IEEE Humanitarian Technologies Board

IEEE

Humanitarian Technologies Board

IEEE Humanitarian Technologies Board (HTB) Identity Guidelines

IEEE SIGHT

Special Interest Group on Humanitarian Technology

Includes **IEEE SIGHT** Identity Guidelines

IEEE
Advancing Technology for Humanity

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Welcome to IEEE Humanitarian Technologies Board and IEEE SIGHT

IEEE Humanitarian Technologies Board (HTB)

The IEEE HTB mission is to support impactful and ethically informed volunteer-led initiatives, programs and projects, and mutually beneficial partnerships, as well as to inform policy formulation that harness technology and innovation to address societal challenges (including disaster recovery) in a responsive, effective, and sustainable way.

The IEEE HTB brand mark should be included with other sponsor wordmarks when IEEE HTB Events has provided funding or other formal support for an event. The IEEE HTB name may **NOT** be used to name an event unless the event is being run directly by the IEEE HTB committee.

The IEEE HTB brand mark is for IEEE corporate-level use only and should **NOT** be used by Region, Section, or Chapter-level HTBs.

For more information, please visit: htb.ieee.org

IEEE SIGHT

The IEEE Special Interest Group on Humanitarian Technology (SIGHT) is a global network of IEEE volunteers partnering with underserved communities and local organizations to leverage technology for sustainable development.

The IEEE SIGHT brand mark should be included with other sponsor wordmarks when IEEE SIGHT programs or activities have provided funding or other formal support. The IEEE SIGHT name may **NOT** be used to name an event unless the event is being run directly by IEEE SIGHT.

The IEEE SIGHT brand mark is the main identifier for the IEEE SIGHT program. Region, Section, Society, and Chapter-level SIGHT groups should use one of the approved identifier treatments on **page 15**.

For more information, please visit: sight.ieee.org

IEEE Humanitarian Technologies Board (HTB)
Identity Guidelines

OVERVIEW
IEEE Humanitarian Technologies Board (HTB) 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 HTB visual identity—brand mark, color palette, and fonts.

The IEEE HTB brand mark is for IEEE corporate-level use only and should **NOT** be used by Region, Section, or Chapter-level HTBs.

IEEE HTB BRAND MARK | PAGE 6

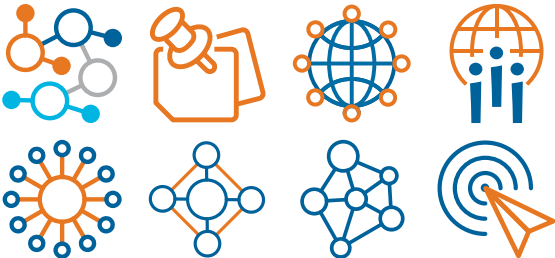IEEE HTB AND SIGHT BRAND MARK LOCK-UPS | PAGE 17

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Formata abc ABC

Adobe Caslon Pro abc ABC

Calibri abc ABC

Open Sans abc ABC

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IEEE HTB Brand Mark and Color Variations

The IEEE HTB brand mark has several color variations as illustrated in examples to the right.

The primary brand mark is comprised of black, IEEE Blue (Pantone 3015), Orange (Pantone 158), and Cyan. The brand mark should be used in most instances, ensuring visible contrast is maintained between the mark and background.

IEEE Blue (Pantone 3015C) and solid white versions are also available. A black version of the mark is available upon request.

For dark backgrounds, use the solid white mark. Ensure that all background control requirements are met when using any of the IEEE HTB brand mark variations.

FULL COLOR

IEEE Humanitarian Technologies Board

WHITE

IEEE Humanitarian Technologies Board

IEEE BLUE

IEEE Humanitarian Technologies Board

BLACK

IEEE Humanitarian Technologies Board

The blue IEEE HTB brand mark should used on special instances where only one color is allowed. The white IEEE HTB brand mark is placed on an IEEE blue background for illustrative purposes only.

Brand Elements | Color Specifications | Typography | IEEE Wedge Element | Imagery | Video & Social Media | Applications

Brand Mark and Color Variations | Minimum Size & Clear Space | Usage

Minimum Size & Clear Space

The **minimum size** requirement for both print and digital applications ensures that the IEEE HTB brand mark is legible.

Clear space ensures that the wordmark does not compete with other images, graphics, and text. Do not place any images, graphics, or text inside the clear space. The clear space for the HTB mark is indicated as "x" or "1/2 x" in the examples to the right.

Minimum Size

PRINT

IEEE Humanitarian Technologies Board

1.25 inches
31.75 millimeters

DIGITAL

IEEE Humanitarian Technologies Board

125 pixels

Clear Space

PRINT

IEEE Humanitarian Technologies Board

DIGITAL

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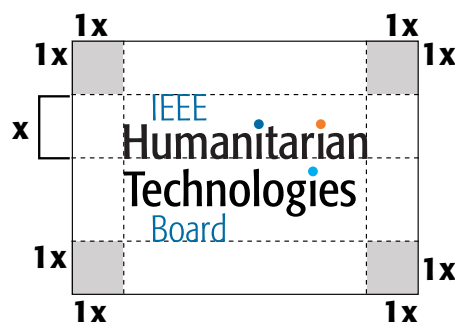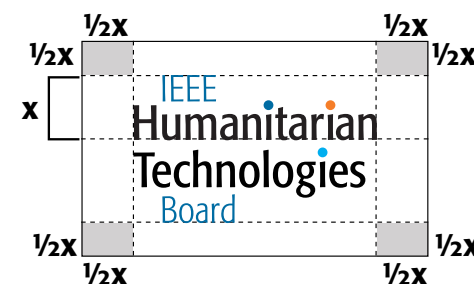
Note: The minimum width for print & non-screen for the IEEE Master Brand is .875 inches. The minimum width for digital & on-screen is 100 pixels. More information is available online for the IEEE Master Brand *minimum size & clear space requirements.*

◆ IEEE

.875 inches
22.225 millimeters

◆ IEEE

100 pixels

Background Control

When placing the IEEE HTB brand mark and/or the IEEE HTB graphic elements on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and mark.

When placing the mark over an image, adjust the position of the image or retouch as needed. Here are some examples of both high contrast (correct) and low contrast (incorrect).

CORRECT USAGE

Color wordmark on light background.

IEEE Blue wordmark on a light background.

White wordmark on a dark background.

Color wordmark on an image with minimal detail.

Graphic icon on a background with minimal detail.

INCORRECT USAGE

Do NOT put the color wordmark on competing background.

Do NOT put the IEEE Blue wordmark on competing background.

Do NOT put the white wordmark on a light background.

Do NOT place the wordmark on a complex background.

Do NOT place any of the graphic icons on a complex background or at an opacity lower than 40%.

Incorrect Usage

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

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

The size of the wordmark should never be smaller than one inch. The tagline should be legible.

Do NOT rearrange, reconfigure, change the size, and/or placement of any parts of the wordmark.

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

Do NOT make any elements of the wordmark different color combinations. Do NOT use any colors other than the approved colors.

Do NOT use/show the wordmark without the full name—IEEE Humanitarian Technologies Board.

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

Do NOT outline any part of the wordmark.

Do NOT remove any of the parts of the wordmark.
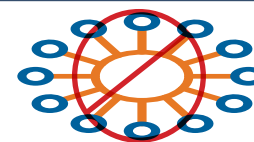
Do NOT add a drop shadow and/or recreate the wordmark in any way.

Do NOT make any parts of the graphic icons different color combinations. Do NOT outline any part of the graphic element.

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

Do NOT use any colors other than the approved colors. Do NOT add a drop shadow and/or recreate the graphic icons in any way.

IEEE HTB Brand Icon Set

The IEEE HTB brand icon set is a prominent part of the brand. The icons can be used separately as a design element on print and web applications.

The icons may be shown at 100% opacity *ONLY* when using the graphic as the strongest design element on the page. *It is best used as a background for video or backdrop applications.*

When using any of the icons as a watermark or ghosted design element, it should be used at a 20% opacity or greater on a light background.

The icons should never be rotated. The icons can bleed off the edge of the page/screen. They do not have to be used in their entirety.
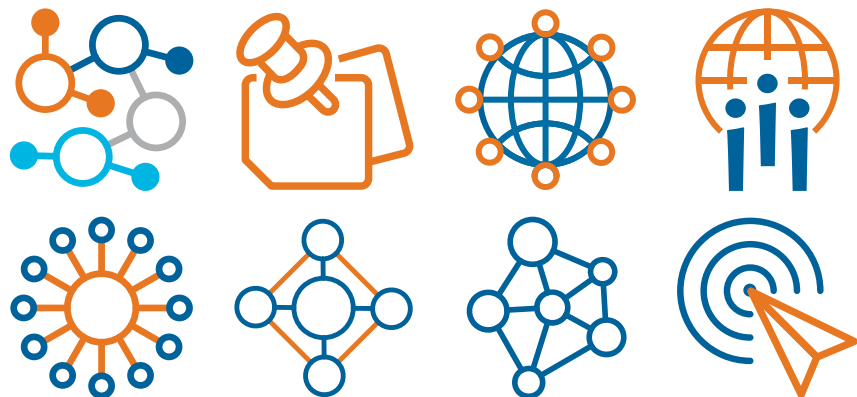
CORRECT USAGE
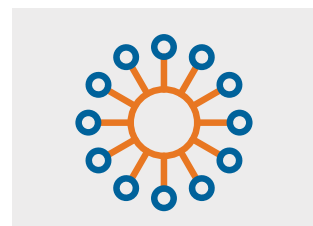
100% IEEE HTB icon on a light background.

20% IEEE HTB icon on a light background.

40% IEEE HTB icon on a dark background.

INCORRECT USAGE
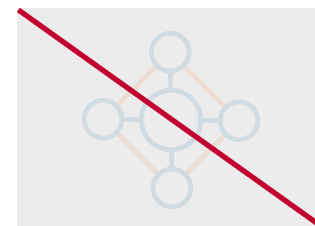
Do NOT use the IEEE HTB icon at an opacity lower than 20%.

Do NOT put the IEEE HTB icon on a competing background.

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

The brand design element above is for IEEE corporate-level use only.

IEEE SIGHT

Special Interest Group on Humanitarian Technology

IEEE SIGHT
Identity Guidelines

Includes brand treatments for regional and local SIGHT group identifiers

OVERVIEW
IEEE SIGHT
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 SIGHT visual identity—brand mark, color palette, and fonts.

The IEEE SIGHT brand mark is the main identifier for the IEEE SIGHT program. Region, Section, Society, and Chapter-level SIGHT groups should use one of the approved identifier treatments on page 18.

IEEE SIGHT BRAND MARK |

IEEE SIGHT
Special Interest Group on
Humanitarian Technology

IEEE SIGHT
Special Interest Group on
Humanitarian Technology

IEEE HTB AND SIGHT BRAND MARK LOCK-UPS |

IEEE
**Humanitarian
Technologies**
Board

IEEE SIGHT
Special Interest Group on
Humanitarian Technology

REGION, SECTION, & CHAPTER-LEVEL IDENTIFIERS |

IEEE SIGHT
Special Interest Group on
Humanitarian Technology
SIGHT Region 9

IEEE SIGHT
Special Interest Group on
Humanitarian Technology
Robotics and Automation
Society (RAS) SIGHT

IEEE SIGHT
Special Interest Group on
Humanitarian Technology
NITK SIGHT,
Assistive Technology for
Orthopedic Applications (India)

COLOR SPECIFICATIONS |

TYPOGRAPHY |

Formata	Adobe Caslon Pro	Calibri	Open Sans	Cambria
abc	abc	abc	abc	abc
ABC	ABC	ABC	ABC	ABC
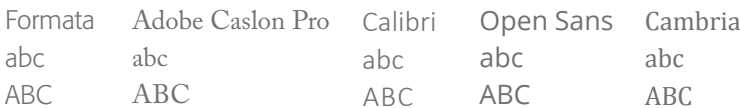
GRAPHIC ELEMENTS |

IMAGERY |

IEEE SIGHT Brand Mark and Color Variations

The IEEE SIGHT brand mark has several color variations as illustrated in examples to the right.

The primary brand mark is comprised of black, IEEE Blue (Pantone 3015) and Orange (Pantone 718). The brand mark should be used in most instances, ensuring visible contrast is maintained between the mark and background.

IEEE Blue (Pantone 3015C) and solid white versions are also available. A black version of the mark is available upon request.

For dark backgrounds, use the solid white mark. Ensure that all background control requirements are met when using any of the IEEE SIGHT brand mark variations.

The stacked IEEE SIGHT brand mark is for special instances only.

The Orange (Pantone 718) color is grandfathered in and part of the original brand design. This color is allowed only in the brand mark.

FULL COLOR

IEEE SIGHT
Special Interest Group on
Humanitarian Technology

WHITE

IEEE SIGHT
Special Interest Group on
Humanitarian Technology

IEEE BLUE

IEEE SIGHT
Special Interest Group on
Humanitarian Technology

BLACK

IEEE SIGHT
Special Interest Group on
Humanitarian Technology

STACKED

IEEE
SIGHT
Special Interest Group on
Humanitarian Technology

The stacked IEEE SIGHT brand mark is for special use cases (i.e. Social Applications) where space is limited.

The blue IEEE SIGHT brand mark should used on special instances where only one color is allowed. The white IEEE SIGHT brand mark is placed on an IEEE blue background for illustrative purposes only.

Brand Mark Lock-Up

A lock-up is available for the IEEE HTB brand mark and the IEEE Master Brand as well as the IEEE HTB and IEEE SIGHT brand marks.

When shown together, the HTB brand mark and the IEEE Master Brand and/or the IEEE HTB and IEEE SIGHT brand marks can be shown as a lock-up with a dividing line separating the two marks.

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

IEEE HTB AND IEEE MB LOCK-UP

IEEE SIGHT AND IEEE MB LOCK-UP

IEEE HTB AND IEEE SIGHT LOCK-UP

IEEE SIGHT Region, Section, Society, Chapter, and Chapter-type Identifiers

Region, Section, Society, Chapter, and Chapter-type SIGHT groups *should ONLY use* the approved identifier treatments available.

On all identifiers, make sure to follow proper minimum size, clear space, and background control.

IEEE SIGHT IDENTIFIERS
Unique identifiers and wordmarks are not aligned with the IEEE brand and are not permitted. For more information, contact branding@ieee.org

The orange wedge box is available in three different sizes so that the shape can accommodate a variety of Region, Section, Society, Chapter, and Chapter-type IEEE SIGHT group names.

The words shown in each identifier to the right are for illustrative purposes only and should be changed to reflect your specific Region, Section, Society, Chapter, or Chapter-type IEEE SIGHT group.

The orange wedge box should always appear in orange (Pantone 718C) to maintain the IEEE SIGHT brand.

REGION, SECTION, SOCIETY, AND CHAPTER-LEVEL IDENTIFIER TEMPLATES

IEEE SIGHT
Special Interest Group on Humanitarian Technology
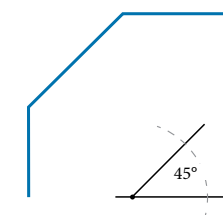SIGHT Region 9

IEEE SIGHT
Special Interest Group on Humanitarian Technology
Robotics and Automation Society (RAS) SIGHT

IEEE SIGHT
Special Interest Group on Humanitarian Technology
NITK SIGHT, Assistive Technology for Orthopedic Applications (India)

45°

When customizing the identifier treatment for your Region, Section, or Chapter, make sure to use the font Formata or Calibri.

The IEEE Master Brand wedge is a key element of the IEEE design system. 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°.

For more information about the Region, Section, Society, and/or Chapter-level treatments, contact branding@ieee.org

Minimum Size & Clear Space

The **minimum size** requirement for both print and digital applications ensures that the IEEE HTB brand mark is legible.

Clear space ensures that the wordmark does not compete with other images, graphics, and text. Do not place any images, graphics, or text inside the clear space. The clear space for the IEEE SIGHT mark is indicated as "x" or "1/2 x" in the examples to the right.

Minimum Size

PRINT

IEEE SIGHT
Special Interest Groups on
Humanitarian Technology

1.25 inches
31.75 millimeters

DIGITAL

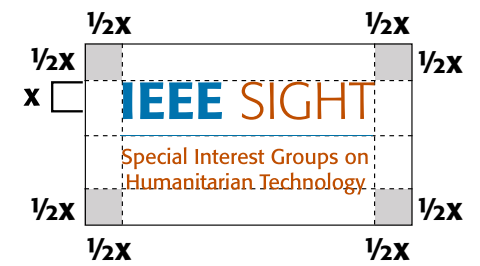**IEEE** SIGHT
Special Interest Groups on
Humanitarian Technology

100 pixels

Clear Space

PRINT

1x · 1x
1x
x
IEEE SIGHT
Special Interest Groups on
Humanitarian Technology
1x · 1x
1x · 1x

DIGITAL

½x · ½x
½x
x
IEEE SIGHT
Special Interest Groups on
Humanitarian Technology
½x · ½x
½x · ½x

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

◈**IEEE**

.875 inches
22.225 millimeters

◈**IEEE**

100 pixels

TOC | Overview | IEEE HTB | **IEEE SIGHT**

Brand Elements | Color Specifications | Typography | IEEE Wedge Element | Imagery | Video & Social Media | Applications

Brand Mark and Color Variations | Brand Mark Lock-Up | Identifiers | Minimum Size & Clear Space | Usage

Background Control | Incorrect Usage | Brand Design Element

Background Control

When placing the IEEE SIGHT brand mark on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and mark.

When placing the mark over an image, adjust the position of the image or retouch as needed. Here are some examples of both high contrast (correct) and low contrast (incorrect).

CORRECT USAGE

Full color IEEE SIGHT
brand mark on light background.

White IEEE SIGHT brand mark on
IEEE blue background.

White IEEE SIGHT brand mark on a
dark background.

White IEEE SIGHT brand mark on a
dark image (minimal detail in area
behind the brand mark).

INCORRECT USAGE

Do NOT place the color IEEE
SIGHT brand mark on a dark
background.

Do NOT place the color IEEE SIGHT
brand mark on a colored background
that competes.

Do NOT place the white IEEE SIGHT
brand mark on a light background.

Do NOT place the IEEE SIGHT
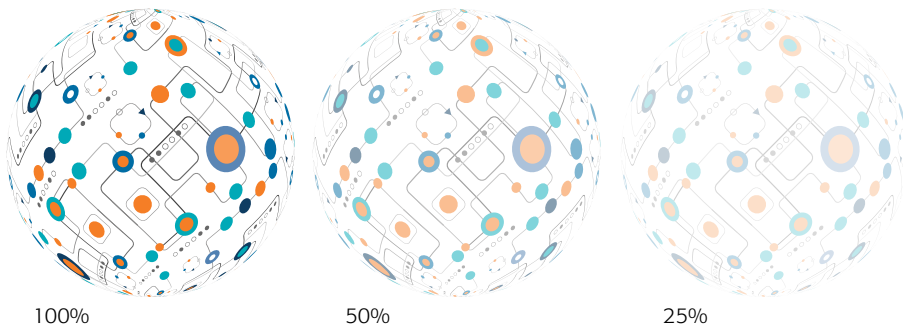brand mark on a dark/complex
image.

Incorrect Usage

IEEE SIGHT brand mark configurations and usage outside of established specifications and guidelines damage the IEEE SIGHT brand, and over time, can reduce the value of the brand.

Modifications and/or distortions are strictly prohibited and some examples are shown at right.

Do NOT rearrange or reconfigure the IEEE SIGHT brand mark.

Do NOT distort, stretch, and/or squeeze the IEEE SIGHT brand mark.

Do NOT place the IEEE SIGHT brand mark at an angle.

Do NOT use any colors other than the 2 approved colors: IEEE Blue (PMS 3015) and Dark Orange (PMS 718).

Do NOT remove or change the color, size, and/or placement of the IEEE SIGHT brand mark.

Do NOT add containment shapes to the IEEE SIGHT brand mark.

Do NOT add the IEEE Master Brand to the IEEE SIGHT brand mark.

Do NOT outline, alter, add a drop shadow, and/or recreate the IEEE SIGHT brand mark in any way.

Do NOT add any text to the IEEE SIGHT brand mark *unless* an available IEEE SIGHT Region, Section, Society or Chapter identifier template is being used.

Do NOT recreate the IEEE SIGHT brand mark in any way.

IEEE SIGHT Brand Design Element

The IEEE SIGHT "globe" graphic is a prominent part of the brand. The "globe" can be used separately as a design element on print and web applications.

The "globe" may be shown at 100% opacity *ONLY* when using the graphic as the strongest design element on the page. *It is best used as a background for video or backdrop applications.*

When using the "globe" as a watermark or ghosted design element, it should not be used at an opacity lower than 25%. The "globe" can bleed off the edge.

The "globe" graphic does not have to be used in its entirety; sections or pieces can be used.

100%   50%   25%

CORRECT USAGE

100% IEEE SIGHT "globe" on a light background.

25% IEEE SIGHT "globe" on a light background.
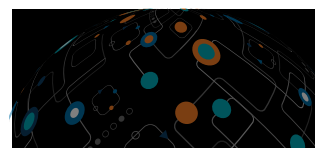
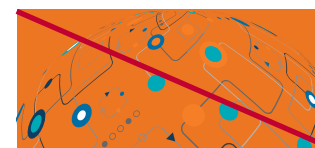50% IEEE SIGHT "globe" on a dark background.

50% IEEE SIGHT "globe" on a dark image (minimal detail in area behind the design element).

INCORRECT USAGE
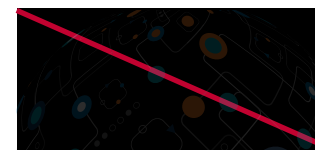
Do NOT use the IEEE SIGHT "globe" at an opacity lower than 20%.

Do NOT put the IEEE SIGHT "globe" on an orange or competing background.

Do NOT place the IEEE SIGHT "globe" on a dark/complex image.

The brand design element should *ONLY* be used on corporate-level communications.

Primary Color Palette

A color palette, deriving from the colors used in the IEEE Humanitarian Technologies Board, and IEEE SIGHT brand marks are 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.

- The dark orange (Pantone 718C) is grandfathered in from an older version of the IEEE color palette and should only appear in the wordmark for IEEE SIGHT.

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.

See next page for additional accent colors.

100% | 80% | 60% | 40% | 20%

PANTONE (SPOT)
PMS 158 C

CMYK
C0 M62 Y95 K0

RGB
R232 G119 B34

Hexidecimal/Web
#E87722

RAL
2011

100% | 80% | 60% | 40% | 20%

PANTONE (SPOT)
PMS 3015

CMYK
C100 M35 Y3 K21

RGB
R0 G98 B155

Hexidecimal/Web
#00629B

RAL
5007

100% | 80% | 60% | 40% | 20%

PANTONE (SPOT)
PMS 718C

CMYK
C0 M74 Y100 K8

RGB
R190 G77 B0

Hexidecimal/Web
#BE4D00

RAL
2001

The dark orange (Pantone 718C) is grandfathered in from an older version of the IEEE color palette.

100% | 80% | 60% | 40% | 20%

PANTONE (SPOT)
PMS Cool Gray 9 C

CMYK
C30 M22 Y17 K57

RGB
R117 G120 B123

Hexidecimal/Web
#75787B

RAL
9023

100%

PANTONE (SPOT)
PMS Process Black

CMYK
C0 M0 Y0 K100

RGB
R0 G0 B0

Hexidecimal/Web
#000000

RAL
9017

100%

COLOR
White

CMYK
C0 M0 Y0 K0

RGB
R255 G255 B255

Hexidecimal/Web
#FFFFFF

RAL
9016

Expanded Color Palette

An expanded color palette, consisting of a range of bright and dark colors, has been developed to bring the IEEE HTB and IEEE SIGHT personality to life as a vibrant and forward-thinking activities. Use the expanded color palette as accent colors on corporate-level communications.

- This palette allows for flexibility in brand communications where sub-brand, cultural, or product distinction is warranted.

- 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 137 C

CMYK
C0 M41 Y100 K0

RGB
R255 G163 B0

Hexidecimal/Web
#FFA300

RAL
1003

PANTONE (SPOT)
PMS PROCESS CYAN

CMYK
C100 M0 Y0 K0

RGB
R0 G181 B226

Hexidecimal/Web
#00B5E2

RAL
5024

PANTONE (SPOT)
PMS 295

CMYK
C100 M69 Y8 K54

RGB
R0 G40 B85

Hexidecimal/Web
#002855

RAL
5026

PANTONE (SPOT)
PMS Cool Gray 9 C

CMYK
C30 M22 Y17 K57

RGB
R117 G120 B123

Hexidecimal/Web
#75787B

RAL
9023

PANTONE (SPOT)
PMS 320 C

CMYK
C96 M0 Y31 K2

RGB
R0 G156 B166

Hexidecimal/Web
#009CA6

RAL
5018

PANTONE (SPOT)
PMS 370 C

CMYK
C62 M1 Y100 K25

RGB
R101 G141 B27

Hexidecimal/Web
#658D1B

RAL
6018

PANTONE (SPOT)
PMS 2612 C

CMYK
C67 M100 Y0 K5

RGB
R119 G37 B131

Hexidecimal/Web
#772583

RAL
4006

Typography

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

Formata is the primary typeface for IEEE as well as IEEE HTB and IEEE SIGHT. Formata, a Sans Serif font, should be used predominantly on all print applications. This typeface is available in many weights and styles that are essential to create distinction across all communications.

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

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

Note: The use of the Formata and Adobe Caslon Pro fonts are governed by license agreements. Use of the fonts without a license or in opposition to the license terms is prohibited. For questions or more information, use the brand inquiries form found on the IEEE Brand Experience site.

PRIMARY TYPEFACE

Formata Light
Formata Regular
Formata Italic
Formata Medium
Formata Bold

Formata
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

ALTERNATE TYPEFACE

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Calibri
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

WEB TYPEFACE

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

Open Sans
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

IEEE Master Brand Wedge Element

In addition to the IEEE HTB and IEEE SIGHT colors and typography, the IEEE Master Brand wedge is a key element of the IEEE design system.
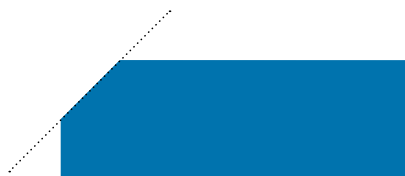
USE OF THE WEDGE

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
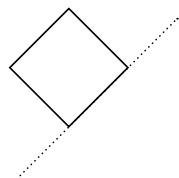
IEEE WEDGE

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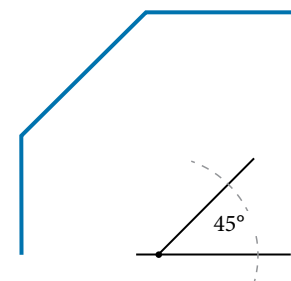
THE WEDGE CAN BE USED IN A FEW DIFFERENT WAYS:

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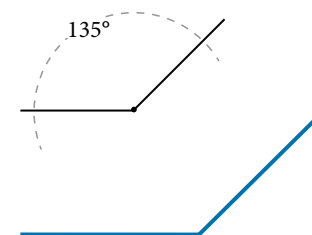- as a background panel
- as a design accent

WEDGE RATIO

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

IEEE WEDGE 45°

45°

IEEE WEDGE 135°

135°

Imagery

The six image themes–people, technology, knowledge, connections, global, and historical–are based on the key pillars of the IEEE Brand and reflect the IEEE Master Brand personality and style, as well as IEEE members, areas of expertise, and history. Original photographs that you own the copyright for *(not clip art or stock images)* should be used whenever possible. When original photographs are not available, stock photography and abstract or vector artwork, is acceptable as long as it follows the same guidelines.

Use of photographs without appropriate licenses or permission is prohibited. Please note that all photographs are potentially subject to copyright. Use of an image obtained from a search engine or other source, may violate the rights of the copyright owner and subject IEEE to liability.

Note: *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. Pulling images from Google is not allowed. For questions or more information, use the* brand inquiries form *found on the* IEEE Brand Experience *site.*

Video Guidelines

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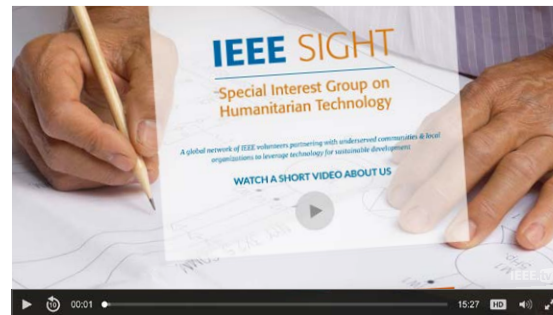
WATERMARK

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 HTB or IEEE SIGHT brand mark or IEEE.tv wordmark 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 both the IEEE HTB and IEEE SIGHT brand mark on the endslate of a video, make sure to use a vertical line to separate the two brand marks.

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.

IEEE Region 6 is shown for illustrative purposes only. This treatment is a "template" that should be customized for your specific Region.

Brand Elements · Color Specifications · Typography · IEEE Wedge Element · Imagery · **Video & Social Media** · Applications

Video Guidelines · *Social Media Guidelines* · Funding Opportunity Graphics

Social Media Guidelines

All social media networks (Facebook, Twitter, Instagram, LinkedIn, YouTube) have their own set(s) of guidelines. When using the IEEE SIGHT wordmark and the IEEE Master Brand for these applications, follow the minimum size and clear space for digital and on-screen applications.

If the minimum size and/or clear space cannot be met, the IEEE SIGHT wordmark and IEEE Master Brand should be as large as possible within the given space.

To better fit the social media profile icon size restrictions, the IEEE SIGHT stacked wordmark may be used.

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

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

Color
▪ Use approved IEEE color palette

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

STACKED

Resized SIGHT brand mark for social media applications.

IDENTIFIERS

Use this format to include text that indicates IEEE SIGHT represented by a Region, Section, Society, or Chapter.

GROUP NAMES:

For consistency in naming conventions and alignment across all IEEE HTB and SIGHT Region, Section, Society, and Chapter-level groups, the actual social media profile names should follow this format: **"IEEE SIGHT – Name of Group"**
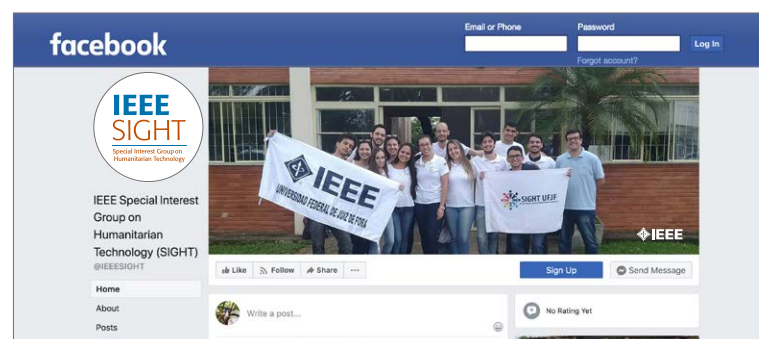
PROFILE IMAGE:

The stacked IEEE SIGHT brand mark is placed within bounding box dimensions allowed by Facebook guidelines. The profile icon is 180 x 180 pixels.

COVER IMAGE:

The optimal size for a Facebook cover photo is 828 x 465 pixels. The Facebook cover image area is 851 x 315 pixels for desktop and 640 x 360 for mobile. **Use this area to further customize the individual IEEE SIGHT group, with use of related graphics or photographic imagery.**

TWITTER PAGE (MOBILE)

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

Resources & Contact

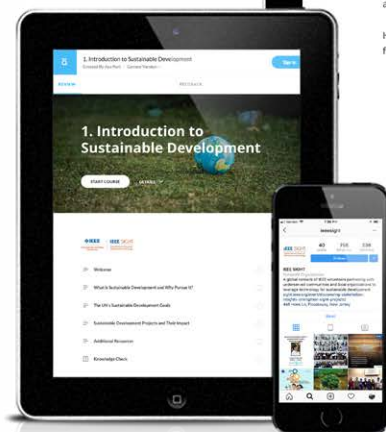# Print & Non-Screen Applications

PROMO ITEMS

BANNERS

When using the IEEE HTB and IEEE SIGHT brand mark in print materials, follow the brand guidelines for the IEEE Master Brand, found at www.ieee.org/about/toolkit/tools/index.html
Any questions, contact branding@ieee.org.

| Brand Elements | Color Specifications | Typography | IEEE Wedge Element | Imagery | Video & Social Media | **Applications** |

Print and On-Screen   Digital and Non-Screen

Digital & On-Screen Applications

IEEE HTB WEBSITE

IEEE SIGHT
EGYPT SECTION
SOCIAL MEDIA EXAMPLE

IEEE SIGHT
SOCIAL MEDIA

IEEE SIGHT WEBSITE

CORPORATE-LEVEL
IEEE HTB | IEEE SIGHT
PROMOTIONAL GRAPHICS
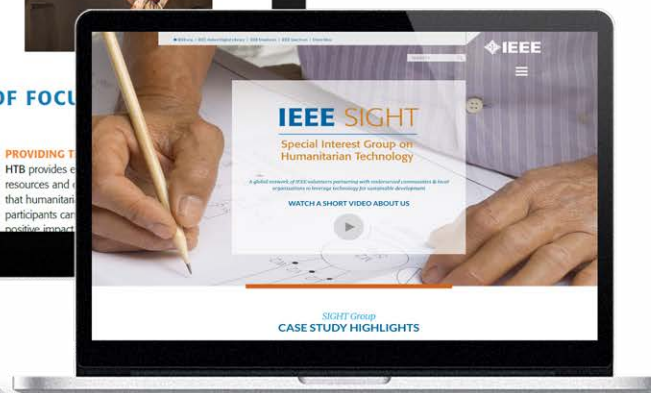
When using the IEEE HTB and IEEE SIGHT brand mark in digital materials, follow the brand guidelines for the IEEE Master Brand, found at www.ieee.org/about/toolkit/tools/index.html
Any questions, contact branding@ieee.org.

IEEE Resources & Contact

Contact

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

Brand Identity Tools

IEEE Brand Experience Website
brand-experience.ieee.org

IEEE Master Brand and Logos
ieee.org/MasterBrand

IEEE Brand Identity Guidelines (PDF, 3 MB)
ieee.org/ieee_visual_guidelines.pdf

About IEEE

Understanding the IEEE Brand
brand-experience.ieee.org/ieee-brand/brand-overview/