



Chartered Practice logo: guidelines for its use

The Chartered Practice logo can be used only by registered Chartered Practices on items that promote the work of the practice. E.g. – company stationery, website and office signage.

Logo design

The logo for the Chartered Practice scheme fits within the overall framework of the RIBA's brand identity. Please do not attempt to create your own version of the Chartered Practice logo, and please print all elements of the logo – the letters 'RIBA', the lions, the horizontal line and words 'Chartered Practice' in the same colour.

There are two versions of the design: the 'primary' version (top left) and the 'badge' (top right) which is to be used on occasions when the logo is placed against a competing background – e.g. a busy, colourful image. This badge version gives the logo extra stand out.

Colour variations



Exclusion zone



Size

- Minimum size is 150 pixels (20mm width)
- Preferred size is 300 pixels (40mm width)

Use of colour

On printed matter, red is preferred, and if not red, then black, but practices may use any colour – e.g. their own house colour. The ink for the preferred red is Pantone 032, or if printing out of four-colour process, please match using 90% magenta, 90% yellow. For the web, please use one of the ready-coloured gif files.

Exclusion zone

There is an exclusion zone of imaginary space around the logo to ensure that no other type or other emblems come too close. Please observe this (above).

Digital formats

The logo is available in the following formats: eps, tiff, gif and jpeg from www.architecture.com/practiceupdate (Practices will be asked for their unique registration number and password).



RIBA Chartered Practice

Launch

www.launch.com

1 line version



RIBA Chartered Practice

Peterson Williams Johnson & Richard Sullivan

Telephone 012 3456 1890 / Other data up to one line may be included.

2 lines version



RIBA Chartered Practice

Peterson Williams Johnson & Julian Sullivan McNeal Chartered Architects

Telephone 012 3456 1890 / Other data up to one line may be included.

3 lines version

Chartered Practice site signboards

The familiar red site signboard now incorporates the term 'RIBA Chartered Practice', for use by registered Chartered Practices only.

There are three possible layouts for practice name and contact details, so designed to accommodate varying lengths of name and contact details (see above).

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

For more information and to order, please visit www.riba-sitesigns.com