

IEEE Product Safety and Compliance Society Quick Guide



In order to maximize the ability for IEEE Product Safety and Compliance Society to effectively reach all audiences, we must ensure that all materials maintain a consistent “look” and “theme.” In all executions, the IEEE Product Safety and Compliance Society applications must adhere to the brand identity guidelines and include the IEEE Master Brand. This document works in tandem with the full [IEEE Brand Identity Guidelines](#). The IEEE Product Safety and Compliance Society brand mark should not be distorted or altered in any way.

Minimum Size

The minimum size requirement ensures that the brand mark is legible. When there is limited or constrained space and the minimum size and/or clear space cannot be met, contact the IEEE brand team.



PRINT

1.5 inches wide (38.1 millimeters)

DIGITAL

110 pixels wide

Clear Space

Clear space ensures that the type treatment does not compete with other images, graphics, and text. Do not place any text, images, or graphics inside the clear space.



Background Control

Maintain maximum visibility by keeping a high contrast between the background and IEEE Master Brand.



Incorrect Usage

Brand mark configurations and usage outside of established specifications and guidelines damage the IEEE Brand and can reduce its value over time. Modifications and/or distortions are strictly prohibited.



Do NOT rearrange or reconfigure.



Do NOT place the brand mark at an angle.



Do NOT use any other colors.



Do NOT add a drop shadow.

Font Family

The IEEE font family has been carefully chosen for ease of communication, legibility, flexibility, and adaptability with the other design elements.

Formata*

Use predominantly on all print applications. This typeface is available in many weights and styles that are essential to create distinction across all communications.

Calibri

Use on all screen-based applications and Microsoft Word documents. If needed, the font Open Sans may be used.

Open Sans

Use this font on all screen-based applications, including websites, email, and digital slide presentations.



Reminder:

Formata and Adobe

Caslon Pro are governed by license agreements. Purchase and download these fonts for proper licensing and use.

Color Palette

The full color palette for use on all collateral and communications consists of a range of bright and dark colors, developed to bring the IEEE's personality to life as a vibrant and forward-thinking organization.

IEEE Blue

100% 80% 60% 40% 20%

PANTONE (SPOT)
PMS 3015 C

RGB
R0 G98 B155

CMYK
C100 M58 Y21 K4

Hex/Web
#00629B

Teal

100% 80% 60% 40% 20%

PANTONE (SPOT)
PMS 320 C

RGB
R0 G156 B166

CMYK
C96 M0 Y31 K2

Hex/Web
#009CA6

Bright Green

100% 80% 60% 40% 20%

PANTONE (SPOT)
PMS 368 C

RGB
R120 G190 B32

CMYK
C65 M0 Y100 K0

Hex/Web
#78BE20

Dark Blue

100% 80% 60% 40% 20%

PANTONE (SPOT)
PMS 295 C

RGB
R0 G40 B85

CMYK
C100 M63 Y0 K67

Hex/Web
#002855

Dark Teal

100% 80% 60% 40% 20%

PANTONE (SPOT)
PMS 322 C

RGB
R0 G115 B119

CMYK
C97 M9 Y39 K34

Hex/Web
#007377



We're here to help!

The **IEEE Brand team** is here to help you understand the IEEE Brand and create successful communications.

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IEEE Master Brand Placement

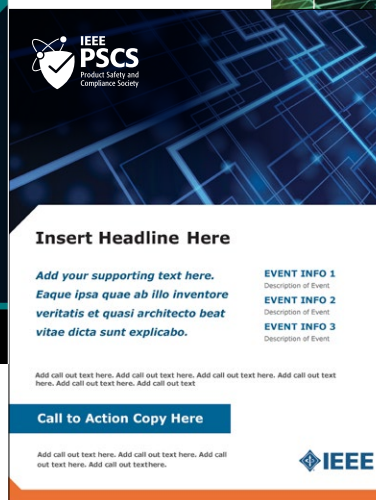
In all executions, the IEEE Product Safety and Compliance Society applications must adhere to the brand identity guidelines and include the IEEE Master Brand. Follow these guidelines for placing the IEEE Master Brand correctly and consistently. This document works in tandem with the full [IEEE Brand Identity Guidelines](#).

Print Collateral & Large Format

Poster



Flyer

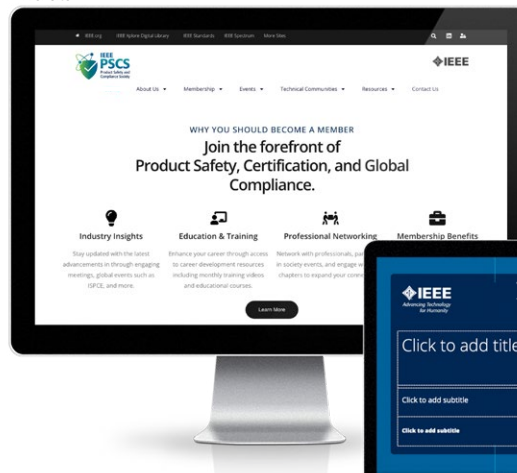


Pull Up Banner



Digital Collateral

Website



Presentation

