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ARIDO

BRAND GUIDELINES

ARIDO™
Association
of Registered
Interior Designers
of Ontario

Brand Manual

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Brand Manual

Who we are

Our Mission

ARIDO is the not-for-profit professional body that regulates interior design in the province of Ontario. ARIDO represents the profession to the general public and at the municipal and provincial levels of government. ARIDO sets standards for admission into membership, including education and experience standards, Practice Standards, professional development requirements as well as adherence to a Code of Ethics and Practice Standards.

Our vision

Governments, stakeholders, and the public recognize Interior Designers in Ontario as highly competent, qualified professionals who have met rigorous education, experience, and examination standards.

Why are we here?

We are here to help...

the public, our members, and the government

to...

ensure the individuals designing and creating interior spaces in Ontario are qualified and competent in their field

by...

setting and upholding standards for admission into membership on education, experience, and examination, as well as ongoing requirements for professional development, the Code of Ethics, and Standards of Practice.

Our Values

ARIDO CODE OF ETHICS

Integrity

All members must conform to the ARIDO Code of Ethics, the Standards of Practice, and the Constitution & By-laws of ARIDO in all professional relationships with others.

Honesty

All members must practice truthfulness and fairness in dealing with others, and refuse to engage in fraud or deceit.

Equitable

All members must be just, impartial and fair in dealings with others.

Accountable

All members must be responsible for one's own actions and conduct and be required, if necessary, to give account of their behaviour to the ARIDO Complaints and Discipline Committees.

Obligations

All members have a duty to others that compels them to follow the By-laws of ARIDO and all regulatory codes and laws and to protect the health and safety of the public.

Value

All members must provide quality services to others that are considered fair and competitive.

Trustworthy

Trust and reliability are central to establishing positive relationships. All members must ensure discretion and confidentiality with regard to all professional relationships with others.

Brand Voice

The ARIDO Brand voice is clear, concise and informed. We use plain language in communications to members and the public. The voice is direct and honest Contractions are used sparingly and for emphasis.

It Matters. Ask your Designer if they are a Registered Member of ARIDO

Brand Manual

Logo Guide

Brand Manual

ARIDO Logo

The Association for Registered Interior Designers of Ontario (“ARIDO” or the “association”) corporate logo has been the brand identity for the association for 22 years. Although ARIDO understands and appreciates that members of the association want to show support or affiliation with ARIDO, the use of the ARIDO corporate logo is restricted.

Any misuse or misrepresentation of the ARIDO corporate logo, which may imply affiliation with or endorsement by ARIDO without express written permission from ARIDO is strictly prohibited.

ARIDO owns, solely and exclusively, all rights to the ARIDO corporate logo and use of the ARIDO logo does not grant the Member ownership or title to the ARIDO corporate logo. ARIDO reserves the right to cancel, modify, or change the permission in the policy at any time at its sole discretion.

To report misuse of the corporate logo, please contact the Registrar at registrar@arido.ca

ARIDO Logo

Horizontal Orientation

ARIDO Logo

Vertical Orientation

Logo Variations

The horizontal format is the primary logo. The vertical format should be used where space is a concern, or for social media icons/favicons. The black or white formats of the logo may be used when there is a need for harmonious branding. The primary blue logo is for the association's exclusive use. Black and white variations are for external use, for example trade shows, or media partnerships.

Primary Logo - Horizontal (Preferred Use)

White Background

Coloured or dark background

Primary Logo - Vertical

White Background

Coloured or dark background

Logo Monochrome

The black or white formats of the logo may be used when there is a need for harmonious branding. Black and white variations are for external use, for example trade shows, or media partnerships.

Primary Logo - Horizontal

White Background

Black Background

Primary Logo - Vertical

White Background

Black Background

Brand Manual

Typography

Typefaces

Primary fonts

Aa.

Soleil Book

Usage for ARIDO Logos

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Soleil Semibold

Usage for ARIDO Logos

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Typefaces

Font combinations

Aa.

Arial

Usage for email/website/google fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Futura PT Book

Usage for headings/social media posts

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Lato Regular

Usage for body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Brand Manual

Colours

Brand Colours

Primary Colour Palette

Primary Blue

CMYK C88 M73 Y48 K44
RGB R35 G53 B73
HEX #233549

Black

CMYK C1 M1 Y1 K100
RGB R0 G0 B0
HEX #000000

White

CMYK C0 M0 Y0 K0
RGB R255 G255 B255
HEX #FFFFFF

Brand Colours

Secondary Colour Palette

Gray

CMYK C21 M14 Y12 K0
RGB R200 G205 B210
HEX #C8CDD2

Mid Gray Blue

CMYK C46 M34 Y29 K0
RGB R145 G154 B164
HEX #919AA4

Blue Gray

CMYK C68 M53 Y40 K14
RGB R90 G104 B119
HEX #5A6877

Light Blue

CMYK C100 M0 Y0 K0
RGB R0 G174 B239
HEX #00AEEF

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Brand Gallery

Member Logo

ARIDO Member Logo

For use by Registered members

The ARIDO member logo identifies Registered members of ARIDO to the public and the industry as individuals who have met the minimum standards and requirements in order to use the designations ‘A.R.I.D.O.’ and ‘Interior Designer’ in the Province of Ontario. Only Registered members in good standing are authorized to use the ARIDO member logo:

To benefit ARIDO members and to protect the public, ARIDO has set guidelines for usage of the member logo to ensure that the ARIDO member logo is protected and used only by ARIDO Registered members.

ARIDO Member Logo

For use by Registered members

The ARIDO member logo can only be used as a personal identifier and cannot be used in an ambiguous or misleading manner. This means that only an ARIDO Registered Member in good standing may use the logo in conjunction with their name as the qualified member.

The member logo cannot be used in a manner that may imply another individual associated with the design firm is the Registered member when they are not, or that the company/ firm itself is authorized to use the designations A.R.I.D.O. and/ or Interior Designer.

Components

The ARIDO member logo is comprised of three components: the membership year element, the ARIDO logo element and the word “Registered”. These three components must be used together as one unit at all times to protect the visual integrity of the member logo.

ARIDO Member Logo

For use by Registered members

Term for Usage

Registered members in good standing may use the member logo for the duration of the membership year in which they are a Registered member in good standing.

The membership year runs April 1 to March 31.

Inactive Registered Members

Those Registered members who move to **INACTIVE status** are not authorized to use the member logo during their time on Inactive status. Once they transition back to **ACTIVE status**, they are authorized at that time to use the ARIDO member logo again.

Non-Resident Registered Members

Non-Resident Registered members who no longer live and practice in the province of Ontario are not authorized to use the ARIDO member logo.

If the Registered member returns to practicing and residing in the province of Ontario, they will then qualify to become Active Registered Members and can at that time, begin using the ARIDO member logo.

ARIDO Member Logo

Usage Guidelines

Registered members must adhere to the following guidelines when using the ARIDO member logo:

- Logos in colour must appear on a white background
- The logo must appear in its entirety, all three components (1) membership year; (2) ARIDO member logo element; and (3) the word “Registered”
- The logo must be unaltered original artwork as provided by ARIDO
- The member logo may not be altered or modified. The member logo may not be used in a misleading fashion including suggesting sponsorship or endorsement by ARIDO, or in a way which confuses the ARIDO member logo with the ARIDO corporate logo, or with another corporate logo.

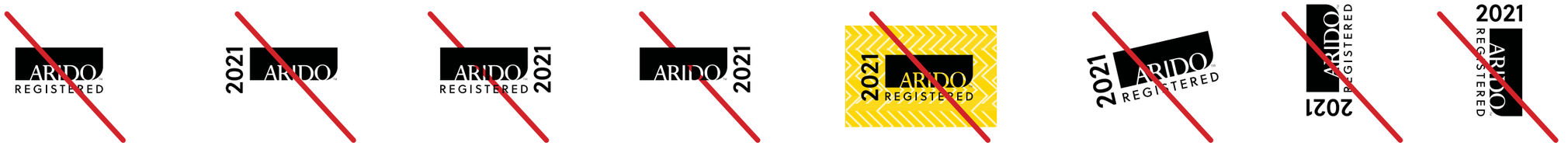
Correct Use

ARIDO Member Logo

Incorrect Usage

Some examples of the incorrect use are as follows:

- Any logo that does not include all three components [(1) membership year; (2) ARIDO member logo element; and (3) the word “Registered”]
- Any logo where the three components are separated
- Any logo where other elements are added or re-proportioned
- Any logo in a colour other than the ones provided
- Any logo on a colour, patterned or complex background



ARIDO Member Logo

Usage with individual

The ARIDO member logo must be clearly associated with the individual who is a Registered Member in good standing, and not with their business.

ARIDO Member Logo

Colour Palette

The ARIDO Member Logos are offered in two options, black and white as specified in both Pantone Matching System (PMS) and four-colour process (CMYK) values for use in print applications, as well as web-safe RGB equivalents for Internet or electronic based applications.

All other colours of the Member Logo were retired in 2021, and should no longer be used.

Black

CMYK C0 M0 Y0 K100
RGB R0 G0 B0
HEX #000000

White

CMYK C0 M0 Y0 K0
RGB R255 G255 B255
HEX #ffffff

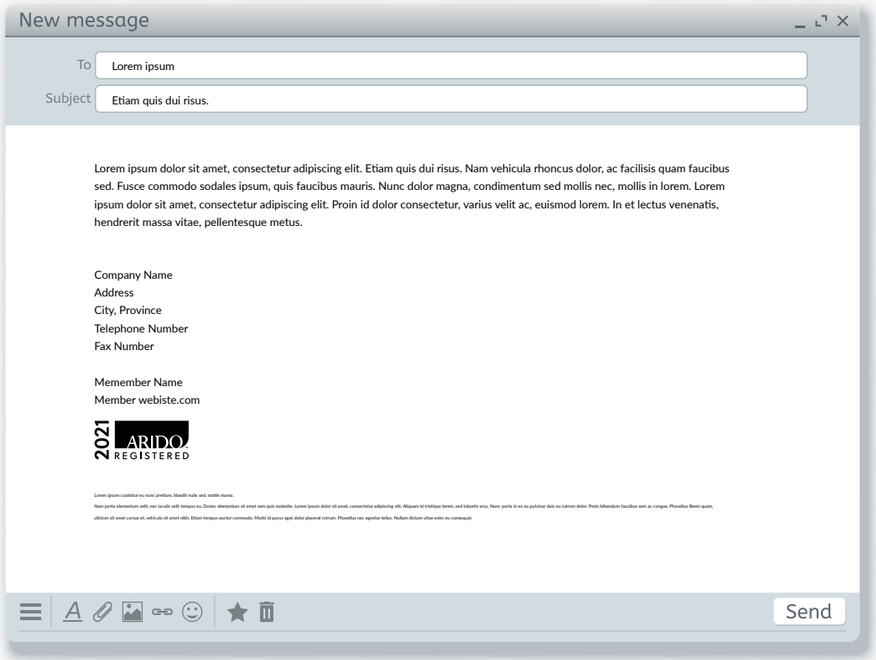
Brand Manual

ARIDO Member Logo

Electronic Media

- The member logo may be used in an email signature in the Registered member's email signature only.
- The member logo may be used on a Registered member’s bio page for a website, only where it is directly connected with the Registered member’s individual bio.
- The member logo may not be used in a general way on a company’s website or marketing promotions and materials.

Email Sample

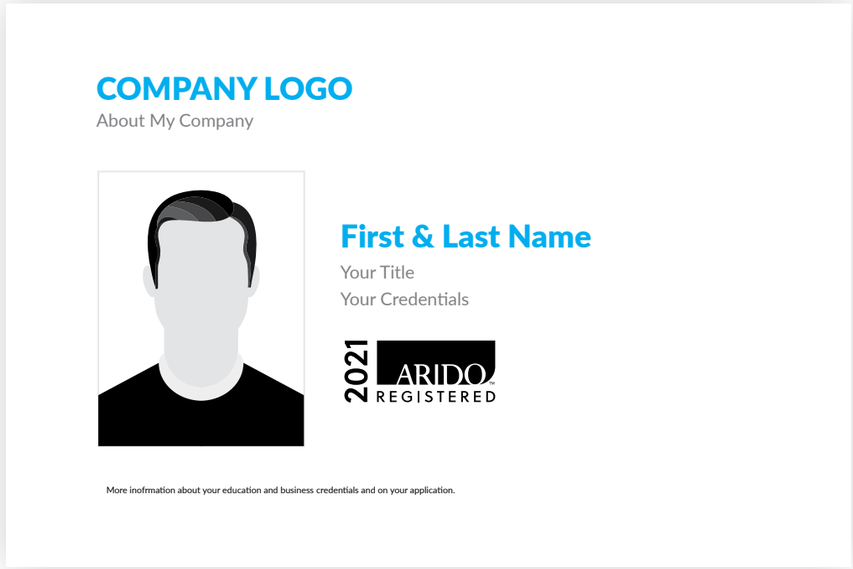


ARIDO Member Logo

Electronic Media

- The member logo may not be used or posted in any forms of social media such as Facebook, Twitter, Linkedin or Instagram. Posting in such formats opens availability for any individual of the public or industry to freely reproduce the member logo and use it for unauthorized purposes.
- The member logo may never be used as part of a business name, business logo, promotional materials, proposal document, or in a manner that would imply endorsement of services or product.
- You may create an active link on the member logo to the ARIDO website, arido.ca

Web/Bio Sample

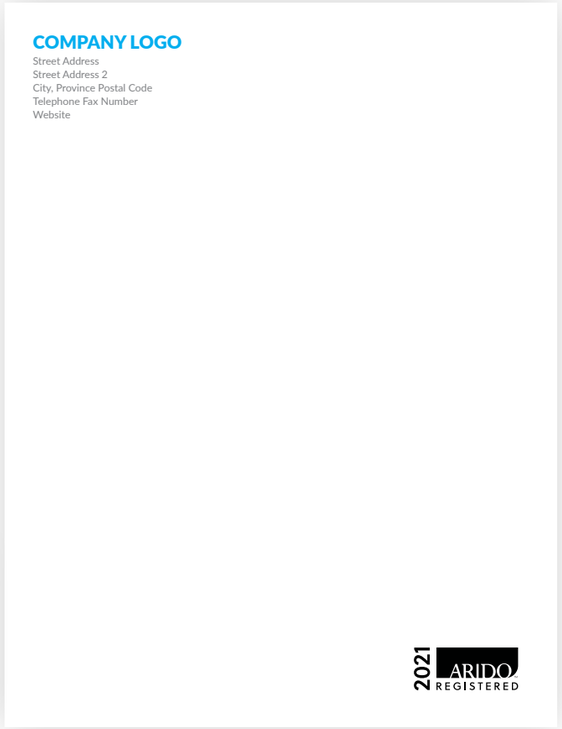


ARIDO Member Logo

Printed Materials

- The member logo may be used by a Registered member in good standing on individual business cards only where the Registered member's name appears or is listed.
- The member logo may not be used on any individual business cards or letterhead where the name of a Registered member in good standing does not appear.
- The member logo must be used in close proximity to the name of the Registered member in good standing in order to clearly identify the authorized user of the member logo.
- The member logo must be larger or smaller in size than the member's own individual business name or company logo.
- Care must be exercised to protect against the member logo falling into hands of unauthorized users and to safeguard against misuse of artwork by printers and publishers unfamiliar with correct use of guidelines.

Business Card Sample



Letterhead Sample

ARIDO Member Stamp

For Registered Members

Provides a black/white document for members to use with their name and year for stamping drawings. It is available via the ARIDO Membership Gateway.

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Brand Gallery

Chapter Logos

Chapter Logos

Logos and Colour Pallete

The ARIDO Chapters are part of the association's local engagement and advocacy. In order for the public and membership to recognize each Chapter's relationship with the provincial body, chapter logos are represented using the "ARIDO" rectangular shape and the name of the chapter. Logo use is restricted by ARIDO in order to ensure proper usage.

logo →

← font: SOLIEL BOOK

Eastern Ontario Chapter

RGB R88 G122 B27
HEX #587A1B

Greater Toronto Area Chapter

RGB R216 G86 B92
HEX #D8565C

Chapter Logos

Logos and Colour Pallete

Grand Valley Chapter

RGB R160 G160 B170
HEX #A0A0AA

Northern Ontario Chapter

RGB R181 G199 B226
HEX #B5C7E2

Southern Ontario Chapter

RGB R131 G109 B168
HEX #836DA8

Western Ontario Chapter

RGB R224 G174 B12
HEX #E0AE0C

ARIDO™ Association of Registered Interior Designers of Ontario

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