IEEE Access® Visual Identity Guidelines

Sub-brand of IEEE
ieeeaccess.ieee.org
# Table of Contents

**IEEE Access® IDENTITY GUIDELINES** ............................................ 2–23

**WELCOME** ................................................................. 3

**BRAND ELEMENTS** .................................................. 4–9
  - Overview .......................................................... 4
  - Logo Variations ................................................ 5
  - Color Variations ............................................... 6
  - Minimum Size & Clear Space ................................. 7
  - Usage ............................................................ 8–9
    - Background Control .................................. 8
    - Incorrect Usage ........................................ 9
  - IEEE Access Text Usage ................................. 10

**COLOR SPECIFICATIONS** ............................................. 11

**TYPOGRAPHY** ......................................................... 12–13
  - Primary & Secondary Typefaces ....................... 12
  - Alternate Typefaces .................................. 13

**GRAPHIC ELEMENTS** .................................................. 14–15
  - IEEE Access Graphic Elements ...................... 14
  - IEEE Master Brand Wedge Element ................. 15

**IMAGERY** ................................................................. 16–17
  - Introduction ............................................... 16
  - Usage ...................................................... 17

**VIDEO & SOCIAL MEDIA** ............................................... 18–19
  - Video Guidelines ....................................... 18
  - Social Media Guidelines .......................... 19

**APPLICATIONS** .......................................................... 20–21
  - Print & Non-Screen ..................................... 20
  - Digital & On-Screen ................................. 21

**RESOURCES & CONTACT** .............................................. 22

---

**THIS IS AN INTERACTIVE DOCUMENT:** The table of contents section, tabs at the top and bottom of each page, as well as the page callouts throughout the document are all “clickable” so that you can navigate to that corresponding section and/or page.

IEEE Access publishes articles that are of high interest to readers—original, technically correct, and clearly presented. The scope of this all-electronic, archival publication comprises all IEEE fields of interest, emphasizing applications-oriented and interdisciplinary articles.

IEEE Access provides a trustworthy platform for practitioners, researchers, institutions, funding agencies, and others to make published information available to everyone via one of the most prestigious technical publishers in the world. IEEE open access publishing facilitates dissemination to those who seek direct access to an author’s research results.

In these pages, you will be introduced to the elements of the IEEE Access identity and successful applications of how they can be used. These visual identity guidelines represent an opportunity to tell the story of IEEE Access—whether it be visually, verbally, or in writing—and to do so in a way that is consistent and polished.

Please visit ieeeaccess.ieee.org to learn more.
Brand Elements

IEEE has consolidated best practices from communications materials created throughout the organization and streamlined the components and rules for how each element is used when creating branded communications. Identity elements have been carefully selected to reinforce the personality and values of the IEEE brand.

To the right are the core elements of IEEE Access—logo, color palette, and fonts.
Logo Variations

**PRIMARY LOGO**
The IEEE Access logo may be used with or without the tagline.
See page 6 for all color variations.
See pages 7–9 for usage guidelines.

**STACKED LOGO**
A stacked logo is available for social media applications only.
See page 19 for more information.
The **IEEE Access** logo has four color variations.

The full-color logo should be used in most instances making sure to keep a visible contrast between the logo and color backgrounds.

A black and grayscale logo is available for one-color applications and promotional items.

Black or white logo options are recommended on all applications when the full-color logo cannot be used.

See [pages 7–9](#) for usage guidelines.

See [page 11](#) for full color palette.

---

**FULL COLOR**

---

**GRAYSCALE**

---

**BLACK**

---

**WHITE**

---
Minimum Size

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

PRINT & NON-SCREEN
The minimum width for the IEEE Access logo and 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 Access logo and 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 Access logo and IEEE Master Brand in printed applications.

DIGITAL & ON-SCREEN
A clear space equal to or greater than “½x” is required on all sides surrounding the IEEE Access logo and IEEE Master Brand for digital and promotional applications.

Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Access logo. For more information, see pages 8–11.
Background Control

When placing the IEEE Access logo on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and logo. When placing the logo over an image, adjust the position of the image or retouch the area as needed. Here are some examples of both high contrast (correct) and low contrast (incorrect).

CORRECT USAGE

- Full-color IEEE Access logo on a light background.
- Black IEEE Access logo on a light background.
- White IEEE Access logo on a dark background.
- White IEEE Access logo on a dark image (minimal detail in area behind the logo).

INCORRECT USAGE

- Do NOT put the color IEEE Access logo on a dark background.
- Do NOT put the black IEEE Access logo on a dark background.
- Do NOT put the white IEEE Access logo on a light background.
- Do NOT place the IEEE Access logo on a dark/complex image.
Incorrect Usage

IEEE Access logo configurations and usage outside of established specifications and guidelines damage the IEEE Access brand and, over time, can reduce the value of the brand.

Modifications and/or distortions are strictly prohibited. Some examples are shown at right.

- Do NOT rearrange, reconfigure, or change the size and/or placement of the IEEE Access logo.
- Do NOT use any colors other than the 2 approved colors: IEEE Blue (PMS 3015) and Cyan (Pantone Process Cyan).
- Do NOT make the IEEE Access logo different color combinations.
- Do NOT distort, stretch, and/or squeeze the IEEE Access logo.
- Do NOT use a regular Formata font face for the word “Access” in the IEEE Access logo. The word Access should always be in italics.
- Do NOT outline, alter, add a drop shadow, and/or recreate the IEEE Access logo in any way.
- Do NOT place the IEEE Access logo at an angle.
- Do NOT add containment shapes to the IEEE Access logo.
- Do NOT add any text to the IEEE Access logo unless there is a horizontal rule that accommodates the required clear space separating the logo from the text.
IEEE Access® Text Usage

- When used in a sentence, title or name, the word "Access" **should always** be italic and capitalized.

- The letters I-E-E-E should be used in **every reference** when using the name IEEE Access.

- The register mark after the name "Access" must appear in the **first instance only**, whether with the logo or within running text of each document or communication.

- In special instances where the word Access is not allowed to be typeset, (ex. social media profile page naming), the word does not have to appear in italics. See page 19 for examples.
Color Specifications

A color palette deriving from the colors used in the IEEE Access logo 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.
- PMS 308 is grandfathered in from the original IEEE color palette and may be used as an accent color. The new PMS 295 may also be used.

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. Use **RAL colors** for the European equivalent of Pantone for applications in signage and facility installations.

**PANTONE (SPOT)**
PMS 3015
CMYK
C100 M35 Y3 K21
RGB
R0 G98 B155
Hexadecimal/Web
#00629B
RAL
5007

**PANTONE (SPOT)**
PMS 158 C
CMYK
C100 M0 Y0 K0
RGB
R0 G181 B226
Hexadecimal/Web
#00B5E2
RAL
5024

**PANTONE (SPOT)**
PMS 295
CMYK
C100 M69 Y8 K54
RGB
R232 G119 B34
Hexadecimal/Web
#E87722
RAL
5026

**PANTONE (SPOT)**
PMS 308 C
CMYK
C100 M18 Y8 K50
RGB
R0 G88 B124
Hexadecimal/Web
#00587C
RAL
5019

**PANTONE (SPOT)**
PMS Cool Gray 9 C
CMYK
C30 M22 Y17 K57
RGB
R117 G120 B123
Hexadecimal/Web
#75787B
RAL
9023

**PANTONE (SPOT)**
PMS Process Black
CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hexadecimal/Web
#000000
RAL
9017

**COLOR**
White
CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hexadecimal/Web
#FFFFFF
RAL
9016
IEEE Master Brand Typography

IEEE typefaces have been carefully chosen for ease of communication and for their legibility, flexibility, and adaptability with the other design elements.

**PRIMARY TYPEFACE**

Formata is the IEEE as well as the IEEE Access 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.

When Formata is not available, use alternate typefaces specified on page 13.

**SECONDARY TYPEFACE**

Adobe Caslon Pro has been designated as the IEEE secondary typeface to complement the Formata font family. Adobe Caslon Pro, a serif font, is to be used sparingly, only for headlines or titles.

When Adobe Caslon Pro is not available, use the alternate typefaces specified on page 13.

**WEB TYPEFACE**

Open Sans is the IEEE preferred web font for use on all websites.

**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.
IEEE Master Brand Alternate Typography

Digital applications such as websites or internal documents such as corporate stationery require alternate typefaces that are readily available throughout the organization.

**ALTERNATE PRIMARY TYPEFACE**

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

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

**ALTERNATE SECONDARY TYPEFACE**

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

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

**What is the difference between a sans serif and serif font?**

- **Sans serif font** do not have projections.
- **Serif font** have projections at the top and bottom or the beginning and end of a letter.
IEEE Access Graphic Elements

Visual consistency builds brand recognition. Use these graphical elements to build a consistent, recognizable, and impactful visual identity for IEEE Access.

**STOPWATCH GRAPHIC**

The clock image is used to show the rapid review process of publishing with IEEE Access.

*See pages 20–21 for examples.*

**WEDGE RULE**

The wedge rule can be used in place of a plain rule to separate items in text or graphics.

Using this graphic style correctly and consistently will help build a recognizable and powerful brand look-and-feel, creating equity for the IEEE brand.

**DOTS**

This graphical device is inspired from the vertical dot separator used within the logo descriptor text. The intent of this device is to unify the mark with an easily remembered identifier that has visual impact.

The dots MUST be shown in the same proportion as they appear in the logo descriptor text.

*See pages 20–21 for examples.*
IEEE Master Brand Wedge Element

In addition to the IEEE Access colors and typography, the IEEE Master Brand wedge is a key element of the IEEE design system.

**USE OF THE WEDGE**

The wedge device, 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 most cases, IEEE Access uses the IEEE wedge in IEEE blue or cyan.

The wedge may be incorporated in all materials; however, it should be done so sparingly.

*See pages 20–21 for examples.*

**ANGLE & RATIO**

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 CAN BE USED IN A FEW DIFFERENT WAYS:**

- within the frame of an image
- within a graphic box that holds text
- as a background panel
- as a design accent

**WEDGE RATIO**

The dimensions of the wedge should increase or decrease in proportion to the size of the page layout.

*See pages 20–21 for examples.*
Imagery

Introduction

The six 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.

Royalty-free images are available for purchase from various stock photography collections on the web for a one-time fee for usage in an unlimited number of applications, an unlimited number of times. The cost is based on file size, not usage. Pulling images from Google is not allowed. Any questions please email, branding@ieee.org.
General Imagery Usage

**IEEE Access imagery can be shown in full color and/or in black and white, IEEE blue, or cyan.** When not using photography, abstract or vector art may be used. The IEEE brand imagery themes are your guide and reflect the IEEE core values, brand personality and style, and IEEE members, areas of expertise, and history.

- Original photography (not clip art or stock images) should be used whenever possible to convey the IEEE brand imagery themes. If original photography is not available, stock photos can be substituted as long as they convey real people, real environments, and real-world situations.
- When selecting photos for larger layouts or complex messages, look for opportunities to tell a simple story that supports the written content and helps the IEEE audience understand and engage with the message.
- Images should be cropped whenever possible and eliminate unnecessary details so the core message of the image is clear.
- Images for IEEE Access should be shown with unique perspectives and angles.
- Highlight diversity in the IEEE organization and in the IEEE marketplace through age, gender, race, dress, country of origin, and job responsibilities.
Video Guidelines

To keep the IEEE Brand consistent throughout all applications, follow these guidelines when producing any type of video.

**WATERMARK**

Using the IEEE Master Brand as a ghosted/translucent “watermark” is a good way to leverage the IEEE Brand (shown on right). Be sure to maintain proper brand clear space, as well as enough room to allow for a video control bar that may appear below the watermark during playback.

If the IEEE Access logo or IEEE.tv logo is present, the IEEE Master Brand can appear in opening and closing frames, rather than throughout.

**IEEE WEDGE DESIGN SYSTEM**

Consider using a branded “wedge” accent color bar along the bottom of the screen with reversed to white Master Brand for title and ending slides. This can be done in IEEE blue or any IEEE color from the approved color palette.

For videos meant for use on IEEE.tv, make sure to leave space clearance in the lower portion of the video frame for the IEEE.tv brand watermark. For further guidance, please contact ieee.tv.

Consider use of the IEEE wedge element as a design accent. The wedge may be shown in any of the colors from the approved IEEE color palette.

When using more than one logo on the endslate of a video, consider using a vertical line to separate the two logos.

When there is an IEEE.tv watermark, or when multiple sub-brands are involved, the IEEE Master Brand does not have to appear throughout but should appear in the beginning and ending frames.
Social Media Guidelines

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. When using the IEEE Access logo and the IEEE Master Brand for these applications, follow the minimum size (100 pixels) and clear space (½x) for digital and on-screen applications.

If the minimum size and/or clear space cannot be met, the IEEE Access logo and IEEE Master Brand should be as large as possible within the given space.

To better fit the social media profile icon size restrictions, a stacked IEEE Access logo is provided. Make sure that the Master Brand, sub-brand logos, and/or tagline (if used) are legible when resized for mobile optimization.

Size and Font
- Clear Space: Equal to or greater than ½x
- Master Brand Minimum Width: 100 pixels
- Font: Formata or Verdana

Color
- Must be from approved IEEE color palette

The IEEE Social Media Policy can be found on the IEEE Brand Experience site under Digital Guidelines at https://brand-experience.ieee.org/guidelines/digital/social-media/
For questions, contact branding@ieee.org.

STACKED SOCIAL MEDIA LOGO

The timeline cover photo uses approved colors from the IEEE color palette. The font is Formata.

The IEEE Access logo is placed within bounding box dimensions allowed by Facebook guidelines. The profile icon is 180 px x 180 px.
(Desktop version is shown above.)

The "Access" name is not shown in italics, due to the font treatment being automatically typeset by Facebook.
Print & Non-Screen Applications

Harness the publishing power of IEEE Access:

- Receive high-quality, rigorous peer review in only 4 to 6 weeks
- Reach millions of global users through the IEEE Xplore® digital library by publishing open access
- Submit multidisciplinary articles that may not fit in narrowly focused journals

Learn more at ieeeaccess.ieee.org

When using the IEEE Access logo in print materials, follow the brand guidelines for the IEEE Master Brand, found at https://www.ieee.org/about/toolkit/tools/index.html

Any questions, please email branding@ieee.org
Digital & On-Screen Applications

When using the IEEE Access in digital materials, follow the brand guidelines for the IEEE Master Brand, found at https://www.ieee.org/about/toolkit/tools/index.html. Any questions, please email branding@ieee.org.
IEEE Resources & Contact

IEEE Brand Identity Tools

IEEE Brand Identity Toolkit
https://brand-experience.ieee.org

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

IEEE Brand Identity Guidelines (PDF, 3 MB)
ieee.org/ieee_visual_guidelines.pdf

About IEEE

Understanding the IEEE Brand (PDF, 2.8 MB)
https://www.ieee.org/understandingthebrand

IEEE Corporate Brochure (PDF, 2.7 MB)
https://www.ieee.org/corporatebrochure

IEEE Brand Overview Video
https://www.ieee.org/overviewvideo

Contact

Questions or Comments
branding@ieee.org