IEEE Visual Identity Guidelines

IEEE Master Brand Standards
Color Palette
Typography
Imagery
Design System

IEEE
Advancing Technology
for Humanity

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Introduction

To maintain and strengthen the desired perception for the IEEE brand, visual identity elements have been enhanced and organized into these guidelines. The look-and-feel of the IEEE visual identity – including the master brand, color palette, typography, imagery, and graphic style – was streamlined and best practices were documented to convey the organization's culture, personality, and core brand values.

Please use these guidelines when creating IEEE communications to achieve a high level of consistency. Anyone who represents IEEE should work hard to ensure the integrity of the IEEE brand in all branded materials.

These visual identity guidelines represent an opportunity to establish and extend equity for the IEEE brand. Communications created based on these guidelines will help ensure that members, industry professionals, and other organizations will perceive IEEE as a leader in the global technology community.

IEEE is the leading professional association for the advancement of technology. The abundance of technical and professional information, resources, services, conferences, and publications offered by IEEE allows the association to reach professionals, students, prospective members, and organizations.

The IEEE Brand

IEEE strives to be essential to the global technical community and to technical professionals everywhere. IEEE members connect with others to share ideas and obtain new knowledge. The engineers and other technical professionals who belong to the organization understand that obtaining useful information from IEEE's unparalleled collection of intellectual property is essential to creating solutions that benefit humanity. The goal is to be universally recognized for the contributions of technology and of technical professionals in improving global conditions.

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The IEEE Brand

Core Values

Service to humanity: leveraging technology and engineering to benefit human welfare; promoting public awareness and understanding of the engineering profession.

Peer-reviewed: using unbiased information to enhance the quality of life for all people.

Global focus: supporting and embracing the global nature of and need for technical work and engineering solutions.

Intellectual activity: forward-thinking; nurturing new and existing science and technology.

Growth and nurturing of the profession: encouraging education as a fundamental activity of engineers, scientists, and technologists at all levels and at all times; ensuring a pipeline of students to preserve the profession.

Collaboration and community building: cultivating active, vibrant, and honest exchange among cross-disciplinary and interdisciplinary global communities of technical professionals.

Professionalism: creating a world in which engineers and scientists are respected for their exemplary ethical behavior and volunteerism.

Trust and respect: promoting a culture where contributions at all levels are valued; encouraging member-driven, volunteer-led, knowledge-based projects; building effective volunteer/staff partnerships.

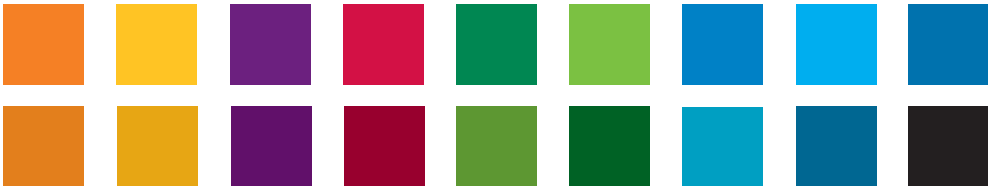IEEE
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IEEE Basic Identity Elements

The IEEE Master Brand is a symbol of the organization's commitment and aspirations. There are a number of different basic elements in IEEE's toolkit that reinforce the organization's vision and values. In order to create a more compelling, consistent, and effectively-managed visual identity, IEEE has consolidated the best practices from communications materials created throughout the organization and streamlined the components and rules for how each element in the toolkit is used when creating branded communications. Basic identity elements have been selected to reinforce the personality and values of the IEEE brand.

Each of these elements combines to create a unique look for IEEE that communicates and supports the philosophy of the organization, strongly differentiates it from competitors, and forms the foundation of a recognizable and memorable brand identity.

1.

1. IEEE Master Brand
2. Color Palette
3. Typography
4. Imagery
5. Design System

2.

3.

Formata	Adobe Caslon Pro	Verdana	Times New Roman
abc	abc	abc	abc
ABC	ABC	ABC	ABC

4.

5.

Brand Basics

IEEE Master Brand Standards

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History

IEEE Master Brand Image

The IEEE "kite" was created in 1963 with the merger of its two predecessor societies, the AIEE and the IRE. The kite borrowed elements of both organization's logos. The IEEE logo is the diamond-shaped logo containing the right-hand rule.
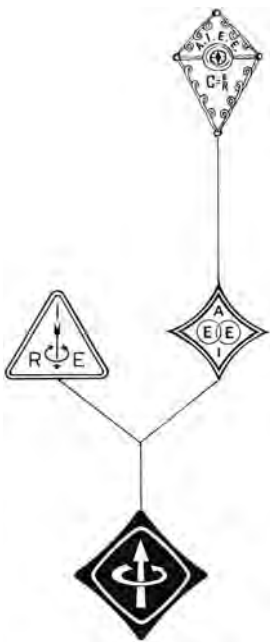
The IEEE Master Brand, consisting of the IEEE diamond-shaped logo (the "kite") followed by the letters I-E-E-E, was adopted by the Board of Directors in November 1999.

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Configurations

IEEE Master Brand

Use the IEEE Master Brand on all IEEE print- and screen-based applications (including publications, marketing and promotional materials, PowerPoint presentations, Web sites, conference and event materials, advertising, plaques, and certificates) that are large enough to allow for the Master Brand to appear at least at its minimum size. Master Brand images can be downloaded at www.ieee.org/masterbrand.

Use of the IEEE Master Brand

Careful and comprehensive use of the IEEE Master Brand will

- Give IEEE a consistent global identity worldwide;
- Ensure that IEEE organizations, products, services, and print and electronic materials will be immediately identified with IEEE;
- Enhance the IEEE name and reputation of technical excellence and help introduce the IEEE to potential members and customers;
- Enhance the credibility of publications, events and activities;
- Protect the IEEE name and brand from trademark infringement.

Use of the Master Brand or IEEE logo by entities other than the 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. For assistance with drafting such agreement language or for general permission to use the IEEE Master Brand or logo, please e-mail the IEEE Intellectual Property Rights Office, copyrights@ieee.org.

Configurations

Alternate logotypes for limited use

Use the vertical logotype only on spines of books and other print publications when space does not permit use of the IEEE Master Brand at it's minimum size and clear space.

In the specific application of IEEE membership pins, only use the diamond-shaped logo without the letters. This is the only application where this alternate logo can be used.

Minimum Size

The minimum width for the IEEE Master Brand in print and non-screen-based applications is 1 in. (25.4 mm). For on-screen applications, do not reduce the size below 100 pixels (as provided in the digital art files).

1 in. (25.4 mm)

Master Brand on sub sites should not appear less than 100 pixels in width.

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Clear Space

The required clear space for the IEEE Master Brand is illustrated below. A clear space equal to or greater than "1x" is required on all sides surrounding the IEEE Master Brand, so it does not compete with other images, graphics, and text. This measurement "x" is equal to the height of the letters in the IEEE Master Brand. Do not place any elements inside this clear space.

Size Ratio

## *Print Publications – common international formats*

It is important to size the IEEE Master Brand appropriately in relation to the application format. Guidance for an appropriate size ratio, applicable across the most common formats of printed publications (letter, legal, tabloid, A5, A4), is illustrated below. The length of the IEEE Master Brand ("Y") equals one-fifth of the width of the application. This ratio should be applied to the front cover of multiple-page documents or single-page applications, such as advertisements. The dimensions of the IEEE Master Brand should increase or decrease in proportion to the size ratio shown below. It is important to note that the IEEE Master Brand should never decrease below the approved minimum size of 1″ (25.4 mm) (as specified in these standards), regardless of the application's dimensions.
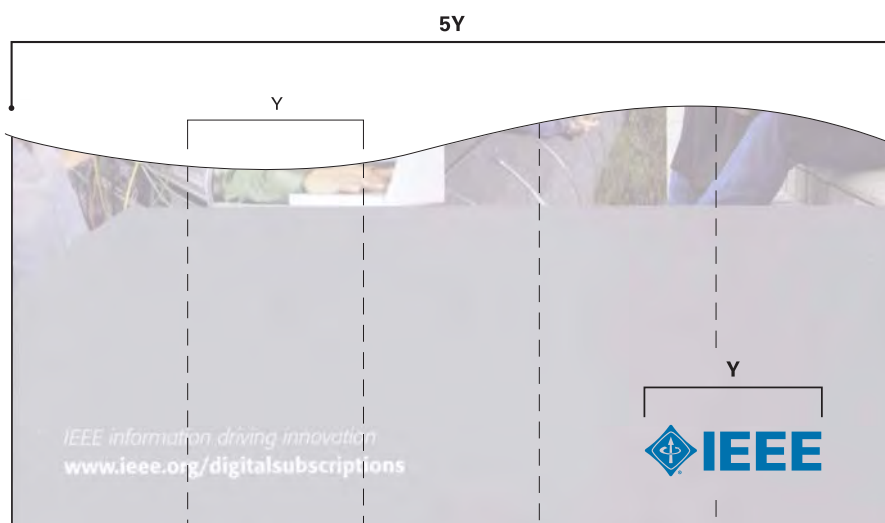
Size Ratio

Print Publications – flyer formats
On slim formats like a folded standard flyer, the length of the IEEE Master Brand ("Z") equals one-third of the width of the flyer. This ratio should be applied to the front cover of slim format multiple-page documents or single-page applications, such as advertisements. The dimensions of the IEEE Master Brand should increase or decrease in proportion to the size ratio shown below.
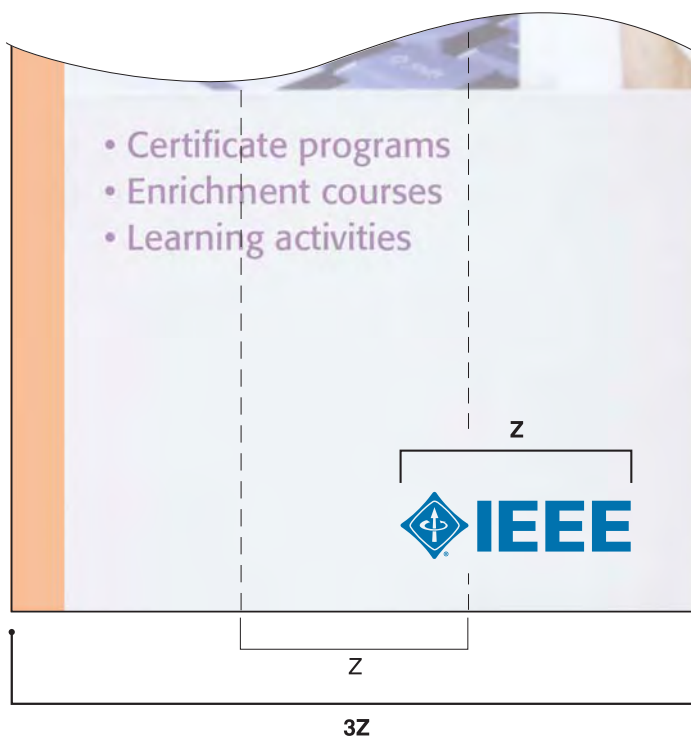
Size Ratio

Conference Banners

A specific size ratio has been established for conference banners where the IEEE Master Brand needs to be predominant to ensure recognition from a distance and in a crowded environment. The length of the IEEE Master Brand ("Z") equals one-third of the width of the application. The dimensions of the IEEE Master Brand should increase or decrease in proportion to the size ratio shown below.
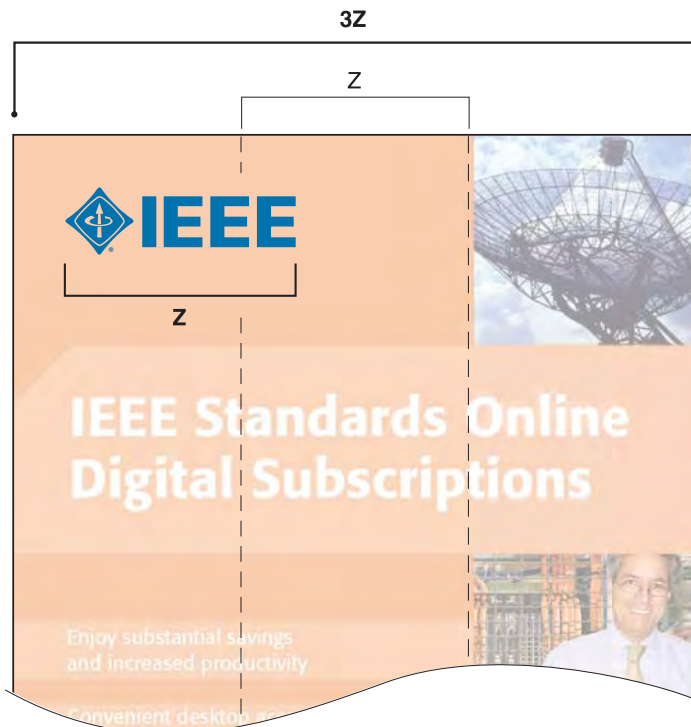
Color Variations: Print

Color plays an important role in representing the IEEE Brand. Use IEEE Blue (or process color equivalent) on all corporate-wide communications. The black or white options are also acceptable. For all sub-brand applications, the black or white options are preferred. Great care should be taken to ensure sufficient contrast between the IEEE Master Brand and the background. See page 18 for guidelines on background control. Color variations are illustrated below. For more specific color specifications see pages 34–35.

SPOT: Pantone 3015 C

PROCESS COLOR: C100 M31 Y5 K20

BLACK: C0 M0 Y0 K100

**WHITE/REVERSED: C0 M0 Y0 K0
(Master Brand placed on grey background
for illustrative purposes only)**

Color Variations: Screen

Screen-based applications, such as PowerPoint presentations or Web sites, require alternate color specifications. The RGB and hexadecimal (Web-safe) equivalents of IEEE Blue are preferred when displaying the IEEE Master Brand on corporate-wide screen-based applications. For all sub-brand communications, the black or white options are preferred. Color specifications are illustrated below. See page 19 for guidelines on background control.

SCREEN: R0 G102 B161

WEB: #006699

SCREEN: R0 G0 B0

WEB: #000000

SCREEN: R255 G255 B255
(Master Brand placed on grey background for illustrative purposes only)

WEB: #FFFFFF
(Master Brand placed on grey background for illustrative purposes only)

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Background Control

When placing the IEEE Master Brand on print- or screen-based applications, it is important to ensure sufficient contrast between the background and the IEEE Master Brand. When placed over an image, it may be necessary to adjust the position of the image or retouch the area to achieve maximum visibility. Below are examples of both high contrast (correct background control) and low contrast (incorrect background control) situations. Also, it is important to ensure there is no white background behind the diamond symbol and to never use the IEEE Master Brand as a background, watermark, or wallpaper.

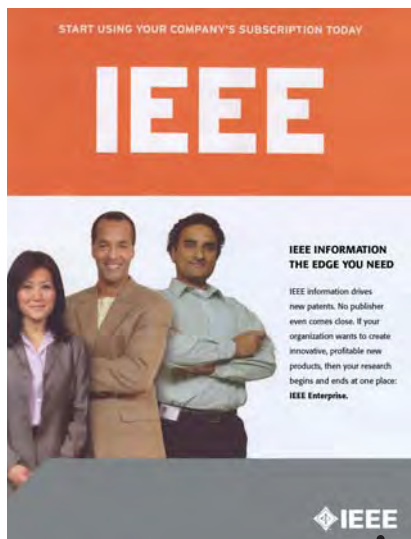| CORRECT BACKGROUND CONTROL	INCORRECT BACKGROUND CONTROL
Pale/faded background with a IEEE Blue Master Brand	Do not combine a black background with a IEEE Blue Master Brand
Light background with a black IEEE Master Brand	Do not combine a dark background with a black IEEE Master Brand
Dark background with a white IEEE Master Brand	Do not combine a pale/faded background with a white IEEE Master Brand
Dark image with white IEEE Master Brand (minimal detail in area behind IEEE Master Brand)	Do not combine a dark/busy image with any colored IEEE Master Brand

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How to Use the IEEE Master Brand
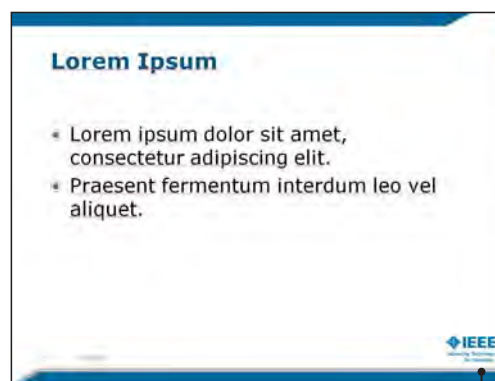
Using the IEEE Master Brand

Using the IEEE Master Brand correctly and consistently is essential to maintaining brand equity. As outlined in the previous pages, consideration should be given to clear space, minimum size, size ratio, color, background, and placement. On most print and screen-based applications place the IEEE Master Brand on the first page in the bottom right-hand corner.

Using the IEEE Master Brand on printed collateral and in PowerPoint

On print applications such as brochures, journals, or advertisements, place the IEEE Master Brand on the first page in the bottom right-hand corner. On screen applications such as Web advertisements or PowerPoint presentations, place the IEEE Master Brand on every page in the bottom right-hand corner. For magazines or newsletters, the letters I-E-E-E should also be part of the title in the mastheads, in addition to the IEEE Master Brand in the bottom right-hand corner of the publication cover.

Blue IEEE Master Brand on PowerPoint presentation. Rules on clear space, size ratio, minimum size, and placement are followed.

White/reversed IEEE Master Brand on sub-brand application. Rules on clear space, size ratio, minimum size, and placement are followed.
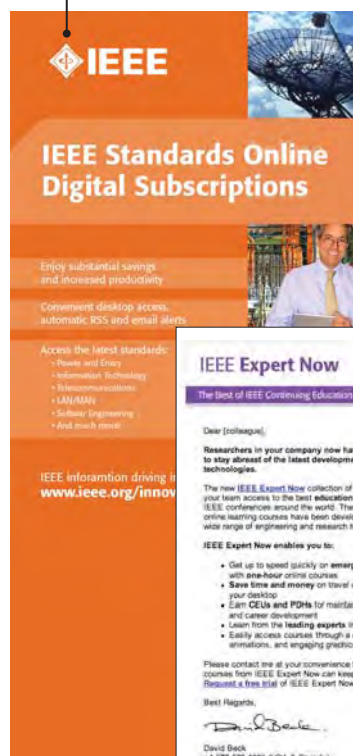
How to Use the IEEE Master Brand

Using the IEEE Master Brand on the Web, HTML e-mails, and banner displays

For applications with a distinct user experience, such as Web pages, HTML e-mails, and banner displays, special rules have been created to ensure maximum impact for the IEEE brand. On conference banner displays, place the IEEE Master Brand in the upper left-hand corner for best visibility. For Web banner advertisements, where available space is often limited, the IEEE Master Brand can be placed at the bottom center. For HTML e-mails and IEEE sub sites, the IEEE Master Brand should be placed in the upper right-hand corner.

IEEE White Master Brand on IEEE Web sub site

White/reversed IEEE Master Brand on dark colored background. Rules on clear space, size ratio, minimum size, and placement are followed.

Black IEEE Master Brand on HTML e-mails. Rules followed.

Black IEEE Master Brand on Web banner advertisement. To maximize impact Master Brand is centered on bottom.

How to Use the IEEE Master Brand

Using the IEEE Master Brand in constrained spaces

For smaller applications, where following the standard is not possible, special rules have been created.

It is only acceptable to use a separator line above and/or below the IEEE Master Brand if the size of the project will not allow for the required clearance space around the IEEE Master Brand at its minimum size.

The IEEE Master Brand does not need to appear in a small ad or promotion only when the ad is constrained by space, and planned only for use within an IEEE site or publication where the IEEE Master Brand is already prominently displayed (i.e. IEEE Web sites and IEEE publications).

**IEEE online project using a separator line above the IEEE Master Brand.**

IEEE online project without the IEEE Master Brand within the IEEE Web site.

How to Use the IEEE Master Brand

Prominence and Size in Relationship to Other Logos/Identifiers
The IEEE Master Brand must be given equal or greater prominence, while adhering to the minimum size and clear space, to other identifiers and logos. However, it is not a requirement that the Master Brand and another logo (or other logos) be placed near each other in a design. This rule does not apply to the headers of IEEE sub sites, where the site identifier (or logo) should be larger than the IEEE Master Brand to assist with user orientation.
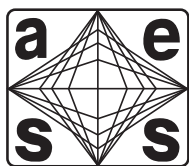
How to Use the Letters I-E-E-E

Using I-E-E-E: Name, Title or Web site Identifier

- IEEE must always be used in the title of an IEEE product, service name or publication, (For example, IEEE eLearning Library, IEEE *Xplore*, IEEE Photonics Journal.) The letters I-E-E-E also must appear in any graphic representation, text, or signage that mentions the product.
    - Only the letters I-E-E-E can be used in these instances. Do not use the IEEE Master Brand.

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

- When listing the Web site, it should appear as IEEE.org.

- If the intent is for the copy to be read as "IEEE XXXX Section or IEEE XXXX Student Branch," use the letters "IEEE," not the Master Brand.

- The letters I-E-E-E can be in any of the IEEE approved fonts except Univers 75, the font for the Master Brand, or in a font that closely resembles Univers 75. It is recommended that the letters I-E-E-E use the same font as the rest of the name or title. This includes all print, screen, non-screen, and Web-based applications.

The following are examples of correct and incorrect usage of the letters I-E-E-E and the IEEE Master Brand in a name or title.

CORRECT	INCORRECT
IEEE XXXX Section	IEEE XXXX Section
IEEE XXXX Event	IEEE XXXX Event
IEEE XXXX Event ◆ IEEE	IEEE XXXX Event ◆ IEEE

◆ IEEE
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Incorrect IEEE Master Brand Use

Incorrect configurations and usage of the IEEE Master Brand are detrimental to the IEEE brand identity, as they make us appear fragmented. Modifications or distortions to the IEEE Master Brand are not permitted. Examples of IEEE Master Brand misuse are shown below.

Do not rearrange the Master Brand elements	**Do not recreate or alter the typeface or diamond symbol**	**Do not distort or change the Master Brand's proportions**
Do not use unapproved colors	**Do not place the Master Brand at an angle**	**Do not place a drop shadow on the Master Brand**
Do not combine elements of the black-and-white and color Master Brand	**Do not add containment shapes to the Master Brand**	**Do not add any tagline, name, or text to Master Brand**
Do not use white background inside diamond symbol	**Do not add lines above or below the Master Brand**	**Do not separate Master Brand elements and combine with copy**

In September 2009, the IEEE Board of Directors approved an IEEE tagline – Advancing Technology for Humanity – as recommended by the IEEE Public Visibility Committee.

Use the Master Brand + Tagline graphic on materials when no other logo or logo with a tagline exists, as well as on all promotional items.

> Learn more about the IEEE tagline at www.ieee.org/tagline

The IEEE 125th Anniversary mark was created to commemorate the 125th anniversary of IEEE in 2009. It was used in place of the IEEE Master Brand on all print and screen applications. Any use of the IEEE 125th Anniversary mark is no longer permitted.

Brand Basics

Color

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Primary Color

Color plays an important role in representing the IEEE brand. Use IEEE Blue (Pantone specification 3015 C) on all corporate-wide communications. This specific blue has been chosen for its reliability in various printing processes and its similarity to the previous blue used on many IEEE communications. When used consistently over time, this color will become directly associated with IEEE. Black and white may also be used on both corporate and sub-brand communications. Only the specific tints of this color, listed below, have been approved for use. See page 29 for guidelines on how to use these colors.

**IEEE Blue
PMS 3015 C**

100% **80%** **60%** **40%** **20%**
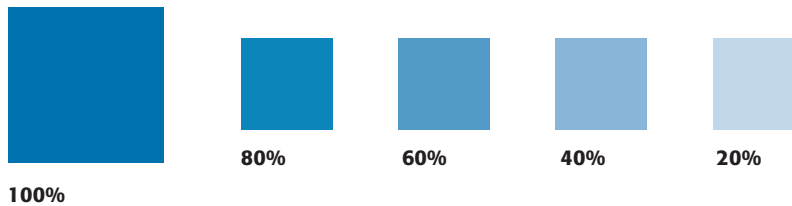
The colors shown throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® Publications for accurate color.

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How to Use the Primary Color

All corporate-wide communications should be composed using the primary color. IEEE Blue can be used as a background color, to emphasize type, or to define shapes. Approved tints of IEEE Blue are allowed, but should be used sparingly, and only as an accent color. The predominant color should always be IEEE Blue. Consistent use of these colors will contribute to the harmonious look-and-feel of the IEEE brand across all relevant media platforms and add to the brand equity.

IEEE Blue used to define shapes

IEEE Blue used as background

IEEE Blue used to emphasize headline copy

Tints of IEEE Blue used to differentiate levels of information

IEEE Master Brand in IEEE Blue

IEEE Blue used for corporate stationery

Tints of IEEE Blue used as accent colors

Expanded Color Palette

Bright

An expanded color family, consisting of a range of bright and dark colors, has been developed to bring IEEE's personality to life as a vibrant and forward-thinking organization. This palette allows for flexibility in brand communications where sub-brand, cultural, or product distinction is warranted. Illustrated below are recommended tints for use of these colors. (Percentages in white indicate when reversed type should be used). Use the expanded color palette across sub-brands and as accent colors for corporate communications.

PMS 123 C

100% 80% 60% 40% 20%

PMS 158 C

100% 80% 60% 40% 20%

PMS 200 C

100% 80% 60% 40% 20%

PMS 2612 C

100% 80% 60% 40% 20%

PMS 368 C

100% 80% 60% 40% 20%

PMS 348 C

100% 80% 60% 40% 20%

PMS PROCESS CYAN C

100% 80% 60% 40% 20%
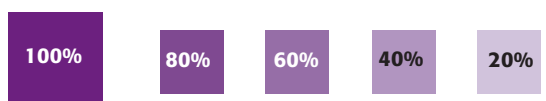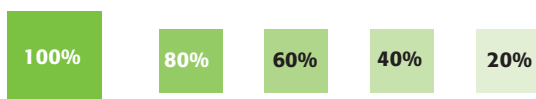
WHITE
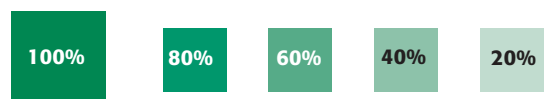
IEEE
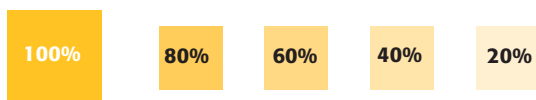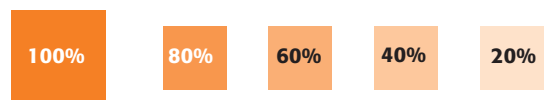*Advancing Technology for Humanity*
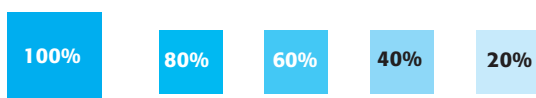
Expanded Color Palette

Dark

An expanded color family, consisting of a range of bright and dark colors, has been developed to bring IEEE's personality to life as a vibrant and forward-thinking organization. This palette allows for flexibility in brand communications where sub-brand, cultural, or product distinction is warranted. Illustrated below are recommended tints for use of these colors. (Percentages in white indicate when reversed type should be used). Use the expanded color palette across sub-brands and as accent colors for corporate communications.
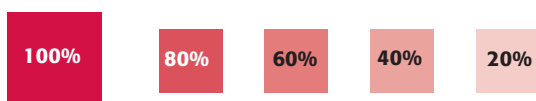
PMS 308 C

| 100% | 80% | 60% | 40% | 20% |

PMS 2623 C

| 100% | 80% | 60% | 40% | 20% |

PMS 370 C

| 100% | 80% | 60% | 40% | 20% |

PMS 202 C

| 100% | 80% | 60% | 40% | 20% |

PMS 718 C

| 100% | 80% | 60% | 40% | 20% |

PMS 131 C

| 100% | 80% | 60% | 40% | 20% |

PMS 357 C

| 100% | 80% | 60% | 40% | 20% |

BLACK

| 100% | 80% | 60% | 40% | 20% |

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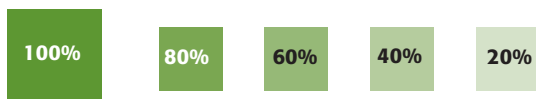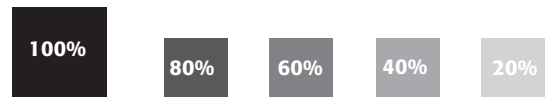
How to Use the Expanded Color Palette

All sub-brand communications will utilize the expanded color palette. When used as backgrounds on publication covers, apply colors from the expanded palette as solid (100%). Using multiple approved tints of one color is encouraged to emphasize different levels of information and to display information in graphs and charts. Always ensure one color is used predominantly, with any others acting as accent colors. When using large areas of background colors use grey (black at 60% tint) to complement a color of the expanded color palette (see example of publication cover below).

Color used at 100% for background

Type displayed in either white or black on colored background

Multiple tints of one color used to differentiate and structure information

60% black used to complement background supporting color

IEEE Master Brand in white/reversed option

Additional color used as an accent

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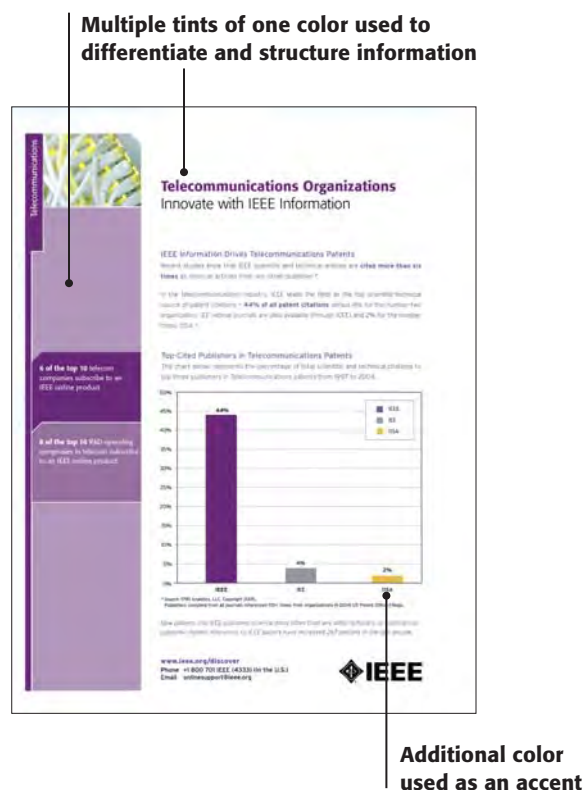
Color Palette Specifications

Color Usage Guidelines: Primary & Bright

- Use CMYK colors when 4-color printing is available
- Use Pantone colors when printing with more than four colors or fewer than three colors
- Use RGB colors for screen-based applications, such as PowerPoint presentations, HTML e-mails, and television monitors
- Use Hexadecimal colors when creating Web sites and any related applications, such as banner advertisements

		Pantone (spot)	CMYK (print)	RGB (screen)	Hexadecimal (web)
Primary		3015 C	C100 M31 Y5 K20	R0 G102 B161	#006699
Bright		158 C	C0 M64 Y95 K0	R227 G114 B34	#E37222
		123 C	C0 M21 Y88 K0	R253 G200 B47	#FFCC33
		368 C	C63 M0 Y97 K0	R105 G190 B40	#66CC33
		348 C	C100 M4 Y87 K18	R0 G133 B66	#008542
		200 C	C0 M100 Y66 K12	R204 G18 B57	#CC0033
		2612 C	C70 M100 Y0 K5	R107 G31 B124	#6B1F73
		Process Cyan C	C100 M0 Y0 K0	R0 G159 B218	#009FDA
		N/A	C0 M0 Y0 K0	R255 G255 B255	#FFFFFF

For further color information please e-mail corporate-communications@ieee.org or phone +1 732 562 6820.

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Color Palette Specifications

Color Usage Guidelines: Dark

- Use CMYK colors when 4-color printing is available
- Use Pantone colors when printing with more than four colors or fewer than three colors
- Use RGB colors for screen-based applications, such as PowerPoint presentations, HTML e-mails, and television monitors
- Use Hexadecimal colors when creating Web sites and any related applications, such as banner advertisements

	Pantone (spot)	CMYK (print)	RGB (screen)	Hexadecimal (web)
	308 C	C100 M30 Y0 K67	R0 G103 B143	#0B5172
	370 C	C56 M0 Y100 K27	R113 G149 B61	#669933
	357 C	C80 M0 Y100 K56	R51 G98 B46	#336633
	2623 C	C59 M100 Y0 K32	R84 G24 B104	#541868
	202 C	C0 M100 Y61 K43	R129 G0 B49	#800031
	718 C	C0 M70 Y100 K15	R204 G126 B43	#CB7E2B
	131 C	C0 M32 Y100 K9	R213 G164 B45	#CC9933
	N/A	C0 M0 Y0 K100	R0 G0 B0	#000000

Dark

For further color information please e-mail corporate-communications@ieee.org or phone +1 732 562 6820.

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Incorrect Color Usage

Always use colors correctly to ensure cohesiveness in the IEEE brand. Incorrect use of the primary and expanded colors will create a fragmented and confusing brand perception. Below are examples of incorrect color usage to avoid.

Do not display type in a different color from the expanded color palette on top of background color

Do not use large areas of more than one color from the expanded color palette
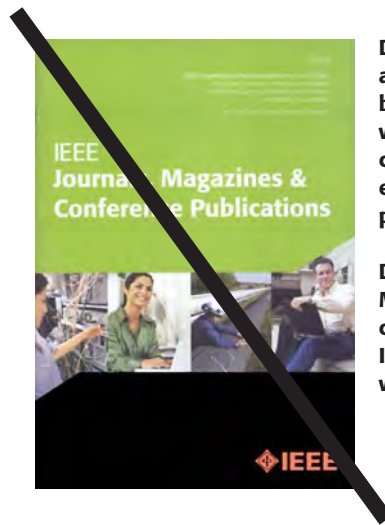
Do not use large areas of solid (100%) black in conjunction with a background color from the expanded color palette

Do not use the IEEE Master Brand in other color besides solid IEEE Blue, black, or white.
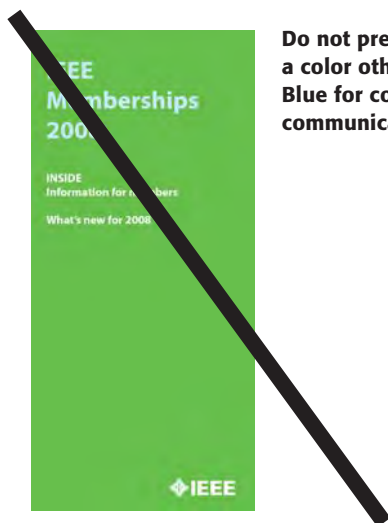
Do not predominantly use a color other than IEEE Blue for corporate-wide communications

Do not use tints as full bleed-area background colors

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Brand Basics

Typography

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Primary Typefaces

Typography can work together with other design elements to make communications more readable, consistent, and visually appealing. IEEE typefaces have been chosen with these purposes in mind and because of their adaptability to a range of materials. Formata is the approved primary sans serif* typeface and 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 corporate-wide and sub-brand communications. Formata's open, uniform, and modern design ensures great legibility without being static and formal. For internal documents created in Microsoft Office applications, or for instances where Formata is not available, alternative sans serif typefaces have been chosen (see page 39 for guidelines).

Formata - The IEEE Sans Serif Typeface

Light
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Regular
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Medium
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Bold
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Condensed
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Condensed Medium
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Condensed Bold
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Light Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Medium Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Bold Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Condensed Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Condensed Medium Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Condensed Bold Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

*Serif fonts have projections which appear at the top and bottom or the beginning and end of a letter. Sans serif fonts do not have these projections.

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Primary Typefaces

To complement the Formata font family and for instances when a more classic look-and-feel is required, Adobe Caslon Pro has been designated as IEEE's primary serif* typeface. Adobe Caslon Pro is to be used sparingly, only for headlines or titles, and not for large areas of body copy. The predominant typeface should always be Formata.

Adobe Caslon Pro - The IEEE Serif Typeface

Regular
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Semibold
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Semibold Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Bold
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Bold Italic
ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

*Serif fonts have projections which appear at the top and bottom or the beginning and end of a letter. Sans serif fonts do not have these projections.

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Alternate Usage Typefaces

Screen-based applications, Web sites, or internal documents, such as the body copy on corporate stationery require alternate typefaces that are generally available throughout the organization and work across platforms.

Verdana is one of the most widely specified fonts in Web sites around the world because it was specially designed for screen readability. For this same reason, as well as because of its resemblance to the primary IEEE sans serif typeface (Formata), Verdana has been selected as the IEEE font to be used on all screen-based applications such as PowerPoint documents and Web sites.

Times New Roman is an alternative to the primary serif typeface (Adobe Caslon Pro) and should be used as body copy for letters, memos, and faxes. Serifed typefaces are better suited for printed material because the serifs lend to easier readability.

Verdana

Regular

ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Italic

*ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq*

Bold

**ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq**

Bold Italic

***ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq***

Times New Roman

Regular

ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq

Italic

*ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq*

Bold

**ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq**

Bold Italic

***ABCDEFGHIJKLMNOPQ
abcdefghijklmnopq***

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How to Use the Primary Sans Serif Typeface – Formata

Using typography correctly and consistently is essential to effective communication of IEEE's messages and building equity and recognition in the IEEE brand. Various weights and versions are approved for usage as a way to structure information, create a clear hierarchy of messages, and establish distinctive styles for corporate-wide and sub-brand communications. Using colored typography can also be an effective tool to highlight text or headlines.

Headlines or titles can be set in one weight or a combination of weights of Formata. Body copy can be composed of a combination of weights and color, but be sure to always use one predominant color. An IEEE URL should be in a different weight than its surrounding copy to draw the reader's attention.

Headline is a combination of weights

Copy is combination of black and one predominant color

Multiple weights of typeface combined to highlight information

IEEE URLs are displayed in a different weight than surrounding text

Small amounts of copy are white/reversed out of colored background

Condensed version of typeface used for lists

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How to Use the Primary Serif Typeface – Adobe Caslon Pro

Adobe Caslon Pro can be used to complement Formata, creating a dynamic and energetic overall style. Adobe Caslon Pro should also be used, but still sparingly, on applications where a more classic and formal look-and-feel is needed.

Adobe Caslon Pro is not to be used alone, but should always be used in combination with Formata to maintain IEEE brand recognition.

Adobe Caslon Pro used sparingly in headlines to complement Formata

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How to Use the Alternate Usage Typefaces

Computer or technical limitations may make the primary typefaces unusable. In these instances applications such as IEEE Web sites, PowerPoint presentations, and internal communications require usage of alternate typefaces. Verdana is the approved sans serif typeface for screen-based and Web communications. It's design mimics the look and personality of the primary sans serif typeface Formata. The Verdana typeface is open, uniform, and it's modern design will ensure great legibility without being static and formal. For corporate applications such as letterhead, fax, or memo, Times New Roman should be used. It is a more formal typeface that is easy-to-read and reflects the look-and-feel of the primary serif typeface Adobe Caslon Pro.

Copy on Web site in Verdana

Copy on PowerPoint slide in Verdana
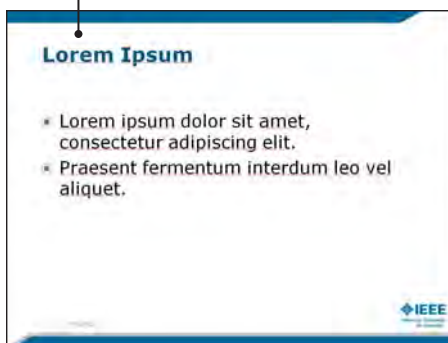
Body copy of letterhead in Times New Roman

Brand Basics

Imagery

Introduction

Imagery used consistently can support the IEEE brand identity. The six imagery themes below are based on key pillars of the IEEE brand and reflect the IEEE brand personality and style, as well as IEEE members, areas of expertise, and history.

Real photographs (not clip art or stock images) should be used whenever possible to convey these themes. When real photographs are not available, stock photography that looks real is acceptable, but should only be used in meaningful ways.*

IEEE Photography Themes

* Royalty-free images are available to purchase from various stock photography collections on the Web and can be purchased 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.

People
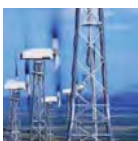
Technology

Knowledge

Connected

Global

Archive

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People Imagery

People images reference IEEE staff and the individuals and groups that IEEE reaches, including members, collaborating organizations, and industry professionals. People are captured like a "typical engineer"— not too "business-like", in casual business attire, working on a computer, or engaged in an activity; at times, they can be looking at the camera to create an immediate connection with the reader. IEEE also strives to highlight diversity, reflecting the global and cross-cultural nature of the organization. The images can be either portraits or group photos and should reinforce the idea of IEEE as a global community. People images can be photojournalistic style or silhouettes and should be used in color whenever possible.
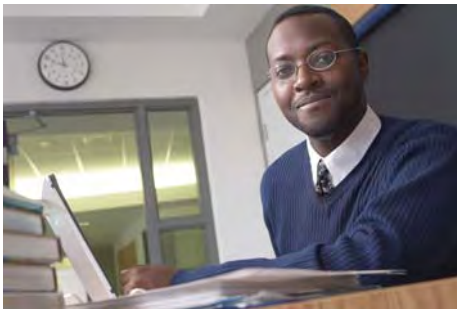
Examples of appropriate people imagery. Royalty-free images can be purchased from Web sites, such as shutterstock.com, gettyimages.com, masterfile.com, or corbis.com.

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Technology Imagery

The subject matter for these photos are technical objects and processes, such as satellites, wind energy, or computer chips, and their impact on humanity – a concept that will be communicated with images of people interacting with technology in their various daily lives. Technology imagery reflects the wide variety of industries that IEEE reaches, such as computer science, biomedical technology, and energy. Images should always depict up-to-date technology, unless the image is from the historical archives. Cropped images can add a dynamic quality to an otherwise straight-forward image.

Examples of appropriate technology imagery. Royalty-free images can be purchased from Web sites, such as shutterstock.com, gettyimages.com, masterfile.com, or corbis.com.

Knowledge Imagery

Knowledge imagery should reflect IEEE's unparalleled intellectual resources that help members keep up-to-date on current and future developments. Images show individuals or groups sharing information or experiencing research and learning.

Examples of appropriate knowledge imagery. Royalty-free knowledge images can be purchased from Web sites, such as shutterstock.com, gettyimages.com, masterfile.com, or corbis.com.

Connected Imagery

Imagery expressing connection demonstrates how IEEE is the critical link that connects members through conferences, meetings, workshops, and online portals. This category of images reflects members sharing and contributing to each other's research, ideas, and concerns, and how the IEEE powerful online resources allow the receipt of technical or professional guidance anywhere and anytime.

Examples of appropriate connected imagery. Royalty-free connected images can be purchased from Web sites, such as shutterstock.com, gettyimages.com, masterfile.com, or corbis.com.

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Global Imagery

Global images convey both the fact that 40 percent of IEEE members are from nations other than the United States and the worldwide reach of the organization. Imagery also expresses that IEEE is conscientious citizens of the planet and acknowledge the need for sustainability.
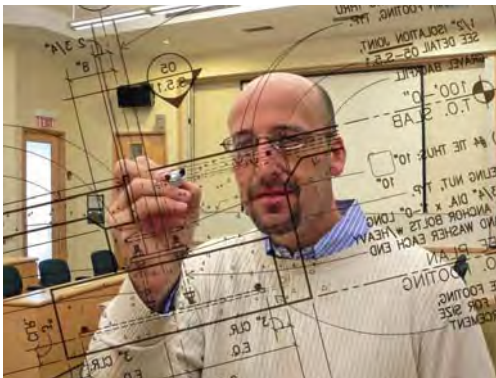

Examples of appropriate global imagery. Royalty-free global images can be purchased from Web sites, such as shutterstock.com, gettyimages.com, masterfile.com, or corbis.com.

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Archive Imagery

IEEE's rich historical archives reflect tremendous history and accomplishments. To create a powerful expression of the impact depicted themes have on modern life, juxtapose archive images with an image that is a contemporary equivalent. This approved method of using archive imagery will ensure IEEE is recognized as both a historical and relevant organization.
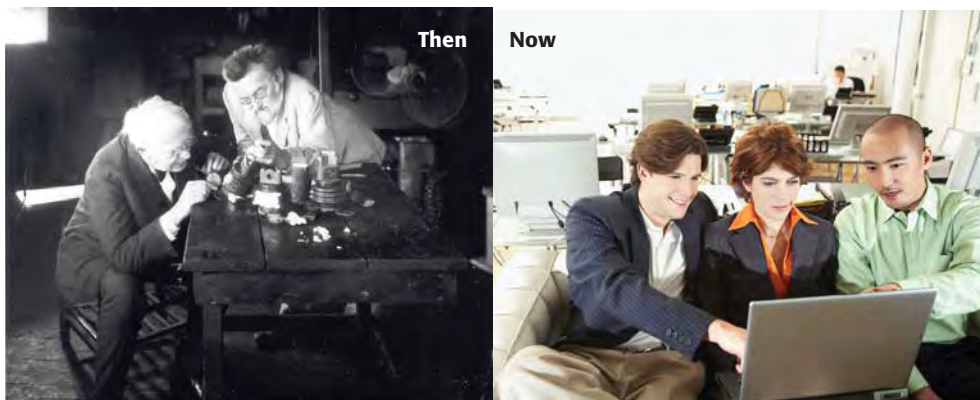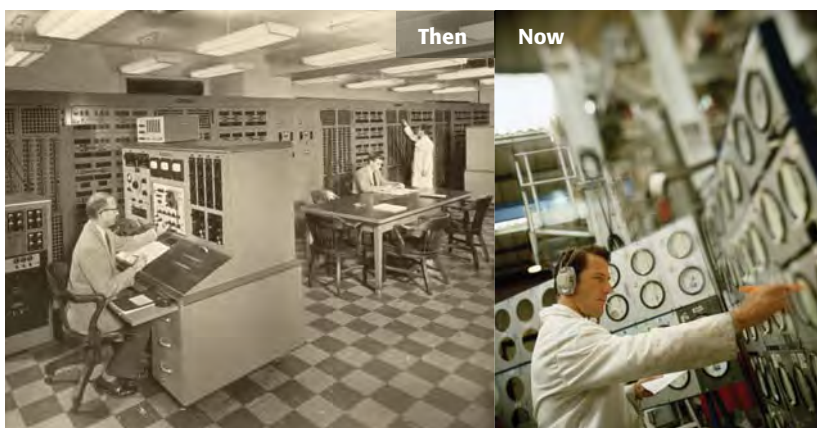
Examples of appropriate archive and contemporary equivalent imagery. The IEEE History Center is a resource for historical imagery, with over 5,000 images. Royalty-free contemporary equivalent images can be purchased from Web sites, such as shutterstock.com, gettyimages.com, masterfile.com, or corbis.com.

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How to Use Imagery – Composition

When creating a piece of communication, either choose a dominant image that is relevant to the message you need to convey, or use a collection of images that combine to tell a compelling story and bring the topic of your communication to life.

When placing type on top of an image, ensure sufficient legibility and contrast. See examples below for guidance on how to use imagery.

Ensure sufficient legibility and contrast between type and image through placement and color

Dominant people image

IEEE Continuing Education

A diverse collection of courses & products

IEEE History Center

APPLYING HISTORY TO TODAY'S CHALLENGES

Preserving, Researching, and Promoting the Legacy of Electrical Engineering and Computing

START USING YOUR COMPANY'S SUBSCRIPTION TODAY

IEEE

IEEE INFORMATION THE EDGE YOU NEED

IEEE information drives new patents. No publisher even comes close. If your organization wants to create innovative, profitable new products, then your research begins and ends at one place: IEEE Enterprise.

• Certificate programs
• Enrichment courses
• Learning activities

◆IEEE

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◆IEEE

Large full bleed image used to communicate one distinct idea

Combination of images that bring topic of publication to life

Silhouetted image style creates promotional, inviting look that is appropriate for "Subscription" communications

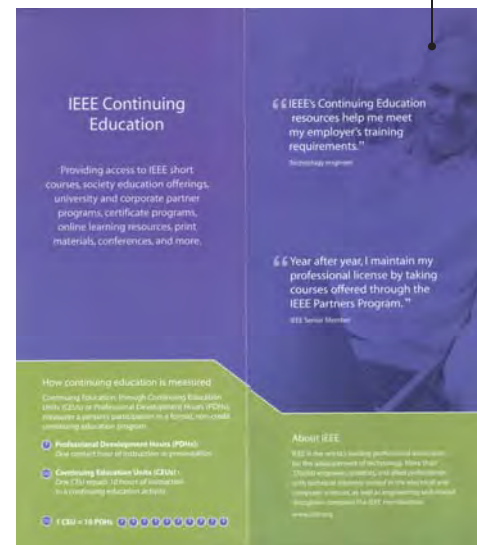◆IEEE
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How to Use Imagery – Graphic Style

Use photographic imagery in full color whenever possible (archive images that are predominantly black and white are an exception). Duotone images are approved when full color production is not feasible due to a limited production budget. They can also be used as a purely design technique. Only create duotone images using the approved IEEE colors as specified in these guidelines.

Duotone images used to accommodate limited printing budgets (e.g., 2-color print job), or to create graphic backgrounds

Series of full color images used to tell the story of the content

How to Use Imagery – Rules to Keep in Mind

- Use the six photography themes as a guide when selecting imagery. The themes are based on key pillars of the IEEE brand and reflect the IEEE brand personality and style, as well as IEEE members, areas of expertise, and history.

- Real photographs (not clip art or stock images) should be used whenever possible to convey these themes. When real photographs are not available, stock photography that looks real is acceptable, but should only be used in meaningful ways. IEEE messages are better portrayed through real photographs of real people, real environments, and real world situations.

- It is stronger to use one overall photo in single-page applications, such as advertisements and product sheets.

- 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 to understand and engage with the message.

- Crop photos to create dynamic scale relationships on your page layout. Eliminate distracting or less attractive details and focus on the most important aspect.

- Full-color images should be bright and energetic. Use interesting perspectives and angles to create a direct, fresh, and dynamic look.

- Show the diversity of people in the IEEE organization and in the IEEE marketplace. This includes age, gender, dress, country of origin, and job responsibilities.

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Design System

The Wedge

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Introduction

The IEEE Master Brand colors, typography, and imagery are the building blocks of a strong visual identity system. The wedge device, based on the graphic style of the diamond symbol from the IEEE Master Brand, is also a key element of the IEEE design system. This symbol, which has a long history at IEEE, has been enhanced to create a unique and dynamic look-and-feel system that can be applied across all of the IEEE branded communications. Using this graphic style correctly and consistently will help build a recognizable and powerful brand look-and-feel, creating equity for the IEEE brand.

IEEE diamond symbol

The wedge

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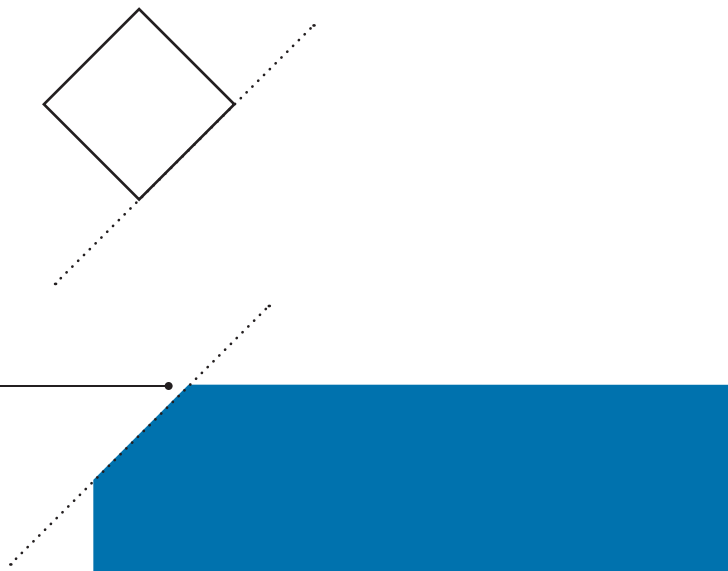
The Wedge Angle

The wedge can be used in three ways: within the frame of an image, within a graphic box that holds textual information, or as a background panel. Using these three options provides us with ample alternatives for a wide variety of applications. Place the wedge at one of the four corners of the image or graphic box. The angles of the wedge measure 45° or 135°. Adhere to these approved angles to maintain the integrity of the Wedge and to ensure a unique graphic style will be established.

Using the wedge with an image creates further distinction and ownability of IEEE's six photography themes, based on the key pillars of the IEEE brand: People, Technology, Knowledge, Connected, Global, and Archive. Using the wedge as part of a box draws further attention to the information contained within. See the following pages for guidelines on how to use the wedge.

The Wedge 45°

45°

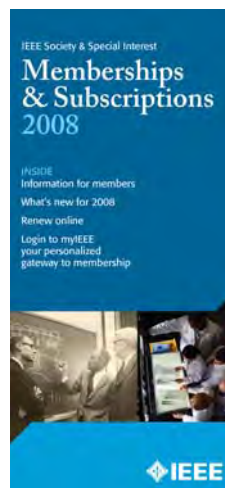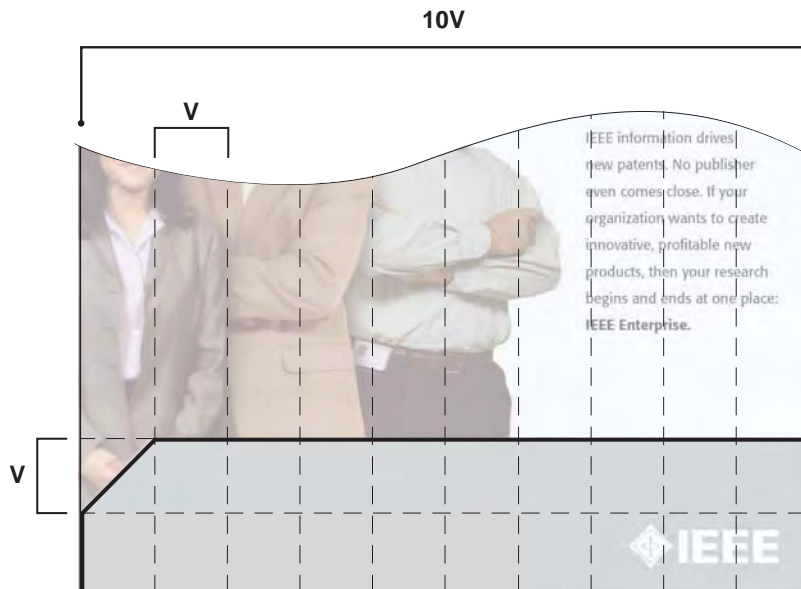**The Wedge 135°**

135°

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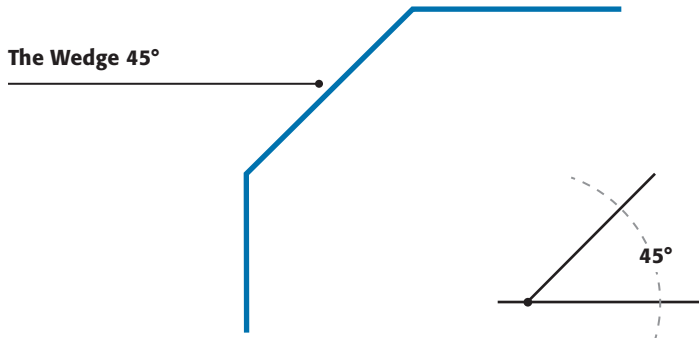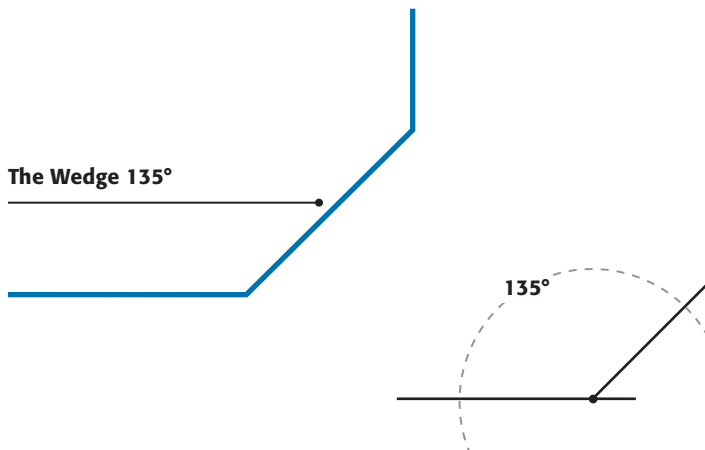
The Wedge Ratio

Large Area Images and Graphic Boxes

A specific ratio has been established for calculating the dimensions of the wedge. The width of the wedge ("V") equals one-tenth of the width of the images or box to which the wedge is applied. The dimensions of the wedge should increase or decrease in proportion to the size ratio shown below.

The Wedge Ratio

Slim Graphic Boxes

When applying the wedge to a slim graphic box containing copy, such as title bars, an alternative ratio has been specified. Because of the thin and wide dimensions in these instances, the width of the wedge ("U") should be no more than one-half and no less than one-third of the height of box. This ensures enough space for a line of copy and adheres to the specified rules of the wedge angles.

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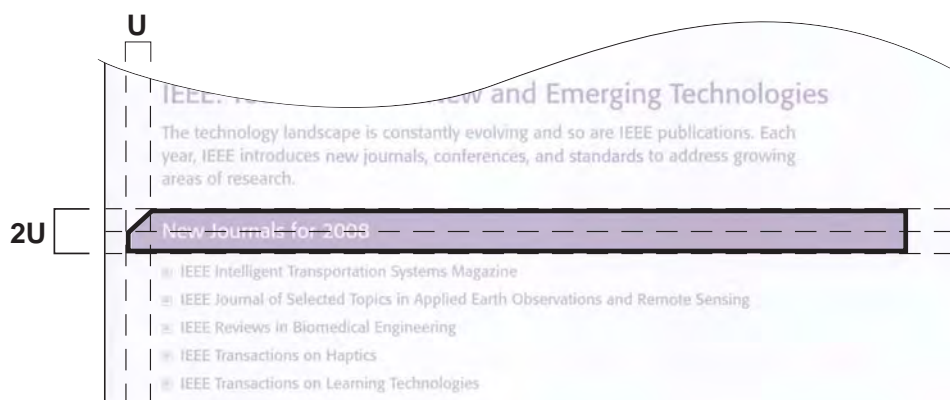
How to Use The Wedge

Images

When applying the wedge to an image, follow the specified rules on angle and ratio (pages 52–54). The wedge can be applied to a single image or to a row of connected images, and it can be placed in any one of the four corners. When applying the wedge to a row of connected images, the ratio should be adjusted for the total width of all the images. In this instance the wedge should only be applied to the left or right edge of the row and not to an image located in the middle of the row. When applying both the 45° wedge and 135° wedge to connected images, the wedges should be placed on opposite corners. In the instance of a single image, the ratio should be applied to the width of the single image. Ensure that no critical area of the image is cropped, such as a person's head.
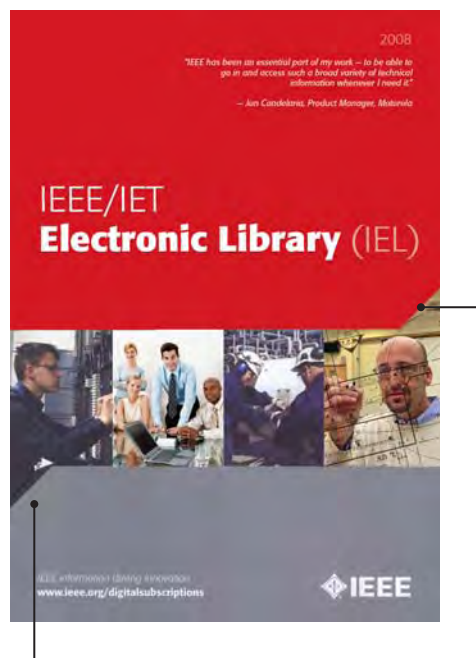
Wedge ratio is proportional to total width of connected images. Wedge applied in both 45° and 135° angles on two different sides of connected images

Wedge ratio of single image is proportional to image width. Do not crop off person's head or other important subject matter
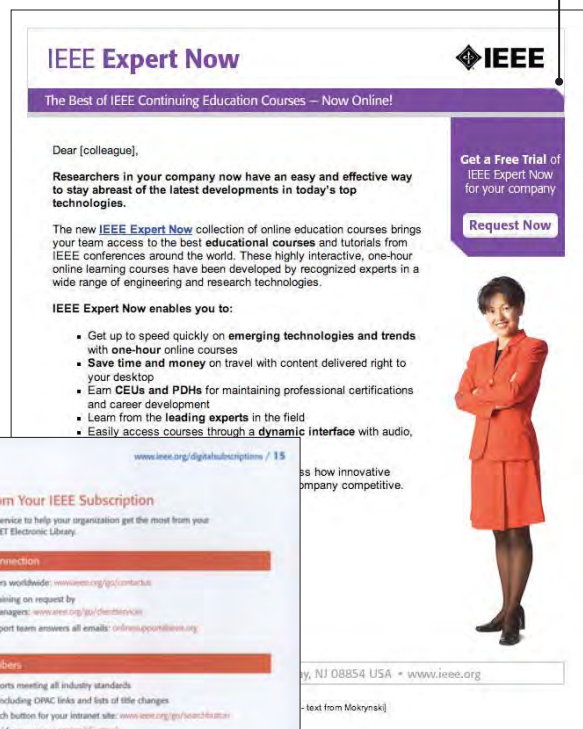
How to Use The Wedge

Graphic Boxes

When using the wedge with a box, follow the rules on angle and ratio (pages 52–54). Boxes can be solid color, tinted, or ruled. The angle of the wedge can be placed in any one of the four corners, and should be proportional to the width of the box according to the wedge ratio rule. Adding this element to specific information will highlight content, such as quotes, sidebar copy, and subheads.
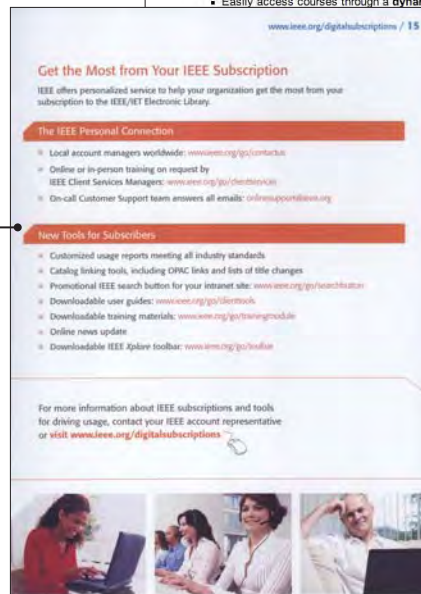
Wedge applied to ruled box. Wedge angle and ratio rules are followed.

**Wedge rules applied to screen-based applications.**

Wedge applied to solid colored box. Similar information, such as subheads, can share the same wedge treatment.

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Incorrect Wedge Usage

Always use the wedge correctly to ensure cohesiveness in the IEEE brand. Incorrect use of the wedge will create confusion with the IEEE brand. Below are examples of incorrect wedge usage to avoid.
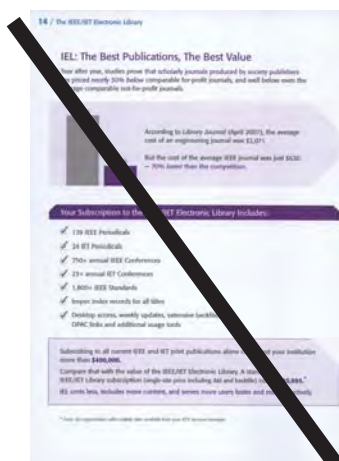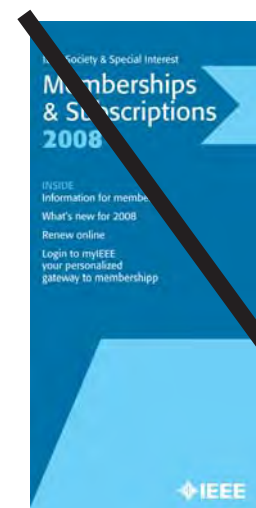

Do not apply the wedge to every box or image on the same page

Do not use the wedge more than once on the same box or image

Do not over-use the wedge on multiple connected images

Do not crop off important areas of image, such as people's heads

Do not use unapproved angles or ratios for the wedge

Do not use unapproved shapes

Do not use the wedge to represent data in graphs or charts

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Application Examples

Brochure

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Slim Brochure

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Tri-fold Flyer

Poster

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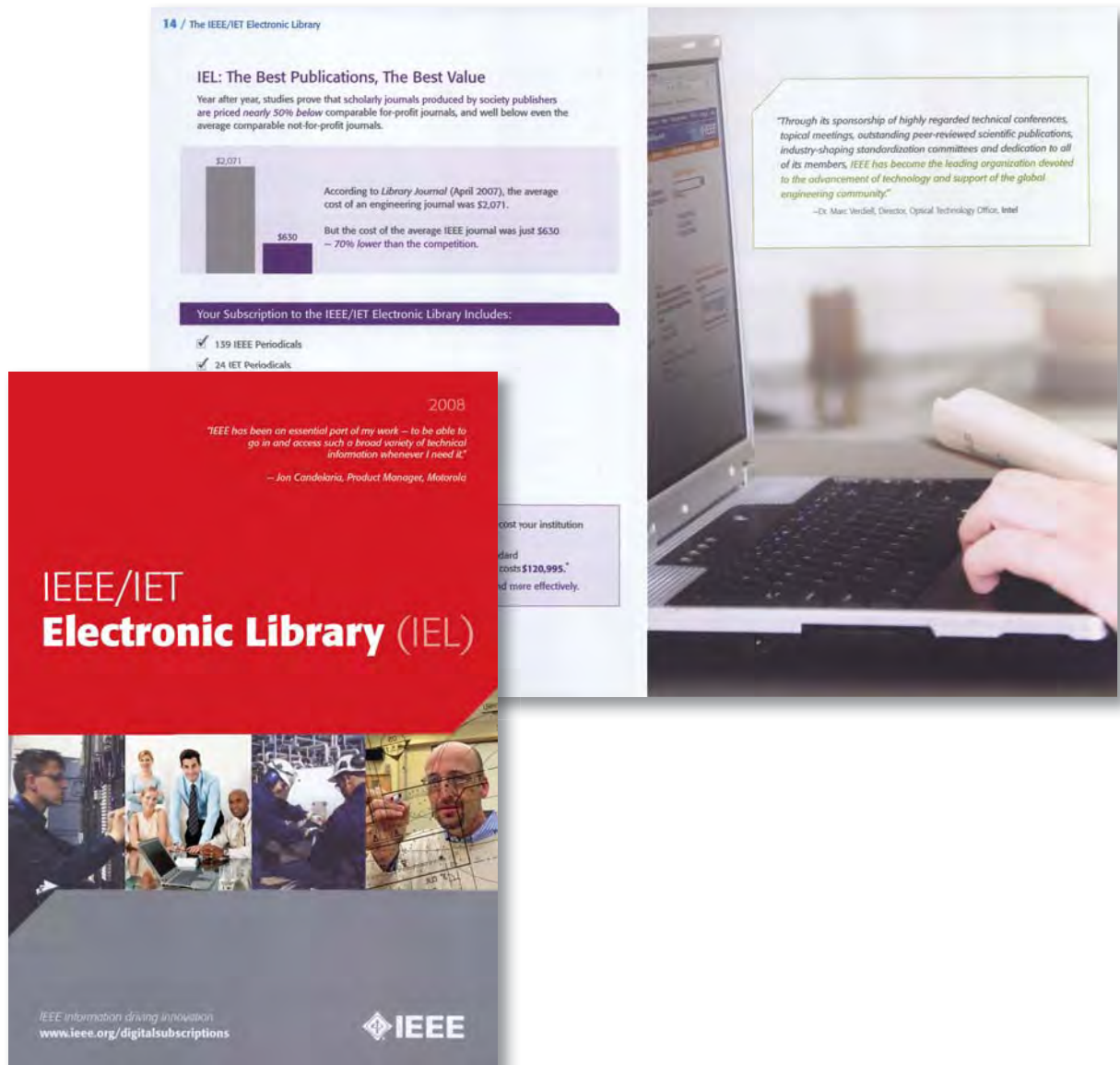
Fact Sheets

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Conference Banner

Web Reference Guide

Web Reference Guide

The IEEE Visual Identity Guidelines should also be applied to Web content and design. Some specific examples of how to use these guidelines on the Web are as follows.
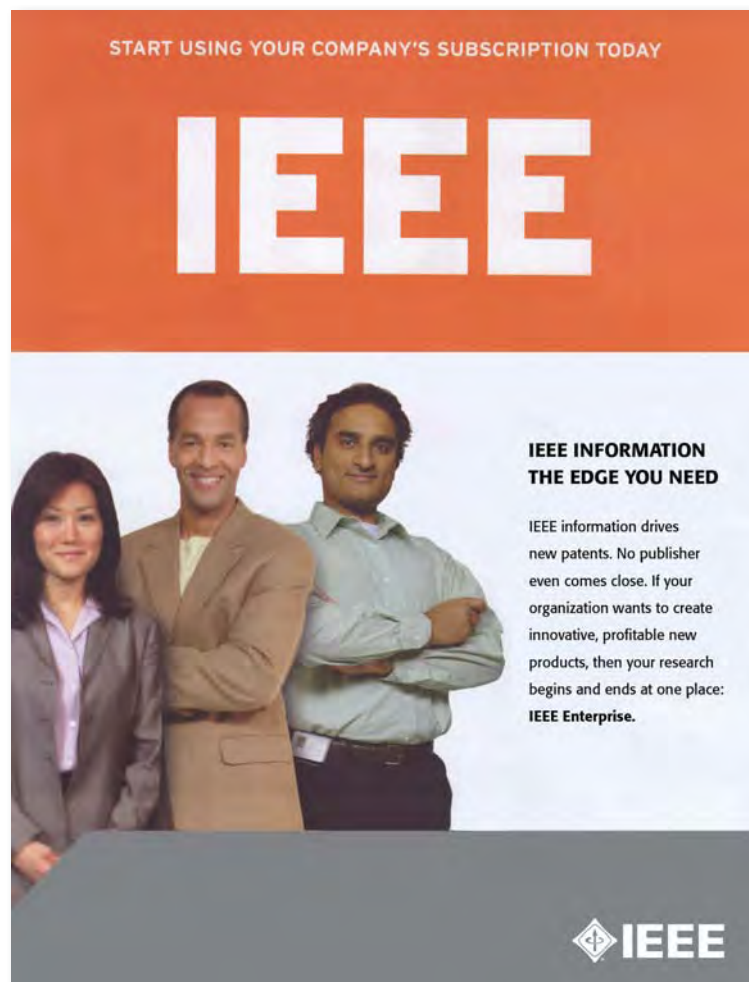
Master Brand: Web Size

The minimum width of the Master Brand on the Web is 100 pixels. If larger than 100 pixels, the height should be increased proportionately;

100 pixels

Master Brand: Web Clear Space

The required Web clear space on all sides of the Master Brand should be equal to or greater than "½x," so it does not compete with any other images, graphics, and text;

Master Brand: Web Positioning

On Web sites other than the main site (IEEE.org), as well as HTML e-mails, the Master Brand should be placed in the upper-right hand corner, as shown in the example.

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Web Reference Guide

Colors

Hexidecimal versions of the primary and expanded IEEE color palettes should be utilized. The hexidecimal palette also allows for full saturation and/or tints of colors.

Primary: IEEE Blue
#006699

Bright

#CC0033	#E37222	#FFCC33	#66CC33	#008542	#009FDA	#6B1F73	#FFFFFF

Dark

#800031	#CB7E2B	#CC9933	#669933	#336633	#0B5172	#541868	#000000

Typography

Verdana, the approved alternate sans serif typeface, should be used for all copy appearing on IEEE.org, and is also recommended for use on other sites within the IEEE Web presence.

Imagery

Imagery themes, mentioned previously, should also be used on the Web. For specific rules on image use, please refer to the full text of the IEEE Visual Identity Guidelines.

Wedge

Rules for using and applying the wedge to images or graphic boxes should be followed.

For a complete guide to standards and conventions to be used within the IEEE Web presence, visit www.ieee.org/go/web_presence_styleguide.

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Contact Info

For questions regarding the IEEE Visual Identity Guidelines please contact **corporate-communications@ieee.org**.

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