



**International
House
Ann Arbor**

Style Guide

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Logo&Colors

The logomark is in a shape of puzzle to symbolize the harmony and connection of the community. The colors are set in the monochromatic color harmony to make the logo simple and clean. And the yellow hue makes the logo energetic but the brown color of the logotype creates a calm and warm feeling.



International House Ann Arbor



#995C05

RGB 153, 91, 5
CMYK 31, 64, 100, 20



#FEE1B8

254, 225, 184
0, 11, 30, 0



#E38E24

227, 142, 36
9, 51, 100, 0

Typography

The logotype is set in Eras Demi ITC because it's a sans-serif font that is a little tilt originally, and therefore creates a dynamic and young feeling that matches the idea of the international house. Eras Bold ITC is used for the title; Eras Demi ITC is used for the main headings, and secondary headings are in Eras Medium ITC. Eras Light ITC is used for the body text.

Eras Bold ITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Eras Demi ITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Eras Demi ITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Eras Demi ITC

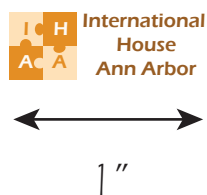
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

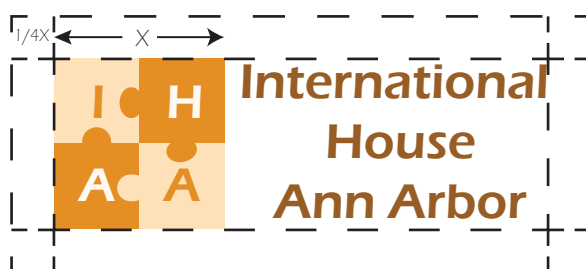
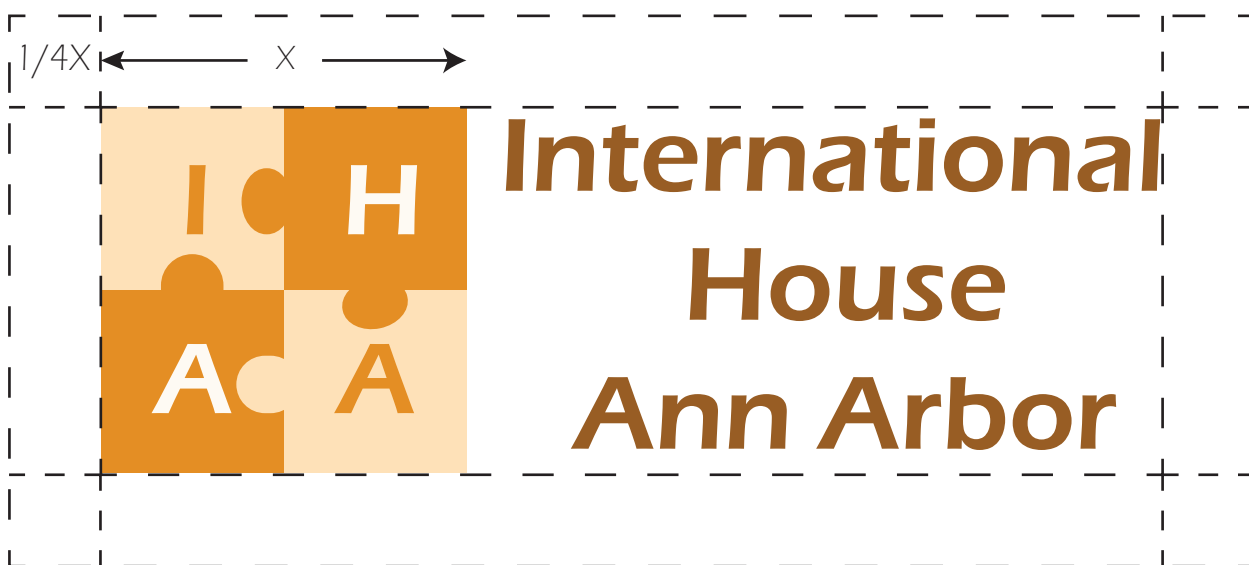
Scalability

The logo can be freely scaled to different sizes. Here we display the logos with 5", 3", and 1" sizes, and 0.5" size for logomark.



Mandatory Safe Area

The logo should have a safe area based on $1/4$ of the width of the logomark.



Color Variants



Building



Brand Tag

Version 1.

Logotype size: 1.25 inches



Version 2.

Logomark only: 1 inches

