
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.
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 overarching 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.
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.
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 “½x” 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.

$X = \text{height of logo}$

$\frac{1}{2}X = \text{one half the height of the logo}$
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.
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.

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

<table>
<thead>
<tr>
<th>CORRECT Background Control</th>
<th>INCORRECT Background Control</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Full color logo on white background is the preferred style." /></td>
<td><img src="image" alt="Do not use green logo/type on black or dark background." /></td>
</tr>
<tr>
<td><strong>Use black logo when background is a light color from the IEEE color palette.</strong></td>
<td><strong>Do not use black logo/type on dark color backgrounds.</strong></td>
</tr>
<tr>
<td><img src="image" alt="Use white logo when background is a dark color from the IEEE color palette." /></td>
<td><img src="image" alt="Do not use white logo/type on light-colored backgrounds." /></td>
</tr>
<tr>
<td><strong>Dark, subtle image with minimal detail used with white logo.</strong></td>
<td><strong>Do not place logo over a complex or detailed image background.</strong></td>
</tr>
</tbody>
</table>
## 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.

<table>
<thead>
<tr>
<th>Print Typefaces</th>
<th>Digital Typefaces</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Formata</strong></td>
<td>Adobe Caslon Pro</td>
</tr>
<tr>
<td>Sans Serif</td>
<td>Serif</td>
</tr>
<tr>
<td>Primary</td>
<td>Alternate</td>
</tr>
</tbody>
</table>

### Aa
- Regular
- Italic
- Medium
  - Light Condensed
  - Light Condensed Italic
  - Condensed
  - Condensed Italic
  - Medium Condensed
  - Medium Condensed Italic
  - Italic
  - Bold Condensed
  - Bold Condensed Italic
- Light
- Light Italic
- Medium Italic
- Bold
- Bold Italic

### Bb
- Regular
- Italic
- SemiBold
- SemiBold Italic
- Bold
- Bold Italic

### Cc
- Regular
- Italic
- Bold
- Bold Italic

### Dd
- Regular
- Italic
- Bold
- Bold Italic
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 to abide by them.

iStockphoto:
http://www.istockphoto.com/search/lightbox/16319018

Shutterstock:
http://www.shutterstock.com/public_lightbox.mhtml?lightbox_id=34997105&code=46eb6f597f7440caa7b4c22f6f4af8
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
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 can connect, collaborate, network, and engage with one another online.

You can create your own professional profile that showcases your technical accomplishments. And participate in groups focused around mutual interests, actively learning from and contributing to knowledgeable communities. All in one place!

You can also create and share a professional identity that showcases key accomplishments. And participate in groups focused around mutual interests, actively learning from and contributing to knowledgeable communities. All in one place!

IEEE Collabratec allows you to connect according to geographic location, research interests, technical interests, or career pursuits.

Featuring a suite of powerful online networking and collaboration tools, IEEE Collabratec can help you identify and connect with others working in your field. For more information about how you can make the most of IEEE Collabratec, click here.

Learn about IEEE Collabratec at ieeeconf.com/collabratec

Design Element

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

Brand Application

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)
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.

About IEEE Collabratec™:

IEEE Collabratec is an integrated online community where technology professionals can network, collaborate, and create — all in one central hub.

The IEEE Collabratec online community offers a suite of productivity tools and is available to technology professionals around the world with exclusive features for IEEE members. Plus, sign up is free to everyone.
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