

IEEE

Brand Assets *Quick Guide*

Discover all the neat tools and resources available to you on the IEEE Brand Experience website.

brand-experience.ieee.org

01

IEEE Brand Overview

Resources to help communicate the mission and vision of IEEE.

02

Logos & Guidelines

IEEE brand and sub-brand assets (including logos) plus guidance on managing and creating IEEE websites.

03

Templates

Sample files illustrating the correct use of the IEEE Brand, in a variety of collateral.

04

Toolkits

Marketing and communications toolkits for various IEEE entities and programs.

05

Social Media

Outline for IEEE guidelines when engaging on social media.

06

Resources & Contacts

Web and print promotional messages, tools for digital publishers, plus inquiry forms.

IEEE Brand Assets Quick Guide

Select the links below to access brand compliant tools, logos and resources!

Overview

01

Promote IEEE

- [IEEE At-a-Glance Flyer](#)
- [IEEE At-a-Glance Poster](#)

Communicate the impact of IEEE at work

- [IEEE Corporate Summary Presentation](#)
- [IEEE Overview Video MP4 or Youtube Video](#)

Logos & Guidelines

02

Logos

- [IEEE Master Brand](#)
- [IEEE Societies](#)
- [IEEE Councils](#)
- [More IEEE Sub-brands](#)

Geographic Identifiers

- [IEEE Region Identifiers](#)
- [IEEE Section Flags](#)

Guidelines

- [IEEE Brand Identity](#)
- [IEEE Geo. Communities](#)
- [IEEE Digital](#)
- [IEEE Social Media](#)

Students & YPs

- [Student Branches](#)
- [Young Professionals](#)

Templates

03

- [IEEE Corporate Presentations](#)

- [Print Collateral](#)

- [Canva \(IEEE branded\)](#)

- [Digital Collateral](#)

- [Promotional Advertising](#)

- [Websites](#)

Toolkits

04

- [IEEE App Marketing](#)

- [IEEE eLearning 50% Discount](#)

- [IEEE Students](#)

- [IEEE Your Professional Home](#)

- [See Additional Toolkits](#)

- [IEEE Events](#)
- [IEEE Day](#)
- [IEEE Education Week](#)

Social Media

05

- [IEEE Social Media Guidelines](#)

- [Register your IEEE Social Media Site](#)

- [Social Media Toolkits](#)

- [Training Resources](#)

Resources

06

- [Promo Library](#)

- [Digital Background for Video & Conferences](#)

- [Trademark and Contest Best Practices](#)

- [We're here to help!](#)
- [CONTACT US](#)