MASTER BRAND: MINIMUM SIZE & CLEAR SPACE

Minimum Size
The minimum size requirement for both print and digital ensures that the IEEE Master Brand is legible. It also ensures that the kite does not become illegible.

Print & Non-Screen
The minimum width for the IEEE Master Brand in print and non-screen based applications is .875 inches (22.225 millimeters).

Digital & On-Screen
The minimum width for the IEEE Master Brand in digital and on-screen applications is 100 pixels.

Clear Space
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.

Print & Non-Screen
A clear space equal to or greater than “1x” is required on all sides surrounding the IEEE Master Brand in printed applications.

Digital, On-Screen, & Promotional Items
A clear space equal to or greater than “½x” is required on all sides surrounding the IEEE Master Brand for digital and promotional applications.

For detailed information, see page 8 in the IEEE Brand Identity Guidelines. For placement of the IEEE Master Brand, see page 14 in the IEEE Brand Identity Guidelines.

MASTER BRAND: DO’S & DON’TS

When placing the Master Brand on print or screen-based applications, maintain maximum visibility by keeping a sharp contrast between the background and logo. Modifications and/or distortions to the Master Brand are strictly prohibited.

Do
• Make sure the Master Brand is of equal or greater prominence when used with other identifiers or logos
• Keep the Master Brand one color (preferably IEEE blue, black or white when placed on a dark background)
• Ensure sufficient contrast between the Master Brand and its background

Don’t
• Change the proportion of the IEEE kite to the letters I-E-E-E
• Separate the IEEE kite from the letters I-E-E-E
• Distort the Master Brand in any way (ex. apply a drop shadow effect, graphically tilt, stretch, etc.)
• Make the Master Brand part of any name or title (only use the letters I-E-E-E in a title)

For detailed information, see pages 11-12 in the IEEE Brand Identity Guidelines.
**MASTER BRAND: IEEE BLUE & BRIGHT COLOR PALETTE**

Color is important in representing the IEEE Brand. Use IEEE blue (Pantone 3015 C) on all organization communications. Only specific tints of the IEEE color palette have been approved for use. Black and white may also be used on both corporate and sub-brand communications. An expanded color family, consisting of a range of bright and dark colors is also available for use.

<table>
<thead>
<tr>
<th>Approved Tints</th>
<th>Pantone (Spot)</th>
<th>Process (Print)</th>
<th>(Digital/Screen)</th>
<th>Web/Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% 80% 60% 40% 20%</td>
<td></td>
<td>C M Y K R G B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IEEE BLUE</td>
<td>PMS 3015 C</td>
<td>100 35 3 21</td>
<td>0 98 155</td>
<td>#00629B</td>
</tr>
<tr>
<td></td>
<td>PMS 200 C</td>
<td>3 100 70 12</td>
<td>186 12 47</td>
<td>#BA0C2F</td>
</tr>
<tr>
<td></td>
<td>PMS 137 C</td>
<td>0 41 100 0</td>
<td>255 163 0</td>
<td>#FFA300</td>
</tr>
<tr>
<td></td>
<td>PMS 109 C</td>
<td>0 9 100 0</td>
<td>255 209 0</td>
<td>#FFD100</td>
</tr>
<tr>
<td>BRIGHT PALETTE</td>
<td>PMS 368 C</td>
<td>65 0 100 0</td>
<td>120 190 32</td>
<td>#78BE20</td>
</tr>
<tr>
<td></td>
<td>PMS 348 C</td>
<td>96 2 100 12</td>
<td>0 132 61</td>
<td>#00843D</td>
</tr>
<tr>
<td></td>
<td>PMS 254 C</td>
<td>48 96 0 0</td>
<td>152 29 151</td>
<td>#981D97</td>
</tr>
<tr>
<td></td>
<td>PMS 320 C</td>
<td>96 0 31 2</td>
<td>0 156 166</td>
<td>#009CA6</td>
</tr>
<tr>
<td></td>
<td>PMS CYAN</td>
<td>100 0 0 0</td>
<td>0 181 226</td>
<td>#00B5E2</td>
</tr>
<tr>
<td>WHITE</td>
<td>0 0 0 0 0</td>
<td>255 255 255</td>
<td>#FFFFFF</td>
<td></td>
</tr>
</tbody>
</table>

For detailed information, see pages 16-18 in the IEEE Brand Identity Guidelines.

**MASTER BRAND: DARK COLOR PALETTE**

Use CMYK colors when 4-color printing is available. Use Pantone Spot colors when printing with more than four colors or fewer than three colors. 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.

<table>
<thead>
<tr>
<th>Approved Tints</th>
<th>Pantone (Spot)</th>
<th>Process (Print)</th>
<th>(Digital/Screen)</th>
<th>Web/Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% 80% 60% 40% 20%</td>
<td></td>
<td>C M Y K R G B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DARK PALETTE</td>
<td>PMS 208 C</td>
<td>15 100 37 45</td>
<td>134 31 65</td>
<td>#861F41</td>
</tr>
<tr>
<td></td>
<td>PMS 158 C</td>
<td>0 62 95 0</td>
<td>232 119 34</td>
<td>#E87722</td>
</tr>
<tr>
<td></td>
<td>PMS 123 C</td>
<td>0 19 89 0</td>
<td>255 199 44</td>
<td>#FFC72C</td>
</tr>
<tr>
<td></td>
<td>PMS 370 C</td>
<td>62 1 100 25</td>
<td>101 141 27</td>
<td>#658D18</td>
</tr>
<tr>
<td></td>
<td>PMS 3425 C</td>
<td>93 13 85 44</td>
<td>0 99 65</td>
<td>#006341</td>
</tr>
<tr>
<td></td>
<td>PMS 2612 C</td>
<td>67 100 0 5</td>
<td>119 37 131</td>
<td>#772583</td>
</tr>
<tr>
<td></td>
<td>PMS 322 C</td>
<td>97 9 39 34</td>
<td>0 115 119</td>
<td>#007377</td>
</tr>
<tr>
<td></td>
<td>PMS 295 C</td>
<td>100 69 8 54</td>
<td>0 40 85</td>
<td>#002855</td>
</tr>
<tr>
<td></td>
<td>PMS Cool Grey 9 C</td>
<td>30 22 17 57</td>
<td>117 120 123</td>
<td>#75787B</td>
</tr>
<tr>
<td>BLACK</td>
<td>0 0 0 100</td>
<td>0 0 0</td>
<td>#000000</td>
<td></td>
</tr>
</tbody>
</table>

For detailed information, see page 16-18 in the IEEE Brand Identity Guidelines.
IEEE typefaces have been carefully chosen for ease of communications and for their legibility, flexibility and adaptability with the other design elements. Digital applications such as websites, or internal documents such as corporate stationery require alternate typefaces that are readily available throughout the organization.

**Primary Typeface**

Formata, a sans serif font, is the IEEE primary typeface. Formata should be used predominantly on all print applications.

- 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 Italic
- Formata Condensed Bold
- Formata Condensed Bold Italic

**Secondary Typeface**

Adobe Caslon Pro, a serif font, has been designated as the IEEE secondary typeface. It can be used sparingly for headlines or titles.

- Adobe Caslon Pro Regular
- Adobe Caslon Pro Italic
- Adobe Caslon Pro Semibold
- Adobe Caslon Pro Semibold Italic
- Adobe Caslon Pro Bold
- Adobe Caslon Pro Bold Italic

**Alternate Typefaces**

Calibri is the IEEE alternate primary font to be used on all screen-based applications, such as PowerPoint, Microsoft Word, and websites.

- Calibri Light
- Calibri Regular
- Calibri Italic
- Calibri Bold
- Calibri Bold Italic

Cambria is an alternative to the secondary serif typeface (Adobe Caslon Pro) and should be used for letters, memos, and faxes. If needed, Times New Roman may be used.

- Cambria Regular
- Cambria Italic
- Cambria Bold
- Cambria Bold Italic

PLEASE NOTE that use of the Formata and Adobe Caslon Pro fonts are governed by license agreements. Use of the fonts without a license or in opposition to the license terms is prohibited. For questions contact branding@ieee.org. For detailed information, see pages 19-20 in the IEEE Brand Identity Guidelines.

**MASTER BRAND: IEEE WEDGE ELEMENT & IMAGERY**

**Use of the Wedge**

The wedge, based on the graphic style of the kite emblem of the IEEE Master Brand, is streamlined to create a unique and dynamic look-and-feel system that can be applied across all IEEE-Branded communications. In order to use the wedge correctly, the angle of the wedge is very important. The wedge must be at an approved angle of either 45° or 135°. The wedge should be incorporated in all materials, however it should be done so sparingly.

**Imagery**

The 6 image themes—people, technology, knowledge, connections, global, and historical—are based on the key pillars of the IEEE Brand and reflect the Master Brand personality and style, as well as IEEE members, areas of expertise, and history. Original photographs that you own the copyright for (not clip art or stock images) should be used whenever possible. When original photographs are not available, stock photography and abstract or vector artwork is acceptable as long as it follows the same guidelines.

Use of photographs without appropriate licenses or permission is prohibited. Please note that all photographs are potentially subject to copyright. Use of an image obtained from a search engine or other source may violate the rights of the copyright owner and subject IEEE to liability.

For detailed information, see page 21-22 in the IEEE Brand Identity Guidelines.
These guidelines are extremely important to IEEE and its entities, adding more value, consistency, and organization to the IEEE Brand. Thank you for being a productive part of One IEEE.

IEEE Brand Identity Tools

IEEE Brand Identity Toolkit
www.ieee.org/go/brand

IEEE Master Brand and Logos
www.ieee.org/MasterBrand

IEEE Brand Identity Guidelines (PDF, 3 MB)

About IEEE

Understanding the IEEE Brand (PDF, 2.8 MB)
www.ieee.org/understanding_the_ieee_brand.pdf

IEEE Corporate Brochure (PDF, 2.7 MB)

Contact

Questions or Comments
branding@ieee.org