



THE AMERICAN INSTITUTE OF ARCHITECTS

“Walk the Walk” Campaign
Usage Guide

Walk the Walk
Architects Leading the Sustainable EvolutionSM





Positioning Statement

The “Walk the Walk” Campaign was developed to position the AIA in a leadership role in the area of sustainable buildings and communities thereby establishing AIA architects as the people capable of leading the nation into a new era of environmentally-friendly thinking.

History

In December 2005, The American Institute of Architects’ Board of Directors passed a Sustainable Practice Position Statement that sets incremental goals for energy reduction in the built environment, starting with a 50 percent reduction by the year 2010. The position statement read as follows: “The AIA recognizes a growing body of evidence that demonstrates current planning, design, construction, and real estate practices contribute to patterns of resource consumption that seriously jeopardize the future of the Earth’s population. Architects need to accept responsibility for their role in creating the built environment and, consequently, believe we must alter our profession’s actions and encourage our clients and the entire design and construction industry to join with us to change the course of the planet’s future.”

“Walk the Walk” was born from the idea that there is a lot of talk about the future of the planet but not enough action being taken to set us on the right path. At its core, “Walk the Walk” is an “empowerment” campaign designed to let people know that a course of action is available.

Main “Walk the Walk” Campaign Elements

The two main components of the campaign are immediately familiar, yet fresh and thought-provoking. A footprint is universally recognized as a symbol of work being done, while the green color suggests this work is being accomplished in a more environmentally-friendly manner. The phrase “Walk the Walk”

is also recognizable as a no-nonsense call-to-action challenging people to follow up words with commitment. Completing the challenge is the statement “Architects Leading the Sustainable Evolution.”

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“Walk the Walk” Campaign Element Usage

The green footprint may be used flat with a color of PMS 361 or an already rendered image file has slightly more depth. Stylistically, the footprint may be used in conjunction with the “Walk the Walk” tag or as an individual design element.

“Walk the Walk” Ads

The elements are design to be used in numerous ways. The first way is at the center of an ad supported by copy. This approach is recommended for the launch portion of the campaign or any other areas where the target audience may not as of yet be familiar with the campaign elements.

The elements may also be used as a secondary signature on other creative as shown in the second example. Notice also, the use of the green footprint as an actual track left by walkers.

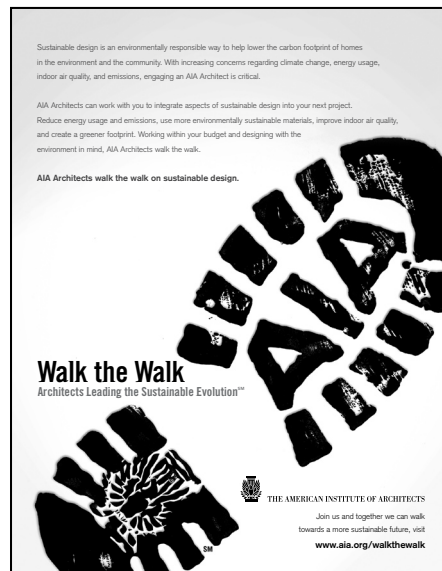




“Walk the Walk” Grayscale or Limited Color Applications

It is highly encouraged to present the AIA footprint in green whenever possible. In a two-color application, forego the use of the traditional AIA 032 red in favor of PMS 361 green for use on the footprint. In adhering to AIA logo specs, the AIA eagle goes black in the absence of 032 red.

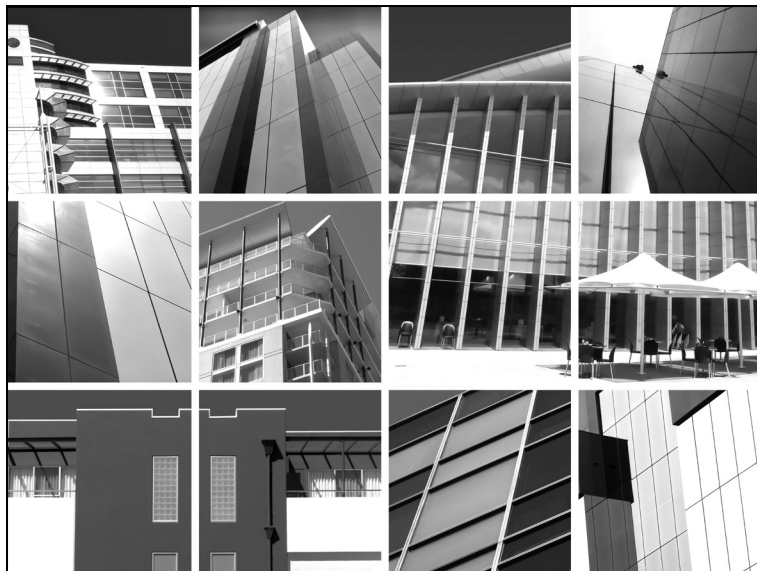
When printing in one-color grayscale applications, the AIA footprint should print solid black as opposed to using any shades of gray. The idea is to make as strong a statement as possible and not “muddy” up the print thereby making it more like a traditional footprint that may have been left by no one in particular.





Photography Usage within “Walk the Walk”

The green footprint is designed to leave a strong impression on those who see the creative. It is important not to overshadow it with highly colorful photography. The ideal photography is, of course, of the highest quality but also black & white or at least a very desaturated color photograph. This will help keep the green footprint the most dominant image on the page, even at a smaller size.





“Walk the Walk” Typography

The typefaces used for the campaign copy are from the Akzidenz Grotesk family. The preferred font for body copy would be Akzidenz Grotesk Light and Akzidenz Grotesk Bold for headlines. This face is to be used for every application except the “Walk the Walk” identity type and, of course, the AIA logo typeface. In the event that Akzidenz Grotesk is not available such as internet or eblasts, Arial may be substituted.

Akzidenz Grotesk Light Condensed

Akzidenz Grotesk Condensed

Akzidenz Grotesk Medium Condensed

Akzidenz Grotesk Bold Condensed

Akzidenz Grotesk Light

Akzidenz Grotesk Regular

Akzidenz Grotesk Medium

Akzidenz Grotesk Bold

Arial

Arial Bold

“Walk the Walk” logotype

The typeface used on the “Walk the Walk” tagline is Serifed Sans. The “Walk the Walk” type is 100% Black and the “Architects Leading the Sustainable Evolution” is 60% Black.



Component Templates

The following pages contain information on how components can use AIA templates for press releases, ads, flyers, and eblasts. Note that the AIA National Emblem is for national use only. You can insert photos from the AIA library into any of these pieces, and you can access them in the Component Communications Resource Kit or download them from the Component Center at www.aia.org/cmp_default.

Ad

The ad template can be used to gain exposure for your component. Notice the use of the green footprint and white space to give everything a “greener feel” than previous AIA advertising. We have made room for your component’s logo and contact information.





Press Release

“Going Green” makes headlines! The press release template can be used to announce important events or achievements to the media. Be sure to include contact information at the top and bottom of the page, the appropriate date, and your component's city and state. Also at the top of the page, fill in your component's logo and address above the grid. Press releases always use Times New Roman font and should be double-spaced. Use font size 12 for the copy and size 14 for the title.


Architects Leading the Sustainable Evolution™


AIA Component
Address on this line.

Jane Doe Receives AIA's Annual Architect Award

For immediate release: For more information, contact:
October 20, 2007 John Doe: 000-000-0000

(City, State.) - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus rhoncus mauris sed lectus. Praesent lectus nisi, volutpat et, varius sit amet, malesuada id, neque. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam pede. Aenean ipsum dolor, blandit nec, hendrerit ut, commodo at, dui. Vestibulum convallis, mi eget feugiat lacinia, turpis turpis cursus lacus, quis lacinia velit ante sagittis lorem. Pellentesque enim. Aliquam luctus. Vivamus in lectus sit ama in augue tincidunt odio viverra accumsan. Nunc sed tortor eget leo blandit tempus. Suspendisse sollicitudin nisi.

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Think Outside the Box

The “Walk the Walk” campaign is not just a new direction in advertising for the AIA. It also represents a commitment to whole new lifestyle. Recycling waste was just the beginning. It is a commitment to clean power sources like solar, wind, and water.

It is a commitment to recycled and renewable building materials. It is a commitment to more energy-efficient transportation, appliances, heating, and cooling.

Here’s an example of an “outside the box” idea for local components. It’s hard for people to commit to a new way of doing things if they don’t know what is available. How about a locally sponsored “Green Building Tour” event? An annual tour of local green buildings is a great way to create awareness of the whole sustainable building movement, as well as increasing awareness of the AIA and its architects. Near future projects may just end up on next year’s tour.

Keep thinking of new ways to “Walk the Walk.”