

IEEE Future Networks Identity Guidelines

Sub-brand of IEEE
futurenetworks.ieee.org

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THIS IS AN INTERACTIVE DOCUMENT: The table of contents section, tabs at the top and bottom of each page, as well as the page callouts throughout the document are all “clickable” so that you can navigate to that corresponding section and/or page.

Welcome to IEEE Future Networks

IEEE Future Networks is mobilizing across industry, academia, research and development (R&D) organizations, application developers and the standards, policy and regulatory communities globally to enable the historic transformation promised by 5G and future generations of connectivity.

IEEE Future Networks is uniquely suited to advance transformation promised by 5G and future generations of connectivity. No other organization offers the multidimensional scope of IEEE Future Networks.

Beyond accelerating innovation of 5G, IEEE Future Networks is also marshaling early exploration of future generations of connectivity

IEEE Future Networks is working to ensure that 5G and future generations of connectivity benefit humanity in the most equitable ways.

Join IEEE Future Networks. Please visit FUTURENETWORKS.IEEE.ORG to learn more and engage.

Brand Elements

To the right are the core elements of IEEE Future Networks brand identity—logo, color specification, and typography.

LOGO | [PAGE 5](#)



COLOR SPECIFICATION | [PAGE 11](#)



TYPOGRAPHY | [PAGES 12-13](#)

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

THE IEEE WEDGE | [PAGE 14](#)



IMAGERY | [PAGES 15-16](#)



Logo Variations

IEEE Future Networks has 2 main logo options:

PRIMARY LOGO

The IEEE Future Networks primary logo should be used in most instances.

LOGO WITH TAGLINE

The IEEE Future Networks logo with tagline should be used when no other logo is present and/or when no other logo tagline is present.

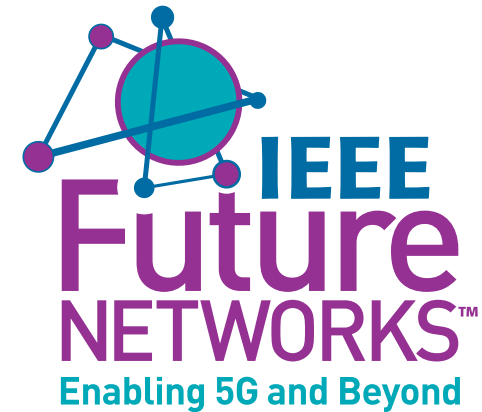
See [page 6](#) for all color variations.

See [page 8-10](#) for usage guidelines.

PRIMARY LOGO



LOGO WITH TAGLINE



Color Variations

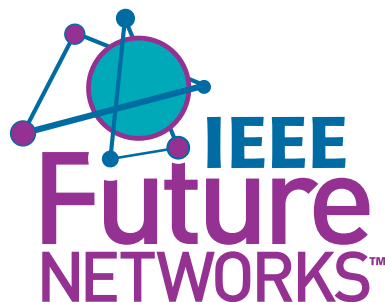
The IEEE Future Networks logo has 3 color variations.

The full color logo should be used in most instances making sure to keep a visible contrast between the logo and color backgrounds.

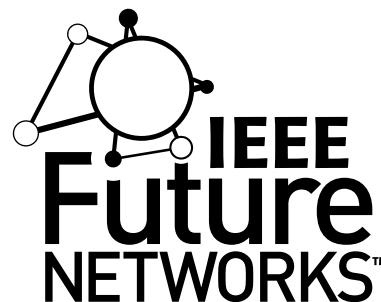
Black or white logo options are recommended on any applications where the full color logo cannot be used such as on promotional items.

See [page 8-10](#) for usage guidelines.

FULL COLOR



BLACK



WHITE



IEEE Future Networks logo placed on grey background for illustrative purposes only.

Minimum Size

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

PRINT & NON-SCREEN

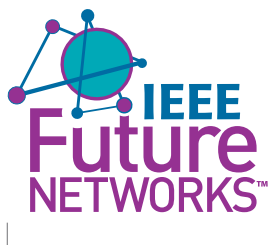
The minimum width for the IEEE Future Networks logo in print and non-screen based applications is .875 inches (22.225 millimeters).



.875 inches
22.225 millimeters

DIGITAL & ON-SCREEN

The minimum width for the IEEE Future Networks logo in digital and on-screen applications is 100 pixels.



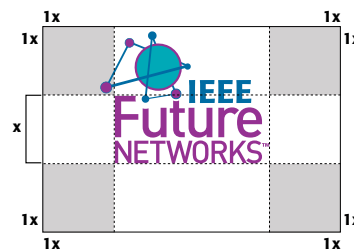
100 pixels

Clear Space

Clear space ensures that the type treatment does not compete with other images, graphics, and text. Do not place any text, images, or graphics inside the clear space.

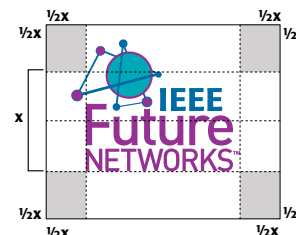
PRINT & NON-SCREEN

A clear space equal to or greater than "1x" is required on all sides surrounding the IEEE Future Networks logo in printed applications.



DIGITAL, ON-SCREEN, & PROMOTIONAL ITEMS

A clear space equal to or greater than " $\frac{1}{2}x$ " is required on all sides surrounding the IEEE Future Networks logo for digital and promotional applications.



Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Future Networks logo.

Background Control

When placing the IEEE Future Networks logo on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and logo. When placing the logo over an image, adjust the position of the image or retouch the area as needed. Here are some examples of both high contrast (correct) and low contrast (incorrect).

At no time, should a white background be used behind the icon within the logo.

CORRECT USAGE



Full color IEEE Future Networks logo on light background.



Black IEEE Future Networks logo on light background.



White IEEE Future Networks logo on a dark background.



White IEEE Future Networks logo on a dark image (minimal detail in area behind the logo).

INCORRECT USAGE



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



Do NOT put the black IEEE Future Networks logo on a dark background.



Do NOT put the white IEEE Future Networks logo on a light background.

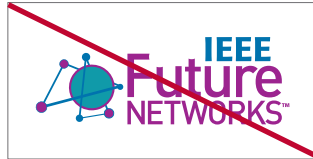


Do NOT place the IEEE Future Networks logo on a dark/complex image.

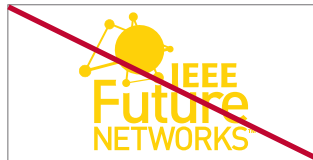
Incorrect Usage

IEEE Future Networks logo configurations and usage outside of established specifications and guidelines negatively impact the IEEE Future Networks brand, and over time, can reduce the value of the brand.

Modifications and/or distortions are strictly prohibited.



Do NOT rearrange, reconfigure, change the size, and/or placement of the IEEE Future Networks logo.



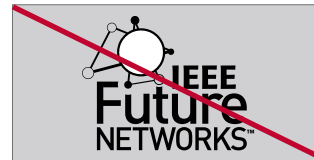
Do NOT use any colors other than the 4 approved colors: IEEE Blue (PMS 3015), Teal (PMS 320), and Bright Purple (PMS 254).



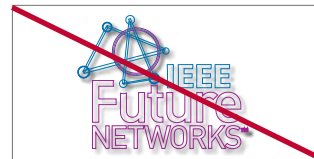
Do NOT make the IEEE Future Networks logo different color combinations.



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



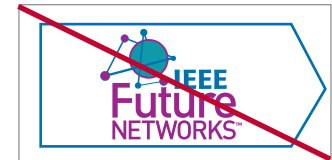
Do NOT use a white background inside the icon of the IEEE Future Networks logo when using the black or white versions.



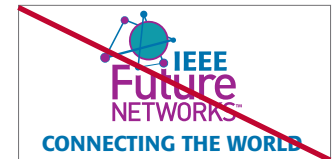
Do NOT outline, alter, add a drop shadow and/or recreate the IEEE Future Networks logo in any way.



Do NOT place the IEEE Future Networks logo at an angle.



Do NOT add containment shapes to the IEEE Future Networks logo.



Do NOT add any text to the IEEE Future Networks logo. The IEEE Future Networks tagline is the ONLY copy allowed to appear directly below the logo.

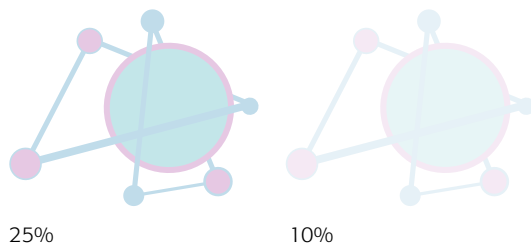
Brand Design Element

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

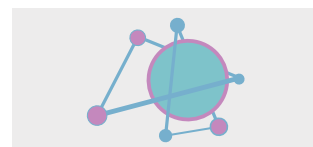
When using the “circles” separately, they should be used as a watermark or ghosted design element and must never be used at 100% opacity. A 25% or 10% opacity is recommended.

The “circles” can bleed off the edge.

The “circles” should never be rotated. They should stay in the same orientation as shown in the IEEE Future Networks logo.



CORRECT USAGE



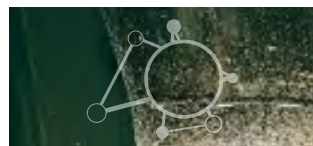
Full color 50% IEEE Future Networks on light background.



Reversed 50% IEEE Future Networks circles on purple (PMS 254) background.



Reversed 50% IEEE Future Networks circles on a dark background.

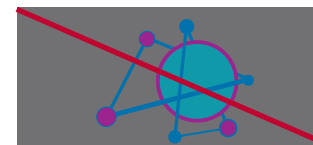


Reversed 50% IEEE Future Networks circles on a dark image (minimal detail in area behind the logo).

INCORRECT USAGE



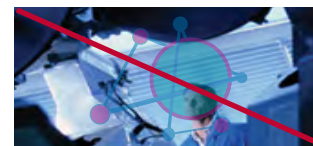
Do NOT rotate the IEEE Future Networks circles.



Do NOT use the IEEE Future Networks circles at 100% opacity.



Do NOT use the reversed/white IEEE Future Networks circles on a light background.



Do NOT place the IEEE Future Networks circles on a dark/complex image.

Color Specification

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

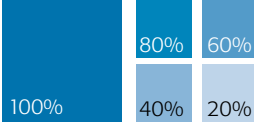
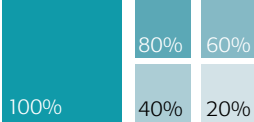
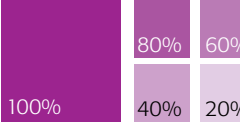
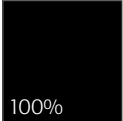

- Recommended tints for use of these colors are included.
- The recommended type color (black or white) is indicated in the percentage labels.

Use **Pantone Spot colors** when printing with more than four colors or fewer than three colors. Use **CMYK colors** when 4-color printing is available.

Use **RGB colors** for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.

Use **Hexadecimal colors** when creating websites and any related applications, such as banner advertisements.

Use **RAL colors** for the European equivalent of Pantone for applications in signage and facility installations.

| | | |
|--|---|---|
|  |  |  |
| PANTONE (SPOT) PMS 3015 | PANTONE (SPOT) PMS 320 C | PANTONE (SPOT) PMS 254 C |
| CMYK C100 M35 Y3 K21 | CMYK C96 M0 Y31 K2 | CMYK C48 M96 Y0 K0 |
| RGB R0 G98 B155 | RGB R0 G156 B166 | RGB R152 G29 B151 |
| Hexidecimal/Web #00629B | Hexidecimal/Web #009CA6 | Hexidecimal/Web #981D97 |
| RAL 5007 | RAL 5018 | RAL 4006 |
|  |  | |
| PANTONE (SPOT) PMS Process Black | COLOR White | |
| CMYK C0 M0 Y0 K100 | CMYK C0 M0 Y0 K0 | |
| RGB R0 G0 B0 | RGB R255 G255 B255 | |
| Hexidecimal/Web #000000 | Hexidecimal/Web #FFFFFF | |
| RAL 9017 | RAL 9016 | |

IEEE Master Brand Typography

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

PRIMARY TYPEFACE

Formata is the IEEE as well as the IEEE Future Networks primary typeface. Formata, a sans serif font, should be used predominantly on all print applications. This typeface is available in many weights and styles that are essential to create distinction across all communications.

When Formata is not available, use alternate typefaces specified on [page 13](#).

Formata

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Formata Light

Formata Light Italic

Formata Regular

Formata Italic

Formata Medium

Formata Medium Italic

Formata Bold

Formata Bold Italic

Formata Condensed

Formata Condensed Italic

Formata Condensed Medium Italic

Formata Condensed Bold

Formata Condensed Bold Italic

SECONDARY TYPEFACE

Adobe Caslon Pro has been designated as the IEEE secondary typeface to complement the Formata font family. Adobe Caslon Pro, a serif font, is to be used sparingly, only for headlines or titles.

When Adobe Caslon Pro is not available, use the alternate typefaces specifed on [page 13](#).

WEB TYPEFACE

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

Adobe Caslon Pro

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Adobe Caslon Pro Regular

Adobe Caslon Pro Italic

Adobe Caslon Pro Semibold

Adobe Caslon Pro Semibold Italic

Adobe Caslon Pro Bold

Adobe Caslon Pro Bold Italic

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

PLEASE NOTE that use of the Formata and Adobe Caslon Pro fonts are governed by license agreements. Use of the fonts without a license or in opposition to the license terms is prohibited. For questions contact branding@ieee.org.

IEEE Master Brand Alternate Typography

Digital applications such as websites or internal documents such as corporate stationery, require alternate typefaces that are readily available throughout the organization.

ALTERNATE PRIMARY TYPEFACE

Calibri is the IEEE font to be used on all screen-based applications, such as PowerPoint, Microsoft Word, and websites.

If needed, the font Verdana may be used.

Calibri

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

ALTERNATE SECONDARY TYPEFACE

Cambria is an alternative to the secondary serif typeface (Adobe Caslon Pro) and should be used for letters, memos, and faxes.

If needed, Times New Roman may be used.

Cambria

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Cambria Regular
Cambria Italic
Cambria Bold
Cambria Bold Italic

What is the difference between a sans serif and serif font?

Abc
Sans serif font

Sans serif fonts do not have projections.

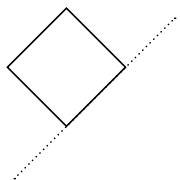
Abc
Serif font

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

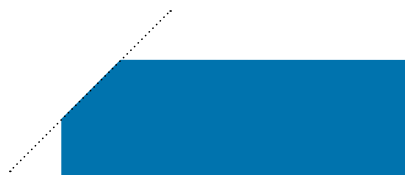
Use of the Wedge

In addition to the IEEE Future Networks colors and typography, the IEEE Master Brand 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°.

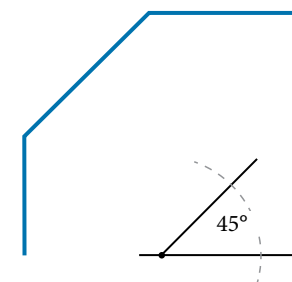
THE WEDGE CAN BE USED IN A FEW DIFFERENT WAYS:

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

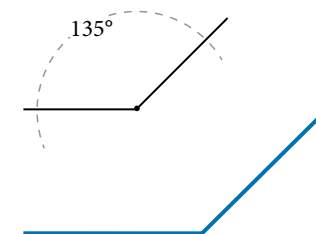
WEDGE RATIO

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

THE WEDGE 45°



IEEE WEDGE 135°



Imagery Introduction

The 6 image themes—people, technology, knowledge, connections, global, and historical—are based on the key pillars of the IEEE Brand and reflect the Master Brand personality and style, as well as IEEE members, areas of expertise, and history. Original photographs that you own the copyright for (not clip art or stock images) should be used whenever possible. When original photographs are not available, stock photography and abstract or vector artwork is acceptable as long as it follows the same guidelines.

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



Royalty-free images are available to 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. Any questions please email, branding@ieee.org.

General Imagery Usage

IEEE Future Networks imagery should be shown in full color. When not using photography, abstract or vector art may be used. The IEEE brand imagery themes are your guide and reflect the IEEE core values, brand personality and style, and IEEE members, areas of expertise, and history.

- Original photography (not clip art or stock images) should be used whenever possible to convey the IEEE brand imagery themes. If original photography is not available, stock photos can be substituted as long as they convey real people, real environments, and real world situations.
- When selecting photos for larger layouts or complex messages, look for opportunities to tell a simple story which supports the written content and helps the IEEE audience understand and engage with the message.
- Images should be cropped whenever possible and eliminate unnecessary details so the core message of the image is clear.
- Highlight diversity in the IEEE organization and in the IEEE marketplace through age, gender, race, dress, country of origin, and job responsibilities.



IEEE Future Networks
Enabling 5G and Beyond

Join the Technical Community.

Subhead Here
Add your supporting text here. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque, totam rem aperiam. Eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit. Rerum dolorum totum est facere intui, vere sequitur magnis audisunt et voluptam volupti usandam, sum hictur a volonibus reus. Ehendit beatur, consequas doloratis dolesti opore ornitatis qui tempeligenet expla doluptatum quissi occupatur?

Call to Action Copy
Add your supporting text here. Sed to styte unde omnis iste lorem ipsum enim ipsam voluptatem.

Contact us at:
Add your supporting text here. Sed ut perspiciatis unde omnis Rste natus error sit voluptatem Qaccusantium

“You can put a quotation and/or add supporting text here.”
Add your supporting text here. Lonsit perspiciatis unde omnis iste natus error sit voluptatem accusa lorem ipsum solor dit amet.

IEEE
more details on reverse



IEEE Future Networks
Enabling 5G and Beyond

Join the Technical Community.

Enabling 5G and Beyond.

Paving a clear path through 5G's development and deployment, and envision the landscape of connectivity and applications beyond 5G.

IEEE

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 Future Networks logo or IEEE.tv logo is present, the IEEE Master Brand can appear in opening and closing frames, rather than throughout.

IEEE WEDGE DESIGN SYSTEM

Consider using a branded 'wedge' accent color bar along the bottom of the screen with reversed to white Master Brand for title and ending slides. This can be done in IEEE blue or 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 more than one logo on the endslate of a video, consider using a vertical line to separate the two logos.

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

Social Media Guidelines

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. When using the IEEE Future Networks logo and the IEEE Master Brand for these applications, follow the minimum size (100 pixels) and clear space ($\frac{1}{2}x$) for digital and on-screen applications.

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

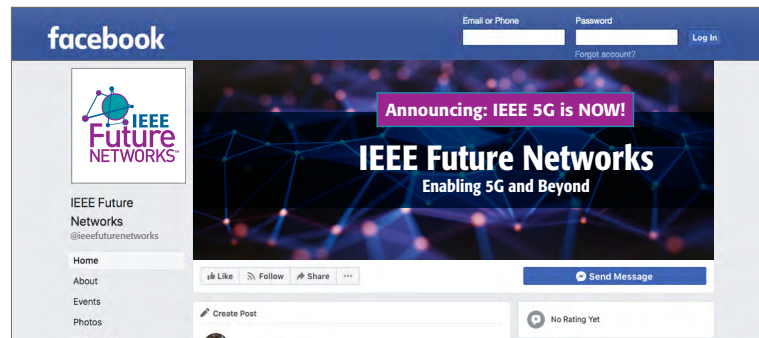
Make sure that the Master Brand, sub-brand logos and/or tagline (if used) are legible when resized for mobile optimization.

Size and Font

- Clear Space: Equal to or greater than $\frac{1}{2}x$
- Master Brand Minimum Width: 100 pixels
See [page 7](#) for minimum size and clear space
- Font: Formata or Calibri

Color

- Must be from approved IEEE color palette



PROFILE IMAGE:

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

COVER IMAGE:

The optimal size for a Facebook cover photo is 828 x 465 pixels. The Facebook cover image area is 851 pixels wide and 315 pixels tall for desktop, 640 pixels wide by 360 pixels tall for mobile. Use this area to further personalize the individual IEEE Future Networks group, with use of related graphics or photographic imagery. When combining the IEEE Future Networks logo with another logo to identify your group, such as an IEEE Future Networks Region, Section or Chapter logo, do NOT alter established brand logos. Refer to the examples on page 4 and 16 of this document for using multiple logos. You can also find more brand-compliant examples of how to use multiple logos together on page 10 of the main IEEE Brand Identity Guidelines, available for download on the IEEE Brand Experience site.



TWITTER PAGE (MOBILE)

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

The IEEE Social Media Policy can be found on the IEEE Brand Experience site under Digital Guidelines at <https://brand-experience.ieee.org/guidelines/digital/social-media/>. For questions contact branding@ieee.org.

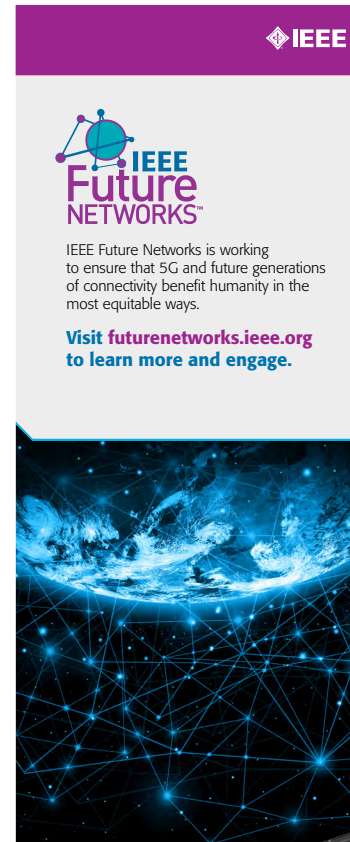
Print & Non-Screen Applications



POSTER



TRI-FOLD BROCHURE



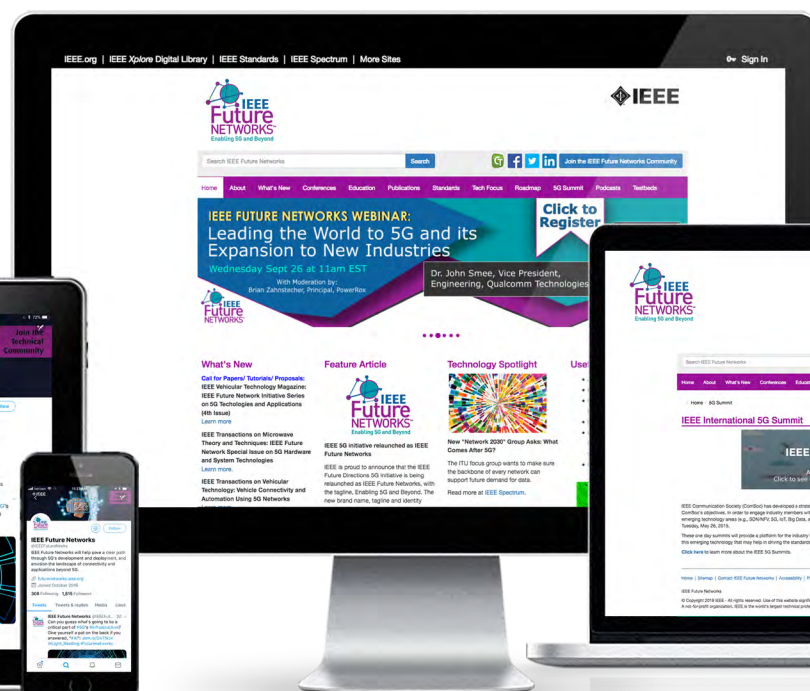
PULL UP BANNER



When using the IEEE Future Networks logo in print materials, follow the brand guidelines for the IEEE Master Brand, found at ieee.org/about/toolkit/tools/index.html. Any questions please email, branding@ieee.org.

Digital & On-Screen Applications

WEBSITE



SOCIAL MEDIA PROFILES



IEEE FUTURE NETWORKS WEBSITE

When using the IEEE Future Networks logo in digital materials, follow the brand guidelines for the IEEE Master Brand, found at ieee.org/about/toolkit/tools/index.html. Any questions please email, 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

