AIATrust

Where smart architects
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Style Guide

2015 Update

Style Guide

Purpose of the AIA Trust Style Guide

The AIA Trust image and brand identity serve as important tools to further AIA Trust strategic goals. The consistency of AIA Trust messages and unified graphic identity play a key role in the success of this effort. As matters of style evolve, we will continue to review and update the guide.

Standards have been outlined in this guide to determine the proper use of Trust logos thus eliminating confusion and helping to create a stronger image. We encourage you to become familiar with the Guide and to apply its rules to any communication vehicles you develop on behalf of the AIA Trust. The Guide will be updated as logos, colors, and/or other guidelines are changed so please be sure you have the most current copy.

The purpose of the style guide is simple:

- To maintain a consistent image of the AIA Trust because each communication reflects on the AIA Trust as a whole and messages from Trust providers and programs build upon one another and increase the overall impact.

- To avoid confusing our audience by presenting a consistent visual identity so we distinguish our service and programs from others, including competitors.

- To show unity of purpose. Visual consistency relays that the AIA Trust is unified, even while it offers a wide range of member resources and benefit programs, thus portraying an attractive, consistent image to potential member insureds, plan-holders, and those who utilize Trust resources, as well as components who utilize programs and resources.

AIA Trust Red

Defining the Color

For the Web and PowerPoint

HEX FA4132

R 250
G 065
B 050

For Print

PMS Red 032

C 000
M 090
Y 086
K 000

Using the Color

Type on Red Background

- White type on Red is okay.
- Black type on Red is okay.
- Light Gray type on Red is okay.
- Dark Gray type on Red is NOT okay.

Red on Black is okay.

Red on Dark Gray is NOT okay.

Red on White is okay.

Red on Light Gray is okay.

AIA Trust Dark Gray

Defining the Color

For the Web and PowerPoint

HEX #A7A7A7

R 167
G 167
B 167

For Print

PMS Cool Gray 6

C 000
M 000
Y 000
K 040

Using the Color

Type on Red Background

- White type on Dark Gray is okay.
- Black type on Dark Gray is okay.
- Light Gray type on Dark Gray is NOT okay.
- Red type on Dark Gray is NOT okay.

Dark Gray on Black is okay.

Dark Gray on Red is NOT okay.

Dark Gray on White is okay.

Dark Gray on Light Gray is NOT okay.

AIA Trust Light Gray

Defining the Color

For the Web and PowerPoint

HEX #CCCCCC

R 204
G 204
B 204

For Print

PMS Cool Gray 2

C 000
M 000
Y 000
K 020

Using the Color

Type on Light Gray Background

- White type on Light Gray is okay.
- Black type on Light Gray is okay.
- Red type on Light Gray is okay.
- Dark Gray type on Light Gray is NOT okay.

Light Gray on Black is okay.

Light Gray on Dark Gray is NOT okay.

Light Gray on White is NOT okay.

Light Gray on Red is okay.

The AIA Trust Logo

AIA**Trust**

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The full AIA Trust logo must appear on the front and/or back of any official Trust communication, envelope, insert, and brochure that is intended for member audiences so that it is recognizable as a member benefit and/or resource-related communication.

The logo should never be re-typed, redrawn, re-proportioned, distorted, or modified in any way. Always use an official file downloaded from www.theaiatrust.com/style so that the integrity of the AIA Trust brand is preserved.

The Full Logo includes the AIA Trust slogan and should not be used smaller than 2 inches wide so that slogan is readable. If a situation requires a smaller use, the Alternate Logo should be used.

Logos and brand elements not seen in this Guide are not to be used.
Any questions regarding use of the logo should be directed to the AIA Trust executive director.

Red & White Logo on Black

AIA**Trust**

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Black & White Logo on Red

AIATrust

Where smart architects
manage risk®

Logo on Busy Background

Logo on Clean Background

AIATrust

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The AIA Trust Alternate Logo

AIATrust

AIATrust

AIATrust

The alternate AIA Trust logo may be used on less formal correspondence or where the full logo cannot be reproduced large enough for the slogan to be easily read.

The AIA Trust Logo
One-Color Printing

When printing in one color only a 40% half-tone is used with the solid color.

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Linking to AIA Trust

Pages and their respective URLs change frequently. It is always best to link directly to the AIA Trust's homepage: http://www.theaiatrust.com.
Use the banner ad graphic, the URL logotype, or simply type the URL.

Banner Ad

URL Logotype

theAIATrust.com

Publications and Brochures

Imagery

Photographic images of contemporary buildings & building elements may be incorporated in Trust publications.

Images of people must represent a diversity of gender, race, and age.

Typography

The AIA Trust uses a custom-made typface called Architype which is used in all official stationery and throughout the Website.

In lieu of Architype, printed materials for external distribution should contain no more than two complementary typefaces of professional style. Body copy should be no smaller than 10 points to ensure the copy is legible. Leading should always be 125% of character size.

Captions or similar should be no smaller than eight points and no larger than the body copy; they may be distinguished from body copy by the use of italics.