

YOUR GUIDE TO APPLYING YOUR IDI PROUD MEMBER BADGE

**INSTITUTE
DESIGNERS
IRELAND**

**LEADING
DESIGN**

OUR MEMBER BADGE WHAT IT MEANS



**BELONGING TO THE INSTITUTE OF
DESIGNERS IN IRELAND IS A VERY
PRESTIGIOUS AND IMPORTANT
MEMBERSHIP.**

It demonstrates your stature as a professional designer, your ethics in regard to how you approach your business, your expertise in front of clients and your participation and support for the Irish Design Industry.

To demonstrate your membership and communicate to clients your professional

standard, we encourage all members to sign post the Institute Designers in Ireland Proud Member identity on all appropriate communications. This will add value to you and your business and also help raise the credentials of the Institute of Designers in Ireland.

This guide will help you use the "Proud Member" identity.

OUR MEMBER BADGE VARIATIONS



Positive



Negative



Tint *As a guide, use your brand/chosen colour + 20% black*

THERE ARE **THREE** VERSIONS OF THE
PROUD MEMBER BADGE FOR USE ON A
VARIETY OF BACKGROUNDS.

APPLYING THE BADGE LETTERHEADS

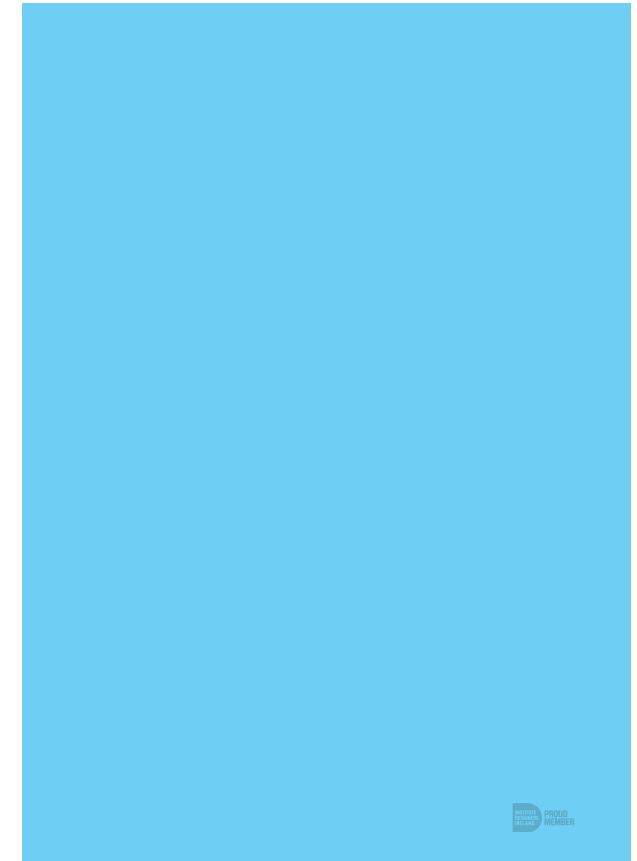
Positive (front)



Negative (back)



Tint (back) *As a guide, use your brand/chosen colour + 20% black*



**THE MEMBER BADGE IS FLEXIBLE
IN ITS POSITIONING TO ALLOW FOR
DIFFERENT LEVELS OF CONTENT.**

The most favourable placement for it may be defined as the bottom of the page, where often address details or taglines sit.

It should align with this content, but scale can be left to the discretion of each designer, once legibility has been carefully considered.

The second option is to apply it to the back of the page, as a tint or reversed out.

APPLYING THE BADGE BUSINESS CARDS



Positive (front)



Negative (back)



Tint (back) As a guide, use your brand/chosen colour + 20% black

PLACEMENT OF THE BADGE IS LARGELY LEFT TO THE DISCRETION OF THE DESIGNER, CONSIDERING THEIR OVERALL LAYOUT.

It may sit best alongside practical information such as the address details on front of card. In this instance, it should somehow align with - or balance - the information.

The preference may be to position it on back of card, divorced from core information. In this instance, it can be positioned at any corner of the card.

In any case, there are a few versions of the logo to choose from for these purposes - full colour, reversed, tint or text only.

APPLYING THE BADGE
TEXT ONLY VERSIONS

IDI PROUD MEMBER

**A VERSION OF THE BADGE HAS
BEEN PRODUCED AS **TEXT ONLY**.**

This is available for use where a company wishes to acknowledge their membership of the Institute Designers in Ireland, but prefers minimal impact on their stationery design.

This version is also available as master artworks. It is set in the correct font. The same versions (positive, negative and tint) are available and the same application rules apply.

APPLYING TEXT ONLY VERSIONS LETTERHEADS EXAMPLE

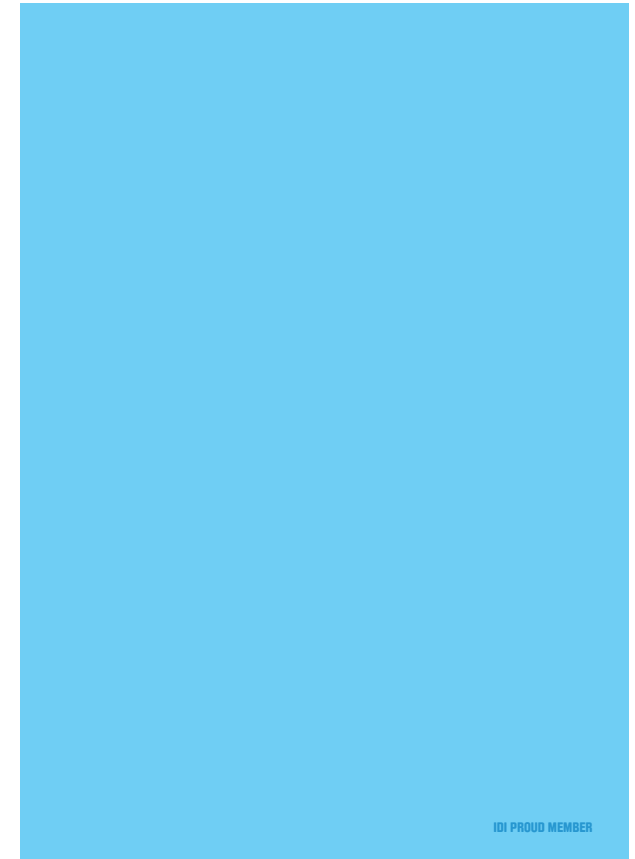
Positive (front)



Negative (back)

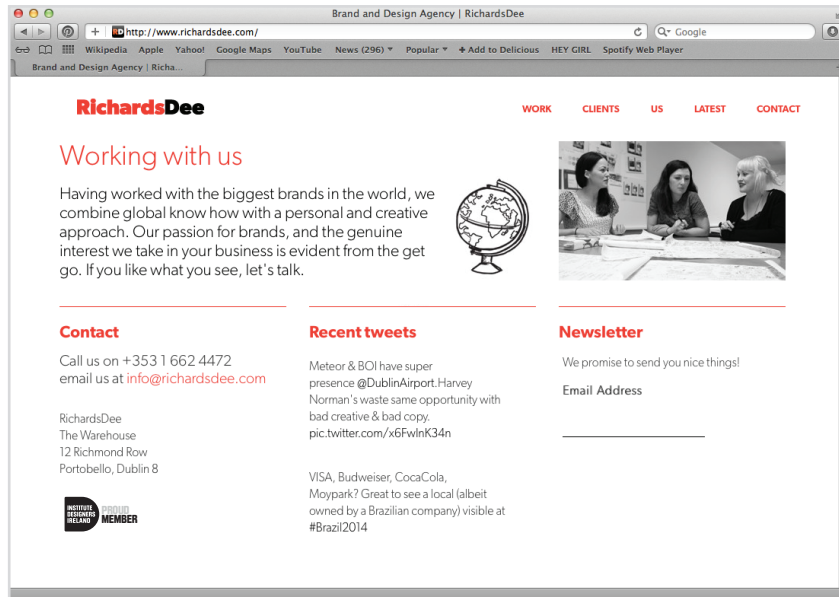


Tint (back) *As a guide, use your brand/chosen colour + 20% black*

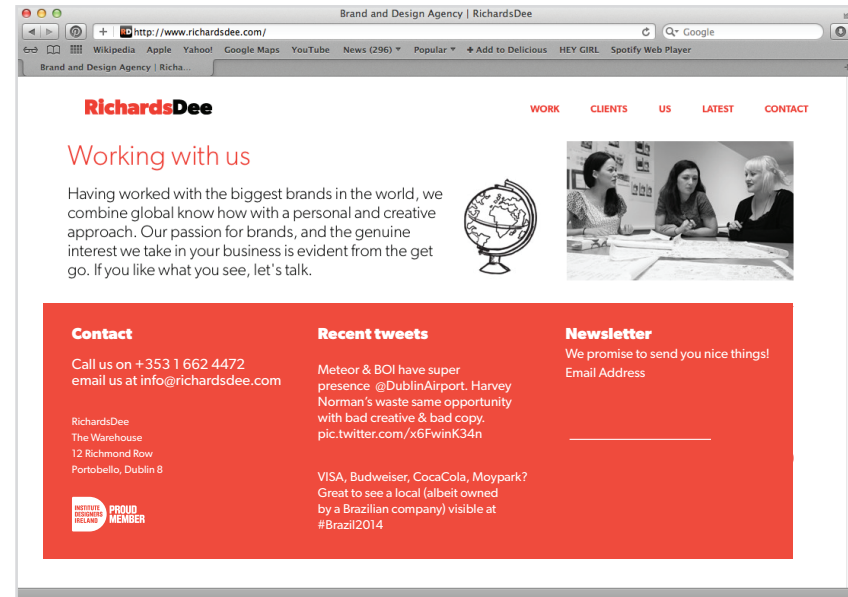


THE SAME RULES APPLY FOR USE OF THE TEXT ONLY VERSION OF THE MEMBERS BADGE.

APPLYING THE BADGE WEBSITE



Positive



Negative

THE POSITIONING AND SCALE
FOR **USE ON A WEBSITE** IS AT THE
DESIGNER'S DISCRETION, ONCE
LEGIBILITY IS DULY CONSIDERED.

**YOUR PROUD MEMBER BADGE
PACK CONTAINS EPS AND PNG
VERSIONS FOR USE ON YOUR
COMMUNICATIONS.**