



# AIA

Identity  
guidelines

2015





**AIA**

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guidelines

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AIA

Identity guidelines

Contents

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1.0

Ingredients

1

2.0

Rules and tools

16

Get the files:

[brand.aia.org](http://brand.aia.org)



# Ingredients

1.1

Our wordmark



AIA

The image displays the wordmark 'AIA' in a bold, black, sans-serif typeface. The letters are widely spaced and centered horizontally. The 'A' on the left and the 'A' on the right are identical, while the 'I' in the middle is a simple vertical bar with a horizontal top and bottom bar, matching the style of the 'A's.



**AIA**

## 1.2

### Our symbol





## 1.3

## Our typeface

Architype

**Architype**

Architype Light

**Architype Bold**

Light  
**Bold**

Architype Light  
**Architype Bold**

Architype Light  
**Architype Bold**

1.4

Our colors

AIA Red

Black

White

AIA Dark Gray

AIA Light Gray

1.5  
Our logos

**Acronym logo**



**AIA**



1.5  
Our logos

**Full logo**



**The American  
Institute  
of Architects**

1.5  
Our logos

**Acronym logo**  
On black



**AIA**

1.5  
Our logos

**Full logo**  
On black



**The American  
Institute  
of Architects**

1.5  
Our logos

**Acronym logo**  
On red



**AIA**

1.5  
Our logos

**Full logo**  
On red



**The American  
Institute  
of Architects**



Rules and tools

2.1  
Architype

**One typeface**

Architype is to be used for all  
AIA communications.

Architype  
**Architype**



## 2.1

### Architype

#### **Two weights**

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

Light  
Bold

---

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 × 1.25 = 15pt 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.

✔ 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 × 1.25 = 20pt leading

✘ 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.

## 2.1 Architype

### **Left alignment**

Never centered, and never right aligned.

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 Logo

### Clear space

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



# Headline

✘ Incorrect



## 2.2

### Logo

#### **Minimum size**

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

2.2  
Logo

Minimum size  
Example



## 2.2 Logo

### **Incorrect usage**

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

---

2.2  
Logo

**Incorrect usage**  
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.

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## 2.2 Logo

### Component lockups Rule set

#### Two lines

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



#### Long names

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



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2.2	<b>Component lockups</b>
Logo	Rule set

### 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

### Logo

#### **Lockups: Incorrect usage**

Do not use the logo to create lockups in any way other than what is specified in this guide.



---

2.2  
Logo

**Lockups: Incorrect usage**  
Rule set



**AIA Academy of  
Architects for Justice**  
National Conference

- ✘ Do not change the colors of the lockup.



**AIA Bookstore**  
Philadelphia ★

- ✘ Do not add any additional elements to the lockup.



**AIA** Students

- ✘ Do not add copy to the logo to create a lockup.



**AIA**  
**Communities by Design**  
Envision Create Sustain

- ✘ Do not add taglines to the lockup.

- ✔ Just leave it alone.

## 2.3 Color

## Primary color Specifications

### AIA Red

C 000  
M 090  
Y 086  
K 000

R 250  
G 065  
B 050

HEX #fa4132

PMS Red 032

### Black

C 000  
M 000  
Y 000  
K 100

R 000  
G 000  
B 000

HEX #000000

PMS Black

## 2.3 Color

### Secondary color Specifications

#### White

C	000
M	000
Y	000
K	000
R	255
G	255
B	255
HEX	ffffff

#### AIA Dark Gray

C	000
M	000
Y	000
K	040
R	167
G	167
B	167
HEX	a7a7a7
PMS	Cool Gray 6

#### AIA Light Gray

c	000
m	000
y	000
k	020
r	204
g	204
b	204
HEX	cccccc
PMS	Cool Gray 2

## 2.3 Color

## Type on 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.

## 2.3 Color

### **Type on color** Rule set

- |   |   |  |
|---|---|--|
| <ul style="list-style-type: none"> <li>✓ AIA Red type on white is okay.</li> <li>✓ Black type on white is okay.</li> <li>✓ AIA Dark Gray type on white is okay.</li> <li>✗ AIA Light Gray type on white is not okay.</li> </ul> | <ul style="list-style-type: none"> <li>✓ Black type on AIA Dark Grey is okay.</li> <li>✓ White type on AIA Dark Grey is okay.</li> <li>✗ AIA Red type on AIA Dark Grey is not okay.</li> <li>✗ AIA Light Grey type on AIA Dark Grey is not okay.</li> </ul> | <ul style="list-style-type: none"> <li>✓ Black type on AIA Light Gray is okay.</li> <li>✓ White type on AIA Light Gray is okay.</li> <li>✓ AIA Red type on AIA Light Gray is okay.</li> <li>✗ AIA Dark Gray type on AIA Light Gray is not okay.</li> </ul> |
|---|---|--|



**The American  
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