

# Associate Appellations and Logo Use

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## Our Logo

The logo has been developed as part of our brand identity and underpins the British Institute of Interior Design's 'personality' as proud, confident, welcoming and discerning. The cube shape is representative of our work as experts in exploring, creating and defining interior space.



## Our Name

We are dedicated to raising the profile of the **British Institute of Interior Design**. As such, we refer to ourselves using our full name in all formal 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 an Associate you are entitled to use the logo and appropriate appellation on your own corporate and marketing materials.

Acceptable Associate 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
- A N Other is an Associate Member of the British Institute of Interior Design

Please note, you may not refer to yourself as accredited, certified, endorsed, recognised or sanctioned by the British Institute of Interior Design.

## Logo Use



**ASSOCIATE**

- You must use the logo that corresponds with your level of membership; you are not entitled to use any other version.
- You must use the full logo; you **must not** crop away the title on the right hand side.
- The logo should not be used to imply product endorsement.
- Membership is for the individual only. The logo may be used on the business card of the member and **not** those of other practice staff.
- Any member who has not renewed their membership of the institute will be asked to remove any logo and initials of the Institute.

## Minimum Sizing

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

### Minimum Sizing - Print



### Minimum Sizing - Screen



## Minimum Exclusion Zone

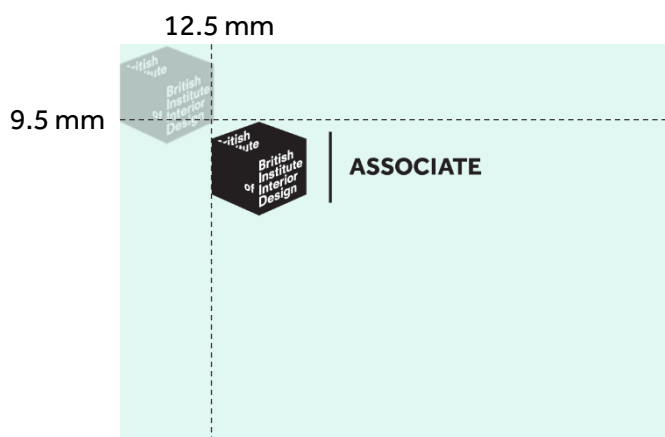
In order to maintain the clarity of the logo, please ensure that it is not positioned too close to other elements, and that other design or type does not interfere with its clarity and visibility. The minimum exclusion zone should be half the height of the cube's edge as indicated.



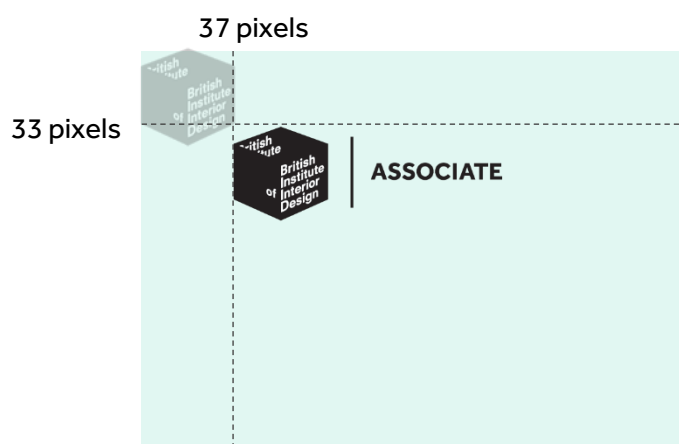
## Positioning

You are free to position the logo wherever best suits your design, but you must maintain a minimum distance between the logo and the edge of the paper or screen.

### Positioning - Print



### Positioning - Screen



## Colours

The logo comes in just two colours – black and white. This is so you will be able to use it with your own branding without it clashing.



### What Not to do



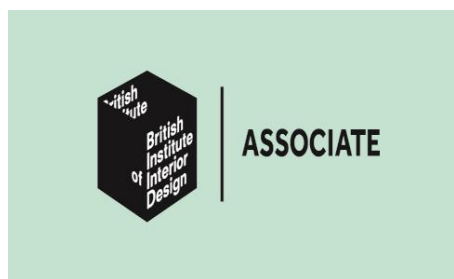
Do not apply colour to the logo. It is fine to use it on a coloured background.



Do not change the font of the logo.



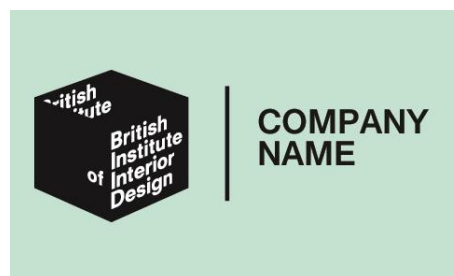
Do not place the logo on a colour that is too close in tone.



Do not stretch, crop or otherwise distort the logo to make it 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.