

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 (i.e. sub-brands). This guide provides a high-level overview of how the wordmark for the IEEE Foundation should be used.

The IEEE Foundation wordmark should be used on all print and digital applications that it produces. The IEEE Master Brand must also appear on any IEEE Foundation materials unless there is a space issue (i.e. giveaways, social graphics). It can be used in the top or bottom right corner (separate from the IEEE Foundation wordmark) or it can appear as a lock-up with the two marks together. It is preferred the IEEE Foundation wordmark be in IEEE Blue, black, or white, although in special cases another color from the IEEE color palette can be used. The IEEE Master Brand can only be shown in IEEE Blue, black, or white. *Application examples are shown on next page.*

### USAGE

#### Minimum Size

Minimum size restrictions ensure proper visibility and legibility on both and print and digital assets. The appropriate minimum sizes for both the IEEE Foundation wordmark and the IEEE Master Brand are shown below.

##### Print & Non-Screen

**IEEE  
Foundation**

1.875 inches  
47.625 millimeters

##### Digital and On-Screen

**IEEE  
Foundation**

135 pixels



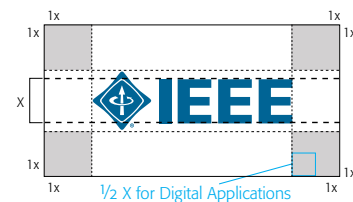
.875 inches  
22.225 millimeters



100 pixels

#### Clear Space

Clear space ensures that other images, graphics and text do not compete with the IEEE Foundation wordmark and/or the IEEE Master Brand. Do not place any elements inside this space. X = height of the tallest letter all around in Print and Non-Screen. 1/2 X = one half height of the tallest letter all around in Digital and On-Screen.



### TYPOGRAPHY

The typefaces used to represent IEEE and its sub-brands have been carefully chosen for ease of communications and for their legibility, flexibility, and adaptability with the other design elements.

The Formata font family is the primary typeface for use on IEEE communications. Adobe Caslon Pro is the secondary typeface. Calibri is the alternate typeface to be used on all screen-based applications, such as PowerPoint and Microsoft Word. Open Sans is the preferred web font for use on all websites.

##### PRIMARY:

Formata

##### SECONDARY:

Adobe Caslon Pro

##### ALTERNATE:

Calibri

##### WEBSITES:

Open Sans

### COLOR SPECIFICATION

The IEEE Foundation wordmark has adopted the color palettes established for the IEEE Master Brand, with IEEE Blue (PMS 3015 C) as the primary brand color. Expanded bright and dark color palettes are available for use across sub-brands and as accent colors on print and digital applications. A user-friendly, [quick reference guide](#) for the IEEE color palette is available on the Brand Experience website.

PANTONE (SPOT)

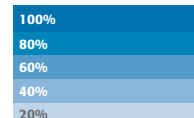
**PMS 3015 C**

CMYK  
C100 M35 Y3 K21

RGB  
R0 G98 B155

Hexidecimal/Web  
#00629b

RAL  
5007



#### Bright Color Palette



#### Dark Color Palette

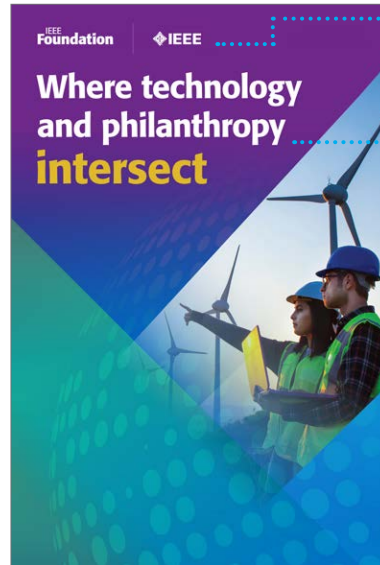


## APPLICATION EXAMPLES

In all executions, the first instance of the name should be referred to as the "IEEE Foundation" in text. All print and digital applications should incorporate the design elements as shown in the examples provided. All applications must adhere to the brand identity guidelines and should include the IEEE Master Brand if the space allows. The guidelines for the IEEE Master Brand can be found at: [brand-experience.ieee.org/guidelines/brand-identity/](http://brand-experience.ieee.org/guidelines/brand-identity/)

The IEEE Foundation guidelines can be found at: [www.ieeefoundation.org/brand-toolkit/](http://www.ieeefoundation.org/brand-toolkit/)

## Print & Non-Screen Applications



BACKDROP BANNER

Wordmark & IEEE Master Brand lock-up

Formata Primary Typeface



IEEE Master Brand

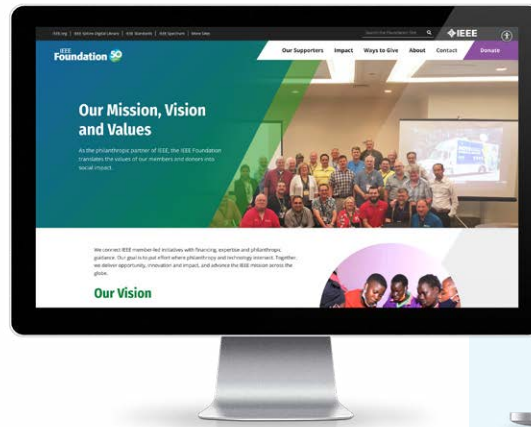
TABLE TOP BANNER

## Digital & On-Screen Applications

The IEEE Foundation wordmark should appear on all social media image posts and if room allows the IEEE Master Brand should be included.



SOCIAL MEDIA GRAPHIC



WEBSITE

All applications use IEEE brand approved colors



PARTNER WEBSITE

## PROGRAM PARTNER USE

It is encouraged that the IEEE Foundation wordmark and/or the Donor Support Seal be used when promoting IEEE donor-supported programs made possible in whole or in part by giving to the IEEE Foundation. The wordmark, lock-up, or Donor Support Seal should appear on print and digital collateral, social graphics, event materials, and donation solicitations to show the breadth and depth of the impact that donors to the IEEE Foundation have across the Institute.

Partner branding with IEEE Foundation wordmark

### Donor Support Seal



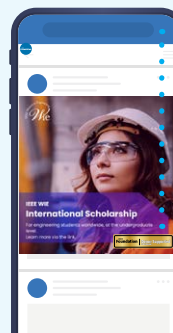
The Donor Support Seal is available in square and horizontal formats.

### Text Treatment Lock-Up



The program partner name may be typeset and used in a lock-up with the IEEE Foundation wordmark.

Partner branding with IEEE Donor Support Seals



PARTNER SOCIAL GRAPHIC



PARTNER POWERPOINT TEMPLATE