



# **IAIA Family**

## Brand Guidelines

**Version 2.1**

# OVERVIEW

The Institute of American Indian Arts (IAIA) Brand is rooted in the organization's dynamic tradition of contemporary arts and its unique focus on Native cultures. These strengths are communicated through a consistent system of visual elements. IAIA's modern, understated logo and its variations are designed to blend well with clean, contemporary designs. Preferred layouts should use bold colors and ample breathing space to keep strong artwork and images in the forefront, letting the vibrant culture of IAIA speak for itself.

As part of the IAIA community, you play a crucial role in protecting the integrity of the IAIA brand. These guidelines have been established to ensure the brand is always presented in a clear and consistent manner. While creativity is always encouraged, your attention to these guidelines when developing IAIA materials of any kind or type will help maintain IAIA's strong public image.

If you need help interpreting this guide or planning a project, please consult the Marketing and Communications Director at 505.424.2351 or at [iaiacommunications@iaia.edu](mailto:iaiacommunications@iaia.edu).

# IAIA FAMILY

## Brand Guidelines

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## PRIMARY AND DIVISION LOGOS

IAIA's logo family consists of the IAIA logo (discussed on this page) and approved variations for discreet component divisions of IAIA (discussed on page 5).

The logos are unique sets of custom letter forms. The primary element is the IAIA initials, under which the organization's name is spelled out. All letters are capitalized, and – with the exception of the primary IAIA acronym – each A incorporates a triangular graphic which replaces the letter's crossbar.

The visual elements of each logo and their relationships with each other must never be altered. The logos may not be redrawn or re-typeset in any way, and the proportions and positions of each element within each logo (as well as the entire logo) may not be changed. Please see page 8 for the guidelines on logo misuse.

Only approved artwork may be used for corporate logo reproduction in all applications and circumstances. Digital artwork in many formats is available from the Office of Marketing and Communications.

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### Primary Institute Logo



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### Museum of Contemporary Native Arts Logo



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### Center for Lifelong Education Logo



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### Foundation Logo



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### Thunderbird Icon



## PRIMARY IAIA LOGO VARIATIONS

The following approved versions of the IAIA logo are to be used in the appropriate circumstances. The standard logo in red is preferred whenever a color version is used. Use the black version of the logo whenever the color scheme is grayscale. When using a variation that requires a reverse logo treatment, use a background that has a color opacity dense enough so the logo is 100% readable.

Whenever using the logo variation with the address, please follow the same guidelines as above. The preferred logo with address variation has the address immediately under the logo. Address variations are discussed on page 13.

Never use the primary logo variation when its size will be too small to clearly read IAIA's full name. In such cases, use the acronym only logo variation.

These guidelines apply to the IAIA Foundation logo variation as well.

### APPROVED VARIATIONS



A. Positive - The logo in Pantone 1797



B. Black - The logo in Pantone 419



C. Reversed - The logo in white on a 100% color

### APPROVED VARIATIONS

#### With Address



A. Positive - The logo in its signature colors  
Pantone 1797 - Red  
Pantone 419 - Black



B. Black - The logo in Pantone 419



C. Reversed - The logo in white on a 100% color

### APPROVED VARIATIONS

#### Acronym Only



A. Positive - The logo in Pantone 1797



B. Black - The logo in Pantone 419



C. Reversed - The logo in white on a 100% color

## LOGO VARIATIONS FOR DIVISIONS



The following approved versions of the IAIA division logos are to be used in the appropriate circumstances. The standard logo in red is preferred whenever a color version is used. Use the black version of the logo whenever the color scheme is grayscale. When using a variation that requires a reverse logo treatment, use a background that has a color opacity dense enough so that the logo is 100% readable.

Please see page 13 for guidelines for using a logo variation with an address. Whenever using the logo variation with the address, please follow the same guidelines as above. The preferred logo with address variation has the address immediately under the logo.

Never use the division logo variations when their size will be too small to clearly read IAIA's full name. In such cases, use the acronym-only logo variation.

Any division or department wishing to have its own logo must first consult with the Marketing and Communications Director.

### APPROVED - Museum of Contemporary Native Arts Variations



A. Positive - The logo in its signature colors  
Pantone 1797 - Red  
Pantone 419 - Black



B. Black - The logo in Pantone 419



C. Reversed - The logo in white on a 100% color



D. Positive - The logo acronym in its signature colors  
Pantone 1797 - Red  
Pantone 419 - Black



E. Black - The logo acronym in Pantone 419

### APPROVED - Center for Lifelong Education Variations



A. Positive - The logo in its signature colors  
Pantone 1797 - Red  
Pantone 419 - Black



B. Black - The logo in Pantone 419



C. Reversed - The logo in white on a 100% color



D. Positive - The logo in its signature colors  
Pantone 1797 - Red  
Pantone 419 - Black



E. Black - The logo in Pantone 419

## THUNDERBIRD ICON VARIATIONS

The distinctive thunderbird icon should not be confused with the IAIA logo, but it is a distinctive part of IAIA's history and is an important component of IAIA's visual brand.

The thunderbird icon is a versatile image and may be used in a wide variety of settings. There are, however, guidelines to preserve its unique appearance.

The following approved versions of the thunderbird icon are to be used in the appropriate circumstances. The standard icon in red is preferred whenever a color version is used. Alternately, the turquoise version may be used. Use the black version whenever the color scheme is grayscale. When using a variation that requires a reverse treatment, use a background that has a color opacity dense enough so that the logo is 100% readable.

Whenever using the icon in conjunction with the logo, please follow the same guidelines as above. Generally, the icon should be to the immediate left of the logo and in the proportions as illustrated on this page. Please refrain from placing the thunderbird icon behind the logo in such a way that the icon and the logo conflict with each other, unless the relative size of each mitigates this conflict.

The tan version of the icon is the preferred version when the icon is used as a watermark or is placed as a background. When using this color version of the thunderbird, a screen of 15% is recommended. If the color scheme is grayscale, a light, screened version of the black icon may be used.

The head of the thunderbird should never face away from the central focus of the design. Therefore, as a general rule, when the icon is placed on the far right side of a design, the thunderbird should be flipped horizontally so the head faces into the design.

In some circumstances when it is not possible to have the thunderbird bleed off the edge of the page, it is permissible to allow the bottom or side of the thunderbird icon to fade to simulate a bleed.

Please see page 10 for the guidelines on thunderbird icon misuse.

### APPROVED - Thunderbird Icon Variations



A. Positive - The icon in Pantone 1797



B. Black - The icon in Pantone 419



C. Reversed - The icon in white on a 100% color



D. Tan - The icon in Pantone 7527



E. Turquoise - The icon in Pantone 7466



F. w/IAIA Logo - The icon in Pantone 1797



G. w/IAIA Logo - The icon in Pantone 419

## APPROVED/RECOMMENDED COLORS

IAIA's school colors are red and turquoise, with black as an accent color. The primary color for brand purposes is red, and is the preferred color for the logo and thunderbird icon. This page contains the official colors, including the correct Pantone, CMYK, RGB, HTML, and Web numbers/codes. The tan color is reserved for the thunderbird icon and only when it is used as a watermark or in the background (see page 6). When the design scheme is in grayscale, the ink color should be black.

## SIGNATURE COLORS

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**PMS 1797**

C-12 M-95 Y-84 K-2  
R-209 G-51 B-57  
Web safe: d13339



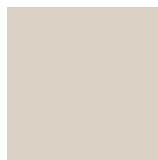
**PMS 419**

C-72 M-65 Y-65 K-73  
R-33 G-34 B-33  
Web safe: 212221



**PMS 7466**

C-95 M-0 Y-31 K-0  
R-0 G-173 B-187  
Web safe: 00adbb



**PMS 7527**

C-15 M-13 Y-21 K-0  
R-217 G-210 B-196  
Web safe: d9d2c4



## LOGO MISUSE - PRIMARY LOGO

To maintain brand consistency, do not modify or distort the logo or approved logo variations in any way. The uses shown on this page are all unacceptable. Most questions on acceptable and unacceptable logo use may be answered by reviewing the examples presented on this page. Any remaining questions about logo use may be addressed to the Marketing and Communications department.

- A. Do not stretch, condense, or distort the logos.
- B. Do not reposition any logo elements.
- C. Do not change the proportions of any logo element.
- D. Do not outline the logo.
- E. Do not change approved logo colors.
- F. Do not change the logo typeface

Please note: Although only the primary IAIA logo is shown in these examples, these guidelines apply to all logo variations for the primary logo and for the IAIA Foundation logo.

## APPROVED LOGO

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## UNACCEPTABLE USE

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- A. The IAIA logo is shown with a large black 'X' drawn over it, indicating it is unacceptable.
- B. The IAIA logo is shown with a large black 'X' drawn over it, indicating it is unacceptable.
- C. The IAIA logo is shown with a large black 'X' drawn over it, indicating it is unacceptable.
- D. The IAIA logo is shown with a large black 'X' drawn over it, indicating it is unacceptable.
- E. The IAIA logo is shown with a large black 'X' drawn over it, indicating it is unacceptable.
- F. The IAIA logo is shown with a large black 'X' drawn over it, indicating it is unacceptable.

## LOGO MISUSE - DIVISION LOGOS

To maintain brand consistency, do not modify or distort the division logos or approved logo variations in any way. The uses shown on this page are all unacceptable. Most questions on acceptable and unacceptable logo use may be answered by reviewing the examples presented on this page. Any remaining questions about logo use may be addressed to the Marketing and Communications department.

- A. Do not stretch, condense, or distort the logos.
- B. Do not reposition any logo elements.
- C. Do not change the proportions of any logo element.
- D. Do not outline the logo.
- E. Do not change approved logo colors.
- F. Do not change the logo typeface
- G. Do not add the Thunderbird icon except in approved formats.

Please note: Although only the Museum's division logo is shown in these examples, these guidelines apply to all division logos and logo variations.

## APPROVED LOGO



## UNACCEPTABLE USE

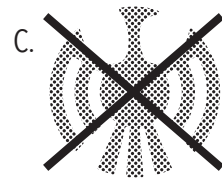
- A. MUSEUM OF CONTEMPORARY NATIVE ARTS
- B. MUSEUM OF CONTEMPORARY NATIVE ARTS
- C. MUSEUM OF CONTEMPORARY NATIVE ARTS
- D. MUSEUM OF CONTEMPORARY NATIVE ARTS
- E. MUSEUM OF CONTEMPORARY NATIVE ARTS
- F. MUSEUM OF CONTEMPORARY NATIVE ARTS
- G. MUSEUM OF CONTEMPORARY NATIVE ARTS

## THUNDERBIRD ICON MISUSE

To maintain brand consistency, do not modify or distort the thunderbird icon or icon variations in any way. The uses shown on this page are all unacceptable. Most questions on acceptable and unacceptable logo use may be answered by reviewing the examples presented on this page. Any remaining questions about logo use may be addressed to the Marketing and Communications department.

- A. Do not stretch, condense, or distort the icon.
- B. Do not change approved icon colors.
- C. Do not fill the icon with ornate or complicated imagery.
- D. Do not place the icon behind any of the logos except when it is being used as a watermark.
- E. Do not add the Thunderbird icon except in approved formats.

## APPROVED - Thunderbird Icon Variations



## BACKGROUND GUIDELINES – ALL LOGO VARIATIONS

To ensure optimum recognition and legibility, all IAIA logos must appear on plain high-contrast backgrounds without any other graphic elements.

- A. Do not place logos on complex backgrounds; this will impair legibility of the type.
- B. Do not place logos on patterned backgrounds; this will impair legibility of the type.
- C. Do not place logos on background colors which are similar in value to the color of the logo.
- D. Do not place black logos on halftone photos or similar images; this will impair legibility of the type.

Please note: Although the primary IAIA logo is shown in these examples, these guidelines apply to all logo and logo variations in the IAIA logo family.

If you need help interpreting these guidelines, please consult the Marketing and Communications Director at 505.424.2351 or at [iaiacommunications@iaia.edu](mailto:iaiacommunications@iaia.edu)

## UNACCEPTABLE - Background Usage



## SIZE REQUIREMENTS

The logos should not be used in sizes so small that legibility or reproduction quality is impaired. This page provides the minimum sizes for the logos. For applications where a size smaller than the minimum is needed, the acronym-only versions should be used.

Minimum sizes for logos with the full name:

IAIA logo: 1 inch wide

Museum of Contemporary Native Arts logo variation:  
2 inches wide

Center for Lifelong Education logo variation:  
1.7 inches wide

An important part of the brand identity is the use of breathing space around critical elements of the designs. Therefore, these guidelines contain minimums of clearance space around each of the logos.

## CLEAR ZONE

IAIA logo:

The clear zone should be a minimum of 22% of the logo's width.  
Example: if the logo is 2 inches wide, the clear zone should be about .44 (7/16) of an inch.

Museum of Contemporary Native Arts logo variation:

The clear zone should be a minimum of 12.5% of the logo's width.  
Example: if the logo is 2 inches wide, the clear zone should be about .125 (1/8) of an inch.

Center for Lifelong Education logo variation:

The clear zone should be a minimum of 15% of the logo's width.

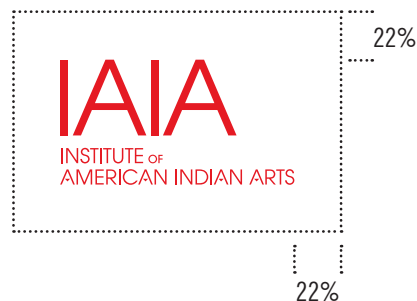
Example: if the logo is 2 inches wide, the clear zone should be about .3 (almost 5/15) of an inch.

## Minimum Sizes

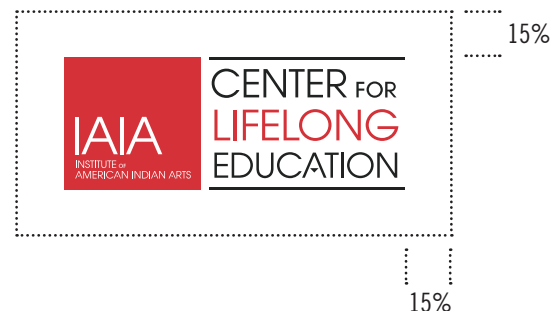


## Clear Areas

Primary Institute of American Indian Arts and Foundation logos



## Clear Areas - Museum of Contemporary Native Arts and Center for Lifelong Education



## LOGOS WITH ADDRESS

The standard version of the logo with the address is presented on page 4, and this is the preferred version. There may be occasions when a horizontal address is needed. If so, the address must be to the right of the logo in one line and flush with its bottom.

For the division logo variations, the preferred placement for the address is in one line just below the logo and force-justified across the width of the logo. When the logo size or design do not permit the use of the address in this configuration, the address may be placed immediately to the right of the logo in one line and flush with its bottom.

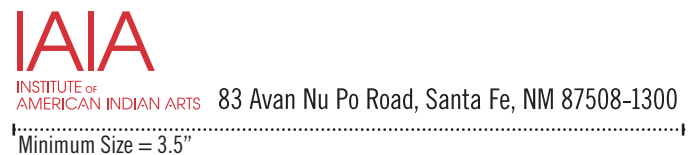
Files for the logos with these address versions are available from the Office of Marketing and Communications.

Also, this page presents minimum sizes for the address versions when the address is to the right of the logo.

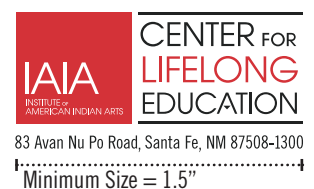
### IAIA logo with vertical address



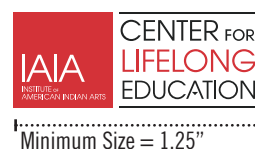
### IAIA logo with horizontal address



### Department logos with address



### Department logos without address



## MARKETING MATERIAL GUIDELINES

While encouraging creativity, IAIA's visual structure should remain consistent to re-enforce IAIA's brand identity, which must reflect the institution's dedication to contemporary creative arts. The following design guidelines are highly recommended to ensure IAIA's brand remains consistent.

- A. Bold images reflecting creativity, art, and Native cultures are preferred.
- B. IAIA is about its students, faculty, and staff; strong images showcasing individuals engaged in IAIA activities are encouraged.
- C. Striking images of the IAIA facilities also are encouraged where a sense of place is needed.
- D. Colors from the recommended color palette are preferred (page 7).
- E. Ample breathing room or "white" space should be used around the visual elements to lend them added emphasis.
- F. Avoid crowded or cluttered layouts

If you need help interpreting these guidelines, please consult the Marketing and Communications Director at 505.424.2351 or at [iaiacommunications@iaia.edu](mailto:iaiacommunications@iaia.edu)

## PRINT ADVERTISEMENT EXAMPLES





## LETTER FORMATTING GUIDELINES

Letter formatting guidelines help reinforce the overall IAIA brand by presenting a clean contemporary look, while balancing the need to minimize the use of paper. Therefore, please adhere to the following margins:

TOP: 1.75 Inches  
 BOTTOM: .75 Inches  
 LEFT: 1.75 Inches  
 RIGHT: .75 inch

When composing a letter, please follow these standard business formatting guidelines:

**DATE:**  
 1-3 blank lines (depending on amount of copy in the letter)

**NAME AND ADDRESS:**  
 One blank line

**SALUTATION:**  
 One blank line

**BODY OF LETTER:**  
 One blank line separating paragraphs

**CLOSING:**  
 3-4 blank lines  
 Sender's name  
 Title

The preferred font is Arial or Helvetica, no smaller than 10pt and no larger than 12pt.

If the letter goes to second or more sheets, please use the same margins as the primary page and use the designated second sheet stationery (with the thunderbird watermark).

The phone and address block in the lower left corner of the letterhead are part of templates supplied by the Marketing and Communications Department. Please do not try to re-create this block without consulting with the Marketing and Communications Department.

**IAIA**  
 INSTITUTE of  
 AMERICAN INDIAN ARTS

1.75"

Date

Name  
 Title  
 Company  
 Street Address  
 City, ST 12345

.75"

Dear Salutation,

1.75"

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras faucibus dapibus augue sed vulputate. Aenean non efficitur magna. Nam gravida odio at eros fermentum, sit amet laoreet leo interdum. Fusce posuere tincidunt nisl, eget pretium dolor volutpat quis. Nam aliquam rhoncus ullamcorper. Quisque eu diam sed enim finibus sodales in quis velit. Sed dapibus mollis lacus vel molestie. Aenean ullamcorper auctor dui, a sagittis elit porttitor ac.

Mauris fringilla enim at posuere porttitor. Vivamus fermentum diam urna. Aenean aliquam porta blandit. Praesent eu tincidunt neque. Maecenas pretium sapien at elit facilisis, quis consequat nisi lobortis. Sed nec magna tempor, congue dui vel, sodales neque. Sed lectus turpis, tristique eu turpis sit amet, iaculis tristique massa. Suspendisse eu ipsum turpis. Nulla vitae semper massa, et pellentesque augue. Etiam eget quam ut nisi tempor ultrices eget at nulla. Sed egestas tellus sed risus ornare imperdiet.

Nulla maximus, mi vel consectetur blandit, leo sem porta arcu, at vulputate quam sem eget velit. Nullam at aliquam lectus. Nunc arcu arcu, ultricies eget vestibulum vitae, consectetur id diam. Curabitur mollis eu lectus sit amet semper. Cras rutrum ipsum a leo feugiat, ut rutrum eros tincidunt. Nam sollicitudin sit amet sem nec iaculis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam venenatis magna velit, id lobortis ante consequat sed. Phasellus blandit lacus id metus mollis, non ultricies quam posuere.

Closing,

Your Name, (Tribal Affiliation)  
 Title  
 Department (if applicable)

P ▶ 505.424.2310  
 F ▶ 505.424.2310

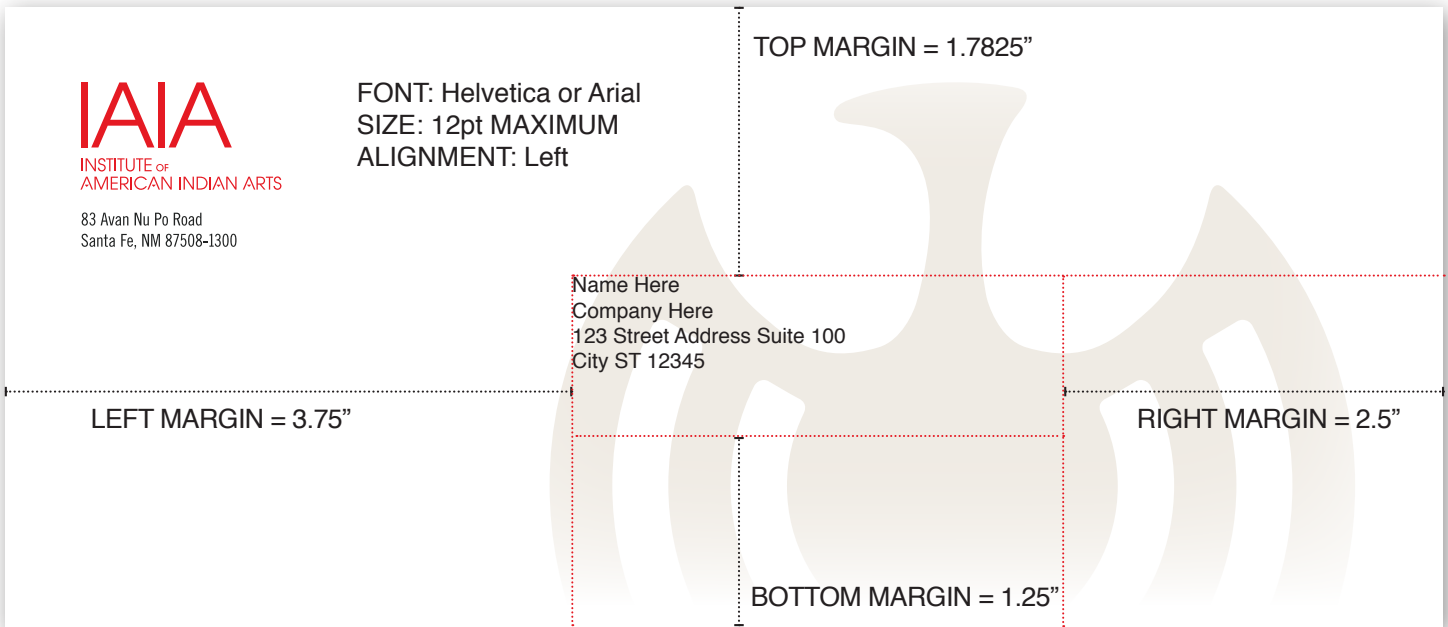
83 Avan Nu Po Road  
 Santa Fe, NM 87508-1300  
 www.iaia.edu

.75"



## ENVELOPE AND MAILING LABEL FORMATTING

Envelope and label formatting guidelines help reinforce the overall IAIA brand by presenting a clean contemporary look. Therefore, please adhere to the following margins:

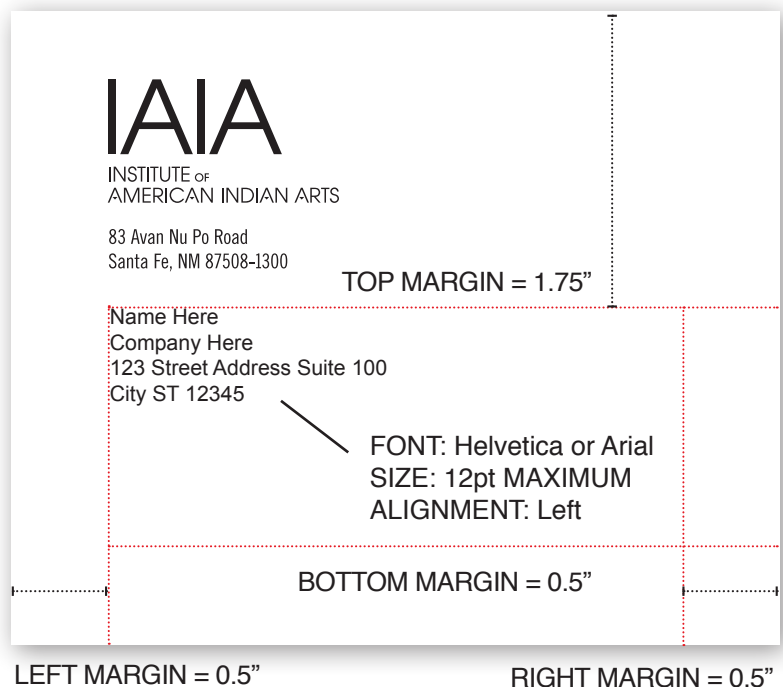


When addressing an envelope or label, please follow these standard business formatting guidelines:

Recipient Name  
Title (if applicable)  
Place of Work (if applicable)  
Address Line 1  
Address Line 2 (if applicable)  
City State Zip

Postal regulations now stipulate that every line in the address block be left-justified and the two-letter state abbreviations be used. Place only one space between city and state, and only two spaces between state and the zip code. Do not use punctuation in the street, city, state, or zip address components.

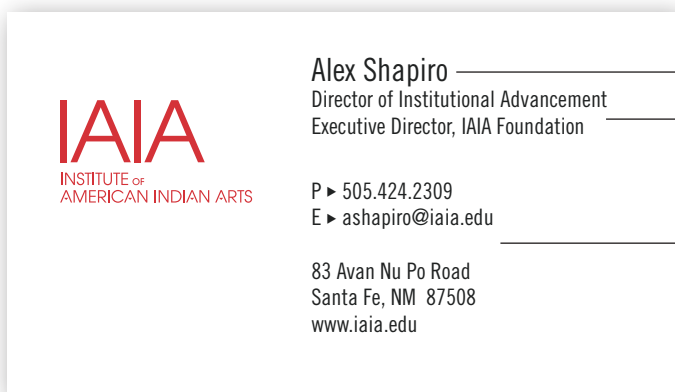
The preferred font is Arial or Helvetica, no smaller than 10pt and no larger than 12pt.



## BUSINESS CARD FORMATTING GUIDELINES

Business card formatting guidelines help reinforce the overall IAIA brand by presenting a clean contemporary look. Please note that although only the primary IAIA logo is shown, these guidelines apply to the business cards for all IAIA divisions.

The Office of Marketing and Communications places all business card orders to ensure consistency and to save money. Please contact the Marketing and Communications Director with any questions about business cards or to place an order.



NAME FONT: Trade Gothic - Condensed No. 18

SIZE: 12pt MAXIMUM

ALIGNMENT: Left

TITLE FONT: Trade Gothic - Condensed No. 18

SIZE: 10pt MAXIMUM

ALIGNMENT: Left

PHONE & ADDRESS FONT: Trade Gothic - Condensed No. 18

SIZE: 9pt MAXIMUM

ALIGNMENT: Left



REVERSE CARD WILL BE A TEMPLATE  
USED ON EVERY CARD

## TYPOGRAPHY

To provide visual consistency to IAIA's brand, it is highly recommended to use the approved font families.

The preferred font family is Trade Gothic Condensed by Linotype. The standard weight is preferred for most body copy and many headline applications. Where additional weight is needed either for emphasis or legibility, Bold Condensed is recommended. The oblique versions may be used as needed.

For select applications – especially in headlines or in bold graphic uses – the recommended supplemental font is Rosewood Fill by Linotype. Rosewood Fill should be used in large scale and preferably for very short phrases. (Note: to improve the visual spacing of Rosewood Fill, a kerning of negative 30 or more is recommended.)

Acceptable alternatives to Trade Gothic Condensed are Helvetica or Arial. With the exception of the fonts recommended here, serif fonts (such as Times New Roman) are strongly discouraged for all applications, including correspondence. Any questions about typography may be addressed to the Office of Marketing and Communications.

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### PREFERRED FONTS

Trade Gothic Condensed

*Trade Gothic Condensed Oblique*

**Trade Gothic Bold Condensed**

***Trade Gothic Bold Condensed Oblique***

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### HEADLINE FONT

**ROSEWOOD FILL**

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### ALTERNATIVE FONTS

Helvetica

*Helvetica Italic*

**Helvetica Bold**

***Helvetica Bold Italic***

Arial

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

## COMMUNICATIONS

### NAMES

The Institute of American Indian Arts may be referred to either by its full name or by the acronym IAIA. Terms such as “Institute” should be avoided, as well as using the word “the” before “IAIA.”

The names of divisions or departments should be referred to by their full names, such as the Museum of Contemporary Native Arts, or the Center for Lifelong Education. Acronyms, such as MoCNA or CLE are not preferred. If acronyms need to be used, never combine them, such as IAIA MoCNA or IAIA CLE.

The first letter of each word in a name should be capitalized, except “of” and “for.” Examples:

Institute of American Indian Arts  
Institute of American Indian Arts Foundation  
Museum of Contemporary Native Arts  
Center for Lifelong Education  
Office of Marketing and Communications  
Office of Institutional Advancement

### PHONE NUMBERS

In all written materials, phone number should be formatted with periods between each set of numbers, as shown here: 505.123.4567

### MAILING ADDRESSES

Postal regulations now stipulate that every line in the address block be left-justified and the two-letter state abbreviations be used. Place only one space between city and state, and only two spaces between state and the zip code. Do not use punctuation in the street, city, state, or zip address components.

### WEBSITE

When referring to a website, the address should appear in lowercase, preceded by “www,” as shown below. Do not include http:// before the address. [www.iaia.edu](http://www.iaia.edu)

### EMAIL ADDRESSES

When referring to an email address, the address should be formatted entirely in lowercase, not underlined, and not in another color – as shown here: [employee@iaia.edu](mailto:employee@iaia.edu)

### TRIBAL AFFILIATION

Tribal affiliations may be indicated in one of two ways, as shown below. The Tribe may be listed after the name in parentheses or it may be separated by a comma and italicized.

First Last (Tribe Name)

First Last, *Tribe Name*

## EMAIL SIGNATURES

All email signatures should be set in an Arial or Helvetica font. The signature and related information should be presented in the order and style shown here. All type in the signature should be the same size, and except where noted, the color should be black and the font style regular.

Use of Outlook stationery, other themes, background design elements, other fonts or font styles are very strongly discouraged.

**Employee Name**, *Tribal Affiliation*

Title

Department

**Institute of American Indian Arts**

83 Avan Nu Po Road, Santa Fe, NM 87508

**P** 505.123.4567 x123 / cell 505.123.4567

**F** 505.123.4567

**E** address@iaia.edu

www.iaia.edu

*IAIA's Mission: To empower creativity and leadership in Native arts and cultures through higher education, lifelong learning and outreach.*

## BRANDED MATERIALS

The IAIA family of logos may be applied to promotional materials (such as pens, buttons, bags, etc.) and to apparel (such as t-shirts, polo shirts, hats, etc.) Any of the positive or reverse versions of the logos are acceptable on promotional items and apparel. The following guidelines apply to all branded merchandise:

If student groups or clubs wish to incorporate the IAIA name or logo on any materials, regardless of the design, please follow all the regular guidelines for the use and/or misuse of the IAIA name, IAIA logos, and the thunderbird icon.

Choose fabric or product colors that are compatible with the IAIA color palette (page 7).

Choose product or fabric colors that provide a strong contrast with the logo color (see page 11 for background guidelines).

Please follow all the regular guidelines for the use and misuse of IAIA logos (pages 8-10).

Please follow all the regular guidelines for clear zones around the logos (page 12).

Do not use logos at sizes smaller than the minimum reproduction sizes listed on page 12.

If you need help interpreting these guidelines, please consult the Marketing and Communications Director at 505.424.2351 or at [iaiacommunications@iaia.edu](mailto:iaiacommunications@iaia.edu)