

IEEE Visual Identity Guidelines

Quick Reference

This reference guide was designed to provide those who communicate on behalf of IEEE with key elements of the IEEE Visual Identity Guidelines. Use of this document (as well as the complete guidelines at www.ieee.org/go/visual_guidelines) will help build visual alignment, recognition, and brand equity for IEEE.

IEEE Master Brand

The Master Brand consists of the diamond-shaped emblem and the letters I-E-E-E. The Master Brand should appear on all IEEE print or electronic communications that are large enough to depict the Master Brand at its minimum size.

■ Minimum Size

The minimum width for the Master Brand in print and non-screen applications is 1 in. (25.4 mm). If larger than 1 in., the height should be increased proportionately.



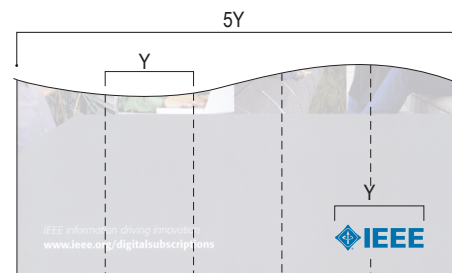
■ Clear Space

The required clear space on all sides of the Master Brand should be equal to or greater than "1x," so it does not compete with other images, graphics, and text. The "x" is equal to the height of the letters in the Master Brand.



■ Size Ratio

The length of the Master Brand ("Y") should be one-fifth of the width of most applications. The ratio should be applied to the front cover of multiple-page documents and single-page applications. Dimensions should increase or decrease proportionately, but should not be less than the minimum size.



For detailed information on other applications, consult the complete IEEE Visual Identity Guidelines, at www.ieee.org/go/visual_guidelines.

IEEE Master Brand Do's and Don'ts

Do:

- make sure the Master Brand is of equal or greater prominence when used with other identifiers or logos;
- keep the Master Brand one color (preferably IEEE blue, black, or white);
- ensure sufficient contrast between the Master Brand and its background.

Don't:

- change the proportion of the emblem to the letters;
- distort the image in any way (e.g., apply a shadow effect, graphically tilt, stretch, etc.);
- separate the diamond-shaped emblem from the letters "IEEE";
- make the Master Brand part of any name or title (only use the letters "IEEE" in a title).

Colors

Primary

Color plays an important role in representing the IEEE brand. Use IEEE Blue (Pantone specification 3015) on all corporate-wide communications. This specific blue has been chosen both 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.

IEEE Blue

PMS 3015



Expanded

An expanded color family, consisting of a range of bright and dark colors, has been developed to portray IEEE as a vibrant and forward-thinking organization. This palette allows for flexibility in brand communications where sub-brand, cultural, or product distinction is warranted.

Bright

PMS 200



PMS 158



PMS 123



PMS 368



PMS 348



PMS PROCESS
CYAN



PMS 2612



WHITE



Dark

PMS 202



PMS 718



PMS 131



PMS 370



PMS 357



PMS 308



PMS 2623



BLACK



For CMYK color information, consult the complete IEEE Visual Identity Guidelines, at www.ieee.org/go/visual_guidelines.

Typography

Typography can work together with other design elements to make communications more readable, consistent, and visually appealing. The typefaces below have been chosen with these purposes in mind and because of their adaptability to a range of materials.

Sans Serif

Formata is the approved IEEE primary sans serif typeface and should be used predominantly on all print applications. Where Formata is not available, Verdana should be used.

Formata

abc
ABC

Verdana

abc
ABC

Serif

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. Where Adobe Caslon Pro is not available, Times New Roman should be used.

Adobe Caslon Pro

abc
ABC

Times New Roman

abc
ABC

Imagery

■ Themes

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.

■ Sources

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.*

People



Technology



Knowledge



Connected



Global



Archive



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

Wedge Design

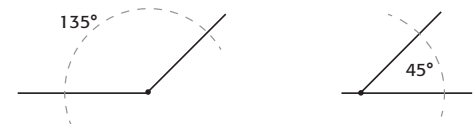
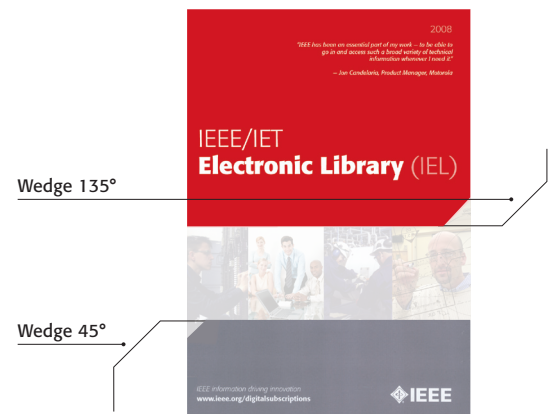
The wedge device, based on the graphic style of the diamond shaped emblem of the Master Brand, is also a key element of the IEEE design system.

■ Wedge Angle

The wedge can be used in three ways:

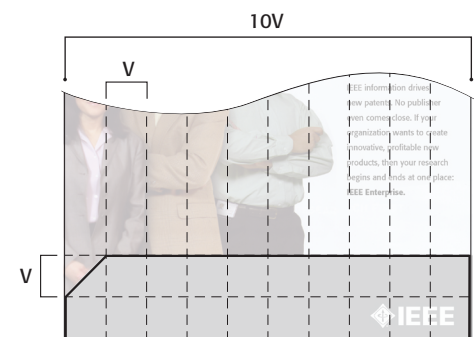
- within the frame of an image;
- within a graphic box that holds text;
- as a background panel.

These three options provide 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 should measure 45° or 135°. While use of the wedge is strongly encouraged, it should be used sparingly in all designs.



■ Wedge Ratio

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 proportionately to the size ratio shown.



Questions

e-mail corporate-communications@ieee.org or phone +1 732 562 6820

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.



Web Clear Space

The required Web clear space on all sides of the Master Brand should be equal to or greater than "1/2x," so it does not compete with any other images, graphics, and text.



Web Positioning

On Web sites other than the main site (www.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.



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 www.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 Design

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.