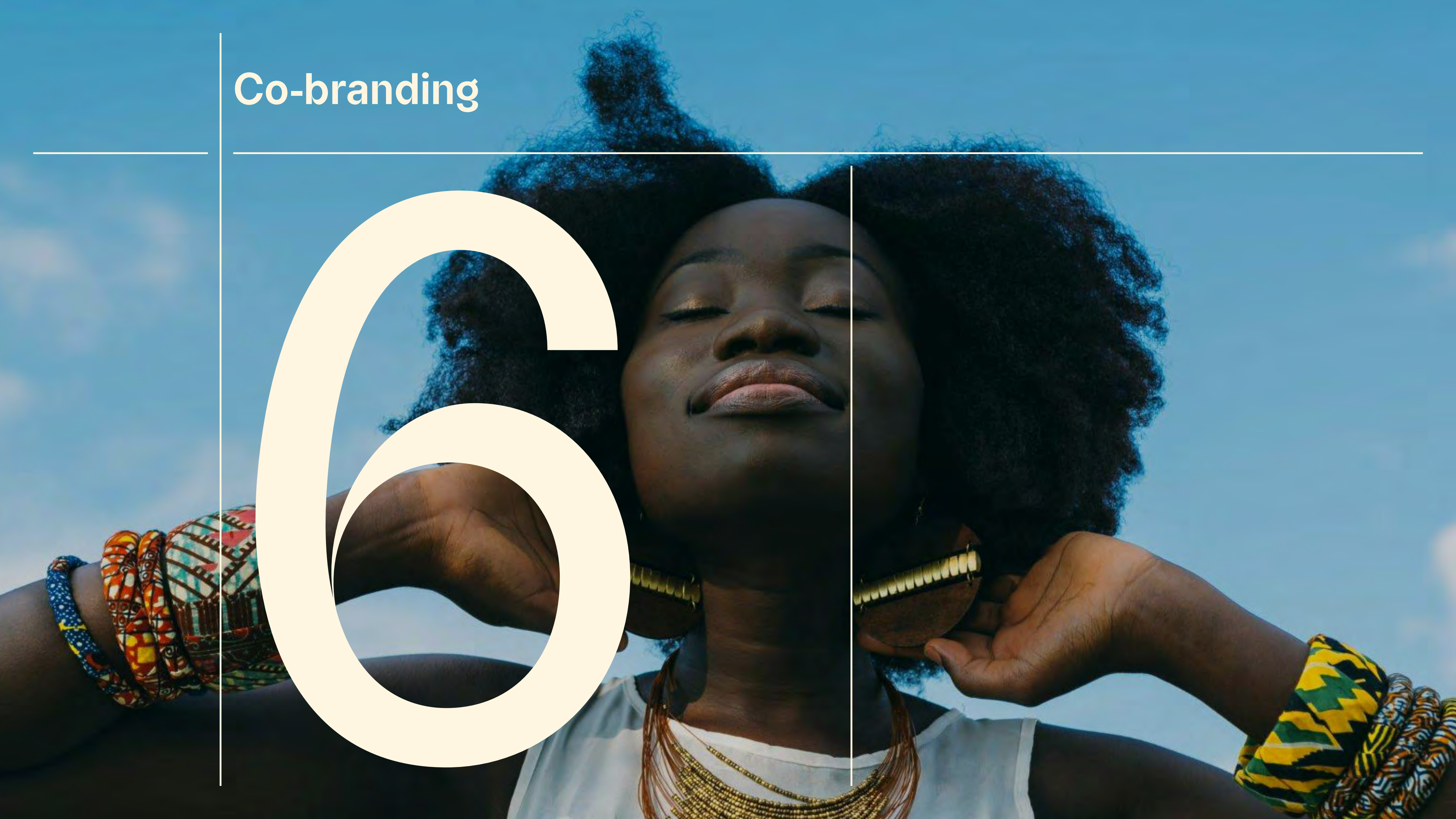
Expert advice that builds nations

We guide countries in building strong local and national services, because the right advice today builds resilience for tomorrow.

Talk to us

Co-branding

C



Our being in a wider context

Co-branding

No system works alone and neither do we. Riva operates within a broader ecosystem of governments, partners, institutions, and communities all striving for better outcomes. This chapter positions us within that landscape, showing how we collaborate without losing our identity.

Here we define how Riva aligns with our networks, partners with global organisations, adapts to shared spaces through co-branding and joint initiatives.

The goal is simple: to remain clear, consistent, and true to who we are, even as we support wider nation-building efforts. This chapter explains how we protect our identity while enabling collective progress.

Partnership branding with master logo



Clearspace height:
The clearspace size is the width of the spacing of the image mark to the logotype x 3.

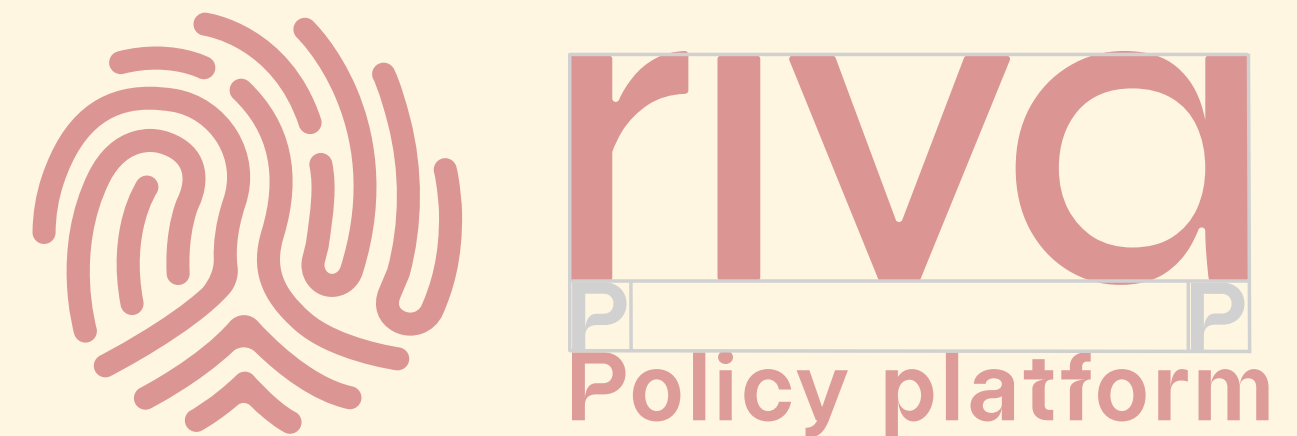
Network specific branding

Country must always appear in capital letters. The spacing between the wordmark and the country name is equal to the height of the i.e 'G' in 'Ghana'. The country name is always positioned below the Riva wordmark



Programme specific branding

The first letter must always be set in uppercase, with the second letter in lowercase. The spacing between the Riva wordmark and the programme name should be equal to the height of the letter “P” in “Platform”. The programme name must always be positioned directly below the Riva wordmark.



Network and programme partnership branding



Clearspace height:
The clearspace size is the width of the spacing of the image mark to the logotype x 3.

Partnership branding

Application example

Our co-branding and partnership logos follow the same visual principles as the primary Riva logo. Use them with intention and care to preserve our brand integrity. Every touchpoint should unmistakably feel like Riva.



Partnership branding

Application example

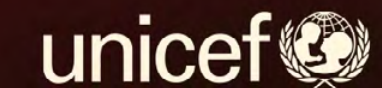


Making water PPPs work for Africa

Making water PPPs work for Africa

- Ghana 2030
- Rwanda 2030
- Ethiopia 2030

We're committed to more than just building infrastructure—we're building impact. By integrating technology, expertise, and empathy, Riva helps organizations reduce downtime, extend resources, and empower communities to thrive. Because when water and sanitation systems work for everyone, the ripple effect is life-changing.





Brand governance

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Responds within 48 hours

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Brand identity by

K A N A K A

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