

Using the RIBA Client Adviser logo

The logo for the RIBA Client Adviser scheme sits within the overall framework established by the RIBA's corporate identity.

As a registered RIBA Client Adviser, you will benefit from the recognition that the Institute already receives. The logo design is straightforward, allowing clear reproduction even at a small size. You are encouraged to reproduce the logo to show your involvement in the scheme.

The logo can be applied to your stationery, to your website and to any promotional material that promotes your membership of the RIBA Client Adviser scheme.

Only RIBA chartered members who are registered RIBA Client Advisers can use the scheme logo and site signboard. This is due to ARB regulations.

Referring to the RIBA Client Adviser scheme

In text, please always refer to the scheme using its full title, the 'RIBA Client Adviser' scheme. Given wide-spread recognition of the Institute, your use of the letters 'RIBA' before 'Client Adviser' will help raise the profile of the scheme and distinguish it from any other. And, by using the letters 'RIBA', no one, apart from a genuine registered RIBA Client Adviser, may legally pass themselves off as being registered with the scheme.

Logo design: Primary version



Blue badge version



Mono badge version



Absolute minimum size 15mm



Preferable minimum size 20mm



Exclusion zone



The logo

Logo design

The above is the sole design of the logo. Please do not devise your own version of it, or try to create the logo using other elements - e.g. changing the type face under the horizontal rule. Please do not print any one part of the logo in a different colour to the balance - e.g. do not print the lions in one colour and RIBA in another.

Colour versions

There are different colour versions of the logo. The Primary version is black with no background. There is a badge version in blue and in black (for mono printing) for use when the logo needs extra prominence. You can adapt the mono version and print in your own house colour. See 'Colour'.

Digital formats

The logo is available in different digital formats; as a gif for web pages, as an eps for printed matter, as a jpg for Word documents, and eps or tif for CAD.

Absolute minimum size

The logo should not be reproduced at less than 15mm wide, with that measurement taken from the 'C' in Client to the 'r' in 'Adviser'. For websites, the minimum width is 100 pixels.

Preferable minimum size

The logo reproduces comfortably at a width of 20mm, and this is the preferred minimum size. For websites, the comfortable width is 150 pixels.

Exclusion zone

There is an 'exclusion zone' of imaginary space around the logo to avoid type or other emblems interfering with the logo.

Colour

Your own stationery will use the colours you have chosen, but reproduction of the RIBA Client Design Adviser logo in black is preferred. (If not black, then a very dark colour). If you are 'reversing out' the logo from a dark colour, reverse the logo out in white.

Colour printing

There will be occasions when full-colour printing is an option. A 'house colour' for the RIBA Client Adviser logo has been established: 100C 70M 0Y 40K (281 Pantone blue). For use in blue you should use the blue badge.

Printed onto a card, and imported into a letter



Parsimonia apparatus bellis imputat Pompeii, ut incredibilitate agricolae. Fiducias negligenter corrumperet chirographi, et a suffragarit quadrupei. Umbraculi adquireret fragilis quadrupei.

Syrtes agnascor cathedras. Chirographi frugaliter deciperet umbine adquireret umbraculi. Parsimonia chirographi imputat p nalis quadrupei libere suffragarit perspicax catelli, etiam zoth Apparatus bellis agnascor Medusa, semper vix pretosius ossi

Pompeii suffragarit apparatus bellis. Saburre comiter imputa

Yours sincerely,

Jo Bloggs
Jo Bloggs Architects
020 7005 5000

RIBA 
Client Adviser

Applying the logo to your materials

Position

You will have your own unique design for stationery and web pages. No single instruction would be appropriate. But there is a guiding principle, and that is that the RIBA Client Adviser logo is placed to underpin your name, thus making it clear that it is you that is the registered RIBA Client Adviser.

Compliance

Compliance with these brand design instructions forms part of the terms attaching to the licence granted by the RIBA to use the RIBA Client Adviser logo. The Royal Institute of British Architects reserves the right to withdraw your licence to use the logo, and in extreme cases of clear breach, to seek compensation from you if you do not follow these instructions. Any action based on breach may be taken in the English courts.

The licence is specific to the person or company to whom RIBA grant the right to use the RIBA Client Adviser logo. You may not transfer, pass on or sublicense your right to use the RIBA Client Adviser logo.

These brand design instructions, the right to use the RIBA Client Adviser logo and the precise name, appearance and format of the RIBA Client Adviser logo may be withdrawn, amended or replaced by the RIBA at any time.

Restrictions on Use

In addition to any particular restrictions on use set out in these instructions, the RIBA Client Adviser logo must not be used on any document or in any context where any of the following occur:

- Support of a political party (except with the specific written permission of the RIBA)
- Promotion of a third party's product or third party sponsorship of an event or project (except with the specific written permission of the RIBA)
- Any defamatory, racist, sexist, ageist, offensive, bigoted or obscene statements.



RIBA Client Adviser

Jay Peterson

www.pwj.com

1 line version



RIBA Client Adviser

Jay Peterson

Peterson, Williams, Johnson

Address details up to one line to go here

2 line version



RIBA Client Adviser

Jay Peterson

**Peterson, Williams, Johnson
& Franks**

Address details up to one line to go here

3 line version

Using the RIBA Client Adviser site signboard

The RIBA Client Adviser site signboard follows the layout and proportions of the established RIBA board. The board is produced by a number of approved manufacturers.

Please visit www.riba-sitesigns.com for more information and to order.