

IEEE Climate Change Wordmark Visual Identity Guidelines

WORDMARK

The IEEE Climate Change wordmark should be used on all print and digital applications.

The IEEE Master Brand must be used with the wordmark in the top or bottom corner of any print or digital collateral or as a lock-up with the IEEE Climate Change wordmark as shown on the right.

See application examples on other side.



WORDMARK USAGE

Minimum Size

Minimum size restrictions ensure proper visibility and legibility on both print and digital assets. The minimum width for the IEEE Climate Change wordmark in print and non-screen based applications is 1.25 inches (31.88 millimeters). The minimum width in digital and on-screen applications is 105 pixels.



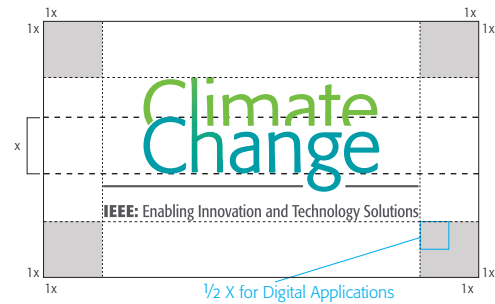
PRINT
1.25 inches
31.88 millimeters



PRINT
1.75 inches
44.45 millimeters

Clear Space

Clear space ensures that the IEEE Climate Change wordmark does not compete with other images, graphics and text. Do not place any elements inside this space. X = height of the "C" in "Change" all around (Print). 1/2 X = one half height of the "C" in "Change" all around (Digital).



IEEE Master Brand

MINIMUM SIZE

Minimum size restrictions ensure proper visibility and legibility on both print and digital assets. The minimum width for the IEEE Master Brand in print and non-screen based applications is .875 inches (22.225 millimeters). The minimum width for the IEEE Master Brand in digital and on-screen applications is 100 pixels. The IEEE Master Brand can be used in IEEE blue, black, or white.



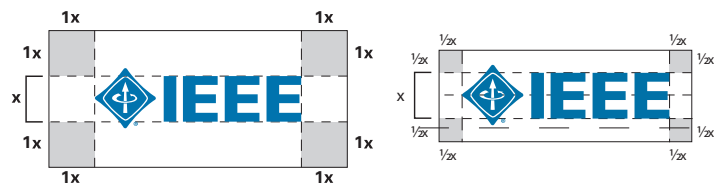
.875 inches
22.225 millimeters



100 pixels

CLEAR SPACE

Clear space ensures that the IEEE Master Brand does not compete with other images, graphics and text. Do not place any elements inside this space. X = height of the "IEEE" all around (Print). 1/2 X = one half height of the "IEEE" all around (Digital).



TYPOGRAPHY

The Formata font family is the approved font.

PRIMARY:

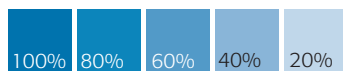
Formata

DIGITAL & ON-SCREEN:

Open Sans

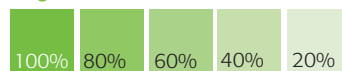
PRIMARY COLOR PALETTE

IEEE Blue



PANTONE (SPOT) PMS 3015 C	RGB R0 G98 B155
CMYK C100 M35 Y3 K21	Hex/Web #00629B

Bright Green 368C



PANTONE (SPOT) PMS 368 C	RGB R120 G190 B33
CMYK C54 M0 Y100 K0	Hex/Web #78BE21

Teal 320C



PANTONE (SPOT) PMS 320 C	RGB R0 G156 B166
CMYK C100 M0 Y36 K1	Hex/Web #009CA6

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The IEEE Climate Change wordmark with tagline “IEEE: Enabling Innovation and Technology Solutions” should always be used on all print and digital collateral. A stacked and horizontal wordmark format is available for use.



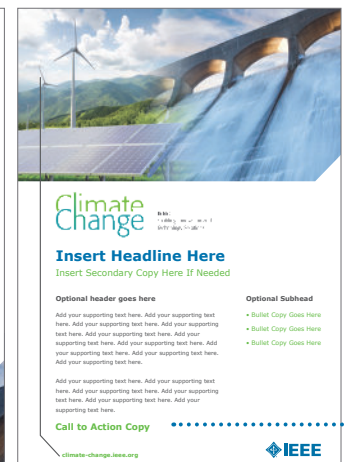
APPLICATION EXAMPLES

In all executions, the first instance of the name should be referred to as “Climate Change—IEEE: Enabling Innovation and Technology Solutions” in text. All print and digital applications should incorporate the background design element as shown in the examples provided. All applications must adhere to the brand identity guidelines and include the IEEE Master Brand. The guidelines for the IEEE Master Brand can be found at <https://brand-experience.ieee.org/guidelines/brand-identity/>

Print & Non-Screen Applications



POSTER TEMPLATE



FLYER TEMPLATE

Approved font is Calibri

Promotional materials use IEEE brand approved colors

IEEE Master Brand

Digital & On-Screen Applications

Promotional Digital Content



WEBSITE



PRESENTATION TEMPLATE



SOCIAL MEDIA GRAPHIC