O'DONNELL AGENCY

RIVIERA BEACH MARINA VILLAGE
LOGO

RATIONALE

- Must help to establish 'new' marina as a visitor destination
- Define points of differentiation from other waterfront/marina visitor destinations
- Reflect the distinct flavor and "vibe" of Riviera Beach
- Reflect the nature of the "working waterfront," the city's Bahamian roots and relaxed ambiance
- Express these elements in a way that signals an exciting, contemporary, authentic experience with broad appeal.

Riviera Beach
MARINA
VILLAGE

RIVIERA BEACH
MARINA VILLAGE

We are marketing to the visitor, yet the design of the logo must feel authentic and realistic to the city's residents as well. They must feel at home in the re-imagined marina with its new amenities and merchants/restaurants.

The logo should signal the vibrancy and versatility of the new marina experience in a way that remains essentially "Riviera Beach," but has the power to attract visitors from many walks of life and backgrounds.





WHO ARE WE COMMUNICATING TO?

A. Local, national and international visitors

B. Riviera Beach residents and business owners

C. Prospective tenants who may consider future development opportunities at the Marina Village, such as restaurants, residential, office, hotel, educational and marine-related businesses.

RIVIERA BEACH
MARINA VILLAGE

RIVIERA BEACH
MARINA VILLAGE

REASONS TO BELIEVE IN THE BRAND

1. Spectacular waterfront / marina setting in heart of Palm Beaches
2. A real, working waterfront
3. Eco-tourism with diving and proximity to Peanut Island
4. Authentic, rather than manufactured visitor experience

Riviera Beach
MARINA
VILLAGE



DESIGN APPROACH

Defines the location as a visitor destination in a modern, contemporary way that captures the essence of the area and permits the logo to remain relevant over time.

Thoughtful use of color and font selection that promotes the benchmarks of quality, authenticity, area history and the new lease on life







RIVIERA BEACH

MARINA VILLAGE



RIVIERA BEACH
MARINA
VILLAGE



RIVIERA BEACH
MARINA
VILLAGE



RIVIERA BEACH
MARINA
VILLAGE