

# IEEE Geographic Communities Identity Guidelines

Includes brand treatments for IEEE Regions, Sections, Technical Chapters, Student Branches and Chapters, and Affinity Groups.

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[www.ieee.org/Master Brand](http://www.ieee.org/Master Brand)



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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 Geographic Communities

IEEE is a recognized global leader in fostering world-changing technologies—from computing and sustainable energy systems to aerospace, communications, healthcare, and robotics.

Local geographic organizational units—or, “IEEE Geographic Communities” across the globe provide unique opportunities for members to attend technical presentations, create strong peer-to-peer connections, and participate in leadership opportunities that can make a positive distinction in IEEE members’ jobs and careers, and to impact our core mission of Advancing Technology for Humanity.

There are many different types of local units.

IEEE is divided into ten worldwide geographic regions. Within the regions, there are local sections, chapters, student branches, affinity groups, and other special interest groups. Every member is automatically assigned to a local Section, based on where the individual resides. These sub-units within the Sections give members the opportunity to network and participate in activities within their discipline or interest, and explore their technical and humanitarian interests as a community.

**Your adherence to these guidelines guarantees the continued integrity and leadership of the IEEE Brand in the global technology community.**

## IEEE Geographic Communities Sub-Brand Architecture

The success of the IEEE Brand depends on the structure of its brand architecture. Along with, Corporate Branding, Endorsed Branding, and Individual Branding, the IEEE Geographic Communities Branding category is divided into subcategories:

### IEEE Regions 1-10

IEEE Regions are geographically-based communities of them world. IEEE is divided into ten worldwide geographic Regions.

#### Brand Alignment

- Member outreach at both the local and global level
- Geographically-based communities around the world

See [page 5](#) of this document.

### IEEE Sections and Sub-Sections

There are local sections and sub-sections within the IEEE Regions.

See [page 18](#) of this document.

### IEEE Technical Chapters

Chapters are a technical sub-unit of one or more IEEE Sections. Technical Chapters are a local link to the valuable resources available from IEEE and the IEEE Technical Societies and Councils.

See [page 21](#) of this document.

### IEEE Student Branches & Chapters

There are thousands of IEEE Student Branches throughout the world, connecting local professionals, academics, and the IEEE organization at large.

See [page 24](#) of this document.

### IEEE Affinity Groups & Special Interest Groups

Affinity Groups are non-technical sub-units of one or more Sections or Councils.

Special Interest Groups are also unique, geographic communities that are local units of IEEE organizational units, or standing committees.

See [page 28](#) of this document.

For more information about the IEEE Sub-Brand Architecture & Alignment Groups, contact [branding@ieee.org](mailto:branding@ieee.org)

# IEEE Regions Identity Guidelines

IEEE Regions are geographically-based communities of the world. IEEE is divided into ten worldwide geographic Regions. Guidelines for Regions 1-10 are included in this document.

**OVERVIEW**

IEEE Region Identifiers and 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 Region Identifiers visual identity—brand mark, color palette, and fonts.

Horizontal, stacked, text-only, and wedge block sub-brand treatments are available for each Region. See [pages 7-16](#) for your specific region.

IEEE REGIONS HORIZONTAL IDENTIFIER



IEEE REGIONS STACKED IDENTIFIER



IEEE REGIONS TEXT-ONLY IDENTIFIERS



IEEE REGIONS WEDGE BLOCK



COLOR SPECIFICATIONS



IEEE Regions may use any approved color from the IEEE color palette.

TYPOGRAPHY

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

GRAPHIC ELEMENTS



MAP ELEMENTS



REGION 1 identifiers are shown for illustrative purposes only. See pages 7-16 for your specific region. Additional, special use cases for branding of IEEE Regions may also apply.

# IEEE Region 1 Identifier

IEEE Region 1 has four types of identifier treatments—horizontal, stacked, text-only, and a wedge block. On all identifiers, make sure to follow proper minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines.

Each horizontal, stacked, and text-only region treatment includes an IEEE blue, reversed light blue, and white version. A map icon specific to the region is used with the horizontal and stacked identifier treatment. A wedge block is also available for social media and favicon purposes.\*

The letters I-E-E-E are used above the treatment. A map icon specific to the region is located on the right-hand side of the horizontal identifier and below the stacked identifier.

## HORIZONTAL IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

## STACKED IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

## DIGITAL & ON-SCREEN APPLICATIONS



## WEDGE BLOCK



## TEXT-ONLY IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

\*Additional, special use cases for branding of IEEE Regions may also apply. For more information about the Region and Section treatments, contact [branding@ieee.org](mailto:branding@ieee.org)

# IEEE Region 2 Identifier

IEEE Region 2 has four types of identifier treatments—horizontal, stacked, text-only, and a wedge block. On all identifiers, make sure to follow proper minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines.

Each horizontal, stacked, and text-only region treatment includes an IEEE blue, reversed light blue, and white version. A map icon specific to the region is used with the horizontal and stacked identifier treatment. A wedge block is also available for social media and favicon purposes.\*

The letters I-E-E-E are used above the treatment. A map icon specific to the region is located on the right-hand side of the horizontal identifier and below the stacked identifier.

## HORIZONTAL IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

## STACKED IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

## DIGITAL & ON-SCREEN APPLICATIONS



## WEDGE BLOCK



## TEXT-ONLY IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

\*Additional, special use cases for branding of IEEE Regions may also apply. For more information about the Region and Section treatments, contact [branding@ieee.org](mailto:branding@ieee.org)



# IEEE Region 3 Identifier

IEEE Region 3 has four types of identifier treatments—horizontal, stacked, text-only, and a wedge block. On all identifiers, make sure to follow proper minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines.

Each horizontal, stacked, and text-only region treatment includes an IEEE blue, reversed light blue, and white version. A map icon specific to the region is used with the horizontal and stacked identifier treatment. A wedge block is also available for social media and favicon purposes.\*

The letters I-E-E-E are used above the treatment. A map icon specific to the region is located on the right-hand side of the horizontal identifier and below the stacked identifier.

## HORIZONTAL IDENTIFIER COLOR VARIATIONS



## STACKED IDENTIFIER COLOR VARIATIONS



## DIGITAL & ON-SCREEN APPLICATIONS



## WEDGE BLOCK



## TEXT-ONLY IDENTIFIER COLOR VARIATIONS



\*Additional, special use cases for branding of IEEE Regions may also apply. For more information about the Region and Section treatments, contact [branding@ieee.org](mailto:branding@ieee.org)

# IEEE Region 4 Identifier

IEEE Region 4 has four types of identifier treatments—horizontal, stacked, text-only, and a wedge block. On all identifiers, make sure to follow proper minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines.

Each horizontal, stacked, and text-only region treatment includes an IEEE blue, reversed light blue, and white version. A map icon specific to the region is used with the horizontal and stacked identifier treatment. A wedge block is also available for social media and favicon purposes.\*

The letters I-E-E-E are used above the treatment. A map icon specific to the region is located on the right-hand side of the horizontal identifier and below the stacked identifier.

## HORIZONTAL IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

## STACKED IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

## DIGITAL & ON-SCREEN APPLICATIONS



## WEDGE BLOCK



## TEXT-ONLY IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

\*Additional, special use cases for branding of IEEE Regions may also apply. For more information about the Region and Section treatments, contact [branding@ieee.org](mailto:branding@ieee.org)

## IEEE Region 5 Identifier

IEEE Region 5 has four types of identifier treatments—horizontal, stacked, text-only, and a wedge block. On all identifiers, make sure to follow proper minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines.

Each horizontal, stacked, and text-only region treatment includes an IEEE blue, reversed light blue, and white version. A map icon specific to the region is used with the horizontal and stacked identifier treatment. A wedge block is also available for social media and favicon purposes.\*

The letters I-E-E-E are used above the treatment. A map icon specific to the region is located on the right-hand side of the horizontal identifier and below the stacked identifier.

### HORIZONTAL IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

### STACKED IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

### DIGITAL & ON-SCREEN APPLICATIONS



### WEDGE BLOCK



### TEXT-ONLY IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

\*Additional, special use cases for branding of IEEE Regions may also apply. For more information about the Region and Section treatments, contact [branding@ieee.org](mailto:branding@ieee.org)

## IEEE Region 6 Identifier

IEEE Region 6 has four types of identifier treatments—horizontal, stacked, text-only, and a wedge block. On all identifiers, make sure to follow proper minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines.

Each horizontal, stacked, and text-only region treatment includes an IEEE blue, reversed light blue, and white version. A map icon specific to the region is used with the horizontal and stacked identifier treatment. A wedge block is also available for social media and favicon purposes.\*

The letters I-E-E-E are used above the treatment. A map icon specific to the region is located on the right-hand side of the horizontal identifier and below the stacked identifier.

### HORIZONTAL IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

### STACKED IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

### DIGITAL & ON-SCREEN APPLICATIONS



### WEDGE BLOCK



### TEXT-ONLY IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

\*Additional, special use cases for branding of IEEE Regions may also apply. For more information about the Region and Section treatments, contact [branding@ieee.org](mailto:branding@ieee.org)

# IEEE Region 7 Identifier

IEEE Region 7 has four types of identifier treatments—horizontal, stacked, text-only, and a wedge block. On all identifiers, make sure to follow proper minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines.

Each horizontal, stacked, and text-only region treatment includes an IEEE blue, reversed light blue, and white version. A map icon specific to the region is used with the horizontal and stacked identifier treatment. A wedge block is also available for social media and favicon purposes.\*

The letters I-E-E-E are used above the treatment. A map icon specific to the region is located on the right-hand side of the horizontal identifier and below the stacked identifier.

## HORIZONTAL IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

## STACKED IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

## DIGITAL & ON-SCREEN APPLICATIONS



## WEDGE BLOCK



## TEXT-ONLY IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

\*Additional, special use cases for branding of IEEE Regions may also apply. For more information about the Region and Section treatments, contact [branding@ieee.org](mailto:branding@ieee.org)

# IEEE Region 8 Identifier

IEEE Region 8 has four types of identifier treatments—horizontal, stacked, text-only, and a wedge block. On all identifiers, make sure to follow proper minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines.

Each horizontal, stacked, and text-only region treatment includes an IEEE blue, reversed light blue, and white version. A map icon specific to the region is used with the horizontal and stacked identifier treatment. A wedge block is also available for social media and favicon purposes.\*

The letters I-E-E-E are used above the treatment. A map icon specific to the region is located on the right-hand side of the horizontal identifier and below the stacked identifier.

## HORIZONTAL IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

## STACKED IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

## DIGITAL & ON-SCREEN APPLICATIONS



## WEDGE BLOCK



## TEXT-ONLY IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

\*Additional, special use cases for branding of IEEE Regions may also apply. For more information about the Region and Section treatments, contact [branding@ieee.org](mailto:branding@ieee.org)

## IEEE Region 9 Identifier

IEEE Region 9 has four types of identifier treatments—horizontal, stacked, text-only, and a wedge block. On all identifiers, make sure to follow proper minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines.

Each horizontal, stacked, and text-only region treatment includes an IEEE blue, reversed light blue, and white version. A map icon specific to the region is used with the horizontal and stacked identifier treatment. A wedge block is also available for social media and favicon purposes.\*

The letters I-E-E-E are used above the treatment. A map icon specific to the region is located on the right-hand side of the horizontal identifier and below the stacked identifier.

### HORIZONTAL IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

### STACKED IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

### DIGITAL & ON-SCREEN APPLICATIONS



### WEDGE BLOCK



### TEXT-ONLY IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

\*Additional, special use cases for branding of IEEE Regions may also apply. For more information about the Region and Section treatments, contact [branding@ieee.org](mailto:branding@ieee.org)

# IEEE Region 10 Identifier

IEEE Region 10 has four types of identifier treatments—horizontal, stacked, text-only, and a wedge block. On all identifiers, make sure to follow proper minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines.

Each horizontal, stacked, and text-only region treatment includes an IEEE blue, reversed light blue, and white version. A map icon specific to the region is used with the horizontal and stacked identifier treatment. A wedge block is also available for social media and favicon purposes.\*

The letters I-E-E-E are used above the treatment. A map icon specific to the region is located on the right-hand side of the horizontal identifier and below the stacked identifier.

## HORIZONTAL IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

## STACKED IDENTIFIER COLOR VARIATIONS



IEEE BLUE

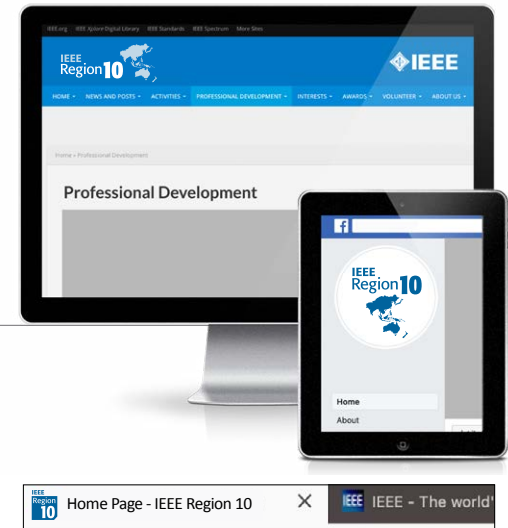


REVERSED



WHITE

## DIGITAL & ON-SCREEN APPLICATIONS



## WEDGE BLOCK



## TEXT-ONLY IDENTIFIER COLOR VARIATIONS



IEEE BLUE



REVERSED



WHITE

\*Additional, special use cases for branding of IEEE Regions may also apply. For more information about the Region and Section treatments, contact [branding@ieee.org](mailto:branding@ieee.org)



## IEEE Regional World and U.S. Maps

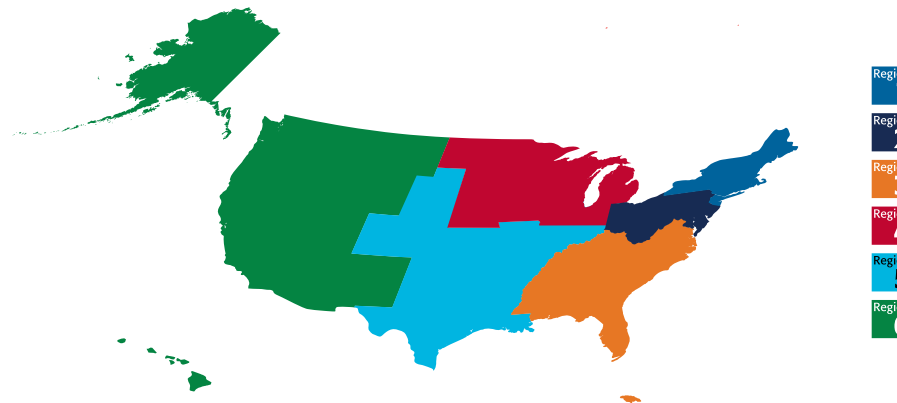
The IEEE regional world map shows the location of Regions 1-10.

The IEEE regional U.S. map shows only the locations of Regions 1-6.

**IEEE REGIONAL WORLD MAP**



**IEEE REGIONAL U.S. MAP**



For more information about the IEEE Regions World and U.S. Maps, contact [branding@ieee.org](mailto:branding@ieee.org).

# IEEE Sections and Sub-Sections Identity Guidelines

Local sections and sub-sections within the IEEE Regions.

Refer to this document for IEEE Section identifiers and additional brand treatments.

**OVERVIEW**

# IEEE Sections and Sub-Sections 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 Section and Sub-Section Identifiers visual identity—brand mark, color palette, and fonts.

There are local Sections and Sub-Sections within the IEEE Regions.

There are several different IEEE Sections and Sub-Sections identifier options.

IEEE SECTION FLAG IDENTIFIER



IEEE SECTION TEXT WITH WEDGE RULE IDENTIFIER



IEEE SECTION STACKED TEXT IDENTIFIER



COLOR SPECIFICATIONS



IEEE Sections and Sub-Sections may use any approved color from the IEEE color palette.

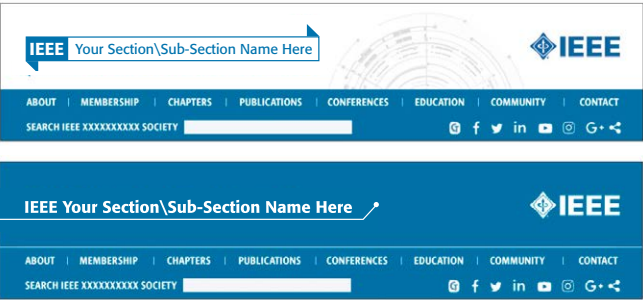
TYPOGRAPHY

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

GRAPHIC ELEMENTS



WEBSITE HEADER BANNERS



WordPress template themes for IEEE entities can be found on the [IEEE Brand Experience site](#).

## IEEE Sections and Sub-Sections Identifiers

Within IEEE Regions, there are local Sections and Sub-Sections.

IEEE Sections and Sub-Sections identifiers do NOT include icons or symbols within their identifiers. There are several different IEEE Sections and Sub-Sections identifier options.

### FONT

Approved IEEE fonts (Formata/Calibri) shown on the previous page should always be used. Font weights can vary.

### COLOR

Colors shown at right are from the approved IEEE palette to align for brand consistency across section treatments. Use IEEE blue, cyan, black, or reverse to white.

### IEEE MASTER BRAND

Make sure to follow minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines. A horizontal or vertical line must be used to separate the IEEE Master Brand from the IEEE Section or Sub-Section name.

#### OPTION 1—IEEE “SECTION FLAG”



IEEE Your Section\Sub-Section Name Here



IEEE Your Section\Sub-Section Name Here

#### OPTION 2—IEEE “SECTION FLAG” STACKED



IEEE Your Section or  
Sub-Section Name Here

#### OPTION 3—TEXT WITH IEEE WEDGE RULE



IEEE Your Section\Sub-Section Name Here



IEEE Your Section\Sub-Section Name Here

#### OPTION 4—STACKED TEXT

IEEE Your Section or  
Sub-Section Name Here

#### OPTION 5—LOCK-UPS WITH IEEE MASTER BRAND



See [page 23](#) and [page 26](#) for additional lockup examples.

For more information about the IEEE Sections and Sub-Sections Identifiers, contact [branding@ieee.org](mailto:branding@ieee.org).

# IEEE Technical Chapters Identity Guidelines

Chapters are a technical sub-unit of one or more IEEE Sections. Technical Chapters are a local link to the valuable resources available from IEEE and the IEEE Technical Societies and Councils.

Refer to this document for IEEE Chapter identifiers and additional brand elements.

**OVERVIEW**

# IEEE Technical Chapters Identifiers 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 Chapter Identifiers visual identity—brand mark, color palette, and fonts.

There are local Chapters within the IEEE Regions.

There are several different IEEE Technical Chapters identifier options.

IEEE CHAPTER “PENNANT” IDENTIFIER



IEEE CHAPTER TEXT IDENTIFIER



IEEE CHAPTER TEXT WITH SOCIETY LOGO IDENTIFIER



IEEE TEXT WITH IEEE MASTER BRAND



COLOR SPECIFICATIONS



IEEE Chapters may use any approved color from the IEEE color palette.

TYPOGRAPHY

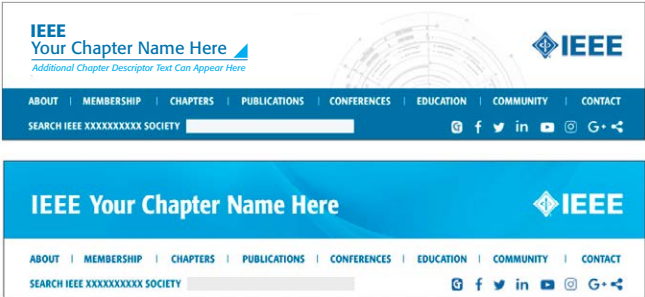
IEEE Brand Font	IEEE Alternate Font	IEEE Web Font
Formata	Calibri	Open Sans
abc	abc	abc
ABC	ABC	ABC

GRAPHIC ELEMENTS



The color accent of a society or partnered group may be used if it is one of the approved colors from the IEEE color palette.

WEBSITE HEADER BANNERS



WordPress template themes for IEEE entities can be found on the [IEEE Brand Experience site](https://brand-experience.ieee.org).

# IEEE Technical Chapters Identifiers

Within the Regions, there are local Technical Chapters. Identifiers for IEEE Technical Chapters vary depending on the Chapter's affiliations. There are options for text-only treatments, or, IEEE Society or Council logos can be grouped to form a unified brand treatment. Do not alter a Society or Council logo in any way. Refer to the examples at right.

**FONT**

Approved IEEE fonts (Formata/Calibri) shown on the previous page should always be used. Font weights can vary.

**COLOR**

Colors shown at right are from the approved IEEE palette to align for brand consistency across chapter treatments. Use IEEE blue, cyan, black, or reverse to white.

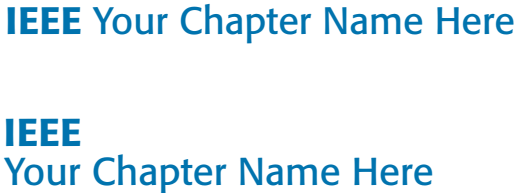
**IEEE MASTER BRAND**

Make sure to follow minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines. A horizontal or vertical line must be used to separate the IEEE Master Brand from the Chapter name.

**OPTION 1—IEEE "CHAPTER PENNANT"**



**OPTION 2—TEXT**



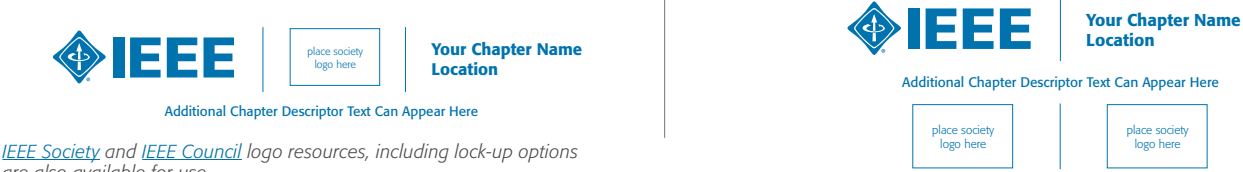
**OPTION 3—TEXT WITH SOCIETY LOGO**



**OPTION 4—TEXT WITH IEEE MASTER BRAND**



**OPTION 5—LOCK-UPS WITH IEEE MASTER BRAND AND SOCIETY LOGO(S)**



*IEEE Society and IEEE Council logo resources, including lock-up options are also available for use.*

For more information about Chapters Identifiers, contact [branding@ieee.org](mailto:branding@ieee.org). For more information about Student Chapters, see [pages 24-27](#).

# IEEE Student Branches and Chapters Identity Guidelines

There are thousands of IEEE Student Branches throughout the world, connecting local professionals, academics, and the IEEE organization at large.

Refer to this document for IEEE Student Branch and Chapter Identifier treatments.



**OVERVIEW**

IEEE Student Branches and Chapters Identifiers 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 Student Branches and Chapters Identifiers visual identity—brand mark, color palette, and fonts.

Student Branches are IEEE student members supported by universities/colleges and IEEE.

Student Branch Chapters are a technical sub-unit of an IEEE Student Branch and of one or more Societies.

There are several different IEEE Student Branches and Chapters identifier options.

IEEE STUDENTS TYPE MARK

IEEE students

IEEE STUDENTS TYPE MARK LOCK-UPS



IEEE STUDENT BRANCHES AND CHAPTERS IDENTIFIERS

University Name Here  
IEEE Student Branch

IEEE Student Branch Name Here

IEEE STUDENT BRANCHES AND CHAPTERS IDENTIFIER WITH ICON

place icon here University Name Here  
IEEE Student Branch

IEEE STUDENT BRANCHES AND SOCIETY LOCK-UP TREATMENT

University Name  
IEEE Student Branch



Additional Student Chapter Descriptor Text Can Appear Here

COLOR SPECIFICATIONS



IEEE Student Branches and Chapter Identifiers may use any approved color from the IEEE color palette.

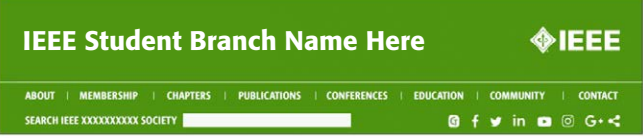
TYPOGRAPHY

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

GRAPHIC ELEMENTS



WEBSITE HEADER BANNERS



WordPress template themes for IEEE entities can be found on the [IEEE Brand Experience site](#).

# IEEE Student Branches/Student Chapters Identifiers

Student Branches are IEEE student members supported by universities/ colleges and IEEE. Student Branch Chapters are a technical sub-unit of an IEEE Student Branch and of one or more Societies.

**Icons or symbols are permitted for Student Branches/Student Chapter treatments but are NOT mandatory.**

However, the icons or symbols cannot be stock art nor make use of any university branding without permission. The icons or symbols must be original, camera-ready visuals, approved for use. Icon must be reproducible and no larger than 30% of the overall identifier.

The student branches should NOT use the letters I-E-E-E within or above the sub-brand, the student chapters should include an association with IEEE in the descriptor line. The student branches and chapters should leverage the IEEE Master Brand on all print and digital communications.

**IEEE MASTER BRAND**

Make sure to follow minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines.

When using the IEEE Master Brand, a horizontal rule must separate the IEEE Master Brand and the name.

**OPTION 1—STUDENT BRANCH IDENTIFIER**



**OPTION 2—TEXT WITH SOCIETY LOGO**



Additional Student Chapter Descriptor Text Can Appear Here

**OPTION 3—IDENTIFIER WITH IEEE MASTER BRAND**



**OPTION 4—TEXT WITH IEEE MASTER BRAND**



**OPTION 5—LOCK-UPS WITH IEEE MASTER BRAND AND SOCIETY LOGO**



For more information about the IEEE Student Branches and Chapters Identifiers, contact [branding@ieee.org](mailto:branding@ieee.org).

# IEEE Students Print and Digital Applications

Templates and additional resources are available on the [IEEE Students Visual Identity Toolkit](#).

Options can be found for pull-up banners, flyers, and other visuals that include the IEEE Master Brand built into the header or footer areas with ability to add a branch identifier to them, useful for Branch and Chapter communications.

**FLYER**

**PULL UP BANNER**

**POSTER**

**WEBSITE AND SOCIAL MEDIA**

University Name  
IEEE Student Branch  
students.ieee.org

Add your branch identifier

WordPress template themes for IEEE entities can be found on the [IEEE Brand Experience site](#).

# IEEE Affinity Groups and Special Interest Groups Identity Guidelines

IEEE Affinity Groups and Special Interest Groups are non-technical sub-units of one or more Sections or a Council. An affinity group is a local unit of an IEEE organizational unit or standing committee, established by petition to the parent organizational unit, to fulfill the purposes of IEEE.

## IEEE Affinity Groups, Special Interest Groups—Identifiers for Local Units

These unique, geographic communities are local units of IEEE organizational units, or standing committees.

The following IEEE Affinity Groups are examples approved by the Member and Geographic Activities (MGA) Board as parent organizational units.

- IEEE Life Members
- IEEE Consultants Network
- [IEEE Women in Engineering](#)
- [IEEE Young Professionals](#)

Additional, Special Interest Groups include:

- IEEE-Eta Kappa Nu (IEEE-HKN), the honor society of IEEE.
- IEEE Humanitarian Activities Committees found on the local level, whether associated with a Region, Section, Society, or Affinity Group.
- IEEE Special Interest Group on Humanitarian Technology (IEEE SIGHT), are local, project based teams who partner on humanitarian projects across the globe.

Example brand applications are shown at right for local group identifiers for these sub-brands.

Refer to available Visual Identity Guidelines for these unique group identifiers for brand rules specific to those entities, where applicable, such as guidance for creating local identifiers, as shown in examples at right.

### IEEE YOUNG PROFESSIONALS



Visit the IEEE Brand Experience site for the [IEEE Young Professionals Identity Guidelines](#) that illustrate more about how to use this sub-brand.

### IEEE WOMEN IN ENGINEERING (WIE)



Visit the IEEE Brand Experience site for more extensive guidelines and templates on the [IEEE Women in Engineering \(WIE\) Visual Identity Toolkit](#).

### IEEE HUMANITARIAN ACTIVITIES COMMITTEES (HAC) | IEEE SPECIAL INTEREST GROUP ON HUMANITARIAN TECHNOLOGY (SIGHT)



Visit the IEEE Brand Experience site for the [IEEE HAC | IEEE SIGHT Identity Guidelines](#) to learn more about branding for local Humanitarian Activity Committees affiliated with Student Branches, Societies, or other Affinity Groups, or for additional information about IEEE SIGHT Group Identifiers.

University Name  
IEEE Student Branch



Humanitarian Activities Committee

For more information about IEEE Affinity Group and Special Interest Group Identifiers, contact [branding@ieee.org](mailto:branding@ieee.org).

## Examples in Use

Sub-Brand Architecture and Alignment Group configurations and usage outside of established specifications and guidelines damage the IEEE Brand. Modifications and/or distortions are strictly prohibited.

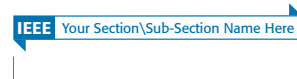
The IEEE Master Brand can not be manipulated in any way. The kite icon and/or the letters “just the (Univers) IEEE” in the Master Brand should never be used separately or incorporated into any sub-brand marks.

Make sure to follow minimum size/clear space, background control, the Formata/Calibri font rules, and use lock-ups when needing to include the IEEE Master Brand on any digital or print collateral.

### CORRECT USAGE

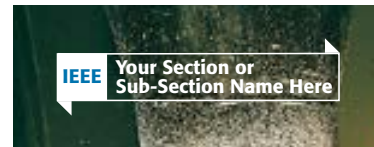


A clear space equal to or greater than the height of the identifier text is required on all sides surrounding all identifiers shown in this document. For digital and on-screen applications, a minimum clear space of 1/2 the height of the identifier text is allowed.



1.5 inches  
38.1 millimeters

The minimum width for the IEEE identifiers shown in this document in print and non-screen based applications is 1.25 inches (31.75 millimeters) to ensure that the IEEE identifier is legible.



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

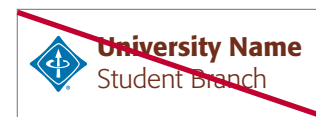
### INCORRECT USAGE



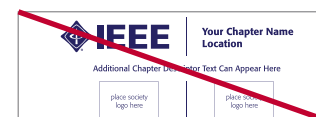
Do NOT use unapproved colors that are not in the IEEE color palette. Do NOT use unapproved fonts.



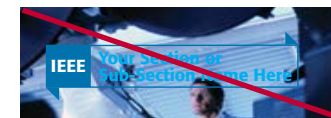
Do NOT apply reflections, glows, outlines, shadows, or other distortions to text.



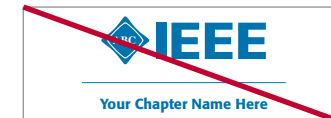
Do NOT incorporate the IEEE Master Brand or kite icon into any sub-brand.



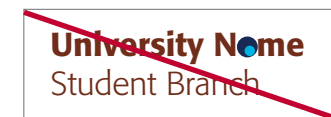
Do NOT use the old IEEE blue. The approved brand blue (Pantone 3015 or equivalent) should be used.



Do NOT use a busy background image that will interfere with the legibility of the logo.



Do NOT reinvent/recreate/reimagine the kite of the IEEE Master Brand in any way.



Do NOT use images or graphics as letters in text.



Do NOT stretch or distort the sub-brand to make it fit a particular size or bounding box. Do NOT recreate/rearrange the templates in any way.

For more information about the IEEE Master Brand and usage guidelines, contact [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)