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AIAS Announces New Logo for Freedom By Design

Washington, DC – September 15, 2017 – The American Institute of Architecture Students (AIAS) is excited to announce a new logo for Freedom By Design (FBD), the community service program of the AIAS.

The 2017-2018 AIAS Board of Directors voted to approve the new logo earlier this week. The new Freedom By Design logo illustrates the service aspect of the AIAS' mission. The hands represent the students extending AIAS to the community. The prominence of the AIAS logo itself showcases that FBD is a program of the AIAS and ensures the relationship between the program and organization is visually and prominently demonstrated. Furthermore, the ability for a chapter to attach their own chapter name emphasizes the local aspect of the program.

Freedom by Design was adopted as a program of the AIAS over 10 years ago, originally founded by a Denver-area architect Brad Buchanan, who had grown the program to its maximum capacity at the time. The original logo, a butterfly wing made up by the text of a quote related to service, has served the program well for its first decade. The new logo symbolically pivots the program into its next 10 years of expanded service to more communities engaging more architecture students than ever before.

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About the AIAS

The American Institute of Architecture Students is a non-profit, student-run organization dedicated to programs, information and resources on issues critical to architecture and the experience of education. For more information, visit www.aias.org or call Kimberly Tuttle at (202) 808-0036.