

IHAA
International
House Ann Arbor

STYLE GUIDE

Client:

International House Ann Arbor (IHAA)
Bruce Martin, Executive Director

Organization:

International House Ann Arbor (IHAA)

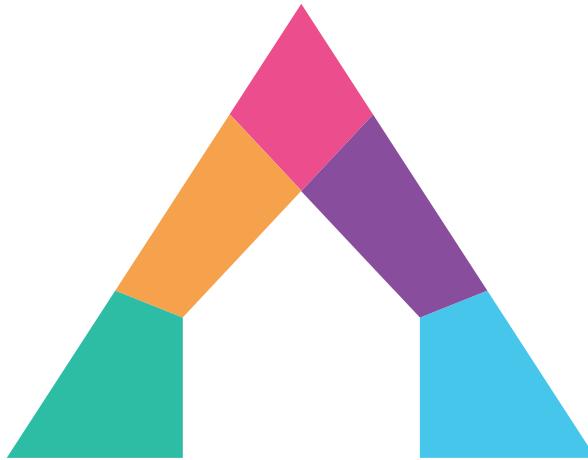
Created by

Hanna Jeon

SI 520

14 MAR 2017

LOGO & COLORS



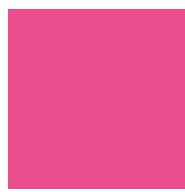
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CMYK
69, 0, 46, 0
RGB
63, 188, 164



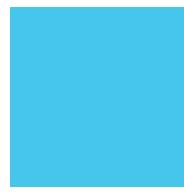
CMYK
1, 42, 78, 0
RGB
245, 162, 78



CMYK
2, 84, 12, 0
RGB
233, 79, 141



CMYK
54, 82, 0, 0
RGB
137, 78, 159



CMYK
60, 0, 5, 0
RGB
72, 199, 233



CMYK
0, 0, 0, 50
RGB
147, 149, 152

TYPOGRAPHY

Myriad Pro Regular

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

0 1 2 3 4 5 6 7 8 9

Myriad Pro Bold

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

0 1 2 3 4 5 6 7 8 9

Myriad Pro Semibold

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

0 1 2 3 4 5 6 7 8 9

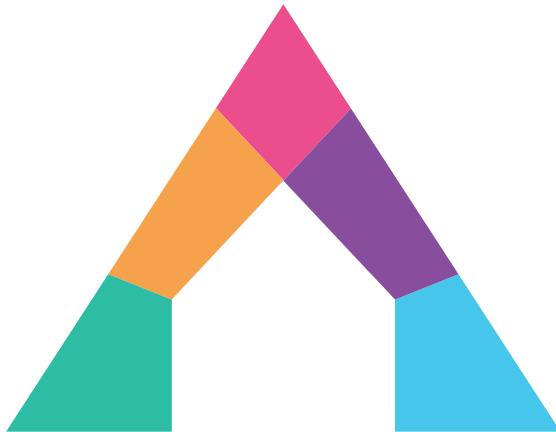
SCALABILITY



IHAA
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5"

SCALABILITY



IHAA
International
House Ann Arbor

3"



1"



0.5"

MANDATORY SAFE AREA

The logo should have a safe area based on the size of the rectangle between green and blue trapezoids : placed end-to-end and extending from each side of the mark, dictates the width and height of the safe area.



COLOR VARIANTS



BUILDING FAÇADE MOCKUP



DESIGN CHALLENGE

Two t-shirt designs are available to choose from: one in white and the other in black. Logo dimensions are provided for a faithful reproduction.



1.2" x 1.6"



0.4" x 0.3"



1.2" x 1.6"



0.4" x 0.3"

DESIGN THINKING

One represents...

"The International House Ann Arbor is an intentional, intercultural and interspiritual living learning community for students and visiting scholars from around the world."

I wanted to create a logo design that shows the client's belief, which connects the different culture and values into one place.

Logo symbolized the house in Ann Arbor: you can see the shape of the house inside of the triangle. The triangle which has the house shaped negative space also represents 'A' of Ann Arbor.

Each colors of elements represents residents in IHAA. Residents came from different country, have different religious, culture background, and political perspective. However, those different colors harmonized into one symbol.