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IEEE Collabratec is an online community offering a suite of productivity tools that allows IEEE members, researchers, authors, and technology professionals to discover, connect, collaborate, and manage content all in one place. Our aim is to grow IEEE Collabratec to become the premier networking & collaboration site for technology professionals around the world.

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

Your adherence to these guidelines guarantees the continued integrity and leadership of the IEEE Collabratec Brand in the global technology community.
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 the IEEE Collabratec visual identity—logo, color palette, and fonts.
Logo Variations

**PRIMARY LOGO**
The IEEE Collabratec primary logo should be used in most instances.

**LOGO WITH TAGLINE**
The IEEE Collabratec logo with tagline should be used when no other logo is present and/or when no other logo tagline is present.

**LOGO WITH TAGLINE LOCK-UP**
The IEEE Collabratec logo with tagline lock-up should be used when no other logo is present and/or when no other logo tagline is present. This logo should be used when a long, horizontal logo is needed. For example, on website applications.

For more information about the Sub-Brand Architecture & Alignment Groups, contact branding@ieee.org.

For questions or more information use the [brand inquiries form](#) found on the IEEE Brand Experience site.
The IEEE Collabratec 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 white, grayscale, or black logo is recommended on all applications when the full color logo cannot be used.

<table>
<thead>
<tr>
<th>Color Variations</th>
<th>Image</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FULL COLOR</strong></td>
<td><img src="image" alt="Full Color Logo" /></td>
<td>Collabratec logo in full color.</td>
</tr>
<tr>
<td><strong>WHITE</strong></td>
<td><img src="image" alt="White Logo" /></td>
<td>Collabratec logo in white.</td>
</tr>
<tr>
<td><strong>GRAYSCALE</strong></td>
<td><img src="image" alt="Grayscale Logo" /></td>
<td>Collabratec logo in grayscale.</td>
</tr>
<tr>
<td><strong>BLACK</strong></td>
<td><img src="image" alt="Black Logo" /></td>
<td>Collabratec logo in black.</td>
</tr>
</tbody>
</table>

For questions or more information use the [brand inquiries form](https://www.ieee.org) found on the IEEE Brand Experience site.
Minimum Size

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

PRINT & NON-SCREEN
The minimum width for the IEEE Collabratec 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 Collabratec 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 Collabratec logo and 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 Collabratec 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 Collabratec logo.
Background Control

When placing the IEEE Collabratec 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 Collabratec logo on light background.
- Reversed IEEE Collabratec logo on light background.
- Reversed IEEE Collabratec logo on a dark image (minimal detail in area behind the logo).

**INCORRECT USAGE**

- Do NOT put the color IEEE Collabratec logo on a dark background.
- Do NOT put the reversed IEEE Collabratec logo on a colored background that competes with the colors in the logo.
- Do NOT put the reversed IEEE Collabratec logo on a light background.
- Do NOT put the full color IEEE Collabratec logo on a dark/complex image.
- Do NOT put the full color IEEE Collabratec logo on a dark background.
- Do NOT put the black IEEE Collabratec logo on a dark background.
Incorrect Usage

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

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

- Do NOT rearrange, reconfigure, change the size, and/or placement of the IEEE Collabratec logo.
- Do NOT use any colors other than the 2 approved colors: Light Green (PMS 368), Olive Green (PMS 370), and Dark Green (PMS 348).
- Do NOT distort, stretch, and/or squeeze the IEEE Collabratec logo.
- Do NOT change the color, size, and/or placement of the IEEE Collabratec “CT” icon.
- Do NOT outline, alter, add a drop shadow and/or recreate the IEEE Collabratec logo in any way.
- Do NOT place the IEEE Collabratec logo at an angle.
- Do NOT add containment shapes to the IEEE Collabratec logo.
- Do NOT add any text to the IEEE Collabratec logo unless there is a horizontal rule that accommodates the required clear space separating the logo from the text.
Collaboratec Icon

The IEEE Collaboratec “CT” icon is a prominent part of the logo as well as the brand. The "CT" can be used separately from the IEEE Collaboratec logo in special instances such as the social media profile image.

See social media examples on page 18.

The “CT” icon should never be rotated. They should stay in the same orientation as shown in the IEEE Collaboratec logo.

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. When using the IEEE Collaboratec logo and the IEEE Master Brand for social applications, follow the minimum size (100 pixels) and clear space (½x) for digital and on-screen applications. 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 or more information use the brand inquiries form found on the IEEE Brand Experience site.
Collabratec Badges

**IEEE Badge Hub** is an open community in IEEE Collabratec where IEEE Collabratec members can earn badges and discover ways to get involved.

Each word in the IEEE Collabratec tagline has a custom badge—Discover. Connect. Collaborate.

In addition to the custom badges, there are 5 value proposition domain* badges (domains represent the primary motives individuals affiliate with a professional society, supported by IEEE members segmentation research data).

**These domains include:** Technical Affiliation/Advancement, Professional Networking, Career Development, Continuing Education, and Humanitarian. **When placing an icon inside one of these badges, the icon should be simple in design and the color should be white.**

For questions or more information use the **brand inquiries form** found on the IEEE Brand Experience site.
### Color Specifications

A color palette, deriving from the colors used in the IEEE Collabratec 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.

**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.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hexadecimal/Web</th>
<th>RAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PANTONE (SPOT)</strong></td>
<td><strong>PMS 368 C</strong></td>
<td><strong>CMYK</strong></td>
<td>C65 M0 Y100 K0</td>
<td><strong>RGB</strong></td>
</tr>
<tr>
<td><strong>PANTONE (SPOT)</strong></td>
<td><strong>PMS 348 C</strong></td>
<td><strong>CMYK</strong></td>
<td>C96 M2 Y100 K12</td>
<td><strong>RGB</strong></td>
</tr>
<tr>
<td><strong>PANTONE (SPOT)</strong></td>
<td><strong>PMS 370 C</strong></td>
<td><strong>CMYK</strong></td>
<td>C62 M1 Y100 K25</td>
<td><strong>RGB</strong></td>
</tr>
<tr>
<td><strong>PANTONE (SPOT)</strong></td>
<td><strong>PMS Cool Gray 9 C</strong></td>
<td><strong>CMYK</strong></td>
<td>C50 M22 Y17 K57</td>
<td><strong>RGB</strong></td>
</tr>
<tr>
<td><strong>PANTONE (SPOT)</strong></td>
<td><strong>PMS Process Black</strong></td>
<td><strong>CMYK</strong></td>
<td>C0 M0 Y0 K100</td>
<td><strong>RGB</strong></td>
</tr>
<tr>
<td><strong>PANTONE (SPOT)</strong></td>
<td><strong>PMS 320 C</strong></td>
<td><strong>CMYK</strong></td>
<td>C96 M0 Y31 K2</td>
<td><strong>RGB</strong></td>
</tr>
<tr>
<td><strong>PANTONE (SPOT)</strong></td>
<td><strong>PMS PROCESS CYAN</strong></td>
<td><strong>CMYK</strong></td>
<td>C100 M0 Y0 K0</td>
<td><strong>RGB</strong></td>
</tr>
</tbody>
</table>

**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 communications and for their legibility, flexibility, and adaptability with the other design elements.

**PRIMARY TYPEFACE**

Formata is the IEEE as well as the IEEE-Eta Kappa Nu (IEEE-HKN) 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.

If needed, the font Verdana may be used.

**ALTERNATE PRIMARY TYPEFACE**

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

**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.

**ALTERNATE SECONDARY TYPEFACE**

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

**WEB TYPEFACE**

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

**Resources & Contact**

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 or more information use the [brand inquiries form](#) found on the IEEE Brand Experience site.
IEEE Master Brand Wedge Element

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

**USE OF THE WEDGE**

In addition to the IEEE Master Brand, colors, typography, and imagery, the wedge is a key element of the IEEE design system. 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. The wedge should be incorporated in all materials, however it should be done so sparingly.

**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.
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.**

**IEEE Collabratec imagery should be shown in full color.** 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 which 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.

- Highlight diversity in the IEEE organization and in the IEEE marketplace through age, gender, race, dress, country of origin, and job responsibilities.

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. For questions or more information use the [brand inquiries form](https://www.ieee.org) found on the IEEE Brand Experience site.
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 Collabratec 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.

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.

Make sure to leave space clearance in the lower portion of the video frame for the IEEE.tv brand watermark. Anything intended for use in that space, please contact ieee.tv for further guidance.

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.
Print & Non-Screen Applications

Insert title of event here.
Subhead for event here (optional).

Date: 00 Month 2014
Time: 00:00 to 00:00
Location: Line 1 Location
Line 2 Location
Line 3 Location

For details, please visit: ieeecollabratec.org

Discover
Connect
Collaborate

PREMIUM GIVEAWAYS

For questions or more information use the brand inquiries form found on the IEEE Brand Experience site.
Digital & On-Screen Applications

For questions or more information use the [brand inquiries form](http://example.com) found on the IEEE Brand Experience site.
IEEE Resources & Contact

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

About IEEE
- Understanding the IEEE Brand
- IEEE Corporate Brochure
- IEEE Brand Overview Video

Contact
Questions or Comments
branding@ieee.org