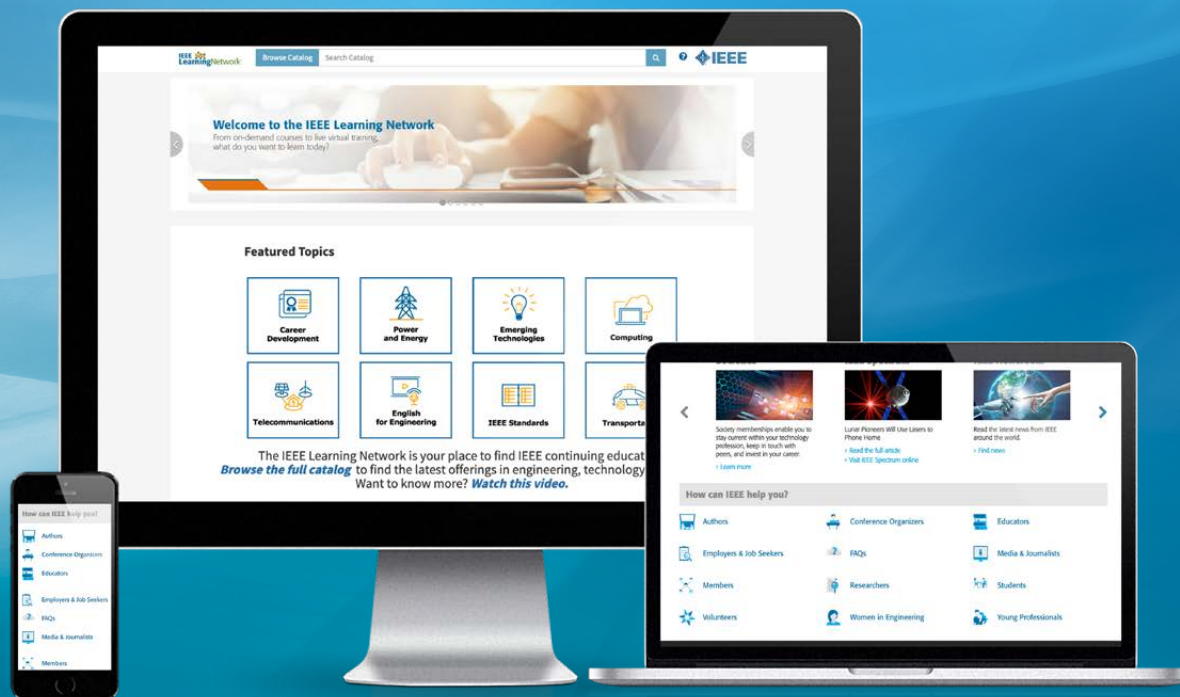


# IEEE Icon Library

## Catalog of Options



# Welcome to the IEEE Icon Library

IEEE is a recognized global leader in fostering world-changing technologies—from computing and sustainable energy systems to aerospace, communications, healthcare, and robotics. The technology IEEE helps to influence and innovate touches everyone in their everyday lives. Every year, IEEE supports education, humanitarian, historical preservation, and peer recognition programs. IEEE has been helping drive technology forward for over 130 years and has over 420,000 members worldwide.

Our brand is an asset. It is a reflection of who we are and what we value. When properly used, the IEEE Brand conveys our culture, personality, and values. In working with constituencies across the organization, we see a shared commitment to the brand.

To maintain consistency across communications, an icon library representing various technologies, and many commonly used symbols for use in print and digital communications has been developed for use. There are 64 icons available in four varied sets.

## OUTLINE ICON STYLE

### Icon Library A

- Outline icon style with accent colors from the approved IEEE color palette

### Icon Library B

- Outline icon style with cyan accent color

## FLAT ICON STYLE

### Icon Library C

- Flat icon style with accent colors from the approved IEEE color palette

### Icon Library D

- Flat icon style with accent colors from the approved IEEE color palette
- Polygon background shape

# ICON LIBRARY A

## Outline Icon Style with Accent Color



Artificial Intelligence  
and Ethics in Design



IEEE Guide to  
Autonomous Vehicle  
Technology



Introduction to  
Edge Computing



Modernizing the  
Smart Grid



Artificial Intelligence  
and Ethics in Design  
Responsible Innovation



Additional  
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Understanding  
SMPTE



National Electric  
Safety Code



Introduction to  
Blockchain



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Conference Organizers  
and Speakers



Media and  
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Young  
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Women in  
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Employers and  
Job Seekers



Students



Educators



Potential  
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Computer  
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Biomedical  
Engineers



Manufacturing  
Engineers



Electrical  
Engineers



Civil  
Engineers



Aerospace  
Engineers



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Refresh



Off Site



Play



Collapse



Pause



Question



Expand



Arrow Right  
Double



Arrow  
Right



Rewind



Fast  
Forward



Unlock



Lock



Shopping  
Cart



Favorites



Popular



Print



Email



Phone



Cell Phone



Multimedia



Microsoft  
Excel



Microsoft  
PowerPoint



Microsoft  
Word



Adobe  
Acrobat



ZIP File



Wifi

# ICON LIBRARY B

Outline Icon Style with *Cyan* Accent Color



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Introduction to Edge Computing



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Artificial Intelligence and Ethics in Design Responsible Innovation



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Students



Educators



Potential Members



Computer Engineers



Biomedical Engineers



Manufacturing Engineers



Electrical Engineers



Civil Engineers



Aerospace Engineers



Industrial Engineers



Environmental Engineers



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Arrow Right



Rewind



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Unlock



Lock



Shopping Cart



Favorites



Popular



Print



Email



Phone



Cell Phone



Multimedia



Microsoft Excel



Microsoft PowerPoint



Microsoft Word



Adobe Acrobat



ZIP File



Wifi

# ICON LIBRARY C

Flat Icon Style with Accent Color



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Cell Phone



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Excel



Microsoft  
PowerPoint



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Adobe  
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ZIP File



Wifi



# ICON LIBRARY D

Flat Icon Style with Accent Color *and* Polygon Background



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Favorites



Popular



Print



Email



Phone



Cell Phone



Multimedia



Microsoft Excel



Microsoft PowerPoint



Microsoft Word



Adobe Acrobat



ZIP File



Wifi

# FILE FORMATS

Using the appropriate file format, color mode, and proper resolution when utilizing the Master Brand or any sub-brand logos in communications ensures the IEEE Master Brand or any sub-brand logo is legible and high resolution.

## RASTER FILE FORMATS

**EPS** (Encapsulated PostScript)—Although typically a vector art file format, if an image is saved as a Photoshop EPS file, it is a large raster file similar to a TIFF file.

**GIF** (Graphics Interchange Format)—A small, limited-color raster file for on-screen viewing only.

**JPG** (Joint Photographic Experts Group)—A compressed raster file for use when a small photographic file is needed (typically for the web).

**PNG** (Portable Network Graphics)—An open and bitmapped graphical file format that can display more than 256 colors for on-screen viewing only.

**TIFF** (Tagged-Image File Format)—Typically used for print production.

## VECTOR FILE FORMATS

**EPS** (Encapsulated PostScript)—A file created by an illustration program (e.g., Adobe Illustrator, Corel Draw, etc.) using the postscript language. EPS files can also contain raster images, but typically a vector eps file indicates a line art illustration, such as a logo or a graph.

**PDF** (Portable Document Format)—An Adobe Acrobat file that can be both vector and raster, depending on the original artwork. For print purposes, pdf files should be saved at the highest resolution possible, which is only possible if the pdf file is created using Adobe Acrobat Distiller or a PDF creation program (e.g., Adobe Acrobat Professional).

## COLOR MODES

**Monochrome** Images consisting of only black and white.

**Grayscale** Images with 256 shades of gray, ranging from black to white.

**CMYK** Primarily for full color printing. CMYK is an acronym for cyan, magenta, yellow, and black, the standard colors used in offset printing.

**RGB** Primarily for on-screen viewing. RGB is an acronym for red, green, and blue, the colors used for computer monitors and video electronics.

**SPOT** Primarily for full color printing. Printing using a single run, this type of printing ensures that the printer achieves the exact color desired.

## RESOLUTION

**Print resolution** is measured in dots per inch or dpi. The higher the resolution, the higher the quality of the printing. Minimum resolution for photographic images is 300 dpi at final reproduction size (100 percent).

**Digital resolution** is measured in pixels per inch or ppi. Computer monitors display images at approximately 72 ppi. That means images saved for web viewing on a computer are not typically suitable for printing. However an image or graphic for on-screen purposes do NOT need to be resized for 72 ppi. The minimum ppi for maximum resolution should be 72 ppi or higher.

## BONUS TIPS

- You can save a GIF and PNG file with a “Transparent” background when a background color is **NOT** in use.
  - When saving graphics or imagery for use in print, make sure that the size of the image or graphic is comparable to the final printed size. (EX: Do NOT use an image sized to 1" x 1" for an 8" x 10" ad).
  - When uploading final files, make sure to check the bleed and crop requirements. If using stock imagery, make sure the image is **NOT** rights managed or for editorial use only.
- For questions please email the IEEE Brand Team at [branding@ieee.org](mailto:branding@ieee.org)

# Resources & Contact

These brand resources are extremely important to IEEE and its entities—adding more value, consistency, and organization to the IEEE Brand. Thank you for being a productive part of One IEEE.

## IEEE Brand Identity Tools

[IEEE Brand Identity Website](#)

[IEEE Master Brand and Logos](#)

[IEEE Brand Identity Guidelines](#)

## About IEEE

[Understanding the IEEE Brand](#)

[IEEE Corporate Brochure](#)

[IEEE Brand Overview Video](#)

## Contact

Questions or Comments  
[branding@ieee.org](mailto:branding@ieee.org)

For source files for templates found on the IEEE Brand Experience website, please reach out to [creative@ieee.org](mailto:creative@ieee.org)

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