

# BRAND BASE

 **Rivery** →

Make your data **flow**

## Logo - Whitespace



## Logo / Best Practices



✓ Do



✓ Do



✓ Do



⊘ Don't



⊘ Don't



⊘ Don't

## Logo / Color Variations



**Rivery**



**Rivery**



**Rivery**



**Rivery**



**Rivery**



**Rivery**

# Colors

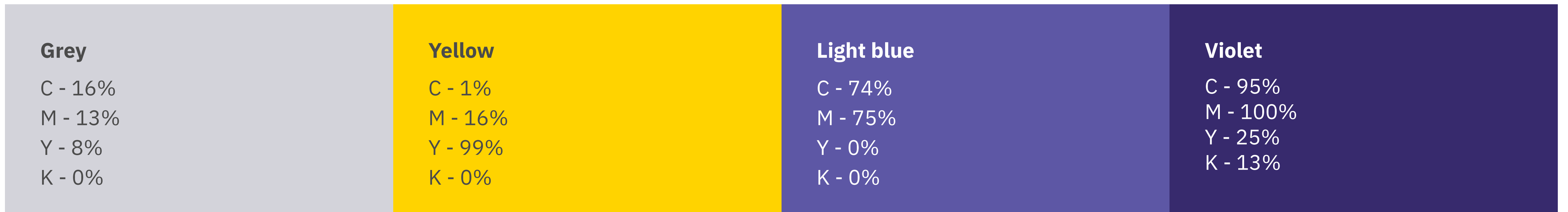
## Gradients



## RGB



## CMYK



## Typography

IBM Plex Sans - bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890‘?’“!”(%)[#]{@}/**

---

IBM Plex Sans - regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890‘?’“!”(%)[#]{@}/**

## Typography

Alle Menschen sind frei und  
gleich an Würde und Rechten

Aa

IBM Plex Sans - bold

ABCĆDEFGHIJKLMNOPQRSŠTU  
VWXYZŽabcćdefghijklmnopqrs  
štuvwxyzž1234567890‘?’“!”(%  
)[#]{@}/&\<-+÷×=>®©\$€£¥¢:;,.\*

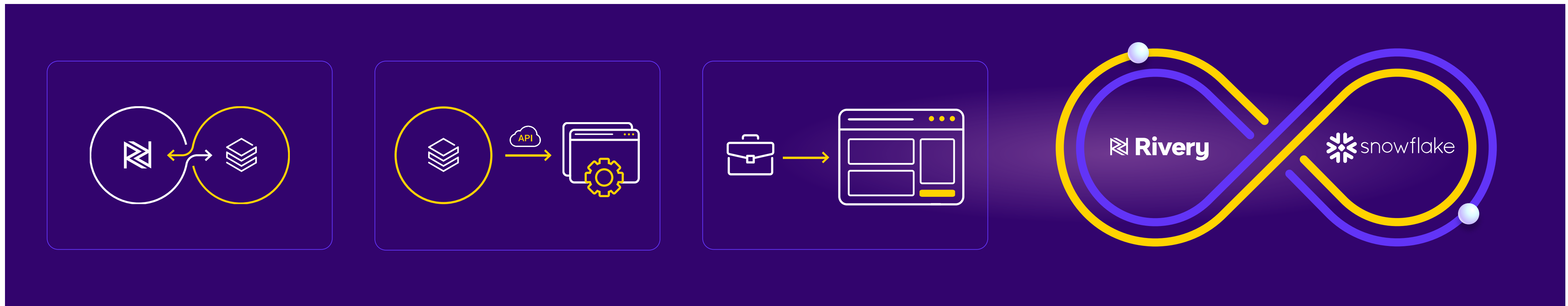
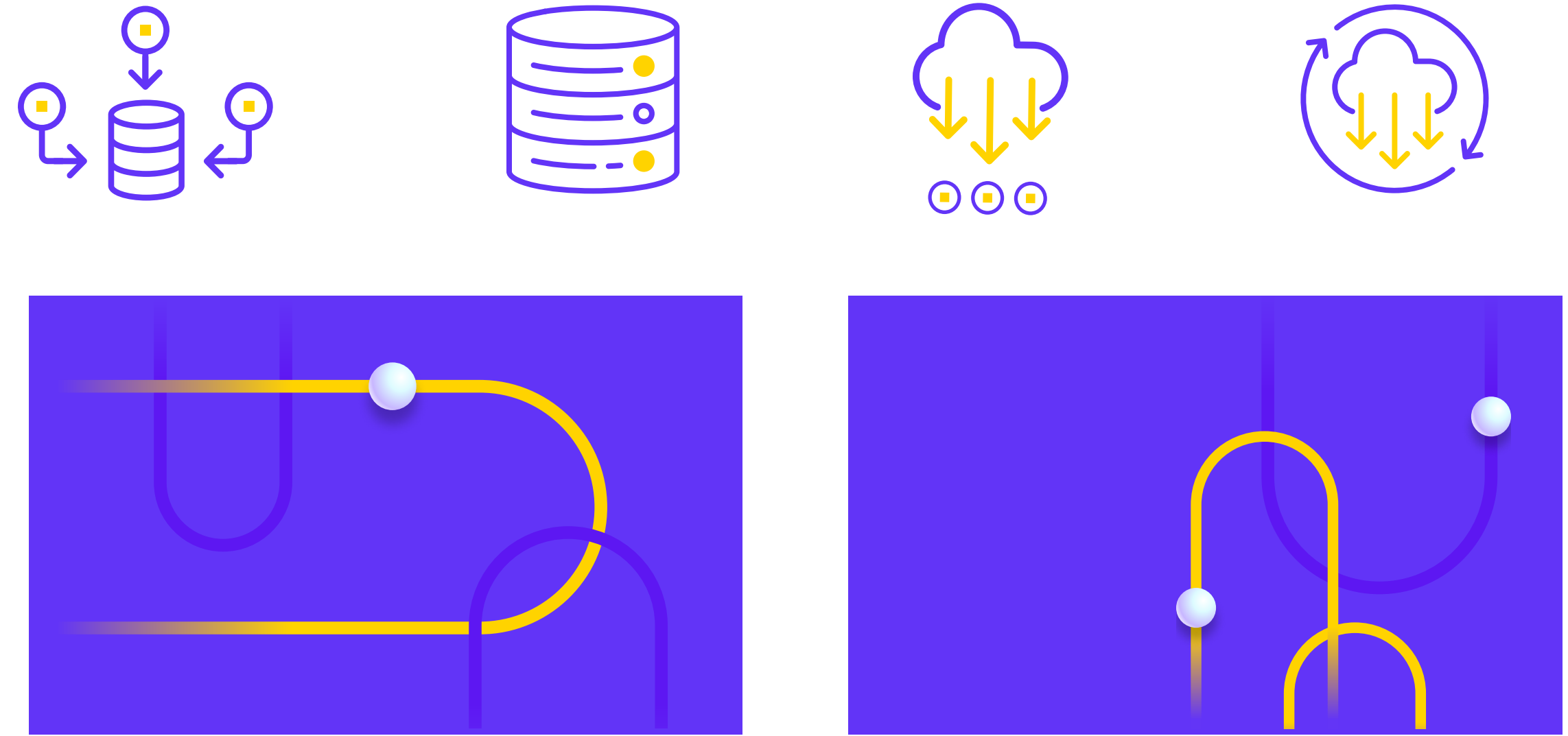
IBM Plex Sans - medium

ABCĆDEFGHIJKLMNOPQRSŠTU  
VWXYZŽabcćdefghijklmnopqrsš  
tuvwxyzž1234567890‘?’“!”(%)[  
#]{@}/&\<-+÷×=>®©\$€£¥¢:;,.\*

IBM Plex Sans - text

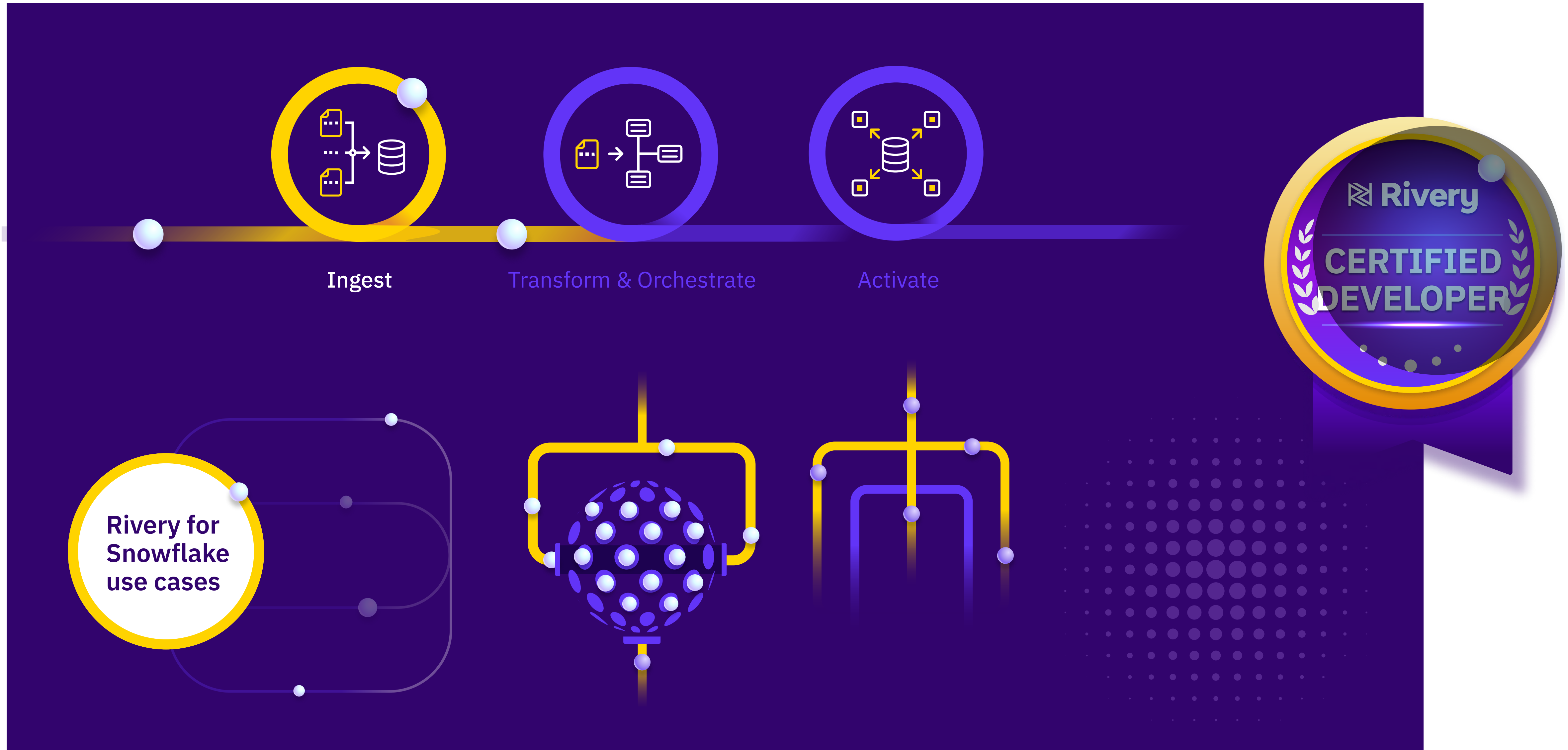
ABCĆDEFGHIJKLMNOPQRSŠTU  
VWXYZŽabcćdefghijklmnopqrsšt  
uvwxyzž1234567890‘?’“!”(%)[#  
{@}/&\<-+÷×=>®©\$€£¥¢:;,.\*

# Icons / Elements

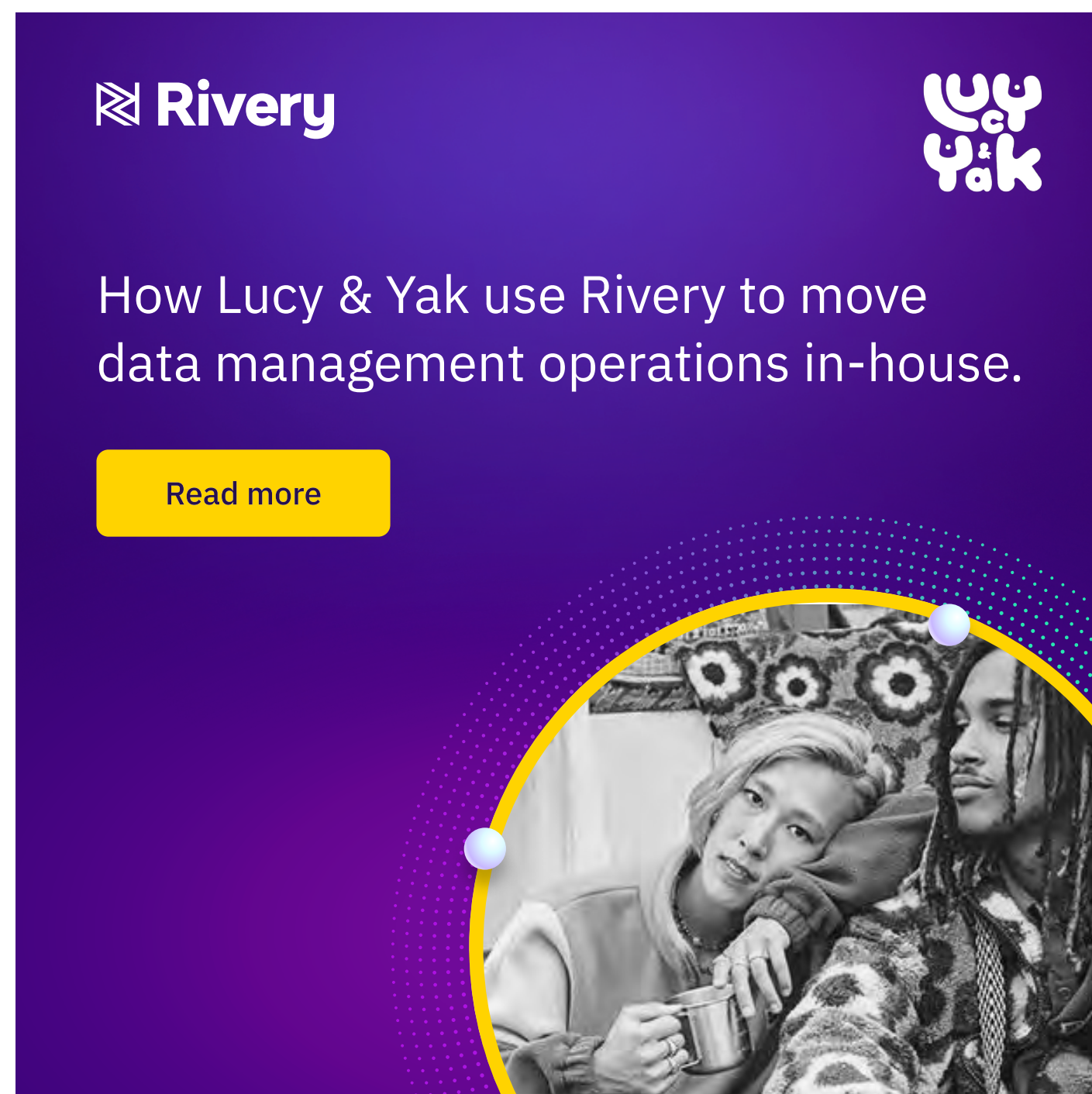




# Elements



## Social



**Rivery** **Lucy & Yak**

How Lucy & Yak use Rivery to move data management operations in-house.

[Read more](#)

A social media post with a dark purple background. In the top left is the Rivery logo, and in the top right is the Lucy & Yak logo. The main text reads "How Lucy & Yak use Rivery to move data management operations in-house." Below this is a yellow button with the text "Read more". At the bottom, there is a circular image of two people, a woman and a man, looking at a screen together. The image is framed by a yellow and purple dotted border.



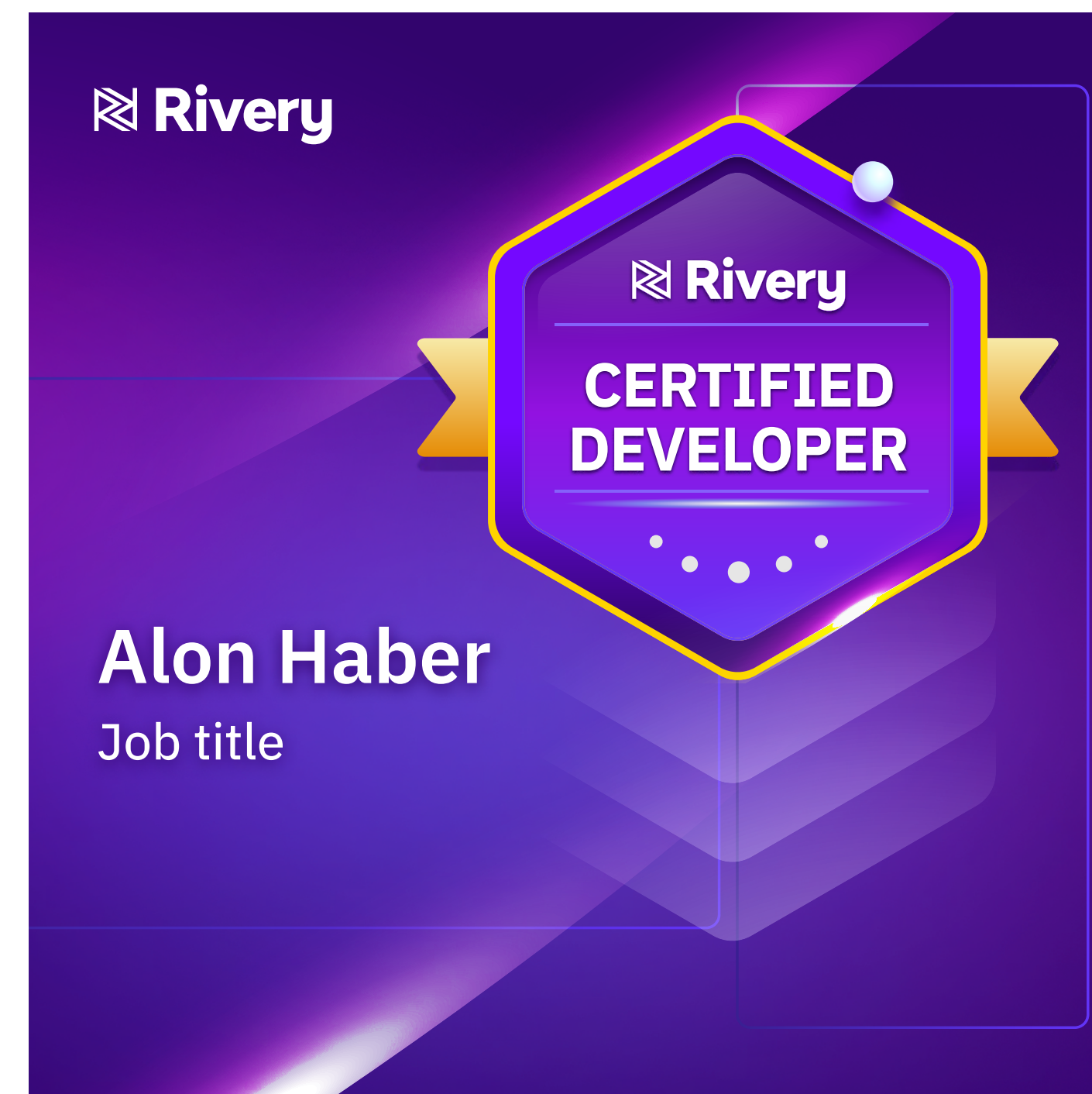
**Rivery**

# WELCOME ABOARD!

**Rotem Amitai**  
VP Global HR

**WE ARE HIRING!** Join our team!

A social media post with a dark purple background and a yellow diagonal shape in the top right. The Rivery logo is in the top left. The main text says "WELCOME ABOARD!" in large white letters. Below that is the name "Rotem Amitai" and her title "VP Global HR". To the right is a circular portrait of Rotem Amitai. At the bottom left is a yellow speech bubble with the text "WE ARE HIRING!" and "Join our team!" below it.



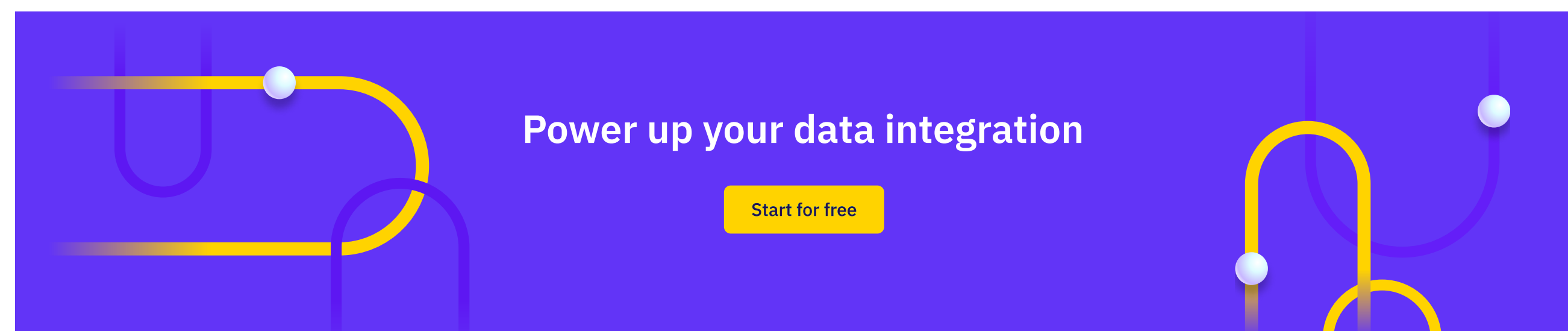
**Rivery**

# Alon Haber

Job title

**Rivery**  
**CERTIFIED DEVELOPER**

A social media post with a dark purple background. The Rivery logo is in the top left. The main text says "Alon Haber" in large white letters, with "Job title" below it. On the right side, there is a large, stylized badge that says "Rivery CERTIFIED DEVELOPER". The badge is purple with a yellow border and a ribbon. Below the name, there are several white dots of varying sizes.

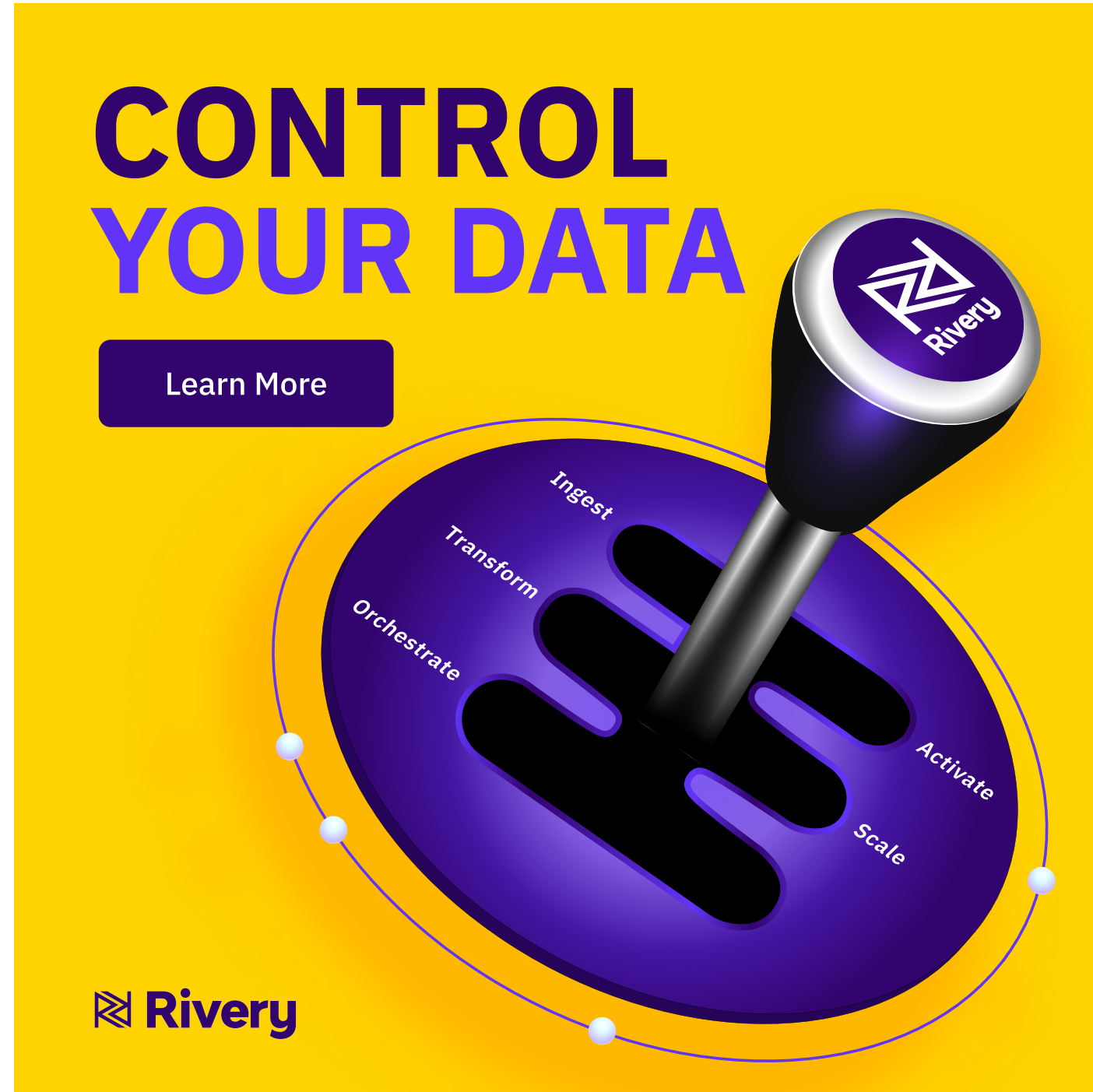


**Power up your data integration**

[Start for free](#)

A social media post with a dark purple background. The main text says "Power up your data integration" in white. Below it is a yellow button with the text "Start for free". The background features abstract yellow and purple lines and shapes.

## Social



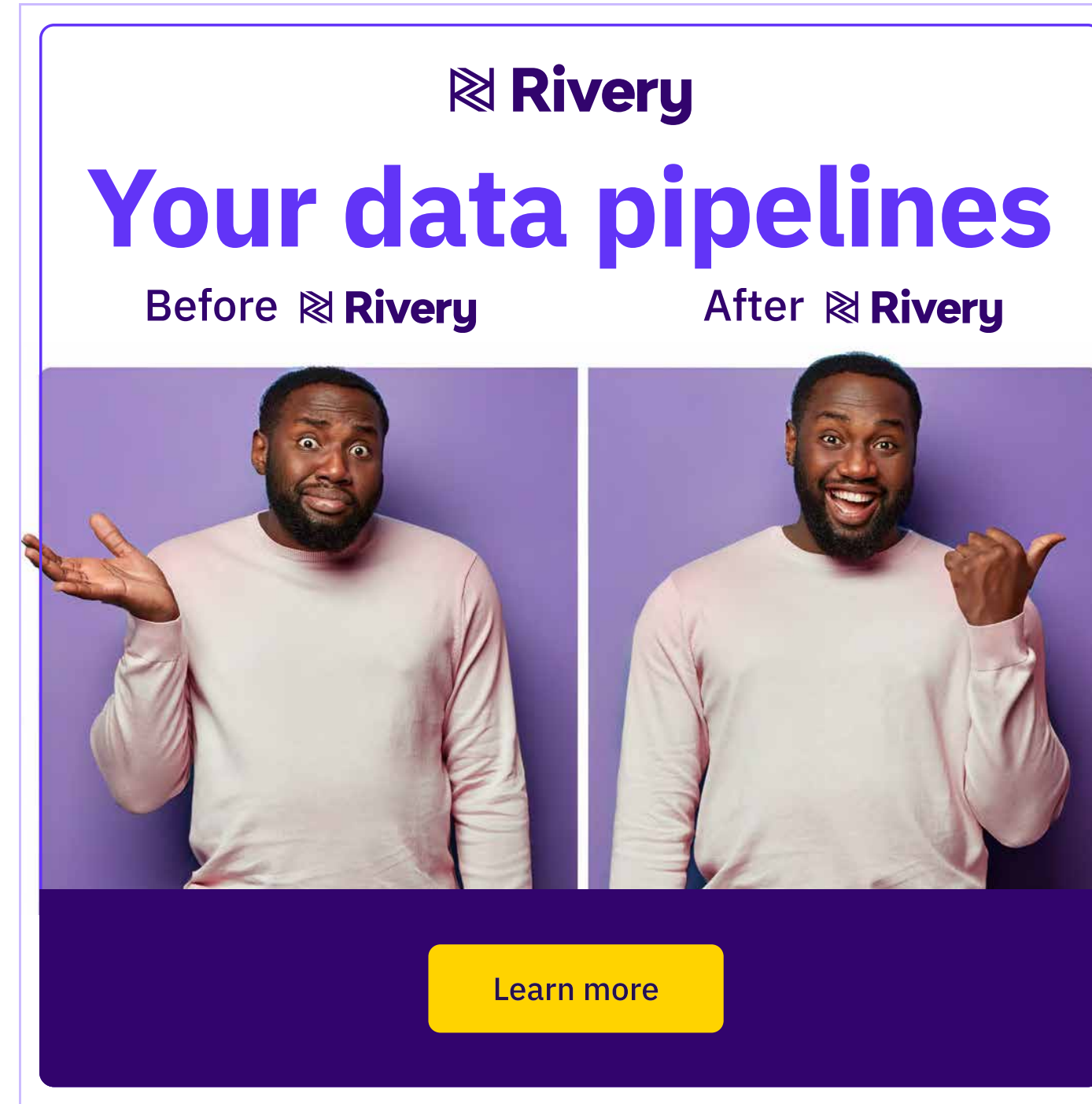
**CONTROL YOUR DATA**

Learn More

Ingest  
Transform  
Orchestrate  
Activate  
Scale

Rivery

A social advertisement with a bright yellow background. At the top left, the text "CONTROL YOUR DATA" is written in large, bold, blue letters. Below it is a dark blue button with the text "Learn More" in white. The central graphic is a large, dark blue hand holding a silver gear with the Rivery logo on its top. The gear has five teeth, and the words "Ingest", "Transform", "Orchestrate", "Activate", and "Scale" are written in white around the gear's perimeter. The Rivery logo is also present in the bottom left corner.



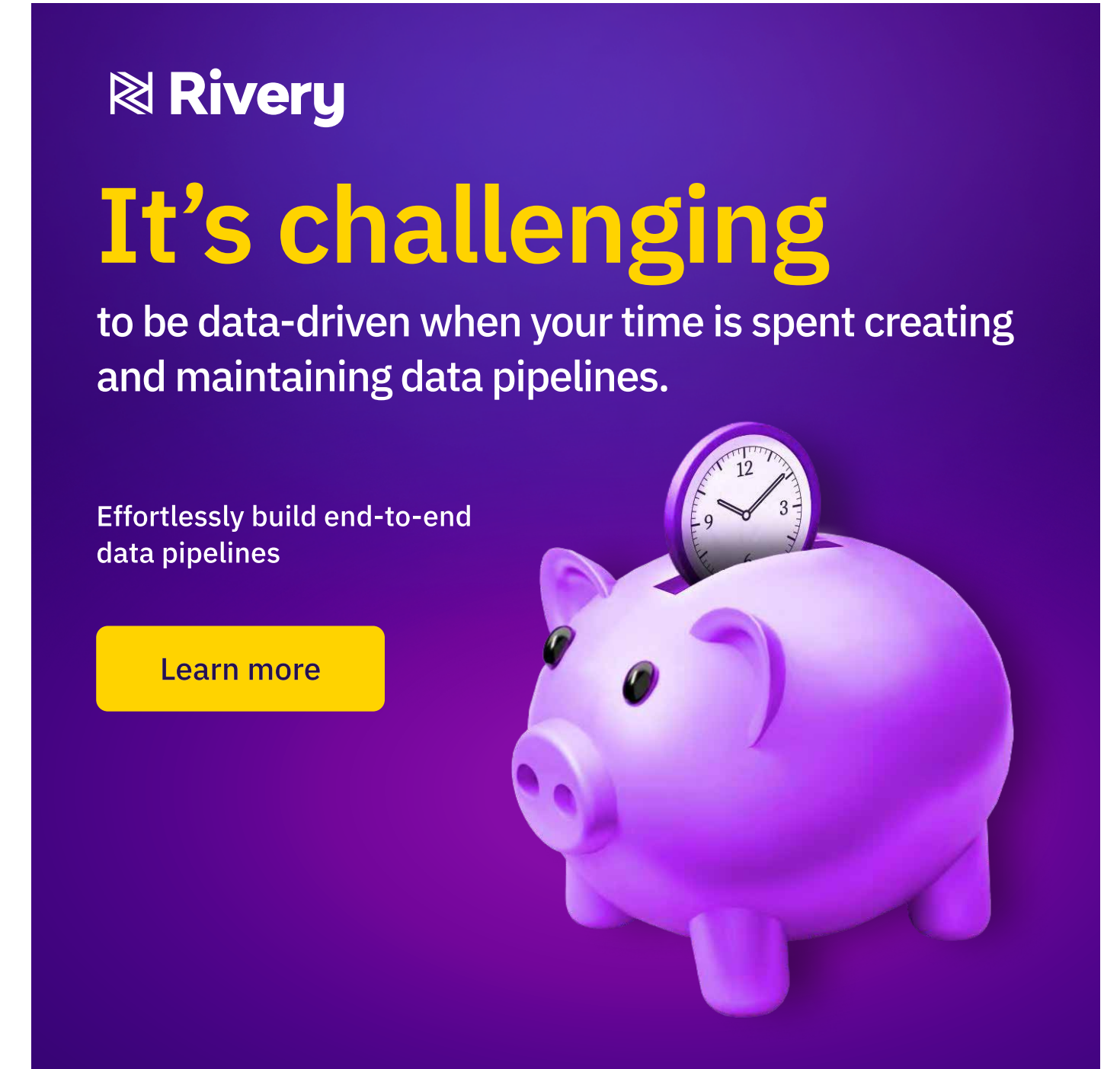
Rivery

**Your data pipelines**

Before Rivery      After Rivery

Learn more

A social advertisement with a white background. At the top center is the Rivery logo. Below it, the text "Your data pipelines" is written in large, bold, blue letters. Underneath, two side-by-side images of a man in a white long-sleeved shirt are shown. In the left image, he has a confused expression with his hands outstretched. In the right image, he has a happy, confident expression with his hands pointing towards himself. The text "Before Rivery" and "After Rivery" is written in black above each image. At the bottom center is a yellow button with the text "Learn more" in black.



Rivery

**It's challenging**

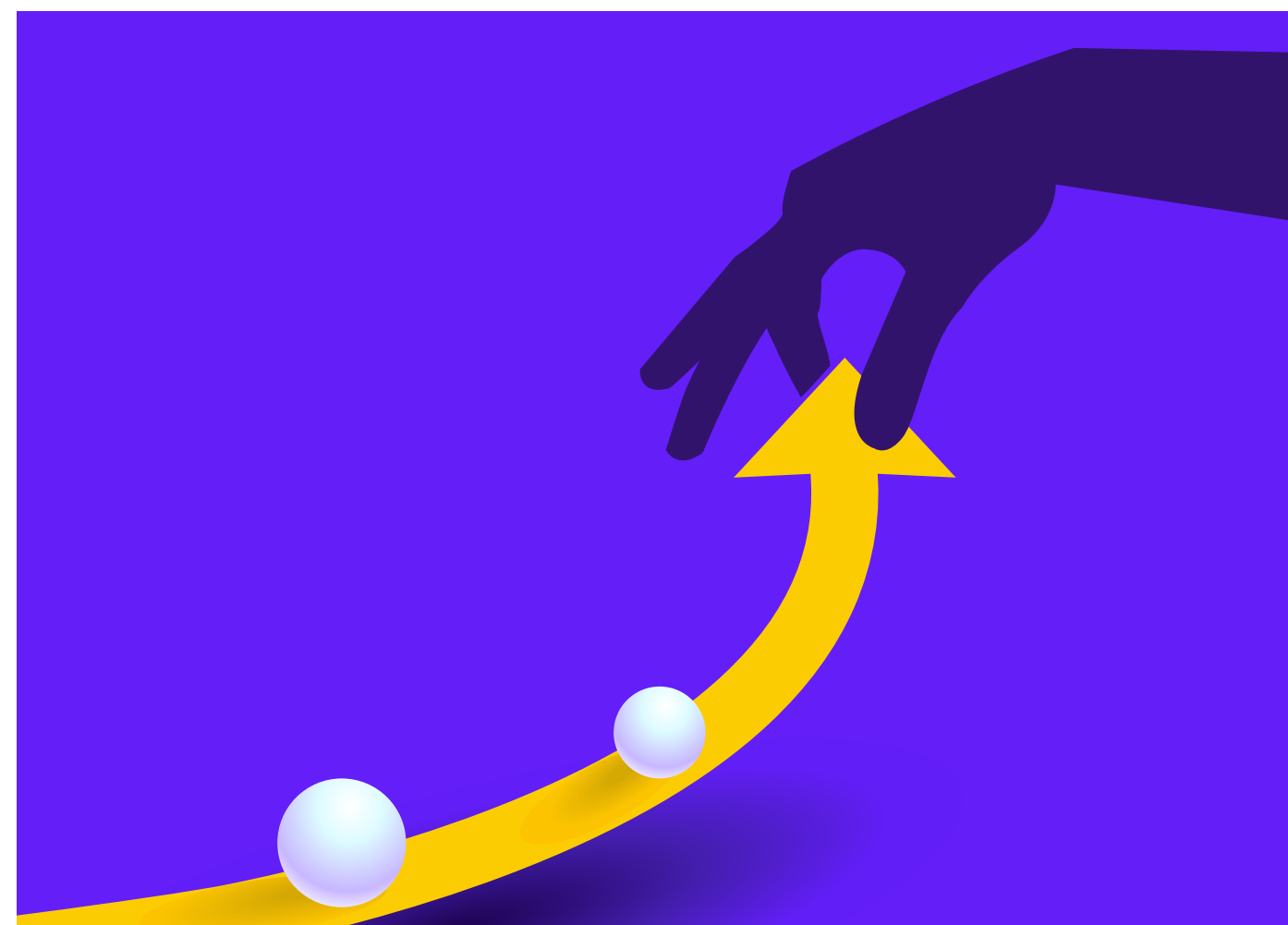
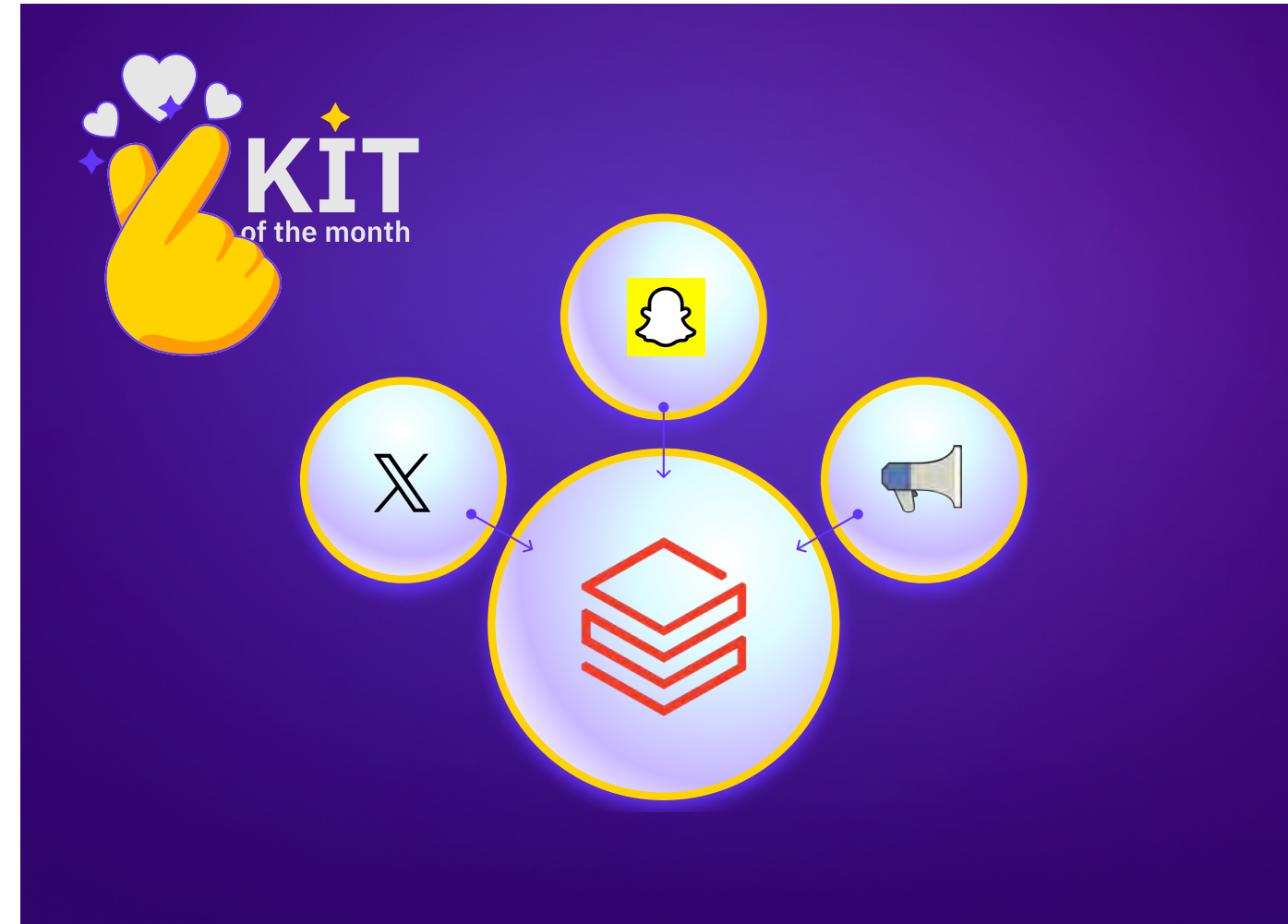
to be data-driven when your time is spent creating and maintaining data pipelines.

Effortlessly build end-to-end data pipelines

Learn more

A social advertisement with a dark purple background. At the top left is the Rivery logo. Below it, the text "It's challenging" is written in large, bold, yellow letters. Underneath, the text "to be data-driven when your time is spent creating and maintaining data pipelines." is written in white. Below that, the text "Effortlessly build end-to-end data pipelines" is written in white. At the bottom left is a yellow button with the text "Learn more" in black. On the right side, there is a 3D illustration of a purple piggy bank with a small clock on top of its back.

# Social



## Quotes



**Antoine Lefebvre**  
Data Engineering Product Owner

**yotpo.**



*Google APIs change fields so we absolutely wanted to contain and auto-manage these schema changes. We also needed REST API and BigQuery support. **Rivery's ease of setup, wide range of marketing connectors, field-mapping options, and instant ability to detect was a turning point for us.***

[Read case study →](#)



**Assaf Liebstein**  
Data Platform Team Leader

**yotpo.**



*Before Rivery, we'd load data to S3, then run a Spark job using another tool to prep parquet files to load to Databricks. **It was a painful process.***

[Read case study →](#)