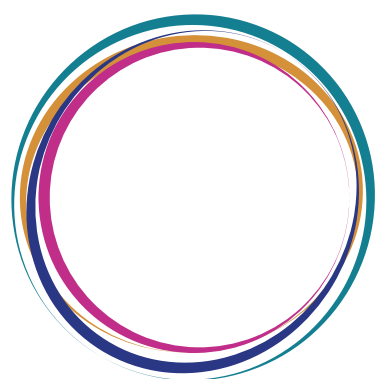# INTERNATIONAL HOUSE
Ann Arbor

STYLE GUIDE

Kristen Mayer
SI 520
October 2016

LOGO & COLORS

HORIZONTAL

INTERNATIONAL HOUSE
Ann Arbor

VERTICAL

INTERNATIONAL HOUSE
Ann Arbor

RGB: 193, 50, 137
CMYK: 24%, 94%, 8%, 0%

#C13289

RGB: 212, 145, 59
CMYK: 16%, 46%, 90%, 1%

#D4913B

RGB: 27, 127, 145
CMYK: 84%, 36%, 36%, 5%

#1B7F91

RGB: 42, 56, 132
CMYK: 100%, 94%, 13%, 3%

#2A3884

TYPOGRAPHY

The logotype is set in Avenir Next Condensed. Headings are set in Avenir Next Condensed Reuglar, and subheadings are set in Avenir Next Condensed Ultra Light. Avenir Next Condensed Regular is also used for body text.

Avenir Next Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Avenir Next Condensed Ultra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SCALABILITY

The horizontal logo should be used at sizes larger than 3"

INTERNATIONAL HOUSE
Ann Arbor

_____
7"

INTERNATIONAL HOUSE
Ann Arbor

_____
5"

INTERNATIONAL HOUSE
Ann Arbor

_____
3"

SCALABILITY

The vertical logo can be used for smaller sizes

INTERNATIONAL HOUSE
Ann Arbor

5"

INTERNATIONAL HOUSE
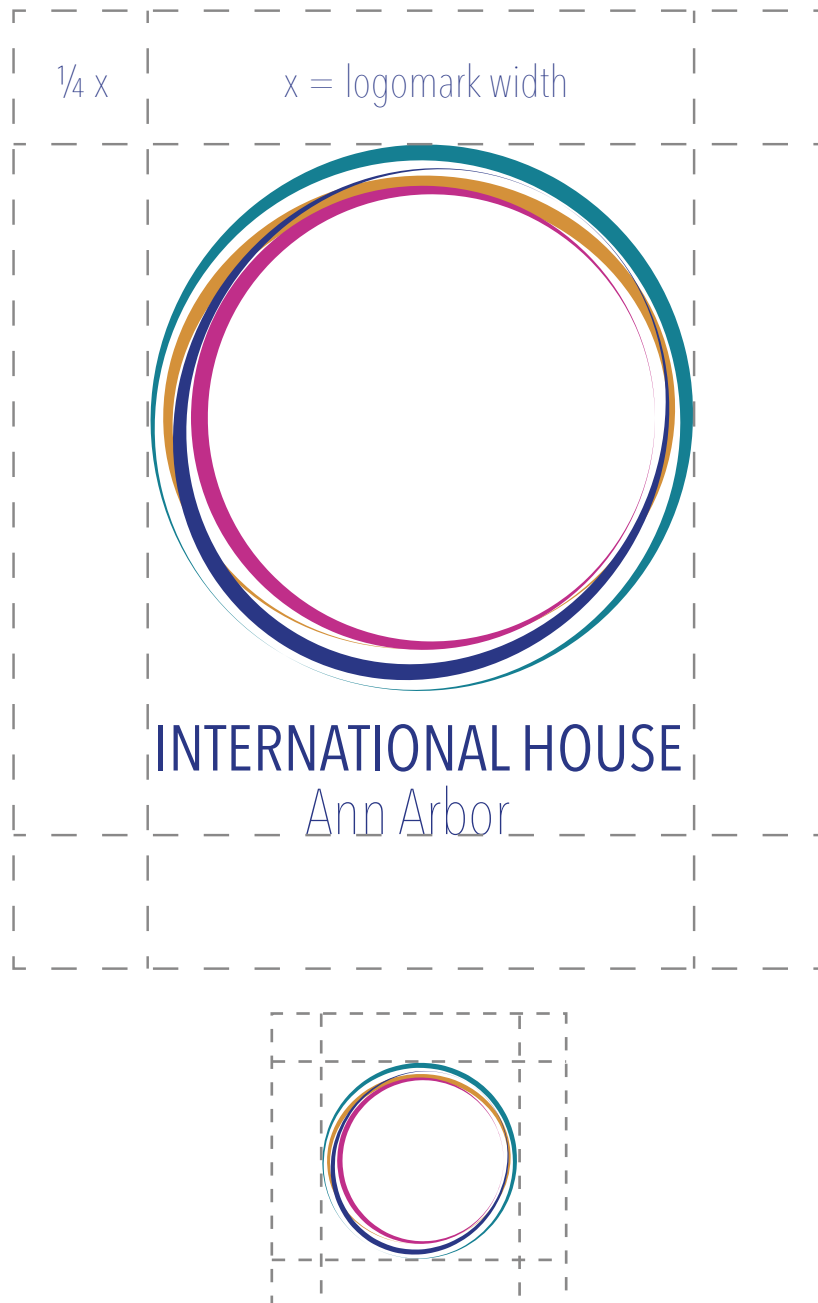Ann Arbor

3"

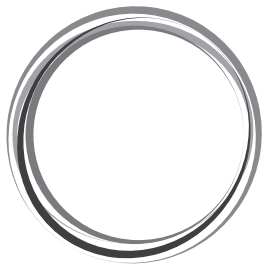INTERNATIONAL HOUSE
Ann Arbor

1"

½"

MANDATORY SAFE AREA

The logo should have a safe area equal to one quarter of the width of the circlular logomark

¼ x   x = logomark width

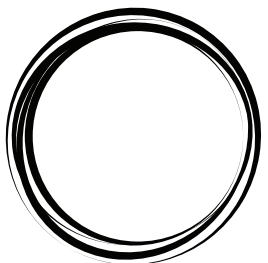**INTERNATIONAL HOUSE**
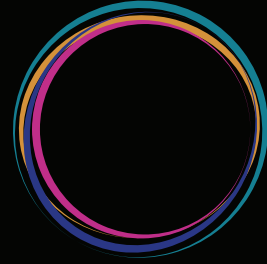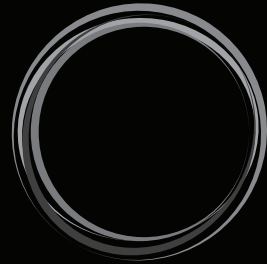Ann Arbor

COLOR VARIANTS

INTERNATIONAL HOUSE
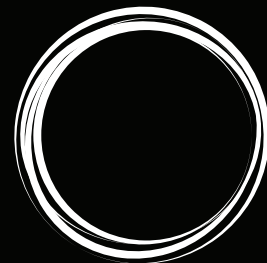Ann Arbor

INTERNATIONAL HOUSE
Ann Arbor

INTERNATIONAL HOUSE
Ann Arbor

INTERNATIONAL HOUSE
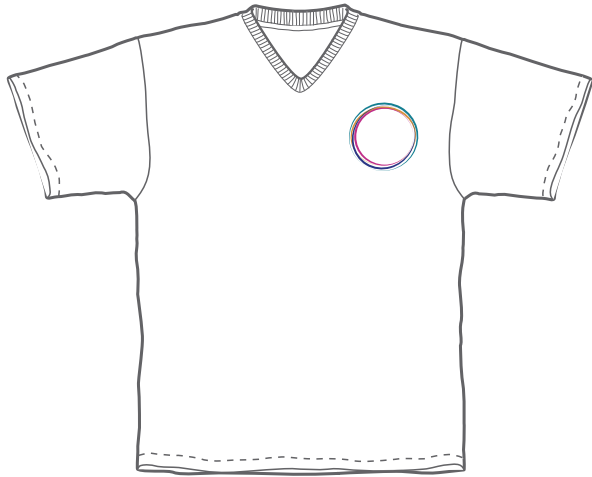Ann Arbor

INTERNATIONAL HOUSE
Ann Arbor

INTERNATIONAL HOUSE
Ann Arbor

BUILDING FACADE

T-SHIRT DESIGN

4" x 4"

12" x 3"

INTERNATIONAL HOUSE
Ann Arbor

13" x 13"

12" x 3"

INTERNATIONAL HOUSE
Ann Arbor

CONCEPT

The International House Ann Arbor (IHAA) logo is comprised of four overlapping circles in magenta, yellow, teal, and blue violet. The use of circles represent the idea of unity, with the several colors representing bringing together people from different cultures. This design creates a logomark that is simple and visually pleasing while speaking to the IHAA purpose.

The Avenir Next Condensed typeface is a strong, simple typeface which pairs well with the logomark to create a consistent brand.

I chose this to carry this design forward because I felt it fit with the message of IHAA without using some of the more obvious logo-mark elements of my other designs (compass rose and bridge).