



IDI Brand – Guidelines

Using IDI, LLC company and product names

Please review the branding guidelines in the IDI Help Center:

<https://idiinventory.zendesk.com/hc/en-us/articles/19382045350291-IDI-Branding-Style-Guide>

Registered Trademark

The registered trademark symbol ® must appear on the first mention or citation of the following items as indicated:

- Intercultural Development Inventory®
- IDI®
- Intercultural Development Plan®
- IDP®
- IDI Guided Development®
- IDI Logo

Copyright

The copyright symbol © must appear on the first mention or citation of the following items as indicated:

- Intercultural Development Continuum®
- IDC®



Terminology

The following should always be capitalized:

IDI, LLC

Intercultural Development Inventory

Intercultural Development Continuum

Continuum

Perceived Orientation

Developmental Orientation

Orientation Gap

Denial

Polarization

Polarization (Defense)

Polarization (Reversal)

Minimization

Acceptance

Adaptation

IDI Individual Profile Report(s)

IDI Group Profile Report(s)

Individual IDI Debrief(s)

Group IDI Debrief(s)

Debrief(s)

IDI Intercultural Development Plan

IDI Qualifying Seminar

QA Account

The following are not capitalized:

orientation, orientations (as in IDC orientation; the orientation of Adaptation)



Acronyms

For first mention, or first mention in a new section:

Always use whole term + acronym

For subsequent mentions:

May use acronym only, but use your discretion on what sounds best (acronym or full term)

- Intercultural Development Inventory (IDI)
- Intercultural Development Continuum (IDC)
- Perceived Orientation (PO)
- Developmental Orientation (DO)
- Orientation Gap (OG)
- IDI Intercultural Development Plan (IDP)
- IDI Qualifying Seminar (QS)
- IDI Qualified Administrator (QA)

IDI v. IDI, LLC

Intercultural Development Inventory®

- This is specifically in reference to the IDI Assessment itself.
- Can be shortened to “IDI Assessment” or “IDI”.

IDI®

- The shortened version of Intercultural Development Inventory, referring specifically to the IDI Assessment.
- Typically used as a prefix for anything related to the IDI (IDI results, IDI Reports, etc.).

IDI, LLC

- Company name



How to discuss the use of the IDI

The IDI should only be referred to as:

- an assessment (*preferred*)
- an inventory
- a psychometric instrument

The IDI should NOT be referred to as:

- a survey
- a test
 - Exception: pretest, posttest

The IDI is administered to respondents or participants.

The IDI is not a stage model. Denial, Polarization, etc. should not be referred to as stages, but as Orientations (along a continuum).

Respondents move **along** the continuum from one orientation to another.

Respondents' **scores** are **within** a particular orientation. (Rather than a person being in a particular orientation)

A difference in DO, PO, or OG scores of 7 points or more is considered a **meaningful** change.

- Statistical tests, such as t-tests, can also be run on IDI score data to determine if there is a statistically significant change or difference in scores.



IDI Debriefs

Respondents:

- receive a/n (Individual or Group) Debrief
- receive their IDI results in a/n (Individual or Group) Debrief

Other Terminology

Culture-general (not capitalized)

Culture-specific (not capitalized)