

# IDD2022 badge usage guidelines

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# the badge



**celebrating  
international  
design  
day 2022!**

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# about

## WHEN TO USE THE BADGE

We warmly encourage you to use the IDD2022 Event Badge to indicate that your conference, exhibit, virtual meeting or other event is celebrating International Design Day. You can use this badge on your printed collaterals or on social media visuals and other digital applications.

Some places you might want to use the badge:

- on your event posters
- applied to printed materials like brochures and programmes
- used for tickets and digital tickets
- applied to visuals for your event promotion on facebook
- applied to your presentation images (presentation deck)

In 2022 the theme for International Design Day is ‘Suspended in Transition’ and we hope that you will join us in exploring the ideas and questions raised by this theme. By proudly showing this badge to you are joining an international community of organisations and individuals who are proudly celebrating design on 27 April every year.

## INTENDED USAGE

The intention of any reputable design event should be to promote the value of design and the professional competency of designers. Where you use this badge, we hope that you will advocate for practice standards that ensure the validation and protection of designers. Let’s elevate the quality of thinking around design and its role in society as well as the responsibilities that designers have towards the planet and humankind. Join us in celebrating design on 27 April 2022 under the theme ‘Suspended in Transition.’

## SMALLEST SIZE DEFINITION



On printed materials, the seal shouldn't be made smaller than 26.4 mm wide (the text part should never be smaller than 18.3 mm otherwise the legibility will be lost).

On the web, the smallest definition is:

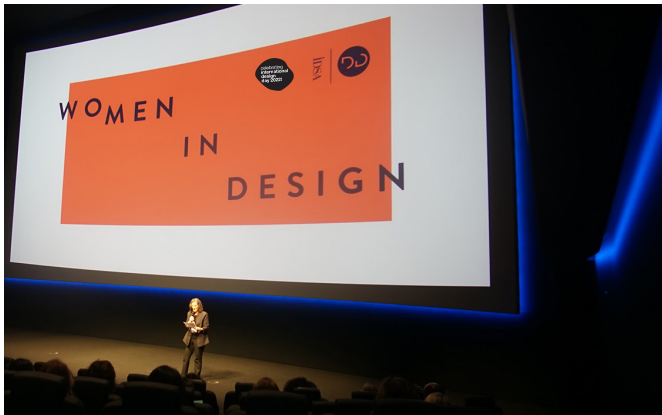
- 75 pixels if the resolution is 72 DPI
- 312 pixels if the resolution is 300 DPI

# graphic usage guidelines

## CORRECT USAGE

The International Design Day badge can be used to promote events that organisations produce to celebrate the annual theme (in 2022 this is 'Suspended in Transition'). You can use the badge on printed posters and brochures, social media assets

### Examples of correct application:



## INCORRECT USAGE

Do not use colours in badge



Do not apply on patterns



Do not deform the seal



Do not alter the relationships in the badge



Do not cover the badge



# INTELLECTUAL PROPERTY

## **International Council of Design logo**

**Under no circumstances** should the International Council of Design logo be used without signed permission from ICoD.

The ICoD logo may only be used when there is an explicit Partnership, as described in a signed agreement between both parties. For questions about Partnership, please contact Ana Masut at [director@theicod.org](mailto:director@theicod.org)

## **Poster**

The visuals used in the International Design Day poster are the exclusive ownership of the designer. You may print and distribute the poster to be used to celebrate International Design Day as an integral and original piece of work. At no time should the poster be in any way modified or added to. Similarly, the International Council of Design logo should not be used without explicit permission.

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