Welcome Brand Elements Color Specifications Typography Graphic Elements Imagery Video & Social Media Applications

IEEE Xplore® Digital Library
Identity Guidelines

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

**IEEE Xplore® Identity Guidelines**

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>3</td>
</tr>
<tr>
<td>Brand Elements</td>
<td>4–9</td>
</tr>
<tr>
<td>Overview</td>
<td>4</td>
</tr>
<tr>
<td>Logo Variations</td>
<td>5</td>
</tr>
<tr>
<td>Color Variations</td>
<td>6</td>
</tr>
<tr>
<td>Minimum Size &amp; Clear Space</td>
<td>7</td>
</tr>
<tr>
<td>Usage</td>
<td>8–9</td>
</tr>
<tr>
<td>Background Control</td>
<td>8</td>
</tr>
<tr>
<td>Incorrect Usage</td>
<td>9</td>
</tr>
<tr>
<td>IEEE Xplore Text Usage</td>
<td>10</td>
</tr>
<tr>
<td>Color Specifications</td>
<td>11</td>
</tr>
<tr>
<td>Typography</td>
<td>12–13</td>
</tr>
<tr>
<td>Primary &amp; Secondary Typefaces</td>
<td>12</td>
</tr>
<tr>
<td>Alternate Typefaces</td>
<td>13</td>
</tr>
<tr>
<td>Graphic Elements</td>
<td>14–15</td>
</tr>
<tr>
<td>IEEE Xplore Graphic Elements</td>
<td>14</td>
</tr>
<tr>
<td>IEEE Master Brand Wedge Element</td>
<td>15</td>
</tr>
<tr>
<td>Imagery</td>
<td>16–17</td>
</tr>
<tr>
<td>Introduction</td>
<td>16</td>
</tr>
<tr>
<td>Usage</td>
<td>17</td>
</tr>
<tr>
<td>Video &amp; Social Media</td>
<td>18–19</td>
</tr>
<tr>
<td>Video Guidelines</td>
<td>18</td>
</tr>
<tr>
<td>Social Media Guidelines</td>
<td>19</td>
</tr>
<tr>
<td>Applications</td>
<td>20–22</td>
</tr>
<tr>
<td>Print &amp; Non-Screen</td>
<td>20</td>
</tr>
<tr>
<td>Trade Show Booth Graphics</td>
<td>21</td>
</tr>
<tr>
<td>Digital &amp; On-Screen</td>
<td>22</td>
</tr>
<tr>
<td>Resources &amp; Contact</td>
<td>23</td>
</tr>
</tbody>
</table>
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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 Xplore Digital Library visual identity—logo, color palette, and fonts.
Logo Variations

**PRIMARY LOGO**
The IEEE Xplore Digital Library logo is always used with the "Digital Library" tagline.  
See page 6 for all color variations.  
See pages 7–9 for usage guidelines.

**STACKED LOGO**
A stacked logo is available for social media applications only.  
See page 19 for more information.
The IEEE Xplore Digital Library logo has five 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.

A one color blue logo is available for one color applications and promotional items.

Black or white logo options are recommended on all applications when the full color logo cannot be used.

See pages 7–9 for usage guidelines. See page 11 for full color palette.
Minimum Size

The minimum size requirement for both print and digital ensures that the IEEE Xplore Digital Library logo is legible.

**PRINT & NON-SCREEN**
The minimum width for the IEEE Xplore Digital Library logo and IEEE Master Brand in print and non-screen based applications is .875 inches (22.225 millimeters).

**DIGITAL & ON-SCREEN**
The minimum width for the IEEE Xplore Digital Library logo and IEEE Master Brand 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 Xplore Digital Library logo and IEEE Master Brand 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 Xplore Digital Library logo and IEEE Master Brand for digital and promotional applications.

Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Xplore Digital Library logo. For more information, see pages 8–11.
Background Control

When placing the IEEE Xplore Digital Library 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).

**CORRECT USAGE**

- Full color IEEE Xplore Digital Library logo on a light background.
- Black IEEE Xplore Digital Library logo on a light background.
- White IEEE Xplore Digital Library logo on a dark background.
- White IEEE Xplore Digital Library logo on a dark image (minimal detail in area behind the logo).

**INCORRECT USAGE**

- Do NOT put the color IEEE Xplore Digital Library logo on a dark background.
- Do NOT put the black IEEE Xplore Digital Library logo on a dark background.
- Do NOT put the white IEEE Xplore Digital Library logo on a light background.
- Do NOT place the IEEE Xplore Digital Library logo on a dark/complex image.
Incorrect Usage

IEEE Xplore Digital Library logo configurations and usage outside of established specifications and guidelines damage the IEEE Xplore Digital Library 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 add containment shapes to the IEEE Xplore Digital Library logo.

Do NOT rearrange, reconfigure, change the size, and/or placement of the IEEE Xplore Digital Library logo.

Do NOT use any colors other than the 2 approved colors: IEEE Blue (PMS 3015) and Orange (PMS 158).

Do NOT distort, stretch, and/or squeeze the IEEE Xplore Digital Library logo.

Do NOT use a regular Fonta font face for the word "Xplore" in the IEEE Xplore Digital Library logo. The word Xplore should always be in italics.

Do NOT make the IEEE Xplore Digital Library logo different color combinations.

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

Do NOT add any text to the IEEE Xplore Digital Library logo unless there is a horizontal rule that accommodates the required clear space separating the logo from the text.

Do NOT place the IEEE Xplore Digital Library logo at an angle.

Do NOT add containment shapes to the IEEE Xplore logo.
IEEE Xplore Text Usage

• When used in a sentence, title or name, the word "Xplore" should always be italic and initial capped. There are special instances where "Xplore" is allowed to be in all caps BUT the word should never be lowercase.

• The letters I-E-E-E should be used in every reference when using the name IEEE Xplore Digital Library and/or IEEE Xplore.

• The full name IEEE Xplore Digital Library must be used in the first instance of the name. After the first instance, the shortened name, IEEE Xplore is allowed.

• The register mark after the name “Xplore®” must appear in the first instance only, whether with the logo or within running text of each document or communication.

• In special instances where the word Xplore is not allowed to be typeset, (ex. social media profile page naming), the word does have to appear in italics. See page 19 for examples.

• The words “Digital Library” should always be uppercase when used in a header or headline. It is not required to be uppercase when used in other copy.

CORRECT USAGE

IEEE Xplore®

IEEE Xplore

IEEE Xplore Digital Library

INCORRECT USAGE

IEEE Xplore

IEEE xplore

IEEE Xplore DIGITAL LIBRARY
Color Specifications

A color palette, deriving from the colors used in the IEEE Xplore Digital Library 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.
- PMS 308 is grandfathered in from the original IEEE color palette and may be used as an accent color. The new PMS 295 may also be used.

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.
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 Xplore Digital Library 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.

**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.

<table>
<thead>
<tr>
<th>Font Name</th>
<th>Sample Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calibri</td>
<td>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
<tr>
<td>Calibri Light</td>
<td>Calibri Regular</td>
</tr>
<tr>
<td>Calibri Italic</td>
<td>Calibri Bold</td>
</tr>
<tr>
<td>Calibri Bold Italic</td>
<td></td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Font Name</th>
<th>Sample Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambria</td>
<td>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
<tr>
<td>Cambria Regular</td>
<td>Cambria Italic</td>
</tr>
<tr>
<td>Cambria Bold</td>
<td>Cambria Bold Italic</td>
</tr>
</tbody>
</table>

**Sans serif fonts do not have projections.**

<table>
<thead>
<tr>
<th>Font Name</th>
<th>Sample Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times New Roman</td>
<td>Times New Roman Regular</td>
</tr>
<tr>
<td>Times New Roman Bold</td>
<td>Times New Roman Bold Italic</td>
</tr>
<tr>
<td>Times New Roman Bold Italic</td>
<td></td>
</tr>
</tbody>
</table>

**Serif fonts have projections at the top and bottom or the beginning and end of a letter.**

<table>
<thead>
<tr>
<th>Font Name</th>
<th>Sample Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times New Roman</td>
<td>Times New Roman Regular</td>
</tr>
<tr>
<td>Times New Roman Bold</td>
<td>Times New Roman Bold Italic</td>
</tr>
</tbody>
</table>

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.
IEEE Xplore Graphic Elements

Visual consistency builds brand recognition. Use these graphical elements to build a consistent, recognizable, and impactful visual identity for IEEE Xplore.

"X" GRAPHIC

The "X" graphic element is inspired from the "X" in Xplore. The graphic may be used in the light blue gradient as a transparent background element on various collateral.

The "X" graphic can also be used in white as the negative space of a collateral piece. Monotone images in black and white, IEEE blue, or orange fill the space at the top and bottom of the "X". A solid IEEE blue background with an orange band is usually shown on the left or right of the "X".

See pages 20–22 for examples.

ABSTRACT GLOBE

The IEEE Xplore globe can be used as a graphic element, however should be done so sparingly. In most cases, the globe appears on trade show booth panels as large abstract background art.

See pages 20–22 for examples.
IEEE Master Brand Wedge Element

In addition to the IEEE Xplore Digital Library colors and typography, the IEEE Master Brand wedge is a key element of the IEEE design system.

USE OF THE WEDGE

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. In most cases, IEEE Xplore uses the IEEE wedge in IEEE blue or orange.

The “curved” wedge is specific to IEEE Xplore and can be used throughout various collateral pieces.

The wedge should be incorporated in all materials, however it should be done so sparingly. See pages 20–22 for examples.

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 please email, branding@ieee.org.
General Imagery Usage

**IEEE Xplore imagery can be shown in full color and/or in black and white, IEEE blue or orange monotone.** 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, 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 which 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.
- Images for IEEE Xplore should be shown with unique perspectives and angles.
- Highlight diversity in the IEEE organization and in the IEEE marketplace through age, gender, race, dress, country of origin, and job responsibilities.
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 Xplore Digital Library 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.

- Make sure to leave space clearance in the lower portion of the video frame for the IEEE.tv brand watermark.
  
  For further guidance, please contact ieee.tv.

- 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 Xplore Digital Library 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 Xplore Digital Library 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, a stacked IEEE Xplore Digital Library logo 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 Verdana

Color
- Must be from approved IEEE color palette

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 Xplore® Digital Library

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• Conference Proceedings
• Journals and Magazines

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IEEE Xplore® Digital Library

When using the IEEE Xplore Digital Library 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.
Trade Show Booth Graphics

TRADE SHOW BOOTH MOCK UP

TRADE SHOW BACK WALL PANEL

TRADE SHOW COUNTER TREATMENT

When using the IEEE Xplore Digital Library 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.
Digital & On-Screen Applications

When using the IEEE Xplore Digital Library logo in digital 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.
IEEE Resources & Contact

IEEE Brand Identity Tools

IEEE Brand Identity Toolkit
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 (PDF, 2.8 MB)
ieee.org/understandingthebrand

IEEE Corporate Brochure (PDF, 2.7 MB)
ieee.org/corporatebrochure

IEEE Brand Overview Video
ieee.org/overviewvideo

Contact

Questions or Comments
branding@ieee.org