

## Arup logo usage quick guide

Basic guidelines to be followed when using the Arup logo.  
Further information can be requested with access to our [brand hub](#).

### Primary version

This is the primary version of our logo. Wherever possible use this version. Always use the logo as supplied in these guidelines. Never recreate it (other than our logo, Arup is always written as a name in title case 'Arup' never in CAPS).

# ARUP

### Protected area

To ensure visibility, the logo should have a surrounding 'protected' area clear of any other graphics or text elements. The preferred protected area is the size of the 'A' or the minimum is 50% of the size of the 'A'.

#### 100% preferred space



#### 50% minimum space



### Alternative uses

Our logo can also be used in white on a red or dark background and black on a white or light background. These are secondary options for when our primary red logo cannot be used. When used over an image the version that has the greatest contrast with the background should be used.

