



a guide to the use of the
ARIDO MEMBER LOGO

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CORPORATE LOGO USE

The Association for Registered Interior Designers of Ontario (“ARIDO” or the “association”) corporate logo has been the brand for the association for 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 completely 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. Subject to the terms and conditions set forth herein, ARIDO grants members in good standing a limited license to use and display the ARIDO corporate logo, provided the member complies with the following guidelines for usage.

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 CORPORATE LOGO - for exclusive use by ARIDO provincial body



Association
of Registered
Interior Designers
of Ontario

ARIDO MEMBER LOGO - for use by Registered members



THE ARIDO MEMBER LOGO

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.

THE ARIDO MEMBER LOGO

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 his or her 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.

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.



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 become Inactive Registered Members will no longer be authorized to use the member logo. However, if they once again become Active Registered Members, they will be authorized, at that time, to begin using the ARIDO member logo again.

NON-RESIDENT REGISTERED MEMBERS

Those Registered Members who become Non-Resident Registered members because they no longer live and practice in the Province of Ontario, will not be 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.

GUIDELINES FOR USAGE

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".
- Always reproduce the member logo from original artwork as provided by ARIDO.
- Never modify or alter the member logo or use it in a confusing way, including suggesting sponsorship by ARIDO or in a way that confuses the ARIDO member logo or corporate logo with another corporate logo.

CORRECT USE



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.
- Any logo that is rotated, changed, or altered in any way.



The ARIDO member logo must be clearly associated with the individual who is a Registered member in good standing.

Jane Smith, ARIDO



Jane Smith Interior Design Consult-



COLOUR EXCEPTIONS

Colour exceptions for the ARIDO Member Logo are as shown below. When the logo appears on correspondence, where PMS is not available to properly support the logo, the logo may appear in the following ways in order of preference:

OPTION A:

solid black on white or light-coloured background;

OPTION B:

reverse white on a dark background where the background is dark enough to contrast with the logo; or when all of the above options are unavailable, use the darkest PMS colour available on the host publication.

OPTION A



OPTION B



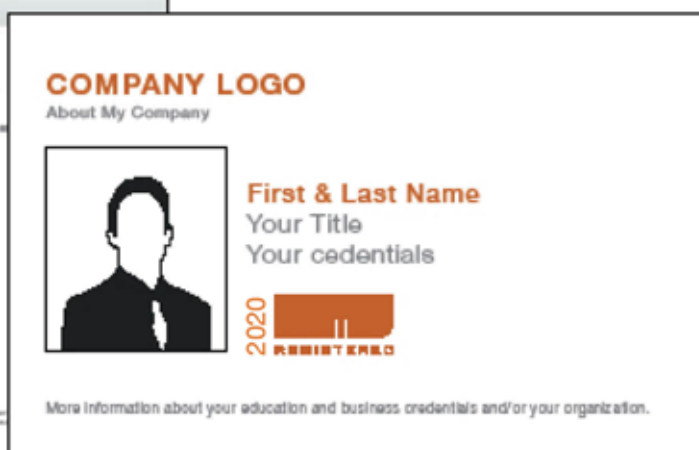
ARIDO MEMBER LOGO AND ELECTRONIC MEDIA

- 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.
- 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.

EMAIL SAMPLE



WEB/BIO SAMPLE



ARIDO MEMBER LOGO AND 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 never 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 the hands of unauthorized users and to safeguard against misuse of artwork by printers and publishers unfamiliar with correct use guidelines.

