IEEE Engineering in Medicine & Biology Society (IEEE EMBS)

Your global connection to the world of biomedical engineering.

IEEE Engineering in Medicine and Biology Society (EMBS) is the world’s largest international society of biomedical engineers. The organization’s more than 10,000 members reside in over 97 countries around the world. IEEE EMBS provides its members with access to the people, practices, information, ideas, and opinions that are shaping one of the fastest-growing fields in science.

Mission

The IEEE Engineering in Medicine and Biology Society advances the application of engineering sciences and technology to medicine and biology, promotes the profession, and provides global leadership for the benefit of its members and humanity by disseminating knowledge, setting standards, fostering professional development, and recognizing excellence.

Please visit embs.org to learn more.

The success of the IEEE Brand depends on the structure of its brand architecture and how it is reflected to the world. This includes the IEEE Master Brand and its associated family of brands (i.e. sub-brands). This guide provides an overview of how the IEEE EMBS brand should be used.
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 Engineering in Medicine and Biology Society visual identity logo, color palette, fonts, graphic elements, and imagery.

This guideline document works in tandem with the full IEEE Brand Identity Guidelines and does not supersede them.
**Logo Variations**

The primary logo for IEEE EMBS is stacked in format. The primary logo is purple (Pantone 2612C) and IEEE Blue (Pantone 3015C). A horizontal version of the logo is also available.

When using the IEEE EMBS logo and IEEE Master Brand, make sure to follow [minimum size and clear space requirements](#). A gray (60% black) or IEEE Blue, vertical line should always be used to separate the IEEE EMBS logo from the IEEE Master Brand.

The IEEE EMBS logo *should always be shown* with the full society name—IEEE Engineering in Medicine & Biology Society. The only exception to the rule would be for special use cases where the full society name would be illegible, for instance on a promotional item. For more information, or questions, please contact [branding@ieee.org](mailto:branding@ieee.org).

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Nor: or more information, see the full version of the [IEEE Brand Identity Guidelines](#).
Color Variations

The IEEE EMBS logo has several color variations as illustrated in examples to the right.

The primary logo is comprised of purple (Pantone 2612C) and IEEE Blue (Pantone 3015) and should be used in most instances, ensuring visible contrast is maintained between the logo and background.

IEEE Blue (Pantone 3015C) and solid white versions are also available. A black version of the logo is available upon request.

For dark backgrounds, use the solid white logo. Ensure that all background control requirements are met when using any of the IEEE EMBS logo variations.

*The IEEE EMBS logo is placed on a dark blue background for illustrative purposes only.*
Minimum Size & Clear Space

The minimum size requirement for both print and digital applications ensures that the IEEE EMBS logo is legible. The minimum width for the stacked logo for print & non-screen is 1.25 inches. The minimum width for digital & on-screen is 80 pixels.

Clear space ensures that the logo does not compete with other images, graphics, and text. Do not place any images, graphics, or text inside the clear space. A clear space, equal to or greater than “1x” (the height of the helix graphic element), is required on all sides surrounding the IEEE EMBS logo in printed applications (“½x” in digital applications).

Note: The minimum width for print & non-screen for the IEEE Master Brand is .875 inches. The minimum width for digital & on-screen is 100 pixels. More information is available online for the IEEE Master Brand minimum size & clear space requirements.
Background Control

When placing the IEEE EMBS logo and/or the IEEE EMBS graphic elements 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 as needed. Here are some examples of both high contrast (correct) and low contrast (incorrect).

Note: The IEEE EMBS logo is placed on different background colors for illustrative purposes only.
Usage

The IEEE EMBS logo should never be used as part of a headline or sentence. The logos and graphic elements should never be reconfigured or altered, placed at an angle, subject to removal of elements, screened, or placed on a heavily patterned background, or busy photograph. Readability should be ensured in all applications.

Logo configurations and usage outside of established specifications and guidelines damage the brand, and over time, can reduce the value of the brand. Modifications and/or distortions are strictly prohibited. Please refer to the examples shown on the right.

*See page 4 for special use cases where the full society name would be illegible.
Text Usage

1. When used in a sentence, title, or name, the full name should always appear as IEEE Engineering in Medicine & Biology Society (IEEE EMBS).

2. The name IEEE Engineering in Medicine & Biology Society or IEEE Engineering in Medicine and Biology Society must be used in the first instance of the name. After the first instance, the shortened name, IEEE EMBS is allowed.

3. The letters "IEEE EMBS" should always be in all caps.

4. The symbol “&” or word “and” may be used when using the full name—IEEE Engineering in Medicine & Biology Society or IEEE Engineering in Medicine and Biology Society.

Mission

The Engineering in Medicine and Biology Society of the IEEE advances the application of engineering sciences and technology to medicine and biology, promotes the profession, and provides global leadership for the benefit of its members and humanity by disseminating knowledge, setting standards, fostering professional development, and recognizing excellence.

Please visit embs.org to learn more.
Primary Color Palette

A color palette is provided for use on all collateral and communications. The main colors for the IEEE EMBS brand are purple (Pantone 2612C) and IEEE Blue (Pantone 3015C). An extended color palette is also available for use.

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

<table>
<thead>
<tr>
<th>PRIMARY PALETTE</th>
<th>PANTONE (SPOT)</th>
<th>PANTONE (SPOT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2612C</td>
<td>PMS 3015C</td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
<td>CMYK</td>
<td></td>
</tr>
<tr>
<td>C9 M72 Y0 K49</td>
<td>C100 M35 Y3 K21</td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>RGB</td>
<td></td>
</tr>
<tr>
<td>R119 G37 B131</td>
<td>R0 G98 B155</td>
<td></td>
</tr>
<tr>
<td>Hexadecimal/Web</td>
<td>Hexadecimal/Web</td>
<td></td>
</tr>
<tr>
<td>#772583</td>
<td>#00629b</td>
<td></td>
</tr>
<tr>
<td>RAL</td>
<td>RAL</td>
<td></td>
</tr>
<tr>
<td>4006</td>
<td>S007</td>
<td></td>
</tr>
</tbody>
</table>

- **Use Pantone (PMS) 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 (PMS) colors for applications in signage and facility installations.

**Note:** For more information, see the full version of the IEEE Brand Identity Guidelines.
Extended Color Palette

An extended color palette is available for use to complement the IEEE EMBS primary color palette and should be used as accent color(s) on collateral.

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

Use **Pantone (PMS) 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 (PMS) colors for applications in signage and facility installations.

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**Extended Palette**

<table>
<thead>
<tr>
<th>Pantone (Spot)</th>
<th>Pantone (Spot)</th>
<th>Pantone (Spot)</th>
<th>Pantone (Spot)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PMS 254C</strong></td>
<td><strong>PMS CYAN</strong></td>
<td><strong>PMS 320C</strong></td>
<td><strong>PMS 322C</strong></td>
</tr>
<tr>
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<td><strong>CMYK</strong></td>
<td><strong>CMYK</strong></td>
<td><strong>CMYK</strong></td>
</tr>
<tr>
<td>C37 M0 Y83 K25</td>
<td>C100 M0 Y0 K0</td>
<td>C100 M6 Y0 K35</td>
<td>C100 M3 Y0 K53</td>
</tr>
<tr>
<td><strong>CMYK</strong></td>
<td><strong>CMYK</strong></td>
<td><strong>CMYK</strong></td>
<td><strong>CMYK</strong></td>
</tr>
<tr>
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<td>R0 G163 B224</td>
<td>R0 G156 B166</td>
<td>R0 G115 B119</td>
</tr>
<tr>
<td><strong>Hex/Hexa</strong></td>
<td><strong>Hex/Hexa</strong></td>
<td><strong>Hex/Hexa</strong></td>
<td><strong>Hex/Hexa</strong></td>
</tr>
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<td>#800000</td>
<td>#000000</td>
<td>#007377</td>
</tr>
<tr>
<td><strong>CMYK</strong></td>
<td><strong>CMYK</strong></td>
<td><strong>CMYK</strong></td>
<td><strong>CMYK</strong></td>
</tr>
<tr>
<td>R0 G0 B0</td>
<td>R255 G255 B255</td>
<td>R0 G0 B0</td>
<td>R255 G255 B255</td>
</tr>
<tr>
<td><strong>Hex/Hexa</strong></td>
<td><strong>Hex/Hexa</strong></td>
<td><strong>Hex/Hexa</strong></td>
<td><strong>Hex/Hexa</strong></td>
</tr>
<tr>
<td>#000000</td>
<td>#000000</td>
<td>#000000</td>
<td>#000000</td>
</tr>
</tbody>
</table>

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**Note:** For more information, see the full version of the IEEE Brand Identity Guidelines.
Typography

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

**Formata is the primary typeface** for IEEE as well as IEEE EMBS. 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.

**Calibri is the alternate typeface** to be used on all screen-based applications, such as PowerPoint, Microsoft Word, and websites. If needed, the font Verdana may be used.

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

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**PRIMARY TYPEFACE**

| Formata Light |
| Formata Regular |
| Formata Italic |
| Formata Medium |
| Formata Bold |

**ALTERNATE TYPEFACE**

| Calibri Light |
| Calibri Regular |
| Calibri Italic |
| Calibri Bold |
| Calibri Bold Italic |

**WEB TYPEFACE**

| Open Sans Light |
| Open Sans Regular |
| Open Sans Italic |
| Open Sans Semibold |
| Open Sans Bold |
| Open Sans Extrabold |

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**Note:** The 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.

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Graphic Elements

The IEEE EMBS helix and spiral is a prominent part of the IEEE EMBS brand and can be used as a design element on print and digital applications.

IEEE EMBS Helix and Spiral

- The helix and the spiral should be used at 100% opacity or as a watermark with an opacity greater than 25%.
- The helix and spiral can bleed off the edge of the collateral.
- The helix and spiral should never be redrawn or visually altered beyond the permitted tinted treatments shown on the right.
- When using the helix or spiral the full IEEE EMBS logo or spelled out society name must appear in at least one instance on any and all collateral.
- The helix can only be shown vertical. It must never be rotated or flipped.
- The color of the spiral can be altered but must appear in one of the colors from the approved IEEE color palette. The spiral may be rotated or flipped.

Note: The IEEE Master Brand wedge is a key element of the IEEE design system. The wedge can be incorporated in any materials, however it should be done so sparingly. The wedge must be at an approved angle of either 45° or 135°. IEEE EMBS uses the wedge in purple, bright blue, and IEEE blue.
Imagery

The six image themes—people, technology, knowledge, connections, global, and historical—are based on the key pillars of the IEEE Brand and reflect the IEEE 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.

Note: 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 found on the IEEE Brand Experience site.
Social Media

All social media networks (Facebook, Twitter, Instagram, LinkedIn, YouTube) have their own set(s) of guidelines. When using the IEEE EMBS logo and the IEEE Master Brand for these applications, follow the minimum size and clear space for digital and on-screen applications.

If the minimum size and/or clear space cannot be met, the IEEE EMBS 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, the IEEE EMBS logo may be used without the full society name.

Make sure that the IEEE Master Brand, sub-brand logos, and/or tagline are legible when optimized for mobile applications.

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

Color
- Use approved IEEE color palette

Profile image, cover image, and social post/frame templates are available for use.

Profile Image Treatments

Social Media Network Cover Photo Treatments

Facebook Profile
The IEEE EMBS logo is placed within the bounding box dimensions allowed by Facebook, Twitter, Instagram, LinkedIn, and YouTube guidelines.

Social media guidelines and dimensions are constantly evolving and should be researched prior to designing graphics for any social media network. For up-to-date dimensions and guidelines, visit the most recent image size specifications for each social media network.

Note: The IEEE Social Media Policy can be found on the IEEE Brand Experience site. For questions or more information, use the brand inquiries form.
Video

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. 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 EMBS logo or IEEE.tv logo is present, the IEEE Master Brand can appear in the top right or in the opening and closing frames, rather than as a watermark throughout.

IEEE WEDGE DESIGN SYSTEM

Consider using a branded ‘wedge’ accent color bar along the bottom of the screen with reversed to white IEEE Master Brand for title and ending slides. This can be done in IEEE blue or any IEEE color from the approved color palette.
Print & Non-Screen Applications

**FLYER TEMPLATE**

**LETTERHEAD**

**PULL UP BANNER**

**PROMO ITEMS**

**BUSINESS CARD**

**IEEE EMBS Visual Identity Guidelines • embs.org**
Digital & On-Screen Applications

IEEE EMBS WEBSITE

EMBS is the world’s largest international society of biomedical engineers.

POWERPOINT TEMPLATE

IEEE EMBS LINKEDIN PROFILE

IEEE EMBS FACEBOOK PROFILE

IEEE EMBS WEB AD
IEEE Resources & Contact

Contact
For questions or more information about the IEEE brand, please use the IEEE brand inquiries form.

Brand Identity Tools
IEEE Brand Experience Website
brand-experience.ieee.org

IEEE Master Brand and Logos
ieee.org/MasterBrand

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

About IEEE
Understanding the IEEE Brand
brand-experience.ieee.org/ieee-brand/
brand-overview/