

Available Formats

The following versions of the IEEE Students Type Mark are available in print and digital formats. Please use appropriate format for the intended use. Find out more on what format to use on p7 of the IEEE Brand Identity Guidelines, available at this link:

<https://brand-experience.ieee.org/guidelines/brand-identity/>

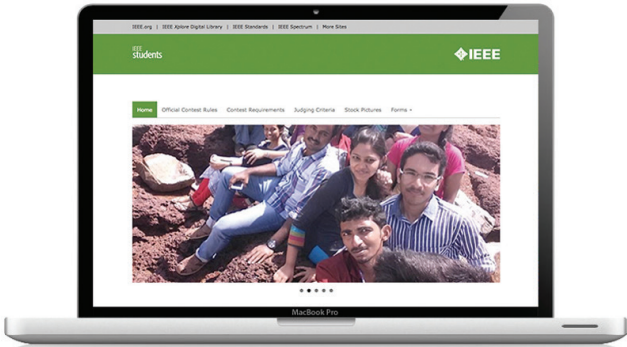
COLOR



BLACK



REVERSED TO WHITE ON A COLORED BACKGROUND



Configurations & Size Ratio

Prominence and Size in Relationship to the IEEE Master Brand

The IEEE Students Type Mark may be used as a signifier or sign off next to the IEEE Master Brand, as illustrated in the below lock-up example.

When leveraging the IEEE Master Brand on communications, please adhere to the minimum size and clear space requirements set in the IEEE Visual Identity Guidelines.



HORIZONTAL LOCKUP



VERTICAL LOCKUP

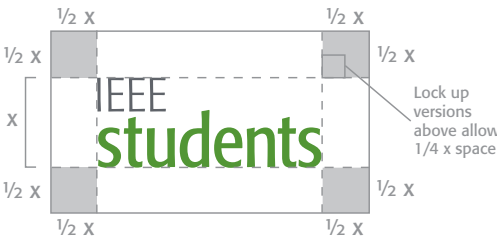


WEDGE BLOCK LOCKUP

Clear Space & Minimum Size

Spacing is critical to readability. To ensure that IEEE Students Type Mark is easily recognizable in any medium, the below illustration displays proper minimum size and clear space.

x = height of Type Mark



Color Specifications

The IEEE Students Type Mark and lockup versions with the IEEE Master Brand are provided in various formats for use in print and web.

Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Students Type Mark and graphical elements in communications.

For color formulas of the complete IEEE color palette approved for use, refer to the IEEE Brand Identity Guidelines, available at this link:

<https://brand-experience.ieee.org/guidelines/brand-identity/>

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.

100%

80%

60%

40%

20%

PANTONE (SPOT)

PMS 370 C

CMYK

C62 M1 Y100 K25

RGB

R101 G141 B27

Hexidecimal/Web

#658D1B

IEEE BLUE

PANTONE (SPOT)

PMS 3015C

CMYK

C100 M35 Y3 K21

RGB

R0 G98 B155

Hexidecimal/Web

#00629B

BRIGHT COLOR PALETTE

DARK COLOR PALETTE

Imagery

Imagery should reflect the IEEE core values, brand personality and style, as well as IEEE Students, diversity, areas of study, and historical legacies.



Look for opportunities to tell a simple story which supports the written content and helps the IEEE audience understand and engage with the message.

Use of photographs without appropriate licenses or permission is prohibited. Please note that all photographs are potentially subject to copyright. Royalty-free images are available to purchase from various stock photography collections on the web.

Typography

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

IEEE Primary Typeface

Formata, a sans serif font, should be used on all print applications. Formata is available in many weights and styles, creating distinction across all communications.

When Formata is not available, or for use on web sites, use alternate typefaces as specified below.

IEEE Secondary Typeface

Adobe Caslon Pro, a serif font, is to be used sparingly, only for headlines or titles, as an accent, or when a serif font is required.

When Adobe Caslon Pro is not available, use the alternate typefaces specified below.

IEEE Alternate Typefaces

OpenSans font should be used on websites to ensure maximum compatibility between browsers and operating systems.

Calibri is the IEEE alternate font in lieu of Formata, to be used on all screen-based applications, such as PowerPoint, Microsoft Word, and on any print or digital collateral when Formata is not available.

Cambria is the IEEE alternate font family for use in lieu of Adobe Caslon Pro.

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

Formata

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

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