

ARIA BRANDING

Funding Brand Guidelines

**Funded by**

**Advanced  
Research  
+ Invention  
Agency**

**ARIA**

ARIA is an R&D funding agency built to unlock scientific and technological breakthroughs which could benefit everyone.

Any form of support from ARIA should be prominently acknowledged in all project-related promotional materials.

This document provides clear guidelines on how the ARIA logo components can be applied.

Our brand identity is a valuable asset, and we ask you to read these guidelines carefully to ensure they are applied correctly and consistently.

## ARIA BRANDING

### Logo lock-up

Our logotype conveys the concept of transformational advances in science + technology pushing beyond traditional boundaries, to reflect the pioneering nature of ARIA.

The logo has been specifically drawn for ARIA. Never attempt to reproduce the logo and only use the digital artwork supplied.

Any form of support by ARIA should be prominently featured in all project-related promotional materials, preferably through the inclusion of the approved logo lock-up as shown below.

This includes any communications such as leaflets, brochures, publications, posters, notices, display and exhibition materials, films, websites, digital media and advertising.

The logo should appear in black against a white or light coloured background or in white against a black or dark background. Always ensure that the logo is legible against the background.

The logo lock-up artwork can be supplied by the communications team at ARIA.

Positive



Negative



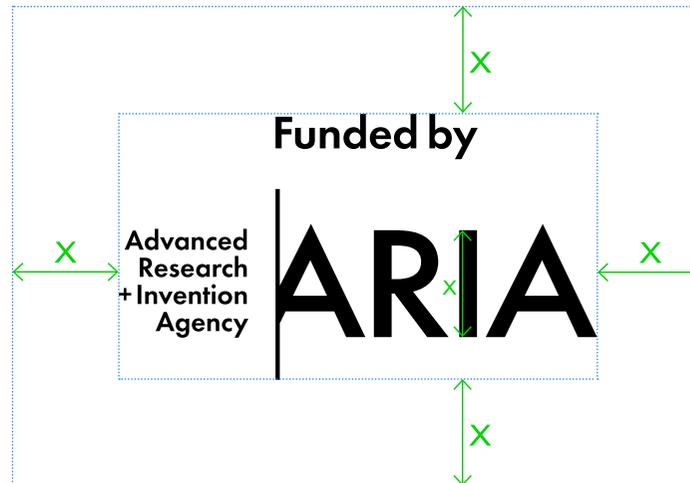
## ARIA BRANDING

### Clear space and size

It is important that the logo is surrounded by an area of clear space and is not obscured or crowded by other elements.

The minimum recommended reproduction size of the logo is 30mm.

The ideal minimum clear space for the logo is defined by using the height of the letter I from the logo. (Note that some applications may differ slightly for this).



The minimum recommended size:  
30 mm width



Below this size the name only logo lock-up should be used:



ARIA BRANDING  
Written form

Any form of support should be prominently featured in all project-related promotional materials, preferably through the inclusion of the approved logo lock-up, or, where logo placement is not possible, mentioned in written text as shown below.

This includes any communications such as leaflets, brochures, publications, posters, notices, display and exhibition materials, films, websites, digital media and advertising.

Please always use the correct written attribution as shown, note the use of the '+' in place of 'and':

Funded by the Advanced Research + Invention Agency (ARIA)

ARIA BRANDING  
Application

It is important that the application is consistent and accurate.



✓ Correct application



✗ DO NOT change the colour of the logo or tag line



✗ DO NOT change the scale of the tag line



✗ DO NOT change the position of the tag line



✗ DO NOT change the wording of the tag line

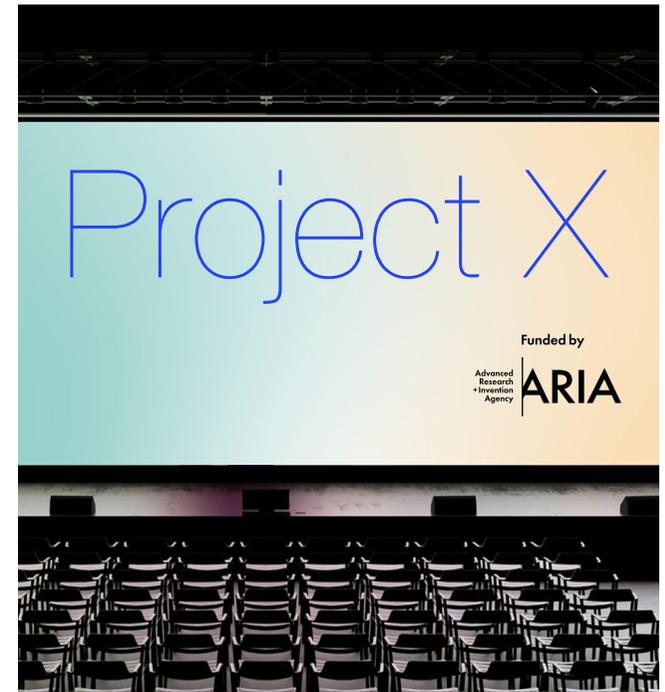


✗ DO NOT change the font of the tag line

ARIA BRANDING

Application examples

Below are some examples of application of the logo lock-up.



ARIA BRANDING

## Contact

For more information and access  
to logo artworks please contact the  
Marketing + Communications team:  
[info@aria.org.uk](mailto:info@aria.org.uk)