



THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS

AIAS LOGO “REFRESH”

Our new logo was inspired by our old logo, bringing a refresh to the AIAS brand. The iconic “A” that also represents a design compass is now enclosed in a circle. A circle represents focus, inclusion, mobility, and being complete, which directly correlates with our membership and organization. The AIAS is a non-profit organization that strives to promote excellence in architectural education, training, and practice; to foster an appreciation of architecture and related disciplines; to enrich communities in a spirit of collaboration; and to organize students and combine their efforts to advance the art and science of architecture.

**Note: This is the preferred usage of the AIAS logo.*



The circle logo without text, can be used on photos, graphics, posters, etc.



AIAS
CHAPTER
UNIVERSITY

The circle logo with text should be used for important documentation and for chapter recognition.

AIAS COLOR PALETTE

The primary color palette is used in the logo, as well as other materials. The secondary color palette can be used in all materials and should complement the logo and brand when used.

PRIMARY COLOR PALETTE



Hexadecimal: #6b8fb5

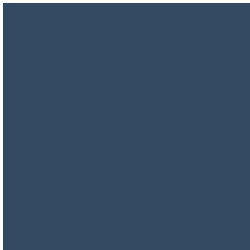
CMYK	RGB
C - 47	R - 107
M - 21	G - 143
Y - 0	B - 181
K - 23	



Hexadecimal: #5c6266

CMYK	RGB
C - 5	R - 92
M - 0	G - 98
Y - 0	B - 102
K - 75	

SECONDARY COLOR PALETTE



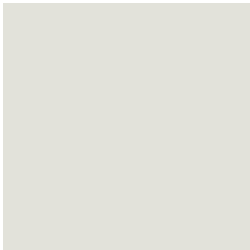
Hexadecimal: #364c63

CMYK	RGB
C - 47	R - 54
M - 21	G - 76
Y - 0	B - 99
K - 70	



Hexadecimal: #ffd400

CMYK	RGB
C - 0	R - 255
M - 15	G - 212
Y - 100	B - 0
K - 0	



Hexadecimal: #e3e2d9

CMYK	RGB
C - 0	R - 227
M - 0	G - 226
Y - 5	B - 217
K - 12	

**Note: CMYK is for printing purposes, RGB is for your computer monitor, and Hexadecimal is for Web.*

FONT USAGE

Use Trade Gothic LT Std Bold Condensed No. 20 for header text.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use Trade Gothic LT Std Bold Condensed No. 18 for general body text.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOGO USAGE

The AIAS logo may be reproduced in two-color, black, white, and greyscale. All of these identity rules and guidelines apply to all formats of the logo. Do not use any other colors when presenting the logo or alter these color selections in any way. Do not attempt to reproduce the logo from any other source. You may use the circle logo without text, if preferred.

TWO-COLOR LOGO



REVERSED LOGO



BLACK LOGO



GRAYSCALE LOGO

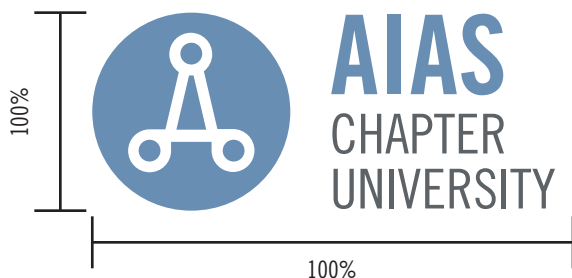


**Note: AIAS text must match the color of the AIAS symbol at all times.*

SCALE

The AIAS logo must always be scaled one to one proportionately. The AIAS logo may be scaled down to no smaller than .75 inches and may be enlarged to any size needed. When using the circle logo without text it may be scaled down to no smaller than .375 inches.

SCALING

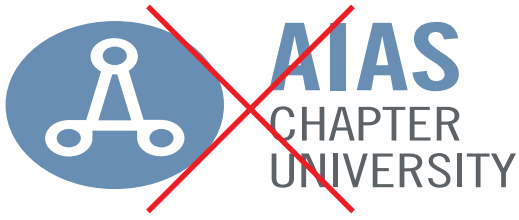


**Note: To scale properly, hold down the shift key while dragging from one corner to shrink or expand the logo.*

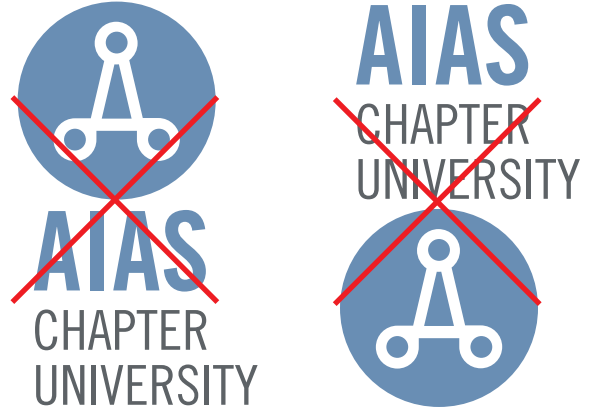
WHAT NOT TO DO

Below are examples of incorrect usage of the AIAS logo. It is important to obtain and use the original file formats supplied by the National Office of the American Institute of Architecture Students.

WRONG PORPORTIONS



SEPARATING LOGO FROM TYPEFACE



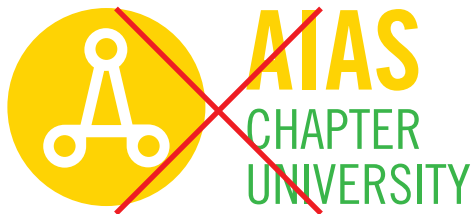
WRONG TYPEFACE



PUTTING LOGO TO THE RIGHT OF TYPEFACE



WRONG COLOR



ADDING DROP SHADOW OR OTHER EFFECTS



ADDING TEXT IN LOGO

