



British Institute of Interior Design

Logo guidance for Members

Introduction	3
Our logo	4
Appellations	5
Using our logo	11
Colours	13
What NOT to do	15
Positioning	16

Our new brand identity has been developed to help us build recognition, visibility and understanding of the British Institute of Interior Design.

As a member, you are entitled to use the new logo with the appropriate appellation, on your own corporate and marketing materials. This guidance has been developed to ensure that you make correct use of the new British Institute of Interior Design logo and your appellation, so that a consistent brand identity is increasingly visible in the public and professional arena, supporting your business growth and ours.

If you have any questions regarding use of this logo, please email **info@BIID.org.uk**

Our logo

The logo for the British Institute of Interior Design is simple and strong. It uses a customised typeface to create a confident, bold statement about what we are and what we stand for. The cube shape is representative of our work as experts in exploring, creating and defining interior space.

The logo has been developed as part of our new brand identity, and underpins the British Institute of Interior Design's 'personality' as proud, confident, welcoming and discerning.

Our name

Research commissioned as part of this re-brand underlined our need for clarity and visibility, and we are dedicated to raising our profile. As such, we are referring to ourselves using our full name in all formal and written marketing and communications. When you can please refrain from referring to the Institute as 'BIID' – until our audiences know what that stands for, we will continue to be the *British Institute of Interior Design*.



Appellations

As a member you are entitled to use the new logo with the appropriate appellation, on your own corporate and marketing materials. You have been supplied with the appropriate logo which you should use as follows:

— You must use the British Institute of Interior Design logo that corresponds with your level of membership; you are not entitled to use any other version.

— You may not refer to yourself as recommended, accredited, certified, endorsed, recognised or sanctioned by the British Institute of Interior Design.

— The logo should not be used to imply product endorsement, unless the endorsement has been made by the Institute itself.

— Membership is for the individual only. The logo may be used on the business card of the Member who holds the membership and not other practice staff.

— Any member who has not renewed their membership of the Institute will be asked to remove any logo and initials of Institute.



MEMBER

Members are only entitled to use the designated terms and initials listed below on their own stationery, promotional material and any other collateral material bearing the British Institute of Interior Design appellation.

Acceptable Members' appellations include:

- Member, British Institute of Interior Design
- A N Other is a Member of the British Institute of Interior Design
- A N Other, BIID
- Member, BIID

Acceptable Industry Partner and Associate Industry Partner appellations include:

- (Associate) Industry Partner, British Institute of Interior Design
- (Associate) Industry Partner, BIID
- Another Ltd is an (Associate) Industry Partner member of the British Institute of Interior Design

Acceptable Affiliate appellations include:

- Affiliate, British Institute of Interior Design
- Affiliate, BIID
- A N Other is an Affiliate of the British Institute of Interior Design

Affiliates are NOT entitled to use the following appellation:

- A N Other, BIID
-

Acceptable appellations include:

- Associate, British Institute of Interior Design
- Associate, BIID
- A N Other is an Associate of the British Institute of

Interior Design

Associates are NOT entitled to use the following appellations:

- A N Other, BIID
- Associate member, BIID
- Associate Member, BIID
- A N Other is an Associate Member of the British Institute
of Interior Design

BIID Fellows:

The title Fellow, originally awarded by the IDDA may still be used but as of November 2005 is not recognized by the BIID as a separate membership category.

- Fellow, British Institute of Interior Design
- A N Other is a Fellow of the British Institute of Interior Design
- A N Other, BIID
- Fellow, BIID

Please use your appropriate designation at every opportunity when talking to the press, writing your CV/profile, printing your letterheads, business cards and brochures. Promote yourself, your Institute and your profession.

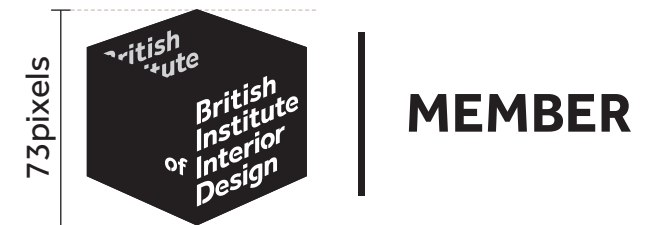
Minimum Sizing

You can use the logo at the size required, but please observe these minimum sizes for screen and print, to ensure legibility.

Minimum Sizing – Print



Minimum Sizing – Screen



Minimum Exclusion Zone

In order to maintain clarity to the logo, please ensure that it is positioned within a minimum exclusion zone. This means ensuring that the logo is not positioned too close to other elements, and that other design or type does not interfere with its clarity and visibility.

The minimum exclusion zone should be half the height of the cube's edge as indicated.



Primary and secondary logos

The British Institute of Interior Design logo is simple. It comes in just two colours – black and white. It exists in just these colours so that you can use it with your own brand identity without colour clashing!

Primary usage logo



MEMBER

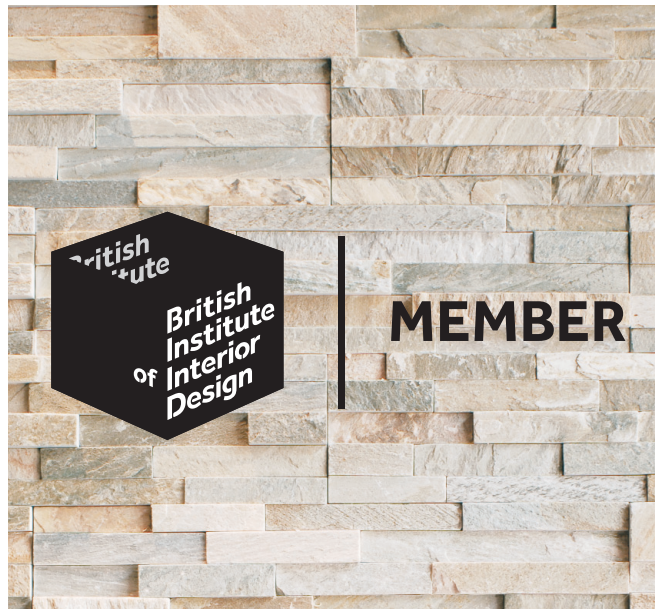
Secondary usage logo



MEMBER

Primary and secondary logo usage

Similarly, choose the logo that will stand out best from a photograph.



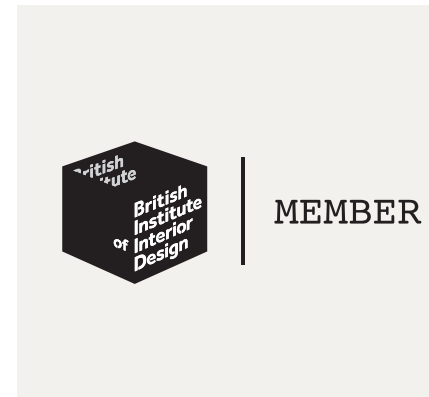
What NOT to do

We have invested significant amounts of time in creating a brand identity that will become recognisable and valued in our industry. We can only ensure recognition will grow if the logo is consistently used, and not abused!

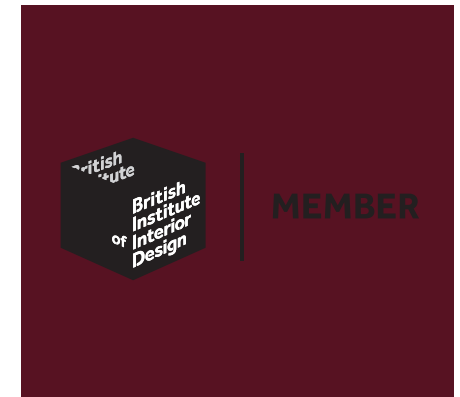
Here are some simple guidelines. If in doubt please contact info@BIID.org.uk with your query.



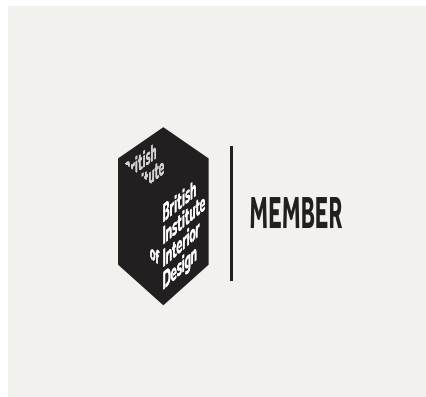
DO NOT colour up the logo. Use colour with it, but don't apply colour to it.



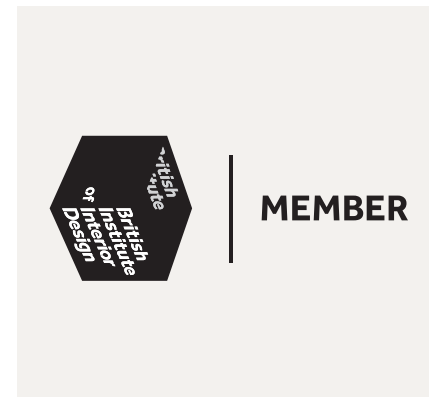
DO NOT change or tamper with the typography within the logo.



DO NOT place the logo on a colour too close in tone to the black or white.



DO NOT stretch, distort or crop your logo and appellation to fit a given space.



DO NOT Rotate or change the cube.



DO NOT change your version of the logo and appellation to carry a company name or any other wording.

Positioning – Print

You're free to position the logo and appellation where best suits your design but there are some rules about how close to the edge of the printed piece you should go. In print there is a minimum size for margins top, bottom, left and right. This is determined by the width and height of the minimum size logo (shown on page 8).

12.5mm

9.5mm

**MEMBER**

Positioning – Screen

A similar rule applies on screen. This time the margin is determined by half the smallest onscreen logo size, as indicated.

