

# IEEE students

## Visual Identity Guide to Proper Use of:

- Approved IEEE Students Type Mark
- Graphical Elements
- IEEE Master Brand Lockup

## About IEEE Students

The IEEE (Institute of Electrical and Electronics Engineers) is a professional organization, which provides the latest technical knowledge for its members through conferences, journals, workshops, and continued education, for the advancement of technology for humanity. With more than 400,000 members in more than 160 countries, IEEE is the world's largest technical professional society.

There are nearly 2,600 Student Branches in 100 countries, at various educational institutions. Student Branches provide an opportunity for Student members to begin networking in their areas of interest and future profession.

The IEEE Students Type Mark and accompanying graphical elements have been chosen to work with the IEEE Brand Identity guidelines that govern the overarching IEEE Master Brand.

**Your adherence to these guidelines guarantees the continued integrity and leadership of the IEEE family of brands in the global technology community.**



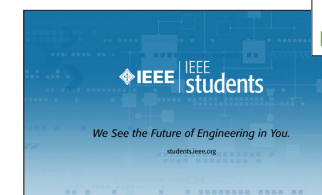
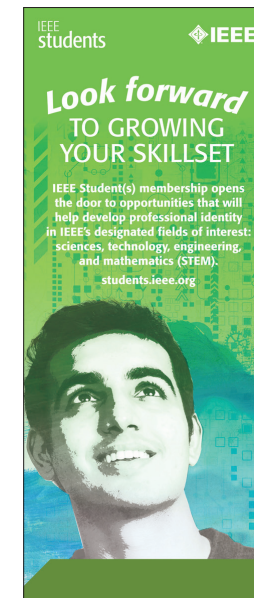
## Quick Tips for Copy & Usage of the IEEE Students Type Mark

- 1 DO keep "IEEE" in every reference to IEEE Students.
- 2 DO utilize the IEEE Students Type Mark in provided file and version formats without distorting or altering the mark.
- 3 DO adhere to established minimum size and space clearances as indicated on reverse side.
- 4 DO leverage the over-arching IEEE Master Brand on all materials viewed externally, including websites, eBlasts and conference collateral.
- 5 See the IEEE Brand experience site for sub-brand templates for the branded, IEEE Students look and feel at: <https://brand-experience.ieee.org/guidelines/>

## Placement

Correct and consistent use of the IEEE Students Type Mark and the IEEE Master Brand is essential to maintaining brand equity. Consideration should be given to clear space, minimum size, size ratio, color, and background contrast when used on pull-up banners, PowerPoints, HTML emails, promotional items, as illustrated in the below examples.

PULL-UP BANNERS AND TABLETOP DISPLAYS



VIDEO OR POWERPOINT FRAMES

POSTERS



FLYERS

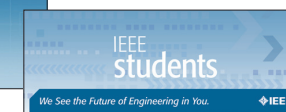


TABLE COVER

Editable templates shown above are available for use at the IEEE Brand Experience site in the sub-brand section: <https://brand-experience.ieee.org/guidelines/>

## Use of the Wedge

In addition to brand identity building blocks, 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 diamond shaped 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. While the wedge is strongly encouraged, it should be used sparingly in all designs.

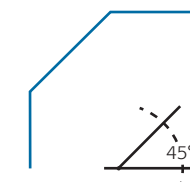


Examples of the Wedge as a color band

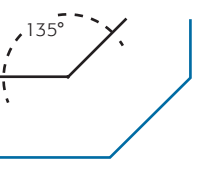


Example of the Wedge as a rule or line

The Wedge 45°



IEEE Wedge 135°



Refer to the template example on next panel for examples of use for the various wedge elements. Use the wedge bar for headline areas and to anchor the IEEE Master Brand.

IEEE Master Brand, Identity Guidelines, and Templates: [www.ieee.org/go/brand](http://www.ieee.org/go/brand)

## 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

IEEE  
students

BLACK

IEEE  
students

REVERSED TO WHITE ON A COLORED BACKGROUND

IEEE  
students

## 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.

IEEE  
students

HORIZONTAL LOCKUP

IEEE  
students

VERTICAL LOCKUP

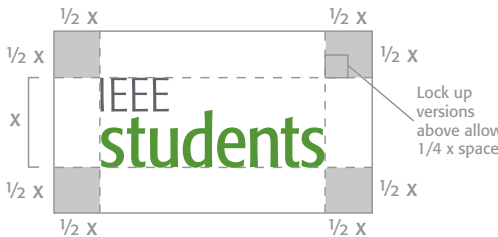
IEEE  
students

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.

						<b>PANTONE (SPOT)</b> PMS 3015C	<b>RGB</b> R0 G98 B155
<b>100%</b>	<b>80%</b>	<b>60%</b>	<b>40%</b>	<b>20%</b>	<b>IEEE BLUE</b>	<b>CMYK</b> C100 M35 Y3 K21	<b>Hexadecimal/Web</b> #00629B
<b>PANTONE (SPOT)</b> PMS 370 C					<b>BRIGHT COLOR PALETTE</b>		
<b>CMYK</b> C62 M1 Y100 K25							
<b>RGB</b> R101 G141 B27					<b>DARK COLOR PALETTE</b>		
<b>Hexadecimal/Web</b> #658D1B							

## 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](mailto: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