



IEEE N3XT[®] Logo Guidelines

Sub-brand of IEEE

entrepreneurship.ieee.org/about-N3XT



Welcome to
IEEE N3XT®

The name IEEE N3XT® embodies the spirit of future technological development by using the root of the word “next,” and the numeral “3” to represent the three event pillars of ideas, innovation, and inspiration.

By bringing together the technical entrepreneur community, these events foster collaboration and innovation, as well as provide encouragement and skills building to engineering driven entrepreneurs.

IEEE N3XT® Event programming targets:

- Aspiring, early-stage, or successful technical entrepreneurs;
- Those wishing to transform their education ideas into inventions or applications;
- Those interested in learning from conversations with founder peers and the larger engineering-driven startup community;
- Ecosystem communities including incubators, accelerators, investors and service providers.
- Anyone who shows the entrepreneurial spirit – e.g. women, minorities, students...

For more information, and to join the IEEE N3XT®, please visit N3XT@ieee.org

If you plan to use the IEEE N3XT® brand or hold an IEEE N3XT® event, please email N3XT@ieee.org in order to ensure that your event can be included in the global communications.

Logo Variations

Use of the IEEE N3XT® Event Logo is restricted

IEEE owns the trademark for IEEE N3XT® and licenses the brand for use on an approval basis. Currently, the IEEE N3XT® brand is available as a stand-alone or an add-on format. An IEEE N3XT® Affiliate Event may be added to a larger event or conference, as a session, meetup, workshop, or other iteration, that is differentiated from the standalone flagship event.

IEEE N3XT® Affiliate Events are focused on bringing skills and inspiration to the next generation of entrepreneurs. These events should embrace new style methodologies and produced event formats that would appeal to these audiences.

Use of the IEEE N3XT® brand must be approved by IEEE Entrepreneurship. To apply to host an IEEE N3XT® Affiliate Event, visit: entrepreneurship.ieee.org/ieee-n3xt-affiliated-events

For additional questions, email: N3XT@ieee.org

PRIMARY FULL COLOR LOGO



GRAY SCALE LOGO



PRIMARY REVERSED LOGO ON PURPLE BACKGROUND



REVERSED LOGO ON BLACK BACKGROUND



Color Specification

A color palette, deriving from the colors in the IEEE Master Brand color palette and used in the IEEE N3XT® logo is provided for use on all collateral and communications.

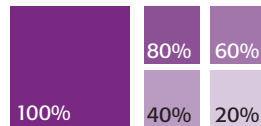
- Recommended tints for use of these colors are included.
- The recommended type color (black or white) is indicated in the percentage labels.

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.



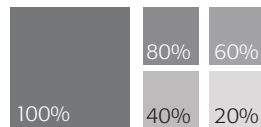
PANTONE (SPOT)
PMS 2612 C

CMYK
C67 M100 Y0 K5

RGB
R119 G37 B131

Hexidecimal/Web
#772583

RAL
4006



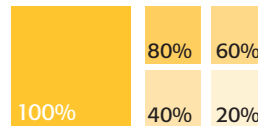
PANTONE (SPOT)
PMS Cool Gray 9 C

CMYK
C30 M22 Y17 K57

RGB
R117 G120 B123

Hexidecimal/Web
#75787B

RAL
9023



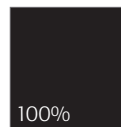
PANTONE (SPOT)
PMS 123 C

CMYK
C0 M19 Y89 K0

RGB
R255 G199 B44

Hexidecimal/Web
#FFC72C

RAL
1018



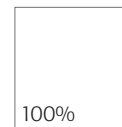
PANTONE (SPOT)
PMS Process Black

CMYK
C0 M0 Y0 K100

RGB
R0 G0 B0

Hexidecimal/Web
#000000

RAL
9017



COLOR
White

CMYK
C0 M0 Y0 K0

RGB
R255 G255 B255

Hexidecimal/Web
#FFFFFF

RAL
9016

Minimum Size

The minimum size requirement for both print and digital ensures that the IEEE N3XT® logo is legible

PRINT & NON-SCREEN

The minimum width for the IEEE Massive Connectivity 5G+ logo in print and non-screen based applications is .875 inches (22.225 millimeters).



DIGITAL & ON-SCREEN

The minimum width for the IEEE Massive Connectivity 5G+ logo in digital and on-screen applications is 100 pixels.

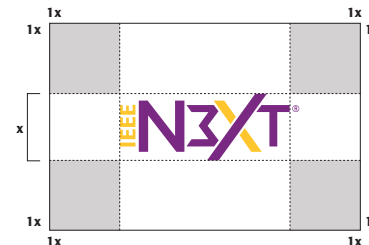


Clear Space

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.

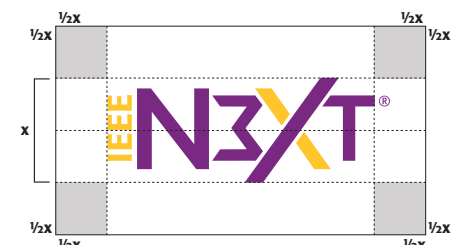
PRINT & NON-SCREEN

A clear space equal to or greater than "1x" is required on all sides surrounding the IEEE Massive Connectivity 5G+ logo in printed applications.



DIGITAL, ON-SCREEN, & PROMOTIONAL ITEMS

A clear space equal to or greater than "1/2x" is required on all sides surrounding the IEEE Massive Connectivity 5G+ logo for digital and promotional applications.



Background Control

When placing the IEEE N3XT® 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).

If using a dark background, the preferred background color is the IEEE N3XT® purple (PMS 2612C). If purple cannot be used, a black background is allowed.

Do NOT create a one color version of the IEEE N3XT® logo. **The “X” in the IEEE N3XT® logo is important to the brand. The primary two color logo is the preferred format that should be used in most instances.**

If there is a special instance where none of these approved logos work, please contact the IEEE staff via email at N3XT@ieee.org

CORRECT USAGE



Full color IEEE N3XT® logo on light background.



Grayscale IEEE N3XT® logo on light background.



Reversed IEEE N3XT® logo on a purple or dark background.



Reversed IEEE N3XT® logo on a dark image (minimal detail in area behind the logo).

INCORRECT USAGE



Do NOT put the color IEEE N3XT® logo on a dark background.



Do NOT put the grayscale N3XT® logo on a dark background.



Do NOT put the reversed IEEE N3XT® logo on a light background.



Do NOT place the reversed IEEE N3XT® logo on a dark/complex image.

Incorrect Usage

IEEE N3XT® logo configurations and usage outside of established specifications and guidelines damage the IEEE N3XT® 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, reconfigure, change the size, and/or placement of the IEEE N3XT® logo.



Do NOT use any colors other than the 2 approved colors: IEEE Bright Purple (PMS 2612) and Yellow (PMS 123).



Do NOT make the IEEE N3XT® logo different color combinations.



Do NOT distort, stretch, and/or squeeze the IEEE N3XT® logo.
TIP: Hold down the 'SHIFT' key to resize the logo proportionately.



Do NOT create a one color version of the IEEE N3XT® logo without the approval of the IEEE N3XT® staff.



Do NOT outline, alter, add a drop shadow and/or recreate the IEEE Massive Connectivity 5G+ logo in any way.



Do NOT place the IEEE N3XT® logo at an angle.



Do NOT add containment shapes to the IEEE N3XT® logo.



Do NOT add any text to the IEEE N3XT® logo **unless** there is a horizontal rule that accommodates the required clear space separating the logo from the text.

Logo Lockups

When combining the IEEE N3XT®, IEEE Entrepreneurship, and/or the IEEE Master Brand logos, use one of the logo lockup examples to the right making sure to follow all guidelines for size and clear space.

In all instances the IEEE N3XT® logo should be the most prominent by either appearing first or being the largest.

When the IEEE N3XT® logo appears by itself, IEEE Entrepreneurship and IEEE Master Brand lock ups are available for use.

To see application examples, see page 5.

IEEE N3XT® AND IEEE ENTREPRENEURSHIP LOGO



IEEE ENTREPRENEURSHIP LOGO WITH IEEE MB ON BOTTOM



IEEE MB ON TOP WITH IEEE ENTREPRENEURSHIP LOGO



Brand Element Usage

The IEEE N3XT® “X” is a prominent part of the logo as well as the brand. The “X” can be used separately from the IEEE N3XT® logo as a design element on print and web applications.

For applications examples, see page 10.

CORRECT USAGE



Full color IEEE N3XT® “X” brand element on light background.



50% tint of the IEEE N3XT® “X” brand element on light background.



Reversed IEEE N3XT® “X” brand element on purple or dark background.



Reversed IEEE N3XT® “X” brand element on a dark image (minimal detail in area behind the logo).

INCORRECT USAGE



Do NOT put the color IEEE N3XT® “X” brand element on a color background that competes with the brand element.



Do NOT put the grayscale N3XT® logo on a dark background.



Do NOT put the reversed IEEE N3XT® “X” brand element on a light background.



Do NOT place the reversed IEEE N3XT® “X” brand element on a dark/complex image.

Print & Web Usage

When using the IEEE N3XT® logo in print materials, follow the brand guidelines for the IEEE Master Brand, found at www.ieee.org/about/toolkit/tools/index.html

IEEE N3XT® guidelines for web usage follows all IEEE brand guidelines for sub-sites.

Web sub-site templates and hosting

The IEEE Web Sub-sites Template System, designed for use by IEEE employees and volunteers, contains starter information architecture documents (sitemaps) as well as a collection of HTML pages and related files and WordPress themes for common site types.

For more information go to: www.ieee.org/about/toolkit/tools/index_tools.html#sect6

Postcard



Poster



Pull Up Banner



Contact Info

IEEE Master Brand, Identity Guidelines and Templates: www.ieee.org/go/brand

For questions regarding these guidelines, please contact: branding@ieee.org

