IDSA

IDSA Brand Guidelines
3.2020

IDSA Brand Guidelines

The importance of a consistent brand

The Industrial Designers Society of America has been in existence since 1965. Our roots stretch beyond that to the beginning of the profession. Some of our members are, and have been, some of the most celebrated industrial designers of all time. IDSA's presence helps strengthen the industrial design profession as a whole and contributes to the boundless impact of design within business, culture and society.

Maintaining a clear and recognizable brand is vital for our organization in order to uphold our legacy while adapting to emerging needs of the future. Consistent branding is important not only because it makes a memorable impression, but because it signals to our community what to expect from IDSA as an organization. It is vital for us, as a leading design organization, to maintain a consistent and well-presented brand image across all of our communications and media outlets.

This document illustrates and explains the proper usage of our basic identity elements (such as logo and color) and provides some general rules for applying these elements across a variety of media types.
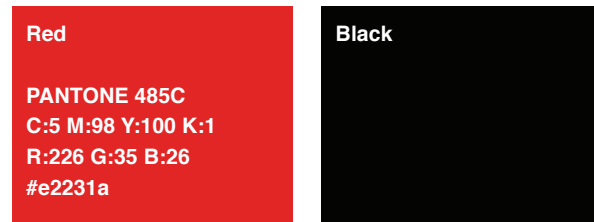
IDSA Logo

Our primary mark

The primary logo mark of the Industrial Designers Society of America is composed of the four letters in our abbreviated name. The 'i' is shown in lowercase with a red dot, while the 'D', 'S', 'A' are all shown in uppercase. The entire composition is turned vertically, so that the 'i' is at the top.

This iteration of the IDSA logo was originally designed by Paula Scher for IDSA and first used in 1992. It features a customized Bodoni serif script and was originally oriented horizontally. The logo type has been modified slightly through the years since it was introduced, but has retained its overall composition and form as originally presented. Around 2015 it was rotated 90° clockwise to its current, vertical orientation to provide further visual differentiation.

The vertical logo shown here is the only correct orientation of the IDSA logo.

The IDSA logo is a registered trademark, thus it should be shown with the ® designation. The ® may be removed only if the logo is scaled below .5" height.
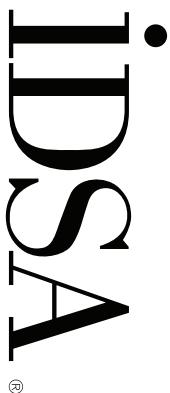
The IDSA logo uses two colors:

Red	Black
PANTONE 485C **C:5 M:98 Y:100 K:1** **R:226 G:35 B:26** **#e2231a**	

IDSA Logo

Approved color variations

Primary Black/Red

Black Only

Black Over Image
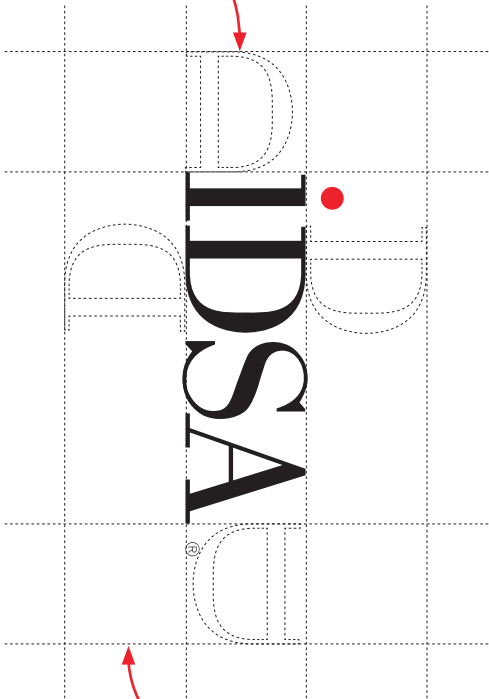Note: Logo must remain easily legible

Primary White/Red

White Only

White Over Image
Note: Logo must remain easily legible

IDSA Logo

Spacing around the logo

Centering the logo in a space

Use the 'D' as a spacing measurement reference

Use centerline of letters

Minimum spacing around the logo should be observed at all times

IDSA Logo

Incorrect usage examples

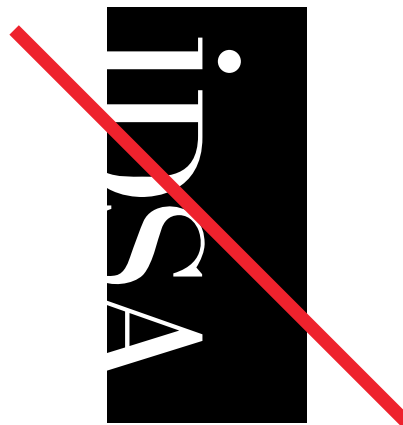Do not rotate the logo

Do not adjust lettering or logo lockup

Do not change the logo font / typeface

Do not use alternate color variations

Do not crop or truncate the logo

Do not stretch or skew the logo

IDSA Professional Chapter Logos

A unique mark for your community

By leveraging our vast network of volunteers and local leaders, IDSA oversees an extensive network of professional chapters in cities (and regions) throughout the United States and abroad. These groups enable local communities to flourish and allow IDSA to have a wide-ranging footprint.

To help chapters maintain a unique yet connected visual identity, the following guidelines have been created to outline the proper usage of IDSA professional chapter identity elements.
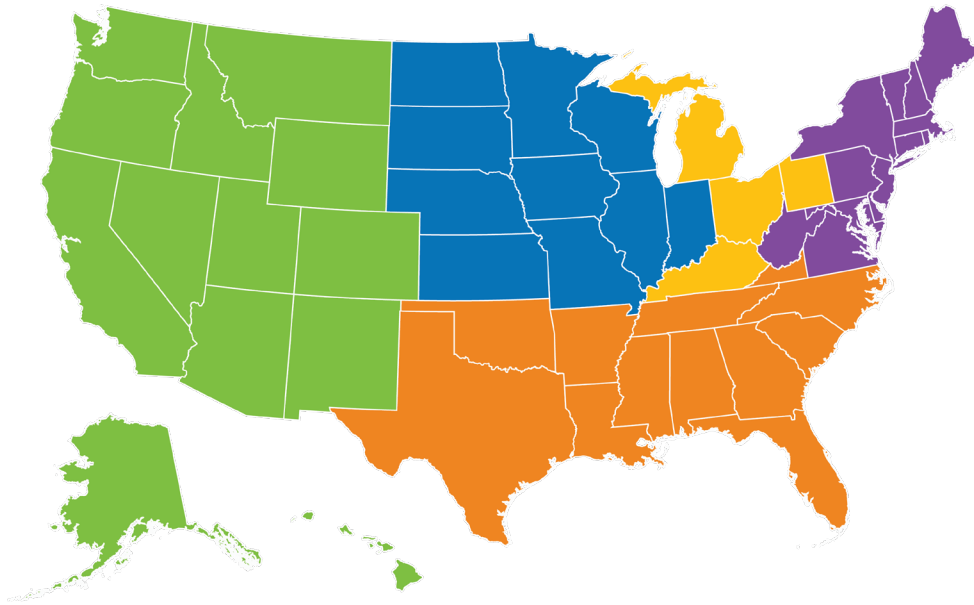
The IDSA professional chapter logo mark is composed of the primary IDSA logo mark and a colored box with the abbreviated letters of the chapter. The vertical IDSA logo is always at the top with the box / letter lockup below it.

The complete vertical logo lockup (shown here) is the only correct orientation of the IDSA professional chapter logo. The Atlanta chapter is shown here as example.

IDSA Professional Chapter Logos

District colors and chapter location abbreviations

Central	Midwest	Northeast
PANTONE 143C	PANTONE 285 C	PANTONE 2587 C
C:20 M:30 Y:100 K:0	C:88 M:52 Y:3 K:0	C:51 M:74 Y:0 K:0
R: 246 G:180 B:23	R:6 G:133 B:180	R: 139 G:93 B:165
#f6b417	#0685b4	#8b5da5

West	South	International
PANTONE 376C	PANTONE 1505 C	PANTONE 422 C
C:51 M:4 Y:100 K:0	C:2 M:70 Y:100 K:0	C:0 M:0 Y:0 K:30
R: 140 G:190 B:63	R: 237 G:112 B:36	R:188 G:190 B:192
#8cbe3f	#ed7024	#bcbec0

AZ — Arizona
ATL — Atlanta, GA
BOS — Boston, MA
CAR — Carolina
CNY — Central New York

CHI — Chicago, IL
FL — Florida
IN — Indiana
JIN — Jinhua, China
KC — Kansas City, MO

KY — Kentucky
LA — Los Angeles, CA
MI — Michigan
MDT — Mid-Atlantic
NYC — New York City, NY

NL — Northern Lakes
NW — Northwest
OHC — Ohio Central
OHN — Ohio Northern
OHS — Ohio Southern

OR — Oregon
PHI — Philadelphia, PA
POR — Portland, ME
PVD — Providence, RI
RMT — Rocky Mountain

SF — San Francisco, CA
SJ — San Jose, CA
STL — St. Louis, MO
TX — Texas
WPA — Western Pennsylvania

IDSA

IDSA Professional Chapter Logos

Approved color variations

Primary Black/Red/District Color

Black Only

Black Over Image
Note: Logo must remain easily legible

Primary White/Red/District Color

White Only

White Over Image
Note: Logo must remain easily legible

IDSA Logo

Incorrect usage examples

Do not rotate the logo

Do not adjust lettering or logo lockup

Do not change the logo font / typeface

Do not use alternate color variations

Do not crop or truncate the logo

Do not stretch or skew the logo

IDSA

INDUSTRIAL DESIGNERS SOCIETY OF AMERICA

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IDSA Professional Chapter Logos

Social media icon logo example

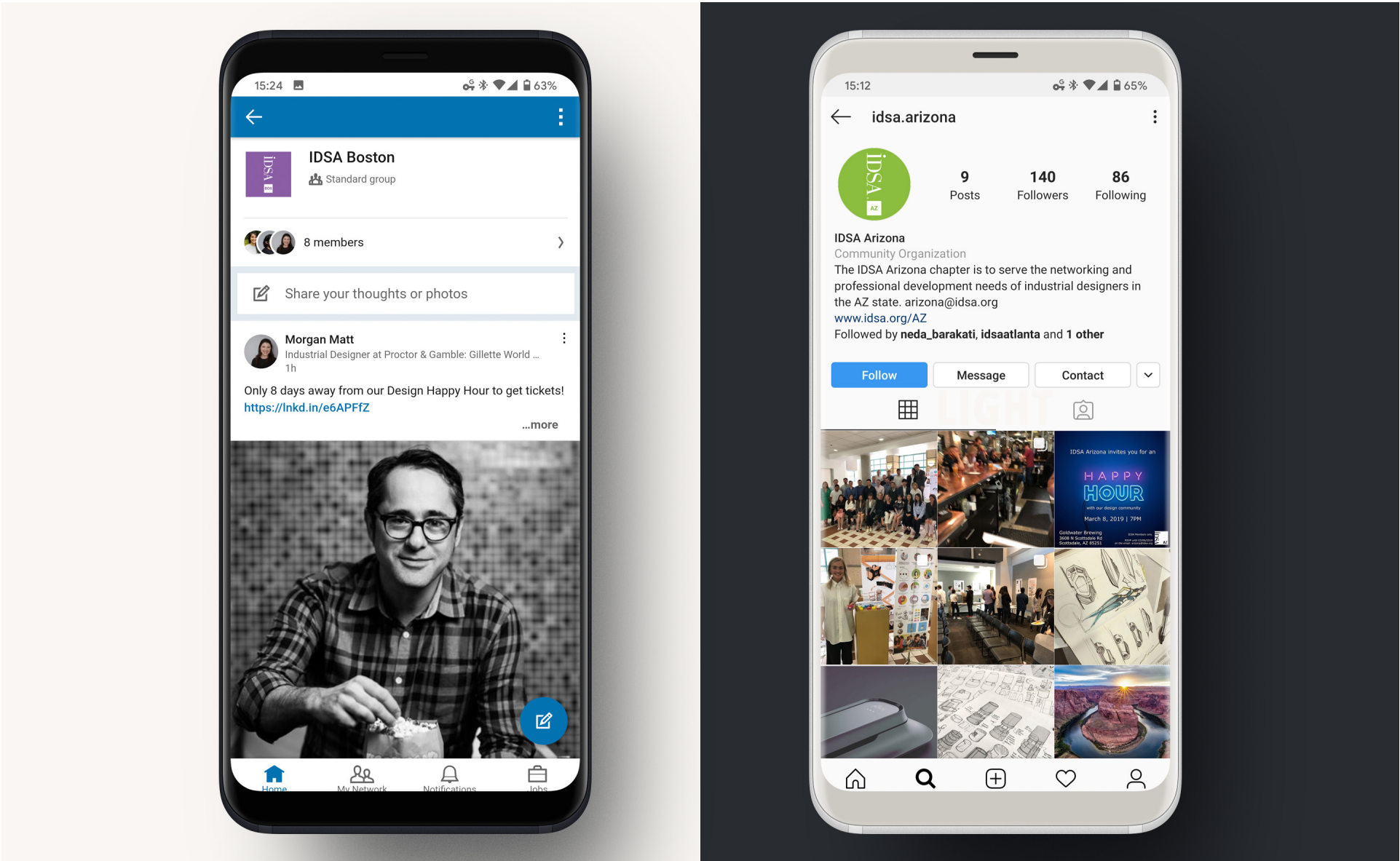Round logo icon for Instagram, Twitter, Facebook, or similar
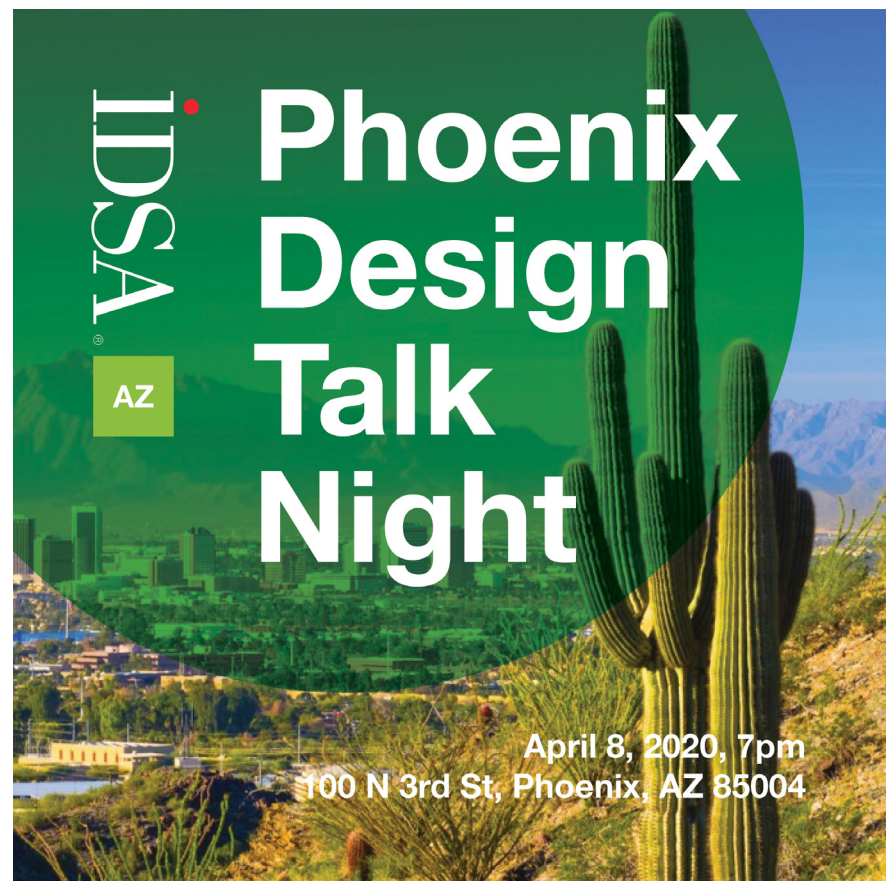
Square logo icon for LinkedIn or similar

IDSA

IDSA Professional Chapter Logos

Applied social media logo icons

IDSA Professional Chapter Logos

Example chapter event graphic

Use the 'Chapter Box' as a spacing measurement reference