

IEEE Collabratec™ Identity Guidelines

September 2015



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IEEE Collabratec: **Network. Collaborate. Create.**

IEEE Collabratec is an online community offering **a suite of productivity tools** that allows IEEE members, researchers, authors, and technology professionals to network, collaborate and create and manage content **all in one place**. Our aim is to grow IEEE Collabratec to become the **premier networking & collaboration site** for technology professionals around the world.

In these pages, you will be introduced to the elements of the IEEE Collabratec identity and successful applications of how they can be used. These visual identity guidelines represent **an opportunity to tell the story** of IEEE Collabratec – whether it be visually, verbally or in writing – and to do so in a way **that is consistent & polished**.

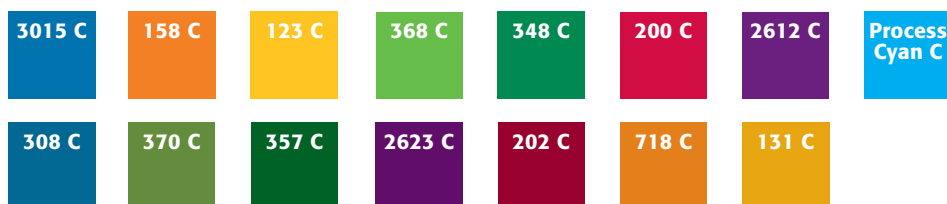
1. IEEE Collabratec Brand



IEEE Collabratec: Basic Identity Elements

These basic identity elements have been selected to reinforce the personality and values of IEEE Collabratec as part of the over arching IEEE brand. Each of these elements combines to create a unique look for IEEE Collabratec that communicates and supports the philosophy of this platform, strongly differentiates it from our competitors, and forms the foundation of a recognizable and memorable brand identity. These elements have been chosen to work in concert with the IEEE Visual Identity guidelines that govern the IEEE Master Brand.

2. Pantone Color Palette



3. Typography

Formata
abc
ABC

Adobe Caslon Pro
abc
ABC

Verdana
abc
ABC

Times New Roman
abc
ABC

4. Imagery



5. Design System



Logo



Minimum size:
1.45 in. (print)
144 pixels (web)



Minimum size:
1.00 in. (print)
100 pixels (web)



Configurations & Size Ratio

The guidelines for IEEE Collabratec do not supercede the IEEE Visual Identity guidelines for the IEEE Master Brand. Rather, the two guidelines are to be used in tandem.

The IEEE Master Brand must be included on all digital and print collateral materials for IEEE Collabratec in accordance with the existing visual identity guidelines and web requirements and style guidelines. See links on last page for more information.

Prominence and Size in Relationship to the IEEE Master Brand

When using the two logos, the IEEE Master Brand should be given equal or greater prominence. Additionally, minimum size (shown at left) and clear space requirements (page 3 of this document) should be adhered to.

There is a version of the IEEE Collabratec logo that includes a tagline. While there is no requirement for where this version must be used, it is encouraged. Do not use this version in instances where a small amount of space would make the tagline illegible.

Logo with Tagline



Minimum size:
1.45 in. (print)
144 pixels (web)



Minimum size:
1.00 in. (print)
100 pixels (web)



Clear Space (print)



Clear Space (digital)



Clear Space

Spacing is critical to readability. The required clear space for the IEEE Collabratec logo is illustrated at left. A clear space equal to or greater than "1x" is required on all sides surrounding the logo in print applications. For digital applications, a clear space equal to or greater than "1/2x" is required.

The clear space ensures that the logo does not complete with other images, graphics and text. Do not place any elements inside this space.

X = height of logo

1/2 X = one half the height of the logo





Color Specifications

Color is a key component of the IEEE Collabratec visual identity. These colors were specifically chosen from the IEEE brand color palette so as to represent the vibrant innovation generated by our technology community. When used consistently over time, these colors will become directly associated with IEEE Collabratec.





- Pantone colors should be used when printing with more than four or fewer than three colors.
- CMYK values shown should be used for full color printing that does not include spot (Pantone) colors.
- RGB colors should be used for screen-based applications such as Power Point presentations, HTML emails, and TV monitors.
- Hexadecimal colors should be used when creating web sites and any related applications such as banners.

PANTONE 348 C CMYK C100 M4 Y87 K18 RGB R0 G133 B66 HEX #008542	80%	60%	40%	20%
PANTONE 368 C CMYK C63 M0 Y97 K0 RGB R105 G190 B40 HEX #66CC33	80%	60%	40%	20%
PANTONE 370 C RGB R100 G139 B26 HEX #648B1A CMYK C65 M26 Y100 K9	80%	60%	40%	20%
70% BLACK CMYK C0 M0 Y0 K70 RGB R109 G110 B112 HEX #6D6E70				



 C100 M4 Y87 K18	 C65 M26 Y100 K9
 C63 M0 Y97 K0	 C0 M0 Y0 K70



 C0 M0 Y0 K77	 C0 M0 Y0 K65
 C0 M0 Y0 K47	 C0 M0 Y0 K63



 C0 M0 Y0 K100



WHITE/REVERSED: (Placed on grey background for illustrative purposes only)

 C0 M0 Y0 K0

Color Variations: Print

Color plays an important role in representing IEEE Collabratec. Use the color versions of the mark on all communications wherever possible. In instances where this is not an option, use the black and white versions as shown at left.

Background Control

When using the IEEE Collabratec logo in print or screen-based applications, make sure there is sufficient color contrast so that it will stand out against the background. Do not place the logo on top of an image as this will interfere with legibility and recognizability.

CORRECT Background Control



Full color logo on white background is the preferred style.



Use black logo when background is a light color from the IEEE color palette.



Use white logo when background is a dark color from the IEEE color palette.



Dark, subtle image with minimal detail used with white logo.

INCORRECT Background Control



Do not use green logo/type on black or dark background.



Do not use black logo/type on dark color backgrounds.



Do not use white logo/type on light-colored backgrounds.



Do not place logo over a complex or detailed image background.

Print Typefaces		Digital Typefaces	
Formata	Adobe Caslon Pro	Verdana	Times New Roman
Sans Serif Primary	Serif Alternate	Sans Serif Primary	Serif Alternate
Aa	Bb	Cc	Dd
Regular <i>Italic</i> Medium Light Condensed <i>Light Condensed Italic</i> Condensed <i>Condensed Italic</i> Medium Condensed <i>Medium Condensed Italic</i> Bold Condensed <i>Bold Condensed Italic</i> Light <i>Light Italic</i> Medium Italic Bold <i>Bold Italic</i>	Regular <i>Italic</i> Semibold <i>Semibold Italic</i> Bold <i>Bold Italic</i>	Regular <i>Italic</i> Bold <i>Bold Italic</i>	Regular <i>Italic</i> Bold <i>Bold Italic</i>

Typography

Typography can work together with other design elements to make communications more readable, consistent, and visually appealing. IEEE typefaces have been chosen with these purposes in mind, as well as for their adaptability to a wide range of materials.

Formata is the primary IEEE typeface, and should be used for all print applications relating to IEEE Collabratec.

Verdana is the primary IEEE typeface to be used on screen-based applications, such as PowerPoint documents and Web sites.

As illustrated at left, these fonts offer a diverse range of expression.



Imagery

To assist you in your communications efforts regarding IEEE Collabratec, we have curated a collection of images for your consideration. The links below will bring you to a lightbox of images from three popular image sources. From there select, purchase and download desired images.

Each image has a license associated with it that governs its terms of use, and it is the responsibility of the person who downloads it abide to them.

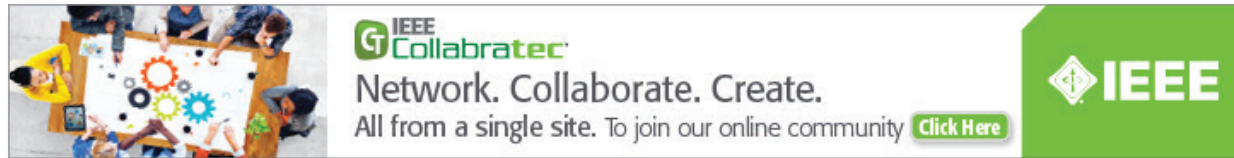
iStockphoto:

<http://www.istockphoto.com/search/lightbox/16319018>

Shutterstock:

http://www.shutterstock.com/public_lightbox.mhtml?lightbox_id=34997105&code=46eeb6f597f7440caa7b4c22f6fd4afb

Web Ad



Print Ad

Introducing IEEE Collabratec™

The premier networking and collaboration site for technology professionals around the world.

IEEE Collabratec is a new, integrated online community where IEEE members, researchers, authors, and technology professionals with similar fields of interest can **network** and **collaborate**, as well as **create** and manage content all in one place!

Learn about IEEE Collabratec at ieeecollabratec.org

Email Template

Introducing IEEE Collabratec™

The premier networking and collaboration site for technology professionals

Us ius aut doluptatur, omolore sitassequam, sequibusam que resti dolor ant is dit, evelignimet faccetem erio qui ra doluptata dolesciae santur; ut et rerum in prepudandae volorem olonror ecaborum laboro commoluptas dolo dolore magnam abo. Oloria necataso nistort por autenh icimpor sit postiat facper apudiam fugit esequatur? Quisquo temquide nobit odi ut eturatie nam culitamedit quo mil mo eius comi nonsequatum int quatet ipsam, incis volor moditastam ut moditas et que valenihil et litaquos eum, stibus repredeti rerum evenidi blaccab luntamq; uasest voluptur; quam dolocep anciend iamenti et essequam, conem accae. Inte pra denis eaquo omno ipsapicia aut quidit, te vito omnis earum sintia dolorepraie. Ibus eatu?

Ota di omnia voluptam ate prorem quamenihil et recto minti omnimolorem faccaero milland uicape si tem rendus illenist fugit nem eum lumque intur mod quinn nonseque omnis quae pro verro tem quas ipsam reius eum conet asinum sum di utem volorehenis vero dolorer splendi mroresque volum nat is lum ipsapedit eum quam et exeriam aut vitemporio conseci illupatusant autae none lignam evel maiore nonsequ ibusant, unt, serfero denecero blaborest, tectis re, sam, quas millicur re lictus, accati sseribustum laboreciat dolorro blatis aut que praie.

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Ota di omnia voluptam ate prorem quamenihil et recto minti omnimolorem faccaero milland uicape si tem rendus illenist fugit nem eum lumque intur mod quinn nonseque omnis quae pro verro tem quas ipsam reius eum conet asinum sum di utem volorehenis vero dolorer splendi mroresque volum nat is lum ipsapedit eum quam et exeriam aut vitemporio conseci illupatusant autae none lignam evel maiore nonsequ ibusant, unt, serfero denecero blaborest, tectis re, sam, quas millicur re lictus, accati sseribustum laboreciat dolorro blatis aut que praie.

**Network.
Collaborate.
Create.**

[Click Here](#) to learn more or to sign up!

Guidelines in Action

A toolkit has been created as a marketing resource to support IEEE staff and volunteers in their promotion of IEEE Collabratec. It offers ready to use resources that allow for the creation of strong and consistent communications.

Contents of this toolkit include:

- Advertisements for print and electronic media
- Email and flyer templates
- Sample copy for newsletters, publications, email campaigns, Web sites, social media
- Presentations / Videos

Access the toolkit here: www.ieee.org/collabratec-toolkit

Web Ad

Join the **premier networking and collaboration site** for technology professionals around the world.

[CLICK HERE](#)

Incorrect Brand Use

The IEEE Collabratec logo has been carefully designed and should never be altered in any way. The examples at left provide some examples of how NOT to use the log, but do not include all instances of misuse.

Incorrect usages include:

- Altering the logo in any way
- Redesign, redraw, animate, modify, distort, or alter the proportions of the logo
- Add words, images, or any other new elements to the logo.
- Rotate or render the logo three-dimensionally
- Use any part of the logo separately
- Modify the size or position relationship of any element within the logo
- Add additional copy to the logo



The IEEE Master Brand must be included on materials promoting IEEE Collabratec. (See page 2)



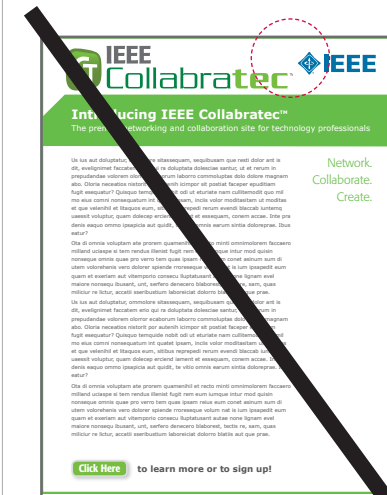
Do not modify the IEEE Collabratec logo in any way.

Do not use the icon as a stand alone design element. (See page 1)



Do not modify the color of the IEEE Collabratec logo in any way.

Only use the established color associated with this logo. (See page 6)



Do not violate the clear space requirements of either the IEEE or IEEE Collabratec logos. (See Page 3)

Guidelines for proper practice in using the ™ mark — first usage in copy as noted below:



Quick Tips for Copy & Logo Usage

- 1** DO keep "IEEE" in every reference to IEEE Collabratec.
- 2** DO include the ™ (trademark symbol) on **ONLY** the **FIRST** usage of the name whether with the logo or within running text of each document or communication. See example at left.
- 3** DO include the "badge" icon when utilizing the IEEE Collabratec brand. It should **NOT** be separated from the rest of the logo.

Contact Info

IEEE Collabratec Branding and Communications Toolkit: www.ieee.org/collabratec-toolkit

IEEE Master Brand, Identity Guidelines and Templates: www.ieee.org/go/brand

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

