IEEE Master Brand + Tagline Graphic Guidelines

In September 2009, the IEEE Board of Directors approved an IEEE tagline – Advancing Technology for Humanity – as recommended by the IEEE Public Visibility committee.

Guidelines

- **When to use**
  Use the IEEE Master Brand + Tagline graphic on all corporate material, or when no other IEEE logo or logo with a tagline exists. Use only the IEEE Master Brand in all other applications.

- **Minimum Size**
  The minimum width for the IEEE Master Brand + Tagline graphic is:
  - print & promotional items: 1 in. (25.4 mm)
  - Web & PowerPoint: 100 pixels
  If the graphic needs to be larger, the height should be increased proportionately.

- **Clear Space**
  The required clear space on all sides of the IEEE Master Brand + Tagline graphic is:
  - print & promotional items: 1x
  - Web & PowerPoint: \( \frac{1}{2} x \)
  Clear space is required so that the IEEE Master Brand + Tagline graphic does not compete with other images/graphics. The "x" is equal to the height of the letters I-E-E-E in the Master Brand.

- **Size Ratio**
  The length of the IEEE Master Brand + Tagline graphic ("Y") equals one-fifth of the width of the application. Dimensions should increase or decrease proportionately, but should not be less than the minimum size.

- **Color**
  - Corporate-wide applications: IEEE blue (PMS 3015); black or white may also be used.

- **Placement**
  - Print: lower-right cover page
  - Promotional items: any printable area; should not be less than the minimum size
  - PowerPoint: lower-right corner of every slide
  - Web sites: upper-right corner of header

For detailed information and to download the IEEE Master Brand + Tagline graphic, please visit [www.ieee.org/tagline](http://www.ieee.org/tagline).

Questions: e-mail: corporate-communications@ieee.org