About IEEE Students
The IEEE (Institute of Electrical and Electronics Engineers) is a professional organization, which provides the latest technical knowledge for its members through conferences, journals, workshops, and continued education, for the advancement of technology for humanity. With more than 400,000 members in more than 160 countries, IEEE is the world’s largest technical professional society.

There are nearly 2,600 Student Branches in 100 countries, at various educational institutions. Student Branches provide an opportunity for Student members to begin networking in their areas of interest and future profession. The IEEE Students Type Mark and accompanying graphical elements have been chosen to work with the IEEE Brand Identity guidelines that govern the overarching IEEE Master Brand.

Your adherence to these guidelines guarantees the continued integrity and leadership of the IEEE family of brands in the global technology community.

Quick Tips for Copy & Usage of the IEEE Students Type Mark

1. DO keep “IEEE” in every reference to IEEE Students.
2. DO utilize the IEEE Students Type Mark in provided file and version formats without distorting or altering the mark.
3. DO adhere to established minimum size and space clearances as indicated on reverse side.
4. DO leverage the over-arching IEEE Master Brand on all materials viewed externally, including websites, eBlasts and conference collateral.
5. See the IEEE Brand experience site for sub-brand templates for the branded, IEEE Students look and feel at: https://brand-experience.ieee.org/guidelines/

Placement
Correct and consistent use of the IEEE Students Type Mark and the IEEE Master Brand is essential to maintaining brand equity. Consideration should be given to clear space, minimum size, size ratio, color, and background contrast when used on pull-up banners, PowerPoints, HTML emails, promotional items, as illustrated in the below examples.

Use of the Wedge
In addition to brand identity building blocks, 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 diamond shaped 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. While the wedge is strongly encouraged, it should be used sparingly in all designs.

For questions regarding these guidelines, please contact: branding@ieee.org
Imagery

Imagery should reflect the IEEE core values, brand personality and style, as well as IEEE Students, diversity, areas of study, and historical legacies.

Look for opportunities to tell a simple story which supports the written content and helps the IEEE audience understand and engage with the message.

Use of photographs without appropriate licenses or permission is prohibited. Please note that all photographs are potentially subject to copyright. Royalty-free images are available to purchase from various stock photography collections on the web.

Color Specifications

The IEEE Students Type Mark and lockup versions with the IEEE Master Brand are provided in various formats for use in print and web.

Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Students Type Mark and graphical elements in communications.

For color formulas of the complete IEEE color palette approved for use, refer to the IEEE Brand Identity Guidelines, available at this link:
https://brand-experience.ieee.org/guidelines/brand-identity/

Use of photographs without appropriate licenses or permission is prohibited. Use of fonts without a license or in opposition to the license terms is prohibited. For questions contact branding@ieee.org.