



Council
for Interior
Design
Accreditation

Brand Guidelines

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Table of Contents

Active advocacy	3
How to use this guide	4
Messaging	5
Truths	
Voice	
Visual language	15
Logo	
Color	
Typography	
Imagery	
Graphic accents	
Brand in action	27
Templates	
Email signatures	
Social media guidelines	
Contact	31

Active advocacy

We encourage you to become an active advocate of CIDA, helping us strengthen our brand relevance for the advancement of the interior design profession.

We are a wide-reaching organization, touching many stakeholder groups around the world. Because of this, the consistent and unified communication of our brand is critically important.

To do this, we're asking you to adopt our shared brand language. Our brand language is more than a logo or color palette. It's how we present CIDA to the world.

How to use this guide

This guide is designed to clarify the strategic intent of our brand and enable us to create a consistent look and feel at every touchpoint.

The guidelines have been developed for our employees, board members, volunteers, academic programs, professional stakeholders and agency partners.

This should serve not as a set of templates, but as a reference and inspiration for sharing on-brand messages.

Messaging: Truths

We are CIDA.

The Council for Interior Design Accreditation

CIDA (pronounced “see-dah”) is the definitive accrediting agency for postsecondary interior design education.

CIDA was founded in 1970 under the name Foundation for Interior Design Education Research (FIDER) by a coalition of interior design professional organizations (Interior Design Educators Council, American Institute of Interior Designers, and the National Society of Interior Designers).

Based in Grand Rapids, Michigan, CIDA is an independent, non-profit corporation governed by a nine-member Board.

Vision statement

Interior designers are skilled, knowledgeable, and sought-after professionals because of the Council for Interior Design Accreditation’s continuous improvement, monitoring, assessment and advocacy of interior design education and expertise.

Mission statement

With integrity, rigor, and continuous improvement, the Council for Interior Design Accreditation advances the profession of interior design through a collaborative approach to standard setting for accreditation of interior design higher education programs.

Value statements

WE VALUE COLLECTIVE KNOWLEDGE. CIDA is passionate about the knowledge at the heart of the interior design profession, about growing and deepening that base of knowledge, and about articulating it for the benefit of educators, students and interior design practitioners.

WE VALUE ADVANCING STANDARDS. CIDA is firmly committed to setting high standards for interior design education, challenging others to meet and exceed those standards and seeking ways to continuously elevate and evolve the standards, thus significantly contributing to the advanced professionalism of the interior design field.

WE VALUE PROFESSIONAL INTEGRITY. CIDA aspires to and cultivates sensibilities that reflect the integrity of the interior design profession. As a responsible accreditation resource, CIDA is dedicated to being attentive and responsive to all its stakeholders.

WE VALUE DESIGN EXCELLENCE. An advocate of design excellence and elevated professionalism, CIDA adheres to top quality in every facet of its work.

CIDA's Positioning

- **INDUSTRY RESPONSIBILITY:** CIDA is the only accrediting body specifically focused on interior design. CIDA is recognized by the Council for Higher Education Accreditation for professional-level interior design programs that culminate in a bachelor's or master's degree.
- **INDUSTRY-WIDE IMPACT:** Over 18,000 students in 190 CIDA-accredited interior design programs worldwide benefit from CIDA standards and quality assurance. CIDA-accredited program graduates hold many successful positions in both education and practice, and overall perform stronger on the NCIDQ exam.
- **INDUSTRY CONNECTOR:** Ranked as one of the most influential factors in curriculum development and student recruitment, CIDA harnesses expertise in the field of interior design to develop its quality assurance standards. Standards keep pace with rapid changes in the field through annual forecasting.

VALUE PROPOSITIONS

For academic programs, we provide:

Advancement of the profession

- An important partnership between the practice of interior design and academic programs that represents our shared respect and responsibility to professional excellence.

Future-focused and flexible standards

- CIDA standards are formulated in consultation with practitioners, educators, employers, students and other stakeholders and represent the interior design industry's collective body of knowledge.
- CIDA standards are continually being updated to reflect contemporary and emerging factors influencing interior design practice, from technology, to human behavior, health and wellness, to global issues and other dynamic trends.
- Standards that inform and inspire academic programs and curriculum, ensuring the workforce is in step with professional demand.
- Standards revisions take place on a regular cycle to maintain the relevance of the criteria and ensure the standards are responsive to ever-evolving industry and societal shifts.

Respected accreditation

- An accreditation process that is flexible enough to allow each academic program the ability to interpret the standards in their own way.
- Expert staff that guides your program through the process, every step of the way.
- Accreditation that attracts prospective students and parents, and while also retaining existing students at a higher rate than non-CIDA accredited programs.

- **VALUE METRIC:** CIDA is among the **first and most common** resources that students and parents consult when choosing an interior design program.
- **VALUE METRIC:** **Over 60%** of professionals with hiring responsibility gave preference to graduates from CIDA-accredited programs.

VALUE PROPOSITIONS

For students, we provide:

A return on educational investment

- Assurance that every accredited program is a top-quality choice for your design education, and a better return on your investment than non-accredited programs.

Future-focused knowledge

- A body of knowledge that can help inspire and inform your specialized expertise, ensuring you are one step ahead of industry demand.
- CIDA standards represent the interior design industry's collective body of knowledge and are continually being updated to reflect contemporary and emerging factors influencing interior design practice, from technology, to human behavior, health and wellness, to global issues and other dynamic trends.

- **VALUE METRIC:** Students from CIDA-accredited programs score an average of **16% higher** on the NCIDQ Exam than non-CIDA grads. For the IDFX, the pass-rate is **18.5% higher**.
- **VALUE METRIC:** **Over 65%** of professionals from CIDA programs believe that accreditation has positively impacted their ability to get their first job.
- **VALUE METRIC:** **Over 56%** of professionals from CIDA programs believe that accreditation has positively impacted their career advancement.
- **VALUE METRIC:** Interior design educators that graduated from CIDA programs are **25% more likely** to be educators 1-15 years from now than those who graduated from non-CIDA programs.
- **VALUE METRIC:** **Over 70%** of professionals from CIDA programs believe that accreditation has positively impacted their ability to differentiate from others during a job search.
- **VALUE METRIC:** **Nearly 3/4** of professionals believe that CIDA adds value and qualifications as viewed by employers, clients and colleagues.

VALUE PROPOSITIONS

For practitioners, we provide:

Advancement of the profession

- An important partnership between the interior design practice and academic programs that represents our shared respect and responsibility to professional excellence.
- CIDA standards are continually being updated to reflect contemporary and emerging factors influencing interior design practice, from technology, to human behavior, health and wellness, to global issues and other dynamic trends.

Consistency and quality in the workforce

- CIDA is the definitive accrediting agency for postsecondary interior design education.
- **VALUE METRIC: Over 18,000** students are currently enrolled in CIDA-accredited programs, with thousands graduating annually and entering the interior design profession.

Serious Talent

- CIDA ensures that entry-level practitioners in the workforce will have the knowledge and skill-sets required to be successful in the workforce.

- **VALUE METRIC: Over 60%** of professionals with hiring responsibility gave preference to graduates from CIDA-accredited programs.
- **VALUE METRIC:** Students from CIDA-accredited programs score an average of **16% higher** on the NCIDQ Exam than non-CIDA grads. For the IDFX, the pass-rate is **18.5% higher.**
- **VALUE METRIC: Over 40%** of respondents that graduated from a CIDA-accredited program hold a master's degree or above.

VALUE PROPOSITIONS

For volunteers, we provide:

A connection to the larger interior design community

- **VALUE METRIC: Over 130** highly qualified interior designers and educators contribute their time to conducting CIDA accreditation reviews.

Future-focused knowledge

- CIDA standards are continually being updated to reflect contemporary and emerging factors influencing interior design practice, from technology, to human behavior, health and wellness, to global issues and other dynamic trends.

Messaging: Voice

Tone of voice

Our tone of voice comes from a place of inclusiveness, passion and responsibility.

- **INCLUSIVE:** Written in a warm and welcoming way that inspires collaboration and engagement.
- **PASSIONATE:** Written from a place of passionate commitment to interior design industry, inspiring engagement.
- **RESPONSIBLE:** Written with a smart and straightforward delivery that inspires confidence and respect.

When preparing to write or speak on behalf of CIDA, it may be helpful to read the following excerpts as a type of “tuning fork” for communication:

EXAMPLE: AIGA's inclusiveness

You belong at AIGA.

From design fans to the profession's leading practitioners, AIGA members come from all backgrounds, all fields, and all levels of experience—from all around the world. Whether you're a design enthusiast, student, freelance designer, in-house designer, design educator, design thinker, or a business owner, AIGA is here to welcome you into the wider world of design.

EXAMPLE: John Deere's passion

For those who cultivate and harvest the land.

For those who transform and enrich the land.

For those who build upon the land.

John Deere is committed to your success. Because of our past, our passion, and our purpose for helping you become more profitable and productive, John Deere is uniquely positioned to be the equipment supplier of choice.

EXAMPLE: IDEO Circular Design's responsibility

Now is the most exciting time to be an innovator.

The scale of what we're designing has shifted from products, to companies, to economic systems.

Who we're designing for has expanded from a solitary user to an intimately connected web of people, spanning the globe.

New tools such as artificial intelligence, the internet of things, and biomimicry mean our design ambitions are limited only by our imagination.

Meanwhile, creativity has never been more important. The global economy is stuttering and disruptive technologies challenge established business models.

Personality

Authentic personalities

If our values are what we say, then our personality is how we say it. Just like individual personalities, the most revealing and authentic aspects of any brand personality are found in the paradoxes.

CIDA PERSONALITY PARADOX: We are future-focused, yet attentive to professional and academic needs in the here-and-now

- **KEY MESSAGES:** CIDA continuously elevates and evolves the standards in a way that is inclusive and attentive to the needs of practitioners, educators, employers, students and other stakeholders. To achieve this, standards revisions take place on a regular cycle and are formulated in consultation with practitioners, educators, employers, students and other stakeholders and represent the interior design industry's collective body of knowledge.

CIDA PERSONALITY PARADOX: Our standards are high quality and definitive, yet flexible.

- **KEY MESSAGES:** CIDA is firmly committed to setting high standards for interior design education, challenging others to meet and exceed those standards. CIDA's accreditation process is flexible enough to allow each academic program the ability to interpret the standards in their own way.

Visual language

Primary logos

Our logo is comprised of two components, the CIDA icon and our wordmark. The icon features positive and negative space with the focus on "ID" for interior design.

There are two approved versions of our logo, horizontal and vertical in three approved colorways.

The horizontal and vertical versions are to be used at the discretion of the designer.

The wordmark can be used as a graphic element, but never without the full logo to support it (see Logo Positioning and Graphic Usage.)

HORIZONTAL LOGO



ICON

Council
for Interior
Design
Accreditation

WORDMARK

VERTICAL OR STACKED LOGO



ICON

Council
for Interior
Design
Accreditation

WORDMARK

Logo colorways

Using the logo consistently will help build brand strength. The CIDA logo should only appear in approved colors, which are limited to full color (primary and secondary), reversed, and black.

The primary full-color version of the logo is used on white or light-colored backgrounds (ex: CIDA Blue) and is preferred. The secondary full-color logo may be used on darker backgrounds (ex: CIDA Red) when necessary.

The logo may appear in black only in single-color reproduction situations (e.g., newspapers), where preferred brand colors are unavailable.

Specifications are provided within this guide for color reproduction specifics of spot colors, CMYK process color, RGB, and hexadecimal values (see Color Palette.)

PRIMARY FULL-COLOR LOGO



Council
for Interior
Design
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SECONDARY FULL-COLOR



Council
for Interior
Design
Accreditation

REVERSED



BLACK



Logo minimum size and clear space

Minimum size

The icon and wordmark of our logo are solid and legible, even at small sizes. However, to ensure the best possible representation of the brand, avoid using the logo very small. Measure the minimum size of the logo by its width.

Please see the logos for minimum print and web sized. Note that pixel density varies greatly between monitors and devices.

Placing the logo on colored backgrounds or all white may reduce readability. Adjust the minimum size accordingly.

Clear space

Ensure the prominence of the logo by leaving ample space around it. Do not place other text within the safety area or position the logo too near an edge.

Clear space is measured by the height of the “I” in the icon. Allow a minimum of one “I” on all sides of the logo, and more if space allows.

MINIMUM SIZE



CLEAR SPACE



Logo positioning and graphic usage

There are three applications of the logo that allow for flexibility within our design system.

Generally, the logo is preferred seen locked-up with the icon and wordmark together (fig. 1). In this instance, the horizontal or vertical logo are both acceptable and can be chosen based on the designer's discretion.

In certain instances, the horizontal or vertical logo may be aligned flush left with a bar of color, but the color of the logo (CIDA Red or CIDA Blue) should match the bar (see fig. 2 and page 26).

The icon can be used as a dominant illustration in communications as well, with the wordmark or full logo also appearing on the page (fig. 3). When using this graphic application, the Red, Blue or Reversed version of the icon can be utilized depending on the background.

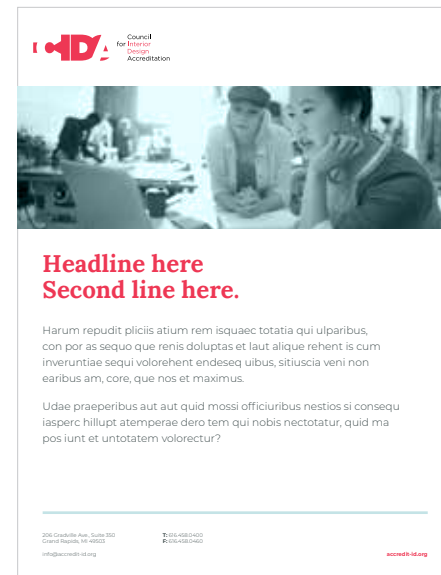


FIG. 1



FIG. 2

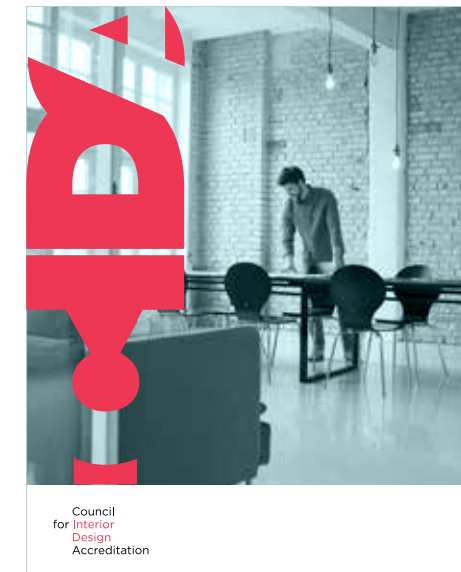


FIG. 3

Incorrect usage

It is critical to maintain the integrity of the logo at all times. On this page you will find examples of what to avoid when placing the logo on branded materials.



DO NOT ALTER THE ICON AND WORDMARK



DO NOT TILT THE LOGO



DO NOT ALTER THE COLORATION



DO NOT ALTER THE TYPE



DO NOT ADD DROP SHADOWS OR OTHER EFFECTS



DO NOT USE LOW CONTRAST BACKGROUND



DO NOT TINT OR EDIT THE LOGO OPACITY



DO NOT ADD TAGLINES

Color palette

The color palette is comprised of two sets of primary brand colors, as well as several accent colors. All of these colors work together to convey the desired experience of our brand.

It is important to remember that although our color palette has been built for flexibility and allows for some variability across different communications and media, the balance between primary and accent colors should always be maintained.

CIDA BLUE
CMYK: 20.0.7.2
RGB: 214.233.234
HEX: #D6E9EA
PMS: 543C

CIDA GRAY
CMYK: 72.56.56.35
RGB: 68.79.80
HEX: #444F50
PMS: COOL GRAY 11 C

CIDA RED
CMYK: 0.93.60.0
RGB: 237.53.84
HEX: #ED3554
PMS: 192C

CIDA LIGHT GRAY
CMYK: 4.3.3.0
RGB: 241.241.241
HEX: #F1F1F1
PMS: COOL GRAY 1 C

CIDA YELLOW
CMYK: 11.7.74.0
RGB: 231.218.100
HEX: #E7DA64
PMS: 3945C

CIDA GOLD
CMYK: 31.33.90.0
RGB: 185.160.67
HEX: #B9A043
PMS: 457C

CIDA ORANGE
CMYK: 4.40.85.0
RGB: 239.163.65
HEX: #EFA341
PMS: 142C

CIDA LAVENDER
CMYK: 31.47.0.0
RGB: AF8DC1
HEX: #AF8DC1
PMS: 2567C

CIDA TEAL
CMYK: 50.6.22.25
RGB: 98.154.158
HEX: #629A9E
PMS: 7458C

CIDA MEDIUM BLUE
CMYK: 76.44.15.0
RGB: 70.128.172
HEX: #4680AC
PMS: 646C

CIDA GREEN
CMYK: 78.40.68.33
RGB: 51.95.78
HEX: #335F4E
PMS: 342C

CIDA INDIGO
CMYK: 84.72.28.24
RGB: 56.71.111
HEX: #335F4E
PMS: 653C

Primary typography

CIDA has two primary typefaces, Lora and Montserrat. Our primary typefaces are for use in final external communications. Our primary typefaces should not be used when creating a communication in for electronic distribution (e.g., PowerPoint decks, Word files, etc.) In this case, please see the secondary typography on the following page.

Lora is an elegant serif typeface with two weight options. Lora Bold should be used for headlines and subheads. In general, keep the use of Lora to a minimum as it should serve as a bold accent, not the dominate typeface throughout CIDA branded materials.

Montserrat is a contemporary, yet friendly sans serif typeface with many weight options that work well for body copy and most typographic applications. Depending on the size of type needed, Montserrat Light and Regular work best for body copy, and Montserrat Bold and Black work well for call outs and certain subheads (Montserrat comes in many weights, the most commonly used weights for CIDA are shown).

Lora

Aa

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Lora Regular
Lora Bold

Montserrat

Aa

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat Light
Montserrat Regular
Montserrat Bold
Montserrat Black

Montserrat Light Italic
Montserrat Regular Italic
Montserrat Bold Italic
Montserrat Black Italic

Secondary typography

These typefaces are intended for use in materials created for electronic distribution (e.g., PowerPoint decks, Word documents, etc.) as they could be shared with individuals who do not have these typefaces installed on their computers. In these cases, Georgia and Arial should be used as they are natively installed on most operating systems.

Georgia

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Georgia Regular
Georgia Bold

Arial

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Regular
Arial Regular Italic
Arial Bold
Arial Bold Italic

Photography

Photography is a visual device used in the CIDA brand.

When using photography, select imagery that is open and bright, with a focus on our various audiences. Photography should appear natural, real and honest.

In general, select and use photography that is:

- Optimistic
- Collaborative
- Bright
- Professional
- Active



Image treatment

When using photography as a visual element, a color overlay can be used to support a consistent brand presence and help add a distinctive touch to branded materials.

The effect is created by using a color overlay of 100% CIDA Blue over any photographic image.

BOTTOM LAYER: IMAGE



TOP LAYER: 100% CIDA BLUE SET TO “COLOR”

Graphic accents

Colored (CIDA Red or CIDA Blue) vertical or horizontal bars can be used as an additional graphic accent across various brand expressions. They can be used on the left side of a page paired with a logo, or as accents to house text, create emphasis, or separate portions of information.



CIDA Council for Interior Design Accreditation

Headline here
Second line here.

Harum repudit pliciis atium rem isquaec totatia qui ulparibus, con por as sequo que renis doluptas et laut aliqne rehent is cum inveruntiae sequi volorehent endeseq uibus, sitiuscia veni non earibus am, core, que nos et maximus.

Udae praeperibus aut aut quid mossi officiribus nestios si consequ iasperc hillupt atemperae dero tem qui nobis nectotatur, quid ma pos iunt et untotatem volorectur?

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CIDA Council for Interior Design Accreditation

We are CIDA.
It's an exciting time to be an interior designer.

We believe in collective knowledge.
The definition of interior design and the role designers play in the world is ever-expanding. Because of this, CIDA is passionate about growing and articulating the knowledge at the heart of the interior design profession for the benefit of educators, students and interior design practitioners.

We believe in advanced professionalism.
We do this because we believe in the integrity and advanced professionalism of the interior design practice. CIDA is one of the most influential factors in curriculum development and student recruitment, as well as one of the first and most common resources that students and parents consult when choosing an interior design program.

We believe in professional standards.
As the only accrediting body specifically focused on interior design, CIDA is responsible for creating high quality standards in interior design education. It's why CIDA engages in a rigorous annual forecasting process that informs and elevates academic standards.

We believe in the future of interior design.
With over 18,000 students and greater than 180 CIDA-accredited interior design programs worldwide, we recognize the responsibility we have to the integrity of the interior design practice, and the students that will drive the practice forward in the future.

accredit-id.org

Brand in action

Templates

Microsoft Powerpoint and Word Document templates have been created to help CIDA communications remain consistent. These templates contain approved photography, typography and color palette.

For access to templates, see contact information on the final page of this document.



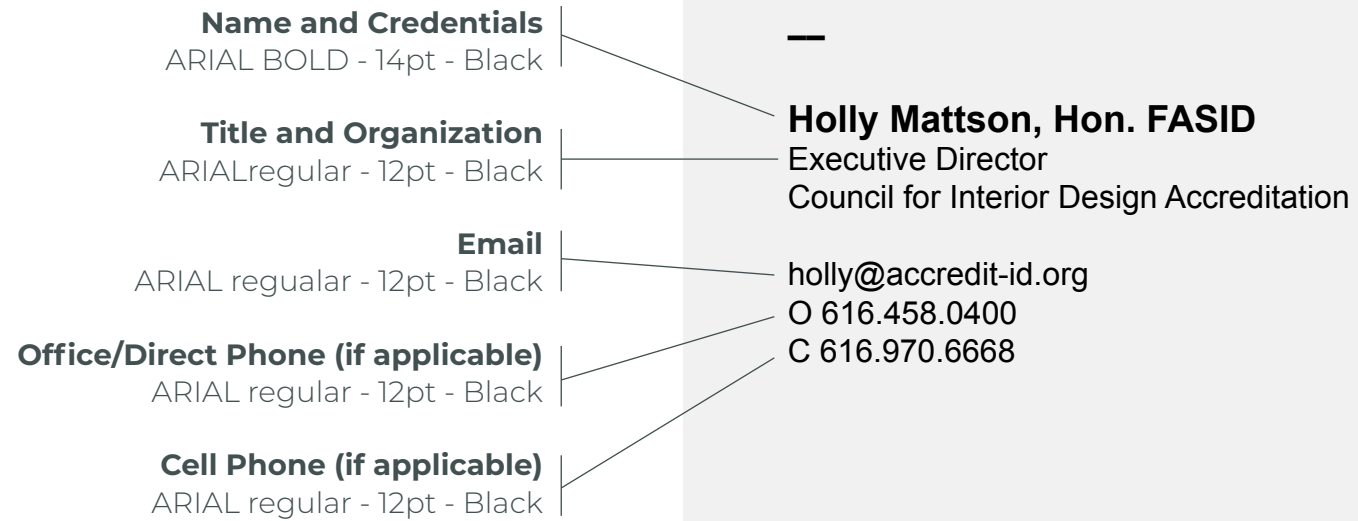
POWERPOINT TEMPLATE



LETTER HEAD


Email signatures

Consistent use of our established email signature is another way to advocate for our brand. This format should be used by all CIDA employees for email communications.



Social media guidelines

Social media is an important tool for engaging with our wide-reaching stakeholder groups. Social media messaging is not only intended to be informative, but also crafted to reflect our voice, and the photography is purposefully selected to reflect our brand.



Pass go.
Students from CIDA-accredited programs have a first-time pass rate on the NCIDQ Examination* that is an average of **16% higher** than non-CIDA grads.
The pass rate is even higher for the NCIDQ IDFX Exam:18.5%.

* The NCIDQ examination is comprised of three sub-exams: IDFX, IDPX, and Practicum. Pass rates reflect 2016 and Spring 2017 exam performance data.

CIDA Council for Interior Design Accreditation



Keeping Pace.
CIDA standards are continually being updated to reflect contemporary and emerging factors influencing interior design practice, from **technology to health and wellness, human behavior to global issues**, and other dynamic trends.

CIDA Council for Interior Design Accreditation

Questions?

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