



INTERNATIONAL HOUSE BRAND GUIDELINES
JUNE 2024

Logos

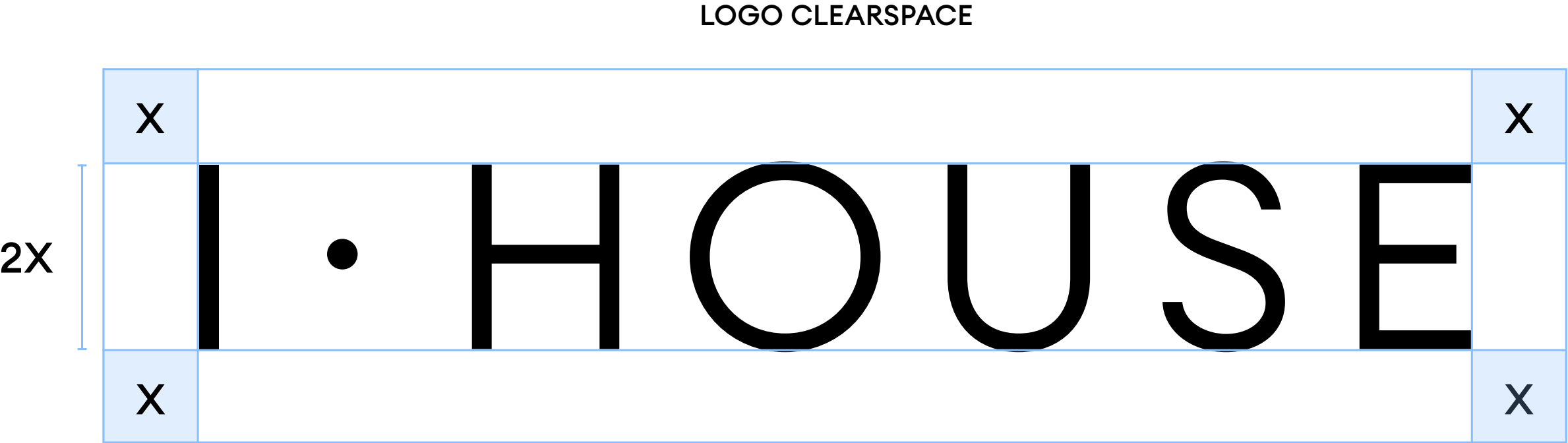
Wordmark

The Wordmark is a core element and signature of the I-House identity. It should appear as one of the most common elements of the identity and be applied consistently across all communications. Do not manually adjust the Wordmark; only use the artwork files provided.

I · HOUSE

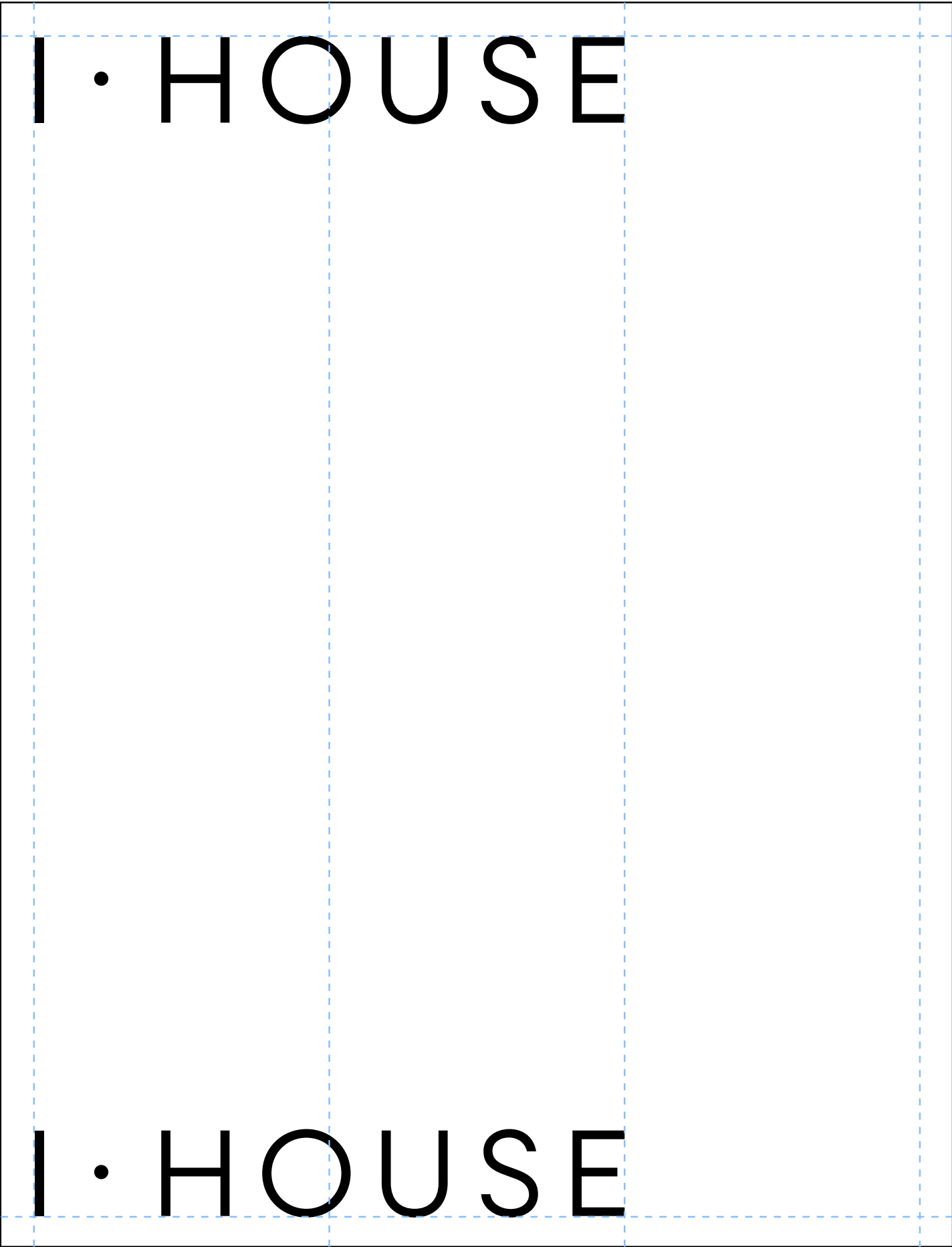
Wordmark Clearspace

Clearspace is defined as the minimum area around a logo that should be free from other graphics and typography. When the Wordmark is used on its own, safe space (X) is defined by measuring the cap height (2X).

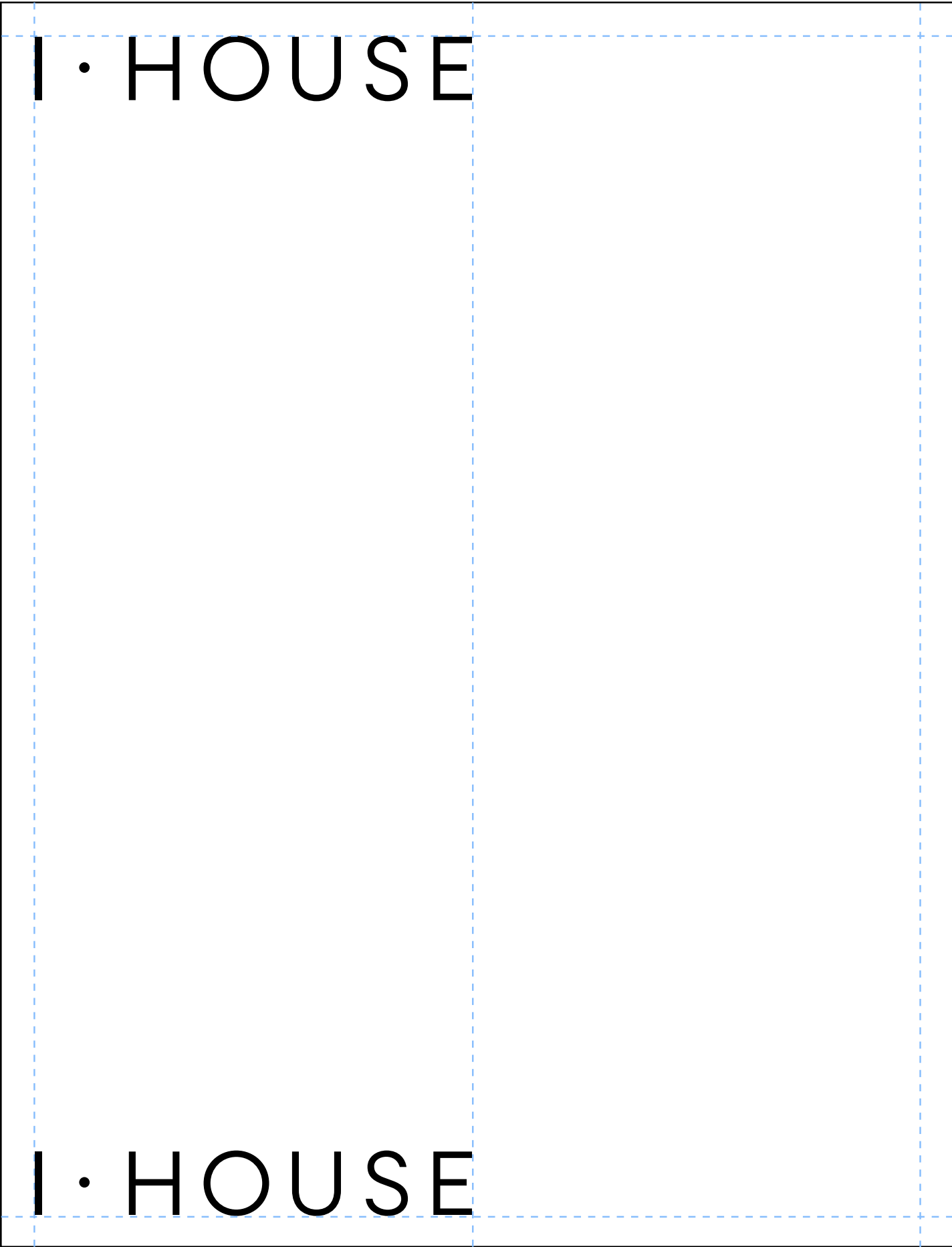


Wordmark Placement and Proportion

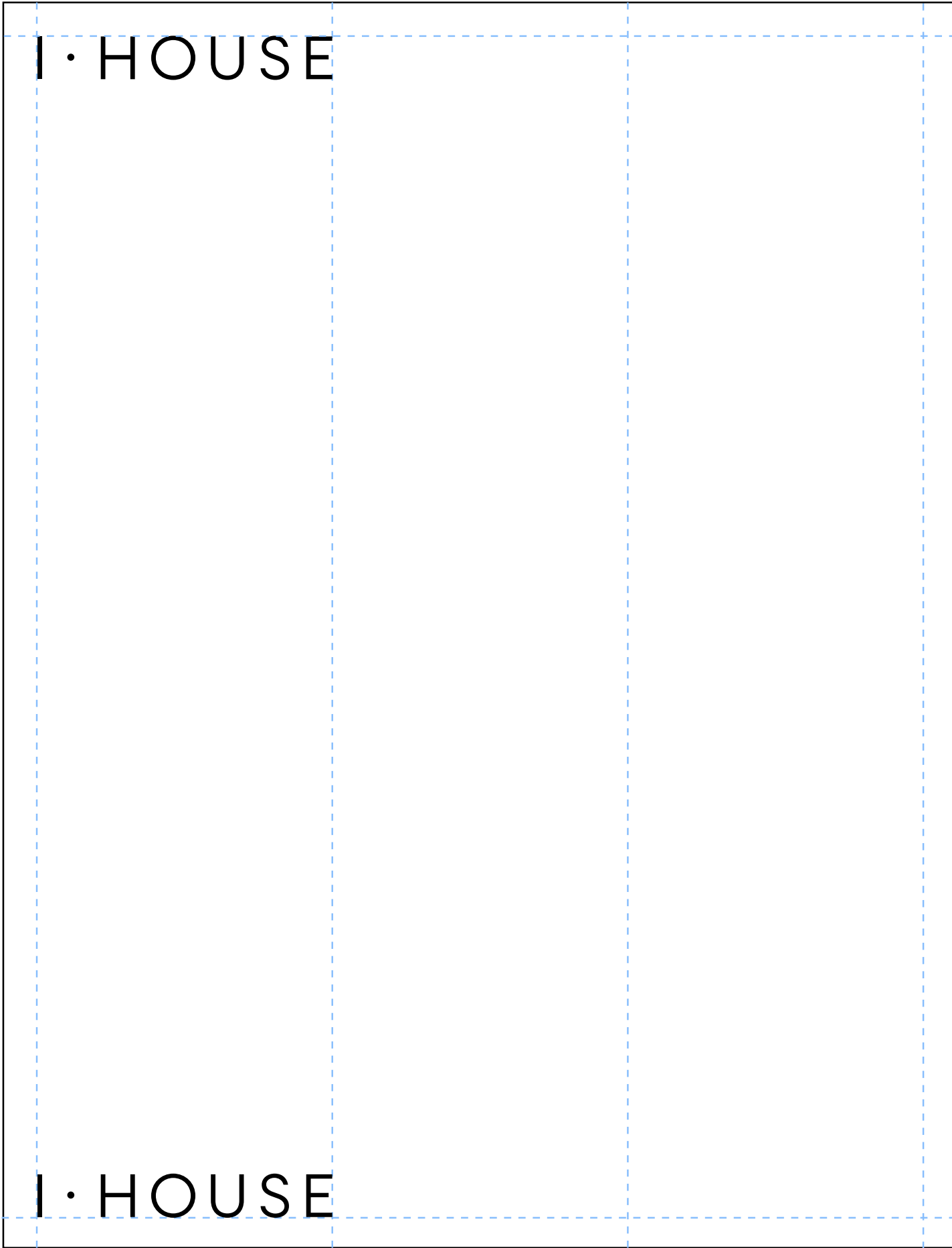
When used alone in communications, the Wordmark can be centered vertically and horizontally within the layout. When used in conjunction with content, the wordmark can be scaled to 2/3, 1/2 or 1/3 of the layout width and placed in the top or bottom left corner.



2/3 of layout width,
Top left or bottom left



1/2 of layout width,
Top left or bottom left



1/3 of layout width,
Top left or bottom left

Emblem

The Emblem is a core element and signature of the I-House identity. It should appear as one of the most common elements of the identity and be applied consistently across all communications. Do not manually adjust the Emblem; only use the artwork files provided.



Emblem Size and Scale

To optimize legibility, two Emblem sizes and files have been created: Small and Regular.
Note that the following minimum size and scale range is provided for reference only.
To ensure reproduction quality, in all cases, please carry out appropriate tests.

SMALL

Print Range: 15 – 25 mm
Do not use larger than 25 mm



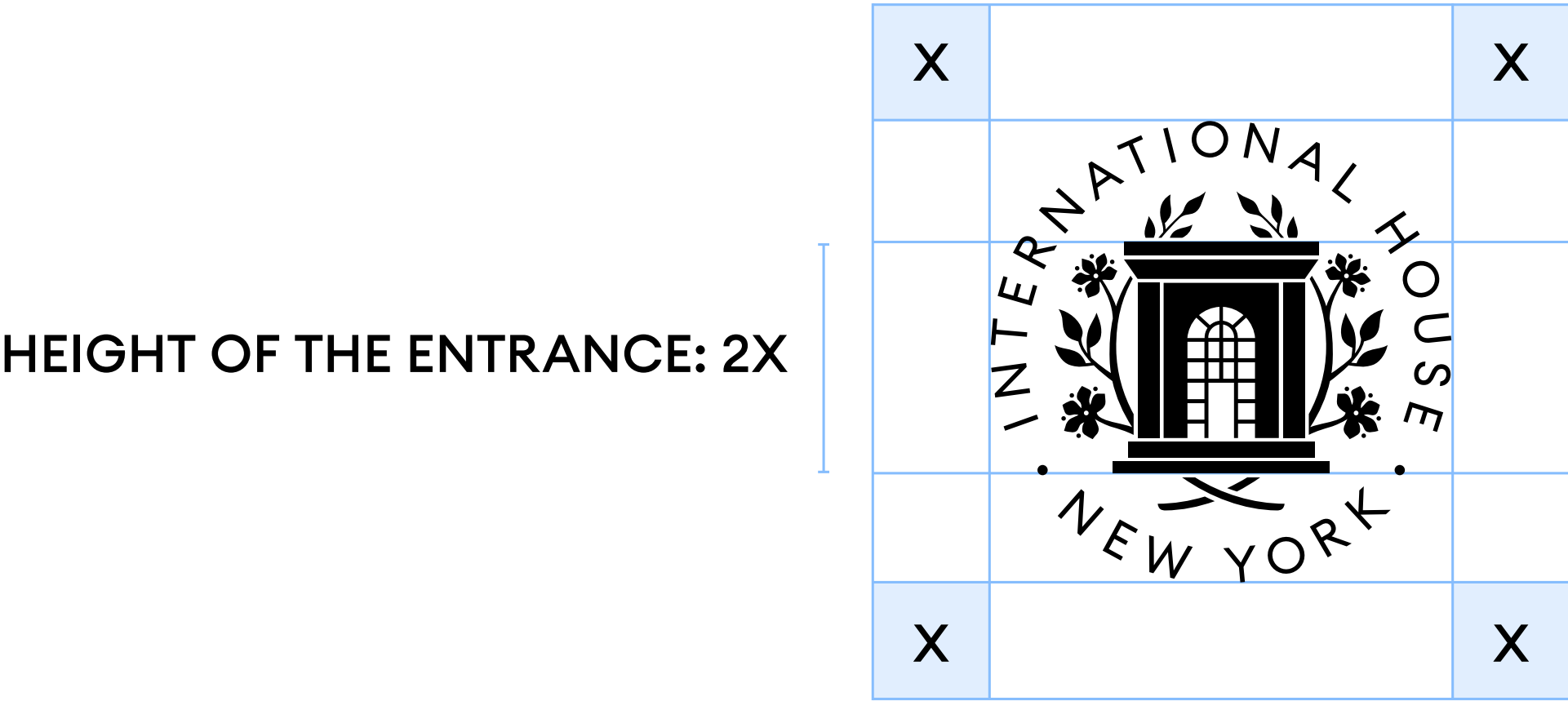
REGULAR

Print Range: 30 mm and above
Do not use smaller than 30 mm



Emblem Clearspace

Clearspace is defined as the minimum area around a logo that should be free from other graphics and typography. When the Emblem is used on its own, safe space (X) is defined by measuring the height of the entrance (2X).



LOGOS

Emblem Placement

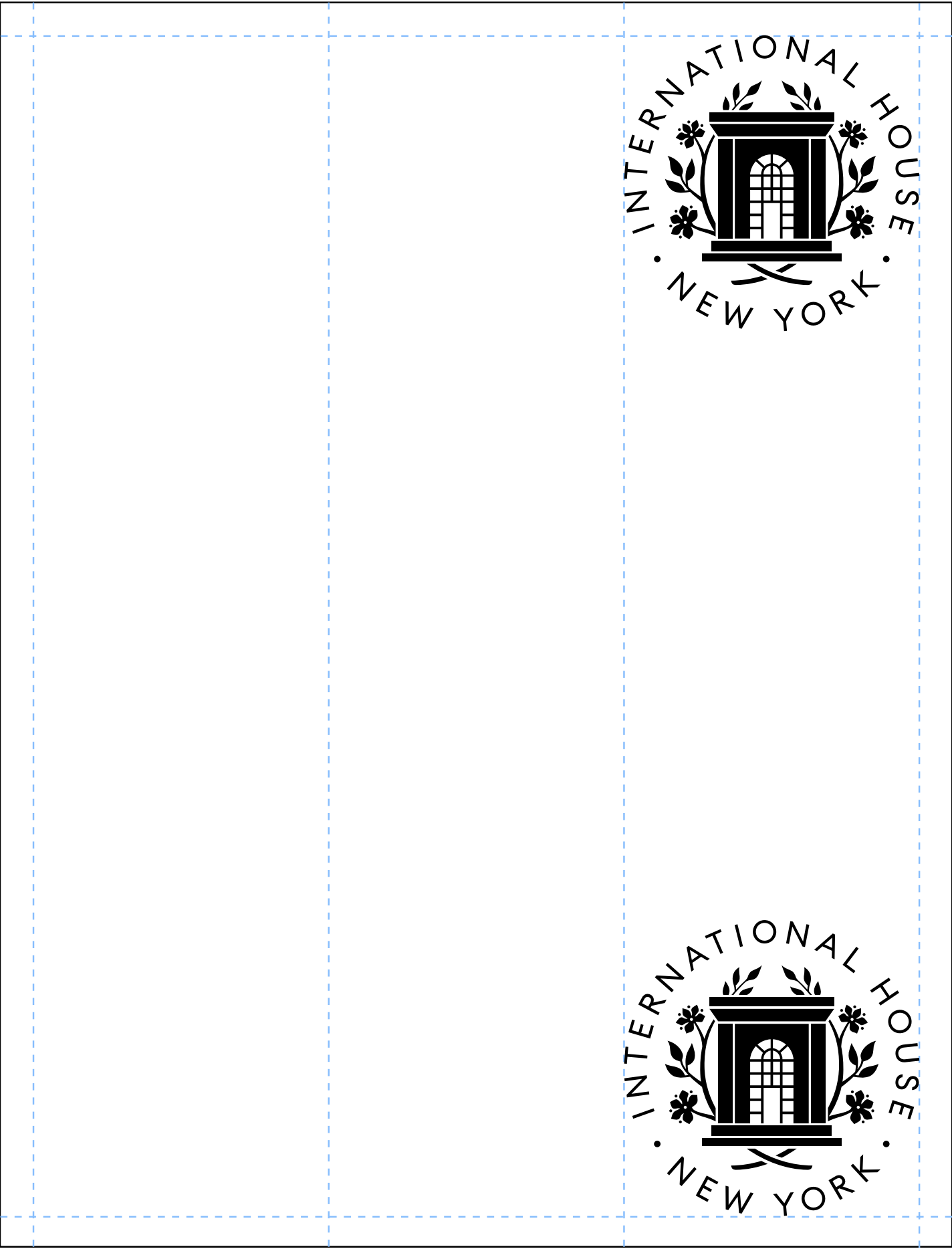
When used alone in communications, the Wordmark can be centered vertically and horizontally within the layout. When used in conjunction with content, the Emblem can be scaled to 1/3 or 1/6 of the layout width and placed in the top or bottom right corner.



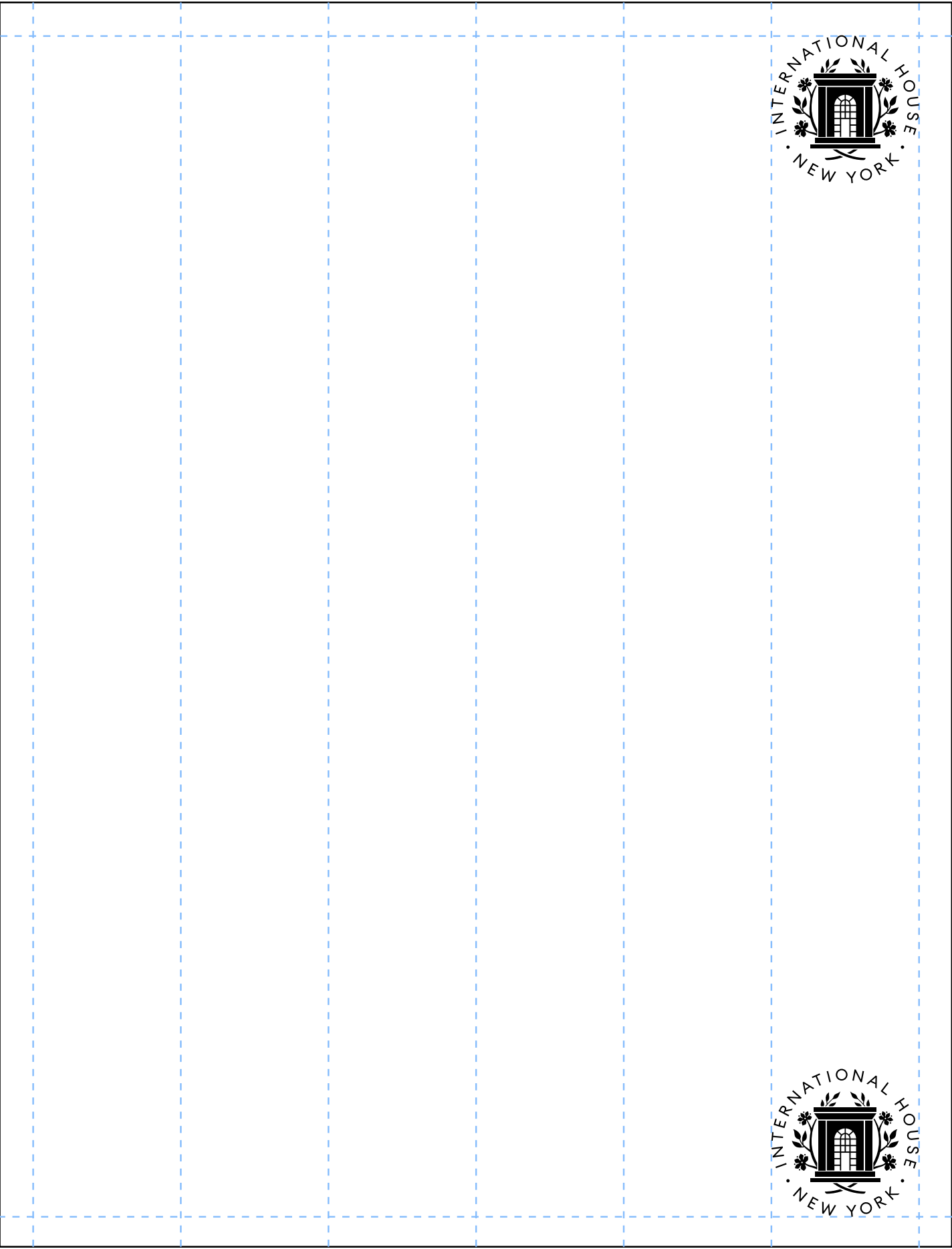
1/2 of layout width,
Centered in layout



1/3 of layout width,
Centered in layout



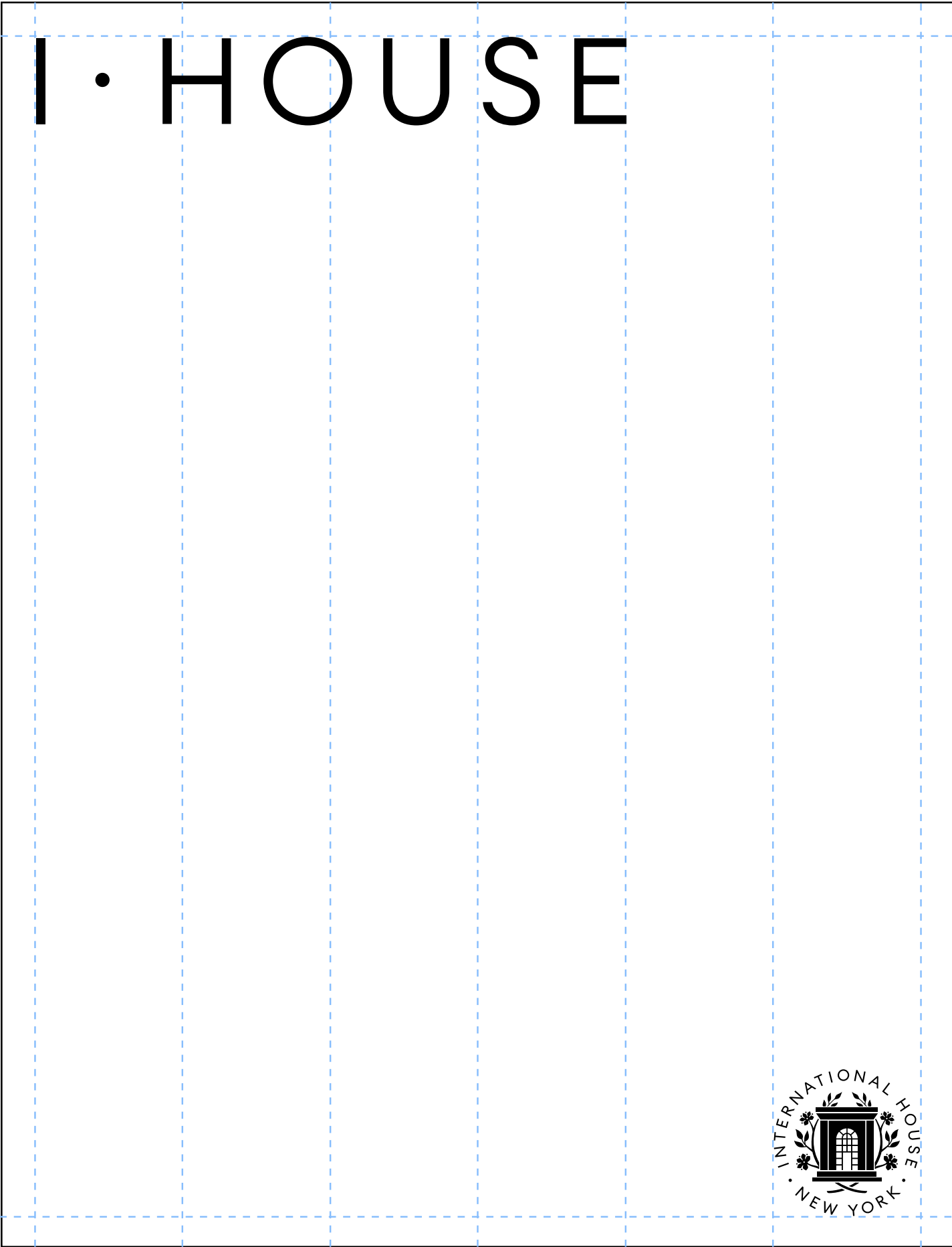
1/3 of layout width,
Top right or bottom right



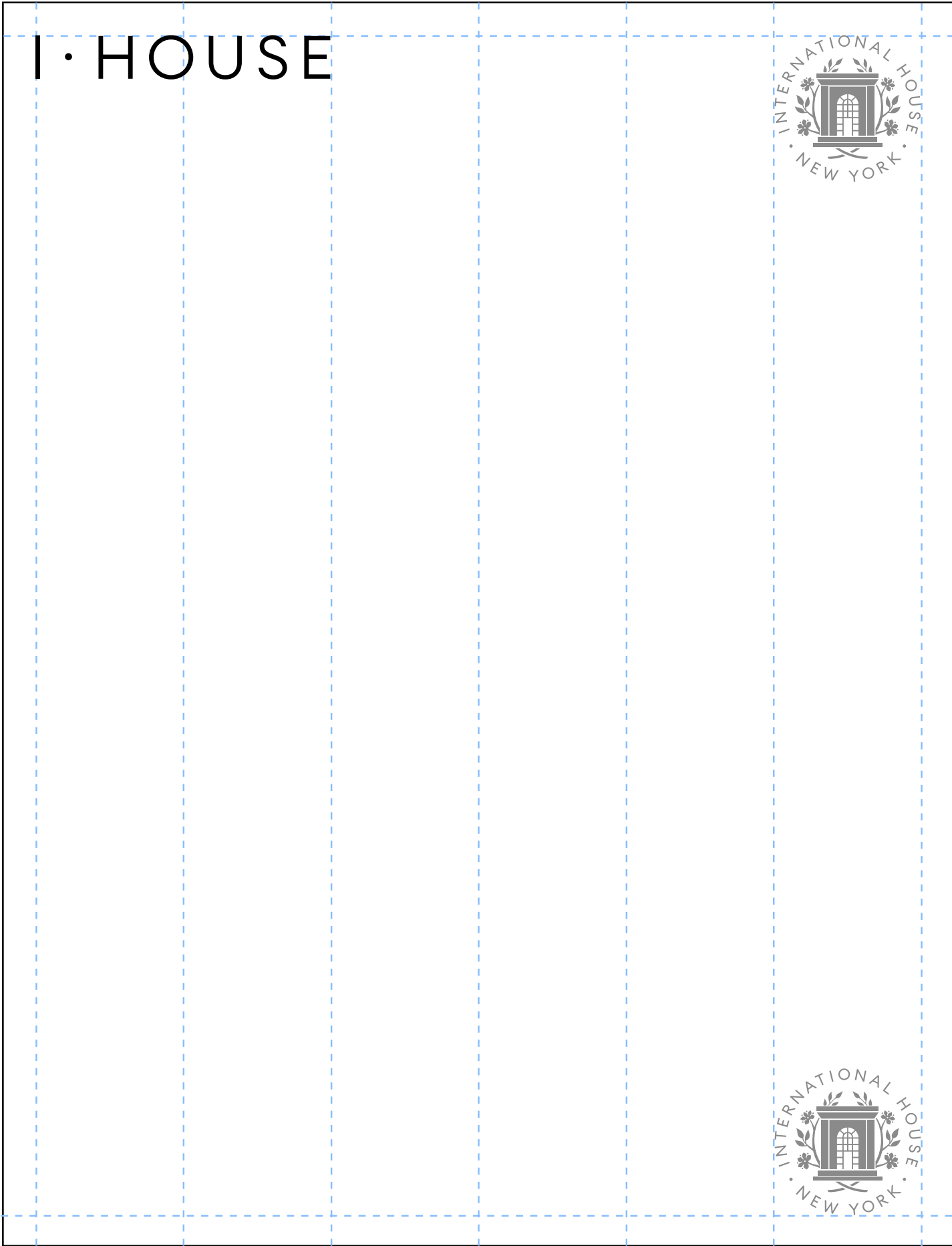
1/6 of layout width,
Top right or bottom right

Wordmark and Emblem Scale + Placement Relationship

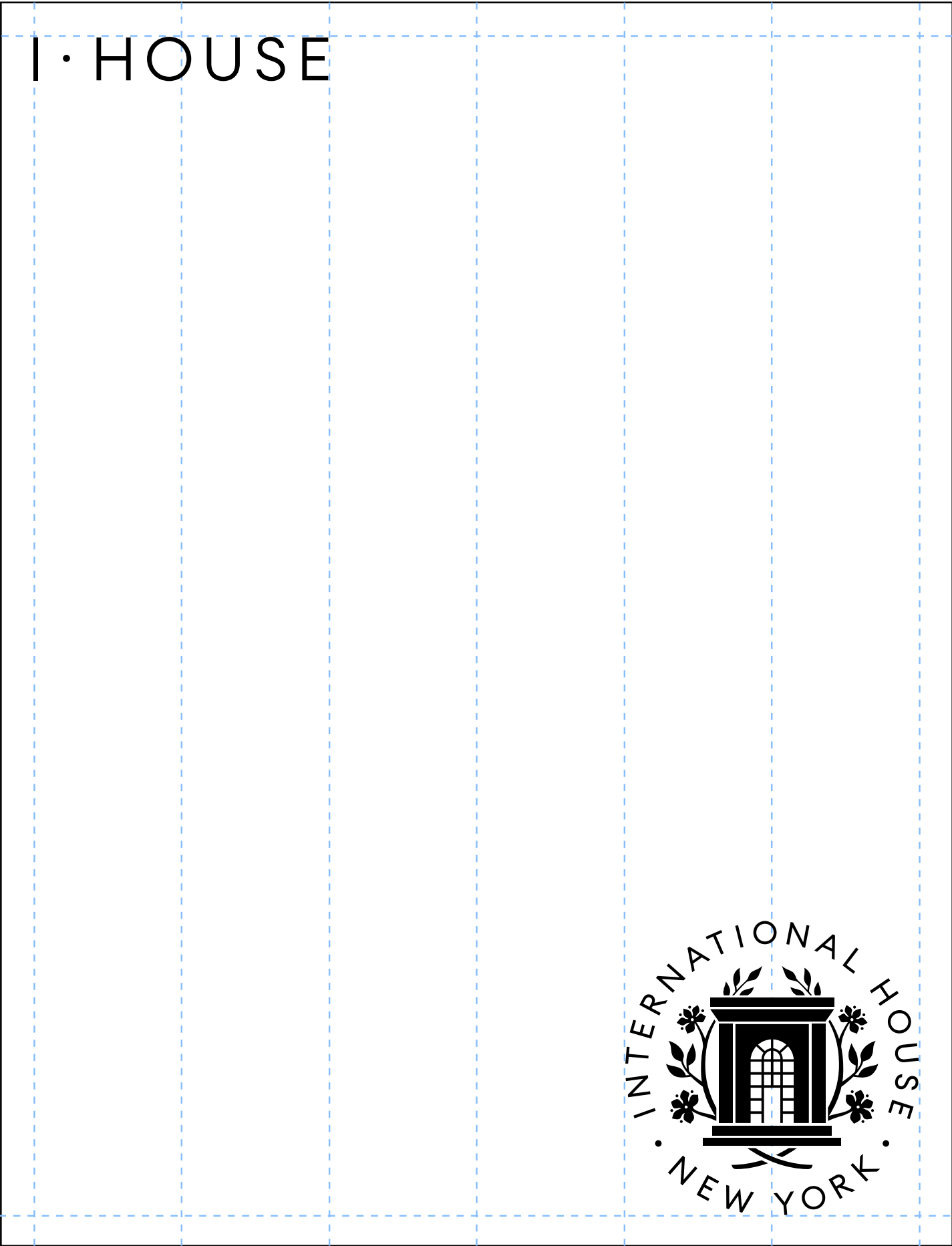
When the Wordmark and Emblem are used in conjunction with one another make sure to maintain sufficient contrast in size and tension in the layout by using below examples as a guide.



Wordmark: 2/3 of layout width top left,
Emblem: 1/6 of layout bottom right



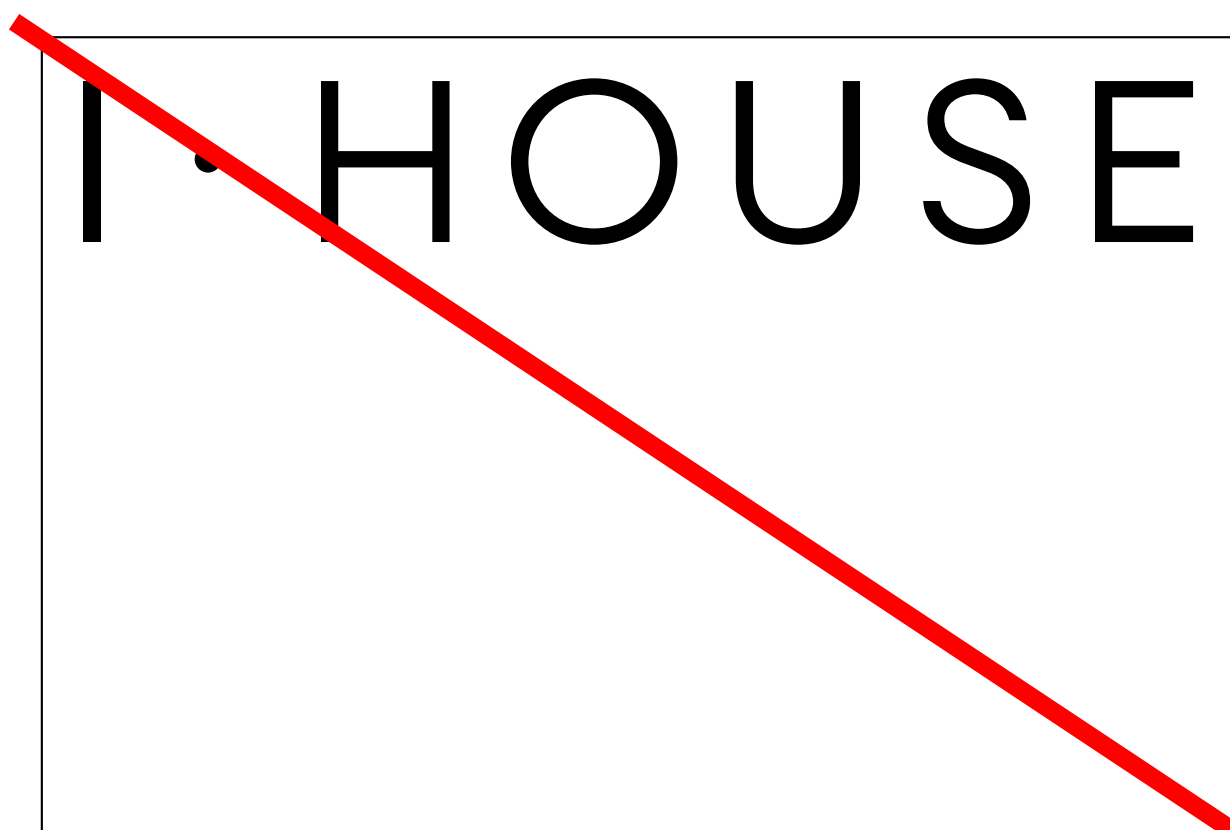
Wordmark: 1/3 of layout width top left,
Emblem: 1/6 of layout bottom or top right



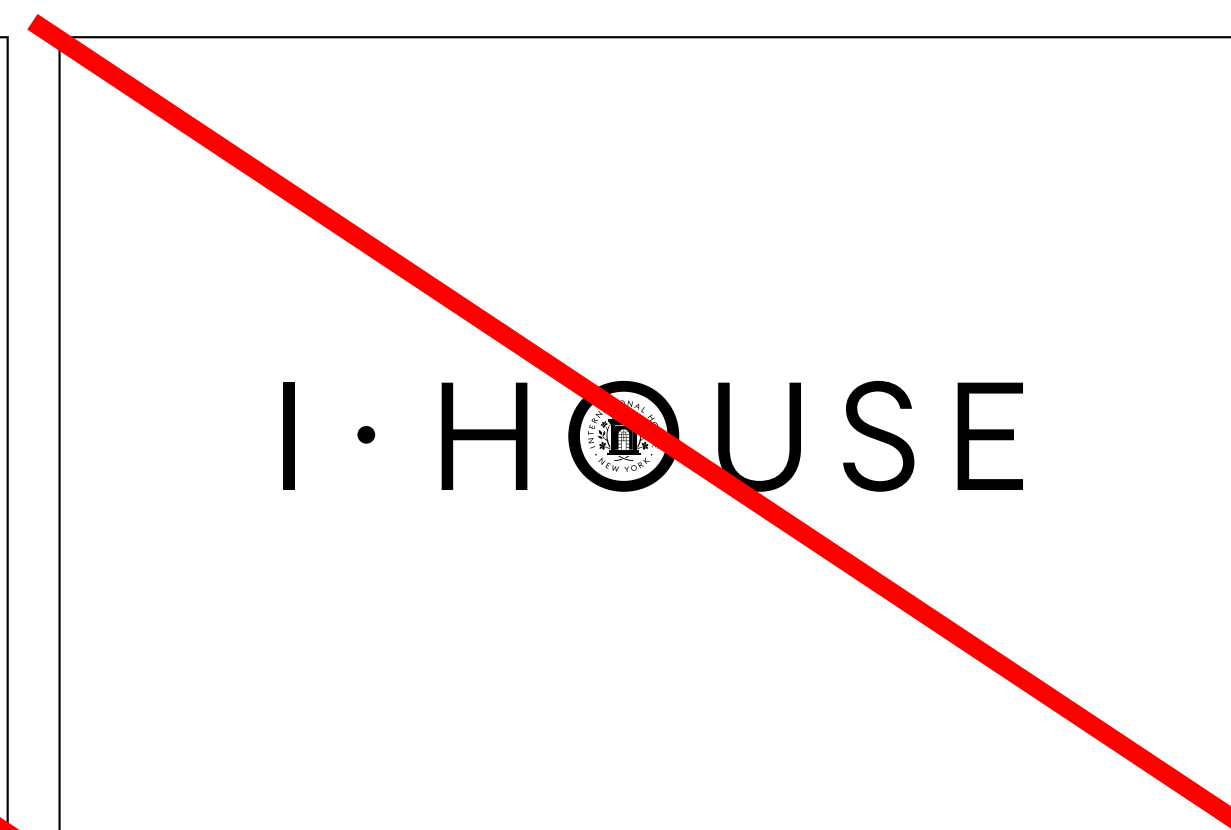
Wordmark: 1/3 of layout width top left,
Emblem: 1/3 of layout bottom right

Wordmark Don'ts

It's important to maintain the integrity of the design by applying the I-House Wordmark correctly and consistently. The Wordmark should never be modified or altered in any way.



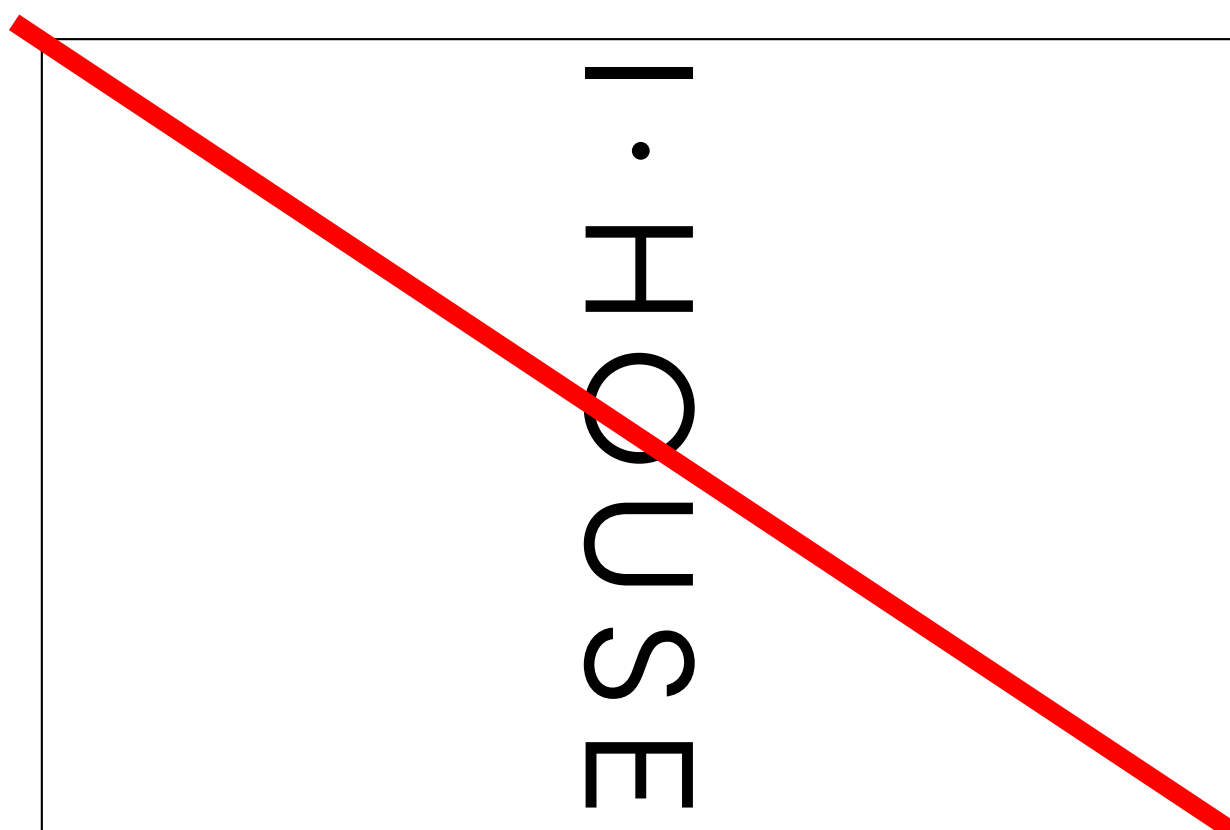
Never use Wordmark in full width



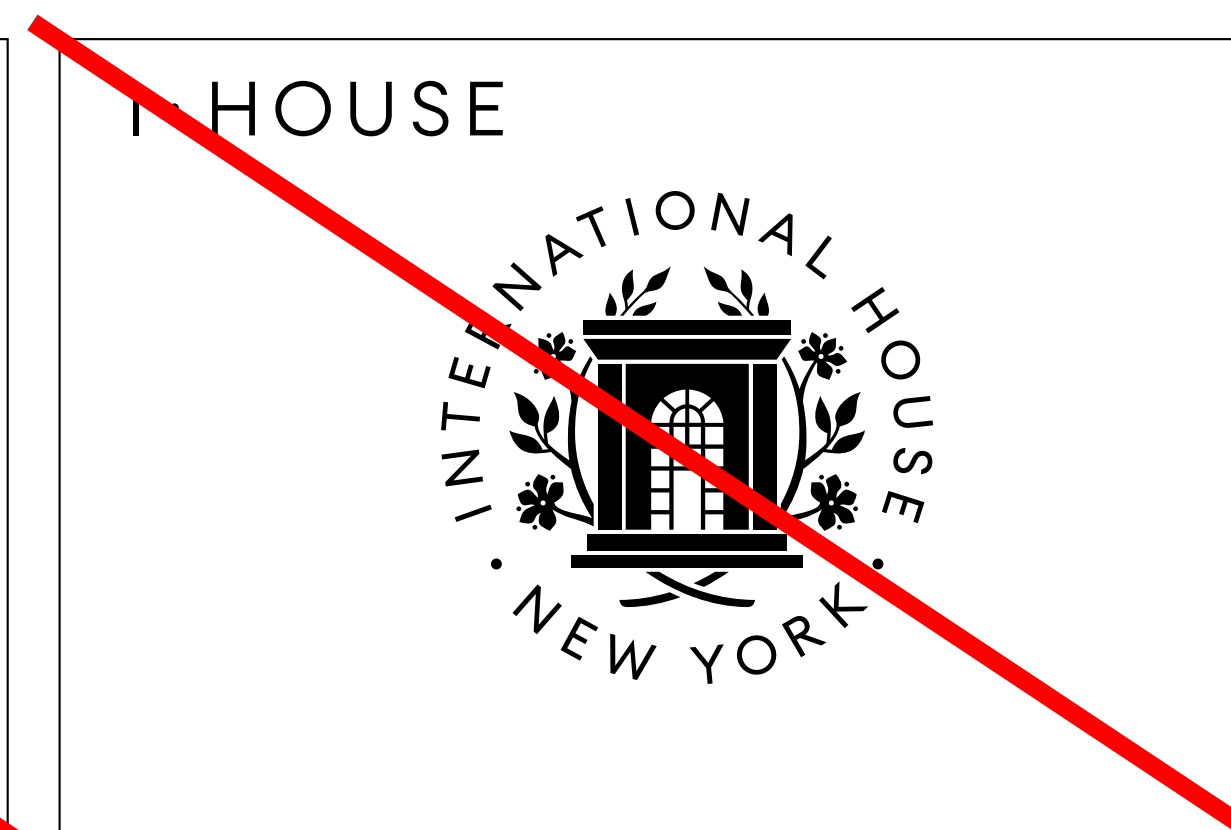
Never stretch or reconfigure Wordmark



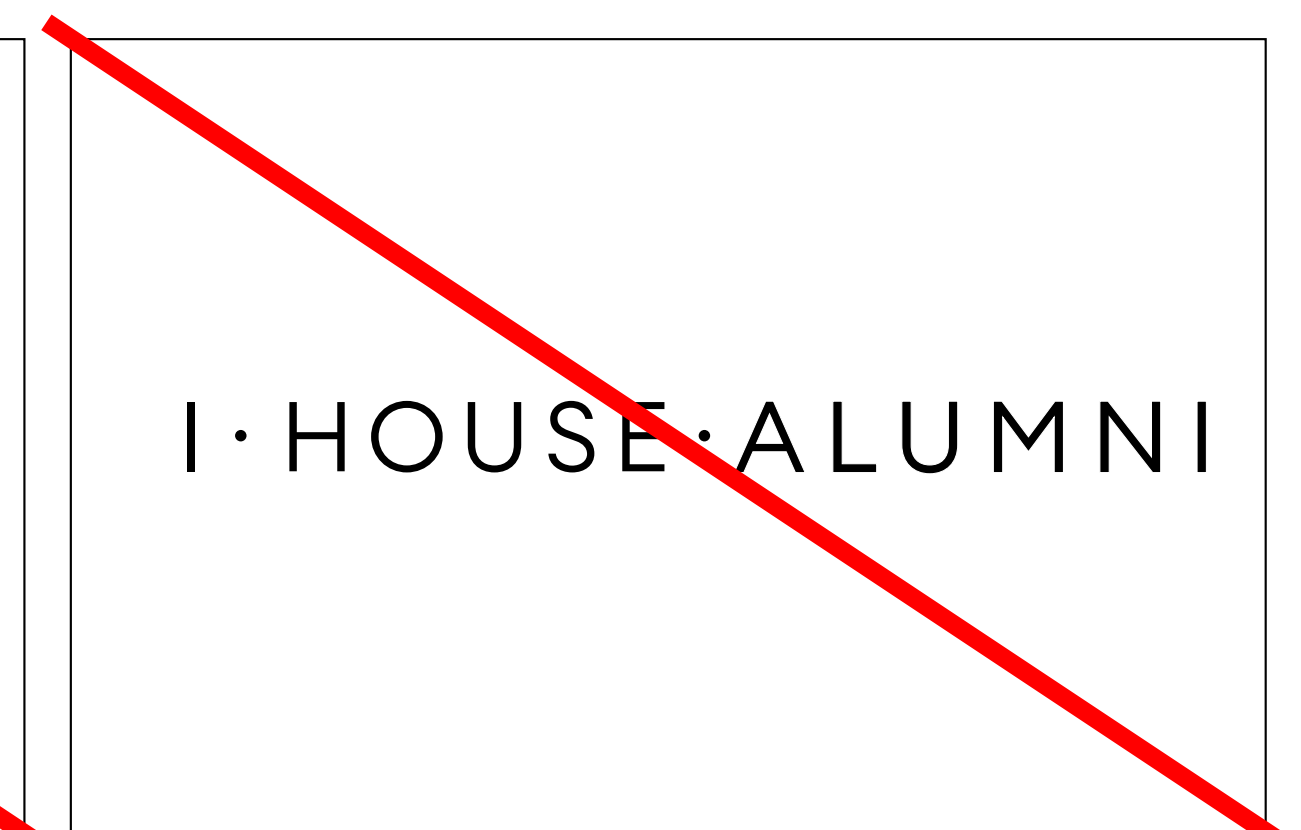
Never change spacing of Wordmark



Never rotate Wordmark



Never use incorrect placement and scaling
lockup with Emblem



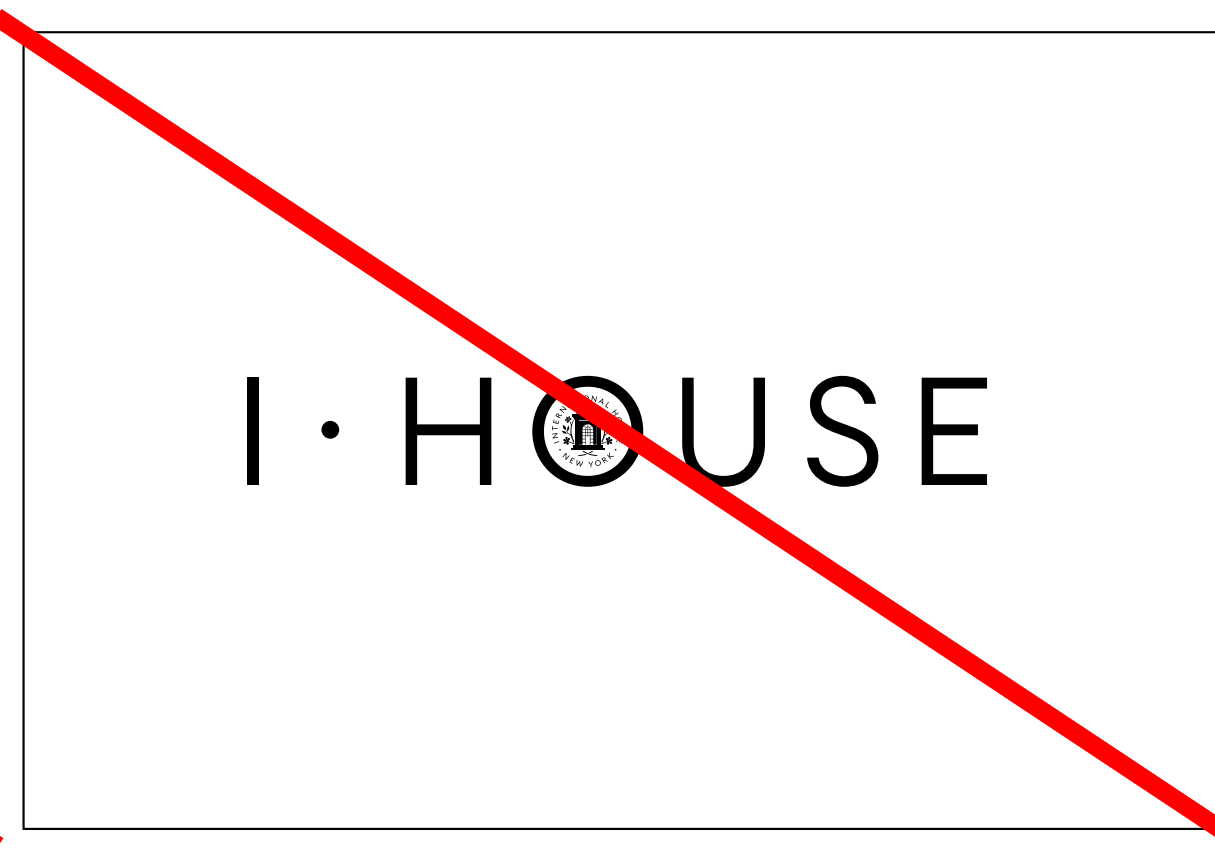
Never make Wordmark extensions

Emblem Don'ts

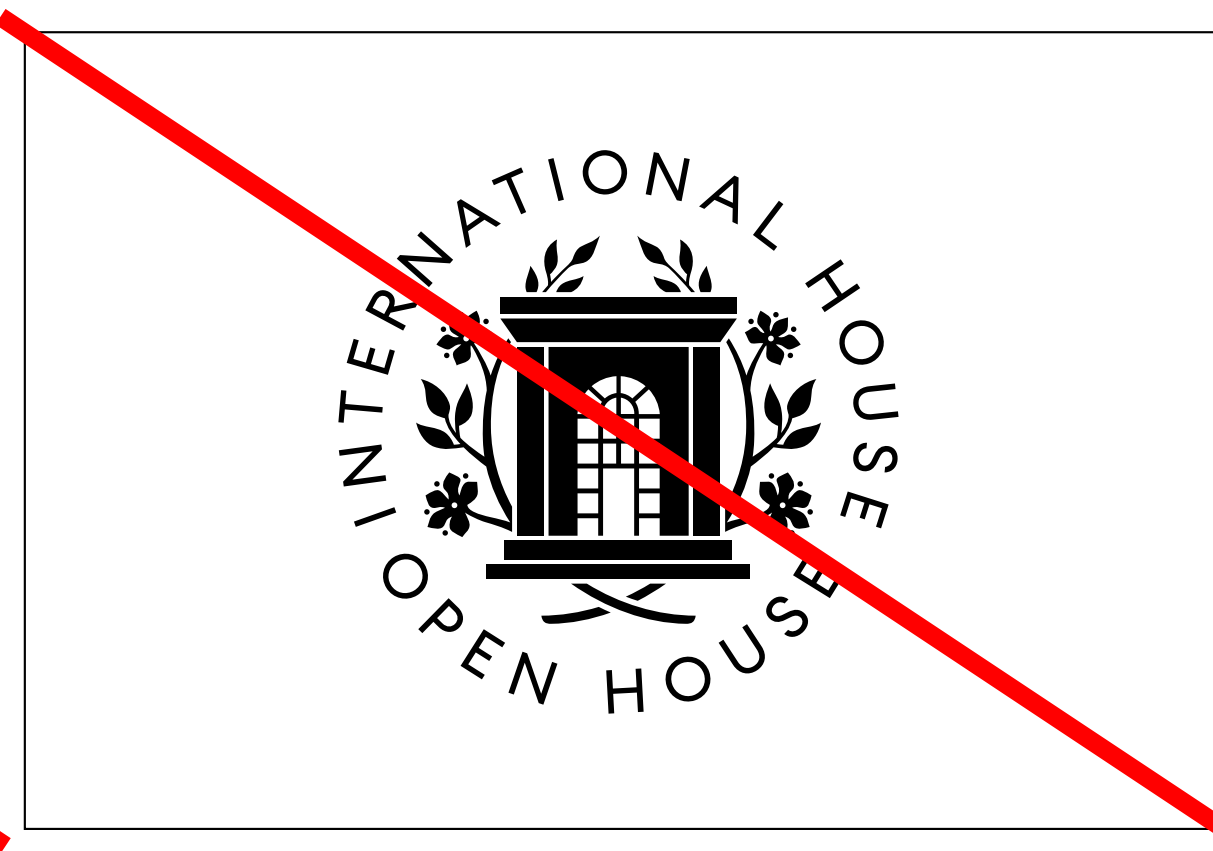
It's important to maintain the integrity of the design by applying the I-House Emblem correctly and consistently. The Emblem should never be modified or altered in any way.



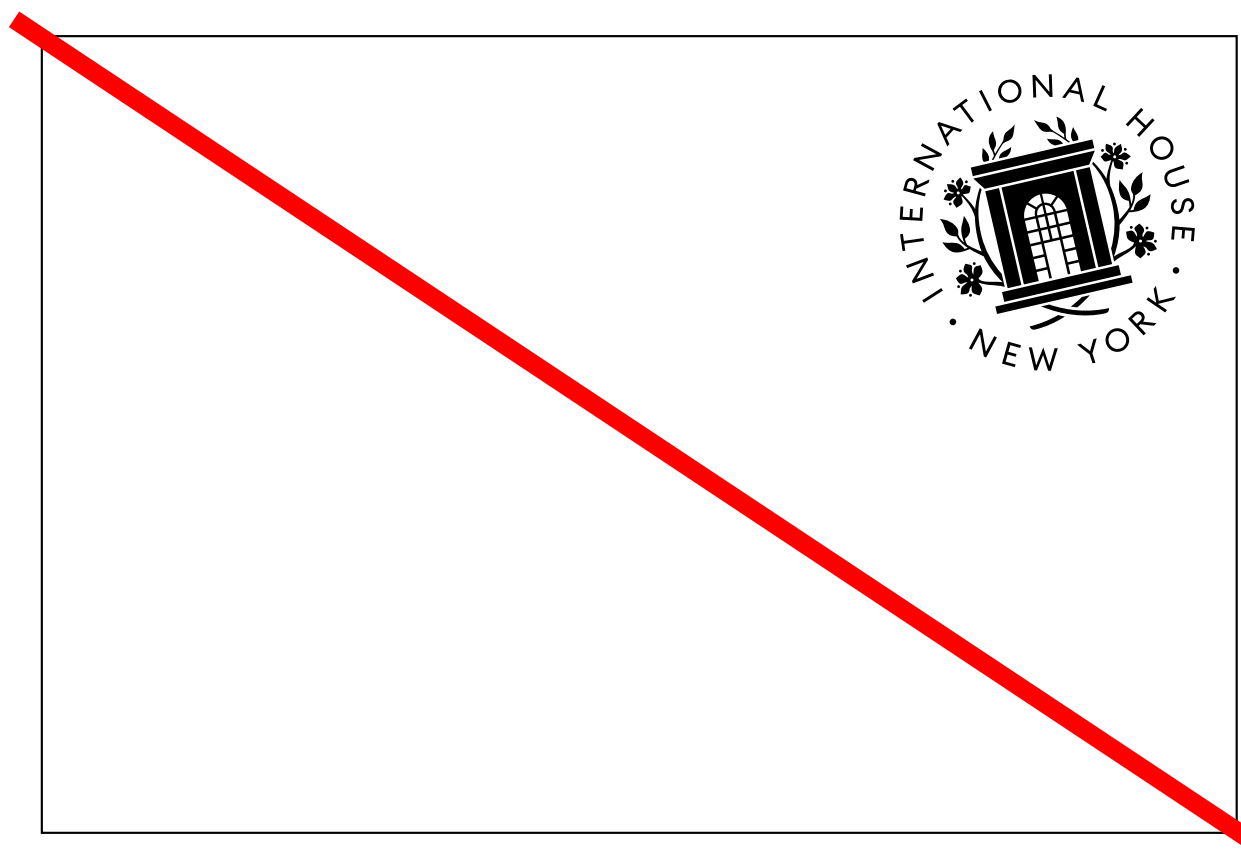
Never crop Emblem



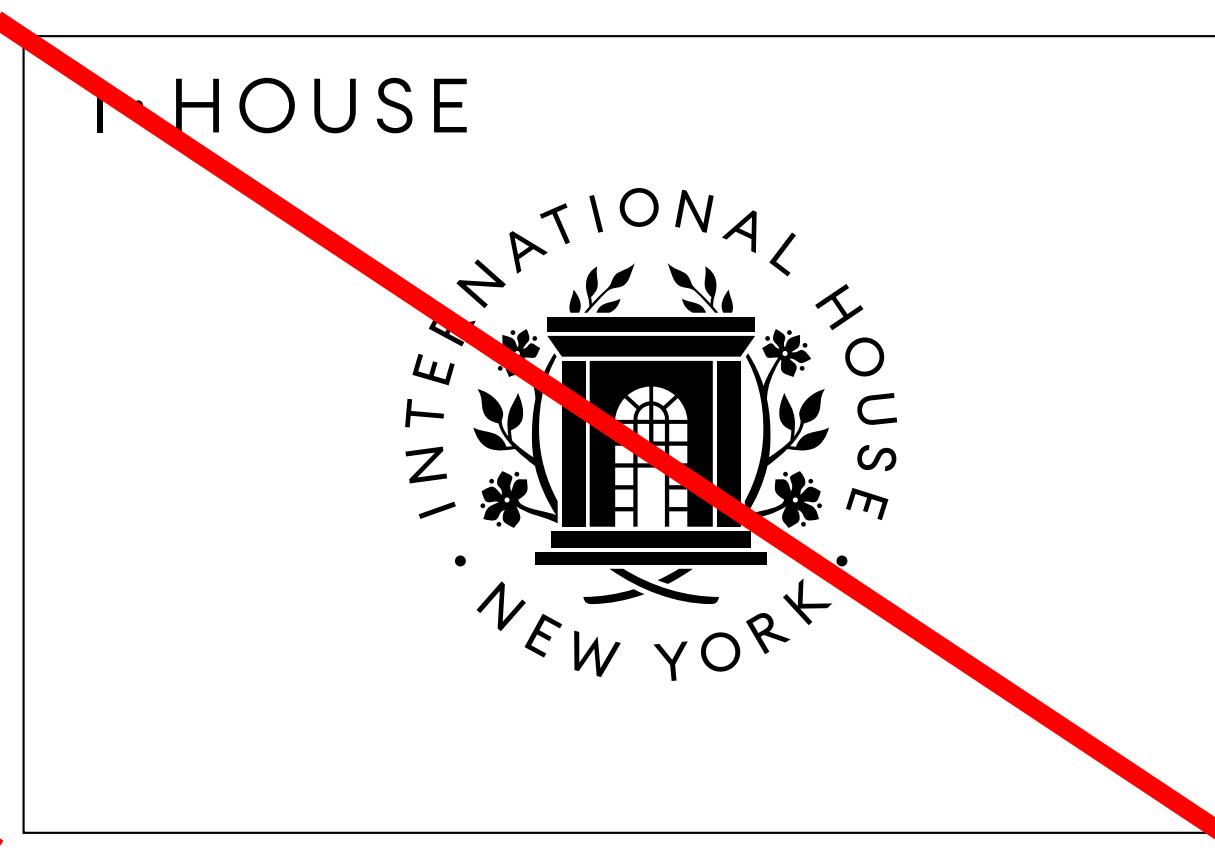
Never put Emblem inside other characters or graphics



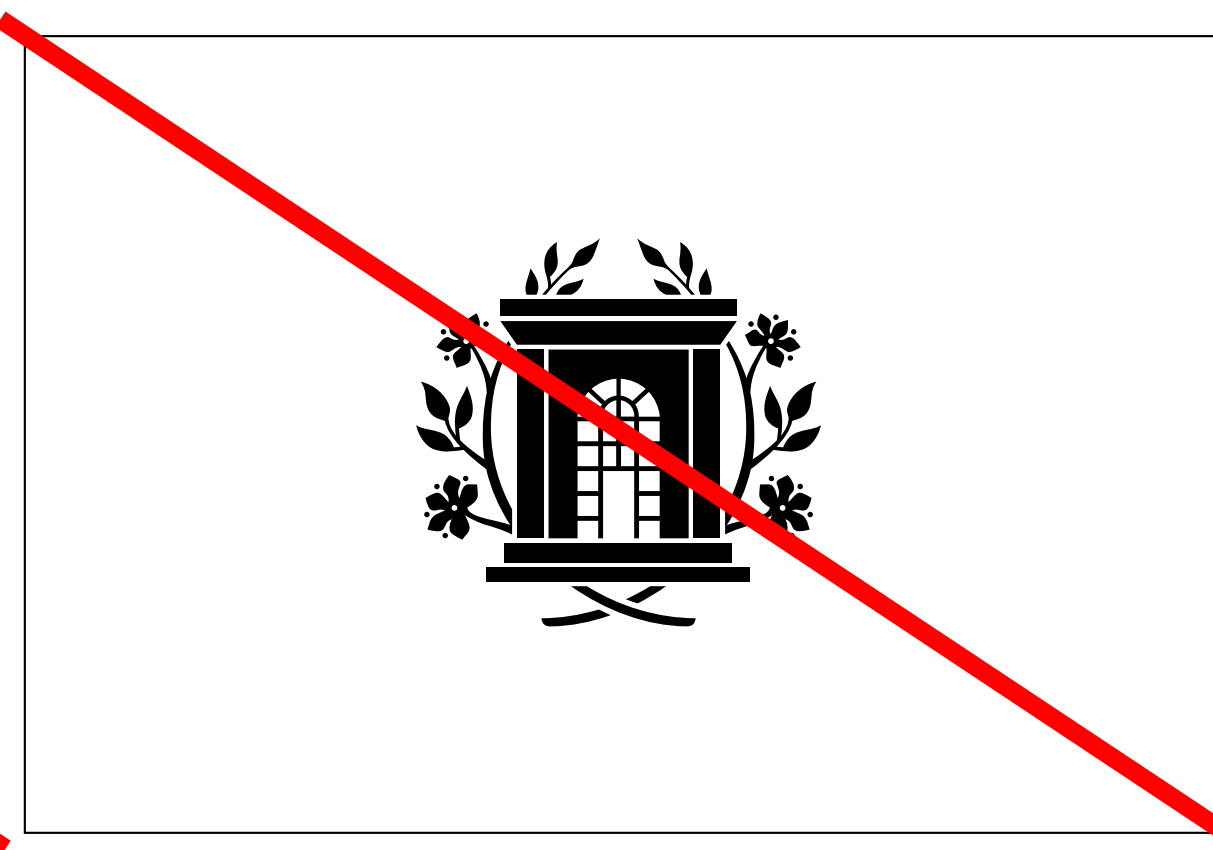
Never stretch or reconfigure Emblem motif and text



Never rotate Emblem



Never use incorrect placement and scaling
lockup with Wordmark



Never remove components of Emblem

Color

COLOR

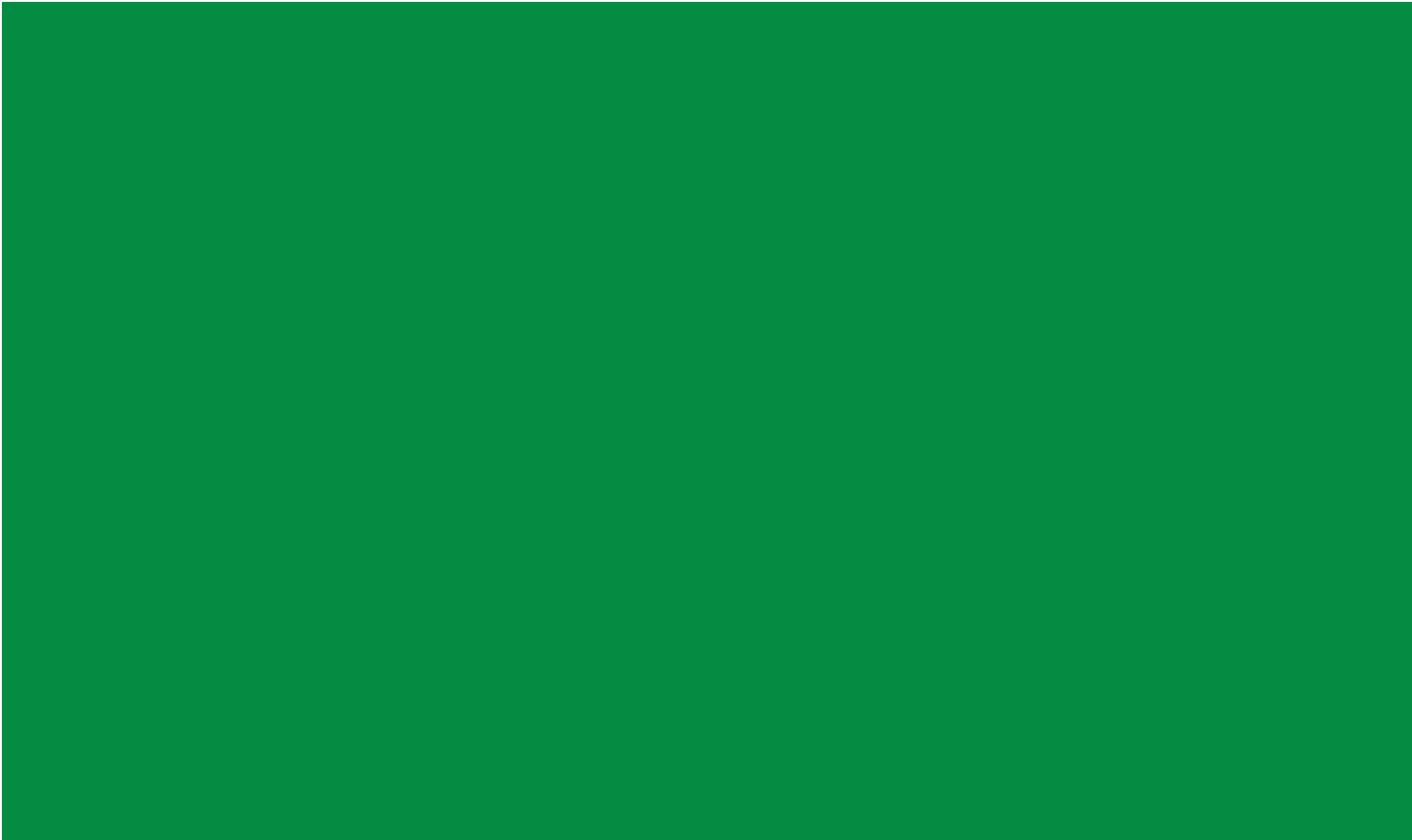
Color Palette

The campaign palette features two greens, House Green and 1924 Green, and International Blue for highlights. Both Greens can be used for typography, logo, surfaces and backgrounds. International Blue is used only for accents, underlining, framing, and highlighting words in certain scenarios. International Blue is never used as a large surface.

WCAG Color Palette

Ensure your text is readable for users by adhering to WCAG (Web Content Accessibility Guidelines) standards. These colors should only be used for text on web.

HOUSE GREEN



R6 G140 B66
HEX: #068C42
PMS 2426 U/ 348C
C87 M20 Y100 K6

1924 GREEN



R0 G69 B41
HEX: #004529
PMS 343 U/C
C90 M44 Y90 K51

INTERNATIONAL BLUE



R134 G189 B253
HEX: #86BDFD
PMS 2141 U/C
C42 M16 Y0 K0

WCAG GREEN

R5 G135 61
HEX: #03893F

WCAG BLUE

R96 G151 B214
HEX: #86BDFD

COLOR

Wordmark Best Color Practice

The Wordmark can be used in the following color combinations. The Wordmark assets should never be changed and always used appropriately with the correct background as outlined in this



White Wordmark on Green background



White Wordmark on Dark Green background



Green Wordmark on white background



Black Wordmark on white background



White Wordmark on black background



White Wordmark on image background

COLOR

Wordmark Color Don'ts

The Wordmark assets should never be changed and always used appropriately with the correct background as outlined in this section.



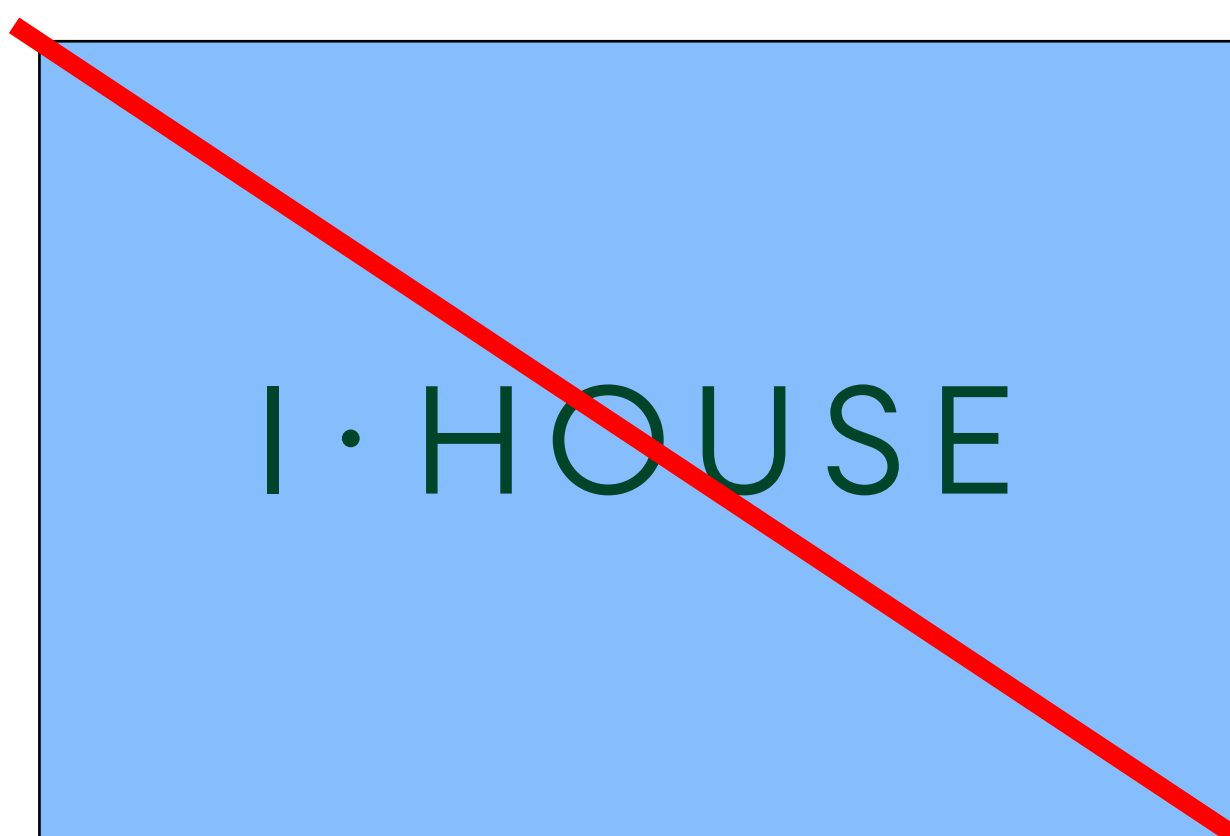
Never use Blue for Wordmark



Never use colored Wordmark on Dark Green background



Never use Wordmark in two colors



Never use Dark Green or Blue for logo and never use Blue as background



Never use colored wordmark on black background



Never us colored wordmark on image background

COLOR

Emblem Best Color Practice

The Emblem can be used in the following color combinations. The Emblem assets should never be changed and always used appropriately with the correct background as outlined in this sec-



White Emblem on Green background



White Emblem on Dark Green background



Green Emblem on White background



Dark Green motif with White text on Green background



White Emblem on image background



White Emblem on Black background



Black Emblem on White background



Green motif with White text on Dark Green background

COLOR

Emblem Color Don'ts

The Emblem assets should never be changed and always used appropriately with the correct background as outlined in this section.



Never use colored Emblem on Dark Green background



Never use Blue for Emblem



Never use Blue as background



Never use other than White text for two colored Emblems



Never use colored Emblem on image background



Never use colored Emblem on black background



Never use White background for two colored Emblems



Never use White motif for two colored Emblems

Typography

Typefaces

The I-House identity uses two fonts: Euclid Circular A and Arizona Serif. Both fonts come in a variety of weights, making them useful for the full range of applications.

EUCLID CIRCULAR A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,!@&

System font alternative: Arial
Google fonts alternative: Poppins

ARIZONA SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,!

System font alternative: Times New Roman
Google fonts alternative: Libre Baskerville

Hierarchy & Styling

Different combinations of the typefaces evoke specific facets of I-House’s personality. No matter which combination of typefaces is chosen, it should be contrasting weights and sizes to create a hierarchy of information. A layout can use a single typeface or a mix of Euclid and Arizona.

MODERN AND INTERNATIONAL

Using Euclid as the main typeface on communication materials plays up the sharp and contemporary aspects of the I-House brand.

OUR STRENGTH
LIES IN DIVERSITY

A CRASH COURSE IN SOCIAL
AND CULTURAL INTELLIGENCE.

LIFE LONG DEDICATION

International House is a residency program that brings together graduate students and young professionals from around the world for a crash course in social and cultural intelligence. In a world increasingly defined by polarization, isolation, and division, this experience instills a lifelong dedication to cross-cultural understanding that our alumni carry into their communities, practices, and professions.

WARM AND SCHOLARLY

Using Arizona as the main typeface on communication materials plays up the friendly and legacy aspects of the I-House brand.

Our Strength
Lies in Diversity

International House is a residency program that brings together graduate students and young professionals from around the world for a crash course in social and cultural intelligence.

LIFE LONG DEDICATION

International House is a residency program that brings together graduate students and young professionals from around the world for a crash course in social and cultural intelligence. In a world increasingly defined by polarization, isolation, and division, this experience instills a lifelong dedication to cross-cultural understanding that our alumni carry into their communities, practices, and professions.

Use the styling recommendations below to as a guide to setting titles and bodies of text that are attractive, comfortably read, and consistent.

HEADER

Euclid Circular A Regular
Optical, Tracking 100

SUB HEAD

Euclid Circular A Regular
Optical, Tracking 50

BODY HEAD

Euclid Circular A Medium
Optical, Tracking 50

BODY COPY LARGE

Euclid Circular A Regular
Optical, Tracking 50

BODY COPY SMALL

Euclid Circular A Regular
Optical, Tracking 50

INFORMATION

Euclid Circular A Regular
Optical, Tracking 125

STATISTICS

Euclid Circular A Regular
Optical, Tracking -25

GLOBALLY MINDED LEADERS

2023–2024 ANNUAL REPORT

REVENUE STATISTICS

For a century now, International House has been all of our home-away-from-home. Those who have stayed up late in the lounge engrossed in conversation or forged lifelong bonds over Sunday Supper know that this place is more than just a building. Today, as the world becomes increasingly polarized and disconnected, the mission of International House as a model of empathy, community,

Aximagni moluptum estem quo volectovol
uptate volupta non cone sinvent viderspisit
fuga. Dus ea sendeles mo bla dolestias
iur? Onecus, volupti quia dolupicil endit
minvelessi quam, opta essim facipsus. Bus
aut et dem et audi dolorest fuga. Aperum

fuga. Nam naturio verum in ra por recta
dolupti velecae. Nam re, quis ut qui rae
doluptatem nonectur? Ellautatius pore,
corio. Bore, sequi volessi odignis nimin nam
quatiberrum ipsantiatur? Sit, qui comnimo
leceped qui dolorem laboribus, seque

INTERNATIONAL HOUSE
500 RIVERSIDE DRIVE
NEW YORK, NY 10027-3916

IHOUSE-NYC.ORG

40%

Use the styling recommendations below to as a guide to setting titles and bodies of text that are attractive, comfortably read, and consistent.

HEADER

Arizona Serif Regular
Metrics, Tracking 0

SUB HEAD

Arizona Serif Regular
Metrics, Tracking 0

BODY HEAD

Arizona Text Medium
Metrics, Tracking 0

BODY COPY LARGE

Arizona Text Regular
Optical, Tracking -5

BODY COPY SMALL

Arizona Text Regular
Optical, Tracking -10

QUOTE

Arizona Serif Regular
Metrics, Tracking 0

STATISTICS

Arizona Serif Regular
Optical, Tracking -25

Embracing Warmth

The History of I-House

A NEW BEGINNING

Founded in 1924, the International House has built a rich history of bringing together students from around the world to share experiences and life lessons in peace building and understanding. I-House was originally conceived by Harry Edmonds, an official with the YMCA, who in 1909 had a chance encounter with a lone graduate student from China. As recounted by Edmonds to the New York Times in 1979.

Aximagni moluptum estem quo volectovol
uptate volupta non cone sinvent viderspisit fuga.
Dus ea sendeles mo bla dolestias iur? Onecus,
volupti quia dolupicil endit minvelessi quam, opta
essim facipsus. Bus aut et dem et audi dolorest fuga.
Aperum fuga. Nam naturio verum in ra por recta

dolupti velecae. Nam re, quis ut qui rae doluptatem
nonectur? Ellautatius pore, corio. Bore, sequi
volessi odignis nimin nam quatiberrum ipsantiatur?
Sit, qui comnimo leceped qui dolorem laboribus,
seque dolum volore earum quia venistoria ad
quos nonsequia. ilit harchilRovid enimill ectatist

“A Vibrant
Community
with a Rich
History.”

40%

Quotes should always be set in Arizona Serif Regular. For cited quotes, the first part should use citation marks and have the name below in Euclid Circular A Regular. Uncited statements do not use citation marks and does not have a name below.

QUOTE
Arizona Serif Regular
Leading 90%
Metrics, Tracking 0

NAME:
Pt. Size: 1/3 of quote
Upper Case
Euclid Circular A Regular
Leading: Same as quote
Optical, Tracking 100

REGULAR CITED QUOTE

“Lorem
Ipsum dolor
amet ad
sed ut non”

PAUL HARRIS

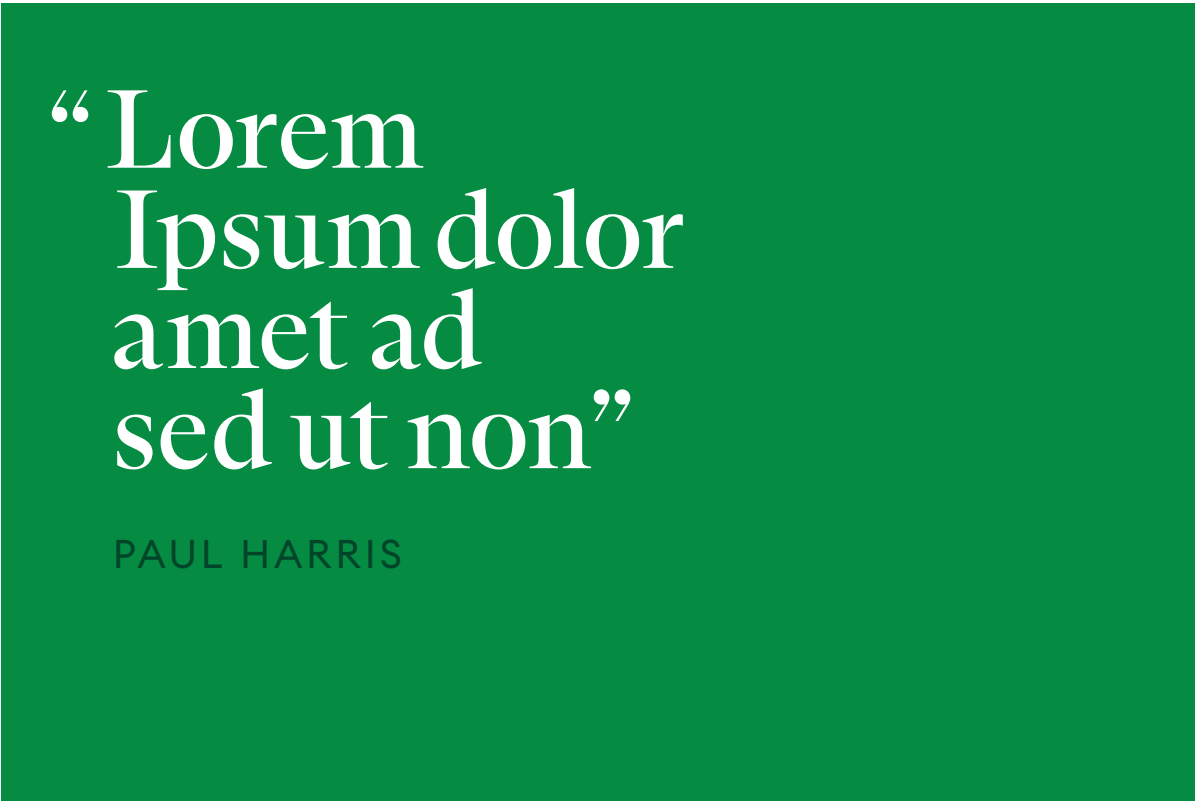
UNCITED STATEMENT

Duis aute
irure dolor in
reprehenderit
non Voluptate
velit esse.

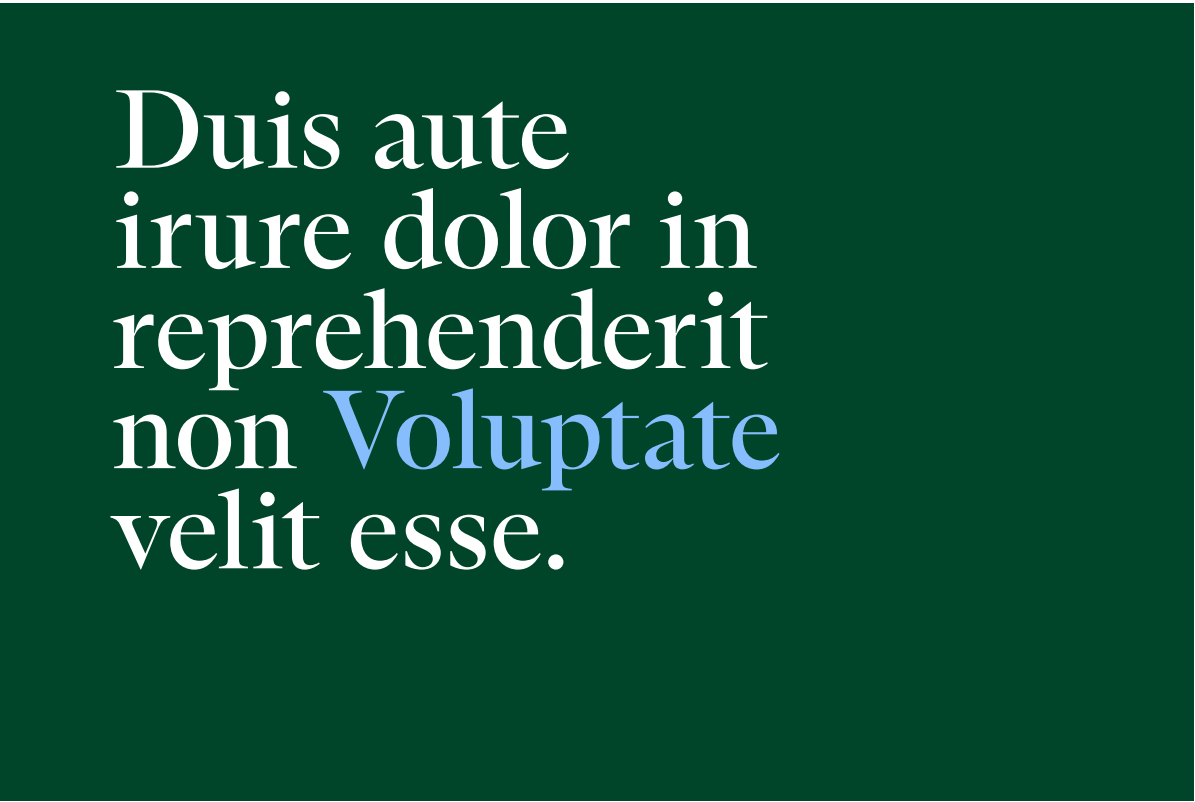
The quotes can be used in the following color combinations. Highlighted word or name should always be used appropriately with the correct background as outlined in this section.



White quote with Blue highlight name on Dark Green background



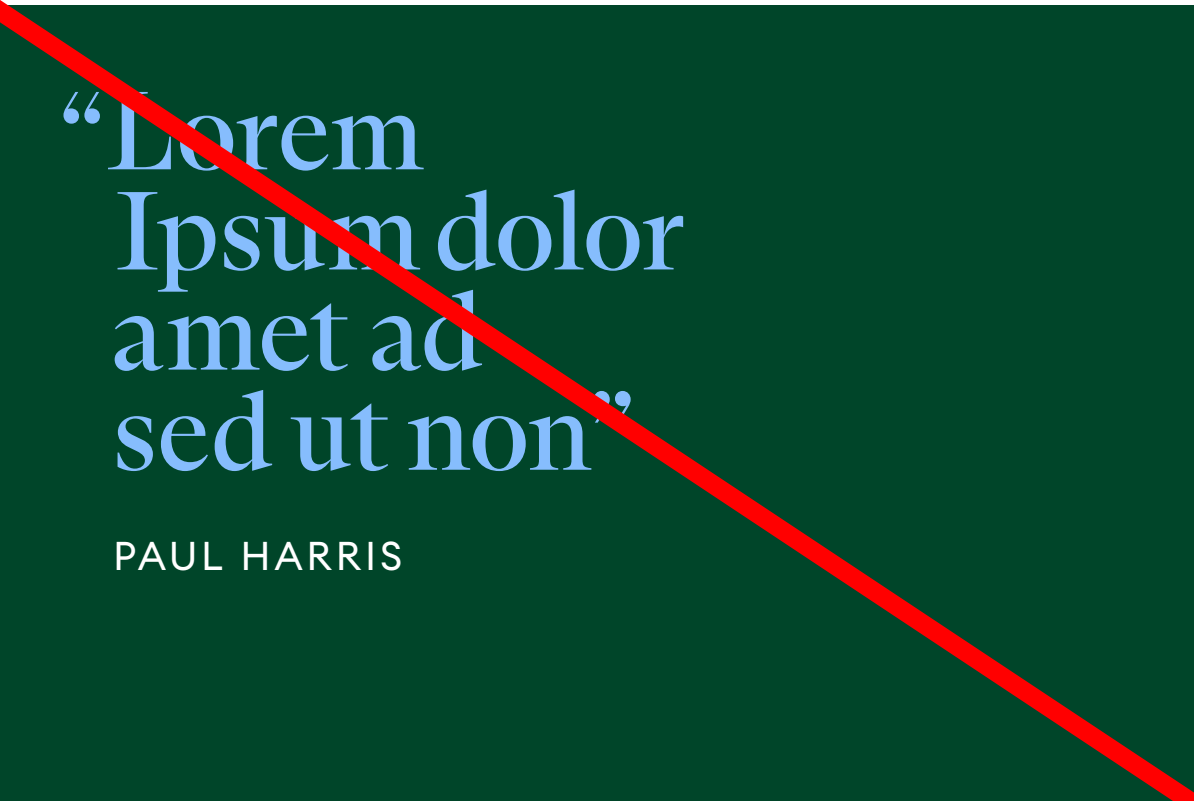
White quote with Dark Green highlight name on Green background



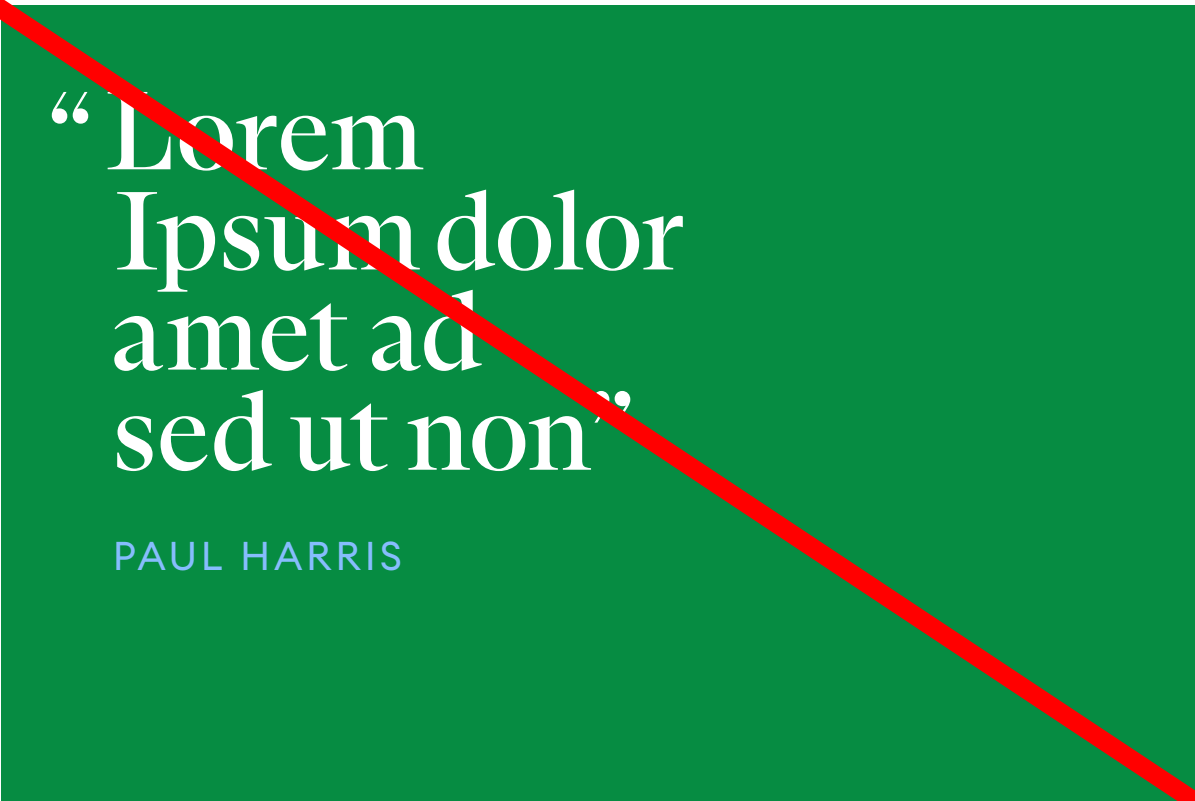
White statement with Blue highlight on Dark Green background



White statement with Blue highlight on Dark Green background



Never swap text and highlight color



Never use other color combinations



Never use highlights more than once in one quote



Never use Euclid Circular A for quotes