

AIA Design elements: chapter logos



Colors

AIA Red

c 0
m 90
y 86
k 0

r 239
g 65
b 53

hex ef4135
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 Design elements: chapter logos

Clear space

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



✔ correct



✘ incorrect



Headline



✔ correct



✘ incorrect



Headline

Minimum size

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



AIA Design elements: chapter logos

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.

The logo consists of the letters 'AIA' in white, centered within a solid red circle. To the right of the circle, the word 'Maryland' is written in a bold, black, sans-serif font. The entire logo is set against a solid red rectangular background.

AIA Maryland

✘ Do not logo on background with the same color.

The American Institute of Architects



✘ Do not add any additional elements to the logo.

AIA Design elements: chapter logos

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

AIA Design elements: chapter logos

Line spacing (leading)

Rule set.

For InDesign

Use this simple equation.

$$T \times 1.25 = L$$



Desired type size (pts)



Leading multiplier (don't change this number)



Use this leading (pts)

For MS Word

The default is just right.

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.

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.