



## IEEE Entrepreneurship Identity Guidelines

Sub-brand of IEEE  
[entrepreneurship.ieee.org](http://entrepreneurship.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 Entrepreneurship

IEEE Entrepreneurship is a public community for technology startups, young professionals, investors, and venture capital organizations. This community facilitates discussions regarding technology entrepreneurship, marketization, manufacturing, investment, and beyond.

## IEEE Entrepreneurship is committed to:

1. Engaging IEEE audiences with an entrepreneurial interest:
  - Entrepreneurs: aspiring, early-stage, and seasoned founders
  - Technology professionals working in startups
  - Vendors and service providers for startup businesses
  - IEEE intrapreneurs
2. Inspiring a global entrepreneurship ecosystem within IEEE
3. Delivering locally a global connection to the IEEE entrepreneurship community

**For more information, and to join the IEEE Entrepreneurship, please visit [entrepreneurship.ieee.org](https://entrepreneurship.ieee.org)**

If you plan to use the IEEE Entrepreneurship brand or hold an IEEE Entrepreneurship event, please email [entrepreneurship@ieee.org](mailto:entrepreneurship@ieee.org) in order to ensure that your event can be included in the global communications.

# 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 the IEEE Entrepreneurship visual identity—logo, color palette, and fonts.

LOGO | [PAGE 5](#)



COLOR SPECIFICATIONS | [PAGE 12](#)



TYPOGRAPHY | [PAGES 13-14](#)

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

GRAPHIC ELEMENTS | [PAGE 11](#)



IMAGERY | [PAGES 16-17](#)



## Logo Variations

### PRIMARY LOGO

The horizontal IEEE Entrepreneurship logo should be used in most instances.

### STACKED LOGO

A stacked logo is also available when a horizontal logo cannot be used, and for social media applications.

### STARS LOGO

The IEEE Entrepreneurship STARS logo is an honor that is awarded to those who meet a certain criteria. It is a privilege of being an IEEE Entrepreneurship STARS cohort. This logo is **ONLY** to be used if awarded.

### IDENTIFIER LOGOS

Currently, location/Region Identifier logos are available for Pittsburgh, India, Cyprus, and Boston. For access to these identifiers or for information about additional location identifiers, contact [branding@ieee.org](mailto:branding@ieee.org).

### PRIMARY LOGO



### STACKED LOGO



### STARS LOGO



### LOCATION/REGION IDENTIFIERS



## Logo Lock-Ups

The IEEE Entrepreneurship logo can be locked up with the IEEE Master Brand or other logos but should always be separated with a yellow or purple dividing line.

### PRIMARY LOGO AND IEEE MASTER BRAND

When using the IEEE Entrepreneurship logo and IEEE Master Brand together, the IEEE Master Brand should always be black when on a light background or white when on a dark background.

### LOCK-UP FLAG

When possible, use the “flag” lockup when using the stacked IEEE Entrepreneurship logo with the IEEE Master Brand.

On all lock-ups, make sure to follow proper minimum and clear space.

### IEEE ENTREPRENEURSHIP LOGO AND IEEE MASTER BRAND LOCK-UP



### IEEE ENTREPRENEURSHIP LOGO AND IEEE MASTER BRAND LOCK-UP ON PURPLE



### IEEE ENTREPRENEURSHIP LOGO AND IEEE MASTER BRAND FLAG LOCK-UP



### IEEE ENTREPRENEURSHIP LOGO AND IEEE MASTER BRAND FLAG LOCK-UP ON PURPLE



# Color Variations

The IEEE Entrepreneurship logo has four 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.

A reversed logo is available and when possible should be used on a purple background. The reversed logo can also be used on a black or gray background.

FULL COLOR



REVERSED LOGO ON PURPLE



REVERSED ON BLACK



REVERSED ON GRAY



IEEE Entrepreneurship logo placed on black and gray backgrounds for illustrative purposes only.

## Minimum Size

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

### PRINT & NON-SCREEN

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



.875 inches  
22.225 millimeters



.875 inches  
22.225 millimeters

Special instances may apply where this may need to be used smaller such as in certain, small web ads.

### DIGITAL & ON-SCREEN

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



100 pixels



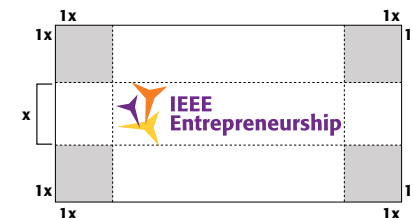
100 pixels

## 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 Entrepreneurship 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 Entrepreneurship 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 Entrepreneurship logo.



## Background Control

When placing the IEEE Entrepreneurship 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 Entrepreneurship logo on light background.



Reversed IEEE Entrepreneurship logo on purple (PMS 2623) background.



Reversed IEEE Entrepreneurship logo on a dark background.



Reversed IEEE Entrepreneurship logo on a dark image (minimal detail in area behind the logo).

### INCORRECT USAGE



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



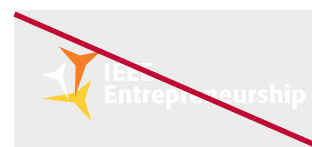
Do NOT put the full color IEEE Entrepreneurship logo on a black background.



Do NOT put the color IEEE Entrepreneurship logo on a colored background that competes with the colors in the logo.



Do NOT put the full color or reversed IEEE Entrepreneurship logo on a yellow background.



Do NOT put the reversed IEEE Entrepreneurship logo on a light background.



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

## Incorrect Usage

IEEE Entrepreneurship logo configurations and usage outside of established specifications and guidelines damage the IEEE Entrepreneurship 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, change the size, and/or placement of the IEEE Entrepreneurship logo.



Do NOT use any colors other than the 2 approved colors: Purple (PMS 2612), Orange (PMS 158), and Yellow (PMS 123).



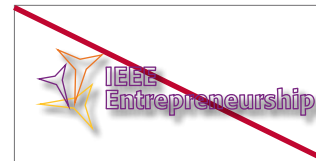
Do NOT encroach on established clear space. When using the IEEE Entrepreneurship logo with the IEEE Master Brand make sure to use the proper clear space as well as the correct lock-up version.



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



Do NOT change the color, size, and/or placement of the IEEE Entrepreneurship stars icon.



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



Do NOT place the IEEE Entrepreneurship logo at an angle.



Do NOT add containment shapes to the IEEE Entrepreneurship logo.



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

## Brand Design Element

The IEEE Entrepreneurship “stars” are a prominent part of the logo as well as the brand. The “stars” can be used separately from the IEEE Entrepreneurship logo as a design element on print and web applications.

When using the “stars” as a watermark or ghosted design element, they should be used at 50% or 25% opacity. The “stars” can be used at 100% opacity, IF they are the only design element used and no imagery is shown. The “stars” can bleed off the edge. ([See application examples on page 21](#)).

The “stars” should never be rotated. They should stay in the same orientation as shown in the IEEE Entrepreneurship logo.



### CORRECT USAGE



Full color 25% IEEE Entrepreneurship stars on light background.



Reversed 100% IEEE Entrepreneurship stars on purple (PMS 2612) background.



Reversed 100% IEEE Entrepreneurship stars on a dark background.



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

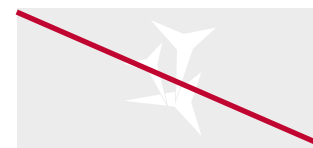
### INCORRECT USAGE



Do NOT use the IEEE Entrepreneurship stars at an opacity lower than 25%.



Do NOT put the full color or reversed IEEE Entrepreneurship stars on a yellow or competing background.



Do NOT use the IEEE Entrepreneurship stars in white.



Do NOT place the IEEE Entrepreneurship stars on a dark/complex image.

## Color Specifications

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

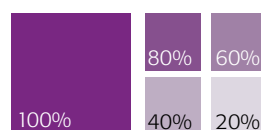
- Recommended tints for use of these colors are included.
- The recommended type color (black or white) is indicated in the percentage labels.

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.



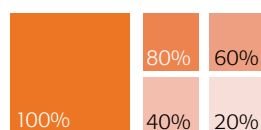
**PANTONE (SPOT)**  
PMS 2612 C

**CMYK**  
C67 M100 Y0 K5

**RGB**  
R119 G37 B131

**Hexidecimal/Web**  
#772583

**RAL**  
4006



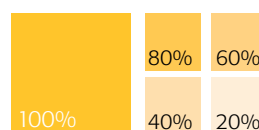
**PANTONE (SPOT)**  
PMS 158 C

**CMYK**  
C0 M62 Y95 K0

**RGB**  
R232 G119 B34

**Hexidecimal/Web**  
#E87722

**RAL**  
2011



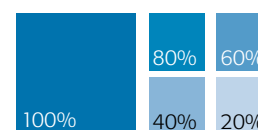
**PANTONE (SPOT)**  
PMS 123 C

**CMYK**  
C0 M19 Y89 K0

**RGB**  
R255 G199 B44

**Hexidecimal/Web**  
#FFC72C

**RAL**  
1018



**PANTONE (SPOT)**  
PMS 3015

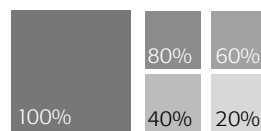
**CMYK**  
C100 M35 Y3 K21

**RGB**  
R0 G98 B155

**Hexidecimal/Web**  
#00629B

**RAL**  
5007

The PMS 3015 swatch is not a main part of the IEEE Entrepreneurship palette but is used in situations where the overarching IEEE brand is the focus.



**PANTONE (SPOT)**  
PMS Cool Gray 9 C

**CMYK**  
C30 M22 Y17 K57

**RGB**  
R117 G120 B123

**Hexidecimal/Web**  
#75787B

**RAL**  
9023



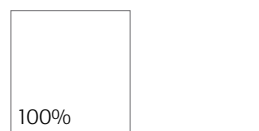
**PANTONE (SPOT)**  
PMS Process Black

**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

# 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 Entrepreneurship 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. 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 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*

**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](mailto: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, Microsoft Word, and websites.

#### 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?

  
 Sans serif font

Sans serif fonts do not have projections.

  
 Serif font

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

## IEEE Master Brand Wedge Element

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

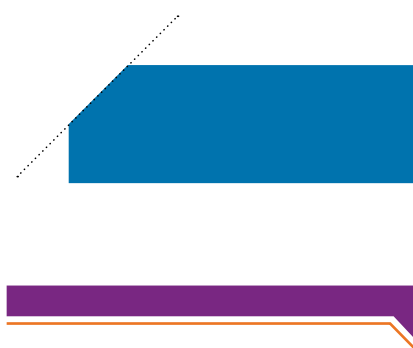
### USE OF THE WEDGE

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:

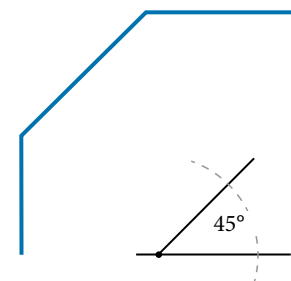
- within the frame of an image
- within a graphic box that holds text
- as a background panel
- as a design accent

#### WEDGE RATIO

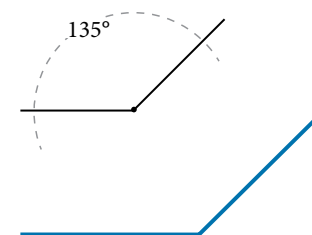
The dimensions of the wedge should increase or decrease in proportion to the size of the page layout.

See [pages 20–22](#) 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. Using images from Google is not allowed. Any questions please email [branding@ieee.org](mailto:branding@ieee.org).



## General Imagery Usage

**IEEE Entrepreneurship 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 that 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.



POSTCARD



BANNER

## Video Guidelines

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

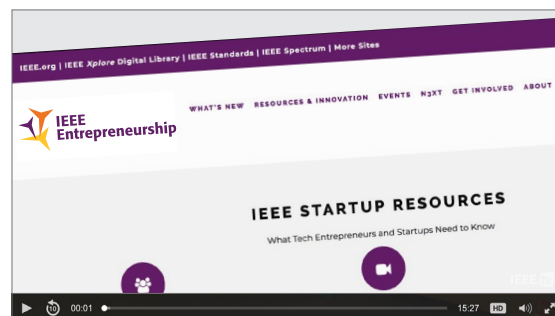
### WATERMARK

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 Entrepreneurship 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 color accents from [page 12](#) of these guidelines.



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.

## Title Bar Banners

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

### LOWER THIRD TEMPLATES

If a title bar is needed in a video, lower third templates are available for use. For access to these templates or for information about lower third templates available, contact [branding@ieee.org](mailto:branding@ieee.org).



# Social Media Guidelines

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. **The IEEE Entrepreneurship logo should be used on all social media 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 Entrepreneurship 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 Entrepreneurship 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 Calibri

## Color

- Must be from approved IEEE color palette

## STACKED SOCIAL MEDIA LOGO



Resized IEEE Entrepreneurship logo for social media applications.



## REGION/LOCATION IDENTIFIERS



Use this format to include text that indicates IEEE Entrepreneurship represented by a Region, Section, Student Branch, or Chapter.

## GROUP NAMES:

For consistency in naming conventions and alignment across all IEEE Entrepreneurship Locations/Regions, the actual social media profile names should follow this format: "IEEE Entrepreneurship – Name of Location/Region". For access to these identifiers or for information about additional location identifiers, contact [branding@ieee.org](mailto:branding@ieee.org).



## PROFILE IMAGE:

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

## COVER IMAGE:

A Facebook cover image displays at 820 pixels wide by 312 pixels tall on computers and 640 pixels wide by 360 pixels tall on mobile. Use this area to further personalize the individual IEEE Entrepreneurship group, with use of related graphics or photographic imagery. Keep in mind, Facebook cover images display differently on mobile and desktop devices. It is best to check Facebook dimensions when rolling out social graphics to ensure the latest dimensions and "safe zone" requirements.

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](mailto:branding@ieee.org).

## Print & Non-Screen Applications



BANNERS

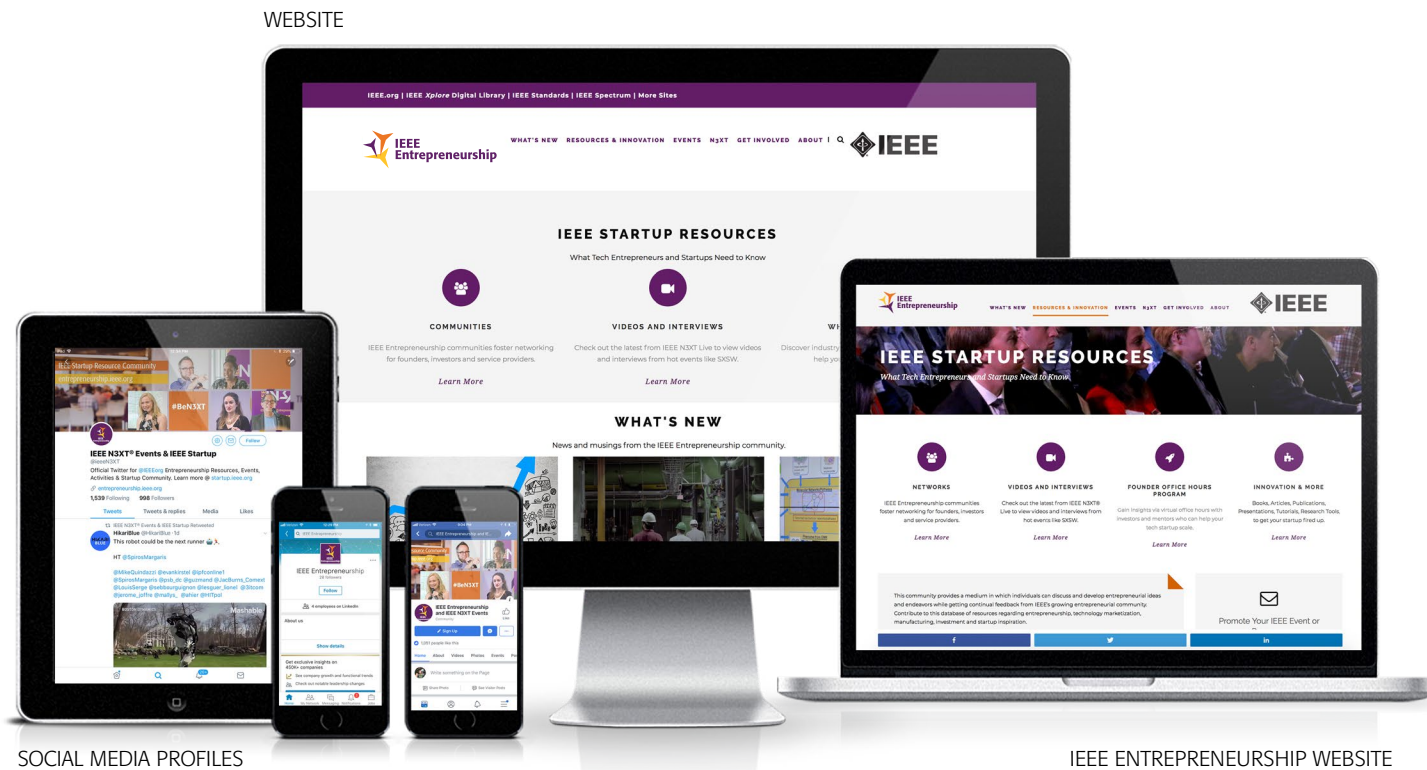
FLYER

PRINT AD

When using the IEEE Entrepreneurship logo in print materials, follow the brand guidelines for the IEEE Master Brand, found at [ieee.org/about/toolkit/tools/index.html](https://ieee.org/about/toolkit/tools/index.html). Any questions, please email [branding@ieee.org](mailto:branding@ieee.org).



## Digital & On-Screen Applications



SOCIAL MEDIA PROFILES

IEEE ENTREPRENEURSHIP WEBSITE

When using the IEEE Entrepreneurship logo in digital materials, follow the brand guidelines for the IEEE Master Brand, found at [ieee.org/about/toolkit/tools/index.html](http://ieee.org/about/toolkit/tools/index.html). Any questions, please email [branding@ieee.org](mailto:branding@ieee.org).

## 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](mailto:branding@ieee.org)

