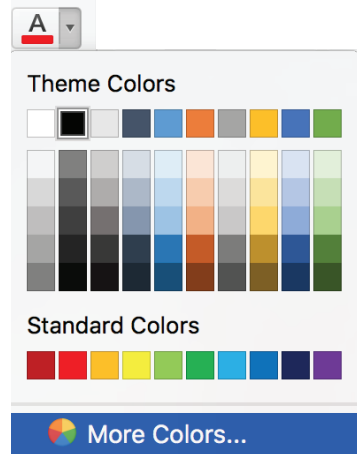
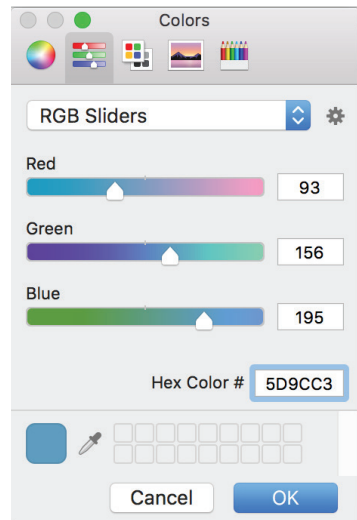


IEEE MASTER BRAND COLOR PALETTE

Use these tint formulas from the approved IEEE color palette to achieve brand-aligned results on your business documents and marketing communications. See example below for how to add these color tints to your Microsoft Word, Excel or PowerPoint color themes:



Go to your color palette. Click on "More Colors".



Choose "RGB or CMYK Sliders" from the drop down menu.

Type in the tint formulas and click OK.

Your most recent colors will be saved in the "Standard Colors" area of your color palette.

IEEE BLUE & BRIGHT TINT COLOR PALETTE

	Pantone (Spot)	Process (Print)				(Digital/Screen)		
		C	M	Y	K	R	G	B
PMS 3015 C	100%	100	35	3	21	0	98	155
	80%	88	41	14	1	0	125	174
	60%	64	27	11	0	93	156	195
	40%	40	15	7	0	151	189	215
	20%	9	6	3	0	228	230	236
PMS 200 C	100%	3	100	70	12	186	12	47
	80%	12	83	65	1	213	81	84
	60%	7	62	43	0	228	126	123
	40%	3	40	26	0	239	168	164
	20%	1	20	11	0	248	210	208
PMS 137 C	100%	0	41	100	0	255	163	0
	80%	0	34	78	0	252	178	80
	60%	0	25	58	0	253	197	124
	40%	0	17	36	0	254	214	168
	20%	0	8	16	0	255	236	209
PMS 109 C	100%	0	9	100	0	255	209	0
	80%	0	13	88	0	255	217	55
	60%	0	10	66	0	255	224	115
	40%	0	7	43	0	255	232	162
	20%	0	3	20	0	255	244	208
PMS 368 C	100%	65	0	100	0	120	190	32
	80%	47	0	87	0	147	201	85
	60%	34	0	65	0	176	215	129
	40%	22	0	41	0	203	228	170
	20%	11	0	20	0	229	241	212
PMS 348 C	100%	96	2	100	12	0	132	61
	80%	80	15	80	2	42	155	99
	60%	62	7	60	1	100	178	134
	40%	40	3	39	0	156	205	172
	20%	19	1	18	0	206	229	214
PMS 254 C	100%	48	96	0	0	152	29	151
	80%	32	80	0	0	179	84	171
	60%	21	58	0	0	200	127	191
	40%	11	38	0	0	219	169	212
	20%	5	18	0	0	236	212	231
PMS 320 C	100%	96	0	31	2	0	156	166
	80%	90	1	32	0	0	174	184
	60%	67	0	24	0	54	192	200
	40%	43	0	16	0	140	211	216
	20%	21	0	7	0	197	235	236
PMS CYAN	100%	100	0	0	0	0	181	226
	80%	80	0	0	0	0	185	242
	60%	60	0	0	0	68	200	245
	40%	40	0	0	0	142	216	248
	20%	20	0	0	0	199	234	251
WHITE		0	0	0	0	255	255	255

DARK TINT COLOR PALETTE

	Pantone (Spot)	Process (Print)				(Digital/Screen)		
		C	M	Y	K	R	G	B
PMS 208 C	100%	15	100	37	45	134	31	65
	80%	31	80	48	10	165	78	98
	60%	25	60	35	1	190	121	134
	40%	15	38	21	0	213	165	713
	20%	6	18	9	0	235	210	213
PMS 158 C	100%	0	62	95	0	232	119	34
	80%	0	52	75	0	247	145	81
	60%	0	38	54	0	250	173	123
	40%	0	25	33	0	252	199	167
	20%	0	13	15	0	254	225	208
PMS 123 C	100%	0	19	89	0	255	199	34
	80%	0	19	73	0	255	207	96
	60%	0	14	54	0	255	218	137
	40%	0	9	35	0	255	230	176
	20%	0	4	16	0	255	242	216
PMS 370 C	100%	62	1	100	25	101	141	27
	80%	54	20	90	3	130	161	75
	60%	40	15	66	0	163	184	120
	40%	26	9	42	0	193	206	163
	20%	12	3	20	0	224	231	208
PMS 3425 C	100%	93	13	85	44	0	99	65
	80%	81	29	70	12	47	128	100
	60%	63	21	53	2	102	158	135
	40%	42	12	35	0	152	190	173
	20%	20	4	16	0	203	223	214
PMS 2612 C	100%	67	100	0	5	119	37	131
	80%	46	80	5	0	151	83	154
	60%	31	58	2	0	177	125	178
	40%	18	36	2	0	204	167	203
	20%	8	18	1	0	229	210	229
PMS 322 C	100%	97	9	39	34	0	115	119
	80%	89	25	43	3	0	140	145
	60%	68	15	34	0	78	169	171
	40%	44	7	22	0	143	197	198
	20%	21	3	10	0	198	225	225
PMS 295 C	100%	100	69	8	54	0	40	85
	80%	90	72	31	15	46	77	118
	60%	68	50	25	3	98	118	150
	40%	44	31	17	0	148	161	184
	20%	20	14	7	0	201	206	219
PMS Cool Grey 9 C	100%	30	22	17	57	117	120	123
	80%	46	38	36	2	144	144	147
	60%	35	28	27	0	170	170	173
	40%	22	17	17	0	198	197	199
	20%	10	7	8	0	225	226	226
PMS Black	100%	0	0	0	100	0	0	0
	80%	0	0	0	80	88	89	91
	60%	0	0	0	60	128	130	133
	40%	0	0	0	40	167	169	172
	20%	0	0	0	20	209	211	212

To find other useful brand resources and to download the complete IEEE Brand Identity Guidelines, go to brand-experience.ieee.org.