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Overview

These identity guidelines contain all the information you need to use the templates and images provided in the IEEE Toolkit. The templates include Print Ads, Signage, Flyers, Digital Ads, Society Web Carousels, Social Media Banners, a Web Page, Emails, an Image Library, and a Quick Start Guide. These templates are designed to cover the journal's initial launch and are fully editable for any new periodical journal. They can also be customized in a variety of ways using stock images from the image library with multiple color variations available.

For questions related to this template or inquiries related to IEEE Periodical Journal campaigns for IEEE Societies, please contact Dena Hoffman at dena.hoffman@ieee.org.
Welcome

Brand Elements

To the right are the core elements of the IEEE Periodical Journals Toolkit brand identity—logo, colors, fonts, design elements and imagery.

LOGO USAGE  Page 5

[Your Logo Here]  IEEE

COLORS  Page 10

- Red
- Blue
- Orange
- Purple
- Teal
- Black
- Gray

FONTS  Page 11

Formata
  abc
  ABC

Open Sans
  abc
  ABC

Calibri
  abc
  ABC

DESIGN ELEMENTS  Page 12

IMAGERY  Page 28
Single Society Logo Lockup, Clear Space, and Minimum Size

The logo lockup requires the Society logo on the left, and the IEEE Master Brand on the right.

Clear space ensures that the type treatment does not compete with other images, graphics, and text. Do not place any text, images, or graphics inside the clear space.

The minimum size requirement for both print and digital ensures that the logo is legible.

Society logos should always be shown in color over a white background.

See pages 16-17 for sample usage.

Note: The IEEE Computer Society logo is used here for demonstration purposes only. Your logo in full color should be used.
Single Society Logo Lockup and Clear Space

When using one Society Logo, follow the template **Gray Box Guides [Your Logo Here]** for placement.

See pages 16-17 for sample usage.
Multiple Society Logos Lockup and Clear Space

When using more than one Society logo, follow the template Gray Box Guides for placement when you have 2, 3, 4, or 5 logos.

Ensure all logos appear to be the same size visually.

See pages 16-17 for sample usage.

MULTIPLE LOGO USAGE: Template showing space for four Society logos

[Your Logo Goes Here]  [Your Logo Goes Here]  [Your Logo Goes Here]  [Your Logo Goes Here]

Place the Society logos so that they are no taller than the gray box; and evenly spaced across so that they are no wider than the gray box.

Correctly placed and spaced logos

White Angled Design Element: Primary Usage

White Straight Design Element: Secondary Usage
Placement: Single Logo

When placing a single society logo on print or digital-based communication, maintain maximum visibility by keeping a sharp contrast between the background and logo. Do not place the logo over color or over an image. Here are some examples of upper left alignment usages. Do not place the logo anywhere else on the page. Exception: on digital or print ads when the space is very narrow, the logo may be placed in the lower right corner.

Single logos may be placed in the white angled design element or the white straight design element. See pages 16-17 for sample usage.
Placement: Multiple Logos

When placing multiple society logos on print or digital-based communication, maintain maximum visibility by keeping a sharp contrast between the background and logo. Do not place the logos over an image. Here are some examples of society logos upper left alignment usages. Do not place the logos anywhere else on the page. Exception: on digital or print ads when the space is very narrow, the logos may be placed in the lower right corner.

Multiple logos may be placed in the white angled design element where space allows or the white straight design element. See pages 16-17 for sample usage.
Colors

A color palette, derived from the colors of the IEEE brand, is provided for use on all collateral and communications.

- Recommended tints for use of these colors are included.
- The recommended type color (black or white) is indicated in the percentage labels.

Use Pantone Spot colors when printing with more than four colors or fewer than three colors.

Use CMYK colors when 4-color printing is available.

Use RGB colors for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.

Use Hexadecimal colors when creating websites and any related applications, such as banner advertisements.
Fonts

Formata is the IEEE primary typeface. Formata, a sans serif font, should be used predominantly on all print applications. This typeface is available in many weights and styles that are essential to create distinction across all communications.

Open Sans is the IEEE preferred web and email font.

Calibri is the IEEE preferred PowerPoint font.

Formata
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
Formata Light
Formata Light Italic
Formata Regular
Formata Italic
Formata Medium
Formata Medium Italic
Formata Bold
Formata Bold Italic
Formata Condensed
Formata Condensed Italic
Formata Condensed Medium
Formata Condensed Medium Italic
Formata Condensed Bold

Open Sans
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic

Calibri
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
Calibri Light
Calibri Italic
Calibri Regular
Calibri Bold
Calibri Condensed
Calibri Condensed Italic
Calibri Condensed Medium
Calibri Condensed Medium Italic
Calibri Condensed Bold
### Design Elements

In addition to the colors and typography, the Design Elements are key graphics of the IEEE Periodicals Marketing design system. The Design Elements are streamlined to create a unique and dynamic system that can be applied across all IEEE Branded communications. They should be incorporated in all materials, in the styles shown on pages 8-9.

**Do not alter or distort design elements in any way.** Elements may be shifted left, right, up or down, and can be enlarged up to 10%. Do not reduce elements in order to accommodate your image. Use the art files created and supplied in the templates only.

**LOGO PLACEMENT DESIGN ELEMENTS:**

- White Angled Design Element: Primary usage when space allows

- White Straight Design Element: Secondary usage when space is limited

**BACKGROUND ANGLED DESIGN ELEMENTS:**

- Single Bolt: Primary Usage—For when an image fits behind the Single Bolt

- Straight Bolt: Tertiary Usage—For when space is limited

- Double Bolt: Secondary Usage—When an image does not fit behind the Single Bolt, the Double Bolt Design Element may be used

Please note: The white and blue design elements are individual shapes. These two shapes combined create the shown design elements on page 3. See sample below.

![Sample Design Elements](image_url)
Design Elements

Usage

They are created in layers for ease of placing logos and images with the Design Elements.

Do not alter or distort design elements in any way. Elements may be shifted left, right, up or down, and can be enlarged up to 10%. Do not reduce elements in order to accommodate your image. Use the art files created and supplied in the templates only.

Template showing Flyer Options for Logo and Image use. The below sample of the Flyer is an InDesign layered file.

- **Layers:**
  - Your Logo Here: This main layer is where you should place your logos.
  - Logos Placement Template: This is a template layer and won't print. Do not move or work in this layer
  - White Top Bar: This layer has the white bar. You can move and adjust to the left or right depending on the amount of logos.
  - Text and Image: This layer has the editable text and image for you to update.

Single Logo with Single Bolt

Multiple Logos with Single Bolt

Single Logo with Double Bolt

Multiple Logos with Double Bolt
Design Elements

Usage

They are created in layers for ease of placing logos and images with the Design Elements.

Do not alter or distort design elements in any way. Elements may be shifted left, right, up or down, and can be enlarged up to 10%. Do not reduce elements in order to accommodate your image. Use the art files created and supplied in the templates only.

InDesign Layered File Sample Instructions continued

STEP 1

Place logos in the layer as shown above.

STEP 2

Move white top bar to the correct space. You can hide the template logo layer after your logos are in the right spot.

STEP 3

Change your image and text.

TIP

To make sure your logos are centered, align them vertically and distribute the space between them equally.
Design Elements
Usage Samples

The Design Elements should be incorporated in all materials, in the styles shown on pages 8-9.

Do not alter or distort design elements in any way. Elements may be shifted left, right, up or down, and can be enlarged up to 10%. Do not reduce elements in order to accommodate your image. Use the art files created and supplied in the templates only.

Submit your research to the debut of The IEEE Journal in Ultrasonics, Ferroelectrics, and Frequency Control Society

Your research will be exposed to over 5 million unique monthly users of the IEEE Xplore® Digital Library.

Learn More

Submit your research to the debut of the IEEE Journal in Ultrasonics, Ferroelectrics, and Frequency Control Society. Submit your research today.

Get Published in The IEEE Journal in Ultrasonics, Ferroelectrics, and Frequency Control Society

Your research will be exposed to more than 5 million unique monthly users of the IEEE Xplore® Digital Library.

An expert, independent editorial board will offer support throughout the publications process.

A suite of publishing tools will be provided to assist you with submitting and publishing your work.

Best regards,
Editor-in-Chief,
<name of publication title>

Print Ad Half Page Horizontal

White Angled Design Element Where Space Allows

White Straight Design Element Where Space is Limited

Single Bolt: Primary Usage—For when an image fits behind the Single Bolt

Double Bolt: Secondary Usage—When an image does not fit behind the Single Bolt, the Double Bolt Design Element may be used

Society Banner Carousel

Straight Bolt: Tertiary Usage—For when space is limited
Design Elements

Usage Samples

The Design Elements should be incorporated in all materials, in the styles shown on pages 8-9.

Do not alter or distort design elements in any way. Elements may be shifted left, right, up or down, and can be enlarged up to 10%. Do not reduce elements in order to accommodate your image. Use the art files created and supplied in the templates only.

Get Published: The IEEE Journal in Ultrasonics, Ferroelectrics, and Frequency Control Society

Submit your research today to the <Journal Title or Society Name hosted in IEEE Access>
Your research will be exposed to more than 5 million unique monthly users—with 12 million downloads per month—of the IEEE Xplore® Digital Library.
Learn more at <Insert url>
Design Elements

Usage Samples

The Design Elements should be incorporated in all materials, in the styles shown on pages 8-9.

Do not alter or distort design elements in any way. Elements may be shifted left, right, up or down, and can be enlarged up to 10%. Do not reduce elements in order to accommodate your image. Use the art files created and supplied in the templates only.

212x123 Digital Ad

Get Published: The IEEE Journal in Ultrasonics, Ferroelectrics, and Frequency Control Society

LOGOS USAGE: Bottom Right
White Straight Design Element
(Please note you are only allowed one logo) See reference in Page 7-8

120x60 Digital Ad

Get Published: The IEEE Journal in Ultrasonics, Ferroelectrics, and Frequency Control Society

Contact Cards

Get Published in The IEEE Journal in Ultrasonics, Ferroelectrics, and Frequency Control Society

LOGOS USAGE: Bottom Right White Straight Design with an angle.
The Print Ad templates are provided in the sizes shown below for your use. All Print Ad templates are available in the 7 colors shown below.

Half Page Horizontal Double Bolt
7” x 4 3/4”

Half Page Horizontal Single Bolt
7” x 4 3/4”

1/6 Page Vertical
2.5” x 4.75”

1/4 Page Vertical
3.25” x 4.75”

Half Page Vertical
3 1/4” x 10”

The templates can be leveraged by any IEEE Society to promote any new Periodical Journal. They are fully editable for any new Periodical Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.
Flyer Templates:

The templates can be leveraged by any IEEE Society to promote any new Periodical Journal. They are fully editable for any new Periodical Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

The Flyer templates are provided in the sizes and variations shown below for your use. All Flyer templates are available in the 7 colors shown below.

Submit your research today to the <Journal Title or Society Name>.

In keeping with IEEE’s continued commitment to providing a publishing home for cutting-edge technology, IEEE is introducing a journal in <field of interest>. With 125 years of technology publishing expertise, IEEE is a trusted and unbiased source for publishing that fosters technological innovation.

We invite you to submit your research for peer-review and publishing in the debut of the <Journal title>.

Your research will benefit from the exposure of the journal's launch—including over 5 million unique monthly users of the IEEE Xplore® Digital Library.

An expert, independent editorial board and Editor-in-Chief, the distinguished <editor's name and affiliation>, will support The IEEE Journal in <field of interest>. We will also provide a suite of publishing tools to assist with submitting and publishing your work.

ScholarOne will begin accepting submissions in Fall 2020. The anticipated launch date is early 2021.

Learn more at <URL>

IEEE

Submit your research today to the <Journal Title or Society Name>.

In keeping with IEEE’s continued commitment to providing a publishing home for cutting-edge technology, IEEE is introducing a journal in <field of interest>. With 125 years of technology publishing expertise, IEEE is a trusted and unbiased source for publishing that fosters technological innovation.

We invite you to submit your research for peer-review and publishing in the debut of the <Journal title>.

Your research will benefit from the exposure of the journal’s launch—including over 5 million unique monthly users of the IEEE Xplore® Digital Library.

An expert, independent editorial board and Editor-in-Chief, the distinguished <editor's name and affiliation>, will support The IEEE Journal in <field of interest>. We will also provide a suite of publishing tools to assist with submitting and publishing your work.

ScholarOne will begin accepting submissions in Fall 2020. The anticipated launch date is early 2021.

Learn more at <URL>

IEEE

Flyer Template Double Bolt
8.5” x 11”

Flyer Template Single Bolt
8.5” x 11”
Signage Templates:

The templates can be leveraged by any IEEE Society to promote any new Periodical Journal. They are fully editable for any new Periodical Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

<table>
<thead>
<tr>
<th>Template</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retractable Table Top Banner</td>
<td>11.75 x 21</td>
</tr>
<tr>
<td>Poster</td>
<td>24 x 36</td>
</tr>
<tr>
<td>Retractable Banner</td>
<td>33 x 80</td>
</tr>
<tr>
<td>Poster</td>
<td>23 x 33</td>
</tr>
</tbody>
</table>
Contact Card Templates:

The templates can be leveraged by any IEEE Society to promote any new Periodical Journal. They are fully editable for any new Periodical Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

Get Published in *The IEEE Journal in Ultrasonics, Ferroelectrics, and Frequency Control Society*

Submit your article today

Option 1 Contact Card Front
3.5" x 2"

Option 1 Contact Card Back
3.5" x 2"

Option 2 Contact Card Front
3.5" x 2"

Option 2 Contact Card Back
3.5" x 2"
Web Page Template:

The templates can be leveraged by any IEEE Society to promote any new Periodical Journal. They are fully editable for any new Periodical Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

Recommended Best Practices:

Discount or Subsidy for Article Processing Charges (APC)
On your Society website, ensure you include approved information regarding the discount or subsidy available for your Periodical Journal. Please see the copy below, and customize the relevant information according to the discount or subsidy your Society or Council is offering.

Article Processing Charge (APC): US$1750

Discounts
IEEE Members receive a 5% discount.
IEEE Society Members receive an [%] discount.
These discounts cannot be combined.

Special Offers
For a limited time, the XYZ Society is subsidizing the APC for [people it applies/XYZ Society members] to offer a special rate of [US$ or % off]. This offer cannot be combined with any discounts.

The Web Page providing an overview of your New Periodical Journal must include the following components in order to be included in the Directory of Periodical Journals:

1. Editorial Board: For each editorial board member, include the individual's name, affiliation, and geographic location.
2. Review Process: Depending on the review process used by your journal, include one of the following statements in the area regarding author instructions or author tools:

If journal uses single-blind review
The articles in this journal are peer reviewed in accordance with the requirements set forth in the IEEE Publication Services and Products Board Operations Manual (https://pspb.ieee.org/images/files/files/opsmanual.pdf). Each published article was reviewed by a minimum of two independent reviewers using a single-blind peer review process, where the identities of the reviewers are not known to the authors, but the reviewers know the identities of the authors. Articles will be screened for plagiarism before acceptance.

If journal uses double-blind review
The articles in this journal are peer reviewed in accordance with the requirements set forth in the IEEE Publication Services and Products Board Operations Manual (https://pspb.ieee.org/images/files/files/opsmanual.pdf). Each published article was reviewed by a minimum of two independent reviewers using a double-blind peer review process, in which the identities of the reviewers are not known to the authors, and the identities of the authors are not known to the reviewers. Articles will be screened for plagiarism before acceptance.
Web/Digital Ad Templates:

The templates can be leveraged by any IEEE Society to promote any new Periodical Journal. They are fully editable for any new Periodical Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

The Web/Digital Ad templates are provided in the sizes shown below for your use. All Web/Digital Ad templates are available in the 7 colors shown below.

### Static Ads:

- **120 x 60**
- **468 x 60**
- **728 x 90**
- **180 x 150**
- **212 x 123**
- **250 x 250**
- **160 x 600**
Web/Digital Ad Templates:

The templates can be leveraged by any IEEE Society to promote any new Periodical Journal. They are fully editable for any new Periodical Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

The Web/Digital Ad templates are provided in the sizes shown below for your use. All Web/Digital Ad templates are available in the 7 colors shown below.

Sample Animated Ad Frames:
Society Carousel Banner Templates:

The templates can be leveraged by any IEEE Society to promote any new Periodical Journal. They are fully editable for any new Periodical Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

The Society Carousel Banner templates are provided in the sizes shown below for your use.

- **780 x 440**
- **1440 x 450**
- **1440 x 680**
Email Templates:

The templates can be leveraged by any IEEE Society to promote any new Periodical Journal. They are fully editable for any new Periodical Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

Email templates are provided as Adobe Photoshop .psd and .html programmed files.
Social Media Banner Templates:

The templates can be leveraged by any IEEE Society to promote any new Periodical Journal. They are fully editable for any new Periodical Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

<table>
<thead>
<tr>
<th>Social Media Banner Templates:</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Social Media Banner template is provided in the size shown below for your use.</td>
</tr>
<tr>
<td>![Image of Social Media Banner]</td>
</tr>
<tr>
<td><strong>Get Published:</strong> The IEEE Journal in Ultrasonics, Ferroelectrics, and Frequency Control Society</td>
</tr>
<tr>
<td>![IEEE Logo]</td>
</tr>
<tr>
<td>Social Media</td>
</tr>
<tr>
<td>1080 x 1080</td>
</tr>
</tbody>
</table>
Imagery

Some sample images are shown to the right. To customize promotional material using a selection of high resolution Author, Technology and Society images suitable for a wide range of disciplines, you can browse and download royalty-free stock photos from the Image Library. For questions about using the image library, please contact dena.hoffman@ieee.org.

Author/Researcher Category

Group Settings Category: Due to COVID-19, please hold off on using imagery that has people in close proximity.
The Toolkit is available for each Society to download the templates and resource files.

Visit brand-experience.ieee.org/templates-tools-resources/resources/toolkits/periodical-journals-toolkit/
Resources & Contact

IEEE Brand Identity Tools
IEEE Brand Identity Toolkit
IEEE Master Brand and Logos

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Understanding the IEEE Brand
IEEE Corporate Brochure
IEEE Brand Overview Video

Contact
Questions or Comments
branding@ieee.org