IEEE *Xplore*® *Digital Library*

IEEE *Xplore*® Digital Library
Identity Guidelines

Sub-brand of IEEE
ieeexplore.ieee.org

IEEE
Advancing Technology
for Humanity

Table of Contents

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 *Xplore*®
Digital Library

The IEEE *Xplor*e Digital Library is a powerful resource for discovery of scientific and technical content published by the IEEE (Institute of Electrical and Electronics Engineers) and its publishing partners.

IEEE *Xplore* provides online access to full-text documents from some of the world's most highly-cited publications in electrical engineering, computer science, and electronics. IEEE *Xplore* is a gateway to more than 30% of the word's current literature in electrical engineering, electronics, and computer science.

The content in IEEE *Xplore* comprises:
▪ Journals & Magazines
▪ Conference Proceedings
▪ Standards
▪ eBooks
▪ Online Courses

Approximately 20,000 new documents are added to IEEE *Xplore* each month.

Access to full-text documents in IEEE *Xplore* can be obtained from:
▪ A broad range of institutional subscription options
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▪ Online purchase of individual documents (at discounted prices for IEEE members)

Please visit ieeexplore.ieee.org to learn more.

Overview   Logo Variations   Color Variations   Minimum Size & Clear Space   Usage

Brand Elements

IEEE has consolidated best practices from communications materials created throughout the organization and streamlined the components and rules for how each element is used when creating branded communications. Identity elements have been carefully selected to reinforce the personality and values of the IEEE Brand.

To the right are the core elements of the IEEE *Xplore* Digital Library visual identity—logo, color palette, and fonts.

LOGO | PAGE 5

IEEE *Xplore*®
Digital Library

COLOR SPECIFICATIONS | PAGE 11

TYPOGRAPHY | PAGES 12–13

Formata	Adobe Caslon Pro	Calibri	Open Sans	Verdana	Cambria	Times New Roman
abc	abc	abc	abc	abc	abc	abc
ABC	ABC	ABC	ABC	ABC	ABC	ABC

GRAPHIC ELEMENTS | PAGES 14–15

IMAGERY | PAGES 16–17

Logo Variations

PRIMARY LOGO

The IEEE *Xplore* Digital Library logo is always used with the *"Digital Library"* tagline.

See page 6 for all color variations.

See pages 7–9 for usage guidelines.

STACKED LOGO

A stacked logo is available for social media applications only.

See page 19 for more information.

PRIMARY LOGO

IEEE *Xplore*® *Digital Library*

STACKED LOGO

IEEE *Xplore*® *Digital Library*

TOC | Overview | **Brand Elements** | Color Specifications | Typography | Graphic Elements | Imagery | Video & Social Media | Applications

Overview   Logo Variations   Color Variations   Minimum Size & Clear Space   Usage

Color Variations

The IEEE *Xplore* Digital Library logo has five 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.

A one color blue logo is available for one color applications and promotional items.

Black or white logo options are recommended on all applications when the full color logo cannot be used.

See pages 7–9 for usage guidelines.

See page 11 for full color palette.

FULL COLOR

BLUE

BLACK

WHITE WITH ORANGE

WHITE

IEEE *Xplore* Digital Library logo placed on black and grey backgrounds for illustrative purposes only.

TOC | Overview | **Brand Elements** | Color Specifications | Typography | Graphic Elements | Imagery | Video & Social Media | Applications

Overview   Logo Variations   Color Variations   Minimum Size & Clear Space   Usage

Minimum Size

The minimum size requirement for both print and digital ensures that the IEEE *Xplore* Digital Library logo is legible

PRINT & NON-SCREEN

The minimum width for the IEEE *Xplore* Digital Library logo and IEEE Master Brand in print and non-screen based applications is .875 inches (22.225 millimeters).

IEEE *Xplore*®
Digital Library

.875 inches
22.225 millimeters

IEEE

.875 inches
22.225 millimeters

DIGITAL & ON-SCREEN

The minimum width for the IEEE *Xplore* Digital Library logo and IEEE Master Brand in digital and on-screen applications is 100 pixels.

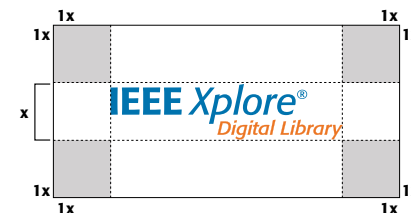**IEEE** *Xplore*®
Digital Library

100 pixels

IEEE

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 *Xplore* Digital Library logo and IEEE Master Brand in printed applications.

DIGITAL, ON-SCREEN, & PROMOTIONAL ITEMS

A clear space equal to or greater than "½x" is required on all sides surrounding the IEEE *Xplore* Digital Library logo and IEEE Master Brand for digital and promotional applications.

Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE *Xplore* Digital Library logo. For more information, see pages 8–11.

Background Control

When placing the IEEE *Xplore* Digital Library 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).

CORRECT USAGE

Full color IEEE *Xplore* Digital Library logo on light background.

Black IEEE *Xplore* Digital Library logo on light background.

White IEEE *Xplore* Digital Library logo on a dark background.

White IEEE *Xplore* Digital Library logo on a dark image (minimal detail in area behind the logo).

INCORRECT USAGE

Do NOT put the color IEEE *Xplore* Digital Library logo on a dark background.

Do NOT put the black IEEE *Xplore* Digital Library logo on a dark background.

Do NOT put the white IEEE *Xplore* Digital Library logo on a light background.

Do NOT place the IEEE *Xplore* Digital Library logo on a dark/complex image.

TOC | Overview | **Brand Elements** | Color Specifications | Typography | Graphic Elements | Imagery | Video & Social Media | Applications

Overview | Logo Variations | Color Variations | Minimum Size & Clear Space | Usage

Background Control | Incorrect Usage | Text Usage

Incorrect Usage

IEEE *Xplore* Digital Library logo configurations and usage outside of established specifications and guidelines damage the IEEE *Xplore* Digital Library 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 *Xplore* Digital Library logo.

Do NOT distort, stretch, and/or squeeze the IEEE *Xplore* Digital Library logo.

Do NOT place the IEEE *Xplore* Digital Library logo at an angle.

Do NOT use any colors other than the 2 approved colors: IEEE Blue (PMS 3015) and Orange (PMS 158).

Do NOT use a regular Formata font face for the word "*Xplore*" in the IEEE *Xplore* Digital Library logo. The word *Xplore* should always be in italics.

Do NOT add containment shapes to the IEEE *Xplore* logo.

Do NOT make the IEEE *Xplore* Digital Library logo different color combinations.

Do NOT outline, alter, add a drop shadow and/or recreate the IEEE *Xplore* Digital Library logo in any way.

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

IEEE *Xplore* Text Usage

- When used in a sentence, title or name, the word *"Xplore"* **should always** be italic and initial capped. There are special instances where *"Xplore"* is allowed to be in all caps **BUT** the word should never be lowercase.

- The letters I-E-E-E should be used in **every reference** when using the name IEEE *Xplore* Digital Library and/or IEEE *Xplore*.

- The full name IEEE *Xplore* Digital Library must be used in the first instance of the name. After the first instance, the shortened name, IEEE *Xplore* is allowed.

- The register mark after the name *"Xplore®"* must appear in the **first instance only,** whether with the logo or within running text of each document or communication.

- In special instances where the word *Xplore* is not allowed to be typeset, (ex. social media profile page naming), the word does have to appear in italics. *See [page 19](#) for examples.*

- The words "Digital Library" should always be uppercase when used in a header or headline. It is **not** required to be uppercase when used in other copy.

CORRECT USAGE

IEEE *Xplore®*

IEEE *Xplore*

IEEE *Xplore* Digital Library

INCORRECT USAGE

IEEE Xplore

IEEE *xplore*

IEEE Xplore DIGITAL LIBRARY

Color Specifications

A color palette, deriving from the colors used in the IEEE *Xplore* Digital Library logo is provided for use on all collateral and communications.
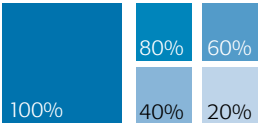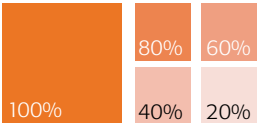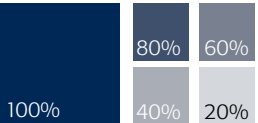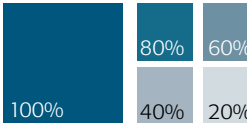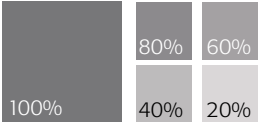
▪ Recommended tints for use of these colors are included.

▪ The recommended type color (black or white) is indicated in the percentage labels.

▪ PMS 308 is grandfathered in from the original IEEE color palette and may be used as an accent color. The new PMS 295 may also be used.

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

CMYK
C100 M35 Y3 K21

RGB
R0 G98 B155

Hexidecimal/Web
#00629B

RAL
5007

PANTONE (SPOT)
PMS 158 C

CMYK
C0 M62 Y95 K0

RGB
R232 G119 B34

Hexidecimal/Web
#E87722

RAL
2011

PANTONE (SPOT)
PMS 295

CMYK
C100 M69 Y8 K54

RGB
R0 G40 B85

Hexidecimal/Web
#002855

RAL
5026

PANTONE (SPOT)
PMS 308 C

CMYK
C100 M18 Y8 K50

RGB
R0 G88 B124

Hexidecimal/Web
#00587C

RAL
5019

PANTONE (SPOT)
PMS Cool Gray 9 C

CMYK
C30 M22 Y17 K57

RGB
R117 G120 B123

Hexidecimal/Web
#75787B

RAL
9023

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

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 *Xplore* Digital Library 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.

Primary & Secondary Typefaces   Alternate Typefaces

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

Verdana

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

Verdana Regular
Verdana Italic
Verdana Bold
Verdana 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

Times New Roman

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

Times New Roman Regular
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

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

Abc
San 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.

TOC   Welcome   Brand Elements   Color Specifications   Typography   **Graphic Elements**   Imagery   Video & Social Media   Applications

IEEE *Xplore* Graphic Elements   IEEE Master Brand Wedge

IEEE *Xplore* Graphic Elements

Visual consistency builds brand recognition. Use these graphical elements to build a consistent, recognizable, and impactful visual identity for IEEE *Xplore*.

"X" GRAPHIC

The "X" graphic element is inspired from the "X" in *Xplore*. The graphic may be used in the light blue gradient as a transparent background element on various collateral.

The "X" graphic can also be used in white as the negative space of a collateral piece. Monotone images in black and white, IEEE blue, or orange fill the space at the top and bottom of the "X". A solid IEEE blue background with an orange band is usually shown on the left or right of the "X".

See <u>pages 20–22</u> for examples.

ABSTRACT GLOBE

The IEEE *Xplore* globe can be used as a graphic element, however should be done so sparingly. In most cases, the globe appears on trade show booth panels as large abstract background art.

See <u>pages 20–22</u> for examples.

IEEE Master Brand Wedge Element

In addition to the IEEE *Xplore* Digital Library colors and typography, the IEEE Master Brand wedge is a key element of the IEEE design system.
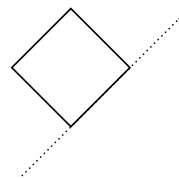
USE OF THE WEDGE

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. In most cases, IEEE *Xplore* uses the IEEE wedge in IEEE blue or orange.

The "curved" wedge is specific to IEEE *Xplore* and can be used throughout various collateral pieces.

The wedge should be incorporated in all materials, however it should be done so sparingly.

See for examples.

IEEE KITE

IEEE WEDGE

CURVED 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°.
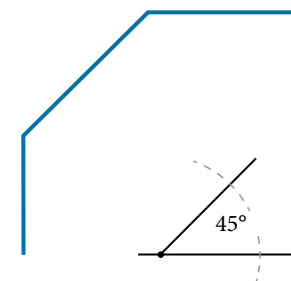
THE WEDGE CAN BE USED IN A FEW DIFFERENT WAYS:

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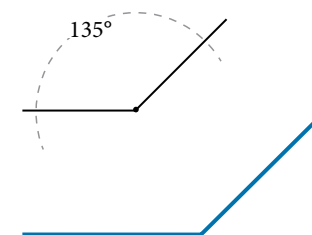- as a design accent

WEDGE RATIO

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

See for examples.

IEEE WEDGE 45°

IEEE WEDGE 135°

Introduction   Usage

Imagery Introduction

The six 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 for 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.

Introduction   Usage

General Imagery Usage

IEEE *Xplore* imagery can be shown in full color and/or in black and white, IEEE blue or orange monotone. 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.

- Images for IEEE *Xplore* should be shown with unique perspectives and angles.

- Highlight diversity in the IEEE organization and in the IEEE marketplace through age, gender, race, dress, country of origin, and job responsibilities.

WEB BANNER

SUBSCRIPTION CATALOG

TRADE SHOW BOOTH WALL PANEL

TRADE SHOW SIGNAGE

Video Guidelines   Social Media Guidelines

Video Guidelines

To keep the IEEE Brand consistent throughout all applications, follow these guidelines when producing any type of video.
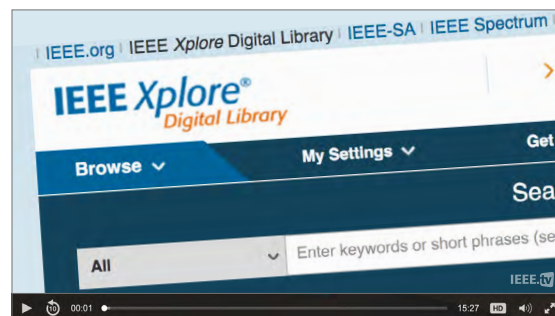
WATERMARK

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 *Xplore* Digital Library 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. For further guidance, please contact ieee.tv.

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.

TOC | Welcome | Brand Elements | Color Specifications | Typography | Graphic Elements | Imagery | **Video & Social Media** | Applications

Video Guidelines   Social Media Guidelines

Social Media Guidelines

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. When using the IEEE *Xplore* Digital Library logo and the IEEE Master Brand for these applications, follow the minimum size (100 pixels) and clear space (½x) for digital and on-screen applications.

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

To better fit the social media profile icon size restrictions, a stacked IEEE *Xplore* Digital Library logo is provided. 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 ½x
- Master Brand Minimum Width: 100 pixels
- Font: Formata or Verdana

Color
- Must be from approved IEEE color palette

STACKED SOCIAL MEDIA LOGO

Resized full color IEEE *Xplore* Digital Library logo for social media applications only.

Resized white IEEE *Xplore* Digital Library logo for social media applications only.

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

The IEEE *Xplore* Digital Library logo is placed within bounding box dimensions allowed by Facebook guidelines. The profile icon is 180 px x 180 px.
(Desktop version is shown above.)

The "*Xplore*" name is **not** shown in italics, due to the font treatment being automatically typeset by Facebook.
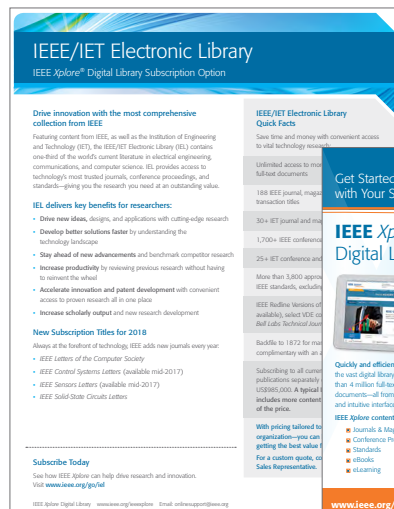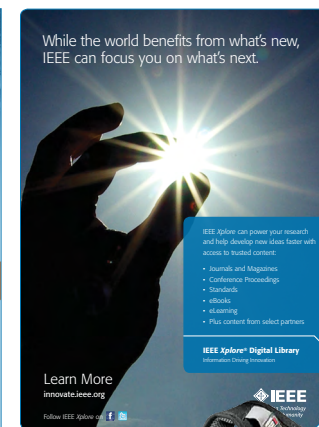

TWITTER PAGE (MOBILE)

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.

TOC | Welcome | Brand Elements | Color Specifications | Typography | Graphic Elements | Imagery | Video & Social Media | **Applications**

Print & Non-Screen   Trade Show Booth Graphics   Digital & On-Screen

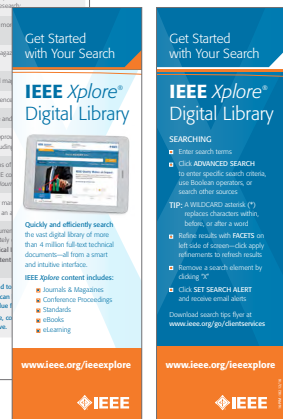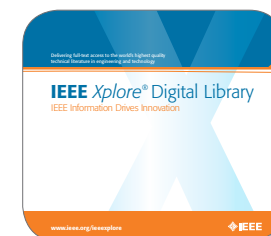# Print & Non-Screen Applications

PULL UP BANNER

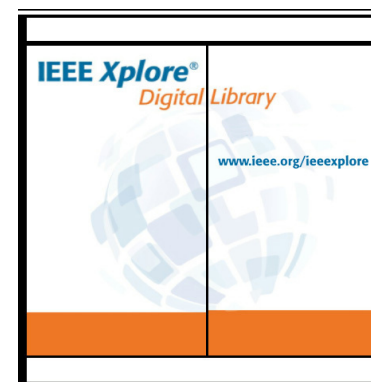ADS

SALES SHEET

BOOKMARK

MOUSEPAD

PREMIUM GIVEAWAYS

When using the IEEE *Xplore* Digital Library 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.

Trade Show Booth Graphics

TRADE SHOW BOOTH MOCK UP
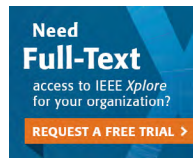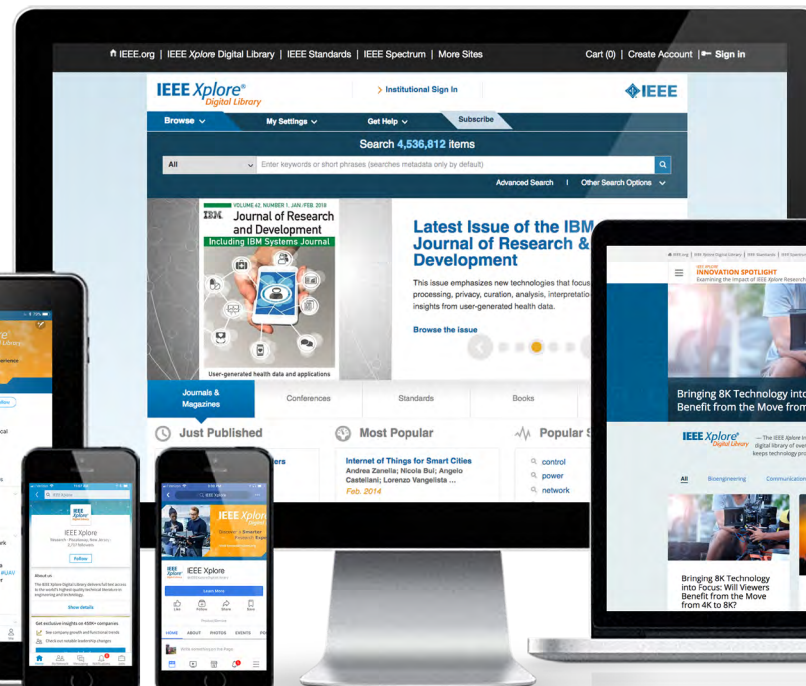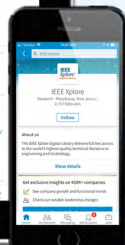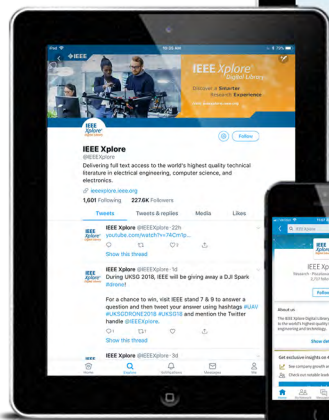
TRADE SHOW COUNTER TREATMENT

TRADE SHOW BACK WALL PANEL

When using the IEEE *Xplore* Digital Library 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.
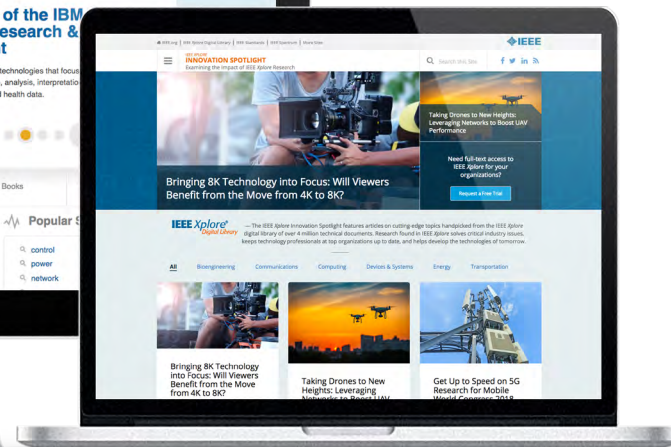
Digital & On-Screen Applications

WEBSITE

WEB AD   SOCIAL MEDIA PROFILES

IEEE *XPLORE* INNOVATION SPOTLIGHT WEBSITE

When using the IEEE *Xplore* Digital Library 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

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