AREAA
Asian Real Estate Association of America™
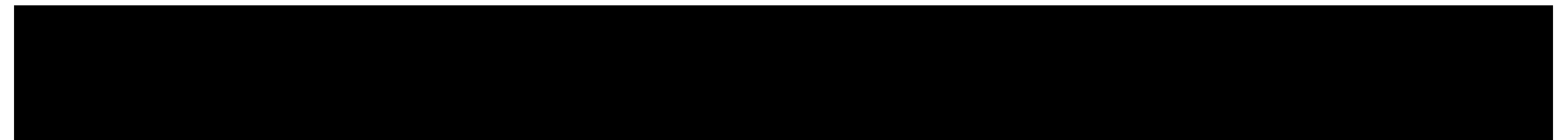
Design Style Guide

Color, Typography & Logo

Colors

The official AREAA red is Pantone 187, paired with black.

Pantone 187 C

#a6192e
R:166, G:25, B:46
C:0%, M:85%, Y:72%, K:35%

Black

#000000
R:0, G:0, B:0
C:0, M:0, Y:0, B:100%

Typography

Materials created for print should use the Futura font family for headings and titles.

For web use and circumstances where Futura is unavailable, Century Gothic is a serviceable substitute. Body text should be composed in the Helvetica or Arial font families. Serif fonts should be avoided on all AREAA communications.

Welcome to the AREAA family

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer condimentum condimentum mauris, ut interdum nisi. Mauris purus neque, aliquam eget tempor eget, semper at sapien. Vivamus a eleifend justo. Fusce tempus quis orci eget placerat. Maecenas aliquet erat tincidunt nunc blandit, id fringilla tellus porttitor. Cras suscipit aliquet tellus non feugiat. Nam sed felis porta, semper elit ac, elementum neque.
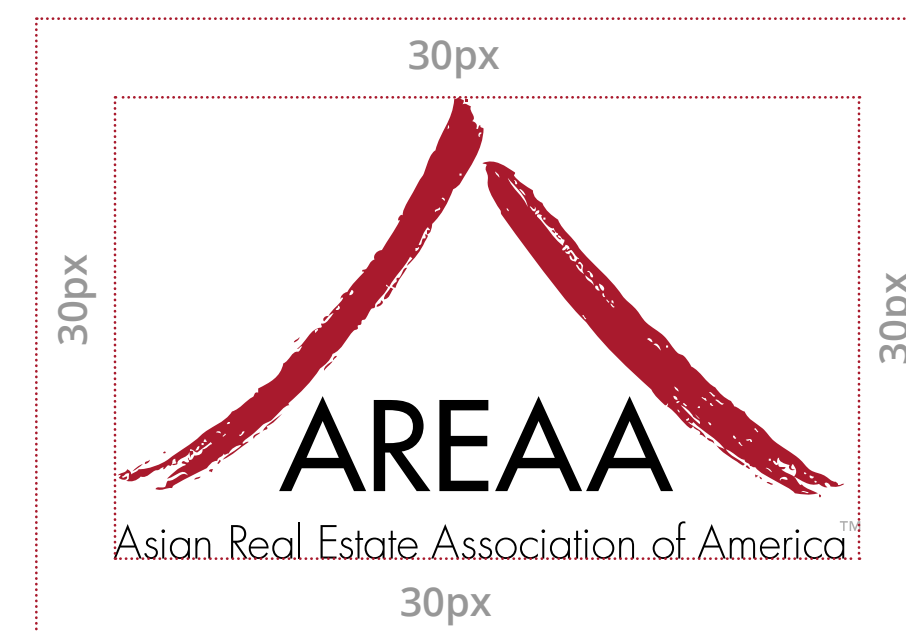
Our Logo

The AREAA logo is the graphic representation of the entire nonprofit association: its members, its leaders and, above all, its mission to increase sustainable homeownership opportunities in Asian American communities.

When used against colored and dark backgrounds, the alternate all white logo can be used. The logo should not be placed on a dark background in a white rectangle.

Improper use of the logo, or usage without appropriate permissions, may result in revocation of leadership positions as well as membership in the association.

30px
30px
30px
30px

AREAA
Asian Real Estate Association of America ™

AREAA
Asian Real Estate Association of America

Minimum print size
38mm wide

AREAA
Asian Real Estate Association of America

Minimum Screensize
150px mm wide

Designing with the Logo
The entire logo must be used in its original form, with no obstructions. The red rooftop design may be used alone as a design element, though it is not to be used exclusively on a document without the complete logo.

Logo Variation

As an affiliate of AREAA, chapters must incorporate their name into the the AREAA logo without obstructing the orginal text and artwork. Other special initiatives and groups wishing to create a variation of the logo will be considered on a case-by-case basis.

All logos created for AREAA chapters, committees, task forces and special initiatives must be approved by AREAA National prior to use and public distribution.

Permissions and Approvals
Contact Jazz Miranda at jmiranda@areaa.org for logo requests, permissions and approvals.

Logo Misuse

Do not stretch or distord logo in anyway shape or form.

Do not place logo on bright background or competing colors. The logo should be clearly visiable agains the background.

Do not separate logo from tag line and place any item in between.

Always leave a minimum of 30px of space around the logo. Do not place other logos too close.

Under no circumstances should the logo be disproportionately stretched (for example, expanding horizontally to fit a desired width).