Identity guidelines
2015
Identity guidelines
2015
<table>
<thead>
<tr>
<th>AIA</th>
<th>Identity guidelines</th>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>Ingredients</td>
<td>1</td>
</tr>
<tr>
<td>2.0</td>
<td>Rules and tools</td>
<td>16</td>
</tr>
</tbody>
</table>
Ingredients
1.1
Our wordmark
1.2
Our symbol
1.3
Our typeface

Architype

Architype Light

Architype Bold
Light
Bold

Architype Light
Architype Bold
1.4
Our colors

AIA Red

Black
White

AIA Dark Gray

AIA Light Gray
1.5 Acronym logo

Our logos
1.5 Full logo

Our logos

The American Institute of Architects
AIA

Identity guidelines

Ingredients

1.5

Our logos

Acronym logo

On black
<table>
<thead>
<tr>
<th>1.5 Our logos</th>
<th><strong>Full logo</strong></th>
<th>On black</th>
</tr>
</thead>
</table>

The American Institute of Architects
1.5 Acronym logo
Our logos On red

AIA

Acronym logo on red background.
<table>
<thead>
<tr>
<th>1.5</th>
<th>Our logos</th>
<th>Full logo</th>
<th>On red</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>The American Institute of Architects</td>
</tr>
</tbody>
</table>
Rules and tools
2.1 Architype

**One typeface**
Architype is to be used for all AIA communications.
2.1 Architype

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

Line spacing (leading)

Examples

**Correct line spacing**

With nearly 300 state and local chapters, the AIA serves as the voice of the architecture profession and the resource for our members in service to society.

12pt \times 1.25 = 15pt leading

**Correct line spacing**

With nearly 300 state and local chapters, the AIA serves as the voice of the architecture profession and the resource for our members in service to society.

16pt \times 1.25 = 20pt leading

**Incorrect line spacing (too tight)**

With nearly 300 state and local chapters, the AIA serves as the voice of the architecture profession and the resource for our members in service to society.

**Incorrect line spacing (too loose)**

With nearly 300 state and local chapters, the AIA serves as the voice of the architecture profession and the resource for our members in service to society.
<table>
<thead>
<tr>
<th>Architype</th>
<th>Left alignment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Never centered, and never right aligned.</td>
</tr>
</tbody>
</table>
always align left
2.1 Architype

**Three type sizes**

Compositions are easier to read and comprehend when type sizes are limited to three or fewer.
one
two
three
2.2 Clear space
Logo
Always leave a clear space area around the logo equal to the height of the letters in the acronym lockup.
2.2 Logo
Clear space
Example

✅ Correct

![Correct Example](image)

❌ Incorrect

![Incorrect Example](image)
2.2  **Minimum size**  
**Logo**  
Do not reproduce the logo smaller than 1/4” in height. Designers should use their best judgment when designing for digital applications.
<table>
<thead>
<tr>
<th>2.2 Logo</th>
<th>Minimum size</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>1/4&quot;</strong></td>
<td></td>
</tr>
</tbody>
</table>
2.2 Logo

**Incorrect usage**

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

Logo

Example

❌ 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.

✔ Just leave it alone.
2.2 Component lockups
Logo

Two lines
For components with names containing three words or fewer, use two lines. AIA is always on the first line by itself.

AIA Dayton
AIA San Antonio

Long names
For longer names, the component name may occupy the first line with AIA.

AIA Architects League of Northern New Jersey
2.2 Component lockups

Font
Set AIA in Architype Bold.
Set the component name in Architype Light.

Proportion
The total height of the component name should be equivalent to the height of the I in the primary logo.

Spacing
The space between the square and the component name should be equivalent to the width of the stem of the I in the primary logo of the same size.
2.2 **Lockups: Incorrect usage**

Do not use the logo to create lockups in any way other than what is specified in this guide.
2.2  
**Lockups: Incorrect usage**

**Rule set**

- Do not change the colors of the lockup.
- Do not add any additional elements to the lockup.
- Do not add copy to the logo to create a lockup.
- Do not add taglines to the lockup.
- Just leave it alone.
## 2.3 Color

### Primary color Specifications

<table>
<thead>
<tr>
<th></th>
<th>AIA Red</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>000</td>
<td>000</td>
</tr>
<tr>
<td>M</td>
<td>090</td>
<td>000</td>
</tr>
<tr>
<td>Y</td>
<td>086</td>
<td>000</td>
</tr>
<tr>
<td>K</td>
<td>000</td>
<td>100</td>
</tr>
<tr>
<td>R</td>
<td>250</td>
<td>000</td>
</tr>
<tr>
<td>G</td>
<td>065</td>
<td>000</td>
</tr>
<tr>
<td>B</td>
<td>050</td>
<td>000</td>
</tr>
<tr>
<td>HEX</td>
<td>fa4132</td>
<td>000000</td>
</tr>
<tr>
<td>PMS</td>
<td>Red 032</td>
<td>Black</td>
</tr>
</tbody>
</table>
### Secondary color

#### Specifications

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>AIA Dark Gray</th>
<th>AIA Light Gray</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>000</td>
<td>000</td>
<td>c 000</td>
</tr>
<tr>
<td>M</td>
<td>000</td>
<td>M 000</td>
<td>m 000</td>
</tr>
<tr>
<td>Y</td>
<td>000</td>
<td>Y 000</td>
<td>y 000</td>
</tr>
<tr>
<td>K</td>
<td>000</td>
<td>K 040</td>
<td>k 020</td>
</tr>
<tr>
<td>R</td>
<td>255</td>
<td>R 167</td>
<td>r 204</td>
</tr>
<tr>
<td>G</td>
<td>255</td>
<td>G 167</td>
<td>g 204</td>
</tr>
<tr>
<td>B</td>
<td>255</td>
<td>B 167</td>
<td>b 204</td>
</tr>
<tr>
<td>HEX</td>
<td>ffffff</td>
<td>HEX a7a7a7</td>
<td>HEX ccccccc</td>
</tr>
<tr>
<td>PMS</td>
<td></td>
<td>PMS Cool Gray 6</td>
<td>PMS Cool Gray 2</td>
</tr>
</tbody>
</table>
2.3 Type on color

Color Rule set

- White type on AIA Red is okay.
- Black type on AIA Red is okay.
- AIA Light Gray type on AIA Red is okay.
- AIA Dark Gray type on AIA Red is not okay.
- AIA Red type on black is okay.
- AIA Dark Gray type on black is okay.
- AIA Light Gray type on black is okay.
- White type on black is okay.
<table>
<thead>
<tr>
<th>Color</th>
<th>2.3 Type on color</th>
<th>Rule set</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔ AIA Red type on white is okay.</td>
<td>✔ Black type on AIA Dark Grey is okay.</td>
<td></td>
</tr>
<tr>
<td>✔ Black type on white is okay.</td>
<td>✔ White type on AIA Dark Grey is okay.</td>
<td></td>
</tr>
<tr>
<td>✔ AIA Dark Gray type on white is okay.</td>
<td>✔ AIA Red type on AIA Dark Grey is not okay.</td>
<td></td>
</tr>
<tr>
<td>❌ AIA Light Gray type on white is not okay.</td>
<td>❌ AIA Light Grey type on AIA Dark Grey is not okay.</td>
<td></td>
</tr>
<tr>
<td>✔ AIA Red type on white is okay.</td>
<td>✔ Black type on AIA Light Gray is okay.</td>
<td></td>
</tr>
<tr>
<td>✔ Black type on white is okay.</td>
<td>✔ White type on AIA Light Gray is okay.</td>
<td></td>
</tr>
<tr>
<td>✔ AIA Dark Gray type on white is okay.</td>
<td>✔ AIA Red type on AIA Light Gray is okay.</td>
<td></td>
</tr>
<tr>
<td>❌ AIA Dark Gray type on AIA Light Gray is not okay.</td>
<td>❌ AIA Light Grey type on AIA Light Gray is not okay.</td>
<td></td>
</tr>
</tbody>
</table>