



International House
Ann Arbor

Identity Guidelines

Client: Bruce Martin, Executive Director, IHAA

Designer: Anand Doshi

Logo & Color



The angled shapes within the logo are designed to evoke the feelings of dynamism, change and movement. Someone might perceive it as a relaxed person lying down on grass, others might look at it as a someone dancing or jumping in joy. If looked from the top, it looks like a prism. The angled lines appear to shift and move, the longer you look at the logo. The pink and the purple areas together form a roof.



CMYK
53, 0, 20, 0

RGB
110, 202, 208



CMYK
60, 79, 0, 0

RGB
125, 82, 162



CMYK
4, 91, 0, 0

RGB
228, 59, 149

Typography

Our logotype is set in **Montserrat Light**, while the headings and the body text are set in **Freight Sans Pro** family. The wide glyphs of Montserrat work well with the logo. However, it doesn't suit the body text. Freight Sans Pro, which is a humanist sans serif, looks pleasing and works well for body text. It is also available on an affordable subscription pricing model.

Montserrat Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Freight Sans Pro Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Freight Sans Pro Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Scalability



Mandatory Safe Area

The logo should have a safe area based on the size of the rotated square found at the top of the logo. It can be drawn by placing the rotated logo on each edge, and using the diagonal as a reference.



Color Variants





T-Shirts

