I-E-E-E Identifier

- IEEE must always be used in the title of an IEEE product, service name, publication, or platform (e.g. IEEE Collabratec™, IEEE Xplore Digital Library®, IEEE Photonics Journal).
- The letters I-E-E-E also must appear in any visual representation, text, or signage where the product is listed. In these instances, only the letters I-E-E-E (not the full IEEE Master Brand) should be used.
- When used in a sentence, title, or name, the letters "IEEE" should always appear in uppercase. The Master Brand should appear separately, elsewhere on the page.
- When listing the main IEEE website, direct users to IEEE.org

We're here to help you!

Our teams offer strategic guidance, tools, and resources to help further the impact of IEEE to a global audience.

Leverage our expertise—reach out today!

branding@ieee.org corporate-communications@ieee.org creative@ieee.org digital-innovations@ieee.org marketing@ieee.org

Visit the IEEE Brand Experience site: **www.ieee.org/go/brand**

IEEE Style Quick Reference Guide

Refer to this guide to help ensure correct and consistent usage of IEEE facts and formatting for internal and external messaging.



IEEE Style Reference Guide

IEEE Basics

- Tagline: The world's largest technical professional organization dedicated to advancing technology for the benefit of humanity.
- IEEE's full legal name: The Institute of Electrical and Electronics Engineers, Incorporated
- IEEE is a not-for-profit (not a nonprofit)
- IEEE's corporate headquarters address:
 3 Park Avenue, New York, NY 10016
- The Operations Center address:
 445 Hoes Lane, Piscataway, NJ 08854

Frequently Referenced Trademarked Terms

IEEE has a number of registered and unregistered trademarks. If using an IEEE trademark in a non-internal communication (e.g. a website, brochure, or publication), use the appropriate trademark symbol on the first reference of the term per page. Some examples of IEEE trademarks are as follows:

- IEEE®
- IEEE 802®
- IEEE Collabratec™
- IEEE Xplore®
- IEEE Access®

IEEE is the copyright owner of most of the content on IEEE *Xplore*. A copyright notice of © IEEE 201X should be applied to IEEE copyrighted content. Further questions on trademarked terms should be sent to: Jonathan Wiggins, j.s.wiggins@ieee.org

Capitalization and Style

- IEEE (not "the IEEE")
- Titles
 - President
 - President-Elect
- Section, Region, Society, Council, Chapter
- Student Branch
- member grades (before and after a name)
 - Student (or Life, Senior, Student, etc.) memberIFFF Fellow
- member
- IEEE membership
- IEEE Account
- organizational unit
- geographic unit
- committee
- volunteer
 affinity group
- affinity group
- Society Affiliate