# **AIA** visual identity guidelines: 2020

Colors

## **AIA Red**

| | |
|---|---|
| c | 0 |
| m | 90 |
| y | 86 |
| k | 0 |
| | |
| r | 250 |
| g | 65 |
| b | 50 |
| | |
| hex | fa4132 |
| pms | red 032 |

## **Black**

| | |
|---|---|
| c | 0 |
| m | 0 |
| y | 0 |
| k | 100 |
| | |
| r | 0 |
| g | 0 |
| b | 0 |
| | |
| hex | 000000 |
| pms | black |

## **AIA Dark grey**

| | |
|---|---|
| c | 0 |
| m | 0 |
| y | 0 |
| k | 40 |
| | |
| r | 167 |
| g | 167 |
| b | 167 |
| | |
| hex | a7a7a7 |
| pms | cool grey 6 |

## **AIA Light gray**

| | |
|---|---|
| c | 0 |
| m | 0 |
| y | 0 |
| k | 20 |
| | |
| r | 204 |
| g | 204 |
| b | 204 |
| | |
| hex | cccccc |
| pms | cool grey 2 |

## **White**

| | |
|---|---|
| c | 0 |
| m | 0 |
| y | 0 |
| k | 0 |
| | |
| r | 255 |
| g | 255 |
| b | 255 |
| | |
| hex | ffffff |

## **AIA Dark Teal**

| | |
|---|---|
| c | 92 |
| m | 22 |
| y | 0 |
| k | 62 |
| | |
| r | 8 |
| g | 76 |
| b | 97 |
| | |
| hex | 084c61 |
| pms | 3025 |

## **AIA Teal**

| | |
|---|---|
| c | 100 |
| m | 0 |
| y | 30 |
| k | 26 |
| | |
| r | 0 |
| g | 125 |
| b | 138 |
| | |
| hex | 007d8a |
| pms | 7713 |

## **AIA Light Blue**

| | |
|---|---|
| c | 55 |
| m | 15 |
| y | 16 |
| k | 0 |
| | |
| r | 114 |
| g | 177 |
| b | 200 |
| | |
| hex | 71b1c8 |
| pms | 7458 |

## **AIA Yellow**

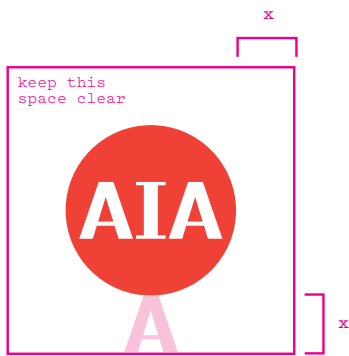| | |
|---|---|
| c | 0 |
| m | 16 |
| y | 65 |
| k | 0 |
| | |
| r | 242 |
| g | 199 |
| b | 92 |
| | |
| hex | f2c75c |
| pms | 141 |

# **AIA** visual identity guidelines: 2020

## Clear space

Always leave a clear space area around the logo equal to the height of the "A".

x

keep this
space clear

**AIA**

A

x

✅ correct

**AIA**

**Headline**

❌ incorrect

**AIA**

**Headline**

## Minimum size

Do not reproduce the logo smaller than 3/4" in height. Designers should use their best judgment when designing for digital applications.

3/4"     **AIA**     1/4"

## Incorrect usage

Do not alter the logo in any way from the assets provided.

❌ Do not change the colors of the logo.

❌ Do not change the size relationship of the logo elements

❌ Do not resize the logo without scaling it proportionately.

❌ Do not rearrange the elements of the logo.

❌ Do not logo on background with the same color.

❌ Do not add any additional elements to the logo.

## Typeface

Architype is to be used for all AIA communications, excluding email.

## Two weights

Architype comes in two weights: light and bold. For long passages of text use Architype Light.

# Architype Light

# *Architype Light*

# **Architype Bold**

# ***Architype Bold***

## Alignment

Always left align type.
Never centered or right aligned.

## Type sizes

Compositions are easier to read and comprehend when type sizes are limited to three or fewer.

left

left

left

**one**

**two**

**three**

Line spacing (leading)
Rule set.

**For InDesign**
Use this simple equation.

**For MS Word**
The default is just right.

$$T \times 1.25 = L$$

Desired type
size (pts)

Leading multiplier
(don't change this number)

Use this
leading (pts)

## Just leave it

✓ correct

✗ incorrect

Typeset examples

**With over 200 chapters**, AIA serves as the voice of the architecture profession and the resource for our members in service to society.

**With over 200 chapters**, AIA serves as the voice of the architecture profession and the resource for our members in service to society.

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