IEEE Future Networks Identity Guidelines

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

IEEE FUTURE NETWORKS IDENTITY GUIDELINES .................................................. 1-21

OVERVIEW .......................................................... 3-4
  Brand Elements ......................................................... 4

BRAND ELEMENTS .................................................. 5-11
  Logo Variations ......................................................... 5
  Color Variations ......................................................... 6
  Minimum Size & Clear Space ........................................ 7
  Usage ................................................................. 8-10
  Background Control .................................................. 8
  Incorrect Usage ........................................................ 9
  Brand Design Element ................................................. 10

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

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

IEEE WEDGE ELEMENT ............................................... 14

IMAGERY .............................................................. 15-16
  Introduction .......................................................... 15
  Usage ................................................................. 16

VIDEO & SOCIAL MEDIA ............................................... 17-18
  Video Guidelines ..................................................... 17
  Social Media Guidelines ............................................... 18

APPLICATIONS ......................................................... 19-20
  Print & Non-Screen .................................................... 19
  Digital & On-Screen ................................................... 20

RESOURCES & CONTACT ............................................... 21

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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.
IEEE Future Networks is mobilizing across industry, academia, research and development (R&D) organizations, application developers and the standards, policy and regulatory communities globally to enable the historic transformation promised by 5G and future generations of connectivity.

IEEE Future Networks is uniquely suited to advance transformation promised by 5G and future generations of connectivity. No other organization offers the multidimensional scope of IEEE Future Networks.

Beyond accelerating innovation of 5G, IEEE Future Networks is also marshaling early exploration of future generations of connectivity

IEEE Future Networks is working to ensure that 5G and future generations of connectivity benefit humanity in the most equitable ways.

Join IEEE Future Networks. Please visit FUTURENETWORKS.IEEE.ORG to learn more and engage.
Brand Elements

To the right are the core elements of IEEE Future Networks brand identity—logo, color specification, and typography.

LOGO | PAGE 5

COLOR SPECIFICATION | PAGE 11

TYPOGRAPHY | PAGES 12-13

THE IEEE WEDGE | PAGE 14

IMAGERY | PAGES 15-16
Logo Variations

IEEE Future Networks has 2 main logo options:

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

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

See page 6 for all color variations.
See page 8-10 for usage guidelines.
Color Variations

The IEEE Future Networks logo has 3 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.

Black or white logo options are recommended on any applications where the full color logo cannot be used such as on promotional items.

See [page 8-10](#) for usage guidelines.
Minimum Size

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

PRINT & NON-SCREEN
The minimum width for the IEEE Future Networks logo in print and non-screen based applications is .875 inches (22.225 millimeters).

DIGITAL & ON-SCREEN
The minimum width for the IEEE Future Networks logo 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 Future Networks logo 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 Future Networks logo for digital and promotional applications.

Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Future Networks logo.
Background Control

When placing the IEEE Future Networks 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).

At no time, should a white background be used behind the icon within the logo.
Incorrect Usage

IEEE Future Networks logo configurations and usage outside of established specifications and guidelines negatively impact the IEEE Future Networks brand, and over time, can reduce the value of the brand.

Modifications and/or distortions are strictly prohibited.

Do NOT rearrange, reconfigure, change the size, and/or placement of the IEEE Future Networks logo.

Do NOT distort, stretch, and/or squeeze the IEEE Future Networks logo.

Do NOT place the IEEE Future Networks logo at an angle.

Do NOT use any colors other than the 4 approved colors: IEEE Blue (PMS 3015), Teal (PMS 320), and Bright Purple (PMS 254).

Do NOT use a white background inside the icon of the IEEE Future Networks logo when using the black or white versions.

Do NOT add containment shapes to the IEEE Future Networks logo.

Do NOT make the IEEE Future Networks logo different color combinations.

Do NOT outline, alter, add a drop shadow and/or recreate the IEEE Future Networks logo in any way.

Do NOT add any text to the IEEE Future Networks logo. The IEEE Future Networks tagline is the ONLY copy allowed to appear directly below the logo.
Brand Design Element

The IEEE Future Networks “circles” are a prominent part of the logo as well as the brand. The “circles” can be used separately from the IEEE Future Networks logo as a design element on print and web applications.

When using the “circles” separately, they should be used as a watermark or ghosted design element and must never be used at 100% opacity. A 25% or 10% opacity is recommended.

The “circles” can bleed off the edge.

The “circles” should never be rotated. They should stay in the same orientation as shown in the IEEE Future Networks logo.

CORRECT USAGE

- Full color 50% IEEE Future Networks on light background.
- Reversed 50% IEEE Future Networks circles on purple (PMS 254) background.
- Reversed 50% IEEE Future Networks circles on a dark background (minimal detail in area behind the logo).

INCORRECT USAGE

- Do NOT rotate the IEEE Future Networks circles.
- Do NOT use the IEEE Future Networks circles at 100% opacity.
- Do NOT use the reversed/white IEEE Future Networks circles on a light background.
- Do NOT place the IEEE Future Networks circles on a dark/complex image.
# Color Specification

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

## Color Palette

<table>
<thead>
<tr>
<th>Color Palette</th>
<th>PANTONE (SPOT)</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>PMS 3015</td>
<td>C100 M35 Y3 K21</td>
<td>R0 G98 B155</td>
<td>#00629B</td>
<td>5007</td>
</tr>
<tr>
<td><strong>CMYK</strong></td>
<td>PMS 320 C</td>
<td>C96 M0 Y31 K2</td>
<td>R0 G156 B166</td>
<td>#009CA6</td>
<td>5018</td>
</tr>
<tr>
<td><strong>RGB</strong></td>
<td>PMS 254 C</td>
<td>C48 M96 Y0 K0</td>
<td>R152 G29 B151</td>
<td>#081D97</td>
<td>4006</td>
</tr>
<tr>
<td><strong>Hexadecimal/Web</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>RAL</strong></td>
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<table>
<thead>
<tr>
<th><strong>Color</strong></th>
<th><strong>PANTONE (SPOT)</strong></th>
<th><strong>CMYK</strong></th>
<th><strong>RGB</strong></th>
<th><strong>Hexadecimal/Web</strong></th>
<th><strong>RAL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>White</strong></td>
<td>PMS Process Black</td>
<td>C0 M0 Y0 K100</td>
<td>R0 G0 B0</td>
<td>#000000</td>
<td>9017</td>
</tr>
<tr>
<td><strong>Pantone Spot</strong></td>
<td></td>
<td></td>
<td></td>
<td>#FFFFFF</td>
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<td>#009CA6</td>
<td>5018</td>
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**Resources & Contact**
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 Future Networks 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.

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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.

If needed, the font Verdana may be used.

- **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.

If needed, Times New Roman may be used.

- **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 fonts do not have projections.**
- **Serif fonts have projections at the top and bottom or the beginning and end of a letter.**
Use of the Wedge

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

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

Royalty-free images are available to 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 Future Networks 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.
- Highlight diversity in the IEEE organization and in the IEEE marketplace through age, gender, race, dress, country of origin, and job responsibilities.
- Images should be cropped whenever possible and eliminate unnecessary details so the core message of the image is clear.
- 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.
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 Future Networks 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.

Getting Started

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 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 Future Networks 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 Future Networks logo and IEEE Master Brand should be as large as possible within the given space.

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
  See page 7 for minimum size and clear space
• Font: Formata or Calibri

Color
• Must be from approved IEEE color palette

PROFILE IMAGE:
The IEEE Future Networks logo is placed within bounding box dimensions allowed by Facebook guidelines. The profile icon is 180 px x 180 px.

COVER IMAGE:
The optimal size for a Facebook cover photo is 828 x 465 pixels. The Facebook cover image area is 851 pixels wide and 315 pixels tall for desktop, 640 pixels wide by 360 pixels tall for mobile. Use this area to further personalize the individual IEEE Future Networks group, with use of related graphics or photographic imagery. When combining the IEEE Future Networks logo with another logo to identify your group, such as an IEEE Future Networks Region, Section or Chapter logo, do NOT alter established brand logos. Refer to the examples on page 4 and 16 of this document for using multiple logos. You can also find more brand-compliant examples of how to use multiple logos together on page 10 of the main IEEE Brand Identity Guidelines, available for download on the IEEE Brand Experience site.

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.
Print & Non-Screen Applications

IEEE Future Networks is working to ensure that 5G and future generations of connectivity benefit humanity in the most equitable ways. Visit futurenetworks.ieee.org to learn more and engage.

Join the Technical Community
Lorem ipsum nati secture rovit, ut assedis veribus eos eatius eossequi insimum estrum deliquis et aut ratur.

• Bullet text here di dese venit fuga lorem ipsum
dolor dit amet estrum nati
• Bullet text here simenia lorem ipsum
• Bullet text here di dese simenia voloero venit fuga

When using the IEEE Future Networks logo in print materials, follow the brand guidelines for the IEEE Master Brand, found at ieee.org/about/toolkit/tools/index.html. Any questions please email, branding@ieee.org.

POSTER

TRI-FOLD BROCHURE

PULL UP BANNER
Digital & On-Screen Applications

When using the IEEE Future Networks logo in digital materials, follow the brand guidelines for the IEEE Master Brand, found at [IEEE Master Brand Toolkit](https://www.ieee.org/about/toolkit/tools/index.html). Any questions please email, brand@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