IIDA holds a highly visible and recognizable presence by maintaining graphic standards and brand uniformity. Our association strength is intimately tied to our brand, and the most visibly component of that brand is our logo.

The graphic identity of an association embodies its goals and objectives. Use of the graphic identity carries with it the responsibility to uphold the ideals of our mission. It benefits everyone involved when the identity is applied consistently to convey one clear message of forward-looking professionalism.

This 2012 Logo specific update provides guidelines for Chapter compliance.
All International Interior Design Association branded communications should follow the Graphic Standards set forth in this document. In addition to meeting these standards, using the recommended IIDA fonts, colors, and logo signatures is the best way to give all IIDA communication efforts a successful brand identity.

IIDA is a professional association of 13,000 Members in 10 specialty Forums and 31 Chapters around the world. Our Members, our events, our educational initiatives, our campaigns and our physical and social media presence articulate our Brand. Each Chapter is charged with embracing the International logo while enhancing it with their own regional sensibilities. There are diverse cultural entities participating in the Association. The vibrancy and value of the IIDA brand lives in the efforts of these unique IIDA units.

As an organization of Designers, graphic treatment is very important to our organization and our Members, and it is imperative to maintain a consistent image throughout any deliverable that goes before Members, potential Members and the entire Industry.

Any exceptions to or deviations from the requirements of this guide must be reviewed and approved by the IIDA Board of Directors, after communicating with an IIDA Communications staff representative. Before a piece is printed or an ad is run, the materials must be submitted to IIDA Communications for Board approval in adherence to the IIDA graphic standards.
IIDA communications should maintain a professional yet friendly tone, avoiding the first person unless appropriate for the document. The author’s voice shouldn’t be overly editorialized or casual. Always strive for straightforward, honest and design-savvy authorship. Social Media is the exception to this rule, where blogs, twitter and other social marketing tools provide the opportunity for less formal communications. It is still important to keep in mind communications should reflect the IIDA brand.

**Correspondence**
IIDA communications are usually composed in sanserif typeface, at 11 or 12 point font. Typeface selections in all cases should be clean, readable and never over-stylized.

**Marketing Text**
The following are examples of standard IIDA informational text that can be used on business and marketing correspondence.

**IIDA Mission Statement**
The International Interior Design Association (IIDA) works to enhance quality of life through excellence in interior design and to advance interior design through knowledge, value and community.

**IIDA Boilerplate**
(footer to be used at the end of all press releases)
The International Interior Design Association (IIDA) is a professional networking and educational association with more than 13,000 Members practicing worldwide in more than 50 countries. IIDA is committed to enhancing the quality of life through excellence in interior design and advancing interior design through knowledge, value and community. IIDA advocates for interior design excellence; nurtures a global interior design community; maintains high educational standards; and supports its Members and the Profession with visionary leadership. For more than 37 years, IIDA has helped reveal new Design talent through a variety of education initiatives and Interior Design/ Architecture competitions honoring local talent, including the Interior Design Competition, Global Excellence Awards and Sustainable Leadership Awards. www.iida.org.

**Tagline**
Knowledge Value Community
This tagline can be used in conjunction with the IIDA logo, on a lower line of text.
Generally, the AP Style Book should be referred to for questions of editorial consistency. A few IIDA standards also exist as listed below.

**Abbreviation:** International Interior Design Association/ IIDA. While the acronym IIDA is familiar to Members and most industry professionals, there are occasions when the full name should be used in its place. It is important to reinforce the acronym with use of the full name when writing for a wider audience, as the redundancy will help maintain recognition of the Association’s function.

**Appellations:** IIDA always comes first in listings of multiple appellations; the ensuing appellations should be listed alphabetically: Richard Pollack, FIIDA, FAIA, Kendall P. Wilson, IIDA, AIA, LEED AP.

| Capitalization: |  |
|-----------------|  |
| **Member(s)**   | Capitalize when referring to IIDA Members |
| **Membership**  | Capitalize when referring to IIDA Membership |
| **Chapter**     | Capitalize when referring to IIDA Chapters |
| **Forum**       | Capitalize when referring to IIDA Forums |
| **Continuing Education Unit (CEU)** | On first reference, write out and capitalize; on second reference, use initials |
| **Association** | Always capital “A” when referring to IIDA as the Association |
| **Interior Design** | Sometimes capitalize Interior Design, as in advocacy pieces to emphasize the profession. Consistency of use, though, is most important. |
| **Website**     | Do not capitalize. “website” is one word. |

**Never use IIDA in the possessive:**
Correct: The Members of IIDA *(Incorrect: IIDA’s Members)*
Correct: The IIDA Standards *(Incorrect: IIDA’s Standards)*
Proportions:
The IIDA logo is always to be used in its original proportions. Never condense, expand or distort the logo beyond its original proportions.

Space:
A minimum clear space should be maintained around the logo at all times, online and in print, to ensure its visibility and protect its integrity. A simple rule for determining the appropriate clear space regardless of logo size is 1/8 the width of the icon. An exception is when the International logo is combined with an existing Chapter logo, when it must carry the same size and “weight” as the Chapter specific image.

Logo Size:
The logo is the most visual carrier of the IIDA identity. It is important to use the logo (graphic icon) and logotype (typeset text below the icon) consistently and in its entirety. If a small version of the logo is to be used, please make sure the logotype is not smaller than 7pt since readability is decreased with reduced text sizes.

The IIDA logo fonts:
Berkeley (Serif font. See letters ID and words “International” and “Association” in logo.)
Frutiger (Sans serif font. See letters I and A and words “Interior Design” in logo.)

Studios working for IIDA and/or IIDA Chapters will need to purchase and add these font families to their library.

Logo Guidelines:
• The logo must be used in its entirety, both the appellation and the full name.

• The logo may be used by Chapters for their own publicity efforts, but should not be manipulated from the version shown above. Customization is allowed in the case of Chapters adding their name to the logo surrounding the existing logotype.

• The standard logo is designed to be used in black or white. NEW: Color manipulation is now allowed in print and online, and on formal documents like letterhead or Chapter business cards.

Please note: If the IIDA name or logo is to be used for a non-Chapter event (i.e. a tradeshow or industry event with which a Chapter is affiliated), the Chapter name MUST be included with the IIDA name or graphic.
Member use of the logo:
The logo is used on official Headquarters and Chapter communications, as well as by individual Members.

• Members are allowed and encouraged to use the IIDA logo for personal use in conjunction with the appellation following their name. This includes corporate letterhead, business cards, electronic signatures, personal professional websites, etc. Members are instead encouraged to use their appellation wherever possible and may link to the IIDA website.

• Corporate Members may use the IIDA Corporate Member logo. Only active corporate members will have logo usage privileges. Login to the Members only section of www.iida.org and click Member Logo under “Utilities” to access the logo.

Official Logo Requests:
Chapter Board Member or printer/other vendor requests for logo use should be emailed to jfisher@iida.org.
IIDA PMS colors: 5605 (the dark green/grey) and 610 (the lighter green/yellow)
IIDA colors are to be used on official corporate documents such as letterhead and business cards. They are suggested for use as an accent color for other publicity material, but Chapters may use other colors as appropriate as long as a professional brand is maintained.

Template Color Palettes
The following are some of Headquarters’ color palettes you may wish to draw on in the coming year. At the same time, we recognize the strong creative sensibilities each Board encompasses, and acknowledge that your color selections will best reflect the personality and image of your Chapter while maintaining a professional tone.

Marketing Materials (www.iida.org)
IIDA Green 610 Fuchsia 234 black

### Marketing Materials

<table>
<thead>
<tr>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>IIDA Green 610</td>
</tr>
<tr>
<td>Fuchsia 234</td>
</tr>
<tr>
<td>Black</td>
</tr>
</tbody>
</table>

### IIDA Print Materials

<table>
<thead>
<tr>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>IIDA Green 610</td>
</tr>
<tr>
<td>Blue-Grays 3015, 3135, 308, 647</td>
</tr>
<tr>
<td>Rusts like 199, 158, Pink 233</td>
</tr>
</tbody>
</table>

### IIDA Website

<table>
<thead>
<tr>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Blues like 291, 304</td>
</tr>
<tr>
<td>Chocolate Brown like 438</td>
</tr>
<tr>
<td>Midnight Blues like 294</td>
</tr>
</tbody>
</table>
Website Requirements
The following requirements apply to all pages of official IIDA websites and web applications:

• The official logo should appear at least once on all official IIDA web pages, at reasonable proximity to any Chapter alternative logos, and should be visible, without scrolling down, in an 800 by 600 pixel window. The logo should serve as a link to the chapter’s main/home page of the site (Example: http://www.iida.org).

• Official web pages of IIDA and its Chapters will incorporate contact information, privacy policy, terms of use, and optional accessibility and technology information.

• All official Association web pages must include a form of contact, preferably specific to the content on that page. The contact should include an e-mail address, and/or a work telephone number. Providing detailed mailing addresses or personal information is strongly discouraged.

• Written permission must be obtained for use of copyrighted materials, with the clear understanding on the part of the copyright holder that these materials will be used on the Web. This applies to the use of text, logos, photographs, drawings, video clips, sound clips, or other copyrighted materials. Chapters must gain permission to use materials from competitions or other promotional items.

• Sites containing eCommerce should be useful, manageable and secure. A receipt should be forwarded to the purchaser via email or made available upon request. The IIDA privacy policy must be visible in full (typically by an inset box that scrolls) or accessible by a clearly labeled link prior to the completion of the transaction.

Web Logos
The Association’s name in any form, including the logo, is protected by trademark registration.

Association web standards and guidelines require that the official logo of the Association appear on the top of the page that represents a Chapter, department, unit or program of IIDA.
Online and E-Marketing Requirements
The following suggestions should be considered when updating official IIDA websites and electronic communications:

- Official Chapter websites are expected to follow the same professional and graphic standards which apply to official publications in any other medium.

- To enhance website functionality with search engines and to promote IIDA's identification and branding, official Association web pages should include a meaningful, unique <title> tag that includes the text “IIDA” (Example: “IIDA Illinois Chapter” or “IIDA- About”). Official Association web pages should also include accurate <meta> description and <meta> keyword tags.

- Links to commercial sites are strongly discouraged, with the exception of resources licensed by the Association, and links to various search engines that include advertising.

- Photos of people, including Association Members, staff, and students, should not be used without express written permission from each subject.

- Linking to Membership Applications (Professional, Student, etc.) posted on www.iida.org rather than posting applications directly on the Chapter site is strongly suggested, to ensure the Chapter is using the most updated version of these annually updated forms.

- Similarly, Chapter websites should link to www.iida.org for specific International data content, such as number of Forums, total Members, total Chapters, etc. It is nearly impossible to continually update this information on each Chapter page, and linking to the Headquarters page will ensure content is always correct.

- E-blasts, electronic invitations and online communications carry the same requirements that print and web materials do, regarding logo placement and visibility. All electronic communication must include the Chapter logo, meeting graphic standards, at the top of the communication for htmls and e-blasts. Compliant Chapter logos can be placed in any position for invitations as long as they meet IIDA Graphic Standards.

Incorrect Uses:
Lacks Brand in any form. Use the logo in its entirety.

Correct Uses:
Chapter logo spans header of website home page; incorporates Chapter identity and HQ logo.
General recommendations:

The keys to success in social media are being honest about who you are, being thoughtful before you post, and respecting the purpose of the community where you are posting.

**Be transparent.** Be honest about your identity. If you are authorized to represent IIDA in social media, say so. If you choose to post about IIDA on your personal time, please identify yourself as an IIDA Member. Never hide your identity for the purpose of promoting IIDA through social media.

In December 2009, the Federal Trade Commission implemented regulations requiring bloggers and those who write online reviews to reveal if they have been compensated in any way—a free copy of a book, dinner, complementary admission—or have a relationship to a company, product or service they review. Already a “best practice” for most bloggers, such disclosure is now being enforced.

A good resource about transparency in online communities is the Blog Council’s “Disclosure Best Practices Toolkit” at http://blogcouncil.org/disclosure/.

**Be accurate.** Make sure that you have all the facts before you post. It’s better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible; after all, that’s how you build community.

If you make an error, correct it quickly and visibly. This will earn you respect in the online community.

**Be respectful.** You are more likely to achieve your goals or sway others to your beliefs if you are constructive and respectful while discussing a bad experience or disagreeing with a concept or person.

**Be a valued member.** If you join a social network like a Facebook group or comment on someone’s blog, make sure you are contributing valuable insights.

**Consider your audiences.** Social media often span traditional boundaries between professional and personal relationships. Use privacy settings to restrict personal information on otherwise public sites. Choose profile photos and avatars carefully. Be thoughtful about the type of photos you upload.

**Think before you post.** There’s no such thing as a “private” social media site. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it’s wise to delay posting until you are calm and clear-headed.

**Maintain confidentiality.** Do not post confidential or proprietary information about IIDA, its Members, or its employees. Use good ethical judgment when posting.

If you discuss a sensitive situation involving individuals on a social media site, be sure that they cannot be identified. As a guideline, don’t post anything that you would not present at a conference.
IIDA Headquarters has many resources available to Chapters to assist in their promotional activities.

Chapter Links on IIDA Website
Information for the Chapter section of IIDA's website may include a Chapter's Board list, Chapter Overview editorial, website and newsletter links (or calendar list). IIDA HQ links to the Chapter site for most of this content, and encourages each Chapter to maintain updated content.

Chapter News in DesignMatters
Information for DesignMatters, IIDA's bi-weekly newsletter, should be forwarded to DM-News@iida.org. Please make sure IIDA is on your distribution list for event notices. Make sure to include Chapter or City Center name, location, date, time and contact information for each event (we do not include local sponsors in the listing for space considerations and equality of publicity). Event recaps will only be included as space allows at the discretion of the Editor. Only photos with captions and descriptions will be considered for publication. DesignMatters goes out every two weeks. Inquire with the communications department, communications@iida.org, for the upcoming publication schedule.

Marketing Templates
Templates are available upon request. See examples.

Letterhead Header

Press Releases

Submitting for DesignMatters
Please email communications@iida.org for copies of the DesignMatters e-newsletter submission form.

If you have questions, please call 312.467.1950 or email communications@iida.org.

We're here to help.