IEEE Blockchain Identity Guidelines
Sub-brand of IEEE

blockchain.ieee.org

IEEE BLOCKCHAIN™

◆IEEE
Advancing Technology
for Humanity

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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 Brand Elements

Welcome to IEEE Blockchain

OVERVIEW

Blockchain is an open-source distributed database using state-of-the-art cryptography through a distributed ledger that enables trust among disparate individuals or third parties. Blockchain transforms the way transactions happen in the Internet age. A blockchain block is immutable, the information and details of the data contained on the blockchain are virtually impossible to change. The impact on every segment of industry and services verticals is hard to calculate.

IEEE BLOCKCHAIN INITIATIVE

The IEEE Future Directions Committee, represented by the societies of the IEEE, has approved the formation of the IEEE Blockchain initiative (BLK) effective January 1, 2018. The BLK will be the hub for all IEEE Blockchain projects and activities. The BLK encompasses a comprehensive set of projects and activities supported by the following core subcommittees: Pre/Standards, Education, Conferences and Events, Community Development and Outreach, Publications, and Special Projects.

VALUE STATEMENT

Blockchain is a new and emerging technology family positioned on the leading edge of the technology hype curve. It is not bleeding or cutting-edge technology; nor is it fully formed, standardized, or supported by best practices. The Blockchain Technical Community is highly fragmented and badly needs what IEEE can deliver: a stabilizing think space of seasoned professionals specifically trained and positioned to make a difference. Blockchain is by far the most forward thinking, impactful, and disruptive emerging technology family that the Future Directions Committee and IEEE has sought to embrace.

Please visit BLOCKCHAIN.IEEE.ORG to learn more and engage.

Resources & Contact

Welcome | Brand Elements

Brand Elements

To the right are the core elements of IEEE Blockchain brand identity—logo, color specification, and typography.

LOGO |

COLOR SPECIFICATION |

TYPOGRAPHY |

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

THE IEEE WEDGE |

IMAGERY |

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Logo | Group Identifiers | Color Variations | Minimum Size & Clear Space | Usage

Logo

PRIMARY LOGO

The IEEE Blockchain primary logo should be used in most instances.

PRIMARY LOGO

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Logo | Group Identifiers | Color Variations | Minimum Size & Clear Space | Usage
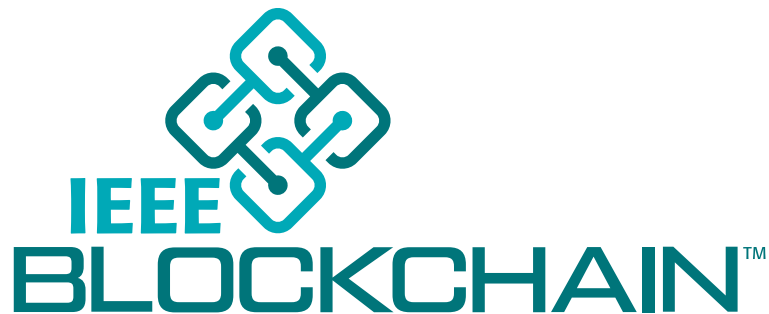
Group Identifiers

LOCAL GROUPS

When adding your Location Identifier as shown, (examples: Dallas-Fort Worth, Los Angeles) use the font Formata or Calibri in gray (Pantone Cool Gray 9) or equivalent match.

IEEE SOCIETY, COUNCIL, OR AFFINITY GROUPS

When adding your affiliated IEEE Society, Council, or Affinity Group Identifier, use the font Formata, or Calibri, in teal Pantone 320 or equivalent match.
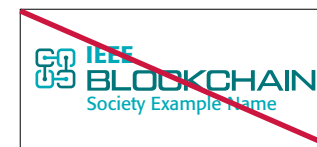
GEOGRAPHIC COMMUNITY GROUPS

When adding your Region, Section, or other IEEE Geographic Community Identifier, (examples: IEEE Region 6, IEEE– UK and Ireland Section) use the font Formata or Calibri in white inside the wedge bar.
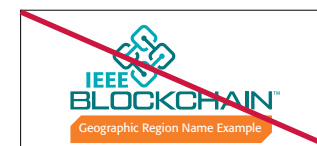
INCORRECT USAGE

Do NOT add Local Group Identifier to the logo in any spot except as shown at left.

Do NOT shift, move, or alter any of the logo elements. Use the IEEE Blockchain logo Group Identifier as shown as left.

Do NOT alter the color of any of the logo elements. Use the IEEE Blockchain logo Group Identifier colors as shown as left.

Source file templates are available for IEEE Blockchain group identifiers shown above for use in approved IEEE brand font Formata or alternate font Calibri. For questions contact branding@ieee.org.

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

Logo | Group Identifiers | Color Variations | Minimum Size & Clear Space | Usage

Color Variations

The IEEE Blockchain logo has 4 color variations.

The full color logo should be used in most instances making sure to keep a visible contrast between the logo and color backgrounds.

Black, grayscale, or white logo options are recommended on any applications where the full color logo cannot be used such as on promotional items.

See page 9-11 for usage guidelines.

FULL COLOR

BLACK

WHITE

GRAYSCALE VARIATION
(Black and gray)

IEEE Blockchain logo placed on gray background for illustrative purposes only.

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Logo | Group Identifiers | Color Variations | Minimum Size & Clear Space | Usage

Minimum Size

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

PRINT & NON-SCREEN

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

.875 inches
22.225 millimeters

DIGITAL & ON-SCREEN

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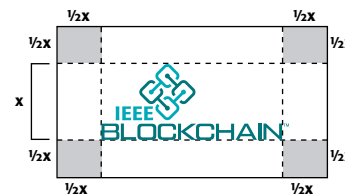
100 pixels

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.
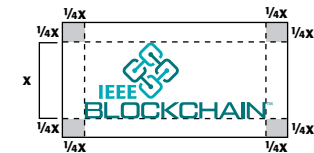
PRINT & NON-SCREEN

A clear space equal to or greater than "$\frac{1}{2}$x" is required on all sides surrounding the IEEE Blockchain logo in printed applications.

DIGITAL, ON-SCREEN, & PROMOTIONAL ITEMS

A clear space equal to or greater than "$\frac{1}{4}$x" is required on all sides surrounding the IEEE Blockchain logo for digital and promotional applications.

Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Blockchain logo.

Logo   Group Identifiers   Color Variations   Minimum Size & Clear Space   Usage

Background Control   Incorrect Usage   Brand Design Element

Background Control

When placing the IEEE Blockchain 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).

At no time should a white background be used behind the icon within the logo.

CORRECT USAGE

Full color IEEE Blockchain logo on light background.

Black IEEE Blockchain logo on light background.

White IEEE Blockchain logo on a dark background.

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

INCORRECT USAGE

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

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

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

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

Resources & Contact

Incorrect Usage

IEEE Blockchain logo configurations and usage outside of established specifications and guidelines negatively impact the IEEE Blockchain brand, and over time, can reduce the value of the brand.

Modifications and/or distortions are strictly prohibited.
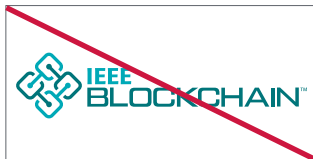
Do NOT rearrange, reconfigure, change the size, and/or placement of the IEEE Blockchain logo.

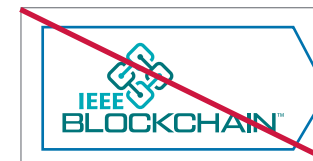Do NOT distort, stretch, and/or squeeze the IEEE Blockchain logo.

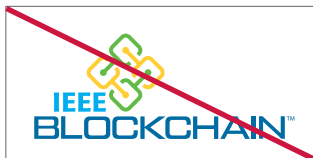Do NOT place the IEEE Blockchain logo at an angle.

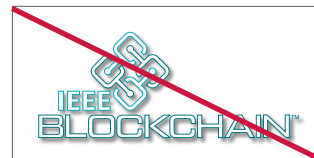Do NOT use any colors other than the 2 approved colors: Teal (PMS 320), and Dark Teal (PMS 322).

Do NOT use a white background inside the icon of the IEEE Blockchain logo when using the black or white versions.

Do NOT add containment shapes to the IEEE Blockchain logo.

Do NOT make the IEEE Blockchain logo different color combinations.

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

Do NOT add any text to the IEEE Blockchain logo except for approved instances for group identifers found on page 12.

Brand Design Element

The IEEE Blockchain "chains" are a prominent part of the logo as well as the brand. The "chains" icon can be used separately from the IEEE Blockchain logo as a design element on print and web applications.

When using the "chains" icon separately, they should be used as a watermark or ghosted design element and must never be used at 100% opacity. A 25% or 10% opacity is recommended.

The "chains" icon can bleed off the edge.

The "chains" icon should never be rotated. It should stay in the same orientation as shown in the IEEE Blockchain logo.
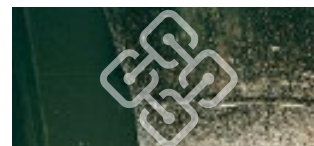
25%   10%
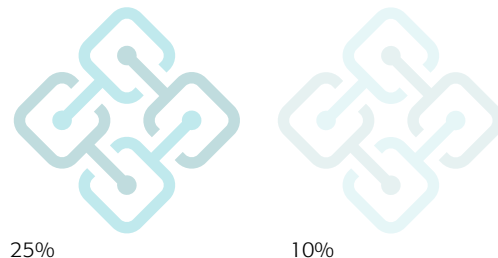
CORRECT USAGE

Full color 50% IEEE Blockchain icon on light background.

Reversed 50% IEEE Blockchain icon on teal (PMS 320) background.

Reversed 50% IEEE Blockchain icon on a dark background.

Reversed 50% IEEE Blockchain icon on a dark image (minimal detail in area behind the logo).

INCORRECT USAGE

Do NOT rotate the IEEE Blockchain icon.

Do NOT use the IEEE Blockchain icon at 100% opacity.

Do NOT use the reversed/white IEEE Blockchain icon on a light background.

Do NOT place the IEEE Blockchain icon on a dark/complex image.

Color Palette

Color Specification

A color palette, deriving from the colors used in the IEEE Blockchain 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.

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.
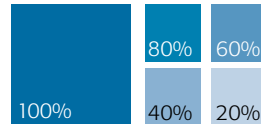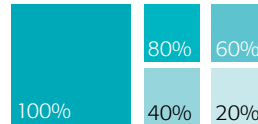
PANTONE (SPOT)
PMS 3015
CMYK
C100 M35 Y3 K21
RGB
R0 G98 B155
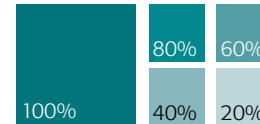**Hexidecimal/Web**
#00629B
RAL
5007

PANTONE (SPOT)
PMS 320 C
CMYK
C96 M0 Y31 K2
RGB
R0 G156 B166
Hexidecimal/Web
#009CA6
RAL
5018

PANTONE (SPOT)
PMS 322 C
CMYK
C97 M9 Y39 K34
RGB
R0 G115 B119
Hexidecimal/Web
#007377
RAL
5021
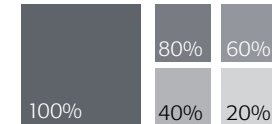
PANTONE (SPOT)
PMS Cool Gray 9 C
CMYK
C30 M22 Y17 K57
RGB
R117 G120 B123
Hexidecimal/Web
#75787B
RAL
9023

PANTONE (SPOT)
PMS Process Black
CMYK
C0 M0 Y0 K100
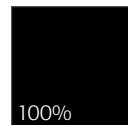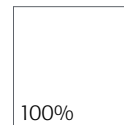**RGB**
R0 G0 B0
Hexidecimal/Web
#000000
RAL
9017

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

Primary & Secondary Typefaces   Alternate Typefaces

IEEE 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.

PRIMARY TYPEFACE

Formata is the IEEE as well as the IEEE Blockchain 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 14.

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.

When Adobe Caslon Pro is not available, use the alternate typefaces specifed on page 14.

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

Resources & Contact

Primary & Secondary Typefaces   Alternate Typefaces

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, Microsoft Word, and websites.

If needed, the font Verdana may be used.

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

If needed, Times New Roman may be used.

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.
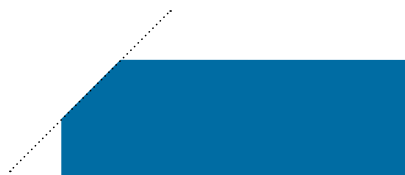
Use of the Wedge

In addition to the IEEE Blockchain colors and typography, the IEEE Master Brand 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
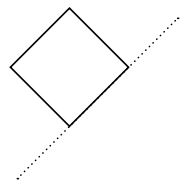
IEEE WEDGE

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°.
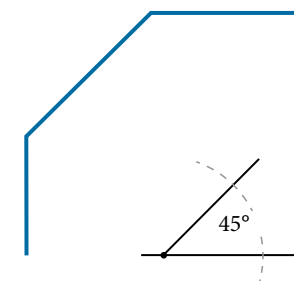
THE WEDGE CAN BE USED IN A FEW DIFFERENT WAYS:

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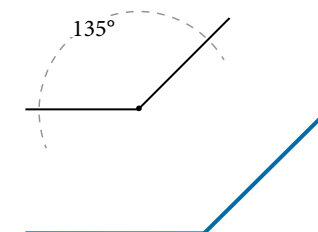▪ as a background panel
▪ as a design accent

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°

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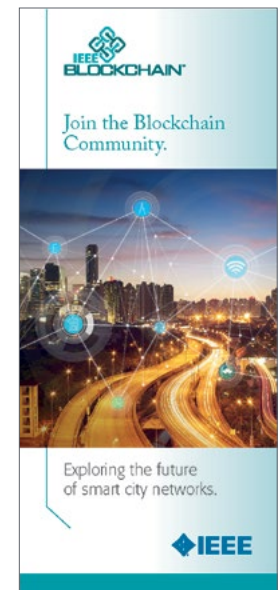
Royalty-free images are available to purchase from various stock photography collections on the web for a one-time fee for usage in an unlimited number of applications, an unlimited number of times. The cost is based on file size, not usage. Pulling images from Google is not allowed. Any questions please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

Resources & Contact

TOC | Overview | Logo Variations | Color Specifications | Typography | IEEE Wedge Element | Imagery | Video & Social Media | Applications

Introduction   Usage

General Imagery Usage

IEEE Blockchain imagery should be shown in full color. 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.

- 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.

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

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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 Blockchain 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.

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 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.

Video Guidelines   Social Media Guidelines

Social Media Guidelines

IEEE Blockchain Initiative manages IEEE Blockchain's social media presence, including the official IEEE Blockchain Facebook page and the Blockchain Community on IEEE Collabratec®. Blockchain local groups are empowered to manage their own Collabratec groups to network, communicate and collaborate.

Visit www.ieee-collabratec.ieee.org

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. When using the IEEE Blockchain logo and the IEEE 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 IEEE Blockchain logo and IEEE Master Brand should be as large as possible within the given space, including when resized for mobile environments.

Size and Font
- Clear Space: Equal to or greater than ½x
- Master Brand Minimum Width: 100 pixels
  See page 8 for minimum size and clear space
- Font: Formata or Calibri

Color
- Must be from approved IEEE color palette

FOR IEEE BLOCKCHAIN ADMINS ONLY:

PROFILE IMAGE:

The IEEE Blockchain logo is placed within bounding box dimensions allowed by Facebook guidelines. The profile icon is 180 px x 180 px.

COVER IMAGE:

The optimal size for a Facebook cover photo is 828 x 465 pixels. The Facebook cover image area is 851 pixels wide and 315 pixels tall for desktop, 640 pixels wide by 360 pixels tall for mobile. Use this area to further personalize the individual IEEE Blockchain group, with use of related graphics or photographic imagery. When combining the IEEE Blockchain logo with another logo to identify your group, such as an IEEE Blockchain Region, Section or Chapter logo, do NOT alter established brand logos. Refer to the examples on page 4 and 16 of this document for using multiple logos. You can also find more brand-compliant examples of how to use multiple logos together on page 10 of the main IEEE Brand Identity Guidelines, available for download on the IEEE Brand Experience site.

TWITTER PAGE (MOBILE)

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

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.

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Print & Non-Screen   Digital & On-Screen

Print & Non-Screen Applications
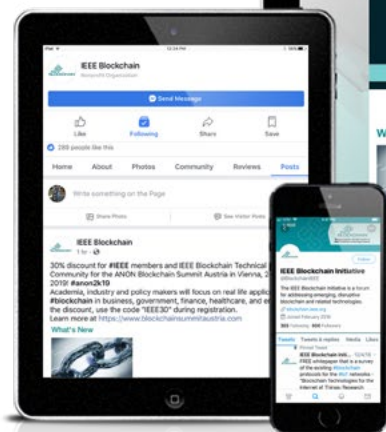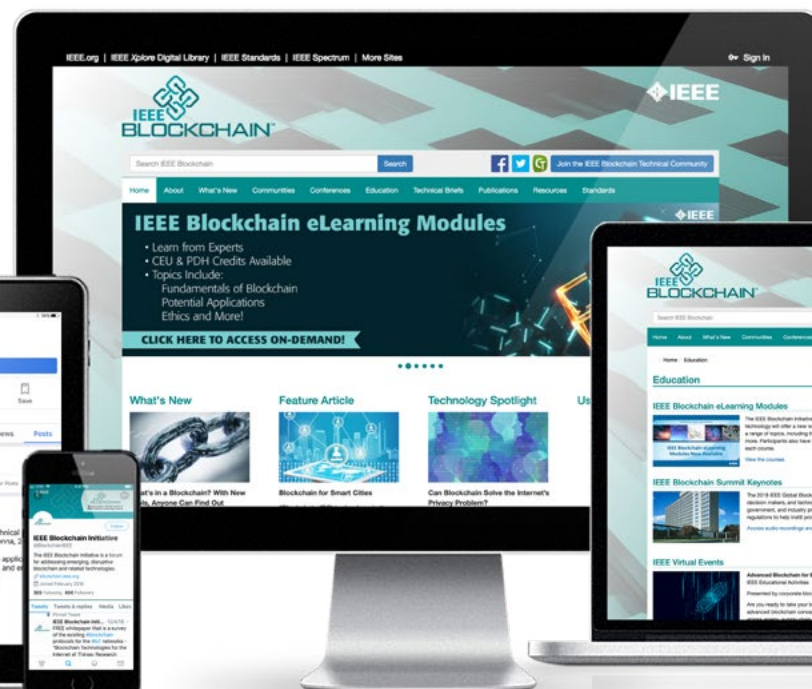

POSTER

TRI-FOLD BROCHURE

PULL UP BANNER

When using the IEEE Blockchain logo in print materials, follow the brand guidelines for the IEEE Master Brand found at ieee.org/about/toolkit/tools/index.html
Any questions please email branding@ieee.org.
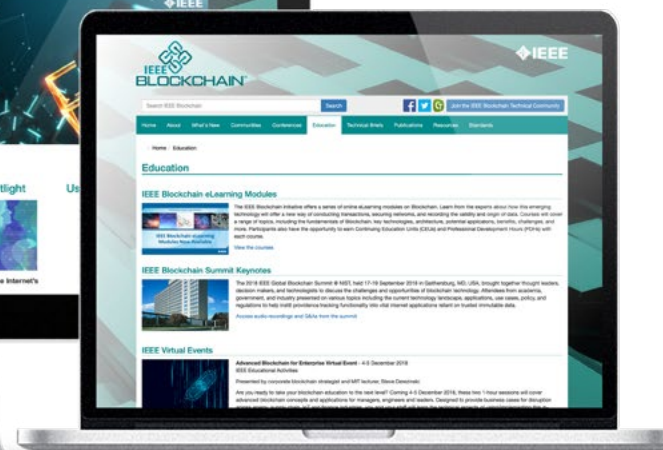
Print & Non-Screen   Digital & On-Screen

Digital & On-Screen Applications

WEBSITE

SOCIAL MEDIA PROFILES

IEEE BLOCKCHAIN WEBSITE

When using the IEEE Blockchain logo in digital materials, follow the brand guidelines for the IEEE Master Brand found at ieee.org/about/toolkit/tools/index.html
Any questions please email branding@ieee.org.

Resources & Contact

IEEE Resources & Contact

IEEE Brand Identity Tools

IEEE Brand Identity Toolkit

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