

IEEE Brand Identity Quick Reference Guide

How to use the IEEE Master Brand



MASTER BRAND: MINIMUM SIZE & CLEAR SPACE

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.



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 "1/2x" is required on all sides surrounding the IEEE Master Brand for digital and promotional applications.



For detailed information, see page 8 in the IEEE Brand Identity Guidelines. For placement of the IEEE Master Brand, see page 14 in the IEEE Brand Identity Guidelines.

MASTER BRAND: DO'S & DON'TS

When placing the Master Brand on print or screen-based applications, maintain maximum visibility by keeping a sharp contrast between the background and logo. Modifications and/or distortions to the Master Brand are strictly prohibited.

Do

- Make sure the Master Brand is of equal or greater prominence when used with other identifiers or logos
- Keep the Master Brand one color (preferably IEEE blue, black or white when placed on a dark background)
- Ensure sufficient contrast between the Master Brand and its background



Blue IEEE Master Brand



Black IEEE Master Brand



White IEEE Master Brand on a Dark Image (Minimal Detail in Area behind IEEE Master Brand)

Don't

- Change the proportion of the IEEE kite to the letters I-E-E-E
- Separate the IEEE kite from the letters I-E-E-E
- Distort the Master Brand in any way (ex. apply a drop shadow effect, graphically tilt, stretch, etc.)
- Make the Master Brand part of any name or title (only use the letters I-E-E-E in a title)



Do NOT Rearrange/Reconfigure/Change the Size/Placement of any IEEE Master Brand Element



Do NOT Distort/Stretch/Squeeze or Apply Special Effects to the IEEE Master Brand

TIP: Hold down the 'SHIFT' key to resize the logo proportionately

For detailed information, see pages 11-12 in the IEEE Brand Identity Guidelines.

MASTER BRAND: IEEE BLUE & BRIGHT COLOR PALETTE

Color is important in representing the IEEE Brand. Use IEEE blue (Pantone 3015 C) on all organization communications. Only specific tints of the IEEE color palette have been approved for use. Black and white may also be used on both corporate and sub-brand communications. An expanded color family, consisting of a range of bright and dark colors is also available for use.

	Approved Tints					Pantone (Spot)	Process (Print)				(Digital/Screen)			Web/Hex
	100%	80%	60%	40%	20%		C	M	Y	K	R	G	B	
BRIGHT PALETTE	IEEE BLUE					PMS 3015 C	100	35	3	21	0	98	155	#00629B
						PMS 200 C	3	100	70	12	186	12	47	#BA0C2F
						PMS 137 C	0	41	100	0	255	163	0	#FFA300
						PMS 109 C	0	9	100	0	255	209	0	#FFD100
						PMS 368 C	65	0	100	0	120	190	32	#78BE20
						PMS 348 C	96	2	100	12	0	132	61	#00843D
						PMS 254 C	48	96	0	0	152	29	151	#981D97
						PMS 320 C	96	0	31	2	0	156	166	#009CA6
						PMS CYAN	100	0	0	0	0	181	226	#00B5E2
						WHITE	0	0	0	0	255	255	255	#FFFFFF

For detailed information, see pages 16-18 in the IEEE Brand Identity Guidelines.

MASTER BRAND: DARK COLOR PALETTE

Use CMYK colors when 4-color printing is available. Use Pantone Spot colors when printing with more than four colors or fewer than three colors. 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.

	Approved Tints					Pantone (Spot)	Process (Print)				(Digital/Screen)			Web/Hex
	100%	80%	60%	40%	20%		C	M	Y	K	R	G	B	
DARK PALETTE						PMS 208 C	15	100	37	45	134	31	65	#861F41
						PMS 158 C	0	62	95	0	232	119	34	#E87722
						PMS 123 C	0	19	89	0	255	199	44	#FFC72C
						PMS 370 C	62	1	100	25	101	141	27	#658D18
						PMS 3425 C	93	13	85	44	0	99	65	#006341
						PMS 2612 C	67	100	0	5	119	37	131	#772583
						PMS 322 C	97	9	39	34	0	115	119	#007377
						PMS 295 C	100	69	8	54	0	40	85	#002855
						PMS Cool Grey 9 C	30	22	17	57	117	120	123	#75787B
						BLACK	0	0	0	100	0	0	0	#000000

For detailed information, see page 16-18 in the IEEE Brand Identity Guidelines.

MASTER BRAND: TYPOGRAPHY

IEEE typefaces have been carefully chosen for ease of communications and for their legibility, flexibility and adaptability with the other design elements. Digital applications such as websites, or internal documents such as corporate stationery require alternate typefaces that are readily available throughout the organization.

Primary Typeface

Formata, a sans serif font, is the IEEE primary typeface. Formata should be used predominantly on all print applications.

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, a serif font, has been designated as the IEEE secondary typeface. It can be used sparingly, for headlines or titles.

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

Alternate Typefaces

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

If needed, the font Verdana may be used.

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

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

If needed, Times New Roman may be used.

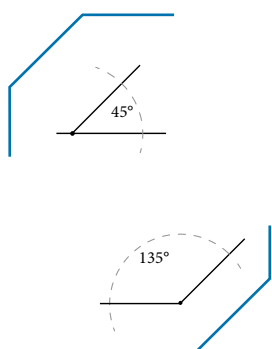
Cambria Regular
Cambria Italic
Cambria Bold
Cambria Bold Italic

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. For questions contact branding@ieee.org. For detailed information, see pages 19-20 in the IEEE Brand Identity Guidelines.

MASTER BRAND: IEEE WEDGE ELEMENT & IMAGERY

Use of the Wedge

The wedge, 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. 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 should be incorporated in all materials, however it should be done so sparingly.**



WEDGE EXAMPLES



Imagery

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.



For detailed information, see page 21-22 in the IEEE Brand Identity Guidelines.

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 Toolkit
www.ieee.org/go/brand

IEEE Master Brand and Logos
www.ieee.org/MasterBrand

IEEE Brand Identity Guidelines
(PDF, 3 MB)
www.ieee.org/ieee_visual_guidelines.pdf

About IEEE

Understanding the IEEE Brand (PDF, 2.8 MB)
www.ieee.org/understanding_the_ieee_brand.pdf

IEEE Corporate Brochure (PDF, 2.7 MB)
www.ieee.org/corporate_brochure_2010.pdf

Contact

Questions or Comments
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