

## Spokane starts here.

In 1974, Spokane's riverfront area transformed from a railway yard to an urban park, which today stands as a testament to the energy and spirit of our city by the falls. Now the park has transformed all over again, bringing new adventures, activities, and attractions to the roaring heart of the city. There is something for everyone, in every season. We invite you to explore our new park, with its fully revitalized space for playing, learning, growing, celebrating, and dreaming big.



riverfront  
SPOKANE

## A new brand.

As Riverfront Park continues to transform and evolve, so too will our ways of describing it, visualizing it, and engaging with it. Our new brand is designed to adapt to those changes. We've created a simple, flexible framework for clearly and consistently communicating Riverfront Park's unique value to both residents and visitors alike, across many different applications and contexts, for many years to come.

## Park personality.

- Active
- Exciting
- Urban destination
- Neighborly

## Visual brand.

- Contemporary
- Sophisticated
- National quality

## The logo.

The new Riverfront logo combines two of the park's iconic structures—the clock tower and the pavilion—in a uniquely simple and abstract design that also evokes the cable-work of the Pavilion, the street grid of Spokane, and the crossing of many paths. Modern Green, Pacific Blue and Urban Grey represent the striking juxtaposition of the natural and urban elements that make this park unique.



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