Why are we trying so hard to look like everybody else?

RIVERBORN / A REBRAND BY YELLOW RAPTOR We're actually pretty cool.



riverborn

Take Nasim.

He came from suburban Bangladesh, built a career in AI, and left a remote job to start his own company.

৳ 1 crore+

A YEAR AT THE REMOTE JOB HE LEFT

His team was already building AI systems for clients around the world.

They asked for a visual refresh.

Their name was Connekt Studio, which could just as easily have been the name of a coworking space.

“What if we change the name too?”

Bangladesh has a branding problem.

I’ve seen people overseas underestimate how sharp the teams here are. But sometimes we do half the work for them.

We sand off everything that makes us interesting because we think that’s what looking “global” means. Then we wonder why nobody remembers us.

Four ways into the story.

Our patent-worthy naming process, in this case: four directions, one shortlist, and a test for sound, spelling, recall and fit.

01

Bridge

Connect people, ideas and systems.

02

Global Humane

Intelligence with a human point of view.

03

Proud Local

Bangladeshi roots and global ambition.

04

Community

Technology built by and for people.

Riverborn.

It felt right for a company from Bangladesh without having to say “Bangladesh.”



Our rivers have shaped what we eat, what we wear, the music we make and the places we build. There’s something of that free spirit in us, too. We’ve never been shy about standing up for what’s right.

Flowing Forward.

The tagline brings together where Riverborn came from and where it’s headed.



THE RIVER BEND THAT INSPIRED THE r

riverborn

ORIGINAL TAGLINE IMAGE FROM THE BRAND GUIDELINES

What should people hire them to do?

We repositioned Riverborn around the work it actually did: building AI systems people could rely on.

THE STRATEGIC SHIFT

FROM

A general product studio

TO

A production AI systems partner

The architecture comes first. The relationship continues after launch.

How should that sound?

Like a senior engineer who can explain what matters without overselling it.

Funny 15% — **85% Serious**

A dry line can work; a joke should not carry the message.

Respectful 90% — 10% Irreverent

Challenge the assumption, not the person.

Enthusiastic 60% — 40% Matter-of-fact

Show what's possible, then explain how it works.

Formal 65% — 35% Casual

Precise and plainspoken, with room for contractions.

RECOMMENDED SETTINGS, NOT ORIGINAL BRAND-BOOK SCORES

Less hype.
More engineering.

AVOID

“Unlock the power of AI.”

SAY WHAT YOU ACTUALLY DO

“We design the architecture before a single line of code is written.”

A buyer learns what Riverborn does before being asked to believe a claim.

Who we are.

To give the brand a sense of where it comes from, the guide looked to Khona and to the craft of Jamdani.



KHONA



JAMDANI



The Sage and the Magician.

One explains how the work is done. The other shows what that work makes possible.



The Sage

Depth, precision and clear explanations.



The Magician

Technical work that changes what a business can do.

What gets noticed first?

Forest is the foundation. Lime is a signal. Frost gives the system room to breathe; Midnight adds depth.

COLOR ROLES FROM THE BRAND GUIDE

FOREST	FROST	LIME	MIDNIGHT
#0D2B22	#F2FFEE	#D4F53C	#060F0C

Besley

ORIGINAL DISPLAY FACE

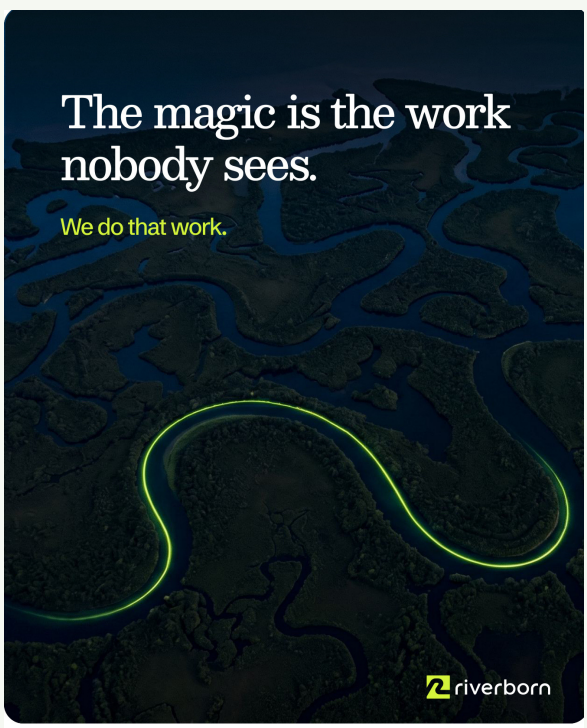
Schibsted Grotesk

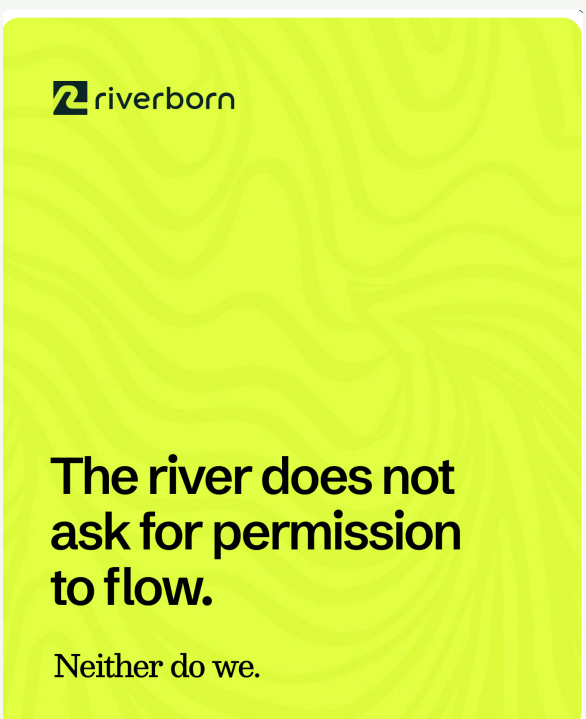
ORIGINAL SUPPORTING FACE

FONT NAMES SHOWN IN CAROUSEL TYPE

One thought at a time.

The voice and the contour artwork do the work together: one idea per post, enough space to let it land.





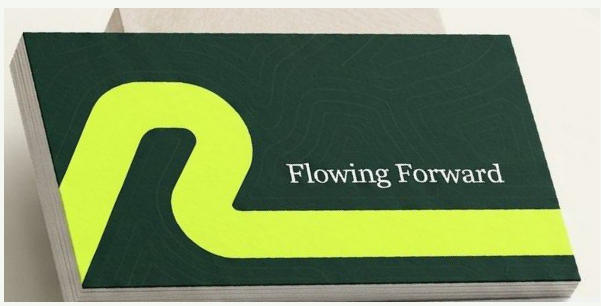
On the website, the work leads.

A buyer should see what the team builds before they need to read the story behind the brand.



The same idea leaves the screen.

The curve is still there, from the back of a business card to the cover of the guide.



BUSINESS CARD



BRAND BOOK

Nasim was already building for the world.

Why would we make him look like he came from nowhere in particular?

I proposed Riverborn and led the rebrand with Yellow Raptor. The name is in use today.

Connect the unconnected.



Onindo Ahmed

A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

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