

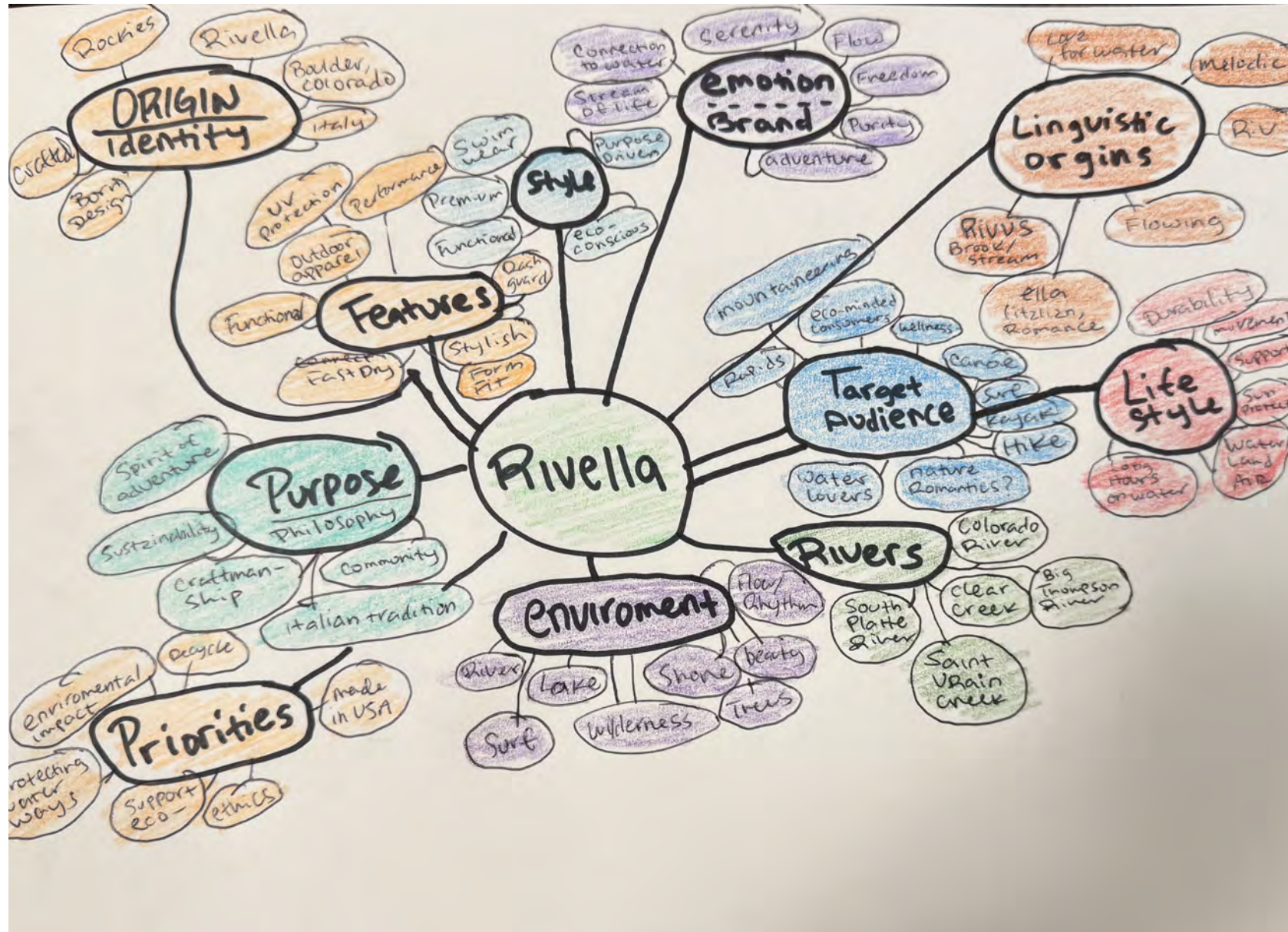
PROMPT



Designer: Sterling Bridgmon

I designed the Rivella swimwear swing tag to reflect the core of what Rivella stands for, a brand rooted in the love of water and the craftsmanship of Italian design. The name itself is a blend of riv (Latin for river) and ella (Italian, representing style and artistry), which guided every design choice I made. I wanted the tag to feel connected to the rivers of Colorado—wild, breathtaking, and magnetic—but also elevated with a sense of intentional, timeless design. I chose a palette of dark blue, light blue, orange, and deep and light greens to represent both the water and the natural landscape surrounding it—sunset reflections, alpine forests, and fast-moving rapids. The goal was to create more than just a tag—it's a visual story of where the product comes from, who it's for, and the adventure-filled lifestyle it supports.

WORD/MIND MAP

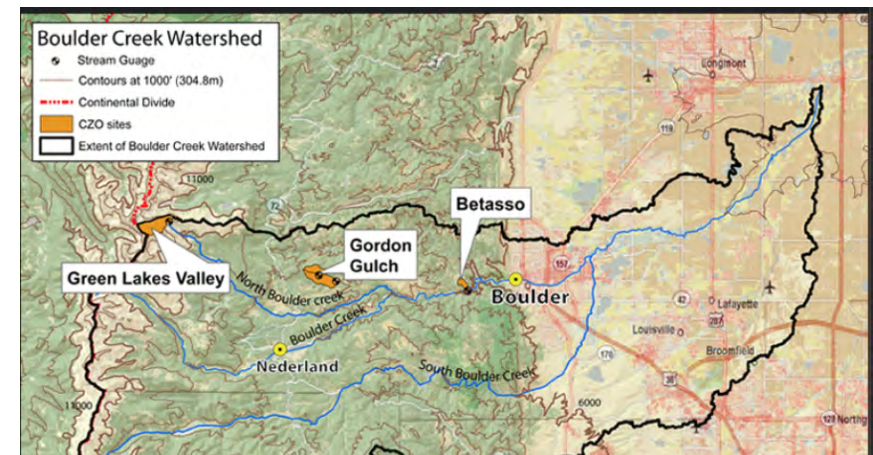


RIVELLA COMPANY

Rivella: Crafted for River Adventurers. Designed for Life.



Born in **Boulder, Colorado**, at the foot of the Rockies, Rivella is a premium swimwear and outdoor apparel brand designed for those who live and breathe adventure. With the rush of the Colorado River and the serenity of the nearby mountain lakes as our backdrop, Rivella is about embracing the water, the wilderness, and the stories we create on both. We're more than just swimwear—we're your partner in exploring the wild, whether you're kayaking down rapids, fly-fishing at dawn, or catching the sunset by the river.



Our Story: The Spirit of Adventure, From River to Shore

At Rivella, we believe in creating products that don't just perform, but are crafted with purpose. Inspired by the natural beauty of Colorado and the Italian tradition of craftsmanship, our designs blend style with function, precision with sustainability. Our journey began in Boulder, a hub for river sports, mountaineering, and a community that thrives on outdoor exploration. Here, we set out to create a brand that honored this spirit of adventure while championing sustainability and ethical practices.



TARGET AUDIENCE

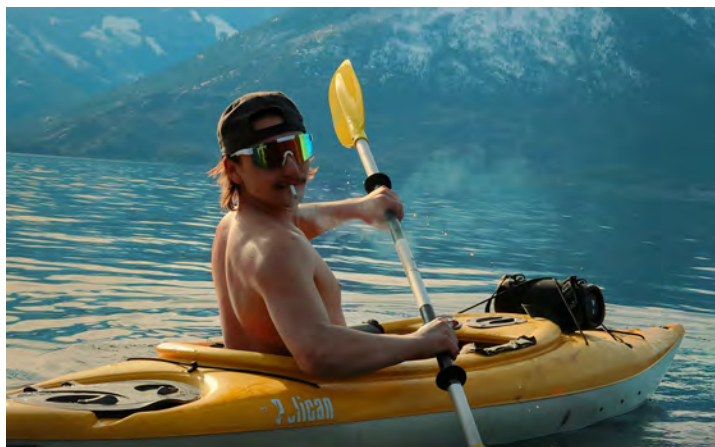
The Rivella Community: River Explorers, Nature Seekers, and Eco Warriors

At Rivella, we're building a community of explorers who share our love for the water and the outdoors. Whether you're navigating the rapids on the Colorado River, fishing in the high mountain lakes, or simply enjoying a quiet paddle at sunset, Rivella is designed to be part of every adventure. Our customers are more than just wearers of our products—they're a part of a movement to embrace sustainable adventure, to protect our rivers and ecosystems, and to live life with purpose and passion.

Our Promise: A River Adventure, Perfected

From the first stitch to the final detail, every Rivella piece is crafted for performance, style, and sustainability. We believe the best adventures are those shared with the environment, and that the products you wear should embody that ethos. Whether you're paddling through the rapids, lounging by the lake, or exploring the rugged terrain, Rivella is here to make your journey better, every step of the way.

PERSONAS



The River Explorer: Kai, The Adventurer

Age: 29

Occupation: Outdoor Guide, Adventure Photographer

Location: Based near the Colorado River, frequently traveling to various rivers across the U.S.

Interests: Whitewater rafting, photography, hiking, extreme sports

Personality: Thrill-seeking, daring, energetic

Values: Exploration, self-discovery, personal challenge

Lifestyle: Kai spends most of his time on the water, leading rafting trips or capturing the intensity of the rapids with his camera. He's always in search of new experiences, whether that's conquering a river's most treacherous stretch or discovering hidden, wild places. He loves the unpredictability and freedom that rivers bring, and believes that every journey is an opportunity to grow and test his limits.

Rivella Connection: For Kai, Rivella gear represents the perfect balance of performance and sustainability. His adventure-focused life demands gear that can withstand the elements while being environmentally responsible, making Rivella's commitment to eco-friendly materials a natural choice for him.



The Nature Seeker: Maya, The Mindful Explorer

Age: 34

Occupation: Environmental Consultant, Yoga Instructor

Location: Living in the Pacific Northwest, often exploring coastal waters, lakes, and streams

Interests: Kayaking, hiking, bird watching, mindfulness, sustainable living

Personality: Calm, thoughtful, introspective

Values: Peace, balance, connection to nature, sustainable practices

Lifestyle: Maya enjoys the quiet, meditative aspects of nature. Her outdoor activities, like kayaking on calm lakes or hiking through remote forests, allow her to connect deeply with the environment.

Rivella Connection: Rivella's products speak to Maya's values of sustainability and serenity. She appreciates the brand's commitment to protecting nature while offering high-quality, practical gear that enhances her outdoor experiences without harming the environment.



The Eco Warrior: Liam, The Activist Explorer

Age: 25

Occupation: Environmental Activist, Sustainability Advocate

Location: Urban area with frequent travel to national parks and remote wilderness areas

Interests: Clean water initiatives, river conservation, community activism, paddleboarding, eco-friendly technologies

Personality: Driven, passionate, outspoken

Values: Environmental protection, activism, community engagement

Lifestyle: Liam is passionate about fighting climate change and preserving natural habitats, especially rivers and freshwater ecosystems. His work as an activist involves lobbying for environmental policies, organizing clean-up efforts, and raising awareness about water pollution. He spends his free time in nature, kayaking or paddleboarding, always looking for ways to combine adventure with advocacy. He actively seeks out brands that align with his mission to make the world a better place.

Rivella Connection: Rivella is more than just a brand to Liam—it's a partner in his mission to protect the environment. He values the brand's transparent efforts to produce eco-conscious products and its support for clean water initiatives. Liam proudly wears Rivella gear as a symbol of his commitment to the planet, and he actively promotes the brand's sustainability efforts in his activism.

In Summary:

Inspiration: From brands like Patagonia, prAna, and Outdoor Research, Rivella blends sustainability, craftsmanship, and adventure in its brand story.

Crafted Story: Rivella's story focuses on a combination of Italian craftsmanship, local Boulder inspiration, and a strong commitment to sustainability and adventure.

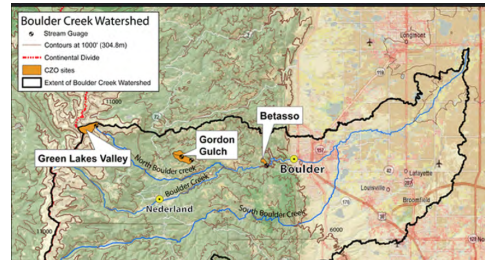
Unique Edge: Rivella stands out by being river-specific, tying in the local geography, while incorporating eco-conscious, high-performance fabrics for river sports enthusiasts.



Rivella: Adventure in Style. Swim with Purpose.



MOODBOARD



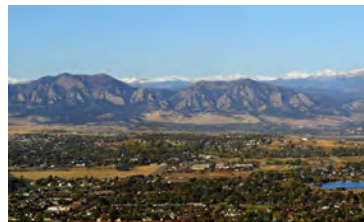
RIVELLA

RIVELLA

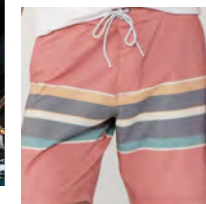
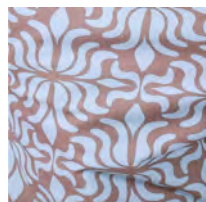
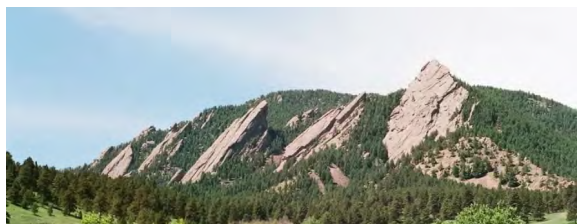
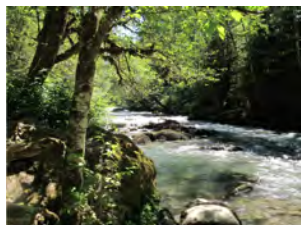


RIVELLA

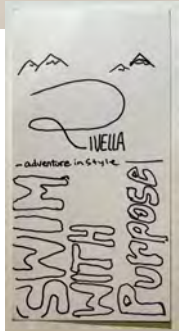
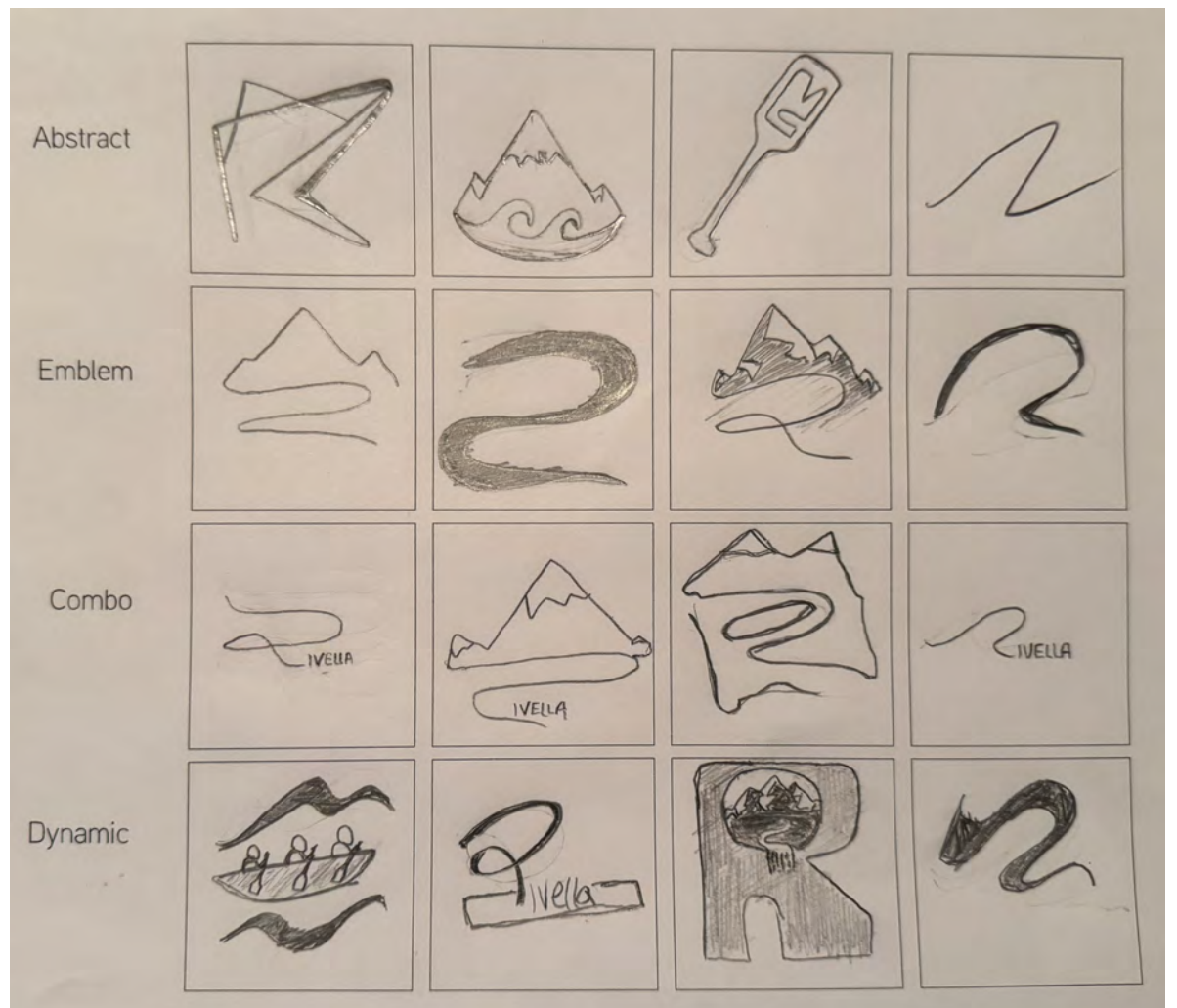
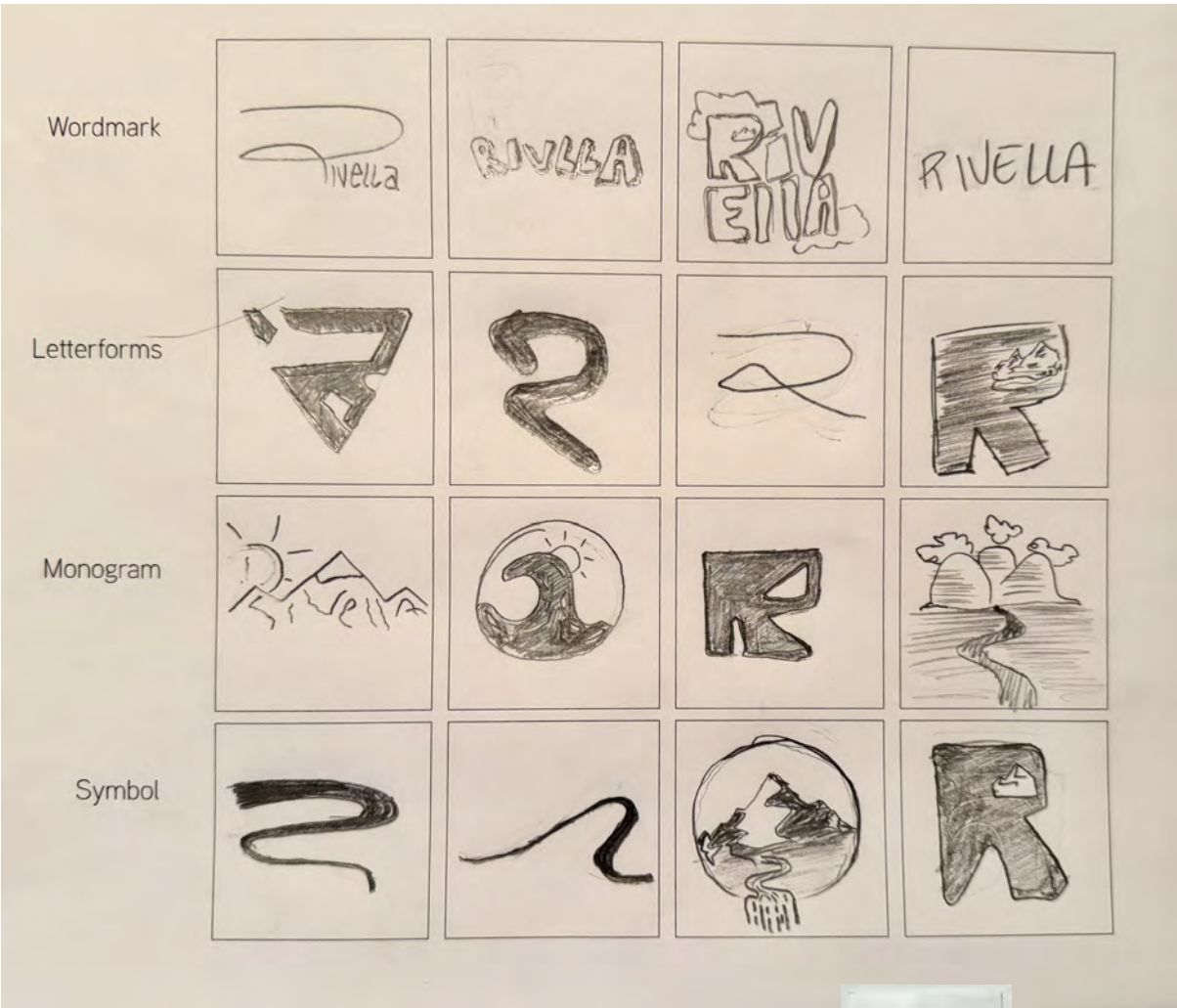
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RIVELLA



SKETCHES



BRAND STYLE GUIDE



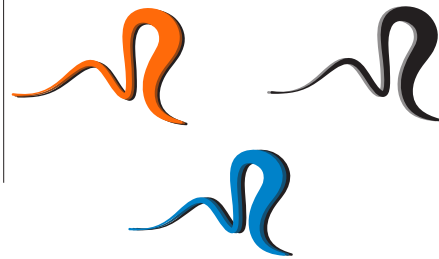
PRIMARY LOGO



SECONDARY LOGO



ICON



COLORS



#FF6A0A
RGB:
255 106 10
CMYK:
0 13 100 0

#1C75BC
RGB:
28 117 188
CMYK:
85 50 0 0

#27AAE1
RGB:
39 170 225
CMYK:
70 15 0 0

#006838
RGB:
0 104 56
CMYK:
90 33 98 26

#009444
RGB:
0 148 68
CMYK:
86 17 100 03

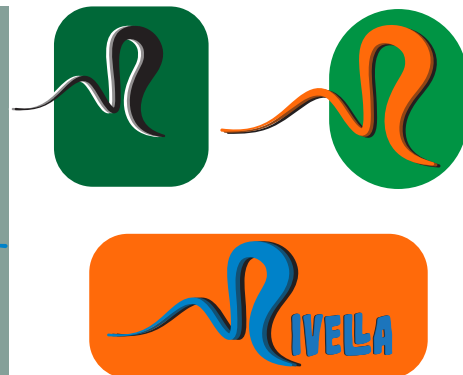
FONTS

MONSTERIFIC BB
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

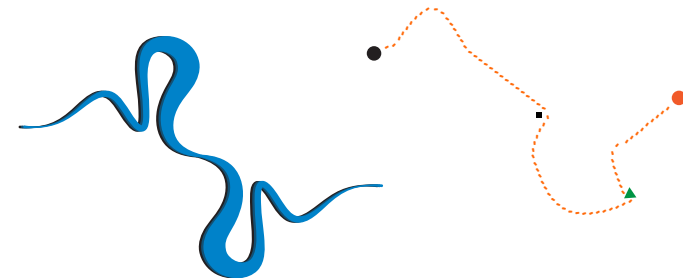
A primary logo with background color



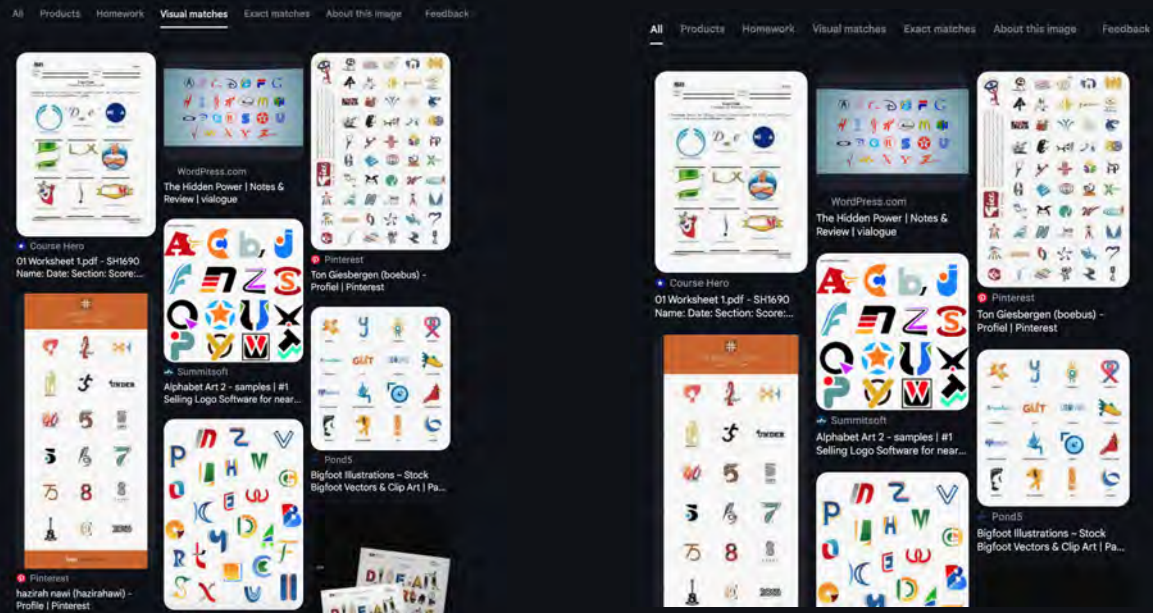
Use of Secondary Logo/Icon/Submark




DESIGN ELEMENTS



Reverse Google Image Search




About this image



No results were found to help you learn more about this image. This could be because it's private, very new, or doesn't appear on many pages.

All Products Homework Visual matches Exact matches About this image Feedback

 No matches for your search
To get better results, try changing the search area or sending a different image

A Google reverse image search shows no matches—proving that this design is completely original, thoughtfully created from scratch, and true to the unique identity of Rivella.

MOCK UP



RIVELLA.COM/MOCKUP



Banks Shorts - Men's 5" Inseam

\$45.00

Designed for use in and out of the water, the men's RIVELLA Bank 5 in. shorts have a rugged exterior and quick-drying mesh liner comfortable use at the river, shore, beach, lake, or campground.



Brinco River Shorts

\$34.00

For those active days hiking, bouldering, swimming and hanging out around the campfire, you only need one pair of shorts: the unmistakably retro RIVELLA Brinco shorts for men.



Breakers 16.5" Ecolastic Board Shorts - Men's

\$52.00

With their elastic waistband and recycled materials, the men's RIVELLA Breakers 16.5 in. Ecolastic board shorts are a do-anything choice you can feel good about wearing in, on and around the water.



RIVELLA'S Custom Bucket Hat - Men's

\$45.00

Cruising down the river, hiking through the jungle or lying on the beach—whatever you're doing, put on the RIVELLA Custom Bucket Hat to do it with coverage and comfort.

RIVELLA'S Custom Bucket Hat

\$45.00

Hear that? It's the call of the wild. With Rivella's Custom Bucket Hat, you can bring your own shade with you wherever your adventures lead. Whether you're hiking rugged trails, camping under the stars, or exploring new cities, this hat keeps you cool and protected. Lightweight and breathable, it's designed for those who chase the sun and seek new horizons. Embrace the journey and step into the wild with confidence, knowing you're ready for anything.



\$35 Rivella Swim With Purpose Analog Clock



\$3 Rivella Orange Dream Sticker



\$25 Rivella Custom Sweater - Trail Guide



\$15 Rivella Custom Dad Hat



\$2 Rivella Custom Pin



\$35 Rivella Custom Adventure Duffle Bag

SOURCES

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Personas:

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Photo by Marcos Dugarte on Unsplash

