

# RIBA

## Transforming our brand

Introducing our refreshed brand identity

Steven Plimmer | 22.10.25



# Why refresh our brand?

- Remain relevant – positioning for the future
- Embed a unified purpose, providing us the opportunity to strengthen and amplify our voice in a competitive marketplace
- Drive transformation – underpinning our strategic projects, presenting our world-class collections, and delivering the House of Architecture
- Increases our relevance to architecture and architects with a stronger voice and tone
- Positions us for growth in membership and commercial activities

# Benefits and impact

- Unified purpose and identity – more holistic brand identity with less fragmentation/dilution
- Increase brand awareness and association
- Engagement and growth opportunities across the existing portfolio of products and services, globally
- Attract diverse and inclusive audiences
- Be relevant to both architects and architecture
- Stronger voice/more strident tone



RIBA

Our verbal  
brand identity

## Our name

You can call us

# REEBA

From now on we will refer to ourselves as RIBA and not **The** RIBA.

# Our purpose

Purposeful

**MAKE THE FUTURE A BETTER PLACE**

Active

Forward-looking

Positive



## **Our vision**

Advance architecture for all by  
building the world's greatest  
community of architects.

## **Our mission**

We educate, support, inspire and  
champion architects everywhere –  
to deliver better, safer, more  
inclusive and sustainable places  
for everyone.



RIBA

Our visual  
brand identity



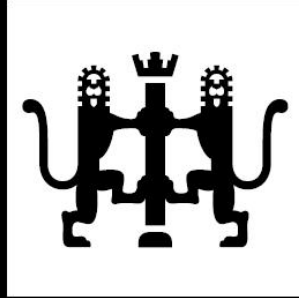
Our new logo...



# A new design toolkit



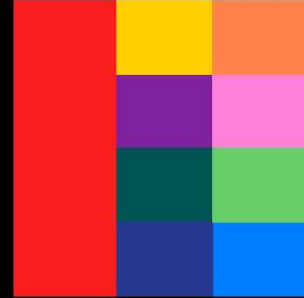
Logo



Crests



Typography



Colour



Photography



Interactive typography



Illustration



Brand shapes

# A phased approach to implementation

- Phased 15-month implementation of all collateral, channels and assets post launch through 2026
- Focus on high visibility/impact areas
- Further phasing based on strategic priorities, project milestones and engagement opportunities
- Both current and refreshed visual identities will co-exist simultaneously for a while

The image features the RIBA logo in the top left corner. The background is a stylized, abstract composition of overlapping, curved, light blue and grey shapes that create a sense of depth and movement, resembling a modern architectural structure or a landscape. The overall color palette is muted, with soft blues and greys.

RIBA

Our new website:  
[riba.org](http://riba.org)

# What we wanted to achieve

- [riba.org](https://riba.org) – now live
- Showcase our new brand identity
- Clean and modern approach to reflect RIBA as a contemporary organisation
- User experience: simpler user journeys, clear propositions and CTAs
- Deliver a multi-purpose site, reflecting multiple objectives and audiences
- Meet accessibility requirements – WCAG guidelines – AA standard

# Make the future a better place

Scroll to learn more

The background image shows a courtyard of a modern building with a light-colored wooden facade and large glass windows. There are lush green trees and plants in the courtyard, and a few people are sitting on a bench in the distance. A red banner is overlaid on the left side of the image.

Appleby Blue scoops  
RIBA Stirling Prize  
2025



The image features the RIBA logo in the top left corner. The background is an abstract composition of layered, curved, organic shapes in shades of grey and light blue, creating a sense of depth and movement. The overall aesthetic is modern and architectural.

RIBA

# CPD Providers Network

# RIBA CPD Providers Network

- We have introduced a dedicated 'RIBA CPD Providers Network' logo
- Available in black and white
- Logo is accompanied by guidelines
- Reflects a shift in our positioning – leveraging the brand through clear association
- CPD website to be updated shortly – collateral will follow
- NBS will send you the new logo and guidelines in due course



CPD Providers Network



# Thank you...

... for listening.