IEEE Brand Identity Guidelines

How to use the IEEE Master Brand and Sub-Brand Architecture

IEEE

Advancing Technology for Humanity

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Welcome   Brand Elements

Welcome to the IEEE Brand

IEEE is a recognized global leader in fostering world-changing technologies—from computing and sustainable energy systems to aerospace, communications, healthcare, and robotics. The technology IEEE helps to influence and innovate touches everyone in their everyday lives. Every year, IEEE supports education, humanitarian, historical preservation, and peer recognition programs. IEEE has been helping drive technology forward for over 130 years and has over 420,000 members worldwide.

Our brand is an asset. It is a reflection of who we are and what we value. When properly used, the IEEE Brand conveys our culture, personality, and values. In working with constituencies across the organization, we see a shared commitment to the brand.

These guidelines exist to create and maintain a unified family of brands so that together, we can ensure that the IEEE Brand continues to be recognized and respected throughout the world.

The cohesive guidelines are provided to ensure consistency in all of your collateral materials; technical and professional information, resources, services, conferences, and publications that reach professionals, students, prospective members, and organizations.

Your adherence to these guidelines guarantees the continued integrity and leadership of the IEEE Brand in the global technology community.

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Welcome   Brand Elements

Brand Elements

IEEE has consolidated best practices from communications materials created throughout the organization and streamlined the components and rules for how each element is used when creating branded communications. Identity elements have been carefully selected to reinforce the personality and values of the IEEE Brand.

To the right are the core elements of our brand identity—logo, color palette, fonts, and images.

IEEE MASTER BRAND | PAGE 5

IEEE blue BRIGHT COLOR PALETTE | PAGE 17   DARK COLOR PALETTE | PAGE 18
PAGE 16

TYPOGRAPHY | PAGES 19-20

Formata	Adobe Caslon Pro	Calibri	Open Sans	Cambria
abc	abc	abc	abc	abc
ABC	ABC	ABC	ABC	ABC

THE IEEE WEDGE | PAGE 21   IMAGERY | PAGES 22-23

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Logo Variations   Color Variations   File Formats   Minimum Size & Clear Space   Special Instances   Usage   Placement   Applications

The IEEE Master Brand

The IEEE Master Brand must be used on all IEEE print and screen-based applications (including publications, marketing and promotional materials, PowerPoint presentations, websites, conference and event materials, advertising, plaques, certificates, and promotional giveaways).

Entities within the corporate branding model represent IEEE's core operational functions. They do not have their own unique logo and only display the IEEE Master Brand in print materials and on-screen experiences according to the IEEE Visual Identity Guidelines.

MAINTAINING BRAND INTEGRITY

Consistency and proper use of the brand builds trust. To ensure a cohesive, overall brand experience, IEEE has created these guidelines that still allow for flexibility within the IEEE family of brands. Following these guidelines continues to strengthen and support our trusted and universally recognized brand.

Logo Variations

The IEEE Master Brand, consisting of the IEEE diamond-shaped logo (the "kite") followed by the letters I-E-E-E, was adopted by the Board of Directors in November 1999.

The IEEE tagline, *Advancing Technology for Humanity,* was created in 2009 to commemorate the 125th anniversary of the organization. It is recommended for use on all corporate level materials.

Learn more about the IEEE tagline on page 6 of this guideline.

The IEEE "kite" is **ONLY** for use on membership grade indicators (i.e. pins, digital badges, etc.) **Due to trademarks infringements, the IEEE "kite" can never be used alone outside of the uses indicated.**

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The IEEE Tagline

A tagline is a statement that captures the unique mission and vision of an organization in a way that is memorable and emotionally appealing. They are effective ways to communicate a brand's "unique value proposition". A tagline is not an advertising campaign theme or slogan. To this end, the main IEEE tagline is: *Advancing Technology for Humanity.*

This tagline was created in 2009 to commemorate the 125th anniversary of the organization. It reminds the technology community and the world that IEEE stands at the forefront of technological change for the betterment of humanity.

These four words are a reflection of the IEEE mission and vision, positioning statement, and brand promise. IEEE delivers on this overarching goal through its publications, conferences, educational programs, standards development, and IEEE members' everyday research and professional activities.

Using the IEEE Tagline:

- The IEEE tagline can not be altered in any way. It also can not be applied to any sub-brand logo, nor can a variation of this tagline be used.

- The IEEE tagline must always appear with the IEEE Master Brand in the prescribed size and position as shown above, and it should never be used alone. The one exception is when the tagline is used in an email signature displayed as IEEE – Advancing Technology for Humanity.

- Use the Master Brand + Tagline graphic on materials only when *no other logo or logo with a tagline exists*, as well as on all promotional items (conference giveaways, etc.).

Learn more about the IEEE tagline here.

Taglines & IEEE Sub-brands

Taglines must be developed based on a well thought through "unique brand value proposition". Some IEEE sub-brands carry taglines that are complimentary to the master IEEE tagline.

Any tagline added to a sub-brand logo can not compete or replicate the master IEEE tagline, and require review and approval by the IEEE Brand Team. It is preferred that sub-brands do not create taglines for use with their logos.

Examples of compliant complimentary sub-brand taglines include:

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Print & Non-Screen

The IEEE Master Brand can only be represented in 3 colors: IEEE blue, black or white.

IEEE blue (or process color equivalent) must be used on all corporate level communications keeping a visible contrast between Master Brand and color backgrounds. Black or white logo options are recommended on all sub-brand applications and/or when Master Brand blue cannot be used. Blue and black color options are noted below.

See pages 16-18 for more specific color specifications.

See page 11 for guidelines on background control.

SPOT: Pantone 3015 C
PROCESS: C100 M31 Y5 K20

BLACK: C0 M0 Y0 K100

WHITE/REVERSED:
C0 M0 Y0 K0

Digital & On-Screen

RGB and hexadecimal (web-safe) equivalents of IEEE blue should be used for PowerPoint presentations, websites, and other digital applications. The black or white options are recommended for all sub-brand communications.

RGB: R0 G102 B161
Web: #006699

RGB: R0 G0 B0
Web: #000000

RGB: R:255 G:255 B:255
Web: #FFFFFF

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File Formats

Using the appropriate file format, color mode, and proper resolution when utilizing the Master Brand or any sub-brand logos in communications ensures the IEEE Master Brand or any sub-brand logo is legible and high resolution.

RASTER FILE FORMATS

EPS (Encapsulated PostScript)—Although typically a vector art file format, if an image is saved as a Photoshop EPS file, it is a large raster file similar to a TIFF file.

GIF (Graphics Interchange Format)—A small, limited-color raster file for on-screen viewing only.

JPG (Joint Photographic Experts Group)—A compressed raster file for use when a small photographic file is needed (typically for the web).

PNG (Portable Network Graphics)—An open and bitmapped graphical file format that can display more than 256 colors for on-screen viewing only.

TIFF (Tagged-Image File Format)—Typically used for print production.

VECTOR FILE FORMATS

EPS (Encapsulated PostScript)—A file created by an illustration program (e.g., Adobe Illustrator, Corel Draw, etc.) using the postscript language. EPS files can also contain raster images, but typically a vector eps file indicates a line art illustration, such as a logo or a graph.

PDF (Portable Document Format)—An Adobe Acrobat file that can be both vector and raster, depending on the original artwork. For print purposes, pdf files should be saved at the highest resolution possible, which is only possible if the pdf file is created using Adobe Acrobat Distiller or a PDF creation program (e.g., Adobe Acrobat Professional).

COLOR MODES

Monochrome Images consisting of only black and white.

Grayscale Images with 256 shades of gray, ranging from black to white.

CMYK Primarily for full color printing. CMYK is an acronym for cyan, magenta, yellow, and black, the standard colors used in offset printing.

RGB Primarily for on-screen viewing. RGB is an acronym for red, green, and blue, the colors used for computer monitors and video electronics.

SPOT Primarily for full color printing. Printing using a single run, this type of printing ensures that the printer achieves the exact color desired.

RESOLUTION

Print resolution is measured in dots per inch or dpi. The higher the resolution, the higher the quality of the printing. Minimum resolution for photographic images is 300 dpi at final reproduction size (100 percent).

Digital resolution is measured in pixels per inch or ppi. Computer monitors display images at approximately 72 ppi. That means images saved for web viewing on a computer are not typically suitable for printing. However an image or graphic for on-screen purposes do NOT need to be resized for 72 ppi. The minimum ppi for maximum resolution should be 72 ppi or higher.

BONUS TIPS

▪ Save GIF or PNG files with a "transparent" background for use when a background color or image should show through.

For questions please email the IEEE Brand Team at branding@ieee.org

▪ When saving graphics or imagery for use in print, make sure that the size of the image or graphic is comparable to the final printed size. *(EX: Do NOT use an image sized to 1" x 1" for an 8" x 10" ad).*

▪ When uploading final files, make sure to check the bleed and crop requirements. If using stock imagery, make sure the image is *NOT* rights managed or for editorial use only.

Minimum Size

The minimum size requirement for both print and digital ensures that the IEEE Master Brand is legible. It also ensures that the kite does not become illegible.

PRINT & NON-SCREEN

The minimum width for the IEEE Master Brand in print and non-screen based applications is .875 inches (22.225 millimeters).

DIGITAL & ON-SCREEN

The minimum width for the IEEE Master Brand in digital and on-screen applications is 100 pixels.

.875 inches
22.225 millimeters

100 pixels

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.

PRINT & NON-SCREEN

A clear space equal to or greater than "1x" is required on all sides surrounding the IEEE Master Brand in printed applications.

DIGITAL, ON-SCREEN, & PROMOTIONAL ITEMS

A clear space equal to or greater than "½x" is required on all sides surrounding the IEEE Master Brand for digital and promotional applications.

The clear space guideline is required for both, the IEEE Master Brand with and without the tagline.

Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the Master Brand or any sub-brand logos in communications. For more information, see page 7.
For special circumstances where the IEEE Master Brand cannot meet the minimum or clear space requirements, see page 10.

See IEEE Digital Guidelines for minimum size and clear space requirements for metanav and footer areas.

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Promotional Items, Websites, & Social Media

Promotional Items

When placing the Master Brand on a promotional item, follow the minimum size (100 pixels) and clear space (½x) for digital and on-screen applications. If the minimum size and/or clear space cannot be met, the Master Brand should be as large as possible within the allotted imprint area.


To order properly branded promotional items, visit ieeespecpromoinc.com

Websites

The Master Brand should appear no less than (100 pixels) in width on all websites and subsites. When designing the area around the Master Brand, make sure that the clear space requirement (½x) for digital and on-screen applications is followed.

For the IEEE Digital Style Guide visit brand-experience.ieee.org

IEEE.org website

IEEE Subsite with Master Brand in upper right-hand corner.
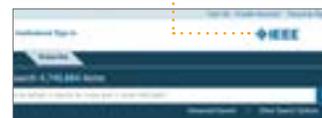
For the IEEE Digital Style Guide visit brand-experience.ieee.org

Social Media

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. When using the Master Brand for these applications, follow the minimum size (100 pixels) and clear space (½x) for digital and on-screen applications. If the minimum size and/or clear space cannot be met, the Master Brand should be as large as possible within the given space.

For more information, see page 25.

IEEE **Facebook**

IEEE Standards	IEEE
Association	ComSoc
Twitter	**Instagram**

Extensive Social Media Guidelines will be made available in 2019. Please contact socialmedia@ieee.org for any questions.

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Limited Space

When there is limited or constrained space and the minimum size and/or clear space cannot be met, the following exceptions are permitted:

1. It is acceptable to use a separator line above and/or below the Master Brand.
2. The Master Brand does not need to appear in a small ad, promotion, or social media channel when there are space constraints and/or within an IEEE Brand site or publication where the Master Brand is already prominently displayed (i.e. IEEE websites and IEEE publications).

IEEE online ad **without** the IEEE Master Brand within the IEEE website.

IEEE online ad using a **separator line** above the IEEE Master Brand.

With Other Logos & Identifiers

The Master Brand must have equal or greater prominence to other identifiers and logos, while adhering to minimum size and clear space requirements. **Do NOT manipulate the IEEE Master Brand in any way when creating a lock up with the Master Brand and another logo.** A vertical or horizontal rule should be used to delineate between the Master Brand and logo/identifier. The clear space should be equal to or greater than "½x" on both sides of the vertical or horizontal rule. This rule does not apply to the headers of IEEE Brand sub sites, where the site identifier (or logo) must be larger than the IEEE Master Brand for navigation purposes.

See for examples of Region, Section, Chapter, and Brand identifiers.

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Logo Variations | Color Variations | File Formats | Minimum Size & Clear Space | Special Instances | Usage | Placement | Applications

Background Control | Incorrect Usage | I-E-E-E Identifier

Background Control

When placing the Master Brand on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and logo. When placing the logo over an image, adjust the position of the image or retouch the area as needed. Here are some examples of both high contrast (correct) and low contrast (incorrect).

At no time, should a white background be used behind the kite.

The Master Brand should never be used as a background or wallpaper. A pattern of the Master Brand is permitted, provided the proper space allotment is maintained around the Master Brand. All other uses are prohibited. Watermarks are only permitted on video applications.

See for specific video guidelines.

CORRECT USAGE

Blue IEEE Master Brand on light background.

Black IEEE Master Brand on light background.

White IEEE Master Brand on a dark background.

White IEEE Master Brand on a dark image (minimal detail in area behind the IEEE Master Brand).

INCORRECT USAGE

Do NOT put the blue IEEE Master Brand on dark background.

Do NOT put the black IEEE Master Brand on dark background.

Do NOT put the white IEEE Master Brand on a light background.

Do NOT place the IEEE Master Brand on a dark/complex image.

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Background Control   Incorrect Usage   I-E-E-E Identifier

Incorrect Usage

Master Brand configurations and usage outside of established specifications and guidelines damage the Master Brand, and over time, can reduce the value of the brand.

Modifications and/or distortions are strictly prohibited and some examples are shown at right.

Reminder: The IEEE Master Brand can only be used in IEEE blue, black or white.

Do NOT rearrange, reconfigure, change the size, and/or placement of an IEEE Master Brand element.

Do NOT distort, stretch, and/or squeeze the IEEE Master Brand. **TIP:** Hold down the 'SHIFT' key to resize the logo proportionately.

Do NOT place the IEEE Master Brand at an angle.

Do NOT use any colors other than the 3 approved colors: IEEE blue, black or white.

Do NOT use a white background inside the kite symbol of the IEEE Master Brand.

Do NOT add containment shapes to the IEEE Master Brand.

Do NOT make the IEEE Master Brand elements different color combinations.

Do NOT add lines above or below the IEEE Master Brand *unless* there is enough space to accommodate the clear space ratio.

Do NOT add any text to the IEEE Master Brand *unless* there is a horizontal rule that accommodates the required clear space separating the Master Brand from the text.

Do NOT use the IEEE Master Brand kite symbol on its own. The kite symbol should never be separated from the letters I-E-E-E.

Do NOT outline, alter, add a drop shadow and/or recreate the IEEE Master Brand in any way.

Do NOT separate the Master Brand elements and/or combine with copy.

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Background Control   Incorrect Usage   I-E-E-E Identifier

I-E-E-E Identifier

- IEEE must always be used in the title of an IEEE product, service name, publication, or platform, (For example, IEEE Collabratec®, IEEE *Xplore*® Digital Library, IEEE Photonics Journal.) The letters I-E-E-E also must appear in any visual representation, text, or signage where the product is listed. In these instances, only the letters I-E-E-E (not the full IEEE Master Brand) should be used.

- When used in a sentence, title or name, the letters "IEEE" should always appear in uppercase. The Master Brand should appear separately, elsewhere on the page.

- When listing the main IEEE website, it should always be identified as IEEE.org.

- When using copy such as "IEEE XXXX Section or IEEE XXXX Student Branch, only the letters "IEEE" should be used.

- The letters I-E-E-E can be shown in any of the IEEE approved fonts *except the Master Brand Font, Univers 75, or substitute and should follow the same font as the name or title.* This includes all print, digital and Web-based applications. These examples provide guidance on how to place text within the allowable minimum clear space with the IEEE name or Master Brand.

CORRECT USAGE

IEEE XXXX Section

IEEE
XXXX Event

IEEE XXXX Event

INCORRECT USAGE

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Placement

Placement of the IEEE Master Brand correctly and consistently is essential to maintaining brand equity. As outlined in the previous pages, consideration should be given to clear space, minimum size, size ratio, color, background, and placement.

IEEE MASTER BRAND PLACEMENT

- Print materials *(e.g. brochures, journals, print ads, posters, postcards, etc.)*
  — cover or front page along the bottom right
- Magazines or newsletters
  — along the bottom of the publication cover
- Pull up banner displays
  — if only IEEE Master Brand: top left or right
  — if IEEE Master Brand plus Sub-Brand: IEEE at the top rightmost position or bottom right
- IEEE subsites and HTML emails
  — in the upper right-hand corner
- Web banner advertisements
  (where available space is often limited)
  — along the bottom or lower right-hand corner
- Screen applications *(e.g. PowerPoint)*
  — every page, in the lower right-hand corner
- Promotional items *(e.g. tablecloths, giveaways)*
 — as large as possible within the given imprint area

PULL UP BANNER

TRIFOLD BROCHURE

POSTCARD

POSTER
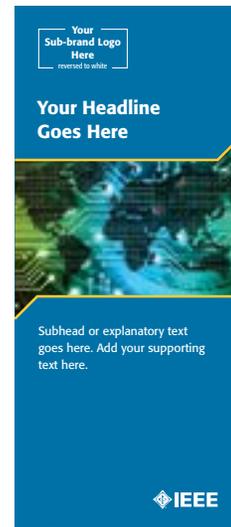
TABLECLOTH

FLYER/HANDOUT

Templates, tools, and resources are available for download at brand-experience.ieee.org

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Print & PowerPoint

As outlined in the previous pages, we have established best practices for use of white space, minimum size, size ratio, color, background, and placement. On collateral print materials, the Master Brand should appear in the bottom right-hand corner of the cover page. On applications such as web ads or PowerPoint presentations, the Master Brand must appear on every page in the bottom right-hand corner. **For magazines or newsletters, the letters I-E-E-E must also appear in the masthead.**
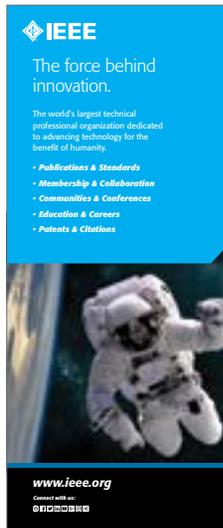
IEEE Master Brand on Banner Displays is placed in the upper left-hand or upper right-hand corner.

IEEE Master Brand on printed applications such as brochures, journals, etc. is placed in lower right-hand corner.
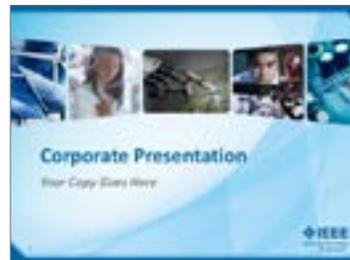
IEEE Master Brand on PowerPoint presentations is placed in lower right-hand corner.

Digital

Websites require RGB and hexadecimal (web-safe) equivalents of the Master Brand blue and must be used on corporate-wide screen-based applications. For all sub-brand communications, the black or white options should be used. Color specifications are illustrated below.

Color contrast guidelines and specifications are provided on <u>pages 16-18</u>.


IEEE Master Brand on email banners.

IEEE Master Brand on an HTML email is placed in the upper right-hand corner.
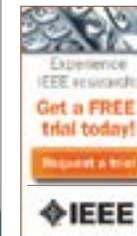
IEEE Master Brand on Web Banner Ads must meet the minimum size requirement.
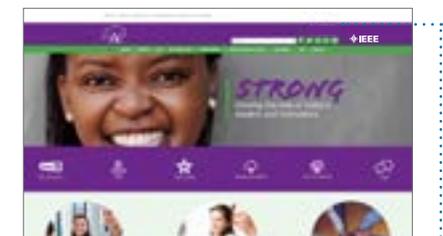
IEEE Master Brand on web subsites is placed in the upper right-hand corner.

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IEEE Blue   Bright Color Palette   Dark Color Palette

IEEE Blue

80% **60%**

100% **40%** **20%**
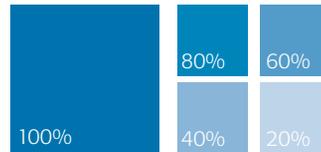
PANTONE (SPOT)
PMS 3015 C

CMYK
C100 M35 Y3 K21

RGB
R0 G98 B155

Hexidecimal/Web
#00629B

RAL (European Equivalent)
5007

IEEE blue (PMS 3015 C) was chosen for its printing reliability and must be used on all corporate-wide communications. Black and white may also be used on both corporate and sub-brand communications.

IEEE blue can be used as a background color, for type emphasis, or for shape definition. Approved tints of IEEE blue are to be used sparingly, and only as an accent color, not as a predominant color. Colors on-screen may vary.

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IEEE Blue   Bright Color Palette   Dark Color Palette

Bright Color Palette

An expanded bright color palette, consisting of a range of bright colors, has been developed to bring the IEEE personality to life as a vibrant and forward-thinking organization. Use the expanded color palette across sub-brands and as accent colors on corporate-level communications.

- This palette allows for flexibility in brand communications where sub-brand, cultural, or product distinction is warranted.

- Recommended tints for use of these colors are included.

- The recommended type color (black or white) is indicated in the percentage labels.

Use **Pantone Spot colors** when printing with more than four colors or fewer than three colors.
Use **CMYK colors** when 4-color printing is available.
Use **RGB colors** for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.
Use **Hexadecimal colors** when creating websites and any related applications, such as banner advertisements.
Use **RAL colors** for the European equivalent of Pantone for applications in signage and facility installations.

PANTONE (SPOT)
PMS 200 C
CMYK
C3 M100 Y70 K12
RGB
R186 G12 B47
Hexidecimal/Web
#BA0C2F
RAL
3027
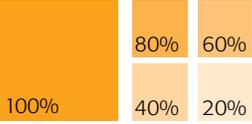
PANTONE (SPOT)
PMS 137 C
CMYK
C0 M41 Y100 K0
RGB
R255 G163 B0
Hexidecimal/Web
#FFA300
RAL
1003
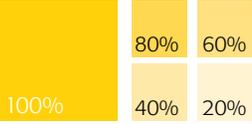
PANTONE (SPOT)
PMS 109 C
CMYK
C0 M9 Y100 K0
RGB
R255 G209 B0
Hexidecimal/Web
#FFD100
RAL
1018
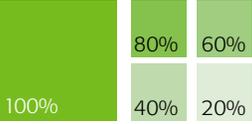
PANTONE (SPOT)
PMS 368 C
CMYK
C65 M0 Y100 K0
RGB
R120 G190 B32
Hexidecimal/Web
#78BE20
RAL
6018
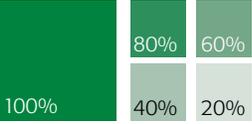
PANTONE (SPOT)
PMS 348 C
CMYK
C96 M2 Y100 K12
RGB
R0 G132 B61
Hexidecimal/Web
#00843D
RAL
6037
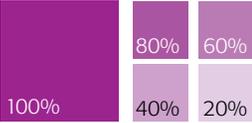
PANTONE (SPOT)
PMS 254 C
CMYK
C48 M96 Y0 K0
RGB
R152 G29 B151
Hexidecimal/Web
#981D97
RAL
4006
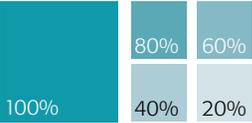
PANTONE (SPOT)
PMS 320 C
CMYK
C96 M0 Y31 K2
RGB
R0 G156 B166
Hexidecimal/Web
#009CA6
RAL
5018
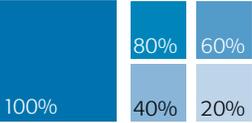
PANTONE (SPOT)
PMS 3015
CMYK
C100 M35 Y3 K21
RGB
R0 G98 B155
Hexidecimal/Web
#00629B
RAL
5007
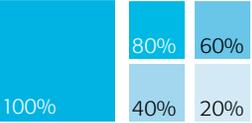
PANTONE (SPOT)
PMS PROCESS CYAN
CMYK
C100 M0 Y0 K0
RGB
R0 G181 B226
Hexidecimal/Web
#00B5E2
RAL
5024

COLOR
White
CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
Hexidecimal/Web
#FFFFFF
RAL
9016

TOC | Overview | IEEE Master Brand | **Color Specifications** | Typography | IEEE Wedge Element | Imagery | Video & Social Media | Applications

IEEE Blue   Bright Color Palette   Dark Color Palette

Dark Color Palette

An expanded dark color palette, consisting of a range of dark colors, has been developed to bring the IEEE personality to life as a vibrant and forward-thinking organization. Use the expanded color palette across sub-brands and as accent colors on corporate-level communications.

- This palette allows for flexibility in brand communications where sub-brand, cultural, or product distinction is warranted.

- Recommended tints for use of these colors are included.

- The recommended type color (black or white) is indicated in the percentage labels.

Use **Pantone Spot colors** when printing with more than four colors or fewer than three colors.
Use **CMYK colors** when 4-color printing is available.
Use **RGB colors** for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.
Use **Hexadecimal colors** when creating websites and any related applications, such as banner advertisements.
Use **RAL colors** for the European equivalent of Pantone for applications in signage and facility installations.

PANTONE (SPOT)
PMS 208 C
CMYK
C15 M100 Y37 K45
RGB
R134 G31 B65
Hexidecimal/Web
#861F41
RAL
4002
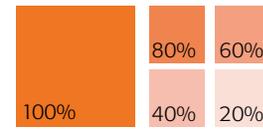
PANTONE (SPOT)
PMS 158 C
CMYK
C0 M62 Y95 K0
RGB
R232 G119 B34
Hexidecimal/Web
#E87722
RAL
2011
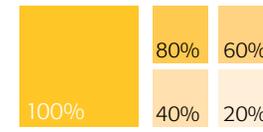
PANTONE (SPOT)
PMS 123 C
CMYK
C0 M19 Y89 K0
RGB
R255 G199 B44
Hexidecimal/Web
#FFC72C
RAL
1018
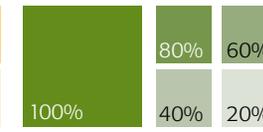
PANTONE (SPOT)
PMS 370 C
CMYK
C62 M1 Y100 K25
RGB
R101 G141 B27
Hexidecimal/Web
#658D1B
RAL
6018
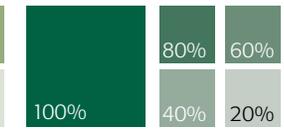
PANTONE (SPOT)
PMS 3425 C
CMYK
C93 M13 Y85 K44
RGB
R0 G99 B65
Hexidecimal/Web
#006341
RAL
6016
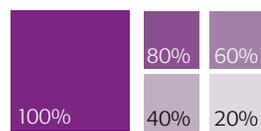
PANTONE (SPOT)
PMS 2612 C
CMYK
C67 M100 Y0 K5
RGB
R119 G37 B131
Hexidecimal/Web
#772583
RAL
4006
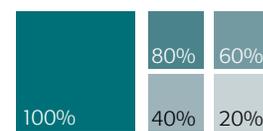
PANTONE (SPOT)
PMS 322 C
CMYK
C97 M9 Y39 K34
RGB
R0 G115 B119
Hexidecimal/Web
#31787B
RAL
5021
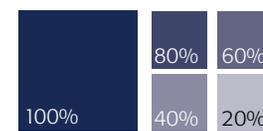
PANTONE (SPOT)
PMS 295
CMYK
C100 M69 Y8 K54
RGB
R0 G40 B85
Hexidecimal/Web
#002855
RAL
5026
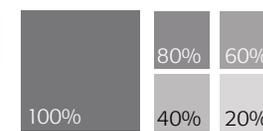
PANTONE (SPOT)
PMS Cool Gray 9 C
CMYK
C30 M22 Y17 K57
RGB
R117 G120 B123
Hexidecimal/Web
#75787B
RAL
9023
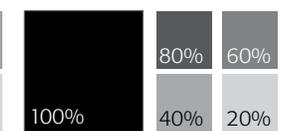
PANTONE (SPOT)
PMS Process Black
CMYK
C0 M0 Y0 K100
RGB
R0 G0 B0
Hexidecimal/Web
#000000
RAL
9017

Typography

IEEE typefaces have been carefully chosen for ease of communications and for their legibility, flexibility, and adaptability with the other design elements.

PRIMARY TYPEFACE

Formata is the IEEE primary typeface. Formata, a sans serif font, should be used predominantly on all print applications. This typeface is available in many weights and styles that are essential to create distinction across all communications.

When Formata is not available, use alternate typefaces specified on [page 20](#).

Formata

aBbCcDdEeFfGgHhIi jKkLlMmNnOo PpQqRr SsTtUuVvWw XxYyZz

Formata Light
Formata Light Italic
Formata Regular
Formata Italic
Formata Medium
Formata Medium Italic
Formata Bold
Formata Bold Italic
Formata Condensed
Formata Condensed Italic
Formata Condensed Medium Italic
Formata Condensed Bold
Formata Condensed Bold Italic

SECONDARY TYPEFACE

Adobe Caslon Pro has been designated as the IEEE secondary typeface to complement the Formata font family.

Adobe Caslon Pro, a serif font, is to be used sparingly, only for headlines or titles.

When Adobe Caslon Pro is not available, use the alternate typefaces specifed on [page 20](#).

Adobe Caslon Pro

AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz
Adobe Caslon Pro Regular
Adobe Caslon Pro Italic
Adobe Caslon Pro Semibold
Adobe Caslon Pro Semibold Italic
Adobe Caslon Pro Bold
Adobe Caslon Pro Bold Italic

WEB TYPEFACE

Open Sans is the IEEE preferred web font for use on all websites.

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic

PLEASE NOTE that use of the Formata and Adobe Caslon Pro fonts are governed by license agreements. Use of the fonts without a license or in opposition to the license terms is prohibited. See next page for alternate brand fonts that do not require a license. For questions please email branding@ieee.org.

TOC | Overview | IEEE Master Brand | Color Specifications | **Typography** | IEEE Wedge Element | Imagery | Video & Social Media | Applications

Primary & Secondary Typefaces   Alternate Typefaces

Typography

Digital applications such as PowerPoint Presentations require alternate typefaces that are readily available throughout the organization.

ALTERNATE PRIMARY TYPEFACE

Calibri is the IEEE font to be used on all screen-based applications, such as PowerPoint and Microsoft Word.

Calibri

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

ALTERNATE SECONDARY TYPEFACE

Cambria is an alternative to the secondary serif typeface (Adobe Caslon Pro) and is to be used sparingly, for letters, memos, and faxes.

Cambria

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Cambria Regular
Cambria Italic
Cambria Bold
Cambria Bold Italic

What is the difference between a sans serif and serif font?

Abc
San serif font
Sans serif fonts do not have projections.

Abc
Serif font
Serif fonts have projections at the top and bottom or the beginning and end of a letter.

Use of the Wedge

In addition to the IEEE Master Brand, colors, typography, and imagery, the wedge is a key element of the IEEE design system. The wedge device, based on the graphic style of the kite emblem of the IEEE Master Brand, is streamlined to create a unique and dynamic look-and-feel system that can be applied across all IEEE-Branded communications. The wedge should be incorporated in all materials, however it should be done so sparingly.

IEEE KITE
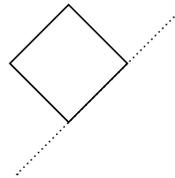
IEEE WEDGE
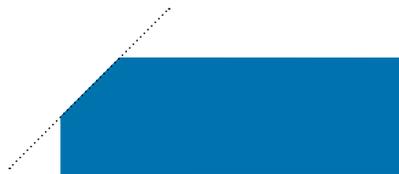
Angle & Ratio

In order to use the wedge correctly, the angle of the wedge is very important. The wedge must be at an approved angle of either 45° or 135°.

THE WEDGE CAN BE USED IN A FEW DIFFERENT WAYS:

▪ within the frame of an image
▪ within a graphic box that holds text
▪ as a background panel
▪ as a design accent

WEDGE RATIO

The dimensions of the wedge should increase or decrease in proportion to the size of the page layout.

THE WEDGE 45°
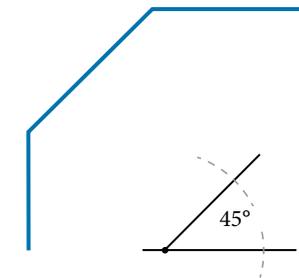
IEEE WEDGE 135°
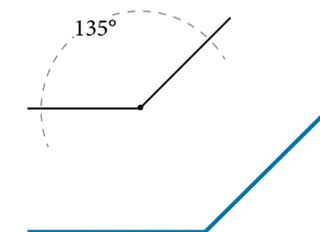
Branded design elements as well as various IEEE wedge options are available for download on the IEEE Brand Experience website at brand-experience.ieee.org

TOC | Overview | IEEE Master Brand | Color Specifications | Typography | IEEE Wedge Element | **Imagery** | Video & Social Media | Applications

Introduction   Usage

Imagery Introduction

The 6 image themes—people, technology, knowledge, connections, global, and historical—are based on the key pillars of the IEEE Brand and reflect the Master Brand personality and style, as well as IEEE members, areas of expertise, and history. Original photographs that you own the copyright for (not clip art or stock images) should be used whenever possible. When original photographs are not available, stock photography and abstract or vector artwork is acceptable as long as it follows the same guidelines.

Use of photographs without appropriate licenses or permission is prohibited. Please note that all photographs are potentially subject to copyright. Use of an image obtained from a search engine or other source may violate the rights of the copyright owner and subject IEEE to liability.

Royalty-free images are available to purchase from various stock photography collections on the web for a one-time fee for usage. When downloading any imagery, make sure to check the image license. Most images do NOT include use in a public space and would require an expanded license. The cost of each image is based on file size, not usage. Pulling images from Google is not allowed. Any questions please email branding@ieee.org.

TOC | Overview | IEEE Master Brand | Color Specifications | Typography | IEEE Wedge Element | Imagery | Video & Social Media | Applications

Introduction   Usage

General Imagery Usage

The imagery themes are your imagery guide and reflect the IEEE core values, brand personality and style, and IEEE members, areas of expertise, and history.

- Original photography (not clip art or stock images) should be used whenever possible to convey the themes but when not available, stock photos can be substituted as long as they convey real people, real environments, and real world situations.

- When selecting photos for larger layouts or complex messages, look for opportunities to tell a simple story which supports the written content and helps the IEEE audience understand and engage with the message.

- Images should be cropped whenever possible and eliminate unnecessary details so the core message of the image is clear.

- Full-color images should be bright and energetic with unique perspectives and angles.

- Highlight diversity in the IEEE organization and in the IEEE marketplace through age, gender, race, dress, country of origin, and job responsibilities.

WEB AD

PRINT AD
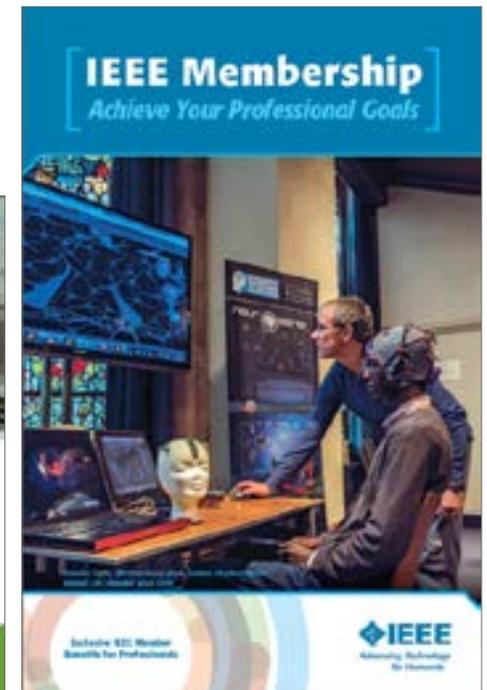
BROCHURE

Many examples of use of imagery appear in advertisements housed on the IEEE Promo Library, found on the IEEE Brand Experience website at brand-experience.ieee.org

| TOC | Overview | IEEE Master Brand | Color Specifications | Typography | IEEE Wedge Element | Imagery | **Video & Social Media** | Applications |

Video Guidelines   Social Media Guidelines

Video Guidelines

To keep the IEEE Brand consistent throughout all applications, follow these guidelines when producing any type of video.

WATERMARK

Using the IEEE Master Brand as a ghosted/translucent 'watermark' is a good way to leverage the IEEE Brand (shown on right). Be sure to maintain proper brand clear space, as well as enough room to allow for a video control bar that may appear below the watermark during playback.

If the IEEE.tv logo is present, the IEEE Master Brand can appear in opening and closing frames, rather than throughout.

IEEE WEDGE DESIGN SYSTEM

Consider using a branded 'wedge' accent color bar along the bottom of the screen with reversed to white Master Brand for title and ending slides. This can be done in IEEE blue or any IEEE color from the approved color palette.

All videos on IEEE.tv have the IEEE.tv logo watermark. Make sure to leave space clearance in the lower portion of the video frame for the watermark. Anything intended for use in that space, please contact ieee.tv for further guidance. When possible, the IEEE Master Brand watermark should also appear in the lower portion of the video frame.

Example of how the IEEE Master Brand could be featured.

When using more than one logo on the endslate of a video, consider using a vertical line to separate the two logos.

When there is an IEEE.tv watermark, or when multiple sub-brands are involved, the IEEE Master Brand does not have to appear throughout, *but should appear* in the beginning and ending frames.

Consider use of the IEEE Wedge element as a design accent. The wedge may be shown in any of the approved colors from the IEEE color palette.

Social Media Guidelines

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. When using the Master Brand or sub-brand logos for these applications, follow the minimum size (100 pixels) and clear space (½x) for digital and on-screen applications.

If the minimum size and/or clear space cannot be met, the Master Brand or sub-brand logos should be as large as possible within the given space. Make sure that the Master Brand, sub-brand logos and/or tagline (if used) are legible when resized for mobile optimization. If the IEEE Master Brand or sub-brand logo is illegible for certain profile icons, consider usage of an image, *or *contact branding@ieee.org to have your sub-brand logo reformated for the square application.*

Size and Font
▪ Clear Space: Equal to or greater than ½x
▪ Master Brand Minimum Width: 100 pixels
▪ Font: Formata or Calibri

Color
▪ Must be from approved IEEE color palette

Extensive Social Media Guidelines will be made available in 2019. Please contact socialmedia@ieee.org for any questions.

The timeline cover photo uses approved colors from the IEEE color palette. The font is Formata.

The IEEE Master Brand is placed within bounding box dimensions allowed by Facebook guidelines. Desktop version is shown in the example. The uploaded artwork is 180 px x 180 px for the profile icon.

FACEBOOK PAGE (MOBILE)
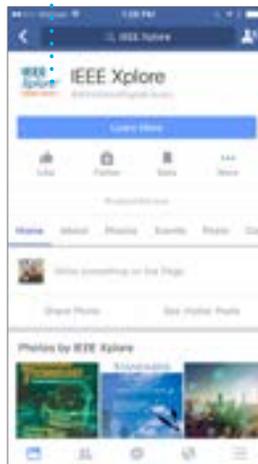
The IEEE *Xplore* Digital Library logo is reformatted to fit the square application of the Facebook icon.*

If no logo exists or does not work in a square format, use a photo that represents the brand.

If the letters I-E-E-E are used in the app icon, make sure they are legible.

Consider multiple versions of the logo for the different social applications.

| TOC | Overview | IEEE Master Brand | Color Specifications | Typography | IEEE Wedge Element | Imagery | Video & Social Media | **Applications** |

Print & Non-Screen   Digital & On-Screen

Print & Non-Screen Applications
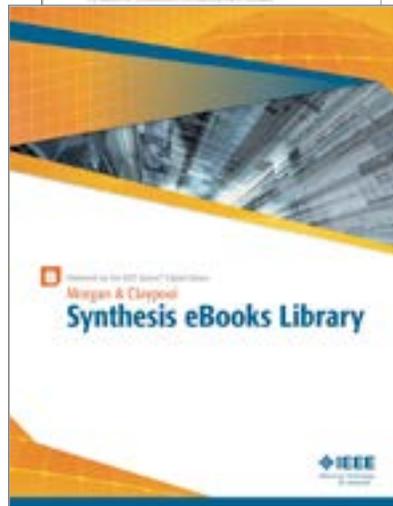
BROCHURE

TRI-FOLD BROCHURE

PULL UP BANNERS

FACT SHEET

POSTER

TOC | Overview | IEEE Master Brand | Color Specifications | Typography | IEEE Wedge Element | Imagery | Video & Social Media | **Applications**

Print & Non-Screen   Digital & On-Screen

Digital & On-Screen Applications

WEBSITE

TWITTER   FACEBOOK   INSTAGRAM

POWERPOINT

For further guidance visit the digital tookit at brand-experience.ieee.org

IEEE Sub-Brand Architecture Standards

Building a Strong Foundation for the IEEE Family of Brands

Download IEEE Master Brand:
www.ieee.org/Master Brand

IEEE
Advancing Technology for Humanity

Introduction

The success of the IEEE Brand depends on the structure of its brand architecture.

THE PURPOSE OF IEEE BRAND ARCHITECTURE:

- Define the relationships of tangible assets
- Promote consistent visual relationships throughout IEEE
- Protect the equity of IEEE and its brand identity

Corporate Branding

Entities within the corporate branding model **represent the IEEE core operational functions.** They do not have their own unique logo and only display the IEEE Master Brand in print materials and on-screen experiences according to the IEEE Brand Identity Guidelines.

Endorsed Branding

Entities within the endorsed branding model **have a visual association with IEEE, but also have unique, differentiating aspects that may require a separate logo or visual treatment.** These visual elements help people easily recognize the product, service, or group.

ENDORSED BRANDING IS DIVIDED INTO THREE SUBCATEGORIES:

1. In-Name Endorsement

2. Prefix Endorsement

3. Geographic Communities

Individual Branding

Entities within the individual branding model **may have limited oversight by IEEE and may rely on another legal entity with its own guidelines.** These products, services, or groups have their own identities, logos, and possibly branding standards.

If the IEEE Master Brand is to be displayed in print materials or on-screen experiences, follow the IEEE Brand Identity Guidelines when creating materials for this model.

Corporate Branding   Endorsed Branding   Incorrect Usage   Individual Branding

Sub-Brand Architecture & Alignment Groups

Instructions:
1. Locate your product, group, or service on the chart
2. Click the chart to jump to the guidelines provided for that category

CORPORATE BRANDING	ENDORSED* BRANDING			INDIVIDUAL BRANDING
	IN-NAME ENDORSEMENT	**PREFIX ENDORSEMENT**	**GEOGRAPHIC COMMUNITIES**	

CORPORATE BRANDING

IEEE Awards

Committees and Boards of the IEEE Board of Directors**

IEEE Corporate Brochures

IEEE Foundation

IEEE Membership

IEEE.org

IEEE Organizational Unit

IN-NAME ENDORSEMENT

Delivery Platforms
Aggregate systems which house and deliver products and/or content.
▪ IEEE.tv
▪ IEEE *Xplore*® Digital Library
▪ myIEEE

IEEE Level Information Products
Hard and electronically delivered knowledge-based goods at an IEEE level.
▪ IEEE Collabratec®

PREFIX ENDORSEMENT

Affinity Groups
Groups of IEEE members with a non-technical interest that connect them.
▪ IEEE Women in Engineering (WIE)
▪ IEEE Young Professionals

IEEE Conferences
Financially sponsored 100% by one or more of the IEEE organizational units.

Organizational Unit Level Information Products
Hard and electronically delivered knowledge-based goods at an OU level.
▪ IEEE Publications (print/web)
▪ Other IP Products

IEEE Standards & Consensus Building Groups
Groups of individuals or entities who work towards building consensus.

Societies
Group of individuals who work in a shared technical field of interest.

Services
Programs managed by IEEE that provide benefits to their consumers.
▪ IEEE JobSite
▪ IEEE Resume Lab

Technical Councils
IEEE groups of Societies working together in broad areas of technology.
▪ IEEE Sensors Council

Vertical Information Portals
Specialized entry points to a specific marketplace and/or industry niche focused on one functional area.
▪ IEEE Cloud Computing
▪ IEEE Global History Network
▪ IEEE SmartGrid

GEOGRAPHIC COMMUNITIES

Regions/Sections/Chapters
IEEE geographically-based communities of the world.
▪ Regions 1-10
▪ IEEE SIGHT

Student Branches
IEEE student members supported by universities/colleges and IEEE.

Student Chapters
A technical subunit of an IEEE Student Branch, and of one or more Societies/Technical Councils.

INDIVIDUAL BRANDING

Partnerships & Co-Branding
Arrangements where entities and/or individuals agree to cooperate to advance shared interests in which IEEE is working with one or more partners. Typically does not carry the IEEE name but shows the IEEE Brand.
▪ Wiley-IEEE Press
▪ IEEE TryEngineering Together
▪ InnovationQ Plus

Co-Sponsored Conferences
Conferences where at least one organizer is non-IEEE; not 100% financially sponsored by IEEE.

NOTE: The intent of this chart is to show the visual association of brands within the IEEE family. It is not a direct reflection of the organizational structure of IEEE. The entities listed in each group are only examples and may not be comprehensive lists of entities within the grouping.

*Endorsed is a branding term solely intended to convey the IEEE presence within a brand—not levels of compliance or importance.

**All IEEE Committees and Major Boards: By default, all Committees and Major Boards should use the Corporate Brand guidelines. However, if a Committee produces a product or service that has its own logo, the Committee can leverage that logo as its own. The logo of the product or service offered by the Committee should also be in alignment with the guidelines that apply to that type of product or service.

Corporate Branding

To the right are examples of how the IEEE brand can be successfully communicated in print and on-screen by applying the five IEEE Brand Basic elements: IEEE Master Brand, Typography, Color Palette, Imagery, and Design System.

As a reminder, OUs can't have their own marks. OUs aren't sub brands, so sub brand rules don't apply. They can have a look/feel on their communications, but the parent brand is the only thing they can use as "their" logo when facing the outside world.

- Corporate Brands do not have their own unique logo.
- Corporate Brands only display the IEEE Master Brand in print materials and on-screen experiences according to the IEEE Brand Identity Guidelines.

PRINT

Brochure
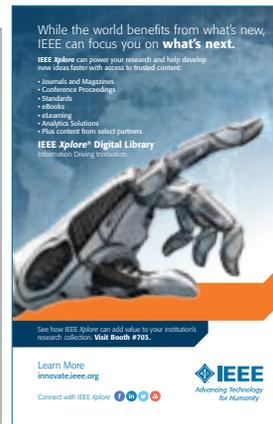
Print Ad

Flyer

Table Top Banner

Pull Up Banner

ON-SCREEN

Corporate Website

Subsite

Web Banner Ad

HTML email

TOC | Sub-Brand Introduction | **Sub-Brand Architecture**

Corporate Branding   Endorsed Branding   Incorrect Usage   Individual Branding

In-Name Endorsement   Prefix Endorsement   Geographic Communities: Regions/Sections/Chapters   Geographic Communities: Student Branches/Student Chapters

Endorsed Branding

Entities within the endorsed branding model have a visual association with IEEE, but also have unique, differentiating aspects that may require a separate logo or visual treatment.

ENDORSED BRANDING IS DIVIDED INTO THREE SUBCATEGORIES:

- In-Name Endorsement
- Prefix Endorsement
- Descriptor Endorsement

In-Name Endorsement

The In-Name Endorsement category consists of sub-brands that are most closely tied to the IEEE Brand and that reflect the IEEE Brand most clearly.

In this group, use of logo icons are avoided or are not as prominent, and the letters I-E-E-E are a prominent part of the name.

Prefix Endorsement

The Prefix Endorsement category includes sub-brands with the letters I-E-E-E in the name or above the name, but less prominently than the In-Name Endorsement category.

This category includes differentiating elements to allow for distinctive look between our various sub-brands.

Geographic Communities

IEEE is divided into ten worldwide geographic regions. Within the regions, there are local sections, chapters, branches, and council groups.

The letters I-E-E-E are used differently between each sub-brand but all communities should leverage the IEEE Master Brand on their communications. However, the IEEE Master Brand is NOT to be used inside or as part of another mark.

Coming in 2019: IEEE Geographic Communities: Visual Identity Guideline Supplement

The following pages provide a more detailed view of each type of endorsed branding.

TOC | Sub-Brand Introduction | **Sub-Brand Architecture**

Corporate Branding   Endorsed Branding   Incorrect Usage   Individual Branding

In-Name Endorsement   Prefix Endorsement   Geographic Communities: Regions/Sections/Chapters   Geographic Communities: Student Branches/Student Chapters

In-Name Endorsement

The In-Name Endorsement category consists of sub-brands that are most closely tied to the IEEE Brand. In this group, the letters I-E-E-E are a prominent part of the name and logo.

Brand Alignment

▪ A major product, service, or component that serves the entire IEEE
▪ A major part of how IEEE is perceived around the world

DESIGN REQUIREMENTS

Size and Font

▪ Don't let any logo icon make up more than approximately 30% of the whole logo
▪ Letters I-E-E-E must be uppercase
▪ Size of letters I-E-E-E must be consistent with the size of the name
▪ Only the Formata font family can be used
▪ Prominence of the letters I-E-E-E (color, weight) must be equal to or greater than the name
▪ Acronyms used in the name must be spelled out (excluding the IEEE acronym)
▪ Minimum Size: Print 13pt | On-screen 15px

Color

▪ Color of letters I-E-E-E must be black or IEEE blue
▪ Overall color of Sub-brand must be predominantly black or IEEE blue
▪ One accent color from IEEE color palette is allowed

IN-NAME ENDORSEMENT INCLUDES:

IEEE Level Information Products

▪ IEEE Collabratec

Delivery Platforms

▪ IEEE.tv
▪ IEEE *Xplore*® Digital Library

To see a full description for each In-Name Endorsement category, see

IN-NAME ENDORSEMENT EXAMPLES:

▪ Letters I-E-E-E must be black or IEEE blue
▪ Letters I-E-E-E must be uppercase
▪ Overall logo color predominantly black or IEEE blue
▪ One accent color from IEEE color palette allowed

| TOC | Sub-Brand Introduction | Sub-Brand Architecture |

Corporate Branding   Endorsed Branding   Incorrect Usage   Individual Branding

In-Name Endorsement   Prefix Endorsement   Geographic Communities: Regions/Sections/Chapters   Geographic Communities: Student Branches/Student Chapters

Prefix Endorsement

The Prefix Endorsement category includes sub-brands with the letters I-E-E-E in the name or above, but less prominently than the In-Name Endorsement category. This category also allows for differentiating elements.

Brand Alignment

- Delivers core IEEE services
- Is owned by IEEE, sometimes in conjunction with another IEEE unit

DESIGN REQUIREMENTS

Size and Font

- Don't let any logo icon make up more than approximately 30% of the whole logo
- Letters I-E-E-E must be uppercase
- Size of letters I-E-E-E must be the height of lowercase letters within the name
- If name is entirely uppercase or entirely lowercase, the letters I-E-E-E should be 75% height of the tallest letter
- Letters I-E-E-E should be Formata bold, bold condensed, may be medium, medium condensed
- Font of name can be unique
- All symbols/icons within sub-brand logos must be deemed original art (not stock) and should be cleared through IEEE Legal to ensure there are no existing logos which could be confused with the brand or that may be an infringement on an existing brand identity.
- Acronyms used in the name must be spelled out (excluding the IEEE acronym)
- Minimum Size: Print 10pt | On-screen 12px

Color

- Color of letters I-E-E-E must be from the IEEE color palette
- Overall color of Sub-brand must be from the IEEE color palette
- No more than two accent colors from IEEE color palette are allowed

PREFIX ENDORSEMENT INCLUDES:

Affinity Groups
- IEEE Women in Engineering (WIE)
- IEEE Young Professionals

Chapters

IEEE Conferences

Organization Unit Level Information Products

Societies

Services
- IEEE JobSite

Standards & Consensus Building Groups

Vertical Information Portals
- IEEE Cloud Computing
- IEEE Internet of Things

Technical Councils
- Sensors Council

To see a full description for each Prefix Endorsement category, see

PREFIX ENDORSEMENT EXAMPLES:

- Letters I-E-E-E must be in the name or above but can be less prominent
- Letter I-E-E-E can be any color but it is preferable in be black or IEEE blue
- Letters I-E-E-E must be uppercase
- Icon must be original art
- Two accent colors from IEEE color palette allowed

TOC   Sub-Brand Introduction   **Sub-Brand Architecture**

Corporate Branding   Endorsed Branding   Incorrect Usage   Individual Branding

In-Name Endorsement   Prefix Endorsement   Geographic Communities: Regions/Sections/Chapters   Geographic Communities: Student Branches/Student Chapters

Geographic Communities: Regions/Sections/Chapters (Includes sub sections and professional chapters)

IEEE is divided into ten worldwide geographic regions. Within the Regions are local Sections, Chapters, Student Chapters, and Student Branches.

The letters I-E-E-E are used in-name or above the sub-brand of Regions and sections. The regions/sections/chapters should leverage the IEEE Master Brand on all of their communications.

Brand Alignment

- Member outreach at both the local and global level
- Geographically-based communities around the world

DESIGN REQUIREMENTS

Size and Font

- Don't let any logo icon make up more than approximately 30% of the whole logo
- Letters I-E-E-E must be uppercase
- Letters I-E-E-E must be in the name or above but can be less prominent
- Size of letters I-E-E-E must be the height of lowercase letters within the name
- If name is entirely uppercase or entirely lowercase the letter I-E-E-E should be 75% height of the tallest letter
- Letters I-E-E-E should be Formata bold, bold condensed, may be medium, medium condensed
- Font of name can be unique
- Icon or graphic can be used but *is not required;* icon must be original art
- Acronyms used in the name must be spelled out (excluding the IEEE acronym)
- Minimum Size: Print 10pt | On-screen 12px

Color

- Color of letters I-E-E-E must be black or IEEE blue
- Overall color of Sub-brand must be from the IEEE color palette
- No more than two accent colors from IEEE color palette are allowed.

REGIONS/SECTIONS/CHAPTERS INCLUDES:

Regions / Sections

IEEE geographically-based communities of the world.

While Regions may use map icons, Regions, Sections, and Chapter treatments do not otherwise have logo treatments in way of symbols and icons. The various brand wedge elements and lockups are permitted as shown in examples.

To see a full description for each Descriptor Endorsement category, see page 30.

NOTE: Guidelines for Student Branches and Chapters are on page 36.

If you require assistance with development of your Region, Section or Chapter identifier, please email branding@ieee.org.

REGIONS/ SECTIONS/CHAPTERS EXAMPLES:

Template options for IEEE Region identifiers.

Template options for IEEE Section identifiers.

IEEE Your Section Name Here

IEEE Your Sub Section Name Here

Template options for IEEE Chapter identifiers.

IEEE Your Chapter Name Here

IEEE
Your Chapter Name Here
Additional Chapter Descriptor Text Can Appear Here

TOC | Sub-Brand Introduction | **Sub-Brand Architecture**

Corporate Branding | Endorsed Branding | Incorrect Usage | Individual Branding

In-Name Endorsement | Prefix Endorsement | Geographic Communities: Regions/Sections/Chapters | Geographic Communities: Student Branches/Student Chapters

Geographic Communities: Student Branches/Student Chapters

IEEE is divided into ten worldwide geographic regions. Within the Regions are local Sections, Councils, Student Chapters, and Student Branches.

The Student Branches should not use the letters I-E-E-E within or above the sub-brand, the Student Chapters should include an association with IEEE in the descriptor line. The Student Branches and Chapters should leverage the IEEE Master Brand on all of their communications.

Brand Alignment

- Member outreach at both the local and global level
- Geographically-based communities around the world

DESIGN REQUIREMENTS

Size and Font

- Don't let any logo icon make up more than approximately 30% of the whole logo
- Letters I-E-E-E in the descriptor line must be uppercase
- Student chapters should use the branch/society lock up template
- Student chapters descriptor line should be Formata, Verdana, or Calibri
- Font of name can be unique
- Only the official logo of the college/university may be used as a logo mark and should not make up more than 30% of the whole logo
- Minimum Size: Print 10pt | On-screen 12px

Color

- Overall color of Sub-brand can be IEEE blue, accent colors from the IEEE palette, OR from the university's color palette
- No more than two accent colors from IEEE color palette are allowed

STUDENT BRANCHES/ CHAPTERS INCLUDES:

Student Branches
IEEE student members supported by universities/colleges and IEEE.

Student Branch Chapters
A technical subunit of an IEEE Student Branch and of one or more Societies.

To see a full description for each Descriptor Endorsement category, see page 30.

NOTE: Guidelines for Regions, Sections, and Councils are on page 36.

A IEEE Students Visual Identity Toolkit is available on the IEEE Brand Expeience site.

STUDENT BRANCHES/ CHAPTERS EXAMPLES:

place icon here **University Name Here**
IEEE Student Branch

Student Branches sub-brand template. Icon is not mandatory.

Duke University
IEEE Student Branch

Above icon is for Duke University only

- Icon must be reproducible, original vector art, and no larger than 30% of overall logo
- Font color can be from college or universities official color palette. If not using college or universities color, IEEE blue, black or tint of black must be used.
- Student Chapter should use branch/society lock up template
- Letters I-E-E-E must be uppercase
- Letters I-E-E-E must be in the Student Chapter descriptor line
- Cannot alter society logos
- A horizontal rule must be used to separate the IEEE Master Brand and the name

University Name
IEEE Student Branch

A Student Chapter of the IEEE Robotics & Automation Society

IEEE

IEEE XXXX Chapter

Incorrect Usage

Sub-Brand Architecture and Alignment Group configurations and usage outside of established specifications and guidelines damage the IEEE Brand. Modifications and/or distortions are strictly prohibited.

The IEEE Master Brand can not be used/incorporated into any sub-brand marks.

Do NOT incorporate the IEEE Master Brand or kite icon into any sub-brand.

Do NOT use unapproved colors that are not in the IEEE color palette.

Do NOT let any logo icon make up more than 30-40% of the entire logo.

Do NOT put any text on a vertical or curved path.

Do NOT use images or graphics as letters in text.

Do NOT apply reflections, glows, outlines, shadows, or other distortions to text.

Do NOT stretch or distort the sub-brand to make it fit a particular size or bounding box.

Do NOT use a busy background image that will interfere with the legibility of the logo.

Individual Branding

Entities within the individual branding model may have limited oversight by IEEE and may rely on another legal entity with its own guidelines. These products, services, or groups have their own identities, logos, and possibly branding standards.

INDIVIDUAL BRANDING INCLUDES:

Partnerships

Co-Sponsored Conferences

Partnerships and sponsorships typically follow the established guidelines of the legal owner, who may not be IEEE.

Because this initiative is owned by a another entity, the website and logo follow their own design system. Any logo developed by the other entity may not use or incorporate the IEEE name, logo, or Master Brand.

If the IEEE Master Brand is used it must be used in accordance with the IEEE Master Brand Guidelines including the policies related to size and positioning.

When IEEE produces the collateral of partnerships containing individual brands, the standard is to use the partner logo within the context of the IEEE Brand Identity Guidelines. This affords the individual brand its unique identity while aligning the offering with IEEE.

Resources & Contact

These guidelines are extremely important to IEEE and its entities—adding more value, consistency, and organization to the IEEE Brand. Thank you for being a productive part of One IEEE.

IEEE Brand Identity Tools

IEEE Brand Identity Website

IEEE Master Brand and Logos

IEEE Brand Identity Guidelines

About IEEE

Understanding the IEEE Brand

IEEE Corporate Brochure

IEEE Brand Overview Video

Contact

Questions or Comments
branding@ieee.org

For source files for templates found on the IEEE Brand Experience website, please reach out to creative@ieee.org

Express permission is required for bulk commercial printing of this guidelines document.
Please reach out to branding@ieee.org for more information.

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19-DCI-313 Q12019