ABOUT
The ARDA logo and specialized brand marks may be used within your organization for websites, sales environments and internal communications.

The ARDA logo is the key signature in ARDA’s identity. It’s critical to follow the ARDA brand guidelines when using the logo to ensure proper use and consistency, maintaining its strength and permanence. The following information should be utilized when using the logo:

COLOR
The selected colors for ARDA’s logo include Pantone 186 (red) and Pantone 424 (grey). The logo can also be used in all black. When printing the logo in a four-color process, the following CMYG formula should be used: Cyan – 0%, Magenta – 91%, Yellow – 76%, Black – 6%.

MEASUREMENTS
To ensure maximum visual recognition, the ARDA logo should always be surrounded with significant space, with no interference in its background. No graphic or typographic element should intrude upon this space. The minimum space necessary around the ARDA logo is equal to half the height of the ARDA symbol.

HOW TO ACCESS
Upon becoming an ARDA member, you will receive an email containing various forms of the ARDA logo for your use. We highly encourage you to display the ARDA logo on your website and marketing materials as a proud member of the ARDA community!

COMMON QUESTIONS

Am I able to edit the ARDA logo?
No, per the ARDA brand guidelines, modification of the logo is not permitted with the exception of size.

Do I have to print the logo in four color?
No, the logo can be printed using any of the approved Pantone colors.

Can I use just the red ARDA symbol?
No, members must use the ARDA logo in its entirety for proper brand recognition.

What if the logo changes?
If there are any changes to the logo, ARDA members will receive new artwork to utilize in digital and print formats.

What happens if a non-member, or past-member, uses the ARDA logo?
In the event that we identify a non-ARDA member using our name or logo, they are immediately served a cease and desist letter to remove the marketing asset immediately. We do this to ensure our current members are easily identified.

IMPORTANT INFORMATION TO NOTE
• The ARDA logo was created to include the ARDA symbol and name only. The mark should not be modified or altered to incorporate a tag line, promotional slogan or address.
• The logo should never be incorporated into a headline, title or text.
• Never use the logo on an angle or on a vertical axis.
• Do not add drop shadows or other graphic devices.
• Any and all alterations to the ARDA logo constitutes misuse, and should be fixed immediately.