



Brand Presentation

Brand Identity Evolution



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The Brand

Who is Red River Software?

Our Story



Building software for essential industries since 1978

Since 1978, Red River Software has delivered purpose-built back office software that helps essential industries operate more efficiently. Founded in Fargo, North Dakota, the company expanded from agricultural inventory management into fuel, convenience store, and cooperative solutions.

Today, Red River Software supports more than **5,000 businesses** nationwide, providing reliable software backed by decades of innovation, industry expertise, and exceptional customer service.

Our Purpose



Back Office Software That Keeps Business Moving

Like a river, every business depends on a steady flow beneath the surface. While customers see the storefront, success is powered by the information moving behind the scenes.

Red River Software connects accounting, reporting, compliance, inventory, and operations into one continuous flow, giving businesses the clarity and confidence to focus on serving customers and growing their business.

Industries We Serve



Purpose-Built Solutions

Every industry operates differently. Rather than offering a one-size-fits-all platform, Red River Software develops specialized software designed around each customer's unique workflow.

Convenience Stores

Helping store owners, managers, and bookkeepers streamline accounting, reporting, inventory, and daily operations so they can focus on delivering exceptional customer experiences.

Fuel Management

Providing fuel dealers, petroleum marketers, and distributors with comprehensive solutions that simplify logistics, maintain compliance, and support efficient fuel operations from dispatch to delivery.

Cooperatives

Supporting agricultural and energy cooperatives with integrated software that connects retail locations, fuel operations, accounting, and member services through one cohesive platform.



The Refresh

Building a flexible visual system that supports future growth

Finding the Source



Inspired by the Company's Namesake

The strongest brands begin with authentic stories.

Rather than introducing a completely abstract symbol, the new identity looks back to the place that inspired Red River Software's name: the Red River of the North.

Flowing through Fargo, North Dakota—the company's birthplace—the river has always represented movement, connection, commerce, and growth. For generations, rivers have served as gathering places, transportation routes, and lifelines for communities.

These same ideas continue to define Red River Software today.
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Logo Inspiration



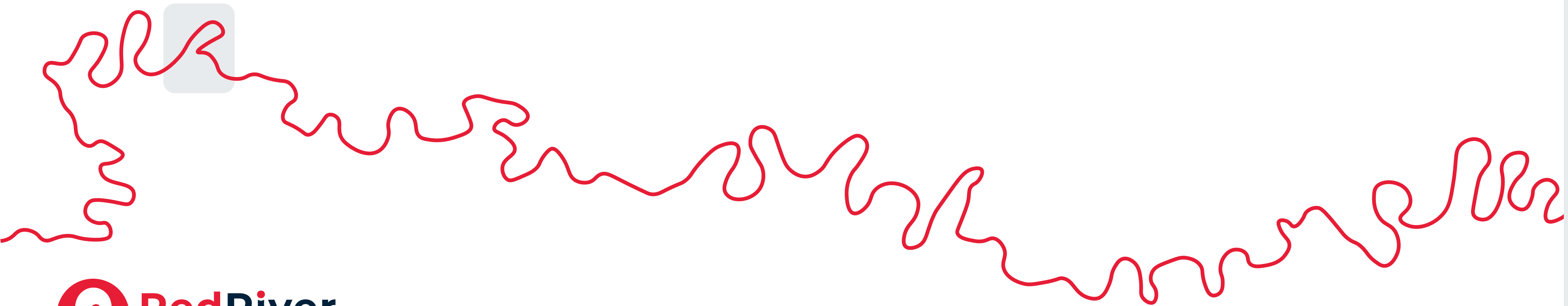
Inspired by the Company's Namesake

The logo draws inspiration directly from the natural curves of the Red River.



Rather than illustrating water literally, the river's shape was simplified into a clean, modern form that communicates movement, continuity, and direction.

The resulting mark represents more than geography. It symbolizes the continuous flow of information between every part of a business.



Visual Identity



A System Inspired by Connection

The Red River Software visual identity extends beyond the logo to create a cohesive brand experience. Inspired by the themes of source, hub, connection, and the river, the system uses flowing forms and circular shapes to reflect the movement of information throughout a business.

Soft curves and organic geometry reinforce the idea that every department, product, and customer is connected through one central platform. Together, these elements create a modern identity that feels approachable, dependable, and built to grow with the company





The Logo

Inspired by the River

Logo



A Flexible Identity

The logo system has been designed to work across digital platforms, print materials, signage, software interfaces, and marketing applications.



Logo Usage



Clearspace

Clearspace is the minimum distance between the wordmark and other visual elements. 1/2 of the width of our icon defines the minimum clearspace surrounding the wordmark.



Do

- Maintain clearspace
- Use approved colors
- Preserve proportions
- Choose the appropriate logo variation

Don't

- Stretch or distort
- Rotate
- Change colors
- Add effects
- Rearrange elements
- Place on low-contrast backgrounds

Colors

Inspired by Red River Software's American roots, the color palette is built around **Red** and **Navy** as its primary colors, balancing the company's heritage with a modern, technology-focused identity.

Supporting colors help distinguish product categories while maintaining a cohesive visual system across every touchpoint.



#E71D36

Red represents the heart of Red River Software. Inspired by the company's namesake, it symbolizes strength, movement, and the enduring relationships built with customers over nearly five decades.

Represents Red River Software's software solutions, conveying innovation, intelligence, and the seamless flow of information.

#2EB2BC

Highlights hardware solutions while conveying performance and reliability.

#FF9F1C

Provides balance and clarity, supporting the primary colors across every application.

#81919C

Creates contrast, improves readability, and gives the brand a clean, modern feel.

#E8EBED

#02223C

Navy reflects the reliability and intelligence behind Red River Software's solutions. It communicates trust, stability, and the confidence customers place in the software that powers their daily operations.

Typography



Clear. Confident. Readable.

Montserrat is the primary typeface for Red River Software. Its clean geometric forms and modern character communicate professionalism, clarity, and confidence while remaining highly legible across digital interfaces, printed materials, and marketing collateral.

Recommended Usage

Headings:
Subheadings:
Body Copy:
Captions & Labels:

Montserrat SemiBold
Montserrat Medium
Montserrat Regular
Montserrat Regular



Graphic Elements



The Complete Visual System

Supporting graphic elements extend the brand identity beyond the logo, creating a cohesive visual system that adds consistency, flexibility, and recognition across all applications.



Rounded container boxes



The River Icon



Circles add flair and repetition



The Future

Unify products under one recognizable brand

Product Family



One Brand. Many Solutions.



Going Forward



The new identity doesn't just reflect on where Red River Software has been, it provides a foundation for where the company is going.

Rooted in the company's history and inspired by the Red River itself, the visual system communicates connection, movement, and reliability while remaining flexible enough to support future products, technologies, and markets.

As Red River Software continues to help businesses operate more efficiently, this identity will serve as a recognizable symbol of the **trust, innovation, and partnership** customers have relied on for nearly fifty years.





The End.

Thank you



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