

IEEE Access[®]

Multidisciplinary :: Rapid Review :: Open Access Journal

IEEE Access[®] Visual Identity Guidelines

Sub-brand of IEEE
ieeeaccess.ieee.org

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THIS IS AN INTERACTIVE DOCUMENT: The table of contents section, tabs at the top and bottom of each page, as well as the page callouts throughout the document are all “clickable” so that you can navigate to that corresponding section and/or page.

Welcome to IEEE Access®

Multidisciplinary. Rapid Review. Open Access Journal.

IEEE Access publishes articles that are of high interest to readers—original, technically correct, and clearly presented. The scope of this all-electronic, archival publication comprises all IEEE fields of interest, emphasizing applications-oriented and interdisciplinary articles.

IEEE Access provides a trustworthy platform for practitioners, researchers, institutions, funding agencies, and others to make published information available to everyone via one of the most prestigious technical publishers in the world. IEEE open access publishing facilitates dissemination to those who seek direct access to an author's research results.

In these pages, you will be introduced to the elements of the IEEE Access identity and successful applications of how they can be used. These visual identity guidelines represent an opportunity to tell the story of IEEE Access—whether it be visually, verbally, or in writing—and to do so in a way that is consistent and polished.

Please visit ieeeaccess.ieee.org to learn more.

Logo Variations

PRIMARY LOGO

The IEEE Access logo may be used with or without the tagline.

See [page 6](#) for all color variations.

See [pages 7–9](#) for usage guidelines.

STACKED LOGO

A stacked logo is available for social media applications only.

See [page 19](#) for more information.

PRIMARY LOGO

IEEE Access®

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IEEE Access®

STACKED LOGO

IEEE
Access®

Minimum Size

The minimum size requirement for both print and digital ensures that the IEEE Access logo is legible.

PRINT & NON-SCREEN

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

IEEE Access
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.875 inches
22.225 millimeters



.875 inches
22.225 millimeters

DIGITAL & ON-SCREEN

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

IEEE Access
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100 pixels



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 Access logo and 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 Access logo and IEEE Master Brand for digital and promotional applications.

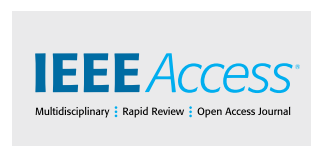


Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Access logo. For more information, see [pages 8–11](#).

Background Control

When placing the IEEE Access logo 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).

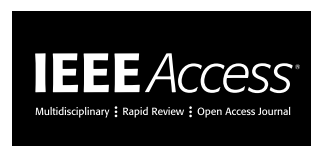
CORRECT USAGE



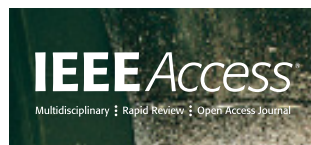
Full-color IEEE Access logo on a light background.



Black IEEE Access logo on a light background.



White IEEE Access logo on a dark background.



White IEEE Access logo on a dark image (minimal detail in area behind the logo).

INCORRECT USAGE



Do NOT put the color IEEE Access logo on a dark background.



Do NOT put the black IEEE Access logo on a dark background.



Do NOT put the white IEEE Access logo on a light background.

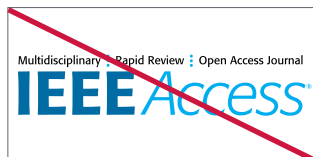


Do NOT place the IEEE Access logo on a dark/complex image.

Incorrect Usage

IEEE Access logo configurations and usage outside of established specifications and guidelines damage the IEEE Access brand and, over time, can reduce the value of the brand.

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



Do NOT rearrange, reconfigure, or change the size and/or placement of the IEEE Access logo.



Do NOT use any colors other than the 2 approved colors: IEEE Blue (PMS 3015) and Cyan (Pantone Process Cyan).



Do NOT make the IEEE Access logo different color combinations.



Do NOT distort, stretch, and/or squeeze the IEEE Access logo.



Do NOT use a regular Formata font face for the word "Access" in the IEEE Access logo. The word Access should always be in italics.



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



Do NOT place the IEEE Access logo at an angle.



Do NOT add containment shapes to the IEEE Access logo.



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

IEEE Access® Text Usage

- When used in a sentence, title or name, the word “Access” **should always** be italic and capitalized.
- The letters I-E-E-E should be used in **every reference** when using the name IEEE Access.
- The register mark after the name “Access” must appear in the **first instance only**, whether with the logo or within running text of each document or communication.
- In special instances where the word *Access* is not allowed to be typeset, (ex. social media profile page naming), the word does not have to appear in italics. See [page 19](#) for examples.

CORRECT USAGE

IEEE Access®

IEEE Access

IEEE Access

INCORRECT USAGE

IEEE Access

IEEE access

IEEE access

Color Specifications

A color palette deriving from the colors used in the IEEE Access logo is provided for use on all collateral and communications.

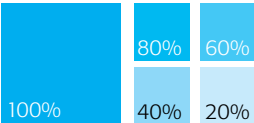
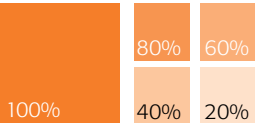

- Recommended tints for use of these colors are included.
- The recommended type color (black or white) is indicated in the percentage labels.
- PMS 308 is grandfathered in from the original IEEE color palette and may be used as an accent color. The new PMS 295 may also be used.

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.

| | | | | |
|--|---|--|---|--|
|  <p>PANTONE (SPOT) PMS 3015</p> <p>CMYK C100 M35 Y3 K21</p> <p>RGB R0 G98 B155</p> <p>Hexidecimal/Web #00629B</p> <p>RAL 5007</p> |  <p>PANTONE (SPOT) PANTONE Process Cyan</p> <p>CMYK C100 M0 Y0 K0</p> <p>RGB R0 G181 B226</p> <p>Hexidecimal/Web #00B5E2</p> <p>RAL 5024</p> |  <p>PANTONE (SPOT) PMS 158 C</p> <p>CMYK C0 M62 Y95 K0</p> <p>RGB R232 G119 B34</p> <p>Hexidecimal/Web #E87722</p> <p>RAL 2011</p> |  <p>PANTONE (SPOT) PMS 295</p> <p>CMYK C100 M69 Y8 K54</p> <p>RGB R0 G40 B85</p> <p>Hexidecimal/Web #002855</p> <p>RAL 5026</p> |  <p>PANTONE (SPOT) PMS 308 C</p> <p>CMYK C100 M18 Y8 K50</p> <p>RGB R0 G88 B124</p> <p>Hexidecimal/Web #00587C</p> <p>RAL 5019</p> |
|  <p>PANTONE (SPOT) PMS Cool Gray 9 C</p> <p>CMYK C30 M22 Y17 K57</p> <p>RGB R117 G120 B123</p> <p>Hexidecimal/Web #75787B</p> <p>RAL 9023</p> |  <p>PANTONE (SPOT) PMS Process Black</p> <p>CMYK C0 M0 Y0 K100</p> <p>RGB R0 G0 B0</p> <p>Hexidecimal/Web #000000</p> <p>RAL 9017</p> |  <p>COLOR White</p> <p>CMYK C0 M0 Y0 K0</p> <p>RGB R255 G255 B255</p> <p>Hexidecimal/Web #FFFFFF</p> <p>RAL 9016</p> | | |

IEEE Master Brand Typography

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

PRIMARY TYPEFACE

Formata is the IEEE as well as the IEEE Access 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 13](#).

Formata

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

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 specified on [page 13](#).

WEB TYPEFACE

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

Adobe Caslon Pro

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

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

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

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. For questions, contact branding@ieee.org.

IEEE Master Brand Alternate Typography

Digital applications such as websites or internal documents such as corporate stationery 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 should be used 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
 Sans 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.

IEEE Access Graphic Elements

Visual consistency builds brand recognition. Use these graphical elements to build a consistent, recognizable, and impactful visual identity for IEEE Access.

STOPWATCH GRAPHIC

The clock image is used to show the rapid review process of publishing with IEEE Access.

See [pages 20–21](#) for examples.



WEDGE RULE

The wedge rule can be used in place of a plain rule to separate items in text or graphics.

Using this graphic style correctly and consistently will help build a recognizable and powerful brand look-and-feel, creating equity for the IEEE brand.



DOTS

This graphical device is inspired from the vertical dot separator used within the logo descriptor text. The intent of this device is to unify the mark with an easily remembered identifier that has visual impact.

The dots **MUST** be shown in the same proportion as they appear in the logo descriptor text.

See [pages 20–21](#) for examples.



IEEE Master Brand Wedge Element

In addition to the IEEE Access colors and typography, the IEEE Master Brand wedge is a key element of the IEEE design system.

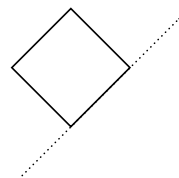
USE OF THE WEDGE

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. In most cases, IEEE Access uses the IEEE wedge in IEEE blue or cyan.

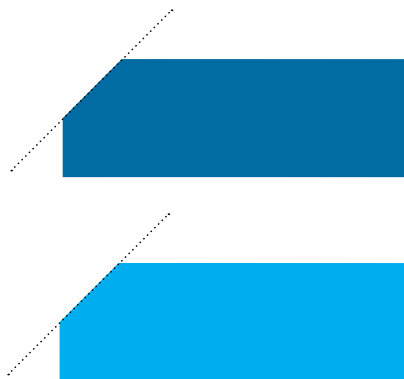
The wedge may be incorporated in all materials; however, it should be done so sparingly.

See [pages 20–21](#) for examples.

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:

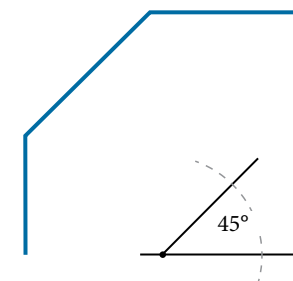
- within the frame of an image
- within a graphic box that holds text
- as a background panel
- as a design accent

WEDGE RATIO

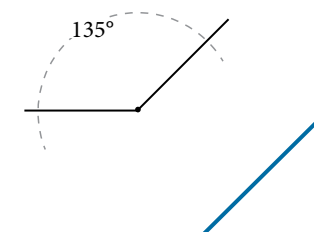
The dimensions of the wedge should increase or decrease in proportion to the size of the page layout.

See [pages 20–21](#) for examples.

IEEE WEDGE 45°



IEEE WEDGE 135°



Imagery Introduction

The six 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.



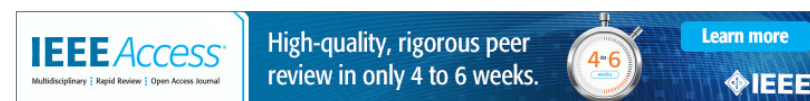
Royalty-free images are available for purchase from various stock photography collections on the web for a one-time fee for usage in an unlimited number of applications, an unlimited number of times. The cost is based on file size, not usage. Pulling images from Google is not allowed. Any questions please email, branding@ieee.org.

General Imagery Usage

IEEE Access imagery can be shown in full color and/or in black and white, IEEE blue, or cyan. When not using photography, abstract or vector art may be used. The IEEE brand imagery themes are your 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 IEEE brand imagery themes. If original photography is not available, stock photos can be substituted as long as they convey real people, real environments, and real-world situations.
- Images should be cropped whenever possible and eliminate unnecessary details so the core message of the image is clear.
- Images for IEEE Access should be shown 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.
- When selecting photos for larger layouts or complex messages, look for opportunities to tell a simple story that supports the written content and helps the IEEE audience understand and engage with the message.

WEB BANNER



ANNOUNCEMENT



SOCIAL MEDIA POST



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 Access logo or 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.



For videos meant for use on IEEE.tv, make sure to leave space clearance in the lower portion of the video frame for the IEEE.tv brand watermark. For further guidance, please contact ieee.tv.



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



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.

Social Media Guidelines

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. When using the IEEE Access logo and the IEEE Master Brand for these applications, follow the minimum size (100 pixels) and clear space ($\frac{1}{2}x$) for digital and on-screen applications.

If the minimum size and/or clear space cannot be met, the IEEE Access logo and IEEE Master Brand should be as large as possible within the given space.

To better fit the social media profile icon size restrictions, a stacked IEEE Access logo is provided. Make sure that the Master Brand, sub-brand logos, and/or tagline (if used) are legible when resized for mobile optimization.

Size and Font

- Clear Space: Equal to or greater than $\frac{1}{2}x$
- Master Brand Minimum Width: 100 pixels
- Font: Formata or Verdana

Color

- Must be from approved IEEE color palette

STACKED SOCIAL MEDIA LOGO



Resized full-color IEEE Access logo for social media applications only.



Resized white IEEE Access logo for social media applications only.

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



The IEEE Access logo is placed within bounding box dimensions allowed by Facebook guidelines. The profile icon is 180 px x 180 px. (Desktop version is shown above.)

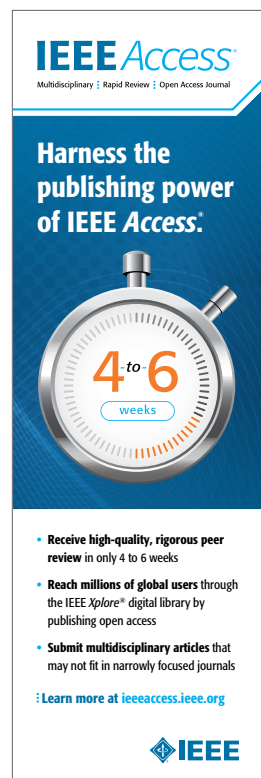
The "Access" name is **not** shown in italics, due to the font treatment being automatically typeset by Facebook.



TWITTER PAGE (MOBILE)

The IEEE Social Media Policy can be found on the IEEE Brand Experience site under Digital Guidelines at <https://brand-experience.ieee.org/guidelines/digital/social-media/>. For questions, contact branding@ieee.org.

Print & Non-Screen Applications



PRINT AD SUITE



FLYER



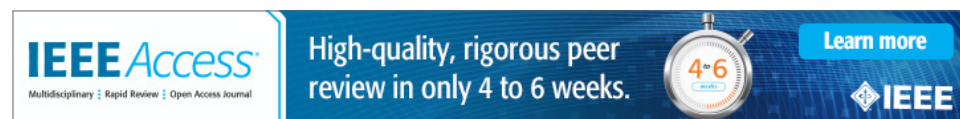
PREMIUM GIVEAWAYS

When using the IEEE Access logo in print materials, follow the brand guidelines for the IEEE Master Brand, found at <https://www.ieee.org/about/toolkit/tools/index.html>. Any questions, please email branding@ieee.org.

Digital & On-Screen Applications



WEB ADS



SOCIAL MEDIA PROFILES



WEBSITE

When using the IEEE Access in digital materials, follow the brand guidelines for the IEEE Master Brand, found at <https://www.ieee.org/about/toolkit/tools/index.html>
Any questions, please email branding@ieee.org.

IEEE Resources & Contact

IEEE Brand Identity Tools

IEEE Brand Identity Toolkit

<https://brand-experience.ieee.org>

IEEE Master Brand and Logos

<https://www.ieee.org/MasterBrand>

IEEE Brand Identity Guidelines (PDF, 3 MB)

[ieee.org/ieee_visual_guidelines.pdf](https://www.ieee.org/ieee_visual_guidelines.pdf)

About IEEE

Understanding the IEEE Brand (PDF, 2.8 MB)

<https://www.ieee.org/understandingthebrand>

IEEE Corporate Brochure (PDF, 2.7 MB)

<https://www.ieee.org/corporatebrochure>

IEEE Brand Overview Video

<https://www.ieee.org/overviewvideo>

Contact

Questions or Comments

branding@ieee.org