

## The South African Institute of the Interior Design Professions (IID) Guidelines for Use of the IID Designations and IID Logo

This document outlines the correct use of the IID Designations and IID Logo which may be used to designate your membership of the South African Institute of the Interior Design Professions (IID)

### IID Designations

Professional Interior Architect **	<b>IID Professions - Professional Interior Architect</b>
Professional Interior Designer **	<b>IID Professions - Professional Interior Designer</b>
Professional Interior Decorator **	<b>IID Professions - Professional Interior Decorator</b>
Candidate	<b>IID Professions - Candidate Interior Architect</b> <b>IID Professions - Candidate Interior Designer</b> <b>IID Professions - Candidate Interior Decorator</b>
Accredited Educational Institution	<b>IID Professions - Accredited Educational Institution</b>
Interior Design Educator	<b>IID Professions - Interior Design Educator</b>
President of National Council	<b>IID Professions - President</b>
Past President of National Council	<b>IID Professions - Past President</b>
Honorary Fellow	<b>IID Professions - Honorary Member</b>
Affiliate Member	<b>IID Professions - Affiliate Member</b>
Corporate Member	<b>IID Professions - Corporate Member</b>
Founding Member	<b>IID Professions - Founding Member</b>

Members may also use the designation along with the full name of the Institute e.g. **Corporate Member of the South African Institute of the Interior Design Professions (IID)**, after your name or company name depending on the category of membership you fall under.



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\*\* There should be no misunderstanding where a business with two or more owners states that they are Members of the IID when only one of them is a Professional Member. **Professional Members are members in their name only, their partners are not.** In this latter case the appellation should be placed after the member's name where cc or directors names are positioned on letterheads or stationery. A Professional Member may not use Member of IID after their company name if that name differs from their name.

The following are examples of the correct use of the IID Designations

### 1. Professional and Candidate Members – Signature Designation

Applies to individuals not companies

#### **Sarah Winterbottom**

IID Professions – Professional Interior Architect\*

Sarah Winterbottom & Associates

Or

#### **Sarah Winterbottom**

Professional Interior Architect\* Member of the South African Institute of the Interior Design Professions (IID)

Sarah Winterbottom & Associates

\*Substitute Interior Designer, Interior Decorator, Candidate Interior Architect, Candidate Interior Designer or Candidate Interior Decorator if applicable

### 2. Accredited Educational Institute – Signature Designation

Applies to schools, colleges or universities not individuals

Pamela Jenkins - Principle

#### **The In-house School of Interior Design**

IID Professions – Accredited Educational Institute

Or

Pamela Jenkins - Principle

#### **The In-house School of Interior Design**

Accredited Educational Institute Member of the South African Institute of the Interior Design Professions (IID)

### 3. Interior Design Educator – Signature Designation

Applies to individuals not schools, colleges or universities



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**Peter Marais**

IID Professions – Interior Design Educator  
Bloemfontein Technikon  
Or

**Peter Marais**

(An) Interior Design Educator Member of the South African Institute of the Interior Design Professions (IID)  
Bloemfontein Technikon

**4. President of National Council (Present and Past) – Signature Designation**

This designation should only be used on official IID stationery and not on personal or own company stationery

**Elizabeth Tompkins**

IID Professions – President\*  
Or

**Elizabeth Tompkins**

President\* of the South African Institute of the Interior Design Professions (IID)

\* Substitute Past President if applicable

**5. Honorary Fellow – Signature Designation**

Applies to individuals not companies

**Gillian Brown**

IID Professions – Honorary Member  
Gillian Brown Interior Design Consultancy  
Or

**Gillian Brown**

(An) Honorary Member of the South African Institute of the Interior Design Professions (IID)  
Gillian Brown Interior Design Consultancy

**6. Affiliate Member – Signature Designation**

Applies to companies not individuals

Keith Waybury

**At Home Painters & Decorators**

IID Professions – Affiliate Member  
Or  
Keith Waybury

**At Home Painters & Decorators**

(An) Affiliate Member of the South African Institute of the Interior Design Professions

(IID)

**7. Corporate Member – Signature Designation**

Applies to companies not individuals

James Rutherford

**Rutherford Carpet Mills**

IID Professions – Corporate Member

Or

James Rutherford

**Rutherford Carpet Mills**

Corporate Member of the South African Institute of the Interior Design Professions

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**8. Founding Member – Signature Designation**

Applies to companies not individuals

Grant Williams

**Kaleidoscope Paints**

IID Professions – Founding Member

Or

Grant Williams

**Kaleidoscope Paints**

Founding Member of the South African Institute of the Interior Design Professions (IID)

**IID Logo**



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## Typography

The logo was created using lower case letters. Our preference is to only use lower case letters; however, you may use upper case / capital letters if this is better suited to the rest of your stationery.

It's strongly recommended that, when incorporating the IID Logo into your materials, you use the artwork provided.

## Spacing

The logo must stand alone. A reasonable amount of space must be left between the logo and any other object such as type, other logos, borders, edges and so on.

## Colour Palette

The logo uses two colours which are made up as follows:

Yellow:

Pantone 142C

Black:

K- 100%

Grey:

50% of the black

## Minimum Size

Please take care to maintain the integrity of all elements of the logo. For example, the logotype and notations must be readable; in no case should the logo appear at such a small size that these conditions are not met.

The use of the logo is therefore optional (e.g.: it may be left off business cards) and is only recommended for use when its full integrity is maintained and it is appropriate to the rest of your stationery / marketing material.



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Should you not be able to read the wording on the logo then it is acceptable to use the following logo.



#### Terms & Conditions

- The logo artwork may not be altered in any way.
- Your name, trade name or company name must appear on any materials where the logo and/or designations are used.
- The logo cannot appear larger or more prominent than your name, trade name or company name, product, service or logo.
- If you do not maintain your membership of the Institute, or it is terminated, you must immediately discontinue the use of the Designation and Logo.

If you have any questions regarding the use of the IID Designations or IID Logo please contact Taryn Collister / Kim Hayter on 011 465 9732 or [admin@iidprofessions.org.za](mailto:admin@iidprofessions.org.za) / [national@iidprofessions.org.za](mailto:national@iidprofessions.org.za)