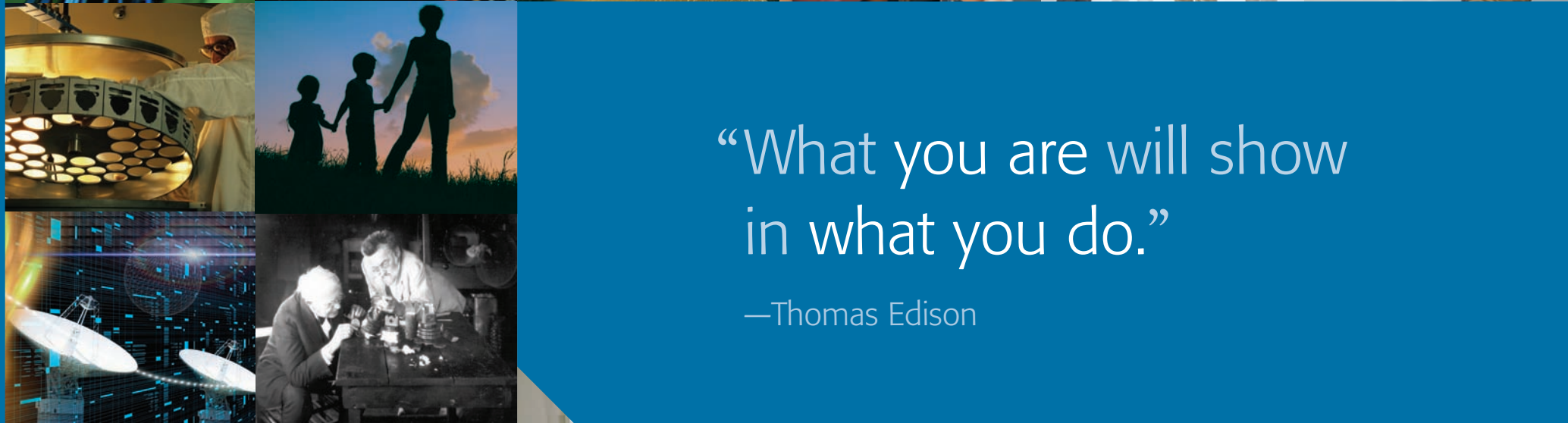


IEEE Brand Principles

Understanding the IEEE Brand



—Thomas Edison



Understanding the IEEE Brand

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Our brand
is much more
than our logo

What is our brand?

The IEEE brand is an authentic reflection of who we are and what we value.

- The brand is expressed through every point of interaction a person has with IEEE, from the brochure members read before they join, to the conversations with volunteers or staff at an IEEE conference. It is reflected in every IEEE e-mail and phone call our members receive, every Web page with the IEEE logo, and every article in the IEEE *Xplore*® digital library.

IEEE brand touch points ○

IEEE Web sites	conferences	social media	global offices	members
volunteers	societies	training	marketing	outreach
e-mail blasts	IEEE <i>Xplore</i>	collateral	brochures	employees
sections	standards	university events	presentations	local activities
regions	elevator speech	badges	contact center	signage
Fellows	awards	e-mail addresses	milestones	word of mouth
publications	media coverage	business cards	merchandise	and more...



What other IEEE brand touch points come to mind?

Our brand is a promise

What our brand promises

The IEEE brand is a promise—to our members, volunteers, customers, staff, and the global community—of our unflagging dedication to sustain who we are and what we value.

- The IEEE brand promises to:
 - **maintain** our leadership as the trusted source of advancements and applications of technology;
 - **create** standards, innovative research venues, and a global technology forum;
 - **provide** opportunities to conquer technical challenges with imagination; and
 - **enable** today's innovators to improve tomorrow's quality of life, as our tagline promises: *Advancing Technology for Humanity*.



IEEE brand attributes

To build confidence in the IEEE brand promise, our communications should always convey one or more of these attributes.

Respected

Humanitarian

Innovative

Professional

Global

Reliable

How do you support the IEEE brand promise?

Protecting the brand protects our future



Nurturing our brand

Our ability to grow, adapt to future challenges, and influence the global technology community is directly linked to the intrinsic and monetary value of the IEEE brand—currently estimated at over one billion US dollars.

- A strong brand value means:
 - **IEEE is acknowledged** as the premier resource for the technology industry;
 - **IEEE is essential** to engineers and technology professionals who require technical research, networking opportunities and career development tools;
 - **IEEE supports** innovation with new technology standards and publications that empower tomorrow's advancements; and
 - **IEEE is strong** and can sustain its dominance with a secure financial future.

Nurturing our brand ensures that IEEE will continue to increase its influence—and that IEEE will always have a respected voice.



How do you support the IEEE brand?

We want our
brand to be
universally
recognized



Consistency builds trust

Brand value is achieved by how others feel about IEEE; however, brand identity begins with what they see.

- A consistent brand identity is imperative to success. To ensure our brand identity remains consistent and is a reflection of who we are, IEEE has created brand identity guidelines that still allow for flexibility within the IEEE brand experience. Following these guidelines will strengthen our brand promise—allowing IEEE to be universally recognized and trusted around the world, for years to come.

Our brand identity elements ○

IEEE logo

Color palette

IEEE wedge

Imagery

Typography



How are you communicating the IEEE brand?



We are building
a great brand

We all have the same goal

Building a great brand is a community effort.

- IEEE is a worldwide organization representing many different people and ideas, all striving for the same goal of advancing technology for humanity.

We all have a responsibility to nurture the brand and influence how people see our organization. It is up to us to make sure IEEE is seen consistently and positively. The IEEE Visual Identity Guidelines were created to help in this effort and ensure that we will always remain true to our brand—and the value it represents.



Take pride in knowing that each of us contributes to the vision of IEEE's forefathers who established our foundation over 125 years ago.

Learn more about the IEEE brand at www.ieee.org/go/brand

“Great discoveries and improvements invariably involve the cooperation of many minds.”

—Alexander Graham Bell

To provide feedback or seek answers
about the IEEE brand, contact:
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For tools and resources, visit:
www.ieee.org/go/brand

For the IEEE Visual Identity Guidelines, visit:
www.ieee.org/go/visual_guidelines

2010 November

