




Join the Elite Group of Global Engineers  
Join/Renew

IEEE



What + If = IEEE

People Driving Technological Innovation  
#IEEEmember

IEEE

IEEE  
TechEthics




Go Beyond Imagination

Visit our space... and explore Mars

Discover the next reach of IEEE

IEEE



STRONG

Overing the role of today's leaders and innovators.

IEEE  
Humanitarian  
& Philanthropic  
Opportunities



IEEE History Center

IEEE



IEEE MEMBERS MAKE HISTORY

The IEEE History Center

IEEE



EPICS IN IEEE

Engineering Projects in Community Service

IEEE  
youngprofessionals

IEEE  
youngprofessionals

# Put Your Best Brand Forward –

*Working with the IEEE Brand*

*We're a Recognized Brand*

# BIG “BRAND” THEORY!



*Part I* (approximately 8 minutes)


## “IEEE ‘Brandscape’ at a Glance”

- ▶ A quick introduction that explores the history and inherent value in our brand and touches briefly on our family of brands
- ▶ Raising our profile and strengthening our brand awareness, by examining:
  - **What’s in a “Brand”? (“Brand” definition)**
  - **Our Brand is More Than a Logo (It is an asset)**
  - **Our Brand History**
  - **The IEEE “Brandscape”**
    - *Our Sub-brands—Distinct, Yet “Unmistakably IEEE”*



*Part II* (approximately 12 minutes)

## “Guidelines Guidance”

- ▶ A preview of how to use the interactive pdf document for the new IEEE Brand Identity Guidelines
  - ▶ Exploring the IEEE Brand Elements
    - **Mastering the Master Brand:** logo variations, allowable uses, available formats (more on which formats to use and when), minimum size and clear space, and using our Master Brand alongside other logos and identifiers.
    - **Color My World:** a look at our updated color palette
    - **Fontastic!** we’ve got more font options for you
    - **Wedging This In:** a look at our distinctive “wedge” design element and how to use it
    - **Picture This:** how to work with imagery in your communications - and how *NOT* to
    - **What’s a Sub-brand?** a brief review of our sub-brand architecture
- 
- **Our Brand in Action:** We’ll examine visuals to better understand required, preferred or “best” placement, depending on the type of communication.

Part III (2 videos approximately 35 minutes total)

## Are You “Brand” Experienced?

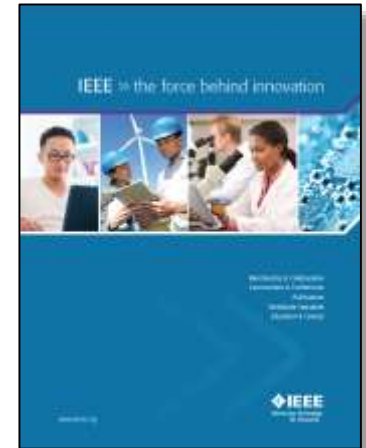
- ▶ A quick preview of the IEEE Brand Overview Collateral (8 minutes)



Corporate Brochure



At a Glance Flyer



Overview Brochure

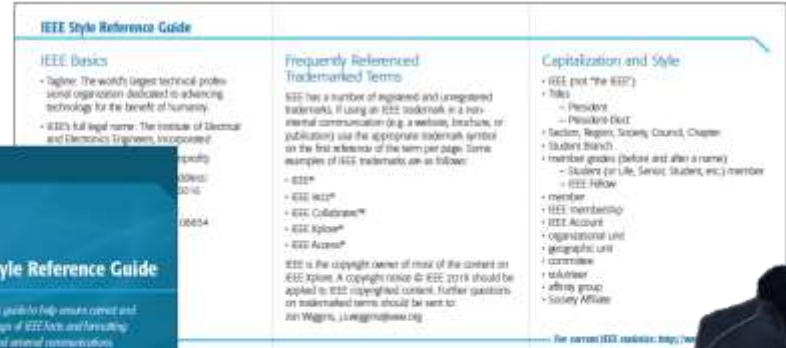
## Best in Class Brand, Digital and Marketing Support

- ▶ Tour of the IEEE Brand Experience Site (25 minutes)
  - **“Unmistakably IEEE”:** preview of Brand Overview section
  - **FAQs:** Ask and you shall receive answers
  - **To Brand or NOT to Brand?** How to reach out via our Brand inquiries form
  - **Guidelines and Logos:** Learn more about which formats and versions to use when
- **Templates, Tools, & Resources:** We’ve got you covered with templates(both editable and ready-to-go), videos, digital tools and assets like email banners and web templates, color palettes, and a vendor portal for production
- **Let’s Head to the Library:** Have you heard of the IEEE Promo Library? It’s full of examples of the IEEE Brand in use. You should know more about this bank of assets!
- **Creative Portfolio:** More great examples of our Brand in use
- **How Can We Help You?** Our “Services” section outlines timelines for our responses to your inquires, has some useful process documents, checklists for IEEE Digital Publishers and other Roadmap documents related to UX and Accessibility
- **Making Contact:** We’ll review the various aliases and contact forms on the site so you know who to reach out to and what we need to know from you to best help you meet your goals

What's next?

## Coming in 2018 and beyond...

- ▶ IEEE Style Reference Guide
- ▶ Expanded Specialties Promo site
- ▶ **More** FAQs to better serve you
- ▶ **More** Sub-brand Guidance and Logo Generators
- ▶ **More** templates geared to your needs
- ▶ **More** How-To's
  - Editing the Brand Templates
  - Working with the Digital Style Guidelines
  - More on Video, Mobile, Social Media



IEEE Specialties Promotional Item Site is Now Online!



# *Be a Brand Ambassador!*

“What you are will show  
in what you do.”

—Thomas Edison





# Go Brand!

You can find more at:  
[www.ieee.org/go/brand](http://www.ieee.org/go/brand)

