The combination of two typographical styles allows a more effective organisation of the information and the possibility of multiplying the graphical combinations. When it is not possible to use these two typographies (mail, correspondence, internal memos) they may be replaced by “Arial condensed” or “Arial Narrow” for Block Gothic and “Times New Roman” for the “Catalog”.

Main text: Catalog
L’Union Internationale des Architectes a été fondée à Lausanne (Suisse), le 28 juin 1948, pour unir les architectes de tous les pays du monde, dans la fédération de leurs organisations nationales. Composée lors de sa création de délégations de 27 états, l’UIA rassemble aujourd’hui les organisations professionnelles les plus représentatives des architectes dans 131 pays et territoires, et à travers-elles plus de 1 300 000 architectes dans le monde. L’UIA est devenue une organisation non gouvernementale accomplie, le seul réseau professionnel des architectes de tous les continents.
The main colour is the logo grey, the three secondary colours are the red, blue and violet.

- Pantone Coll Gray 8
  C : 0 / M : 0 / Y : 0 / N : 55

- Pantone 485 c
  C : 0 / M : 100 / Y : 100 / N : 0

- Pantone 542 c
  C : 70 / M : 30 / Y : 0 / N : 0

- Pantone 7667 c
  C : 70 / M : 60 / Y : 20 / N : 20
ICONOGRAPHY

Perspectives & Buildings: wide framing will be preferred to enhance the scale and perspectives of the buildings in their landscapes.
Iconography

Portraits: The framing leads us to the heart of the UIA actions; with portraits of people representing the members of the UIA.
The form of the arrow associated with the logo makes it possible to construct different graphic tools that will liven up the UIA documents. This form can be broken down as in the example below.
The arrow can include images and text.
FORM / COLOURS – WORK PROGRAMMES

Work programmes can use the arrow in a colour other than that of the logo. The range must be as wide as possible to permit UIA work programmes express all their emotions and feelings.
IDENTITY

Here are some examples of colours, so that each work programme can appropriate its range of colours while the arrow will guarantee the coherence of all UIA work programmes’ communications.
The logotype is vector graphic, its size can thus be modified without causing deterioration. The UIA logo corresponds to an original typographic drawing and can be modified only within the framework of the rules laid down in the present graphic charter. Its size can be modified only in a homothetic transformation, it can neither be transformed nor be redrawn (see following page).
IDENTITY

LOGOTYPE / UTILISATION
LOGOTYPE / UTILISATION FOR SCREEN PROJECTION

A darker version of the logo has been created for use on digital supports exclusively (screens, projections etc...)

RVB
R : 108 / V : 107 / B : 105

RVB
R : 175 / V : 32 / B : 28

RVB
R : 87 / V : 124 / B : 179

RVB
R : 72 / V : 70 / B : 117
IDENTITY

LOGOTYPE / UTILISATION IN SHADES OF GREY

Black : 55
Black : 50
Black : 75
LOGOTYPE / UTILISATION

Utilisation of the logo in colour on a light or dark background (CMYK - RGB)

Utilisation of the logo in shades of grey on a light or dark background.

Special case: when the logo is on a grey background, it will, exceptionally, be white.
On all UIA communications supports, the signature is placed in the centre of the document, in a text block and translated into the language of the issuing country.
On the stationary the arrow will be used uniquely in red or blue outlines on a white background, the signature will systematically be red. The use of the UIA headed paper is reserved to members of the Bureau and Council in the exercise of their function within UIA and the UIA General Secretariat.
STATIONARY

The members of Bureau & Council, Directors of UIA commissions and work programmes may use a UIA business in the framework of their UIA activity.

Business Card

Catalog regular. Body: 8,5 pt / Interline: 8 pt. Gray

Weight 0.3pt

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Mob.: 06 89 94 45 09
Tel.: 01 45 24 02 78
**IDENTITY**

**graphic**

**PUBLICATIONS / COVER GUIDELINES**

A – the UIA logo is always positioned on top and centred.

B – covers will have a white border of at least 1 cm on each side.

C – the arrow will always be strongly represented to clearly mark the UIA identity.

D - the typographies (see p.2) will always be used and their hierarchy respected.

E - the signature will always be centred at the bottom in a text block.