MOVING MOUNTAINS DON'TS

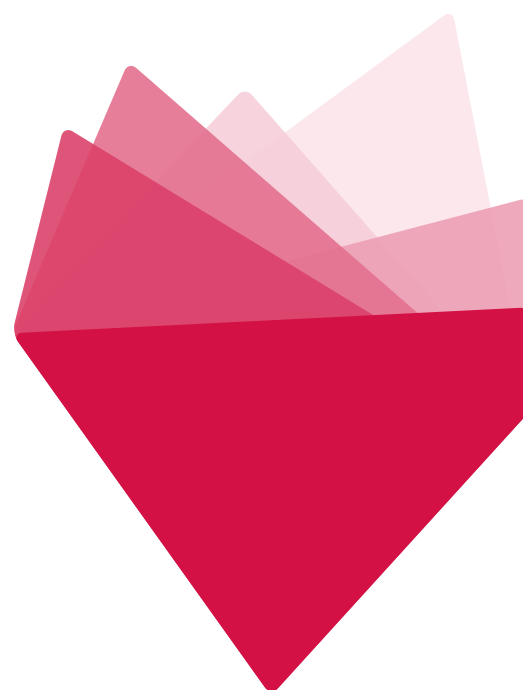✕ Don't complicate your design with graphic or other elements.

✕ Don't use pointed triangles. Always use an existing Moving Mountains asset or create one using the guidelines.

✕ Don't combine using a mountain as container with cutout photography.

✕ Don't rotate the Moving Mountains.

✕ Don't have more than four mountains in the graphic in its static form.

✕ Don't use the inverted mountains on anything but an AIA Red background.

✕ Don't use more than one Moving Mountains graphic in a single design.

✕ Don't use the Moving Mountains upside down.