



IEEE Women in Engineering (WIE) Identity Guidelines

Sub-brand of IEEE
wie.ieee.org

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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 Women in Engineering (WIE)

IEEE WIE is one of the world's leaders in changing the face of engineering. Our global network connects over 20,000 members in over 100 countries to advance women in technology at all points in their life and career. IEEE WIE members make lifelong friendships, acquire influential mentors and make a difference for the benefit of humanity.

Join IEEE Women in Engineering. Please visit wie.ieee.org to learn more and engage.

Brand Elements

To the right are the core elements of IEEE Women in Engineering brand identity—logo, color palette, and fonts.

LOGO | [PAGE 5](#)



COLOR PALETTE | [PAGE 10](#)



TYPOGRAPHY | [PAGES 11-12](#)

Formata
abc
ABC

Adobe Caslon Pro
abc
ABC

Calibri
abc
ABC

Open Sans
abc
ABC

Cambria
abc
ABC

GRAPHIC ELEMENT - THE IEEE WEDGE | [PAGE 13](#)



IMAGERY | [PAGES 14-15](#)



Logo Variations

PRIMARY LOGO

The IEEE Women in Engineering primary logo should be used in most instances.

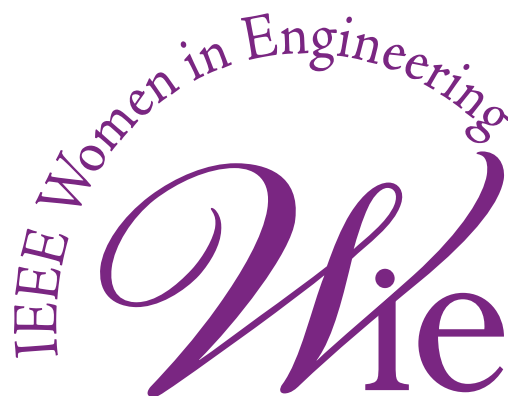
LOGO WITH IDENTIFIER

The IEEE Women in Engineering logo should be accompanied by text in the provided formats shown at right for use as identifiers for Affinity Groups, Sections, Student Branches and Chapters.

See [page 10](#) for all color variations.

See [page 8-9](#) for usage guidelines.

PRIMARY LOGO



Please note that the IEEE Women in Engineering logo cannot be altered in any way.

LOGO WITH REGION, SECTION OR LOCATION IDENTIFIER



Affinity group name

Add the secondary text using the clear space guidelines. This text may be the Affinity group name or is can also be a Region, Section or city/country. Follow the alignment shown above. Use 14pt. Formata medium for subordinate text as shown. Use alternate typeface, Calibri if Formata is not available. Text placed below the logo can be used in either the brand purple or dark gray colors.

STUDENT BRANCH OR CHAPTER IDENTIFIER



WITH OTHER LOGOS & IDENTIFIERS



Color Variations

The IEEE Women in Engineering logo has 3 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.

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

See [page 10](#) for all color variations.

See [page 8-9](#) for usage guidelines.

FULL COLOR



BLACK



WHITE



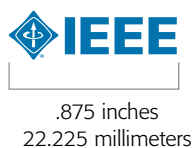
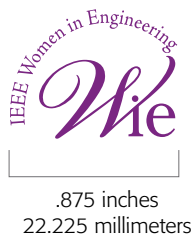
IEEE Women in Engineering logo placed on grey background for illustrative purposes only.

Minimum Size

The minimum size requirement for both print and digital ensures that the IEEE Women in Engineering logo is legible

PRINT & NON-SCREEN

The minimum width for the IEEE Women in Engineering logo in print and non-screen based applications is .875 inches (22.225 millimeters).



DIGITAL & ON-SCREEN

The minimum width for the IEEE Women in Engineering logo in digital and on-screen applications is 100 pixels.

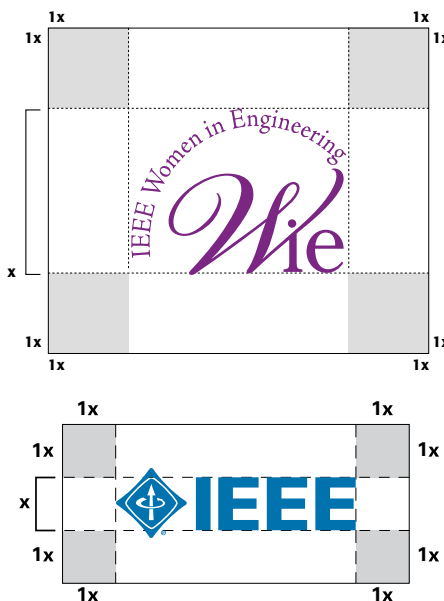


Clear Space

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.

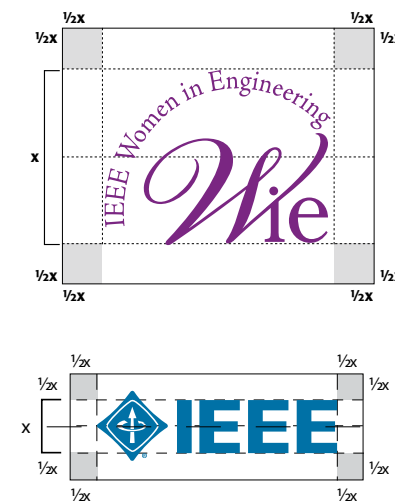
PRINT & NON-SCREEN

A clear space equal to or greater than "1x" is required on all sides surrounding the IEEE Women in Engineering logo in printed applications.



DIGITAL, ON-SCREEN, & PROMOTIONAL ITEMS

A clear space equal to or greater than "1/2x" is required on all sides surrounding the IEEE Women in Engineering logo for digital and promotional applications.



Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Women in Engineering logo. For more information, see [pages 8-9](#).

Background Control

When placing the IEEE Women in Engineering 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 Women in Engineering logo on light background.



Black IEEE Women in Engineering logo on light background.



White IEEE Women in Engineering logo on a dark background.

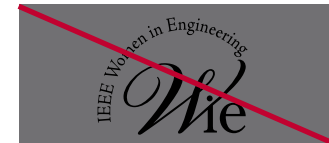


White IEEE Women in Engineering logo on a dark image (minimal detail in area behind the logo).

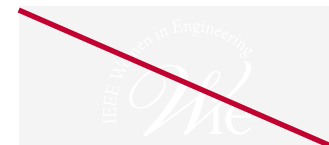
INCORRECT USAGE



Do NOT put the color IEEE Women in Engineering logo on a dark background.



Do NOT put the black IEEE Women in Engineering logo on a dark background.



Do NOT put the white IEEE Women in Engineering logo on a light background.



Do NOT place the IEEE Women in Engineering logo on a dark/complex image.

Incorrect Usage

Modifications and/or distortions of the IEEE Women in Engineering logo are not permitted, as they violate the established trademark, and over time, can reduce the value of the brand.

Some examples to avoid are shown at right.



Color Specification

A color palette, deriving from the colors used in the IEEE Women in Engineering logo is provided for use on all collateral and communications.

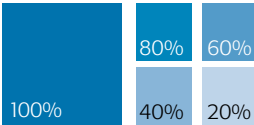
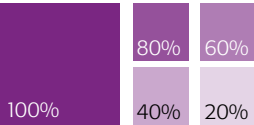
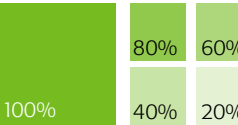
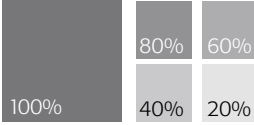


- Recommended tints for use of these colors are included.
- The recommended type color (black or white) is indicated in the percentage labels.

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	PANTONE (SPOT) PMS 2612 C	PANTONE (SPOT) PMS 368 C
CMYK C100 M35 Y3 K21	CMYK C67 M100 Y0 K5	CMYK C65 M0 Y100 K0
RGB R0 G98 B155	RGB R119 G37 B131	RGB R120 G190 B32
Hexidecimal/Web #00629B	Hexidecimal/Web #772583	Hexidecimal/Web #78BE20
RAL 5007	RAL 4006	RAL 6018
		
PANTONE (SPOT) PMS Cool Gray 9 C	PANTONE (SPOT) PMS Process Black	COLOR White
CMYK C30 M22 Y17 K57	CMYK C0 M0 Y0 K100	CMYK C0 M0 Y0 K0
RGB R117 G120 B123	RGB R0 G0 B0	RGB R255 G255 B255
Hexidecimal/Web #75787B	Hexidecimal/Web #000000	Hexidecimal/Web #FFFFFF
RAL 9023	RAL 9017	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 Women in Engineering 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 12](#).

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 specified on [page 12](#).

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.

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

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

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


 San serif font

Sans serif fonts do not have projections.


 Serif font

Serif fonts have projections at the top and bottom or the beginning and end of a letter.

IEEE Master Brand Wedge Element

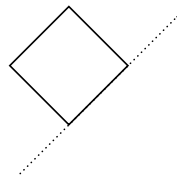
In addition to the IEEE Women in Engineering colors and typography, the IEEE Master Brand wedge is a key element of the IEEE design system.

USE OF THE WEDGE

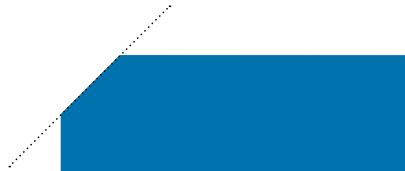
The wedge device, based on the graphic style of the kite emblem of the IEEE Master Brand, is streamlined to create a unique and dynamic look-and-feel system that can be applied across all IEEE-branded communications. In most cases, IEEE WIE uses the IEEE wedge in IEEE blue or purple.

See [pages 16-19](#) for examples.

IEEE KITE



IEEE 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:

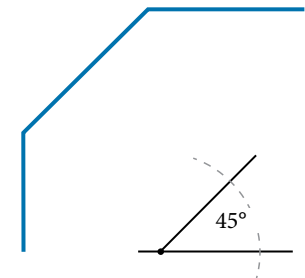
- within the frame of an image
- within a graphic box that holds text
- as a background panel
- as a design accent

WEDGE RATIO

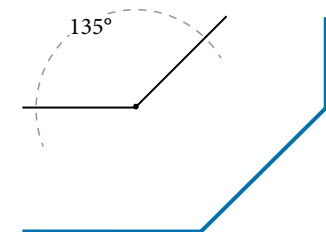
The dimensions of the wedge should increase or decrease in proportion to the size of the page layout.

See [pages 16-19](#) for examples.

IEEE WEDGE 45°



IEEE WEDGE 135°



Imagery Introduction

The 6 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 to 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.

General Imagery Usage

IEEE Women in Engineering imagery can be shown in full color and/or in black and white, IEEE blue or purple 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 Women in Engineering should be shown with unique perspectives and angles.
- Highlight diversity in the IEEE organization and in the IEEE market-place through age, gender, race, dress, country of origin, and job responsibilities.



FLYER



TRADE SHOW EVENT IMAGE



WEB BANNER IMAGE

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 WIE 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. Anything intended for use in that space, please contact ieee.tv for further guidance.



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.

Social Media Guidelines

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. When using the IEEE WIE logo and the IEEE Master Brand for these applications, follow the minimum size (100 pixels) and clear space ($\frac{1}{2}x$) for digital and on-screen applications.

If the minimum size and/or clear space cannot be met, the IEEE WIE 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 WIE logo is provided. Make sure that the Master Brand, sub-brand logos and/or tagline (if used) are legible when resized for mobile optimization.

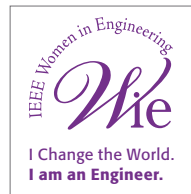
Size and Font

- Clear Space: Equal to or greater than $\frac{1}{2}x$
- Master Brand Minimum Width: 100 pixels
- Font: Formata, Calibri, or Open Sans

Color

- Must be from approved IEEE color palette

STACKED SOCIAL MEDIA LOGO



Resized full color IEEE WIE logo for social media applications only.

GROUP IDENTIFIERS



Use this format to include text that indicates WIE groups represented by a Region, Section, Student Branch or Chapter.

GROUP NAMES:

For consistency in naming conventions and alignment across all WIE Affinity Groups, the actual social media profile names should follow this format: "IEEE WIE – Name of Group" and can also be "IEEE Women in Engineering – Name of Group"

Examples include:

- IEEE WIE – Region X" or "IEEE Women in Engineering – Region X"
- IEEE WIE – Your Section Name Here
- IEEE Women in Engineering – Your Location
- IEEE WIE – Your Student Branch or Chapter



PROFILE IMAGE:

The IEEE WIE logo is placed within bounding box dimensions allowed by Facebook guidelines. The profile icon is 180 px x 180 px.

COVER IMAGE:

The optimal size for a Facebook cover photo is 828 x 465 pixels. The Facebook cover image area is 851 pixels wide and 315 pixels tall for desktop, 640 pixels wide by 360 pixels tall for mobile. Use this area to further personalize the individual WIE group, with use of related graphics or photographic imagery. When combining the WIE logo with another logo to identify your group, such as a WIE Region, Section or Chapter logo, do NOT alter established brand logos. Refer to the examples on page 4 and 16 of this document for using multiple logos. You can also find more brand-compliant examples of how to use multiple logos together on page 10 of the main IEEE Brand Identity Guidelines, available for download on the [IEEE Brand Experience site](#).



TWITTER PAGE (MOBILE)

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

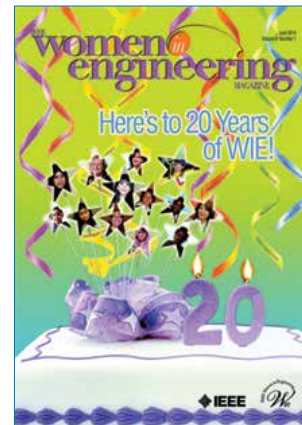
Print & Non-Screen Applications

PULL UP BANNER



FLYER

MAGAZINE



MOUSEPAD



CAP, SHIRT, MUG, STICKER AND BAG



PREMIUM GIVEAWAYS

When using the IEEE Women in Engineering 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 WIE WEBSITE

When using the IEEE Women in Engineering logo in digital materials, follow the brand guidelines for the IEEE Master Brand, found at iee.org/about/toolkit/tools/index.html. Any questions please email, branding@iee.org.

IEEE Resources & Contact

IEEE Brand Identity Tools

IEEE Brand Identity Toolkit
brand-experience.ieee.org

IEEE Master Brand and Logos
ieee.org/MasterBrand

IEEE Brand Identity Guidelines (PDF, 3 MB)
ieee.org/ieee_visual_guidelines.pdf

About IEEE

Understanding the IEEE Brand (PDF, 2.8 MB)
ieee.org/understandingthebrand

IEEE Corporate Brochure (PDF, 2.7 MB)
ieee.org/corporatebrochure

IEEE Brand Overview Video
ieee.org/overviewvideo

Contact

Questions or Comments
branding@ieee.org

