The new Freedom By Design (FBD) logo is based on the service aspect of the American Institute of Architecture Students (AIAS) organization. It focuses on the hands, which is used to represent the students, extending the AIAS logo to the world.
COLOR PALETTE

Hexadecimal: #6b8fb5
CMYK    RGB
C - 47  R - 107
M - 21  G - 143
Y - 0   B - 181
K - 23

Hexadecimal: #364c63
CMYK    RGB
C - 75  R - 0
M - 67  G - 0
Y - 66  B - 0
K - 90

Hexadecimal: #000000
CMYK    RGB
C - 5   R - 92
M - 0   G - 98
Y - 0   B - 102
K - 75

Hexadecimal: #5c6266
CMYK    RGB
C - 7   R - 92
M - 0   G - 98
Y - 0   B - 102
K - 75

**Note: CMYK is for printing, RGB is for 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 Chapter Name.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOGO USAGE
WHAT NOT TO DO

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

WRONG PROPORTIONS

SEPERATING LOGO FROM TYPEFACE

WRONG TYPEFACE
(NO GOTHAM FONT!)

MOVING THE TYPEFACE ABOVE LOGO

WRONG COLOR

ADDING A DROP SHADOW
FREEDOM BY DESIGN LOGO PACKAGE