



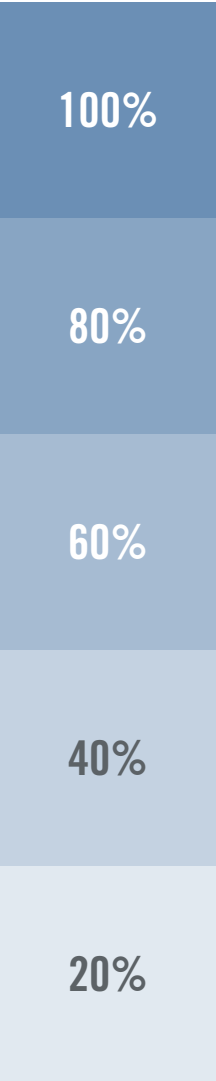
CMU AIAS
brand guide

2019-2020

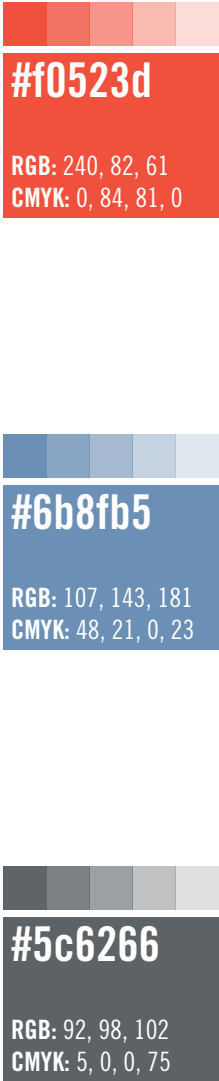
<i>r</i>	<i>g</i>	<i>b</i>	
240	82	61	
0	84	81	0
<i>c</i>	<i>m</i>	<i>y</i>	<i>k</i>

#f0523d

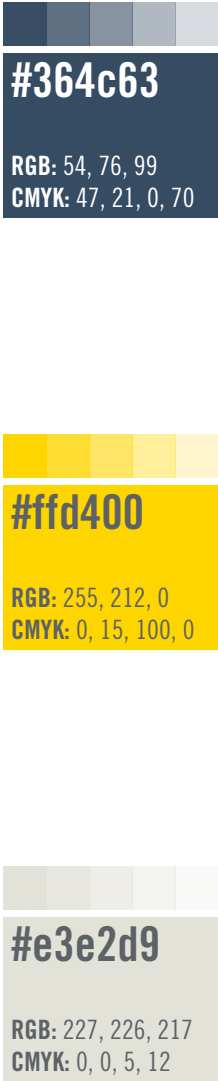
opacity levels



primary



secondary



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AIAS STANDARD

HEADERS AND TITLES

Trade Gothic LT Std
Bold Condensed No. 20

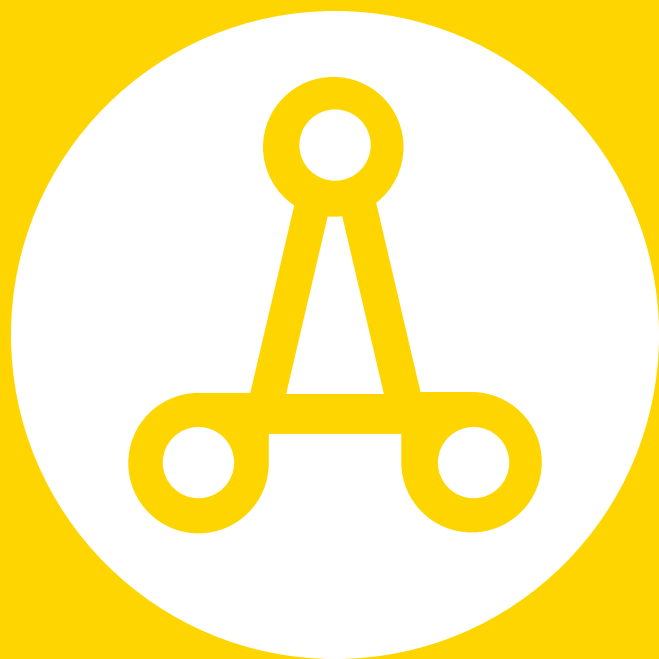
BODY AND GENERAL TEXT

Trade Gothic LT Std
Condensed No. 18

*feel free to play around with different fonts for different events!

Big Calson FB Regular







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use for official AIAS graphics



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aiascmu.org 
aiascmu@gmail.com 
@aiascmu 
AIAS Carnegie Mellon University 

 aiascmu.org
 aiascmu@gmail.com
 @aiascmu
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