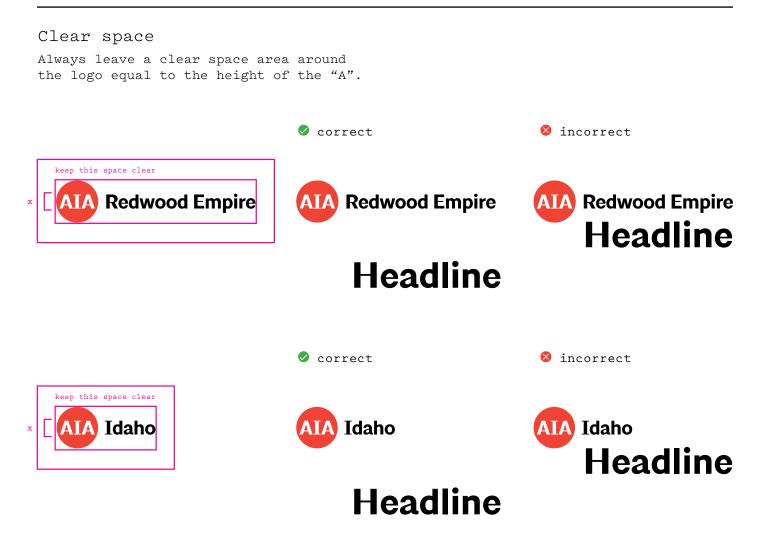


y k	0 62	y 30 k 26	y k	16 0	
r g b	8 76 97	r O g 125 b 138	r g b	114 177 200	
hex pms	084c6l 3025	hex 007d8a pms 7713		7lblc8 7458	



Minimum size

Do not reproduce the logo smaller than 1/4" in height. Designers should use their best judgment when designing for digital applications.



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



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

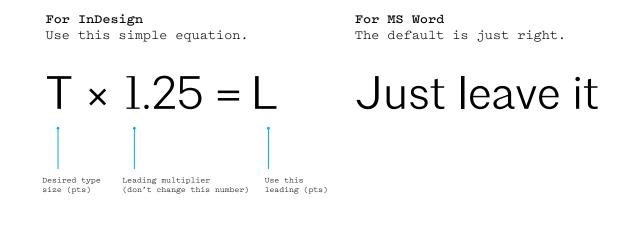
Alignment

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.



correct

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.

😣 incorrect

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.