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## **IEEE Introduces Tagline – Advancing Technology for Humanity**

*Kickoff Includes Fast-Moving Video and IEEE Master Brand Treatment*

**PISCATAWAY, N.J., 10 February 2010** – IEEE, the world’s largest technical professional association, today unveiled a tagline, **Advancing Technology for Humanity**. The tagline showcases the organization’s basic tenet that IEEE and its members across the engineering, computing and technology community worldwide advance innovation and technological excellence for humankind.

The kickoff includes the tagline in a visual treatment with the IEEE Master Brand and a [fast-moving video](#) illustrating how innovations by IEEE members positively impact the world. The tagline and accompanying video reflect IEEE’s strategic vision and values, which in part, call for IEEE being universally recognized for the contributions of technology and of technical professionals in improving global conditions. IEEE promotes an environment where members can collaborate on world-changing technologies – from computing, sustainable energy systems and smart grid, to aerospace, communications, robotics, healthcare and more.

**“Advancing Technology for Humanity** serves as a reminder about how members’ contributions in engineering and other technology areas help advance and improve the world around us,” said Pedro Ray, 2010 IEEE President. “Our goal is to help build the publics’ understanding and appreciation of IEEE and the important role that technology and IEEE play in creating a better tomorrow.”

The tagline selection was finalized after extensive primary research across four major global target audiences (pre-university students, university students, professionals and members). The study used a proven methodology that allowed IEEE to quantitatively identify the most effective tagline that would resonate in the global community. It was a part of the IEEE Public Visibility initiative, established in 2008 by the IEEE Board of Directors to increase the visibility of IEEE, its members and the profession. The tagline is part of newly-developed brand identity architecture.

The tagline is being rolled out to more than 395,000 IEEE members and more than 1,000 staff members across the globe. It also will be integrated into the upcoming launch of the redesigned IEEE main site ([www.ieee.org](http://www.ieee.org)) and in other corporate applications.

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## **About IEEE**

IEEE, the world's largest technical professional association, is dedicated to advancing technology for the benefit of humanity. Through its highly cited publications, conferences, technology standards, and professional and educational activities, IEEE serves as the trusted "voice" for a wide variety of technology professions including aerospace systems, computers and telecommunications, biomedical engineering, electric power, and consumer electronics. With a membership of more than 395,000 engineers, scientists, physicists, and allied professionals, across 160 countries, IEEE publishes 30 percent of the world's literature in the electrical and electronics engineering and computer science fields, and has developed nearly 900 active industry standards, including the preeminent IEEE 802® standard for wireless networking. The organization annually sponsors more than 1,000 conferences worldwide. Learn more at <http://www.ieee.org> and follow IEEE on Facebook and on Twitter at <http://twitter.com/IEEEorg>.