



# THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS

## FREEDOM BY DESIGN LOGO REFRESH

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.



**FREEDOM BY DESIGN**  
CHAPTER NAME

# COLOR PALETTE



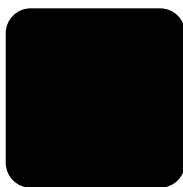
Hexadecimal: #6b8fb5

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



Hexadecimal: #364c63

CMYK	RGB
C - 83	R - 54
M - 42	G - 76
Y - 66	B - 99
K - 26	



Hexadecimal: #000000

CMYK	RGB
C - 75	R - 0
M - 67	G - 0
Y - 68	B - 0
K - 90	



Hexadecimal: #5c6266

CMYK	RGB
C - 5	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

COLOR LOGO



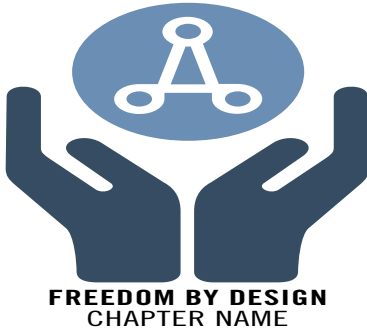
GRAYSCALE LOGO



# 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**