

Appendix 1 – Size Relationship of the Master Brand to Other Logos and Identifiers

There are various shapes of IEEE logos and identifiers and those of other organizations that may share the same design space. The IEEE Master Brand shall be prominent in relationship to other identifiers. In determining prominence and size relationships, the general design area of each identifier and logo should be considered, not just one dimension, height or width.

Here are some acceptable size relationships.

