



IEEE Brand Identity GUIDELINES

How to use the IEEE Design System and Sub-Brand Architecture

These guidelines provide an overview of who we are and how we represent IEEE to the world. They include best practices that all employees, volunteers, and external partners must follow when representing IEEE in any capacity.

1.0 IEEE Brand Identity Guidelines

Welcome

1.2 IEEE Master Brand

IEEE Master Brand Variations
IEEE Tagline Usage
I-E-E Text Usage
Minimum Size
Clear Space
Limited Space
With Other Logos & Identifiers
Background Control
Incorrect Usage



1.3 Font Family

1.4 Color Palette

1.5 Imagery

1.6 IEEE Wedge Element

1.7 IEEE Master Brand Placement

Print Collateral
Large Format
Digital Collateral
Video
Social Media

1.8 Gallery

Print Collateral
Digital Collateral

2.0 IEEE Sub-Brand Architecture

3.0 File Format Reference

4.0 Contact and Resources

This document is interactive. Use the navigation and links provided to easily explore each section and find information about the brand.

IEEE Brand Identity 3

Explains how to use the IEEE Design System—the IEEE Master Brand, color palette, fonts, the IEEE wedge, and images—to build brand value.

IEEE Sub-Brand Architecture ... 20

Defines the relationship and outlines best practices for corporate, in-name, prefix, geographic, and individual branding. Use these guidelines to create and maintain a unified IEEE family of brands.



Need help?

The [IEEE Brand team](#) is here to help you understand the brand and create successful communications.



WELCOME

Our Mission

IEEE's core purpose is to foster technological innovation and excellence for the benefit of humanity.

Our Vision

IEEE will be essential to the global technical community and to technical professionals everywhere, and be universally recognized for the contributions of technology and of technical professionals in improving global conditions.

Our Path Forward

As outlined in our [strategic plan](#), IEEE will foster a collaborative environment that is open, inclusive, and free of bias and will continue to sustain the strength, reach, and vitality of our organization for future generations.

Who We Are

IEEE is the world's largest technical professional organization and is a public charity dedicated to advancing technology for the benefit of humanity. A recognized global leader in fostering world-changing technologies, IEEE has been helping drive technology forward for over 140 years.

Brand Voice

IEEE represents many different people and ideas, all striving for the same goal of advancing technology for humanity. Our messaging embodies our vision of improving global conditions through the contributions of technology and technical professionals.

All communications should reflect IEEE as a respected source for global innovation.

[View specific content and copy guidelines.](#)

Brand Elements

The IEEE Brand is much more than a logo. It 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.

Consistent visual association of the IEEE Brand increases recognition and trust.

Using the IEEE Master Brand and other design elements appropriately sends a clear message: You are connected with advancing technology for the benefit of humanity.

The brand identity guidelines and the IEEE design system provide a coherent framework for communications:



Formata
Calibri
Open Sans

Adobe Caslon Pro
Cambria



IEEE Master Brand Variations

The [IEEE Master Brand](#) logo must be used on all IEEE print and digital experiences.

Entities within the corporate branding model do not have their own unique logo and display the IEEE Master Brand. IEEE sub-brands with their own logo or wordmark must still use the IEEE Master Brand, but it can be less prominent.

Using the IEEE Master Brand by entities other than IEEE and its organizational units (OU) is prohibited without the express written permission of IEEE. An IEEE OU wishing to partner with a non-IEEE entity must ensure that appropriate wording regarding the proper or prohibited use of the IEEE Master Brand and/or logo is included in any formal agreement(s) between the parties.

Color Variations

The IEEE Master Brand can only be represented in three colors: IEEE blue, black, or white.

IEEE blue must be used in all corporate-level communications. Black or white logo options are recommended on all sub-brand applications and/or when IEEE blue cannot be used.

Print: Pantone 3015 C or process color equivalent should be used.

Digital: RGB and hexadecimal (web-safe) equivalents of IEEE blue should be used for presentations, websites, and other digital applications.

IEEE Master Brand without tagline



The IEEE Master Brand consists of the IEEE diamond-shaped icon (the “kite”) followed by the letters I-E-E-E.

IEEE Master Brand with Tagline



The IEEE Master Brand with the tagline is recommended for use on all corporate-level materials.



The IEEE “kite”

The IEEE “kite” can only be used on its own for [membership grade indicators](#) (e.g., pins, digital badges, etc.). Direct all questions regarding individual uses cases to the [IEEE Brand team](#).



NO X

Do NOT use the kite symbol on its own. The kite symbol and letters I-E-E-E MUST stay together.



NO X

Do NOT fill in the inside of the kite symbol.



NO X

Do NOT use any parts of the kite symbol or IEEE Master Brand as separate icon elements.



NO X

Do NOT place another graphic or icon inside of the kite symbol.

IEEE Tagline Usage

The IEEE tagline, *Advancing Technology for Humanity*, was created in 2009 to commemorate the 125th anniversary of the organization. These four words reflect the IEEE mission and vision, positioning statement, and brand promise. The IEEE tagline can not be altered in any way.



YES ✓

Approved IEEE Master Brand with tagline variation.



YES ✓

The only approved exception (shown above) is as text, such as when the tagline is used in an email signature. A colon must separate the "I-E-E-E" from the tagline, "Advancing Technology for Humanity."

Incorrect Usage



NO ✗

Do NOT alter the IEEE tagline in any way. It can not be applied to any sub-brand logo, nor can a variation of this tagline be used.



NO ✗

Do NOT use the IEEE tagline when another logo or brand mark with tagline exists. In this case, the IEEE Master Brand without tagline should be used instead.



NO ✗

Do NOT alter or change the prescribed size and position of the IEEE tagline when using the IEEE Master Brand with tagline variation.



NO ✗

Do NOT use the IEEE tagline treatment from the IEEE Master Brand without the kite and I-E-E-E.



NO ✗

Do NOT apply the tagline to any sub-brand or external logo or mark.

I-E-E-E Text Usage

Follow the guidelines below to ensure consistent and proper representation of the IEEE name across all materials.

IEEE is the world's largest technical professional organization and is a public charity dedicated to advancing technological innovation and excellence for the benefit of humanity.

When used in a sentence, title, or name, the letters "IEEE" should always appear in uppercase. The IEEE Master Brand should appear separately or elsewhere on the page.

As the philanthropic partner of IEEE, the IEEE Foundation translates the values of our members and donors into social impact.

The letters I-E-E-E can be shown in any of the IEEE-approved fonts and should follow the same font as the name or title.

IEEE Xplore® Digital Library is a research database for discovery and access to journal articles, conference proceedings, technical standards, and related materials on computer science, electrical engineering and electronics, and allied fields.

IEEE must always be used in the title of an IEEE product, service, publication, or platform, such as IEEE Collabratec®, IEEE Xplore® digital library, or IEEE Photonics Journal.

The IEEE KIET Student Branch (IEEE KIET SB) is the local institute level part of the IEEE Uttar Pradesh Section. It consists of IEEE professionals and Student members who share technical interests and geographical proximity.

When using copy such as "IEEE XXXX Section or IEEE XXXX Student Branch, only the letters "IEEE" should be used (not the IEEE Master Brand).

Minimum Size & Clear Space

The minimum size requirement ensures that the IEEE Master Brand is legible and that the kite does not become illegible.

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: Equal to or greater than "1x" the height of the IEEE Master Brand on all sides.

See [IEEE Digital Guidelines](#) for minimum size and clear space requirements in web application.

Digital & Promotional Items: Equal to or greater than $\frac{1}{2}x$ the height of the IEEE Master Brand on all sides.

Minimum Size



PRINT

.875 inches wide (22.225 millimeters)

DIGITAL

100 pixels wide

Clear Space



Limited Space

When there is limited or constrained space and the minimum size and/or clear space cannot be met, the following exceptions are permitted:

- 1 The IEEE Master Brand must appear in web ads posted on external sites; it is not required for ads posted on internal IEEE-branded sites.
- 2 On digital ads where one measurement is at or smaller than 60 px, the IEEE Master Brand may be reduced in size.
- 3 On promotional giveaways, the IEEE Master Brand should be placed as large as possible within the given space. The kite should not fill in.



1



3



2



2

IEEE Master Brand with Logos & Identifiers

The IEEE Master Brand must have equal or greater prominence to other identifiers and logos while adhering to minimum size and clear space requirements. **Do NOT manipulate the IEEE Master Brand in any way when creating a lockup with another logo.**

A vertical or horizontal rule should be used to delineate between the IEEE Master Brand and logo/identifier.

The clear space should be equal to or greater than “ $\frac{1}{2}x$ ” for digital use and “1x” for print, on both sides of the vertical or horizontal rule.

Exception: The equal or greater prominence rule does not apply to the headers of IEEE sub-sites, where the site identifier (or logo) must be larger than the IEEE Master Brand for navigation purposes. See [IEEE Digital Guidelines](#) for site identifier instructions.

Lock-Up with Tagline



Lock-Up with External Partner



Anniversary Marks

Several considerations must be made when creating or using a special anniversary mark, and all marks must be approved by the Brand team. At the start of any such projects, submit a [Brand Inquiry](#).



Lock-Up without Tagline



Text Treatment

IEEE-ITU SYMPOSIUM on Achieving Climate Resilience

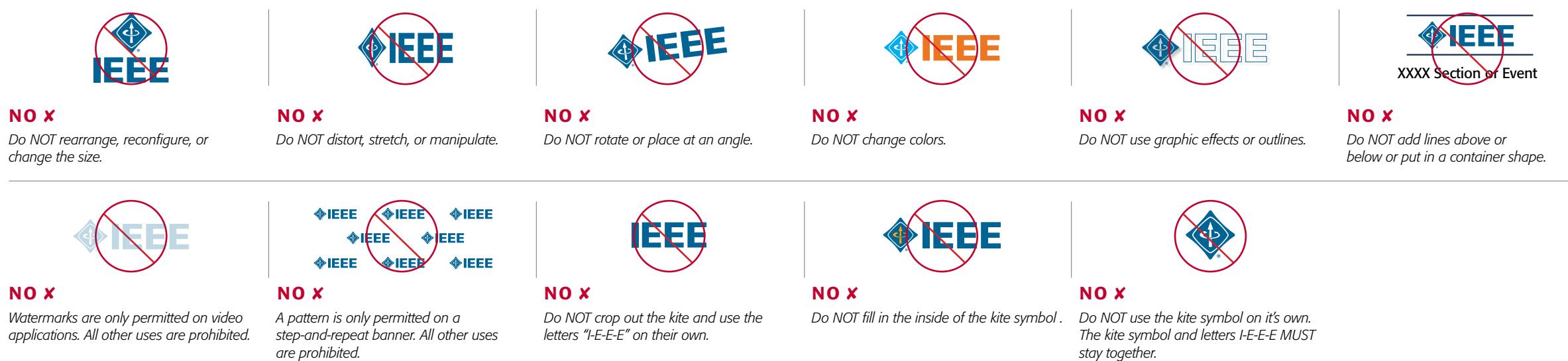
Background Control

Maintain maximum visibility by keeping a high contrast between the background and IEEE Master Brand. Use the blue or black IEEE Master Brand on a light background. Use the white IEEE Master Brand on a dark background. When placing the IEEE Master Brand over an image, adjust the position of the image or retouch the area as needed to maintain maximum visibility.



Incorrect Usage

IEEE Master Brand configurations and usage outside of established specifications and guidelines damage the IEEE Brand and can reduce its value over time. Modifications and/or distortions are strictly prohibited.
The IEEE Master Brand can only be reproduced in IEEE blue, black, or white.



Font Family

The IEEE font family has been carefully chosen for ease of communication, legibility, flexibility, and adaptability with the other design elements.

Primary Fonts

Formata

Use predominantly on all print applications. This typeface is available in many weights and styles that are essential to create distinction across all communications.

The professional home for the engineering and technology community worldwide.

Formata Regular

World's largest technical professional organization

Formata Medium Italic

Calibri

Use on all screen-based applications and Microsoft Word documents. If needed, the font Open Sans may be used.

The professional home for the engineering and technology community worldwide.

Calibri Regular

World's largest technical professional organization

Calibri Bold

Open Sans

Use this font on all screen-based applications, including websites, web ads, email, and digital slide presentations.

The professional home for the engineering and technology community worldwide.

Open Sans Regular

World's largest technical professional organization

Open Sans Bold

Secondary Fonts

Adobe Caslon Pro

Use sparingly, only for headlines or titles.

The professional home for the engineering and technology community worldwide.

Adobe Caslon Pro Regular

World's largest technical professional organization

Adobe Caslon Pro Bold

Cambria

Use sparingly for letters.

The professional home for the engineering and technology community worldwide.

Cambria Regular

World's largest technical professional organization

Cambria Bold



Need help?
The [IEEE Brand team](#) is here help you understand the brand to create successful communications.



Reminder:
Purchase and download [Formata](#) and [Adobe Caslon Pro](#) for proper licensing use.

Color Palette

IEEE blue (PMS 3015 C) was chosen for its printing reliability and must be used on all corporate-wide communications. This color can be used as a background color, for type emphasis, or for shape definition.

The full color palette consists of a range of bright and dark colors, developed to bring the IEEE's personality to life as a vibrant and forward-thinking organization.

- **Tinted colors are allowed but should not be lower than 10%.** When printing, make sure the tinted color is visible.
- To ensure legibility, always check that the background color provides sufficient contrast. **The recommended font color is indicated in the color name label and adheres to WCAG AA contrast ratio standards.**

- For web content, the [WebAIM Contrast Checker](#) is a free tool for checking color contrast.

Use Pantone (PMS) Spot colors when printing with more than four colors or fewer than three colors.

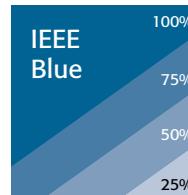
Use [CMYK](#) colors when 4-color printing is available.

Use [RGB](#) colors for screen-based applications, presentations, HTML emails, and television monitors.

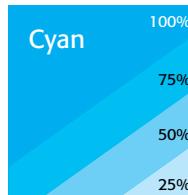
Use Hexadecimal colors when creating websites and any related applications, such as banner advertisements.

Use RAL colors for the European equivalent of Pantone (PMS) colors for applications in signage and facility installations.

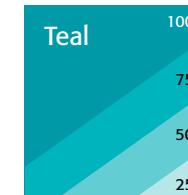
Colors on-screen may vary.



Pantone 3015C
CMYK 100, 35, 3, 21
RGB 0, 98, 155
HEX 00629B
RAL 5007



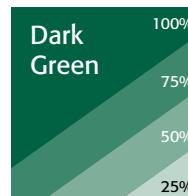
Pantone Cyan
CMYK 100, 0, 0, 0
RGB 0, 181, 226
HEX 00B5E2
RAL 5024



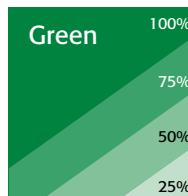
Pantone 320C
CMYK 96, 0, 31, 2
RGB 0, 156, 166
HEX 009CA6
RAL 5018



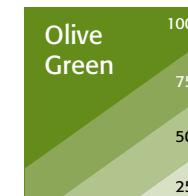
Pantone 322C
CMYK 97, 9, 39, 34
RGB 0, 115, 119
HEX 007377
RAL 5021



Pantone 3425C
CMYK 93, 13, 85, 44
RGB 0, 99, 65
HEX 006341
RAL 6016



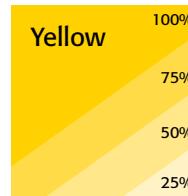
Pantone 348C
CMYK 96, 2, 100, 12
RGB 0, 132, 61
HEX 00843D
RAL 6037



Pantone 370C
CMYK 62, 1, 100, 25
RGB 101, 141, 27
HEX 658D1B
RAL 6018



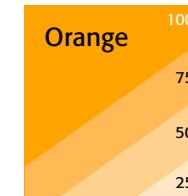
Pantone 368C
CMYK 65, 0, 100, 0
RGB 120, 190, 32
HEX 78BE20
RAL 6018



Pantone 109C
CMYK 0, 9, 100, 0
RGB 255, 209, 0
HEX FFD100
RAL 1018



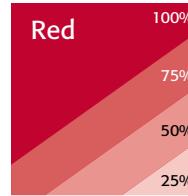
Pantone 123C
CMYK 0, 19, 89, 0
RGB 255, 199, 44
HEX FFC72C
RAL 1018



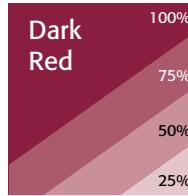
Pantone 137C
CMYK 0, 41, 100, 0
RGB 255, 163, 0
HEX FFA300
RAL 1003



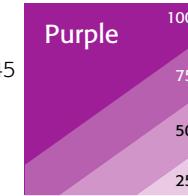
Pantone 158C
CMYK 0, 62, 95, 0
RGB 232, 119, 34
HEX E87722
RAL 2011



Pantone 200C
CMYK 3, 100, 0, 12
RGB 186, 12, 47
HEX BA0C2F
RAL 3027



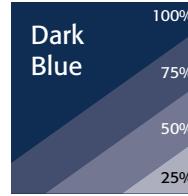
Pantone 208C
CMYK 15, 100, 37, 45
RGB 134, 32, 65
HEX 861F41
RAL 4002



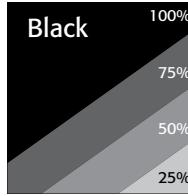
Pantone 254C
CMYK 48, 96, 0, 0
RGB 152, 29, 151
HEX 981D97
RAL 4006



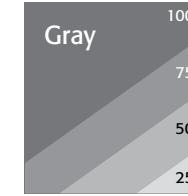
Pantone 2612C
CMYK 67, 100, 0, 5
RGB 119, 37, 131
HEX 772583
RAL 4006



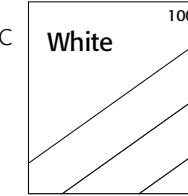
Pantone 295C
CMYK 100, 69, 8, 54
RGB 0, 40, 85
HEX 002855
RAL 5026



Pantone Black 6 C
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX 000000
RAL 9017



Pantone Cool Gray 9C
CMYK 30, 22, 17, 57
RGB 117, 120, 123
HEX 75787B
RAL 9023



CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFF
RAL 9016

Imagery

IEEE has six image themes or pillars that represent the IEEE Brand: **people, technology, knowledge, connections, global, and history**, as well as IEEE members and areas of expertise.

Whenever possible, use original photographs that you own the copyright for. When original photographs are not available, stock photography and abstract or vector artwork are acceptable as long as they follow the [IEEE Imagery Guidelines](#). Using images without permission, proper attribution, and/or appropriate license (i.e., taken from a website or Google search results) is prohibited.

When selecting images:

- Highlight diversity in the IEEE marketplace through age, gender, race, dress, country of origin, and job responsibility.
- Look for opportunities to tell a story and help the audience engage with the message.
- Keep in mind the [IEEE Diversity Statement](#) when looking at the overall feel of selected images.
- Images should be cropped to eliminate unnecessary detail and clarify the core message.
- Full-color images should be bright and energetic with unique perspectives and angles.



IEEE is not responsible if you download and use an image without the appropriate license or copyright permission. IEEE's [current policy](#) is that generative AI images may not be used for external, commercial purposes.

Stock photography websites where royalty-free images can be sourced:

Paid stock collections:

[Adobe Stock](#)

[iStock](#)

[Shutterstock](#)

Free stock collections:

[Pexels](#)

[Pixabay](#)

[Unsplash](#)

Wedge Element

Based on the graphic style of the IEEE Master Brand kite emblem, the wedge should create a unique and dynamic communications system. The wedge should be incorporated in all materials, but it should be done so sparingly.

The wedge must be at an angle of either 45° or 135°. The dimensions of the wedge should increase or decrease in proportion to the size of the page layout.

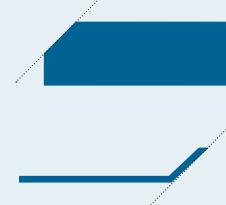
The wedge can be used in different ways:

- 1 as a design accent
- 2 to anchor the page as a footer
- 3 as a background panel
- 4 as a wedge box that holds text or the IEEE Master Brand, keeping in mind minimum size and clear space
- 5 within the frame of an image to hold text

IEEE Kite



IEEE Wedge



The collage illustrates five examples of the wedge element's use:

- 1 A wedge-shaped callout box containing text about the IEEE Engage program, anchored to the bottom right of the main content area.
- 2 A wedge-shaped callout box containing text about member benefits, anchored to the bottom right of the main content area.
- 3 A wedge-shaped header section titled "WITH IEEE You Can Achieve Great Things.", anchored to the top center of the page.
- 4 A wedge-shaped callout box containing text about the IEEE Credentialing Program, anchored to the bottom left of the main content area.
- 5 A wedge-shaped callout box containing text about security in VR and the Metaverse, anchored to the bottom right of the main content area.

IEEE Engage

A unique program designed to support and highlight small companies, entrepreneurs, startups, and incubators in the greater IEEE world.

ELEVATE your business profile

Membership in this program gives your business the opportunity to gain greater public exposure, which will help attract business opportunities, find talent, and gain access to a network of companies (large and small).

BROADEN your network with global experts

By actively participating in the IEEE Corporate Engagement Program your company and your employees will have the opportunity to network, meet, and potentially partner with like-minded companies and experts around the globe.

INCREASE your technical knowledge

IEEE offers a wide variety of educational programs. As a member, you can select up to three of these course programs to offer to your employees and help them grow their expertise.

PROMOTE your business among young talent

Attract the next generation to your business with the sponsorship of IEEE conferences. As a member, you can choose to sponsor either our IEEE Rising Stars conference or our IEEE Young Professionals Congress. Gold Level Sponsorship is also available to you for the IEEE-Eta Kappa Nu Student Leadership Conference.

ENCOURAGE volunteerism among employees

IEEE supports a number of different volunteer programs around the globe. Your membership provides you, your company, and your employees a chance to participate in activities and initiatives in your community and target markets.

Other program benefits to help elevate your business

- IEEE product discounts
- Exclusive 10% discount to enroll in the IEEE/Rutgers Mini-MBA for Engineers and Technical Professionals. Company Cohort option available. Enroll 10 learners and receive one free.
- Exclusive 10% discount to enroll in the IEEE Leading Technical Teams training. Customized Company Cohort option available.
- Discounts Available for IEEE xplore® Product First Time Subscribers for the first year
- Formal Recognition as an IEEE Corporate Engagement Member

Contact IEEE-CorpEngage@ieee.org to learn more.

Cost of annual membership USD \$15,000. Includes four IEEE memberships.

WITH IEEE

You Can Achieve Great Things.

Thank You for Your Membership!

You are a Member of the [Princeton/Central Jersey] Section.

To the right is your membership card. You can also access a digital version in your IEEE profile.

Connect & Participate

Complete your technical and personal profile to personalize your member experience.

Be certain your education and address profiles are up to date. ieee.org/profile

Your member number is **[123456789]**

Make the Most of Your Membership.

Local IEEE Section

Get involved in local activities at your local IEEE Section, who can help connect you to professionals who can advance your goals.

Professional Network

Build a professional network from the wealth of diversity, expertise, and connections found within IEEE.

Member Discounts

IEEE members enjoy reduced rates on IEEE eLearning journals, articles, conferences, standards, Society memberships, courses, personal services (such as insurance), and more.

IEEE Conferences

IEEE members receive deeply discounted access to technical seminars, IEEE conferences, and conference papers.

IEEELive

Watch live streaming coverage from IEEE events and IEEE conferences and learn from thousands of programs about today's technologies, and more.

Technical Publications

Take advantage of discounts and access to cutting-edge journals, magazines, and other publications.

Learn about these and all IEEE member benefits at ieee.org/benefits

Modernizing the Smart Grid

eLEARNING COURSE PROGRAM

Learn More

IEEE

TECH FACT:
The history of:

@

Security in VR and the Metaverse

IEEE TRANSMITTER™

IEEE

Branded design elements, as well as various IEEE wedge options, are available for download at brand-experience.ieee.org.

IEEE Master Brand Placement Print Collateral

Follow these guidelines for placing the IEEE Master Brand correctly and consistently.

Multi-page Files

Brochures • Books • Publications

- The IEEE Master Brand may be placed in the bottom right corner of the cover or front page. On inside pages, it may also be positioned in the bottom right corner, provided there is sufficient space.

Single page or Double-sided

Print Ads • Postcards • Flyers • Posters

Table Tents • Stationery

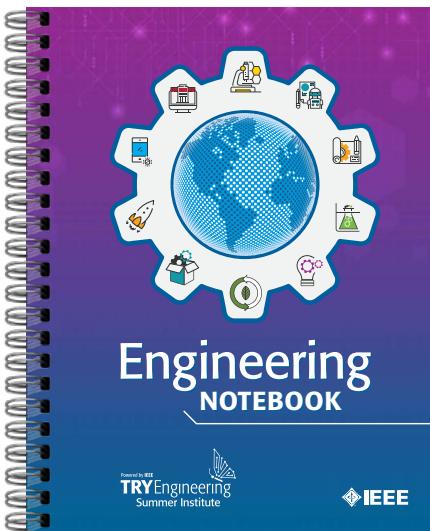
- The IEEE Master Brand is preferred in the top or bottom right corner of the front page and, if space permits, on the back page.

Limited Space

Promotional items

- The IEEE Master Brand can be as large as possible within the given imprint area.

Notebook



Postcard



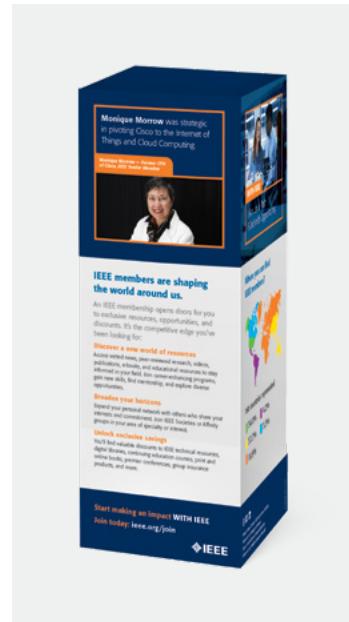
Promotional Item



Flyer



Cube Table Tent



Brochure



Print Ad



IEEE Master Brand Placement Large Format

Follow these guidelines for placing the IEEE Master Brand correctly and consistently.

Exhibit Booth Displays • Pull Up Banners Banners • Table Top Banners

- The IEEE Master Brand may be placed in the top left or right corner for pull up banners.
- For table-top banners, the IEEE Master Brand may be positioned in the top or bottom right corner.
- For exhibit displays, the IEEE Master Brand should appear in a prominent location.

Step & Repeat Banners

- The IEEE Master Brand may be used in a pattern on a step-and-repeat banner, but it must always maintain 100% opacity.

Table Top Banner



Exhibit Booth Display



Pull Up Banner



Step & Repeat Banner

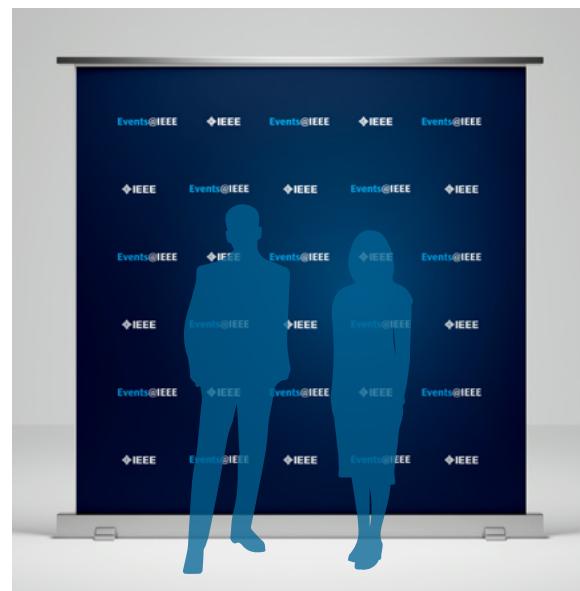


Exhibit Booth Display



Reminder:

To be brand compliant, adhere to minimum size, clear space, background control, and usage guidelines.



Need help?

The [IEEE Brand team](#) is here to help you understand the brand and create successful communications.

IEEE Master Brand Placement Digital Collateral

Follow these guidelines for placing the IEEE Master Brand correctly and consistently.

IEEE Websites • HTML Emails Online Newsletters

- The IEEE Master Brand may be placed in the top right corner of HTML emails and online newsletters and can be repeated in the footer. For website usage, please refer to the [digital guidelines](#).

Digital Banners • Digital Ads Social Media Posts • Virtual Backgrounds • Infographics

- The IEEE Master Brand may be placed in the bottom right position. For areas with limited space, please refer to the [digital guidelines](#).

PowerPoint and Google Slide Presentations

- The IEEE Master Brand may be placed in the bottom right corner of every slide. Templates are available—[view them here](#).

Videos

- The IEEE Master Brand may appear in the opening and closing frames, either locked up with another logo or standalone in the top right corner. It can also be used as a watermark in the top right throughout the video.

Social Media

- The IEEE Master Brand should be placed in a preferred position and scaled to be as large as possible within the available space.

Website



Slide Presentation



Infographic



Digital Ad



Video

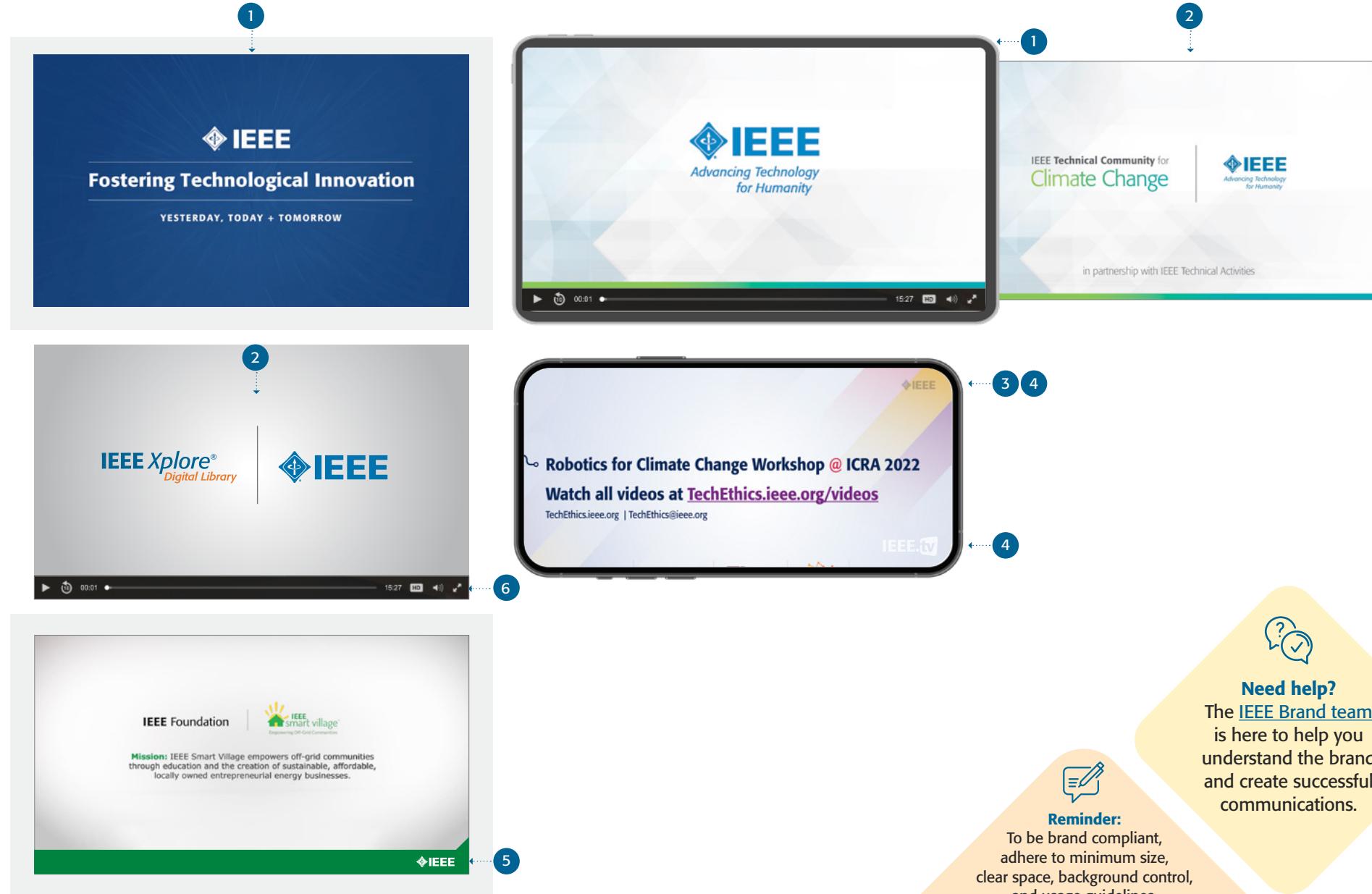


Virtual Background



IEEE Master Brand Placement Video

- 1 The IEEE Master Brand must appear in the beginning and ending frames of videos. It does not have to appear for the entire duration of a video.
- 2 If a sub-brand or other logo is present, use a vertical line to separate the sub-brand or logo from the IEEE Master Brand.
- 3 The IEEE Master Brand may be used as a ghosted/translucent watermark for **video applications only**. The watermark should never have an opacity lower than 25%.
- 4 If the IEEE.tv logo is present, the IEEE Master Brand can appear at the top right.
- 5 Consider using a branded 'wedge' accent color bar along the bottom of the screen with the IEEE Master Brand for the opening and closing frames. This can be done in IEEE blue or any IEEE color from the approved color palette.
- 6 Make sure to allow proper clear space for a video control bar that may appear below the watermark during playback.



Need help?
The **IEEE Brand team** is here to help you understand the brand and create successful communications.



Reminder:
To be brand compliant, adhere to minimum size, clear space, background control, and usage guidelines.

IEEE Master Brand Placement Social Media

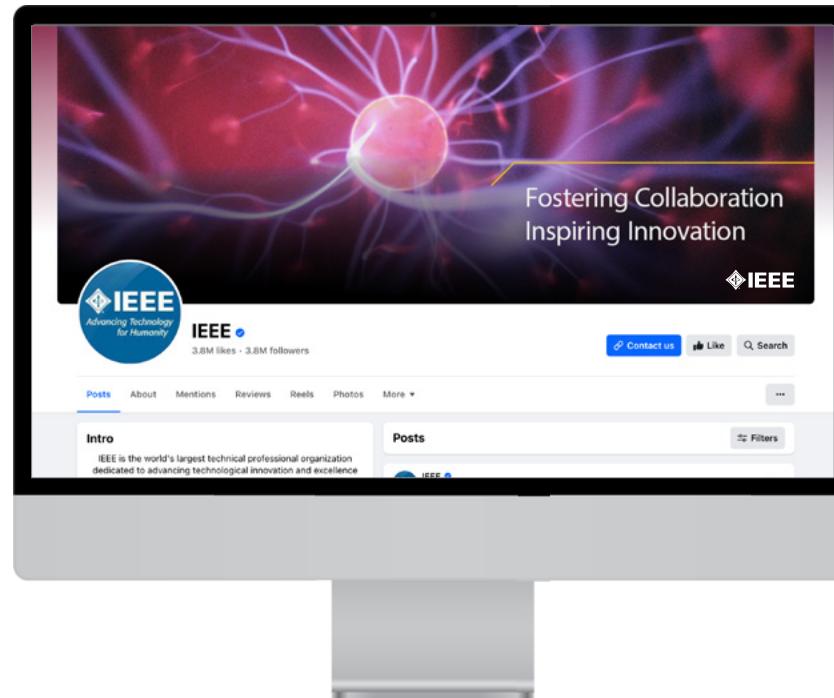
IEEE encourages the use of social media to engage our target audiences. When using an IEEE brand on social media, ensure the following:

- Make sure that the IEEE Master Brand, sub-brand logos, and/or tagline (if used) are legible when resized for mobile optimization.
- Make sure that any Bio/About information for IEEE is consistent across all platforms.

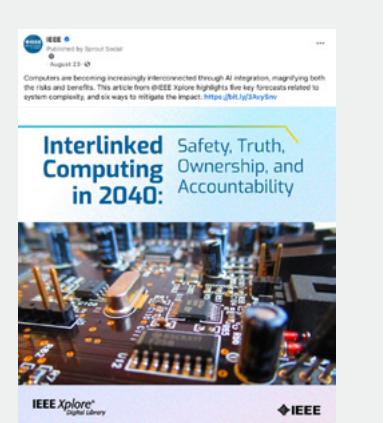
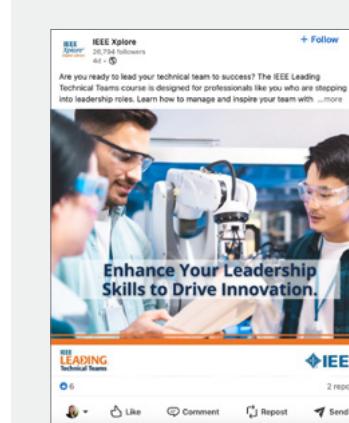
Be sure to review the IEEE Social Media [Policy](#) and [Guidelines](#), which pertain to any IEEE employees, volunteers, vendors, consultants, and/or contract workers when using social media for, on behalf of, or when it could be perceived to be on behalf of or affiliated with IEEE.

Additional social media resources are available, including [toolkits](#), [training materials](#), and [profile registry](#).

Follow IEEE on social:



Social Media Post Examples





MOVE DISASTER RELIEF &
OUTREACH
AN IEEE GLOBAL PROGRAM

We help when disaster strikes.

Our emergency relief team of IEEE volunteers and MOVE vehicles are equipped and ready to assist disaster victims by providing short-term communications and power solutions.

Learn more at move.ieee.org



IEEE SIGHT
SPECIAL INTEREST GROUP ON HUMANITARIAN TECHNOLOGY

A global network of IEEE volunteers leveraging technology for sustainable development

Enrich your IEEE Member experience by belonging to a diverse community of locally-focused engineers who use technology for the benefit of those who need it most.

Become a SIGHT Member to:

- Develop professional and technical skills in a real-world setting
- Contribute to impactful solutions that make a real difference
- Gain connection and community with like-minded people around the world

JOIN IEEE SIGHT!

Join IEEE SIGHT today! Visit iee.org/join-sight

IEEE



One Platform. Focused Results.

IEEE DiscoveryPoint for Communications is an all-in-one platform built for engineers in industry to design and develop technology solutions. Put your trust in the platform that brings subject-focused information together from hundreds of vetted sources. Quickly find the technical information you need and extract key insights from your results with machine learning.

Easily find solutions to real-world engineering challenges in communications

Practicing engineers face complex projects that require fast problem-solving to meet market demands. The information needed is typically scattered across various sources, and finding relevant and trustworthy results is often frustrating and time-consuming.

IEEE DiscoveryPoint supports practicing engineers by providing:



Trusted Sources



All-in-One Search



Focused Communications Content



Practical Industry Data

Find answers to technical questions by referencing relevant content from multiple high-quality sources, including full-text IEEE publications.

Avoid time wasted searching multiple databases and find all the information you need in cutting-edge industry reports, case studies, and more.

Easily find project-specific information by searching across multiple databases and discover solutions for real-world design challenges.

Discover solutions for real-world design challenges.

IEEE | Rutgers Online Mini-MBA for Engineers

Empower your workforce with trusted executive education.

IEEE | RUTGERS

Rutgers

School

of

Business

and

Management

Graduate

Education

Business

for

corporate

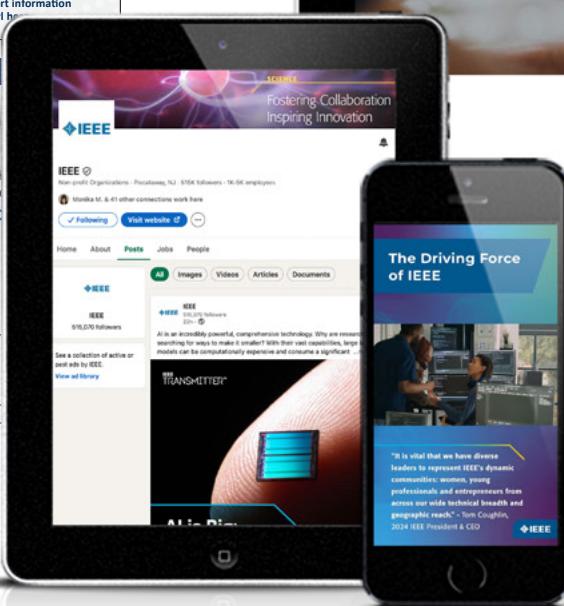
program

Business



Insert additional text about funded project in this
area.

Insert support information or url here.



IEEEeLearning LIBRARY

Strategic Workforce Development: The IEEE eLearning Advantage

Why Professional Development Matters

- Employees cite professional development as the #1 way to improve company culture.
- 86% of employees would change jobs for ones that offer better professional development opportunities.

The Impact of a Strong Learning Culture for Companies

- 92% ARE MORE INNOVATIVE
- 56% ARE MORE AGILE IN MARKET
- 52% ARE MORE PRODUCTIVE
- 50% HAVE HIGHER EMPLOYEE ENGAGEMENT
- 17% ARE MORE PROFITABLE

Why the IEEE eLearning Library?

- Content You Can Trust: IEEE is Technology First
- All Content is Peer-Reviewed
- Effective Instructional Design Using Essential Adult Learning Theory Practices
- Hundreds of Foundational and Cutting-Edge Technical Courses
- Digital Credentials Upon Successful Completion
- Produced in Partnership with IEEE Technical Experts from Around the Globe
- Top Instructors from Industry and Academia
- Accessible Learning: Designed for All, Anytime, Anywhere

eLearning Courses

- Industrial Manufacturing
- Power and Energy
- Semiconductors
- Telecommunications
- Transportation
- and more...

The IEEE eLearning Library started

Digital Collateral GALLERY

When creating digital collateral, make sure all [web accessibility standards](#) are met and follow [IEEE social media guidelines](#) where appropriate.

1.0 IEEE Brand Identity Guidelines

2.0 IEEE Sub-Brand Architecture

Overview

2.1 Architecture and Alignment Groups

Corporate Branding

Endorsed Branding

In-Name Endorsement

Prefix Endorsement

Geographic Communities

Regions/Sections/Chapters

Student Branches/Chapters

Individual Branding

2.2 Taglines & IEEE Sub-Brands

2.3 Incorrect Usage

2.4 Sub-Brand Design Requirements

3.0 File Format Reference

4.0 Contact & Resources

OVERVIEW

IEEE Sub-Brand Architecture Standards

The IEEE Brand relies on the structure of its brand architecture to:

- Build a solid foundation for the IEEE family of brands
- Define the relationships of tangible assets
- Promote consistent visual relationships throughout IEEE
- Protect the equity of IEEE and its brand identity

Corporate Branding

These entities use the IEEE Design System to create a customized look and feel for their communications.

They represent the IEEE's core operational functions. They **do not have a unique logo and display the IEEE Master Brand.**

Endorsed Branding

There is a **visual association with IEEE, but the product, service, or group may also have unique, differentiating aspects that require a separate logo or visual treatment.** Endorsed branding consists of three subcategories:

1. In-Name Endorsement
2. Prefix Endorsement
3. Geographic Communities

Individual Branding

Entities **may have limited oversight by IEEE and may rely on another legal entity with its own guidelines.** These products, services, or groups have their own identities, logos, and possibly branding standards. If the IEEE Master Brand is displayed on materials, follow the placement guidelines.



Reminder:

The [IEEE Sub-Brand Guidelines](#), designed for the IEEE family of brands, ensure consistency within the overall IEEE system while allowing for individuality and creative expression in your communications.

Sub-Brand Architecture and Alignment Groups

The intent of this chart is to show the visual association of brands within the IEEE family. It is not a direct reflection of the organizational structure of IEEE.

Endorsed is a branding term solely intended to convey the IEEE presence within a brand, not levels of compliance or importance.

Instructions:

1. Locate your product, group, or service on the chart.
2. Click the chart to jump to the guidelines provided for that category.

CORPORATE BRANDING	ENDORSED BRANDING				INDIVIDUAL BRANDING	
	In-Name Endorsement	Prefix Endorsement	Geographic Communities			
			Regions, Sections, & Chapters	Student Branches/Chapters		
IEEE Awards Committees and Boards of the IEEE Board of Directors IEEE Corporate Brochures IEEE Foundation IEEE Membership IEEE.org IEEE Organizational Units	Delivery Platforms Aggregate systems that house and deliver products and content. IEEE Level Information Products Hard and electronically delivered knowledge-based goods at an IEEE level.	Affinity Groups Groups of IEEE members with a non-technical interest that connect them. IEEE Conferences Financially sponsored 100% by one or more of the IEEE organizational units. Organizational Unit Level Information Products Hard and electronically delivered knowledge-based goods at an OU level. IEEE Standards & Consensus Building Groups Groups of individuals or entities who work towards building consensus. IEEE Societies Group of individuals who work in a shared technical field of interest. Services Programs managed by IEEE that provide benefits to their consumers. Technical Councils IEEE Societies working together in broad areas of technology. Vertical Information Portals Specialized entry points to a specific marketplace and industry niche focused on one functional area.	IEEE geographically-based communities of the world.	Student Branches IEEE Student members supported by universities/colleges and IEEE. Student Chapters A technical subunit of an IEEE Student Branch with one or more Societies/Technical Councils.	Partnerships & Co-Branding Arrangements where entities and/or individuals agree to cooperate to advance shared interests in which IEEE works with one or more partners. Typically, they do not carry the IEEE name but show the IEEE Master Brand. Co-Sponsored Conferences Conferences where at least one organizer is non-IEEE; and not 100% financially sponsored by IEEE.	



Reminder:

The [IEEE Sub-Brand Guidelines](#), designed for the IEEE family of brands, ensure consistency within the overall IEEE system while allowing for individuality and creative expression in your communications.

Corporate Branding

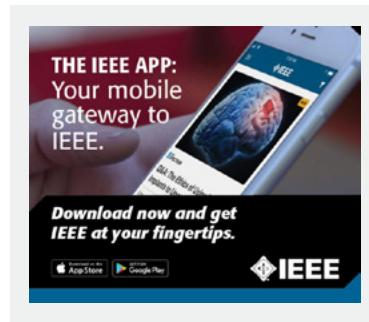
These entities should use the IEEE design system (IEEE Master Brand, fonts, color palette, imagery, and the wedge) to create a custom look for communications.

IEEE Organizational Units (OUs) do not have their own marks. OUs are not sub-brands, so sub-brand rules do not apply. They can have a look/feel on their communications, but the IEEE Master Brand is the only thing they can use as "their" logo when facing the outside world.

All IEEE Committees and Major Boards: By default, all committees and major boards should use these guidelines. However, if a committee produces a product or service with its own logo, the committee can leverage that logo as its own. The logo of the product or service the committee offers should also align with the guidelines that apply to that type of product or service.

[See Sub-brand Design Requirements](#)

Digital Ad



Presentation Slide



Video



Pull Up Banner



Exhibit Booth Display



Flyer



Endorsed Branding

In-Name Endorsement

Consists of sub-brands that are most closely tied to the IEEE Brand. In this group, icons are avoided or not as prominent, and the letters I-E-E-E are a prominent part of the name.

Brand Alignment

- A major product, service, or component that serves the entire IEEE
- A major part of how IEEE is perceived around the world

In-Name Endorsement includes:

- IEEE Level Information Products
- Delivery Platforms

[See Sub-brand Design Requirements](#)

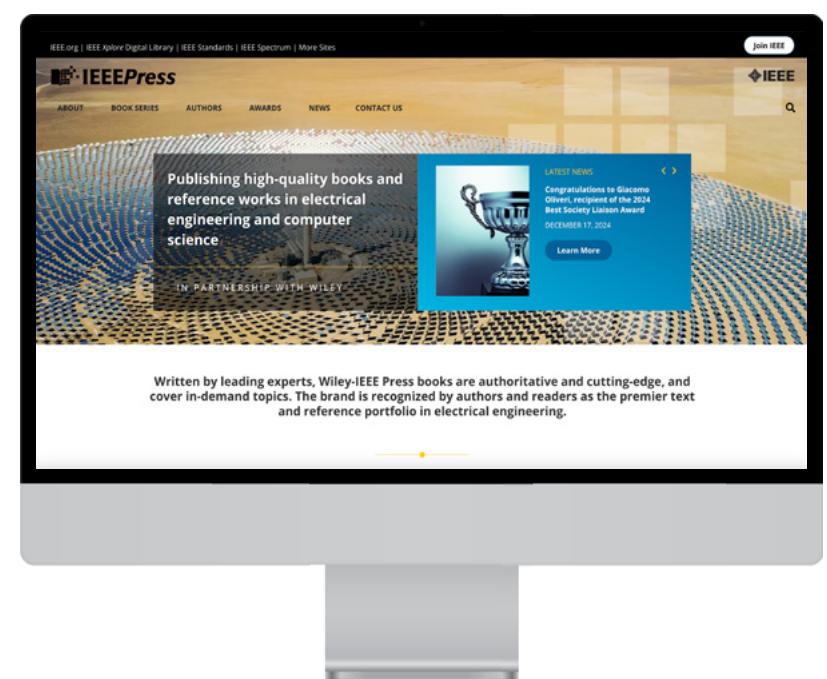
Brochure



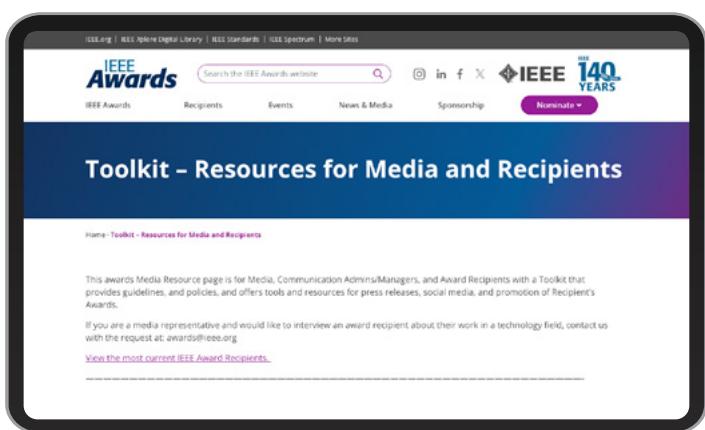
Table Top Banner



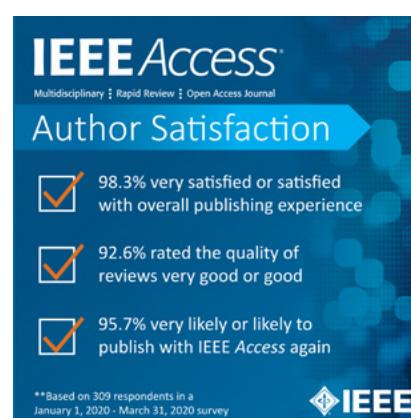
Website



Website



Digital Ad



Newsletter Graphic



Endorsed Branding Prefix Endorsement

Includes sub-brands with the letters I-E-E-E in the name or above the name, but less prominently than the In-Name Endorsement category. This category allows differentiating elements for a distinctive look between our various sub-brands.

Brand Alignment

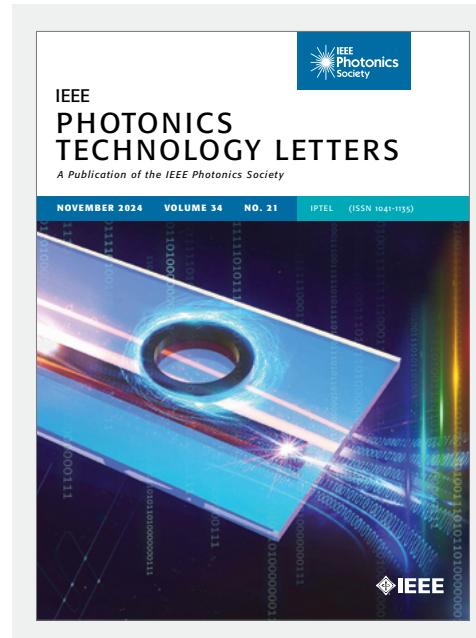
- Delivers core IEEE services
- Is owned by IEEE, sometimes in conjunction with another IEEE unit

Prefix Endorsement includes:

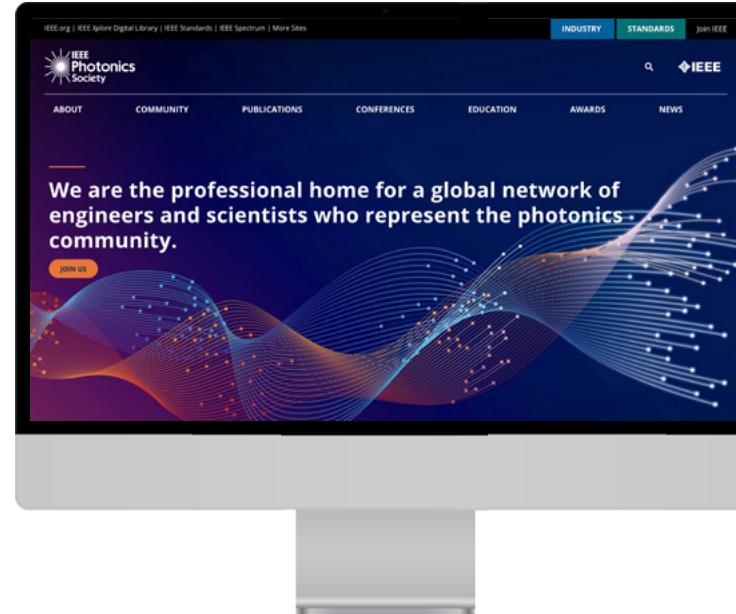
- Affinity Groups
- Chapters
- IEEE Conferences
- Organization Unit Level Information Products
- Services
- Societies
- Standards & Consensus Building Groups
- Technical Councils
- Vertical Information Portals

[See Sub-brand Design Requirements](#)

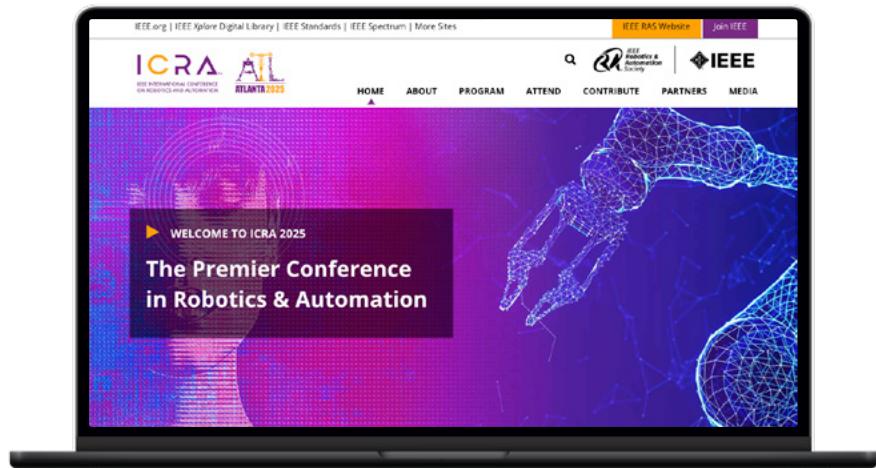
Publication



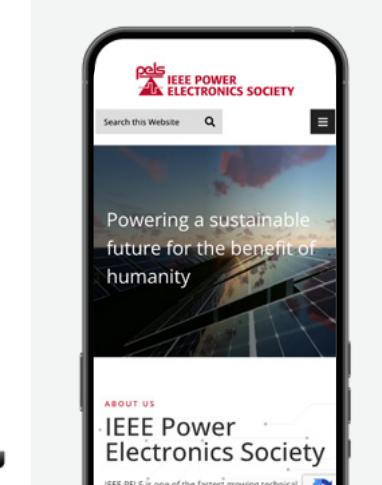
Website



Website



Website



Digital Graphic



Digital Graphic



Wordmark



Wordmark



Endorsed Branding Geographic Communities

Regions/Sections/Chapters

(Includes sub-sections and professional chapters)

Each sub-brand uses the letters I-E-E-E differently, but all communities should leverage the IEEE Master Brand in their communications.

The IEEE Master Brand is NOT to be used inside or as part of another mark.

Geographic units are encouraged to use the approved sub-brand treatments. The IEEE wedge element and lockups are permitted. IEEE [approved sub-brand treatments](#) are available for each Region, Section, Sub-section, Chapter, and Affinity or Special Interest Group.

Brand Alignment

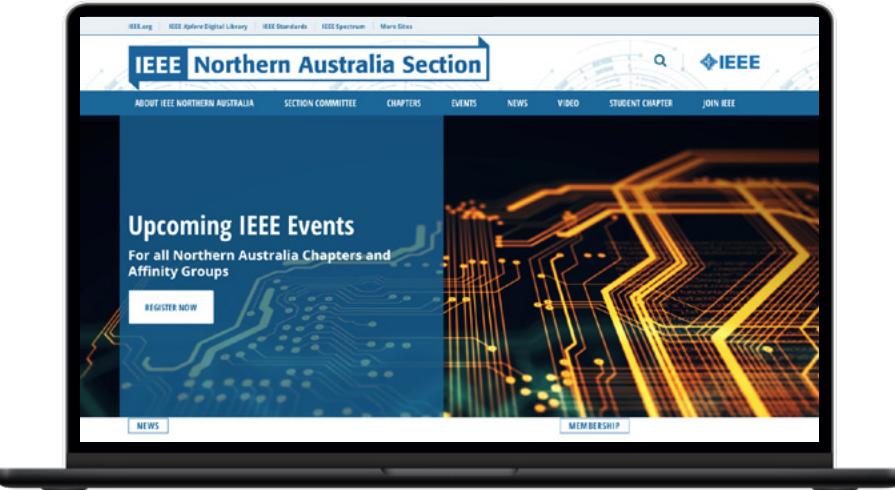
- Member outreach at both the local and global level

Regions/Sections/Chapters includes:

- [IEEE geographically-based communities](#) of the world

[See Sub-brand Design Requirements](#)

Section Website



Digital Graphic



Newsletter



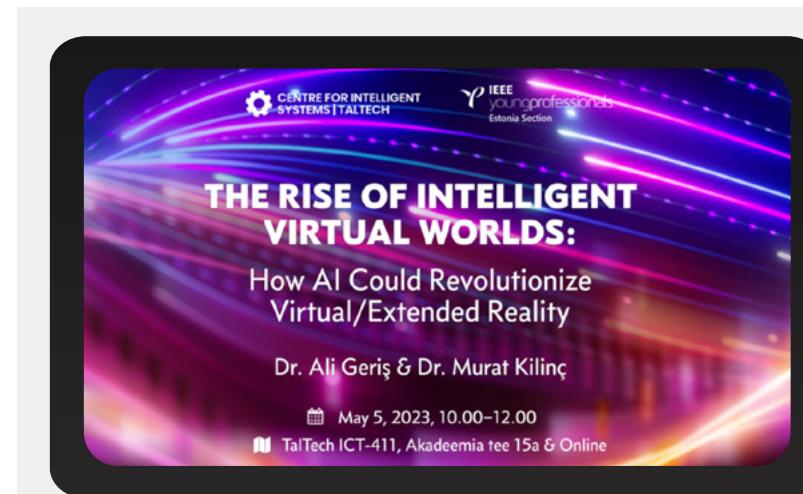
Social Post



Digital Graphic



Digital Graphic



Digital Graphic



Reminder:

Some examples shown include images without the IEEE Master Brand. However, the IEEE Master Brand should always be present in all IEEE-branded printed and digital materials.

Endorsed Branding Geographic Communities

Student Branches/Chapters

(Includes sub-sections and professional chapters)

The thousands of IEEE student entities worldwide, which connect local professionals, academics, and the IEEE organization at large, should leverage the IEEE Master Brand in their communications.

Student branches and chapter identifiers may use any approved color from the IEEE color palette. Icons or symbols are permitted for Student Branches/Student Chapter treatments but are NOT mandatory. Icons or symbols cannot be stock art, must be original, and should not violate any of the university's logo guidance NOR should include/alter any parts of the IEEE Master Brand.

IEEE-approved [sub-brand treatments and identifiers](#) are available for Student Branches and Chapters.

Brand Alignment

- Member outreach at both the local and global level
- [IEEE geographically-based communities](#) of the world

Student Branches/Chapters includes:

- Student Branches
- Student Branch Chapters

[See Sub-brand Design Requirements](#)

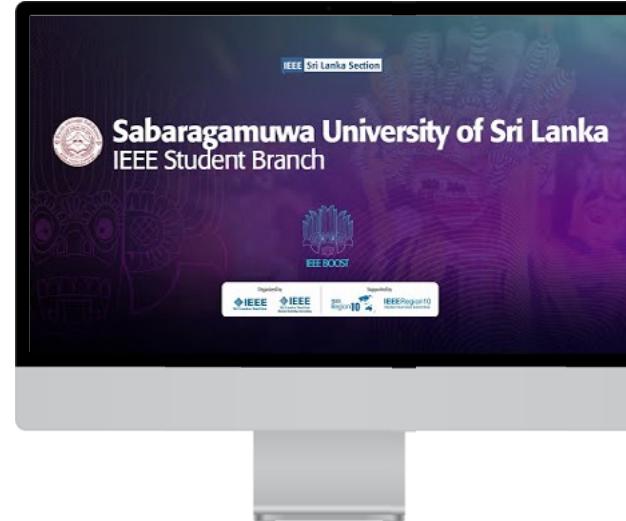


Panama Chapter

University of Queensland
IEEE Student Branch Chapter



North American Private University
IIT | International Institute of Technology
IEEE Student Branch



Université catholique de Louvain
IEEE Student Branch

University of Regina
IEEE Student Branch



IEEE Joint Spanish Chapter



Universidad Peruana
de Ciencias Aplicadas
IEEE Student Branch



Need help?
The [IEEE Brand team](#) is here to help you understand the brand and create successful communications.



Reminder:

Endorsed Branding signifies a visual association with the IEEE Brand while allowing a product, service, or group to maintain unique, distinguishing elements through a separate wordmark or visual treatment.

Individual Branding

Entities within the individual branding model may have limited oversight by IEEE and may rely on another legal entity with its own guidelines. These products, services, or groups have their own identities, logos, and possibly branding standards.

Individual Branding includes:

- Partnerships
- Co-Sponsored Conferences

Partnerships and sponsorships typically follow the established guidelines of the legal owner, who may not be IEEE.

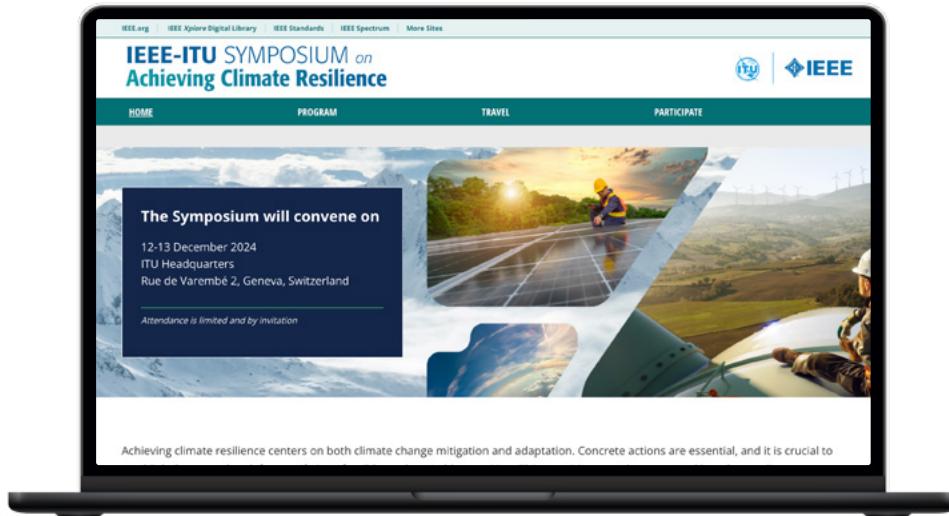
Because these initiatives are owned by another entity, the website and logo follow their design system. Any logo developed by the other entity may not use or incorporate the IEEE name, logo, or IEEE Master Brand.

If the IEEE Master Brand is used, it must be used in accordance with the IEEE Master Brand Guidelines, including the policies related to size and positioning.

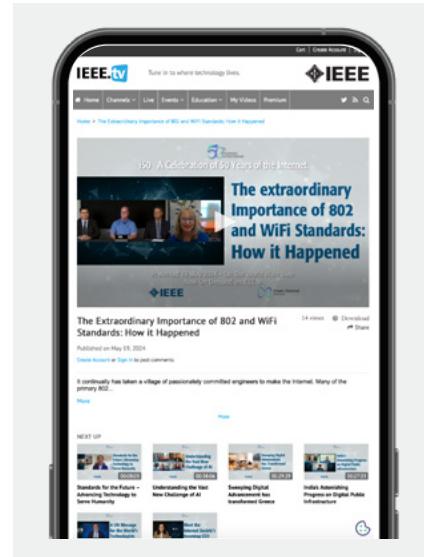
When IEEE produces the collateral of partnerships containing individual brands, the standard is to use the partner logo within the context of the IEEE Brand Identity Guidelines. This affords the individual brand its unique identity while aligning the offering with IEEE.

[See Sub-brand Design Requirements](#)

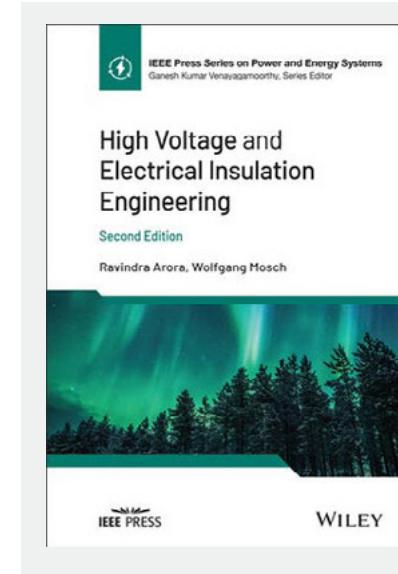
Website



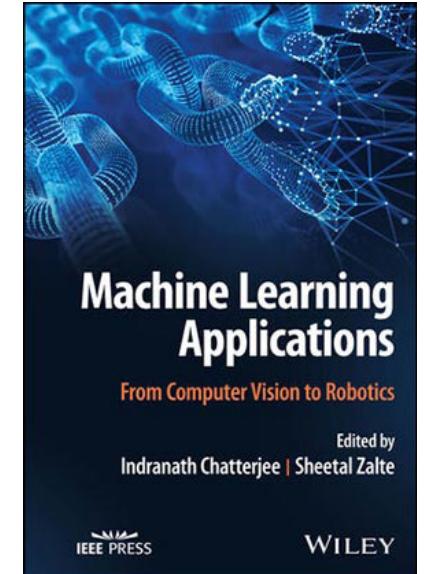
Digital Graphic



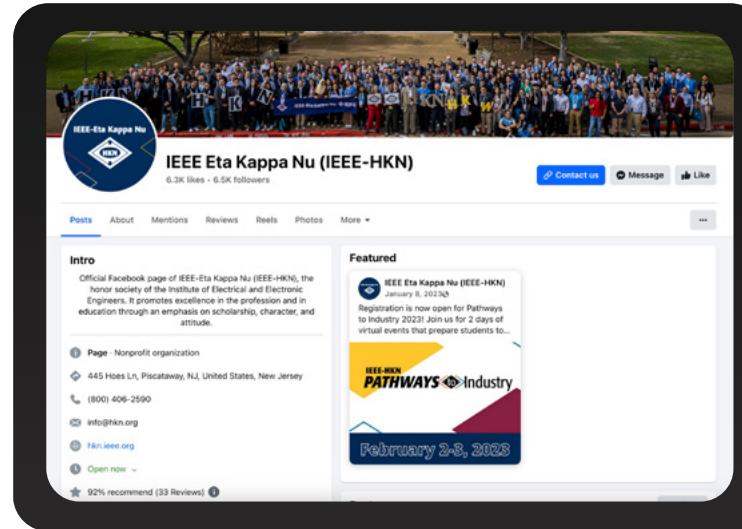
Publication



Publication



Social Media Profile



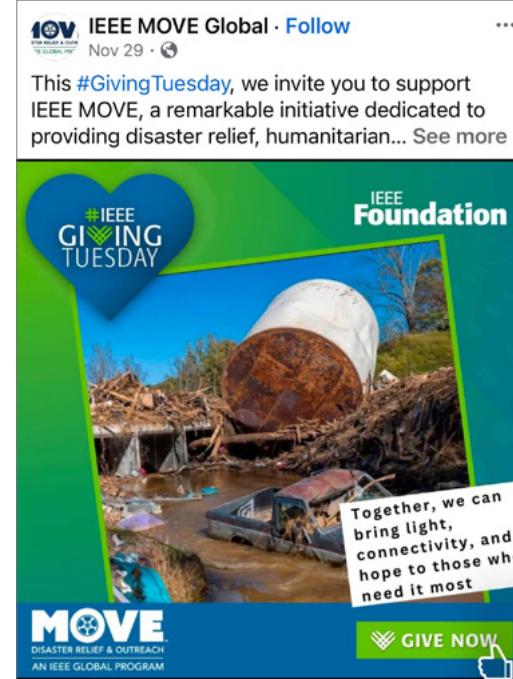
Need help?
The [IEEE Brand team](#) is here to help you understand the brand and create successful communications.

Taglines & IEEE Sub-Brands

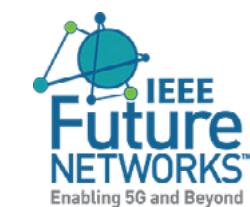
Some IEEE sub-brands carry taglines that complement the IEEE tagline. Taglines must be developed based on a *purposeful and unique brand value proposition for each particular sub-brand*.

Any tagline added to a sub-brand logo can not compete with or replicate the IEEE tagline and requires review and approval by the [IEEE Brand Team](#). If a sub-brand logo has a tagline, the sub-brand must also have a version without the tagline.

[See Sub-brand Design Requirements](#)



Advancing Electromagnetics Frontiers



Need help?
The [IEEE Brand team](#) is here to help you understand the brand and create successful communications.

Incorrect Usage

IEEE sub-brand architecture, alignment group configurations, and usage outside established specifications and guidelines damage the IEEE Brand. Modifications or distortions are strictly prohibited. The IEEE Master Brand cannot be used/incorporated into any sub-brand marks.

- Maintain maximum visibility by keeping a high contrast between the background and the sub-brand logo.
- Avoid darker background values and colors that provide insufficient contrast.
- When placing the sub-brand logo over an image, adjust the position of the image or retouch the area as needed.



NO X

Do NOT rearrange, reconfigure, or change the size.



NO X

Do NOT distort, stretch, or manipulate.



NO X

Do NOT rotate or place at an angle.



NO X

Do NOT change colors.



NO X

Do NOT use graphic effects or outlines.



NO X

Do NOT add lines above or below or put in a container shape.



NO X

Watermarks are only permitted on video applications. All other uses are prohibited.



NO X

A pattern is only permitted on a step-and-repeat banner. All other uses are prohibited.



NO X

Do NOT crop out any part of the brand mark.



NO X

Do NOT fill in the inside of any icon within a brand mark.



NO X

Do NOT remove the I-E-E-E from any brand mark.



NO X

Do NOT place any brand mark on a background with insufficient contrast.



Need help?

The [IEEE Brand team](#) is here to help you understand the brand and create successful communications.



Reminder:

The [IEEE Sub-Brand Guidelines](#), designed for the IEEE family of brands, ensure consistency within the overall IEEE system while allowing for individuality and creative expression in your communications.

Sub-Brand Design Requirements

	Corporate Branding	In-Name Endorsement	Prefix Endorsement	Geographic Communities		Individual Branding
				Regions/ Sections/ Chapters	Student Branch/Student Chapter	
I-E-E-E Letters Size						
Letters I-E-E-E must be uppercase		✓	✓	✓	✓	✓
Size of letters I-E-E-E must be consistent with the size of the name		✓				
Size of the letters I-E-E-E must be the height of lowercase letters within the name			✓	✓		
If name is entirely uppercase, the letters I-E-E-E should be 50-75% height of the tallest letter			✓	✓		
Letters I-E-E-E can be less prominent but must be in the name or above				✓		✓
Icon Usage						
Unique icon is <i>not allowed</i> ; Type treatment only	✓					
Icon is allowed but cannot make up more than 30% of the whole mark		✓	✓	✓	✓	✓
All icons must be original art (not stock) and should be cleared through IEEE legal to ensure there no infringement on an existing brand identity		✓	✓	✓		
Only the official logo of the college/university may be used as a logo mark and should not make up more than 30% of the whole mark					✓	
Font Usage						
Only the Formata font family can be used	✓	✓				
Font of the name can be unique			✓	✓	✓	
Acronyms used in the name must be spelled out (excluding the IEEE acronym)		✓	✓	✓	✓	
The font weight of the letters I-E-E-E must be equal to or greater than the name		✓	✓	✓	✓	
Student chapters descriptor line should be Formata or Calibri					✓	
Student chapters should use the brand/society lock-up template					✓	
Color						
Color of letters I-E-E-E must be black or IEEE blue		✓		✓		✓
Color of letters I-E-E-E and entire mark must be from the approved IEEE color palette		✓	✓	✓	✓	✓
Overall color must be predominantly black or IEEE blue	✓	✓				
One accent color from the IEEE approved color palette is allowed		✓		✓		
No more than four accent colors suggested from the IEEE approved color palette			✓		✓	
Color of sub-brand should follow both the IEEE and the university brand guidelines					✓	

File Format Reference

Using the appropriate file format, color mode, and proper resolution when utilizing the IEEE 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 Images

- Pixel-based graphics
- Resolution dependent
- Photos and web graphics



Adobe Photoshop (PSD) is a software application for editing photos, images, and artwork.



Photos for web and print, small file size



Static, transparent web images with unlimited colors



Transparent web animations with limited color



High-resolution, large-scale photos, and scans for printing



Universal files for viewing, sharing, and printing

Vector Images

- Curve-based graphics
- Resolution independent
- Logos, icons, and fonts



Adobe Illustrator (AI) is a vector graphics editor that allows users to create illustrations, logos, patterns, and other design elements.



Files for web use that can be scaled without pixelating

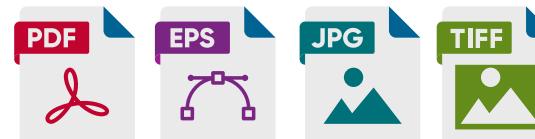


Editable file that can be opened and previewed in non-Adobe programs



Universal files for viewing, sharing, and printing

Print



Digital



Image Color Mode



RGB has a wider color gamut and is optimal for web and digital graphics.



CMYK is designed for print media and has a more limited color range compared to RGB.



Need help?
The [IEEE Brand team](#) is here to help you understand the brand and create successful communications.

Contact & Resources

These guidelines 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.

Questions or Comments:
branding@ieee.org

The IEEE Brand

IEEE is the world's most trusted source for engineering, computing, and technology professionals.

Toolkits

Provide marketing and communications toolkits for various IEEE entities and programs.

Assets & Guidelines

Guidance on managing and creating IEEE websites and print collateral.

Promo Library

Web and print promotional messages representing dozens of IEEE products and services, available to you at no charge. Use them in your marketing communications to extend the IEEE messages of value, quality, and service to the profession.

Templates

Templates and sample documents featuring correct use of the IEEE Brand can be customized for a variety of uses in print and digital mediums.

Get Started

Looking to build or revamp an existing experience? Partner with us to create successful communications.

