Antennas and Propagation Society

IEEE AP-S
Visual Identity Guidelines

Founded in 1949, the IEEE Antennas and Propagation Society (IEEE AP-S) is an international organization active in over 40 countries.

The field of interest of the IEEE AP-S Society includes antennas, including analysis, design, development, measurement, standards, and testing; radiation, propagation, and the interaction of electromagnetic waves with discrete and continuous media; and applications and systems pertinent to antennas, propagation, and sensing, such as applied optics, millimeter-and submillimeter-wave techniques, antenna signal processing and control, radio astronomy, bioelectromagnetics, and propagation and radiation aspects of terrestrial and space-based communication, including wireless, mobile, satellite, and telecommunications at all frequencies.

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Brand Elements

To the right are the core elements of the IEEE AP-S visual identity logo, color palette, fonts, graphic elements, and imagery. This guideline document works in tandem with the full **IEEE Brand Identity Guidelines** and does not supersede them.

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.
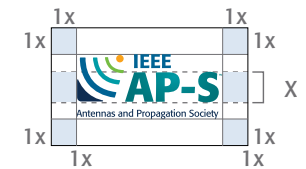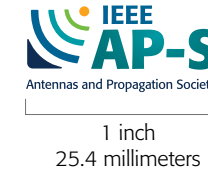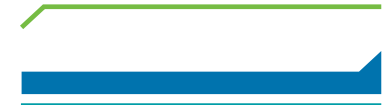
LOGO | 3

COLOR PALETTE | 3

TYPOGRAPHY | 4

IEEE Brand Font	IEEE Alternate Font	IEEE Web Font
Formata	Calibri	Open Sans
abc	abc	abc
ABC	ABC	ABC

MINIMUM SIZE & CLEAR SPACE | 4

1 inch
25.4 millimeters

IMAGERY & GRAPHIC ELEMENTS | 7

APPLICATIONS | 10-11

The success of the IEEE Brand depends on the structure of its brand architecture and how it is reflected to the world. This includes the IEEE Master Brand and its associated family of brands. This guide provides an overview of how the IEEE AP-S brand should be used.

Logo & Color Variations

The Primary IEEE AP-S logo is available in several colors from the approved IEEE color palette. The full color version should be used in most instances, ensuring visible contrast is maintained between the logo and background.

Recommended tints for use of these colors are included. The recommended type color (black or white) is indicated in the percentage labels.

The IEEE AP-S logo with tagline can be used when no other logo with a tagline is present.

When needed, the AP-S logo can appear as solid blue (Pantone 3015) or black. For dark backgrounds, use the solid white version of the logo. Ensure that all background control requirements are met when using any of the IEEE AP-S logo variations.

When using the IEEE AP-S logo and IEEE Master Brand, make sure to follow the minimum size and clear space requirements. A gray (60% black) or IEEE Blue, vertical line should always be used to separate the IEEE AP-S logo from the IEEE Master Brand. For more information, or questions, please contact branding@ieee.org.

COLOR - PRIMARY

IEEE BLUE

BLACK

WHITE

Dark gray background to meet contrast requirements and for illustrative purposes only.

COLOR - WITH TAGLINE

COLOR - PRIMARY & IEEE MASTER BRAND LOCK-UP

PANTONE (SPOT) 320C
CMYK C96 M0 Y31 K2
RGB R0 G156 B166
HEXADECIMAL #009ca6
RAL 5018

TINT	HEX
100%	#009ca6
80%	#00aeb9
60%	#2dc3ca
40%	#87d7db
20%	#c5ebec

PANTONE (SPOT) 322C
CMYK C100 M0 Y39 K33
RGB R0 G115 B119
HEXADECIMAL #007377
RAL 5021

TINT	HEX
100%	#007377
80%	#008c92
60%	#50a8ac
40%	#8ec5c6
20%	#c7e1e2

PANTONE (SPOT) 137C
CMYK C0 M41 Y100 K0
RGB R255 G163 B0
HEXADECIMAL #ffa400
RAL 1003

TINT	HEX
100%	#ffa400
80%	#ffb649
60%	#ffc878
40%	#ffdaa5
20%	#ffecd1

PANTONE (SPOT) 368C
CMYK C65 M0 Y100 K0
RGB R120 G190 B32
HEXADECIMAL #78be20
RAL 6018

TINT	HEX
100%	#78be20
80%	#94c956
60%	#b0d781
40%	#cbe4aa
20%	#e5f1d4

PANTONE (SPOT) 3015C
CMYK C100 M35 Y3 K21
RGB R0 G98 B155
HEXADECIMAL #00629b
RAL 5007

TINT	HEX
100%	#00629b
80%	#007daf
60%	#5b9cc3
40%	#95bcd6
20%	#cadcea

PANTONE (SPOT) 295C
CMYK C100 M63 Y0 K67
RGB R0 G40 B85
HEXADECIMAL #002855
RAL 5026

TINT	HEX
100%	#002855
80%	#2d4d76
60%	#627596
40%	#94a1b8
20%	#c8ceda

PANTONE (SPOT) BLACK
CMYK C0 M0 Y0 K100
RGB R0 G0 B0
HEXADECIMAL #000000
RAL 9017

TINT	HEX
100%	#000000
80%	#58595b
60%	#808285
40%	#a7a9ac
20%	#d1d3d4

PANTONE (SPOT) WHITE
CMYK C0 M0 Y0 K0
RGB R255 G255 B255
HEXADECIMAL #FFFFFF
RAL 9016

Use **Pantone (PMS) 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, 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 (PMS) colors for applications in signage and facility installations.

Minimum Size & Clear Space

The **minimum size** requirement for both print and digital applications ensures that the IEEE AP-S logo is legible. The minimum widths for the print and non-screen are shown to the right.

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

A clear space, equal to or greater than "1x" (the height of the "S"), is required on all sides surrounding the Primary IEEE AP-S logo, or tagline version of the IEEE AP-S logo, in printed applications. For digital applications, the required clear space is equal to "1/2x".

Minimum Size

Print & Non-Screen

1 inch
25.4 millimeters

Digital & On-Screen

85 pixels

Clear Space

1x   1x
1x   1x
                X
1x   1x
1x ½ X for Digital Applications 1x

1x   1x
1x   1x
                X
1x   1x
1x ½ X for Digital Applications 1x
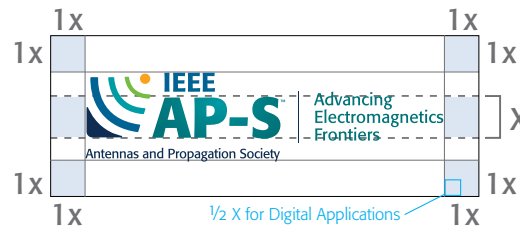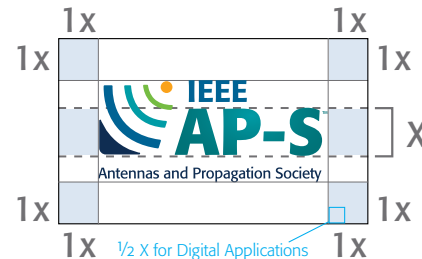
Typography

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

Formata is the primary typeface for IEEE. 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.

Calibri is the alternate typeface to be used on all screen-based applications, such as PowerPoint, Microsoft Word, and websites. If needed, the font Verdana may be used.

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

Primary

Formata
Formata Light
Formata Regular
Formata Italic
Formata Medium
Formata Bold

Alternate

Calibri
Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Web

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

Note: The minimum width for print & non-screen for the IEEE Master Brand is .875 inches. The minimum width for digital & on-screen is 100 pixels. More information is available online for the IEEE Master Brand minimum size & clear space requirements.
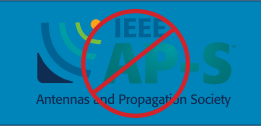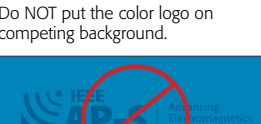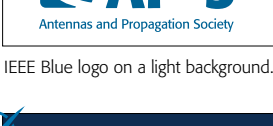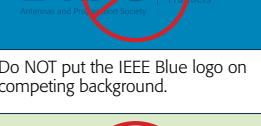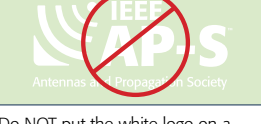
.875 inches
22.225 millimeters

100 pixels

Note: The 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 or more information, use the brand inquiries form found on the IEEE Brand Experience site.
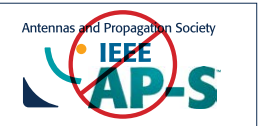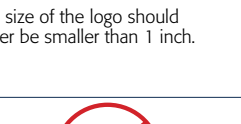
Background Control

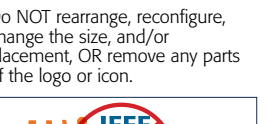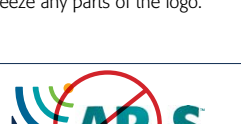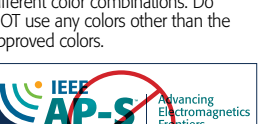When placing the IEEE AP-S logo, and/or the graphic elements on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and logo. When placing the logo over an image, adjust the position of the image or retouch as needed. Here are some examples, for illustrative purposes only of both high contrast (correct) and low contrast (incorrect).

Color logo on light background.

Do NOT put the color logo on competing background.

IEEE Blue logo on a light background.

Do NOT put the IEEE Blue logo on competing background.

White logo on a dark background.

Do NOT put the white logo on a light background.

Color logo on an image with minimal detail.

Do NOT place the logo on a complex background.

Usage

The IEEE AP-S logo should never be used as part of a headline or sentence. The logos and graphic elements should never be reconfigured or altered, placed at an angle, subject to removal of elements, screened, or placed on a heavily patterned background, or busy photograph. Readability should be ensured in all applications.

Logo configurations and usage outside of established specifications and guidelines damage the brand, and over time, can reduce the value of the brand. Modifications and/or distortions are strictly prohibited. Please refer to the examples shown on the right.

The size of the logo should never be smaller than 1 inch.

Do NOT rearrange, reconfigure, change the size, and/or placement, OR remove any parts of the logo or icon.

Do NOT distort, stretch, and/or squeeze any parts of the logo.

Do NOT make any parts of the logo different color combinations. Do NOT use any colors other than the approved colors.

Do NOT use/show the logo without the IEEE in front of the name.

Do NOT add any text to the logo or change the tagline copy in any way.

Do NOT outline any part of the logo.

Do NOT add a drop shadow and/or recreate the logo in any way.

Text Usage

1 When used in a sentence, title, or name, the first instance must appear using the full name, "IEEE Antennas and Propagation Society (IEEE AP-S)".

2 After the first instance the shortened name, "IEEE AP-S" may be used.

3 The "IEEE" should always appear before the name "Antennas and Propagation Society" and "AP-S" when using the shortened name.

4 A hyphen (-) should always be used between the "P" and the "S" when using the shortened name, "IEEE AP-S".

3 **1**

IEEE Antennas and Propagation Society (IEEE AP-S)

3 **4**   **2**

Founded in 1949, the IEEE Antennas and Propagation Society (IEEE AP-S) is an international organization active in over 40 countries.

The field of interest of the IEEE AP-S Society includes antennas, including analysis, design, development, measurement, standards, and testing; radiation, propagation, and the interaction of electromagnetic waves with discrete and continuous media; and applications and systems pertinent to antennas, propagation, and sensing, such as applied optics, millimeter-and submillimeter-wave techniques, antenna signal processing and control, radio astronomy, bioelectromagnetics, and propagation and radiation aspects of terrestrial and space-based communication, including wireless, mobile, satellite, and telecommunications at all frequencies.

Imagery & Graphic Elements

The six image themes–people, technology, knowledge, connections, global, and historical–are based on the key pillars of the main IEEE Brand and reflect the IEEE 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. **Pulling images from Google is not allowed.**

Note: The IEEE Master Brand wedge is a key element of the IEEE design system. The wedge can be incorporated in any materials, however it should be done so sparingly. The wedge must be at an approved angle of either 45º or 135º. IEEE AP-S uses the wedge in green, teal, and IEEE blue.
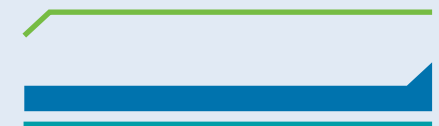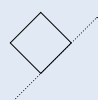
Video

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. 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 AP-S logo or IEEE.tv logo is present, the IEEE Master Brand can appear in the top right or in the opening and closing frames, rather than as a watermark throughout.

IEEE WEDGE DESIGN SYSTEM

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

Intro and End Screen Video Treatments

Make sure to leave space clearance in the lower portion of the video frame for the IEEE.tv brand watermark. Anything intended for use in that space, please contact ieee.tv for further guidance.
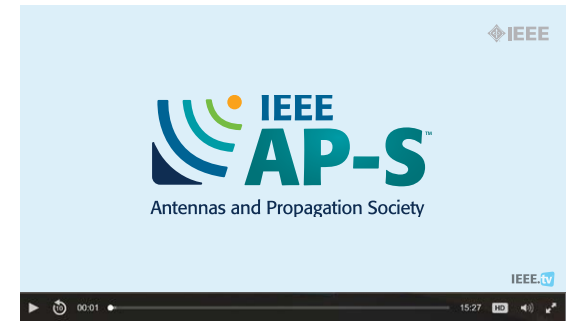
Consider using the IEEE Master Brand throughout as a watermark in the top right. It is not required to appear on every screen *but should always appear* in the beginning and ending frames.
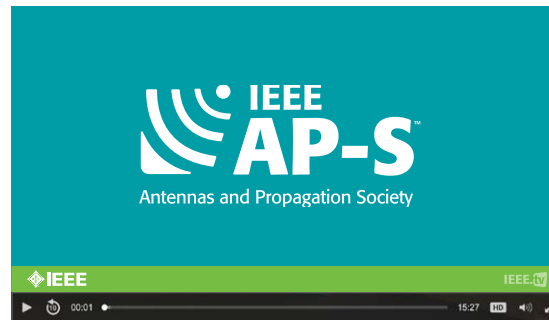
Consider use of the IEEE Wedge element as a design accent. The wedge may be shown in any of the colors from the approved IEEE color palette.

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 is not required to appear throughout, *but should appear* in the beginning and ending frames.

Social Media

All social media networks have their own set(s) of guidelines. When using the IEEE AP-S logo and the IEEE Master Brand for these applications, follow the minimum size and clear space for digital and on-screen applications.

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

Make sure that the IEEE Master Brand, sub-brand logos, and/or tagline are legible when optimized for mobile applications.

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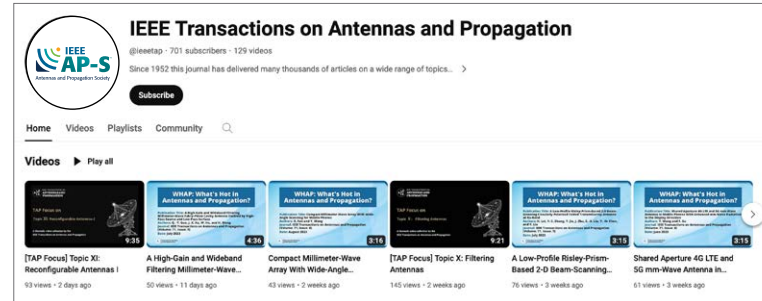▪ Font: Formata or Calibri when applicable

Color
▪ Use approved IEEE color palette

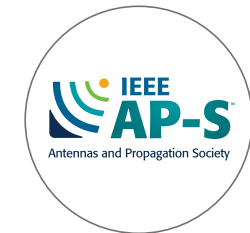Profile image, cover image, and social post/frame templates are available for use.

Note: The IEEE Social Media Policy can be found on the IEEE Brand Experience site. For questions or more information, use the brand inquiries form.
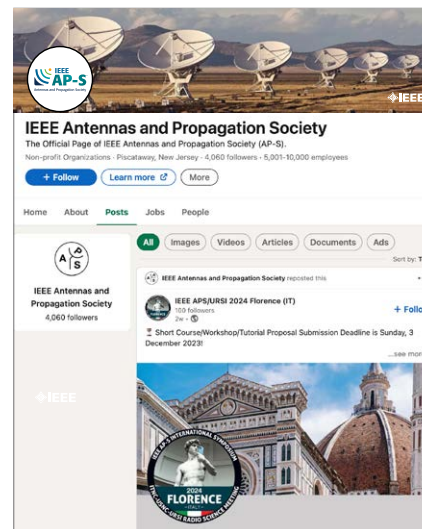
Profile Page Social Treatments

YouTube

Profile Image

LinkedIn

Facebook

The IEEE AP-S logo is placed within the bounding box dimensions allowed by Facebook, LinkedIn, and YouTube guidelines.

Social media guidelines and dimensions are constantly evolving and should be researched prior to designing graphics for any social media network. For up-to-date dimensions and guidelines, visit the most recent image size specifications for each social media network.
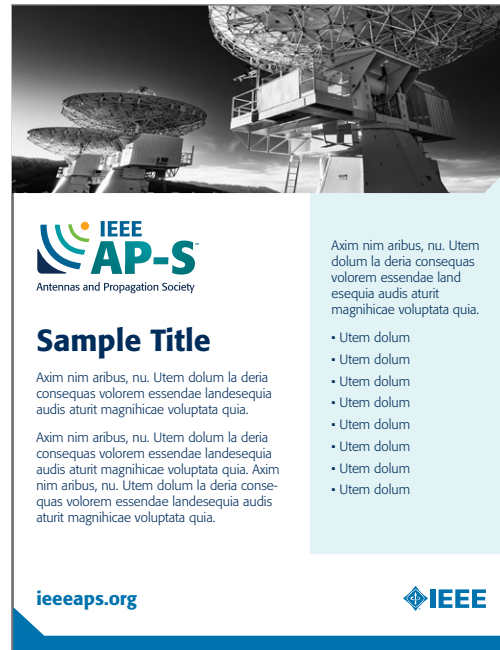
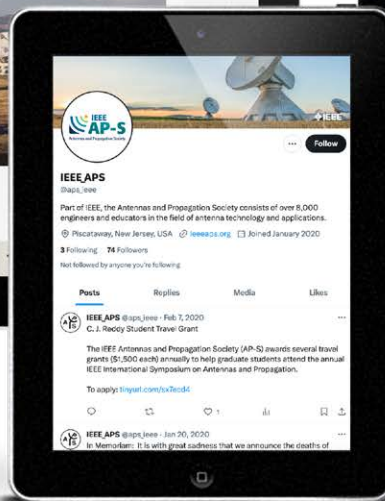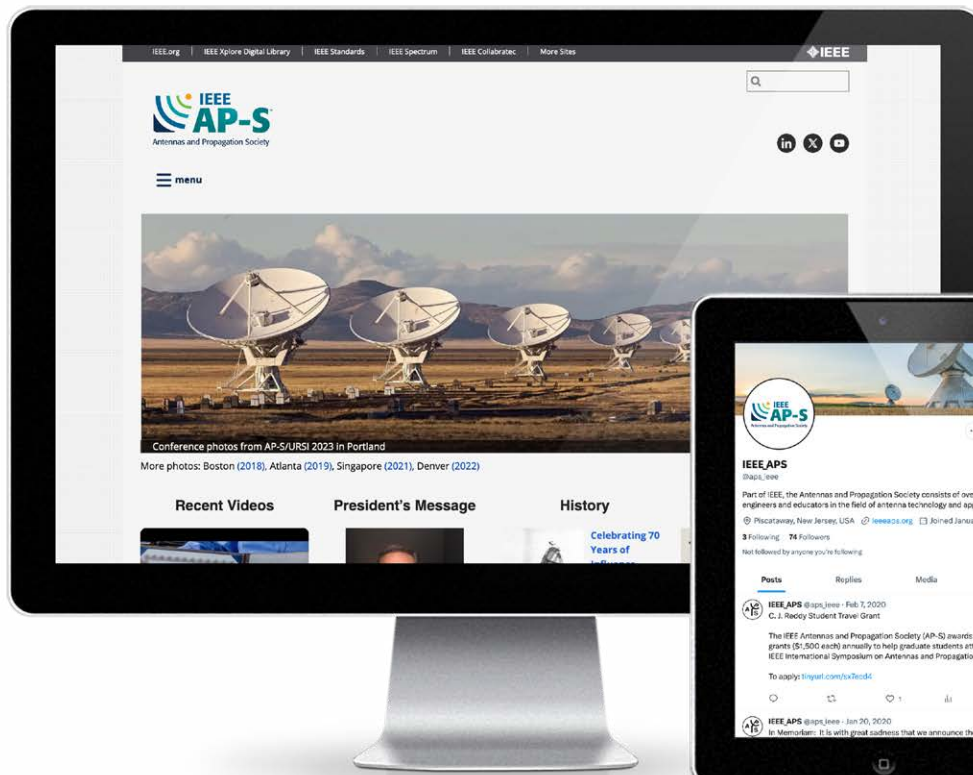# Print & Non-Screen Applications

TRIFOLD BROCHURE

PULLUP BANNER

FLYER

PROMO ITEMS

Digital & On-Screen Applications

IEEE AP-S WEBSITE

IEEE AP-S PRESENTATION

IEEE AP-S SOCIAL PROFILE

IEEE Resources & Contact

Contact

For questions or more information about the IEEE brand, please use the **IEEE brand inquiries form**.

Brand Identity Tools

IEEE Brand Experience Website

IEEE Master Brand and Logos

IEEE Brand Identity Guidelines

About IEEE

Understanding the IEEE Brand