IEEE RAS
Color Specifications

- Pantone colors should be used when printing with more than four or fewer than three colors.
- RGB colors should be used for screen-based applications such as PowerPoint presentations, HTML emails, and TV monitors.
- Hexadecimal colors should be used when creating web sites and any related applications such as banners.
- CMYK colors for 4-color printing are also available.
IEEE Robotics & Automation Society Logo Guidelines | Sub-brand of IEEE

Configurations & Size Ratio

Prominence and Size in Relationship to the IEEE Master Brand
IEEE RAS is a corporate-level brand and therefore is a typographic treatment. If used as a signifier or sign off next to the IEEE Master Brand, the IEEE Master Brand must be given equal or greater prominence, while adhering to the minimum size and clear space.

Clear Space
IEEE RAS is a typographic treatment aligned within IEEE corporate-level branding.

Spacing is critical to readability. To ensure that IEEE RAS is easily recognizable in any medium, the left illustration displays proper minimum and clear spacing.

x = height of logo
Web Usage

IEEE RAS guidelines for web usage are broken up into two main categories – fully sponsored and partially sponsored. Below are some key brand rules. For a more detailed demonstration go to: http://bit.ly/1QPUT1m

Fully Sponsored
- Conference logo should be top left
- The IEEE RAS/IEEE lockup should be top right. To download the logo lockup go to: http://bit.ly/1OLIbuO

Partially Sponsored
- IEEE RAS logo needs to appear in the sponsorship logo section
- Must be a minimum of 100px wide and smaller than the site identifier

Print Usage

When using the IEEE RAS logo in print materials, follow the brand guidelines for the IEEE Master Brand, found at www.ieee.org/about/toolkit/tools/index.html
To the left, see examples of proper IEEE RAS logo placement on a brochure cover.
### Background Control

When using the IEEE RAS logo/type in print or screen-based applications, make sure there is sufficient color contrast so it stands out against the background. Do not place the type in an image since this will jeopardize legibility and recognizability.

<table>
<thead>
<tr>
<th>CORRECT Background Control</th>
<th>INCORRECT Background Control</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Correct Logo" /></td>
<td><img src="image2.png" alt="Incorrect Logo" /></td>
</tr>
<tr>
<td>Red &amp; Purple logo/type on white background is the preferred style.</td>
<td>Do not use red &amp; purple logo/type on black background.</td>
</tr>
<tr>
<td><img src="image3.png" alt="Correct Logo" /></td>
<td><img src="image4.png" alt="Incorrect Logo" /></td>
</tr>
<tr>
<td>If background is a color, use black logo/type on lighter colors from palette.</td>
<td>Do not use black logo/type on dark color backgrounds.</td>
</tr>
<tr>
<td><img src="image5.png" alt="Correct Logo" /></td>
<td><img src="image6.png" alt="Incorrect Logo" /></td>
</tr>
<tr>
<td>Use white logo/type when background is a darker color from palette.</td>
<td>Do not use white logo/type on light-colored backgrounds.</td>
</tr>
<tr>
<td><img src="image7.png" alt="Correct Logo" /></td>
<td><img src="image8.png" alt="Incorrect Logo" /></td>
</tr>
<tr>
<td>Do not place logo/type over an image background.</td>
<td></td>
</tr>
</tbody>
</table>

For the digital version of these guidelines go to [www.ieee-ras.org/about-ras/society-resource-center/ras-resources](http://www.ieee-ras.org/about-ras/society-resource-center/ras-resources)

For questions regarding the IEEE Visual Identity Guidelines please contact [corporate-communications@ieee.org](mailto:corporate-communications@ieee.org)