

IEEE Master Brand Reference Guide



The IEEE Master Brand, shown above, consists of the diamond-shaped logo and the letters I-E-E-E.

Consistent, proper use of the IEEE Master Brand:

- Strengthens your unit's association with IEEE worldwide
- Enhances credibility with members and others
- Helps protect the IEEE name and brand from copyright infringement

These versions should not be used except as noted:



The IEEE no longer uses its slogan "Networking the World"



Although very similar to the authentic IEEE Master Brand, the letters I-E-E-E in this version are too large in proportion to the diamond-shaped logo.



The logo without the letters is reserved for **use on membership pins only**.



The vertical design is approved **only for use on books** or other publications where the spine is not large enough to accommodate the official IEEE Master Brand.

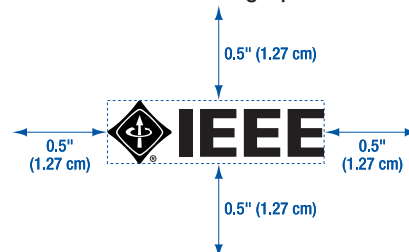
Tips for using the IEEE Master Brand correctly:

- Always use the IEEE Master Brand. It must stand alone.
- Do not make the Master Brand part of any name or title. Use the letters I-E-E-E.

IEEE Your Section



- Keep at least one-half inch (1.27 cm) of space between the Master Brand and other graphics or text.



- Always use the entire image as a unit. Do not distort it in any way.
- Do not change the proportion of the emblem to the letters and keep them both the same color.
- Position the IEEE Master Brand first in a vertical or horizontal listing.

On the Web:

Refer to the IEEE Identity Standards for complete specifications: www.ieee.org/identitystandards

Download Master Brand images: www.ieee.org/masterbrand

For questions contact: corporate-communications@ieee.org or copyrights@ieee.org

The IEEE Master Brand to the right is shown in its minimum size of 1.125 inches (2.86 cm)

