



AMERICAN INSTITUTE *of*
BUILDING DESIGN

AIBD Branding Guidelines

For AIBD Members, Affiliates and Subgroups



AMERICAN INSTITUTE *of*
BUILDING DESIGN

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Creating where  people live™

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Enhancing, developing, educating and promoting the value of the residential design professional

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Table of Contents

Glossary of Terms.....	4
Introduction	5
AIBD Brand Strategy.....	6
Primary Logo Usage	
The AIBD Corporate Logo.....	7
Clear Space.....	8
Size.....	8
Color Options.....	9
Logo Misuse.....	10
AIBD Color Palette.....	11
AIBD Tagline Identity.....	12
Subgroup Logo Usage	
AIBD Member Logo and Acronym Usage.....	13
AIBD Affiliate Logo.....	14
AIBD Affiliate Co-Branding.....	15
AIBD Council Logos.....	16
NCBDC Seal.....	17
ARDA Logo.....	18
CE Provider Logo.....	19
Stationery	
Letterhead.....	20
#10 Envelope.....	20
Business Card.....	21
Shipping Label	21
Sample Co-Branded Affiliate Letterhead.....	22
Sample Co-Branded Affiliate Business Card.....	23

Note: As the AIBD Branding Guide continues to develop, this document will be updated to include additional guidelines for specific implementations throughout AIBD products, communications, and initiatives. Please check the Members Only section of the AIBD website for latest version available.

Glossary of Terms

#10 Envelope:	A popular envelope size used for business communications (4 1/8" x 9 1/2").
Affiliate:	An Affiliate of AIBD is a regional Chapter made up of professionals or a Student Chapter within an academic institution.
AIBD:	American Institute of Building Design (also referred to as the Institute)
ARDA:	American Residential Design Awards, the Institute's official national design competition.
CE:	Continuing Education
Chapter:	A regional unincorporated subgroup of AIBD.
Clear Space:	The area around a logo or seal that is to be left as an uninterrupted continuation of a solid background color.
Co-Brand Lock-Up:	Using two or more logos, seals or a combination of logos and seals side by side as one continuous image.
Council:	A subgroup within AIBD that has limited authority including the ability to charge fees and set policy.
Cropping:	One of the most basic image manipulation processes, cropping is used to remove portions of the image or change its aspect ratio.
Logo:	An insignia consisting of an image (i.e. mark) and text to be used to identify the Institute, membership within the Institute or affiliation as a subgroup within the Institute.
Font:	A lettering typestyle.
Footer:	The area at the bottom of each page of a document.
Header:	The area at the top of each page of a document.
Member:	Any individual who is actively enrolled in one of the following membership levels: Professional, Retired Professional, Educator, Design Student, or Associate. Or a company which is actively enrolled in one of the following levels: Corporate or Corporate Affiliate (nonprofit organizations).
Multimedia:	RGB color space or RGB color system, constructs all the colors from the combination of the Red, Green and Blue colors (see page 11).
NCBDC:	National Council of Building Designer Certification
Pantone:	The Pantone Color Matching System is largely a standardized color reproduction system (see page 11).
Process:	A majority of the world's printed material is produced using the CMYK process, a method of printing color by using four inks: cyan, magenta, yellow, and black (see page 11).
Reversed:	When the text and logo is produced using the background color to form its outline. The AIBD provides reversed logos with a black background which can be altered to match any background by your graphic artist.
Seal:	A stamp, either physical, embossed or electronic, used to identify an individual's credentials.
Subgroup:	Any entity associated with the Institute and given authority to use the Logo, such as an Affiliate, a Council, ARDA or a CE Provider.
Tagline:	A variant of a branding slogan typically used in marketing materials and advertising. The AIBD Tagline Identity is: Creating where people live (see page 12).

Introduction

Welcome to the AIBD Branding Guidelines.

This document has been developed to enable the AIBD to ensure the protection of its registered trademarks and that all of its materials contribute to a strong, unified association identity. The AIBD identity is an important way to build the brand through our products, services and communications. The effectiveness depends on its consistent application wherever and whenever it is applied.

The AIBD Branding Guidelines was developed to:

- Provide the association with the ability to present itself clearly and comprehensibly;
- Allow the association to symbolize its unified federation of councils so that everyone can communicate them consistently to all the people who deal with the AIBD; and
- Provide the visual tools for the association to differentiate itself from its competitors in the marketplace.

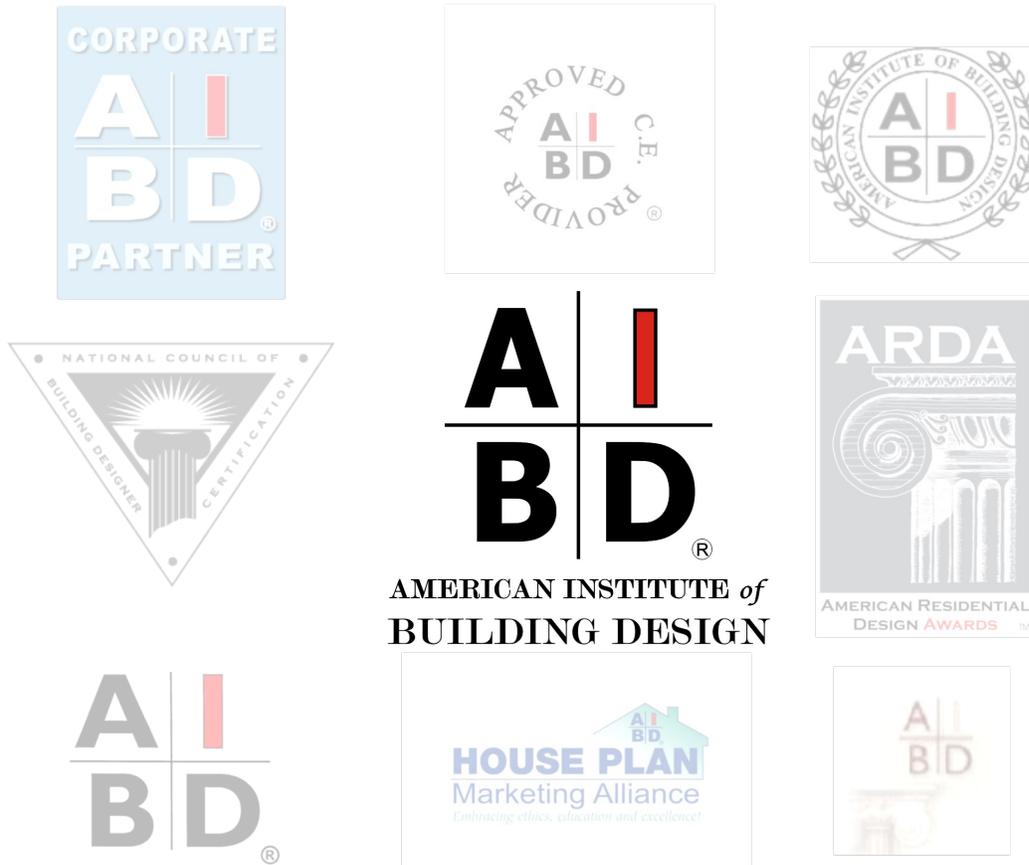
The major features of the AIBD Branding Guidelines are:

- Maintenance of the visual integrity of the association's marks;
- Ability to meet the required objectives of publications, advertisements and other communication vehicles; and
- Obtaining increased benefits from marketing communication expenditures by capitalizing on the consistency and frequency of appearance of the association generally— every subgroup will benefit from the activities of others through the powerful effects of iteration in communication.

Embrace and implement these guidelines. These are your reference tools. The balance between creativity and consistency is important.

Please be our branding partner and take care to follow the guidelines carefully. If you have any questions, please contact the AIBD National Office at 800.366.AIBD (2423) or info@AIBD.org.

AIBD Brand Strategy



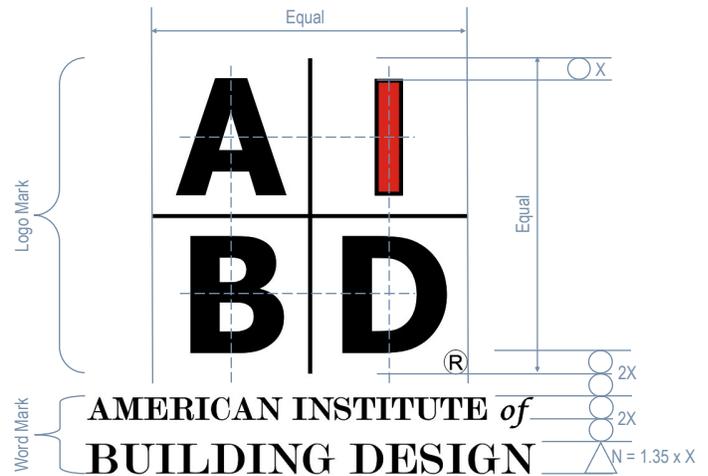
On December 19, 2012, the Board of Directors adopted a new AIBD brand strategy and moved from a system of multiple less-recognized and detached branded entities to a strong master-branded system. This move is meant to further build strength in the AIBD brand, to provide greater linkage and strength to each of our offerings and to better serve the Members.

This strategy eliminates almost all of the various previously-existing logos in favor of one AIBD Logo Mark and a series of interconnected text marks. Certain marks do remain. AIBD Affiliates may choose to use an individually identifiable proprietary mark or logo and co-brand with the relevant subgroup logo provided that the AIBD Corporate Logo is not a part of the Affiliate's mark or logo in any way, shape or form (see page 15). In addition, the NCBDC Seal will remain a stand-alone certification mark utilizing an existing trademark along with updated usage procedures (see page 17).

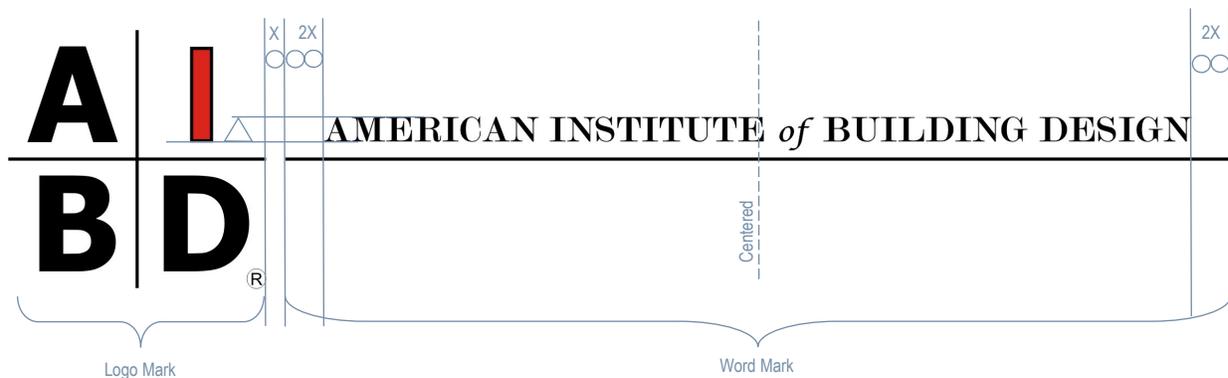
The AIBD Corporate Logo

The AIBD Corporate Logo is the cornerstone of our visual identity program and sets the specifications for all other images. Standards for the corporate logo usage are vital to ensure consistency in association materials and to market the AIBD effectively. The logo creates a strong, cohesive identity and gives the association a comprehensive image to complement our far-reaching mission of education and professional development.

The logo should never appear connected to or be used as part of any other symbol except when it is properly being co-branded in a manner described in this document (see page 15).



Portrait (Preferred)



Landscape (Option)

The AIBD Corporate Logo consists of the cross hair graphic, referred to as the Logo Mark, and the Institute's name, referred to as the Word Mark.

These elements appear in a fixed relationship to one another and should never be altered, modified or repositioned.

The preferred logo is the portrait style with American Institute of Building Design Word Mark under the cross hair graphic Logo Mark and this style shall be used whenever it can be used effectively.

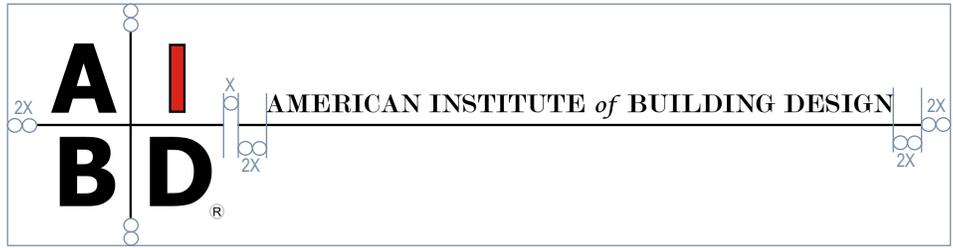
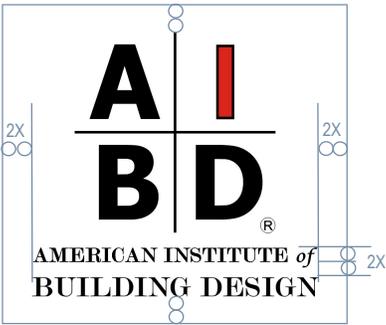
To ensure accurate reproduction, always use approved master art files provided by the AIBD National Office with no changes, including but not limited to changes in the color, proportion or design, or the removal of any words, artwork or trademark symbols. The logo may not be animated, morphed or otherwise distorted in perspective or appearance.

- The logo should not be scanned from printed sources or harvested from web pages or email.
- The logo may not be imitated or used as a design feature.

Font Styles:

The Logo Mark: Tahoma
 The Word Mark: American Institute: Modern No. 20
 of: Lucida Calligraphy
 Building Design: Modern No. 20

Clear Space



To maintain a logo's prominence, a generous clear space must be maintained. Failure to maintain this space will diminish the impact of the logo. Do not allow text, graphics, photography or backgrounds to violate the minimum clear space as specified on this page.

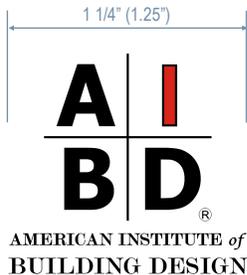
In the case of a portrait style (preferred), the minimum clear space is defined in relation to the height of the words "American Institute" in the Word Mark as "X" (or the smallest font in the case of a subgroup logo).

In the case of a landscape style (optional), the minimum clear space is defined in relation to the space between the Logo Mark and the Word Mark as "X". Alternately the space from either end of the Word Mark and the first letter "A" or the last letter N is defined as "2X".

Minimum clear space is equal to 2X

Please note that the minimum clear space should not be viewed as an ideal clear space; in most cases a more generous clear space is preferred, such as 0.25 in.

Size



Preferred sizes for 8 1/2" x 11" collateral



Minimum Acceptable Sizes

To ensure readability, never reproduce an American Institute of Building Design logo at sizes smaller than those indicated here. Doing so will cause the logo to become unreadable or unrecognizable. If the only option is to reproduce the logo smaller than the minimum size indicated, use ONLY the Logo Mark without the AIBD Word Mark.

Color Options

Preferred color options for print, web and video



The preferred option is two-color on a white background.

For all full color uses, an AIBD logo should appear in black with the "I" filled with "AIBD Red" as indicated in the color palette (see page 11).

Acceptable black and white options for one color printing



When color is limited to one color, it is permissible for the logo to appear in black on a white background with the "I" filled with white.

Acceptable reverse options for one or two color printing



It is acceptable to reverse an AIBD Logo on a solid background color. The reverse logo shall be all white with the "I" filled with "AIBD Red" as indicated in the Color Palette (see page 11) or all white with the "I" filled with the background color.



The logo is never to appear in any other color or with a transparency percentage less than 100% on any portion of the logo.

Background Control



To maintain consistency of the logo appearance on full color backgrounds, such as photographs, book covers, websites, etc., where there is limited or no control over the background image, the logo should be used within a box of white as shown here.

Note that the logo has been placed in an area that provides sufficient contrast and with minimal surrounding graphics or imagery.

For placement consultation please email info@AIBD.org or call 800.366.2423.

Logo Misuse

It is essential that you use the logo in the way it was designed.

The examples to the right show logos that are applied incorrectly. A small change in the size and/or position of a logotype or the shape that encompasses it can reduce the effectiveness and impact of the design.

Certain types of logo files, when imported into certain types of documents and software applications, can accidentally be stretched or skewed. It is critical to avoid such an accidental misstep. It is never acceptable to intentionally stretch or skew the logo.

Whenever you apply a logo, always use the artwork supplied by the Institute. In addition to the examples to the right, improper usage includes the following:

- Cropping the full image over a fold or off the edge of a page
- Skewing or distorting the mark
- Using a font for the Word Mark other than Modern No. 20
- Changing the proportions between the Logo Mark and the Word Mark
- Using the Logo Mark on its own with out the Word Mark except when size is an issue (see page 7)
- Cropping or screening the mark
- Placing the mark behind text
- Placing the mark or identity over a pattern or image
- Using any piece or part of the mark as a separate element
- Tombstoning: repeating the identity in several places on a single page
- 3-dimensional or drop-shadow treatments
- Angling the identity; the identity should always appear at 180°
- Repeating the identity as a pattern
- Using the identity, logo, or signature in any color other than those described in this manual (see page 11)



No placing the mark over an image



No 3-dimensioning or drop shadow



No changing the proportions



No grey-scale or watermarking



Hollow "I" only when B & W



No changing the font or proportion



No changing the fonts



No using text other than the Word Mark



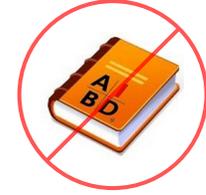
No changing the Word Mark



No other images within the Logo mark



No changing the height or width



No combining with other images



No stretching or skewing



No drop shadowing



No borders or lines

The AIBD Logo Mark is registered with the U.S. Patent Office and manipulation of the logo or reproduction outside of what is outlined in this document constitutes a violation of Federal Trademark Law.

AIBD Color Palette

Logo Colors

	Pantone	Process	Multimedia		Pantone	Process	Multimedia
	000000	C - 0 M - 0 Y - 0 K - 100	R - 0 G - 0 B - 0		DA251C	C - 0 M - 83 Y - 87 K - 15	R - 218 G - 37 B - 28
Black				AIBD Red			

Official Corporate Color

	Pantone	Process	Multimedia
	00304E	C - 100 M - 38 Y - 0 K - 69	R - 0 G - 48 B - 78
AIBD Blue			

The "Official Corporate Color" should be incorporated as a base color of all AIBD marketing materials, documents, and correspondence.

Example: The mission statement on the cover of this document and the colored text within.

The "Shades" are to be used in conjunction with the Official Corporate Color when shading accent is appropriate.

Example: The banner or the cover of this document and this text box and its outline.

The "Complementary Colors" are to be used along with the Official Corporate Color on subgroup marketing materials and documents, as well as Institute related conference materials, design competition documents, etc.

Shades

	Pantone	Process	Multimedia		Pantone	Process	Multimedia
	15486C	C - 81 M - 33 Y - 0 K - 58	R - 21 G - 72 B - 108		758EA8	C - 30 M - 15 Y - 0 K - 34	R - 117 G - 142 B - 168

Complementary Colors

	Pantone	Process	Multimedia		Pantone	Process	Multimedia
	882E28	C - 29 M - 89 Y - 86 K - 31	R - 136 G - 46 B - 40		D66454	C - 12 M - 74 Y - 68 K - 1	R - 214 G - 100 B - 84
	8CAC63	C - 50 M - 17 Y - 77 K - 1	R - 140 G - 172 B - 99		B7D76F	C - 32 M - 0 Y - 73 K - 0	R - 183 G - 215 B - 111
	FBC24E	C - 1 M - 25 Y - 80 K - 0	R - 251 G - 194 B - 78		F4DA6D	C - 5 M - 10 Y - 70 K - 0	R - 244 G - 218 B - 109

AIBD Tagline Identity



A tagline is meant to capture the essence of an organizational mission in a concise and memorable phrase.

The AIBD Tagline Identity, “*Creating where people live*,” builds and reinforces the organizational brand. It is highly recommended that the AIBD Tagline Identity be used on all internal and external communications where an identity is required, except when its size or other circumstances compromise its legibility.

The AIBD Corporate Logo should always accompany the AIBD Tagline Identity somewhere on the same page.

Please contact the National Office with questions regarding the use of the AIBD Tagline Identity.

Clear Space:

The clear zone is larger for the AIBD Tagline Identity in order to ensure readability and visual impact.

X = the height of the tail of the “g” and “p”

Authorized Usage:

AIBD Subgroups and AIBD Members may use the AIBD Tagline Identity as it relates to their affiliation with the AIBD on general marketing materials. AIBD Societies shall use the AIBD Tagline Identity on stationary as outlined in this document (see pages 20-23).

Minimum Size:



Color Options:

It is preferred the AIBD Tagline Identity be displayed in the two colors specified above. When black and white is the only option, the following example is the acceptable alternative:

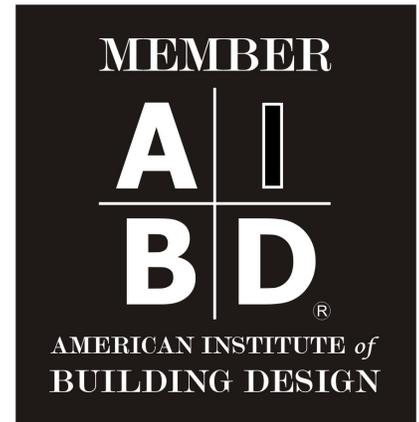
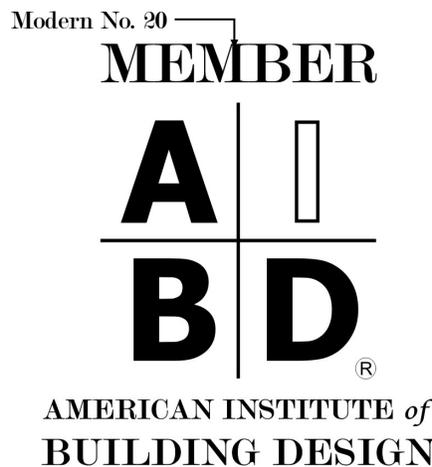
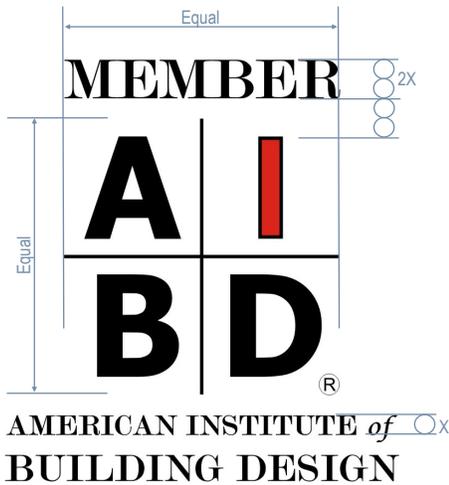


The AIBD Tagline Identity may not be displayed in reverse.

Obtaining the AIBD Tagline Identity artwork:

All logo files are distributed electronically and can be downloaded by logging into a member account at www.AIBD.org or by contacting the AIBD National Office by writing info@AIBD.org or by calling 800.366.2423.

ABD Member Logo and Acronym Usage



Color Option (Preferred)

Black & White Option

Reverse Option

Shown above is the approved graphic of the Logo Mark and Text Mark to be used by AIBD Members on member-branded marketing materials. Always maintain the proper minimum clear space around the AIBD Member Logo (see page 8) and adhere to all other basic branding guidelines outlined in this manual.

Member Logo Usage:

- The logo may be used by ALL Members to indicate the user's membership in the Institute, but not to imply the Institute's endorsement of the user's services or products.
- The logo may not be altered, combined with other symbols or words, or be used in part.
- The logo may be co-branded with another AIBD subgroup logo or other organization logos according to the example below and the guidelines of the logos from other organizations.

Institute Name and Acronym Usage:

- All Members may use: Member of the American Institute of Building Design, Member of the AIBD, AIBD Member, or may also use their actual membership level such as Professional Member of the AIBD.
- ONLY Certified Professional Members may use the AIBD acronym as a designation after their name (e.g. John Smith, AIBD).
- When using the Institute's acronym "AIBD," it should always appear in capital letters and using the same font style and size as the text the acronym is combined with.

Acceptable Examples: AIBD member
 A proud member of the AIBD

Unacceptable Example: A member of the **American Institute of Building Design**

- Misuse of the AIBD logo, acronym or name may result in termination of membership. Evidence of misuse is referred to the AIBD Resolution Committee for appropriate action on a case-by-case basis.

Obtain a Logo File:

All logo files are distributed electronically and can be downloaded by logging into a member account at www.AIBD.org or by contacting the AIBD National Office by writing info@AIBD.org or by calling 800.366.2423.

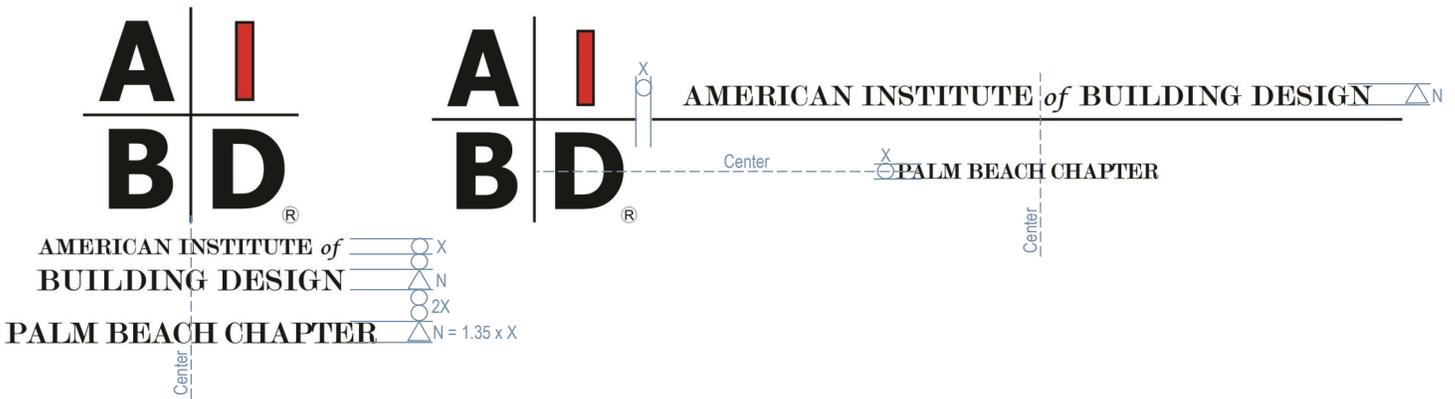
Co-Brand Lock-up:

When co-branding, every attempt should be made to present all the logo marks in the same size visually and with the minimum clear space, as shown below.



When using the Member Logo, also adhere to the Clear Space, Size, Color, Background and Misuse guidelines described in the *AIBD Branding Guidelines for AIBD Members, Affiliates and Subgroups* (pages 8-11)

AIBD Affiliate Logo



Portrait (Preferred)

Landscape Option

Shown above are the approved preferred and optional graphics of the Logo Mark and Text Mark to be used by AIBD chapters on their affiliate-branded marketing materials. Always maintain the proper minimum clear space around the AIBD Affiliate Logo (see page 8), and adhere to all other basic branding guidelines outlined in this manual.

What is an Affiliate?

An Affiliate of AIBD is a regional Chapter made up of professionals or a Student Chapter within an academic institution.

AIBD Affiliate Logo Usage:

- The logo is to be used to indicate the affiliate's relationship to the Institute.
- The Institute grants a non-exclusive, royalty-free license to the affiliate according to the terms and conditions established in the chapter constitution.
- The logo may not be altered or used in part.
- Preferred placement of the logo is at the bottom of marketing collateral.
- The logo may be co-branded with an affiliate's unique identifiable proprietary look and feel (e.g., color palette, typography and secondary graphics), according to the AIBD affiliate co-branding guidelines (see page 15).

Obtain a Logo File:

All logo files are prepared exclusively for each specific affiliate and distributed electronically. Contact the AIBD National Office by writing info@AIBD.org or calling 800.366.2423.

The AIBD Affiliate Logo **MUST** be used with **ALL** Chapter marketing materials, newsletters, educational materials, etc.

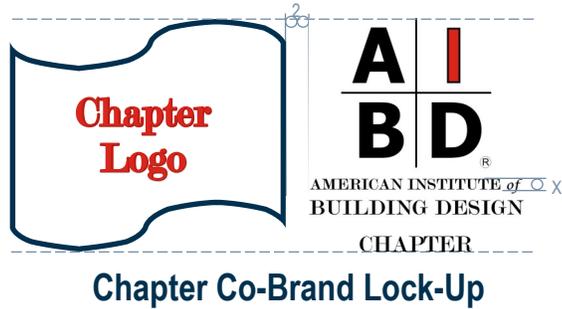
The AIBD Affiliate Logo **IS** the official logo of the Chapter but does not **HAVE** to be the only logo. A Chapter may use their own logo provided that the AIBD Affiliate Logo is also visible (nearby or co-branded as on page 15) and the AIBD Logo Mark (see page 7) is not used in any way, shape or form as a part of the Chapter logo.

When using the AIBD Affiliate Logo, also adhere to the Clear Space, Size, Color, Background and Misuse guidelines described in the *AIBD Branding Guidelines for AIBD Members, Affiliates and Sub-groups* (pages 8-11).

AIBD Affiliate Co-Branding

If a Chapter does not wish to use the AIBD Affiliate Logo as the primary identifying mark (i.e. logo) of their they may create a second proprietary mark provided that:

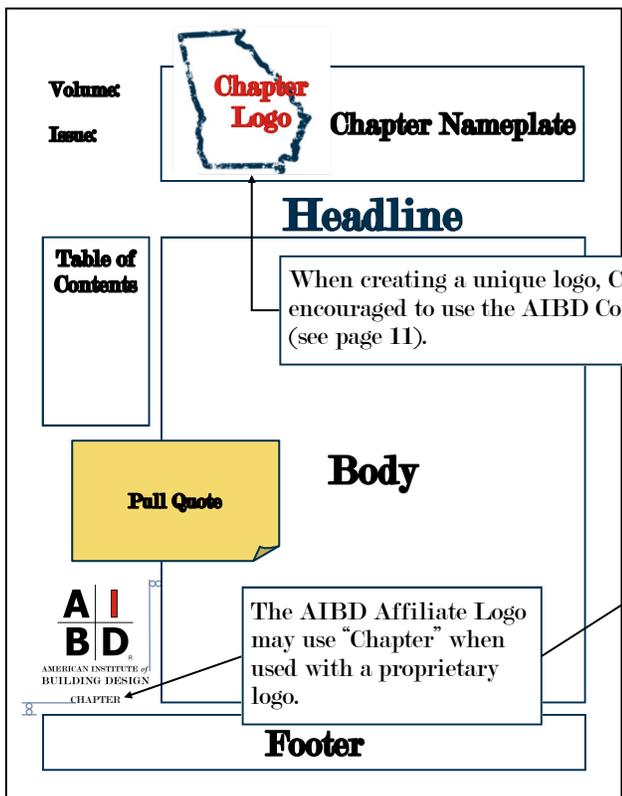
1. The AIBD Logo Mark is not used in any way, shape or form as a part of the Chapter logo.
2. The AIBD Affiliate Logo is used in addition to the Chapter logo in one of the following manners:
 - A. The two logos are both shown on the same page, banner, postcard, sign, etc.
 - B. The two logos are placed together as one Co-brand Lock-up (see the example below).



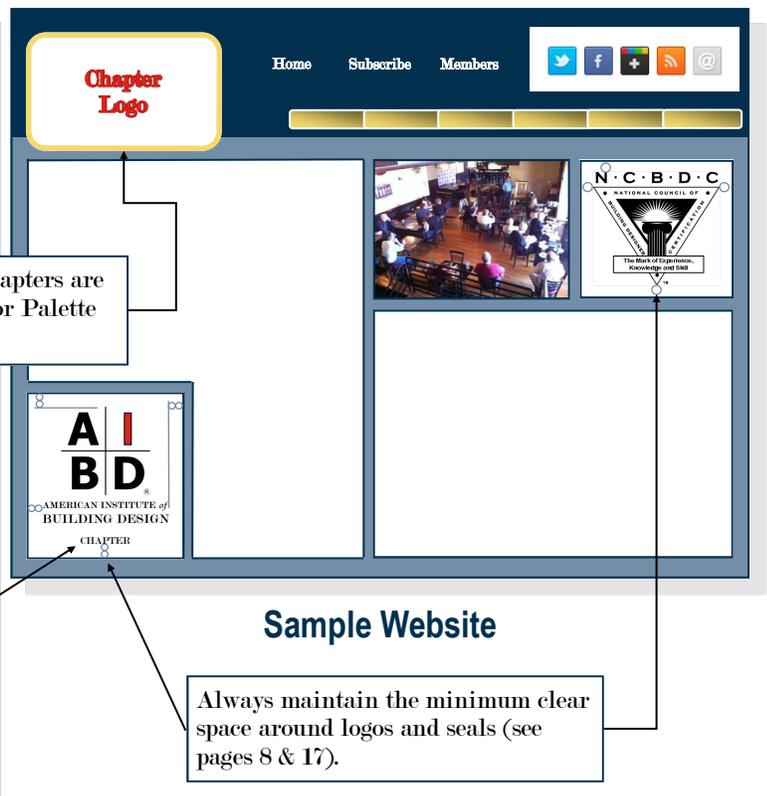
When co-branding, every attempt should be made to present all the logo marks in the same size visually and with the minimum clear space between, as shown above.

If a Co-Brand Lock-Up is not used, below are examples of acceptable co-branding applications in various types of media. Also, refer to the Stationary mock-up examples on pages 20-23.

Sample Newsletter



Sample Website



Always maintain the minimum clear space around logos and seals (see pages 8 & 17).

Adhere to all other branding guidelines such as minimum size and color options (see pages 7-11).

AIBD Council Logos



Shown above are the approved Profile (preferred) and Landscape (optional) graphics of the Logo Mark and Text Mark to be used by AIBD Councils on branded marketing materials. Always maintain the proper minimum clear space around the AIBD Council Logo (see page 8), and adhere to all other basic branding guidelines outlined in this manual.

Council Logo Usage:

- The logo may be used to indicate the user's affiliation with the council of the Institute, but not to imply the Institute's endorsement of the user's services or products.
- The logo may not be altered, combined with other symbols or words or be used in part.
- The logo may be co-branded with another AIBD subgroup logo or other organization logos according to this manual (see page 13) and the guidelines of the logos from other organizations.

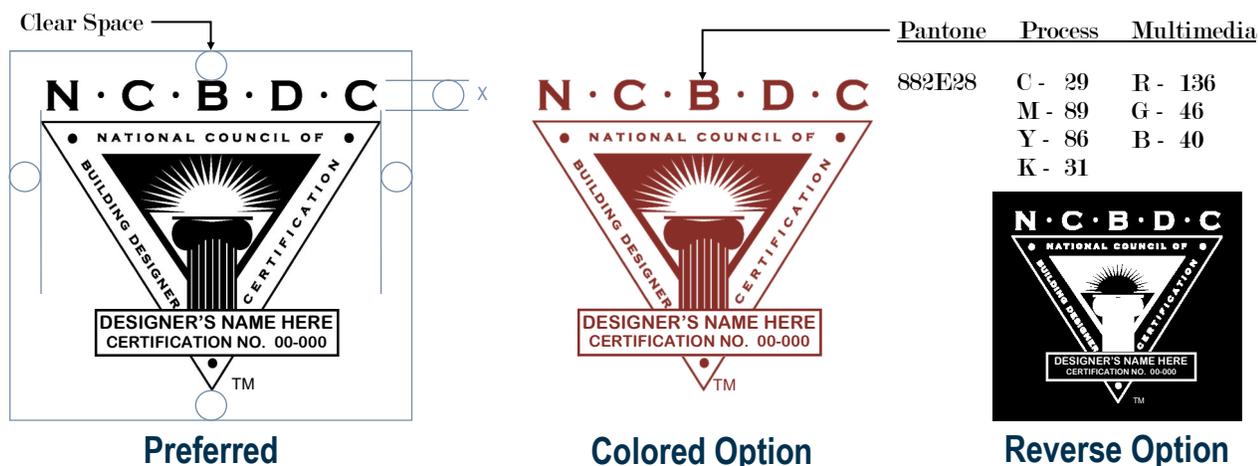
Council Name and Acronym Usage:

- When using the Council's acronym, it should always appear in capital letters using the same font style and size as the text the acronym is combined with (see page 17 for NCBDC acronym usage).
- Misuse of the Council Logo may result in termination of membership or, in the case of NCBDC, certification. Evidence of misuse is referred to the AIBD Resolution Committee for appropriate action on a case-by-case basis.

Obtain a Logo File:

All logo files are prepared exclusively for each specific council and distributed electronically. Contact the AIBD National Office by writing info@AIBD.org or calling 800.366.2423.

NCBDC Seal



Shown above is the approved graphic of the NCBDC Seal to be used by individuals certified by the National Council of Building Designer Certification. Always maintain the proper minimum clear space around the Seal and adhere to all other basic branding guidelines outlined in this manual.

Seal Usage:

- The seal may be used to indicate the user's certification by the Council, but not to imply the Institute's endorsement of the user's services or products.
- The seal may not be altered, combined with other symbols or words or be used in part.
- The seal may be co-branded with another AIBD subgroup logo or other organization logos according to this manual (see page 13) and the guidelines of the logos from other organizations.

Council Name and Acronym Usage:

- When using the Council's name or acronym, "NCBDC," or one of its designation titles, "CPBD" or "CPRD," the acronym and designations should always appear in capital letters and should utilize the same font style and size as the text the acronym is combined with.

Examples: Your Name, CPBD
 NCBDC certified
 CERTIFIED BY THE NCBDC
 A Certified Professional Building Designer for 10 years...

- The initials "NCBDC" and the formal name "National Council of Building Designer Certification" shall be used only in a context in which the mark is likely to be understood by the public to denote affiliation with the Council.
- Misuse of the NCBDC Seal may result in termination of certification. Evidence of misuse is referred to the AIBD Resolution Committee for appropriate action on a case-by-case basis.

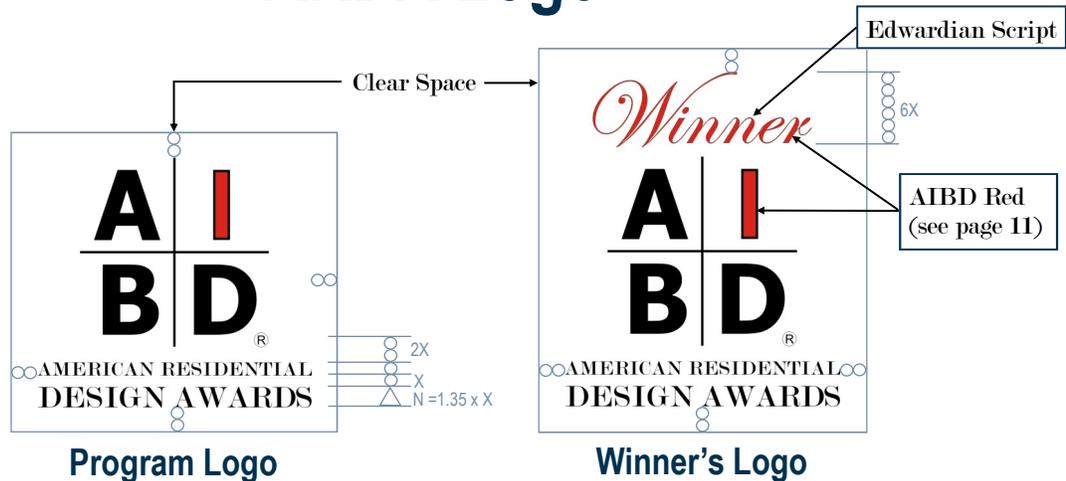
Obtain an Electronic Seal File, Stamp or Embossed Seal:

All NCBDC Seals are to be ordered by contacting the AIBD National Office by writing info@NCBDC.com or by calling 800.366.2423.

Co-Branding:

When co-branding, every attempt should be made to present all the logo marks in the same size visually and with the minimum clear space (see page 13).

ARDA Logo



Shown above is the approved graphic of the American Residential Design Awards (ARDA) and the approved Winner's Logo to be used by individuals who have placed in an ARDA category or have won in a special ARDA category, such as Global Choice, Best in Show, etc. Always maintain the proper minimum clear space around the Program and Winner's Logos and adhere to all other basic branding guidelines outlined in this manual.

Logo Usage:

- The Program Logo may only be used by AIBD or other authorized organizations to promote the program, such as sponsors, media outlets, etc.
- The Winner's Logo may be used by individuals to indicate accomplishment in the program but not to imply the Institute's endorsement of the user's services or products.
- The Winner's Logo may not be altered, combined with other symbols or words or be used in part.
- The Winner's Logo may be co-branded with another AIBD subgroup logo or other organization logos according to this manual (see page 13) and the guidelines of the logos from other organizations.
- The Winner's Logo may be combined with images, provided the image is a winning ARDA entry. (see Background Control, page 9).
- A Reverse of the Winner's Logo may not be used.

Name and Acronym Usage:

- When using the program's full name or acronym "ARDA," the acronym should always appear in capital letters and should utilize the same font style and size as the text the acronym is combined with.

Examples: **American Residential Design Award winner in 2012...**
An ARDA winner two years in a row...

- The initials "ARDA" and the formal name "American Residential Design Awards" shall be used only in a context in which the mark is likely to be understood by the public to denote affiliation with the program.
- Misuse of the Winner's Logo may result in revocation of one or more awards. Evidence of misuse is referred to the AIBD Resolution Committee for appropriate action on a case-by-case basis.

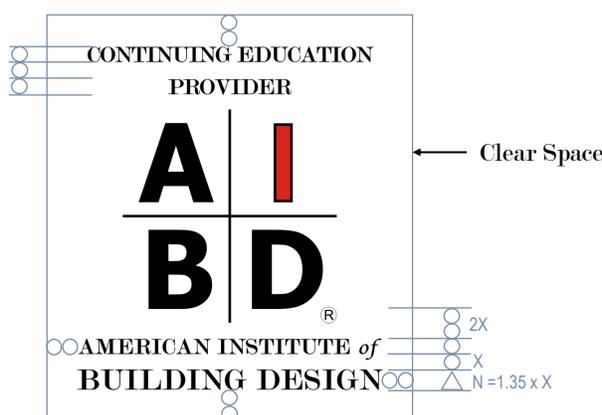
Obtaining a Logo File:

Electronic logo files may be obtained by contacting the AIBD National Office by writing info@AIBD.org or by calling 800.366.2423.

Co-Branding:

When co-branding, every attempt should be made to present all the logo marks in the same size visually and with the minimum clear space (see page 13).

CE Provider Logo



Shown above is the approved graphic to be used by individuals and companies who are registered with the Institute as a Continuing Education (CE) Provider. Always maintain the proper minimum clear space around the logo and adhere to all other basic branding guidelines outlined in this manual.

Logo Usage:

- The logo may be used to indicate CE Provider status in the Institute but not to imply the Institute's endorsement of the user's services or products.
- The logo may not be altered, combined with other symbols or words, or be used in part.
- The logo may be co-branded with another AIBD subgroup logo or other organization logos according to this manual (see page 11) and the guidelines of the logos from other organizations.
- The logo may be combined with images (see Background Control, page 9).

Name and Acronym Usage:

- When using the full title or Institute's acronym "AIBD," the acronym should always appear in capital letters and should utilize the same font style and size as the text the acronym is combined with.

Examples: **An approved AIBD Continuing Education Provider...**

An approved CE Provider of the American Institute of Building Design...

- The initials "AIBD" and the formal name "American Institute of Building Design" shall be used only in a context in which the mark is likely to be understood by the public to denote affiliation with the Institute and its continuing education program.
- Misuse of the AIBD CE Provider Logo may result in revocation of the individual or company registration. Evidence of misuse is referred to the AIBD Resolution Committee for appropriate action on a case-by-case basis.

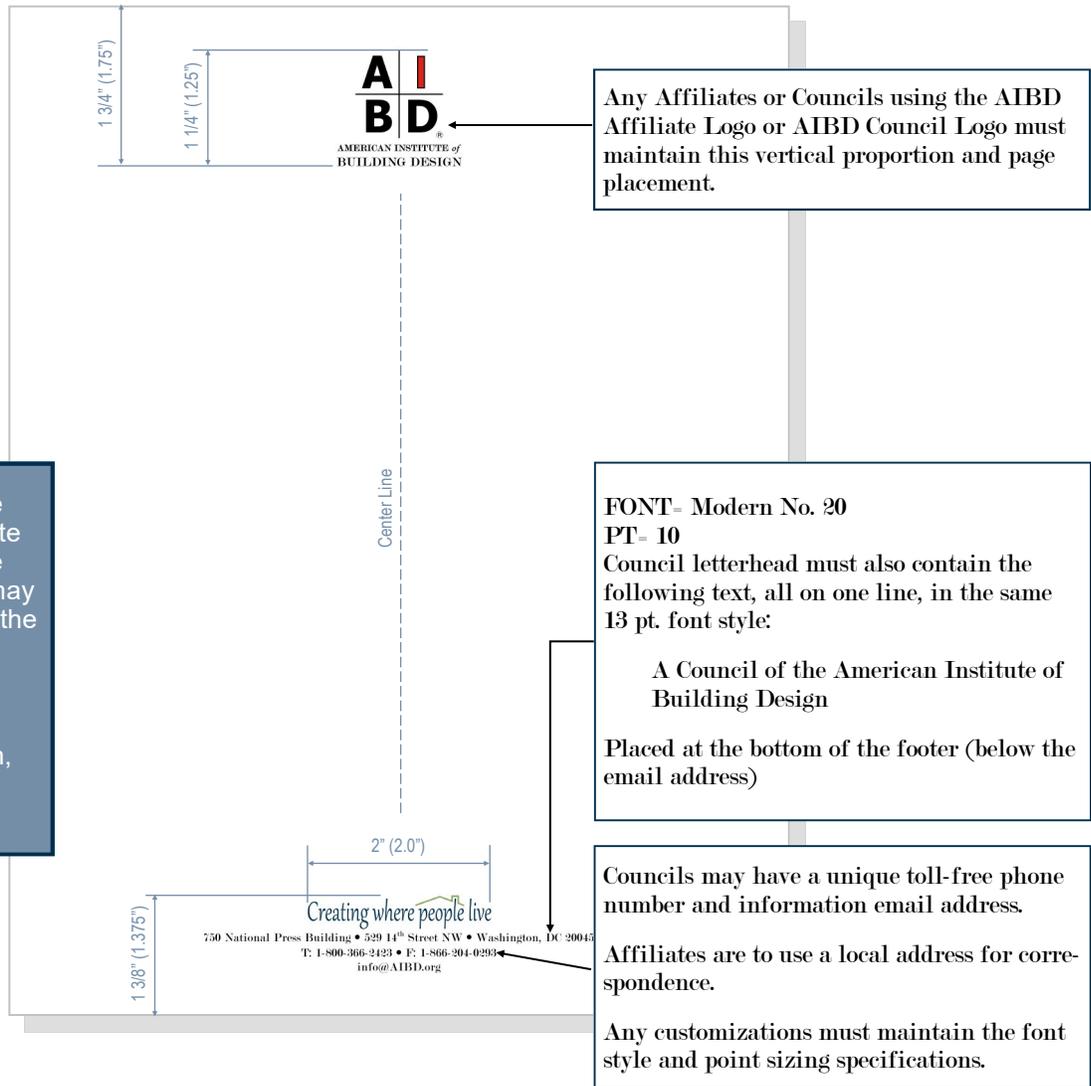
Obtain an Electronic Seal File, Stamp or Embossed Seal:

Electronic logo files may be obtained by contacting the AIBD National Office by writing info@AIBD.org or by calling 800.366.2423.

Co-Branding:

When co-branding, every attempt should be made to present all the logo marks in the same size visually and with the minimum clear space.. (see page 13)

Letterhead



These examples are the desired primary corporate letterhead and envelope templates. Subgroups may submit other designs to the Board of Directors to be approved on a case-by-case basis.

Color images are shown, but black and white versions may be used.

Any Affiliates or Councils using the AIBD Affiliate Logo or AIBD Council Logo must maintain this vertical proportion and page placement.

FONT- Modern No. 20
PT- 10
 Council letterhead must also contain the following text, all on one line, in the same 13 pt. font style:

A Council of the American Institute of Building Design

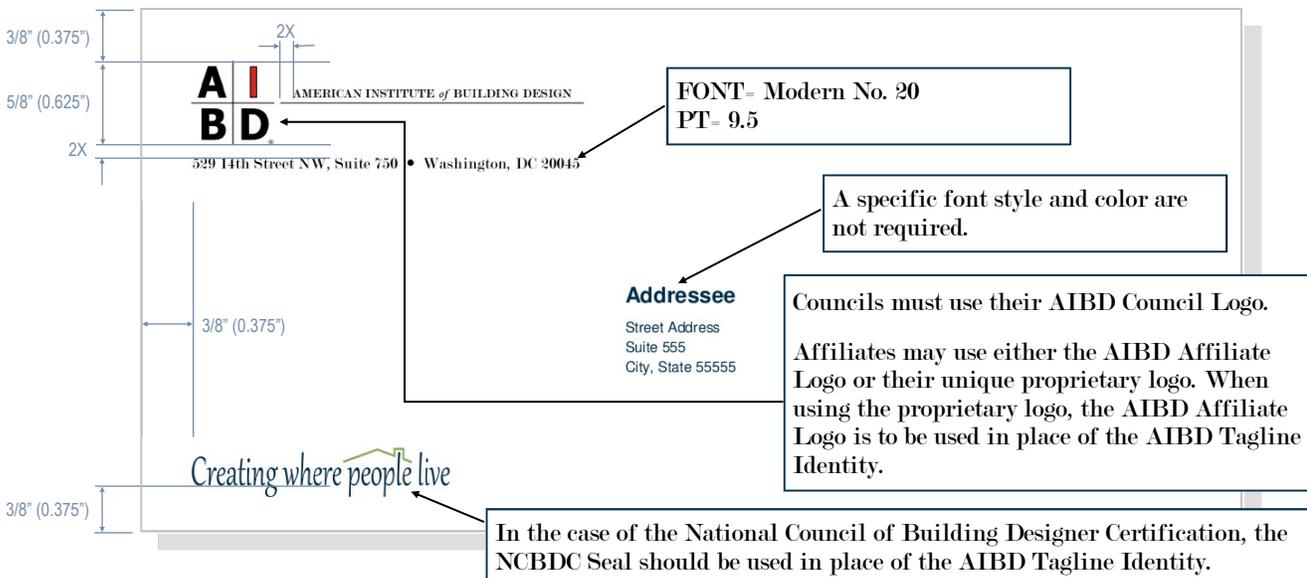
Placed at the bottom of the footer (below the email address)

Councils may have a unique toll-free phone number and information email address.

Affiliates are to use a local address for correspondence.

Any customizations must maintain the font style and point sizing specifications.

#10 Envelope



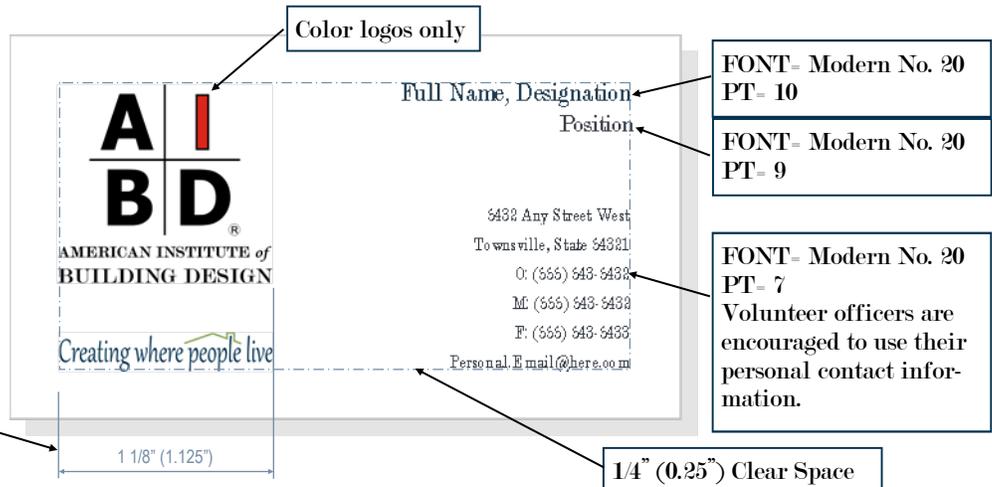
Business Card

Business cards are to be issued to Officers, Directors and Staff.

All subgroup logos are to maintain the same vertical proportion and page placement.

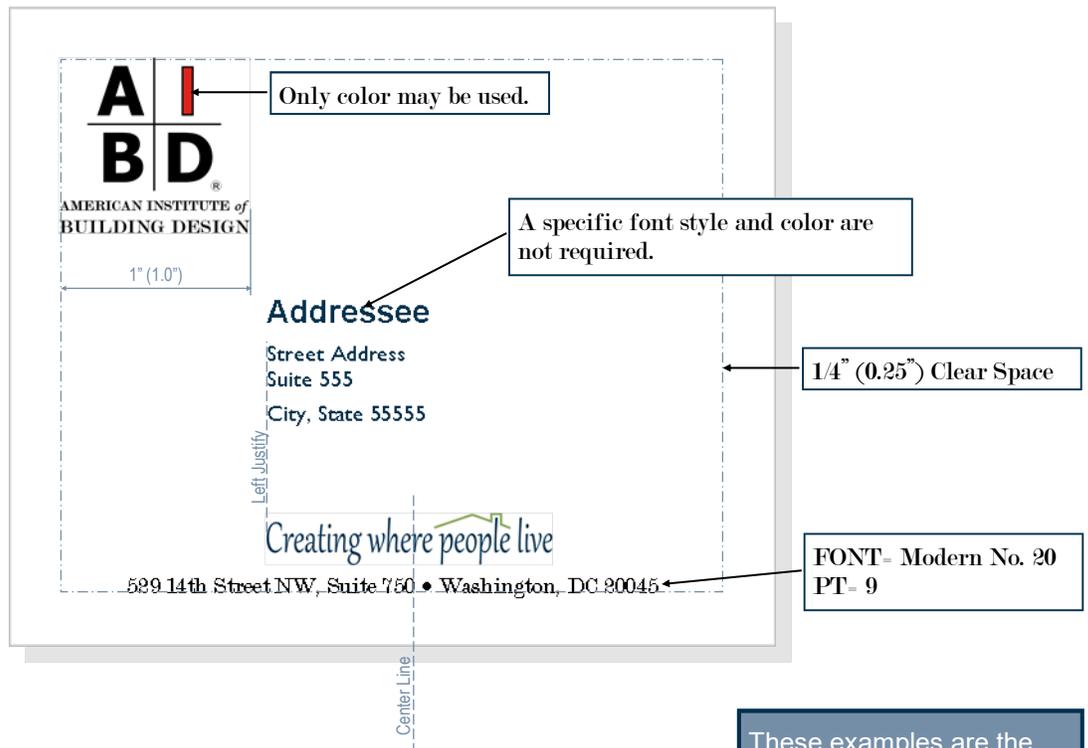
Affiliates using a proprietary logo must submit their business card design for approval by the Board of Directors. Co-branding is reviewed on a case-by-case basis (see page 23 for examples).

In the case of the NCBDC, the NCBDC Seal is to be used in place of the AIBD Tagline Identity.



Shipping Label

(Avery #5164)



These examples are the desired primary corporate business card and label templates. Subgroups may submit other designs to the Board of Directors to be approved on a case-by-case basis.

Sample Co-Branded Affiliate Letterhead

Sample #1

The affiliate's proprietary logo and the AIBD Affiliate Logo may share the header if the AIBD Affiliate Logo is equal in size and opposite the proprietary mark. Adhere to the minimum width dimensions.

The AIBD Affiliate Logo or the AIBD Tagline Identity may be placed in the footer (left justified or centered). Both may be used together according to Sample #3, only. Adhere to the minimum width dimensions.

Sample #2

The affiliate's proprietary logo and the AIBD Tagline Identity may share the header provided that the tagline is not less than 2" (2.0") wide and it is aligned with the proprietary mark.

Sample #3

The AIBD Affiliate Logo and the AIBD Tagline Identity may both be located in the footer provided they align and meet the minimum width dimension requirements.

Sample #4

The AIBD Affiliate Logo and the AIBD Tagline Identity may NOT be placed in the header together.

Use of the AIBD Affiliate Logo and the letterhead template on page 20 are PREFERRED but not required.

ALL Affiliate stationary products MUST be submitted and approved by the AIBD Board of Directors.

These samples display suggested optional logo placement only.

Affiliates may ask AIBD Staff to assist with the creation of a custom letterhead by submitting a mock-up.

Sample Co-Branded Affiliate Business Card

Sample 1 (Top): Shows an 'Affiliate Logo' in a blue outline box at the top left. Below it is the AIBD logo (A | B, I | D) with 'AMERICAN INSTITUTE of BUILDING DESIGN CHAPTER' underneath. To the right is a dashed box for 'Name and contact information'. At the bottom right is the tagline 'Creating where people live' with a house icon. An arrow points from the callout box to the AIBD logo.

Sample 2 (Second): Shows a dashed box for 'Name and contact information' at the top left. To the right is a 'Chapter Logo' in a blue rounded rectangle. Below the chapter logo is the AIBD logo. At the bottom left is the tagline 'Creating where people live'. An arrow points from the callout box to the AIBD logo.

Sample 3 (Third): Shows a dashed box for 'Name and contact information' at the top. Below it is a 'Chapter' logo in a blue outline of a state. To the right is the AIBD logo. At the bottom right is the tagline 'Creating where people live', which is crossed out with a red circle and slash. An arrow points from the callout box to the AIBD logo.

Sample 4 (Bottom): Shows a dashed box for 'Name and contact information' at the top. Below it is a 'Chapter Logo' in a blue outline of a state. To the right is the AIBD logo. At the bottom right is the tagline 'Creating where people live'. An arrow points from the callout box to the AIBD logo.

Callout Boxes:

- Top Left:** Align the AIBD Affiliate Logo centered below the proprietary logo.
- Second Left:** The font style and color used in the business card template on page 21 is suggested. However, Affiliates may submit alternates for approval by the Board of Directors.
- Third Left:** IF the AIBD Tagline Identity is used, it is to align opposite the AIBD Affiliate Logo.
- Bottom Left:** A similar layout with the logos aligned along the top and the other information below is also acceptable.
- Bottom Left (Second):** A similar layout with the logos aligned along the top and the other information below is also acceptable.
- Top Right (Blue Box):** Use of the AIBD Affiliate Logo and the business card template on page 21 are PREFERRED but not required. ALL Affiliate stationary products MUST be submitted and approved by the AIBD Board of Directors. These samples display suggested optional logo placement only. Affiliates may ask AIBD Staff to assist with the creation of a custom business card by submitting a mock-up.
- Second Right:** Align the AIBD Affiliate Logo centered below the proprietary logo.
- Third Right:** Align the AIBD Affiliate Logo with the bottom of the proprietary logo and equally justify the logos right & left. The AIBD Affiliate Logo is always on the right.
- Bottom Right (Second):** The AIBD Tagline Identity may not be used between co-branded logos.
- Bottom Right:** Adhere to the co-branding lock-up example on page 15 and clear space guideline (see page 8) . Logos may only be placed left justified along the bottom.

To ensure readability, never reproduce an American Institute of Building Design logo at sizes smaller than those indicated here. Doing so will cause the logo to become unreadable or unrecognizable. See page 8 for the minimum size dimensions and guidelines.

Creating where  people live

American Institute of Building Design

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