IEEE Humanitarian Activities Committee (HAC) Identity Guidelines
Includes brand treatments for regional and local HAC identifiers (see page 7)

IEEE SIGHT Identity Guidelines
Includes brand treatments for regional and local SIGHT group identifiers (see page 18)
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**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.
Welcome to IEEE Humanitarian Activities Committee and IEEE SIGHT

IEEE Humanitarian Activities Committee (HAC)

The IEEE Humanitarian Activities Committee (HAC) is tasked with supporting the Board-endorsed vision of IEEE volunteers around the world carrying out and/or supporting impactful humanitarian activities at the local level; i.e., “feet on the ground.”

The IEEE HAC brand mark should be included with other sponsor logos when IEEE HAC Events has provided funding or other formal support for an event. The IEEE HAC name may NOT be used to name an event unless the event is being run directly by the IEEE HAC committee.

The IEEE HAC brand mark is for IEEE corporate-level use only and should NOT be used by Region, Section, or Chapter-level HACs. See page 7 for approved identifier treatments.

For more information, please visit: www.ieee.org/about/corporate/humanitarian-activities-committee.html

IEEE SIGHT

The IEEE Special Interest Group on Humanitarian Technology (SIGHT) is a global network of IEEE volunteers partnering with underserved communities and local organizations to leverage technology for sustainable development.

The IEEE SIGHT brand mark should be included with other sponsor logos when IEEE SIGHT programs or activities have provided funding or other formal support. The IEEE SIGHT name may NOT be used to name an event unless the event is being run directly by IEEE SIGHT.

The IEEE SIGHT brand mark is the main identifier for the IEEE SIGHT program. Region, Section, Society, and Chapter-level SIGHT groups should use one of the approved identifier treatments on page 16.

For more information, please visit: sight.ieee.org
IEEE Humanitarian Activities Committee (HAC)
Identity Guidelines

Includes brand treatments for regional and local HAC identifiers
(see page 7)
IEEE Humanitarian Activities Committee (HAC) 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 HAC visual identity—brand mark, color palette, and fonts.

The IEEE HAC brand mark is for IEEE corporate-level use only and should NOT be used by Region, Section, or Chapter-level HACs. See page 7 for approved identifier treatments.

IEEE Region 6 is shown for illustrative purposes only. This treatment is a “template” that should be customized for your specific Region. See page 7 for all identifier treatment guidelines.
### IEEE HAC Brand Mark and Color Variations

**BRAND MARK**
The horizontal IEEE HAC brand mark should only be used at the corporate level.

**COLOR VARIATIONS**
The IEEE HAC brand mark has four color variations; full color, white, IEEE blue, and black.

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

The IEEE HAC brand mark should be included with other sponsor logos when IEEE HAC Events has provided funding or other formal support for an event. The IEEE HAC name may NOT be used to name an event unless the event is being run directly by the IEEE HAC committee.

The IEEE HAC brand mark is for IEEE corporate-level use only and should NOT be used by Region, Section, or Chapter-level HACs.

See page 7 for approved identifier treatments.

<table>
<thead>
<tr>
<th><strong>FULL COLOR</strong></th>
<th><strong>WHITE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="full_color.png" alt="IEEE HAC Brand Mark" /></td>
<td><img src="white.png" alt="IEEE HAC Brand Mark" /></td>
</tr>
</tbody>
</table>

**IEEE BLUE**

The IEEE HAC blue brand mark should be used on promo items where only one color is allowed.

**BLACK**

The white IEEE HAC brand mark is placed on an IEEE blue background for illustrative purposes only.
IEEE is divided into ten worldwide geographic Regions. Within the Regions are local Sections, Chapters, Student Chapters, and Student Branches.

IEEE HAC Regions and Sections should ONLY use the approved identifier treatments available.

The IEEE HAC Region and Section identifiers are templates and should be changed to reflect your specific Region or Section name. On all identifiers, make sure to follow proper minimum size, clear space, and background control.

IEEE HAC REGIONS
The stacked abbreviated IEEE Region identifier is for social media applications ONLY.

The IEEE HAC name should appear below your IEEE HAC Region or Section identifier, especially when referring to the IEEE HAC committee.

The name “Humanitarian Activities Committee” should appear in dark orange (Pantone 718C) to maintain the IEEE HAC brand.

When customizing the identifier treatment for your Region or Section, make sure to use the font Formata or Calibri.

For font usage guidelines see pages 25-26.

While Regions may use map icons, Region and Section identifiers should not have logo treatments that use symbols and icons.

The various brand wedge elements and lockups are permitted as shown in examples.

For more information about the Region and Section treatments, contact branding@ieee.org.
IEEE HAC Society, Affinity Group, and Institutional Brand Identifiers

IEEE and its 39 Technical Societies and 7 Councils include volunteers in all 10 geographical regions that span the globe. Also within the Regions are Affinity Groups and University-based Branches and Chapters.

These HAC's should ONLY use the approved identifier treatments available.

The IEEE HAC Society, Affinity Group, and Institutional Brand Identifiers are templates and should be changed to reflect your specific name. On all identifiers, make sure to follow proper minimum size, clear space, and background control.

The IEEE HAC name should appear below all IEEE HAC Society, Affinity Group, or Institutional Brand Identifiers, especially when referring to the IEEE HAC committee.

The name “Humanitarian Activities Committee” should appear in dark orange (Pantone 718C) or gray to maintain the IEEE HAC brand.

For more information about IEEE HAC Society, Affinity Group, and Institutional Brand treatments, contact branding@ieee.org.

IEEE HAC CHAPTER AND STUDENT CHAPTER IDENTIFIERS WITH IEEE HAC NAME

IEEE Your Chapter Name Here
Humanitarian Activities Committee

IEEE Your Chapter Name Here
Humanitarian Activities Committee

The word “Chapter” is used in the identifier template for illustrative purposes only. Chapter identifiers should be type treatments and should NOT have logo treatments that use symbols and icons. The various brand wedge elements and lockups are permitted as shown in the examples.

IEEE HAC STUDENT BRANCH IDENTIFIERS

University Name Here
IEEE Student Branch

University Name Here
IEEE Student Branch

Student Branches sub-brand template. Icon is not mandatory.

If using an icon, the IEEE HAC name can be IEEE blue or 80% to 100% black so that the color(s) in the icon do not compete with the orange color of the name.

When customizing the identifier treatment for your Section, Chapter, Student Chapter, or Student Branch, make sure to use the font Formata or Calibri. For font usage guidelines see pages 25-26.
IEEE HAC Society, Affinity Group, and Institutional Brand Identifier Lock-Ups

IEEE HAC Society, Affinity Group, and Institutional Brand Identifiers can be locked up with another logo or the IEEE Master Brand, but should always be separated with a gray dividing line.

If the Society, Affinity Group, or Institutional Brand is the most prominent brand in the collateral, it should appear first.

On all lock-ups, make sure to follow proper minimum and clear space on page 10 for IEEE HAC and page 19 for IEEE SIGHT.

For more information about IEEE HAC Society, Affinity Group, and Institutional Brand treatments, contact branding@ieee.org
Minimum Size

The minimum size requirement for both print and digital ensures that the IEEE HAC brand mark is legible.

*PRINT & NON-SCREEN*

The minimum width for the IEEE Master Brand in print and non-screen based applications is 0.875 inches (22.225 millimeters). Since the IEEE HAC brand mark includes the IEEE Master Brand, the IEEE HAC brand mark minimum width requirement for print and non-screen is 1.25 inches (31.75 millimeters) to ensure that the IEEE Master Brand is legible.

*DIGITAL & ON-SCREEN*

The minimum width for the IEEE Master Brand in digital and on-screen based applications is 100 pixels. Since the IEEE HAC brand mark includes the IEEE Master Brand, the IEEE HAC brand mark minimum width requirement for digital and on-screen is 122 pixels to ensure that the IEEE Master Brand is legible.

Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Humanitarian Activities Committee brand mark.
Background Control

When placing the IEEE HAC brand mark on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and brand mark.

When placing the brand mark types 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 HAC brand mark on light background.
- White IEEE HAC brand mark on IEEE blue background.
- White IEEE HAC brand mark on a dark background.
- White IEEE HAC brand mark on a dark image (minimal detail in area behind the brand mark).

**INCORRECT USAGE**
- Do NOT place the color IEEE HAC brand mark on a dark background.
- Do NOT place the color IEEE HAC brand mark on a colored background that competes.
- Do NOT place the white IEEE HAC brand mark on a light background.
- Do NOT place the IEEE HAC brand mark on a dark/complex image.
Incorrect Usage

IEEE HAC brand mark configurations and usage outside of established specifications and guidelines damage the IEEE HAC 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 or reconfigure the IEEE HAC brand mark.
- Do NOT distort, stretch, and/or squeeze the IEEE HAC brand mark.
- Do NOT place the IEEE HAC brand mark at an angle.
- Do NOT add containment shapes to the IEEE HAC brand mark.
- Do NOT use any colors other than the 2 approved colors: IEEE Blue (PMS 3015) and Dark Orange (PMS 718).
- Do NOT change the size and/or placement of the IEEE Master Brand in the IEEE HAC brand mark.
- Do NOT add any text to the IEEE HAC brand mark.
- Do NOT change the color, size, and/or placement of the IEEE HAC brand mark.
- Do NOT outline, alter, add a drop shadow and/or recreate the IEEE HAC brand mark in any way.
IEEE HAC Brand Design Element

The IEEE HAC “committee network” graphic is a prominent part of the brand. The “committee network” can be used separately as a design element on print and web applications.

The “committee network” may be shown at 100% opacity ONLY when using the graphic as the strongest design element on the page. It is best used as a background for video or backdrop applications.

When using the “committee network” as a watermark or ghosted design element, it should be used at a 20% opacity on a light background. The “committee network” can bleed off the edge. (See application examples on page 33.)

The “committee network” should never be rotated. The “committee network” graphic does not have to be used in its entirety; sections or pieces can be used.

**CORRECT USAGE**

- 100% IEEE HAC “committee network” on a light background.
- 20% IEEE HAC “committee network” on a light background.
- Piece or section of “committee network”
- 20% IEEE HAC “committee network” on a dark background.

**INCORRECT USAGE**

- Do NOT use the IEEE HAC “committee network” at an opacity lower than 20%.
- Do NOT put the IEEE HAC “committee network” on a competing background.
- Do NOT place the IEEE HAC “committee network” on a dark/complex image.

The brand design element above is for IEEE corporate-level use only.
IEEE SIGHT

Identity Guidelines

Includes brand treatments for regional and local SIGHT group identifiers
(see page 18)
OVERVIEW
IEEE SIGHT
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 SIGHT visual identity—brand mark, color palette, and fonts.

The IEEE SIGHT brand mark is the main identifier for the IEEE SIGHT program. Region, Section, Society, and Chapter-level SIGHT groups should use one of the approved identifier treatments on page 18.
IEEE SIGHT Brand Mark and Color Variations

**BRAND MARK**
The IEEE SIGHT brand mark is the main identifier for the IEEE brand mark. A stacked brand mark for IEEE SIGHT is available when a horizontal logo cannot be used and/or for social media applications.

**COLOR VARIATIONS**
The IEEE SIGHT brand mark has four color variations; full color, white, IEEE blue, and black. The full color brand mark should be used in most instances making sure to keep a visible contrast between the brand mark and color backgrounds.

The IEEE SIGHT brand mark should be included with other sponsor logos when IEEE SIGHT programs or activities have provided funding or other formal support. The IEEE SIGHT name may **NOT** be used to name an event unless the event is being run directly by IEEE SIGHT.

The IEEE SIGHT brand mark is the main identifier for the IEEE SIGHT program. Region, Section, Society, and Chapter-level SIGHT groups should use one of the approved identifier treatments on page 18.

---

**FULL COLOR**
The IEEE SIGHT full color brand mark should be used in RGB formats for digital applications and CMYK formats for print applications.

**WHITE**
The IEEE SIGHT white brand mark should be used against a dark or colored background.

**IEEE BLUE**
The IEEE SIGHT blue brand mark should be used on promo items where only one color is allowed.

**BLACK**
The IEEE SIGHT Black brand mark is mainly used for imprint source files when no color is available.

**STACKED**
The IEEE SIGHT stacked brand mark is for social media applications only.

---

The white IEEE SIGHT brand mark is placed on an IEEE blue background for illustrative purposes only.
The IEEE HAC brand mark can be locked up with the IEEE SIGHT brand mark, the IEEE Master Brand, and certain other logos but should always be separated with a blue dividing line.

On all lock-ups, make sure to follow proper minimum and clear space on page 10 for IEEE HAC and page 19 for IEEE SIGHT.
IEEE SIGHT Region, Section, Society, Chapter, and Chapter-type Identifiers

Region, Section, Society, Chapter, and Chapter-type SIGHT groups should ONLY use the approved identifier treatments available.

On all identifiers, make sure to follow proper minimum size, clear space, and background control.

**IEEE SIGHT IDENTIFIERS**
Unique identifiers and logos are not aligned with the IEEE brand. For more information, contact branding@ieee.org

The orange wedge box is available in three different sizes so that the shape can accommodate a variety of Region, Section, Society, Chapter, and Chapter-type IEEE SIGHT group names.

The words shown in each identifier to the right are for illustrative purposes only and should be changed to reflect your specific Region, Section, Society, Chapter, or Chapter-type IEEE SIGHT group.

*The orange wedge box should always appear in dark orange (Pantone 718C) to maintain the IEEE SIGHT brand.*

When customizing the identifier treatment for your Region, Section, or Chapter, make sure to use the font Formata or Calibri. For font usage guidelines see pages 25-26.

The IEEE Master Brand wedge is a key element of the IEEE design system. 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°. For wedge usage guidelines, see page 27.
Minimum Size

The minimum size requirement for both print and digital ensures that the IEEE SIGHT brand mark is legible.

**PRINT & NON-SCREEN**

The minimum width for the IEEE SIGHT brand mark in print and non-screen applications is 1.25 inches (31.75 millimeters). The IEEE Master Brand has a minimum width of 0.875 inches (22.225 millimeters) in print and non-screen based applications.

**DIGITAL & ON-SCREEN**

The minimum width for the IEEE SIGHT brand mark and IEEE Master Brand in digital and on-screen applications is 100 pixels.

---

**IEEE SIGHT**

Special Interest Groups on Humanitarian Technology

1.25 inches

31.75 millimeters

**IEEE**

0.875 inches

22.225 millimeters

---

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 SIGHT brand mark and IEEE Master Brand in printed applications.

**DIGITAL, ON-SCREEN, & PROMOTIONAL ITEMS**

A clear space equal to or greater than “1x” is required on all sides surrounding the IEEE SIGHT brand mark for digital and promotional applications. A clear space equal to or greater than “½x” is required on all sides surrounding the IEEE Master Brand.

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Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE SIGHT brand mark.
Background Control

When placing the IEEE SIGHT brand mark on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and brand mark.

When placing the brand mark 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 SIGHT brand mark on light background.
- White IEEE SIGHT brand mark on IEEE blue background.
- White IEEE SIGHT brand mark on a dark background.
- White IEEE SIGHT brand mark on a dark image (minimal detail in area behind the brand mark).

**INCORRECT USAGE**

- Do NOT place the color IEEE SIGHT brand mark on a dark background.
- Do NOT place the color IEEE SIGHT brand mark on a colored background that competes.
- Do NOT place the white IEEE SIGHT brand mark on a light background.
- Do NOT place the white IEEE SIGHT brand mark on a dark/complex image.
Incorrect Usage

IEEE SIGHT brand mark configurations and usage outside of established specifications and guidelines damage the IEEE SIGHT 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 or reconfigure the IEEE SIGHT brand mark.

Do NOT distort, stretch, and/or squeeze the IEEE SIGHT brand mark.

Do NOT place the IEEE SIGHT brand mark at an angle.

Do NOT use any colors other than the 2 approved colors: IEEE Blue (PMS 3015) and Dark Orange (PMS 718).

Do NOT remove or change the color, size, and/or placement of the IEEE SIGHT brand mark.

Do NOT add containment shapes to the IEEE SIGHT brand mark.

Do NOT add the IEEE Master Brand to the IEEE SIGHT brand mark.

Do NOT outline, alter, add a drop shadow, and/or recreate the IEEE SIGHT brand mark in any way.

Do NOT add any text to the IEEE SIGHT brand mark unless an available IEEE SIGHT Region, Section, Society or Chapter identifier template is being used.
IEEE SIGHT Brand Design Element

The IEEE SIGHT “globe” graphic is a prominent part of the brand. The “globe” can be used separately as a design element on print and web applications.

The “globe” may be shown at 100% opacity ONLY when using the graphic as the strongest design element on the page. It is best used as a background for video or backdrop applications.

When using the “globe” as a watermark or ghosted design element, it should not be used at an opacity lower than 25%. The “globe” can bleed off the edge. (See application examples on pages 33-34.)

The “globe” graphic does not have to be used in its entirety; sections or pieces can be used.

The brand design element should ONLY be used on corporate-level communications.
A color palette, deriving from the colors used in the IEEE Humanitarian Activities Committee, and IEEE SIGHT brand marks are 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.
- The dark orange (Pantone 718C) and dark blue (Pantone 308C) are grandfathered in from an older version of the IEEE color palette.

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.

See next page for additional accent colors.
Expanded Color Palette

An expanded color palette, consisting of a range of bright and dark colors, has been developed to bring the IEEE HAC and IEEE SIGHT personality to life as a vibrant and forward-thinking organization. Use the expanded color palette as accent colors on corporate-level communications.

- This palette allows for flexibility in brand communications where sub-brand, cultural, or product distinction is warranted.
- 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.

---

**Pantone (Spot) Colors**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hexadecimal/Web</th>
<th>RAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 137 C</td>
<td>C0 M41 Y100 K0</td>
<td>R255 G163 B0</td>
<td>#FFA300</td>
<td>1003</td>
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<tr>
<td>PMS 320 C</td>
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<td>R0 G156 B166</td>
<td>#009CA6</td>
<td>5018</td>
</tr>
<tr>
<td>PMS 370 C</td>
<td>C62 M1 Y100 K25</td>
<td>R101 G141 B27</td>
<td>#658D1B</td>
<td>6018</td>
</tr>
<tr>
<td>PMS 2612 C</td>
<td>C67 M100 Y0 K5</td>
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**Pantone Process Cyan (CMYK)**

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<th>RAL</th>
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<tbody>
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<td>C100 M0 Y0 K0</td>
<td>R0 G181 B226</td>
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<td>5024</td>
</tr>
<tr>
<td>PMS Cool Gray 9 C (CMYK)</td>
<td>C100 M62 Y95 K0</td>
<td>R232 G119 B34</td>
<td>#E87722</td>
<td>2011</td>
</tr>
<tr>
<td>PMS Cool Gray 9 C (CMYK)</td>
<td>C100 M62 Y95 K0</td>
<td>R232 G119 B34</td>
<td>#E87722</td>
<td>2011</td>
</tr>
<tr>
<td>PMS Cool Gray 9 C (CMYK)</td>
<td>C100 M62 Y95 K0</td>
<td>R232 G119 B34</td>
<td>#E87722</td>
<td>2011</td>
</tr>
</tbody>
</table>

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**Pantone Spot Cool Gray 9 C (CMYK)**

<table>
<thead>
<tr>
<th>Color Code</th>
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<th>RGB</th>
<th>Hexadecimal/Web</th>
<th>RAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS Cool Gray 9 C</td>
<td>C30 M22 Y17 K57</td>
<td>R0 G117 B123</td>
<td>#75787B</td>
<td>9023</td>
</tr>
</tbody>
</table>

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**Pantone Spot Cool Gray 9 C (CMYK)**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK</th>
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<th>Hexadecimal/Web</th>
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</thead>
<tbody>
<tr>
<td>PMS Cool Gray 9 C</td>
<td>C30 M22 Y17 K57</td>
<td>R0 G117 B123</td>
<td>#75787B</td>
<td>9023</td>
</tr>
</tbody>
</table>

---

**Pantone Spot Cool Gray 9 C (CMYK)**

<table>
<thead>
<tr>
<th>Color Code</th>
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<th>RGB</th>
<th>Hexadecimal/Web</th>
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</tr>
</thead>
<tbody>
<tr>
<td>PMS Cool Gray 9 C</td>
<td>C30 M22 Y17 K57</td>
<td>R0 G117 B123</td>
<td>#75787B</td>
<td>9023</td>
</tr>
</tbody>
</table>
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 Humanitarian Activities Committee and IEEE SIGHT 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 26.

**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 12.

**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, Microsoft Word, and websites.

- Calibri
  - AaBbCcDdEeFfGgHhIiJjKkLlMm
  - NnOoPpQqRrSsTtUuVvWwXxYyZz
- 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
  - AaBbCcDdEeFfGgHhIiJjKkLlMm
  - NnOoPpQqRrSsTtUuVvWwXxYyZz
- Cambria Regular
- Cambria Italic
- Cambria Bold
- Cambria Bold Italic

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

**Sans serif font**

- Sans serif fonts do not have projections.

**Serif font**

- Serif fonts have projections at the top and bottom or the beginning and end of a letter.
IEEE Master Brand Wedge Element

In addition to the IEEE HAC and IEEE SIGHT 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.

See pages 20–22 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, contact branding@ieee.org.
General Imagery Usage

**IEEE HAC and IEEE SIGHT 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 or is low resolution, 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.

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

When saving graphics or imagery for use in print, make sure that the size of the image or graphic is comparable to the final printed size. (Example: Do NOT use a small image and enlarge for an 7" x 10" (177.8 millimeters x 254 millimeters) ad. A resolution of 300dpi is preferred for print applications.)
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 HAC or IEEE SIGHT brand mark 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.

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.

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 both the IEEE HAC and IEEE SIGHT brand mark on the endslate of a video, make sure to use a vertical line to separate the two brand marks.

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.

IEEE Region 6 is shown for illustrative purposes only. This treatment is a “template” that should be customized for your specific Region.
Social Media Guidelines

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. 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 HAC and IEEE SIGHT brand mark 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 SIGHT brand mark 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 Calibri

Color
• Must be from approved IEEE color palette

PROFILE IMAGE:
The stacked IEEE SIGHT brand mark is placed within bounding box dimensions allowed by Facebook guidelines. The profile icon is 180 x 180 pixels.

COVER IMAGE:
The optimal size for a Facebook cover photo is 828 x 465 pixels. The Facebook cover image area is 851 x 315 pixels for desktop and 640 x 360 for mobile. Use this area to further customize the individual IEEE Humanitarian Activities Committee or IEEE SIGHT group, with use of related graphics or photographic imagery.

IEEE SIGHT Region 9 Twitter profile is shown for illustrative purposes only. This treatment is a “template” that should be customized for your specific Region. See page 16 for all template guidelines.

GROUP NAMES:
For consistency in naming conventions and alignment across all IEEE HAC and SIGHT Region, Section, Society, and Chapter-level groups, the actual social media profile names should follow this format: “IEEE SIGHT – Name of Group”
CORPORATE USE ONLY

Social Media Funding Opportunity Graphics

Funding opportunity graphics have been created for IEEE HAC and IEEE SIGHT social media purposes only.

The social media graphics include IEEE HAC Projects, Events, and Conference Participation and IEEE SIGHT Projects.

The graphics should be shown at 100% opacity. A gray background as well as line and color blocks have also been created to complement the graphics.

See application examples on pages 33-34.

The social media funding opportunity graphics should ONLY be used on corporate-level communications.
Print & Non-Screen Applications

- **CORPORATE-LEVEL IEEE HAC | IEEE SIGHT POSTER**
- **CORPORATE-LEVEL IEEE SIGHT PULL UP BANNER**
- **IEEE SIGHT GROUP FLYER EXAMPLE**
- **IEEE HAC REGION TRIFOLD EXAMPLE**
- **IEEE HAC USB DRIVE EXAMPLE**
- **PREMIUM GIVEAWAYS**

When using the IEEE HAC and IEEE SIGHT brand mark in print materials, follow the brand guidelines for the IEEE Master Brand, found at [www.ieee.org/about/toolkit/tools/index.html](http://www.ieee.org/about/toolkit/tools/index.html)

Any questions, contact branding@ieee.org.
When using the IEEE HAC and IEEE SIGHT brand mark in digital materials, follow the brand guidelines for the IEEE Master Brand, found at www.ieee.org/about/toolkit/tools/index.html.

Any questions, contact branding@ieee.org.
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