IEEE
HistoryCENTER ™

IEEE History Center
Visual Identity Guidelines

IEEE
Global
MUSEUM ™
Presented by IEEE History Center

Includes IEEE Global Museum emblem Identity Guidelines

(page 11)

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Advancing Technology
for Humanity

IEEE History Center

Since its inception, IEEE has had a standing History Committee advising the IEEE Board of Directors on matters of the legacy and heritage of IEEE and its members and their related professions and technologies, and carrying out some activities in those areas.

In 1980, in anticipation of its Centennial celebration in 1984, IEEE established the IEEE History Center to be the staff arm of the History Committee. In 1990, the History Center moved to the campus of Rutgers University, which became a cosponsor. In 2014, the History Center moved to Stevens Institute of Technology, and January 2021 to the IEEE Operations Center in Piscataway, NJ. Today, IEEE's central historical activities are carried out largely by the staff of the History Center, under the guidance of the History Committee.

The IEEE History Center is a not-for-profit organization which relies on your support to preserve, research, and promote the legacy of electrical engineering and computing.

Mission

The mission of the IEEE History Center is to preserve, research, and promote the history of information and electrical technologies. The Center maintains many useful resources for the engineer, for the historian of technology, and for anyone interested in the development of electrical and computer engineering and their role in modern society.

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 an overview of how the IEEE History Center brand should be used.

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 History Center visual identity wordmark, color palette, fonts, graphic elements, and imagery.

This guideline document works in tandem with the full IEEE Brand Identity Guidelines and does not supersede them.

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

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Wordmark Variations

The primary wordmark for IEEE History Center is horizontal in format. The primary wordmark is comprised of IEEE Blue (Pantone 3015C) and Gray (Pantone Cool Gray 9C). A stacked version of the wordmark is also available.

When using the IEEE History Center wordmark and IEEE Master Brand, make sure to follow minimum size and clear space requirements. A gray (60% black) or IEEE Blue, vertical line should always be used to separate the IEEE History Center wordmark from the IEEE Master Brand. **For more information, or questions, please contact** branding@ieee.org.

Note: or more information, see the full version of the ***IEEE Brand Identity Guidelines****.*

PRIMARY WORDMARK

STACKED WORDMARK

IEEE MASTER BRAND LOCK-UP

Color Variations

The IEEE History Center wordmark has several color variations as illustrated in examples to the right.

The primary wordmark is comprised of IEEE Blue (Pantone 3015C) and Gray (Pantone Cool Gray 9C) and should be used in most instances, ensuring visible contrast is maintained between the wordmark and background.

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

For dark backgrounds, use the solid white wordmark. Ensure that all background control requirements are met when using any of the IEEE History Center wordmark variations.

The IEEE History Center wordmark is placed on a dark gray background to meet contrast requirements and for illustrative purposes only.

FULL COLOR

WHITE*

IEEE BLUE

Minimum Size & Clear Space

The **minimum size** requirement for both print and digital applications ensures that the IEEE History Center wordmark is legible. The minimum width for the stacked wordmark for print & non-screen is 1 inch. The minimum width for digital & on-screen is 85 pixels.

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. A clear space, equal to or greater than "1x" (the height of the "H"), is required on all sides surrounding the IEEE History Center wordmark in printed applications ("½x" in digital applications).

Minimum Size

STACKED WORDMARK

Print & Non-Screen

1 inch
25.4 millimeters

Digital & On-Screen

85 pixels

HORIZONTAL WORDMARK

Print & Non-Screen

2 inches
50.8 millimeters

Digital & On-Screen

150 pixels
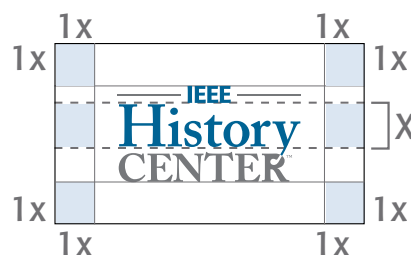
Clear Space

STACKED WORDMARK

HORIZONTAL WORDMARK

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.

.875 inches
22.225 millimeters

100 pixels

Emblem Variations

The IEEE Global Museum program promotes an understanding of electrotechnology and its impact upon society by bringing museum-quality exhibits directly to IEEE members and the public. The IEEE History Center works with local museums, private collectors, universities, corporations, and other organizations to curate traveling exhibits and install them at technology museums or IEEE conferences, facilities, and events around the world. These exhibits may be centered on a single treasured artifact or a full collection.

The primary emblem for IEEE Global Museum is stacked in format. The primary emblem is comprised of IEEE Blue (Pantone 3015C), Cyan, and Gray (Pantone Cool Gray 9C). A horizontal version of the emblem is also available.

When using the IEEE Global Museum emblem and IEEE Master Brand, make sure to follow minimum size and clear space requirements. A gray (60% black) or IEEE Blue, vertical line should always be used to separate the IEEE Global Museum emblem from the IEEE Master Brand. **For more information, or questions, please contact** branding@ieee.org.

Note: or more information, see the full version of the
IEEE Brand Identity Guidelines.

PRIMARY EMBLEM

HORIZONTAL EMBLEM

IEEE MASTER BRAND LOCK-UP

Emblem Color Variations

The IEEE Global Museum presented by IEEE History Center has several color variations as illustrated in examples to the right.

The primary emblem is comprised of IEEE Blue (Pantone 3015C), Cyan, and Gray (Pantone Cool Gray 9C). Ensure visible contrast is maintained between the wordmark and background.

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

For dark backgrounds, use the solid white wordmark. Ensure that all background control requirements are met when using any of the IEEE Global Museum emblem variations.

The Global Museum wordmark is placed on a dark gray background to meet contrast requirements and for illustrative purposes only.

FULL COLOR

COLOR + WHITE*

IEEE BLUE

Minimum Size & Clear Space

The **minimum size** requirement for both print and digital applications ensures that the IEEE Global Museum emblem is legible. The minimum width for the stacked emblem for print & non-screen is 1.25 inches; 2 inches for horizontal. The minimum width for digital & on-screen is 85 pixels; 150 pixels for horizontal.

Clear space ensures that the emblem does not compete with other images, graphics, and text. Do not place any images, graphics, or text inside the clear space. A clear space, equal to or greater than "1x" (the height of the "G"), is required on all sides surrounding the IEEE Global Museum emblem in printed applications ("½x" in digital applications).

Minimum Size

STACKED EMBLEM

Print & Non-Screen

1.25 inch
31.75 millimeters

Digital & On-Screen

85 pixels

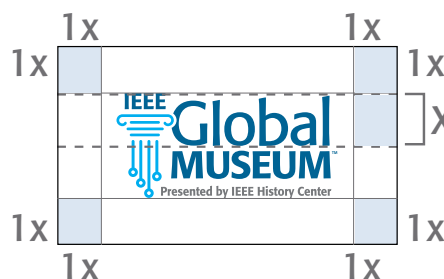**HORIZONTAL EMBLEM**

Print & Non-Screen

2 inches
50.8 millimeters

Digital & On-Screen

150 pixels

Clear Space

STACKED EMBLEM

1x   1x
1x   1x   X
1x   1x
1x   1x

HORIZONTAL EMBLEM

1x   1x
1x   1x
                        X
1x   1x
1x   1x

.875 inches
22.225 millimeters

100 pixels

Background Control

When placing the IEEE History Center, IEEE Global Museum wordmark, and/or the graphic elements on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and wordmark. When placing the wordmark 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).

Note: The IEEE History Center wordmark is placed on different background colors for illustrative purposes only.

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.

The columns graphic element 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 the columns or any graphic elements on a complex background or at an opacity lower than 25%.

Usage

The IEEE History Center and the IEEE Global Museum wordmark should never be used as part of a headline or sentence. The wordmarks 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.

Wordmark 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 .75 inches.

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 IEEE in front of the name.

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

Do NOT outline any part of the wordmark.

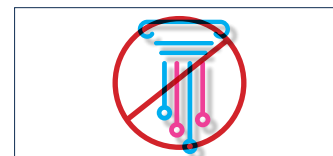Do NOT remove any of the parts of the icon.

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

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

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

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

Text Usage

1 When used in a sentence, title, or name, the full name should always appear as "IEEE History Center".

2 After the first instance, "the History Center" may be used.

3 When used in a sentence, the full name should always appear as "IEEE Global Museum presented by the IEEE History Center" in the first instance.

4 The "IEEE" should always appear before the name "Global Museum". After the first instance, and in the title, the name may appear as "IEEE Global Museum".

IEEE History Center

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The IEEE History Center is a not-for-profit organization which relies on your support to preserve, research, and promote the legacy of electrical engineering and computing.

IEEE Global Museum

The IEEE Global Museum presented by the IEEE History Center promotes an understanding of electrotechnology and its impact upon society by bringing museum-quality exhibits directly to IEEE members and the public.

Primary Color Palette

A color palette is provided for use on all collateral and communications. The main colors for the IEEE History Center brand are IEEE Blue (Pantone 3015C) and Gray (Pantone Cool Gray 9C). An extended color palette is also available for use.

- Recommended tints for use with these colors are included.

- The recommended text color (black or white) is indicated in the percentage labels.

Use **Pantone (PMS) 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 (PMS) colors for applications in signage and facility installations.

Note: For more information, see the full version of the **IEEE Brand Identity Guidelines**.

PRIMARY PALETTE

PANTONE (SPOT) PMS 3015C

CMYK C100 M35 Y3 K21

RGB R0 G98 B155

Hexidecimal/Web #00629b

RAL 5007

100%	#00629b
80%	#007dae
60%	#5d9cc3
40%	#97bdd7
20%	#e4e6ec

PANTONE (SPOT) PMS Cool Gray 9C

CMYK C50 M40 Y34 K17

RGB R117 G120 B123

Hexidecimal/Web #75787b

RAL 5007

100%	#75787b
80%	#8f9093
60%	#aaabad
40%	#c5c6c7
20%	#e1e1e2

EXTENDED PALETTE

PANTONE (SPOT) PMS CYAN

CMYK C100 M0 Y0 K0

RGB R0 G163 B224

Hexidecimal/Web #00a3e0

RAL 5024

100%	#00a3e0
80%	#00b9f2
60%	#44c8f5
40%	#8ed8f8
20%	#c7eafb

PANTONE (SPOT) PMS BLACK

CMYK C0 M0 Y0 K100

RGB R0 G0 B0

Hexidecimal/Web #000000

RAL 9017

100%	#000000
80%	#58595b
60%	#808285
40%	#a7a9ac
20%	#d1d3d4

PANTONE (SPOT) PMS WHITE

CMYK C0 M0 Y0 K0

RGB R255 G255 B255

Hexidecimal/Web #FFFFFF

RAL 9016

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 EMBS. 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

Graphic Element

The IEEE Global Museum **Columns** are a part of the brand and can be used as a design element on print and digital applications.

IEEE Global Museum Columns

- The columns should be used at 100% opacity or as a watermark with an opacity greater than 25%.

- The columns can bleed off the edge of the collateral.

- The columns should never be redrawn or visually altered beyond the permitted tinted treatments shown on the right.

- When using the columns the full IEEE Global Museum wordmark must appear in at least one instance on any and all collateral.

- The columns can only be shown vertical and must never be rotated or flipped.

- Only tints in the approved colors (cyan, white, gray, black, IEEE Blue) is permitted.

IEEE GLOBAL MUSEUM COLUMNS

100%   75%   50%   25%
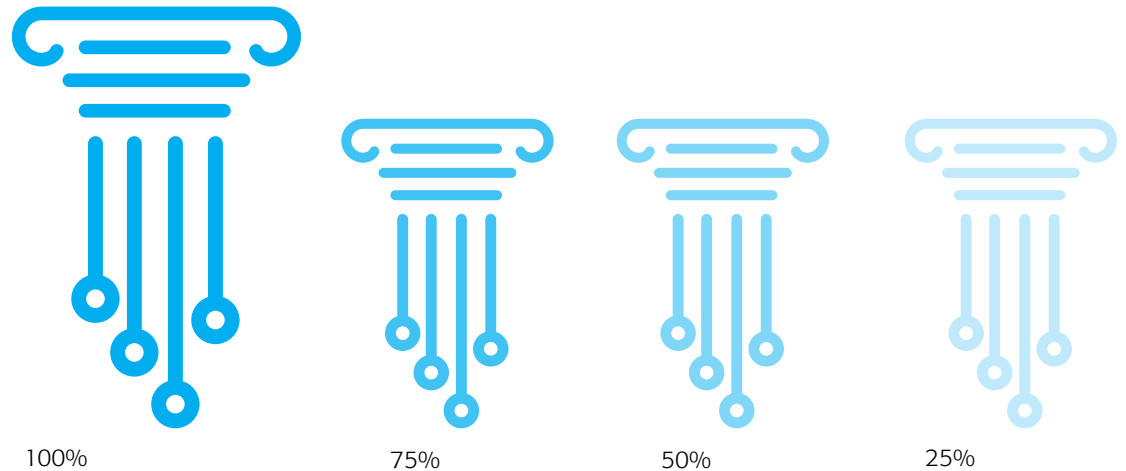
Note: The IEEE Master Brand wedge is a key element of the IEEE design system. The wedge can be incorporated in any materials, however it should be done so sparingly. The wedge must be at an approved angle of either 45º or 135º. IEEE History Center uses the wedge in purple, bright blue, and IEEE blue.
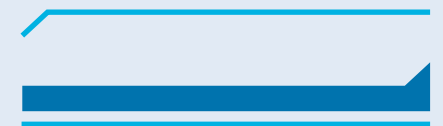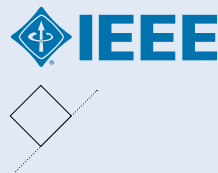
Imagery

The six image themes–people, technology, knowledge, connections, global, and historical–are based on the key pillars of the main 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.
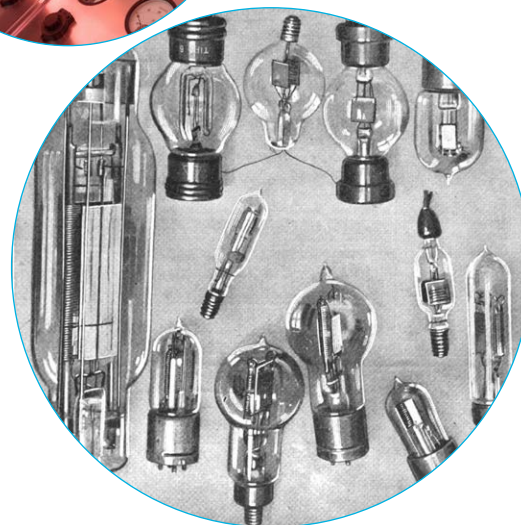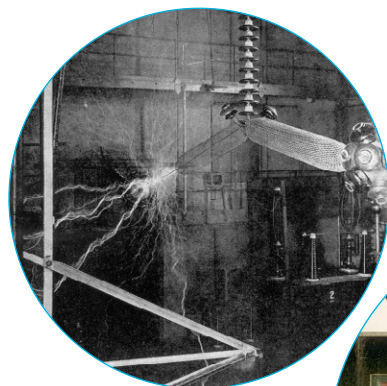
Social Media

All social media networks (Twitter, Facebook, Instagram, LinkedIn, YouTube) have their own set(s) of guidelines. When using the IEEE History Center 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 History Center 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 History Center special use case stacked wordmark should be used.

Make sure that the IEEE Master Brand, sub-brand wordmarks, 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.

Note: The IEEE Social Media Policy can be found on the IEEE Brand Experience site. For questions or more information, use the brand inquiries form.

Profile Image Treatments

IEEE History Center wordmark special use case.

Social Media Network Cover Photo Treatments

The IEEE History Center wordmark is placed within the bounding box dimensions allowed by Twitter, Facebook, Instagram, LinkedIn, and YouTube guidelines.

Social media guidelines and dimensions are constantly evolving and should be researched prior to designing graphics for any social media network. For up-to-date dimensions and guidelines, visit the most recent image size specifications for each social media network.

Video

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. 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 History Center wordmark or IEEE.tv wordmark is present, the IEEE Master Brand can appear in the top right or in the opening and closing frames, rather than as a watermark throughout.

IEEE WEDGE DESIGN SYSTEM

Consider using a branded 'wedge' accent color bar along the bottom of the screen with reversed to white IEEE 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 using the IEEE Master Brand throughout as a watermark in the top right. It is not required to appear on every screen *but should always appear* in the beginning and ending frames.


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 wordmark on the endslate of a video, consider using a vertical line to separate the two wordmarks.

When there is an IEEE.tv watermark, or when multiple sub-brands are involved, the IEEE Master Brand is not required to appear throughout, *but should appear* in the beginning and ending frames.

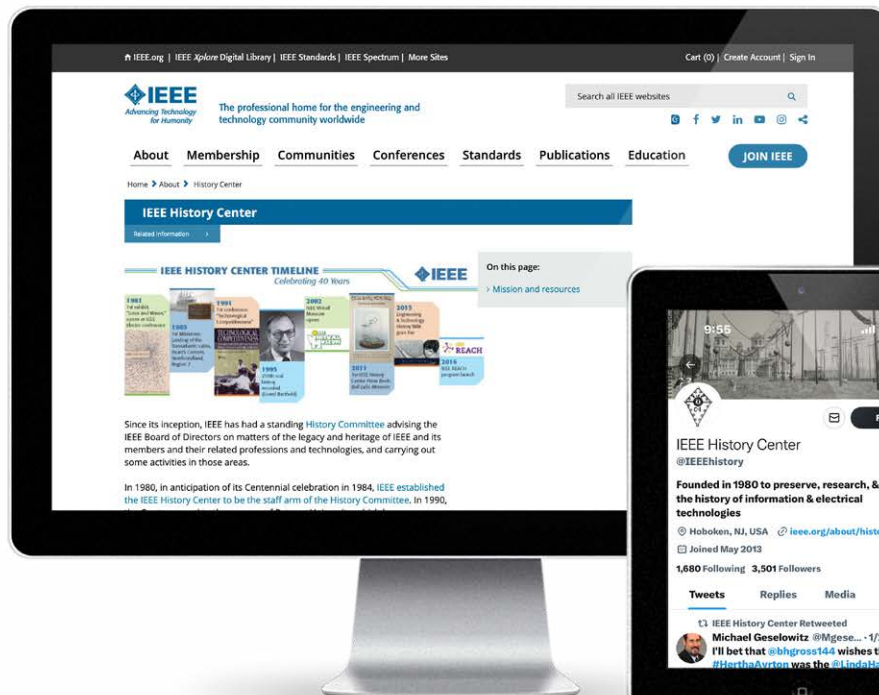# Print & Non-Screen Applications

TRIFOLD BROCHURE
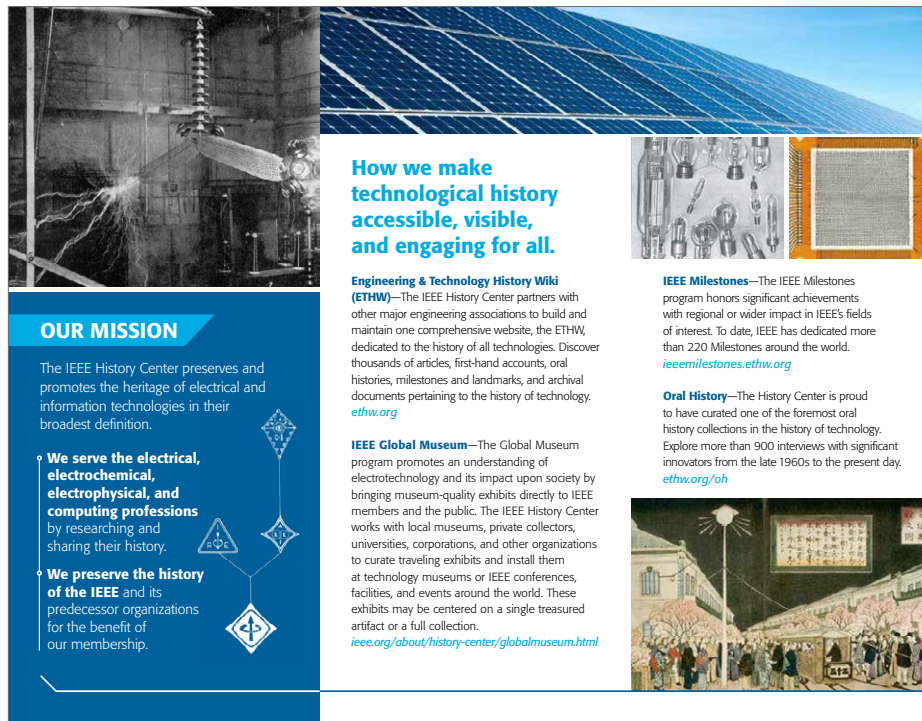
PU BANNER

PROMO ITEMS

Digital & On-Screen Applications

IEEE HISTORY CENTER WEBSITE

IEEE HISTORY CENTER TWITTER

IEEE HISTORY CENTER PPT TEMPLATE

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 Wordmarks
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/