

The AIA Colorado and Chapter Logos

The American Institute of Architects, Colorado Component (AIA Colorado), and chapter logos are our most visible and recognizable symbols. They are the primary identification of the state component and local chapters. It is imperative that these logos be managed carefully to ensure strong brand recognition over time. Anyone using a logo must adhere to the following guidelines and specifications. The AIA Colorado and chapter logos may be used only by staff, local chapter leadership and current AIA Colorado members (request approved, AIA or PA member logo) unless written permission is requested and granted.

Clearspace

It is important for brand clarity to leave space around the logo before adding copy or other images. The clearspace requirement around the artwork is one-eighth inch.

Minimum Size Requirement

The minimum width size for printing the AIA Colorado and chapter logos is one inch. The user must be sure that the logo always prints cleanly and clearly. Check for quality during the printing and/or production process.

Two-Color Logos

The use of color helps establish a strong brand image. As a two-color image, the AIA COLORADO logo can be used only in black and Pantone® Red 032 (AIA red), following these color specifications: C=0, M=90, Y=86, K=0; or R=244, G=42, B=65. It is recommended that the AIA red always be printed as a spot PMS color, even on four-color jobs.

Do not print the logos over a busy background. Do not alter the color. Do not use the logos on a red background. When using the logos on any colored background, make sure that sufficient contrast is provided. Negative versions of the logos are available upon special request.

One-Color Logos

When printing the AIA Colorado and chapter logos in a publication that does not provide use of two-color printing, print the logo in black when using a white or other light-colored background that provides sufficient contrast.

Do not print the logos over a busy background. Do not alter the color. Do not use the logos on a red background. When using the logos on any colored background, make sure that sufficient contrast is provided. Negative versions of the logos are available upon special request.

Special Materials

On special materials, including invitations, awards, certificates and gifts, the AIA Colorado and chapter logos may appear in gold as a gloss-finish foil stamp. Do not use gold ink to reproduce the logos. They also may be blind embossed or debossed; embroidered on fabric (use the two-color or one-color specifications); or etched into glass, plastic or metal.

Modifications to Logos

Extraction of logos' elements is prohibited. For use of the eagle symbol found in the logo, see the national AIA *Program for Graphic Identity*.

Further Questions

For additional guidelines, please contact the AIA Colorado Communication Department at 303.446.2266, ext. 15, to request a copy of the national AIA *Program for Graphic Identity* or current issue of *Brand Identity Guidelines*. Additional questions can be directed to AIA Design Service at 202.626.7574.