



IEEE Identity Standards

Use of the IEEE Master Brand

These standards contain specifications for use of the IEEE Master Brand, which consists of the diamond-shaped logo and the letters I-E-E-E (shown in the upper right corner of this page) and also is referred to in this document as the “Master Brand.” Also included are other standards that relate to the use of the letters I-E-E-E as part of the names of products, services, organizations and other applications.

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, and
- Protect the IEEE name and brand from trademark infringement.

In all cases (unless otherwise approved), Master Brand identity standards must be followed in any design.

Master Brand images can be downloaded at <http://www.ieee.org/masterbrand>.

For more information about the IEEE Identity Standards, contact

IEEE Intellectual Property Rights Office

+1 732 562 3966;

copyrights@ieee.org,

<http://www.ieee.org/web/publications/rights/index.html>

or

IEEE Corporate Communications

+1 732 562 6820;

corporate-communications@ieee.org

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I. General

A. IEEE Master Brand Applications

The **IEEE Master Brand** shall appear on all IEEE visual print or electronic communications or displays including, but not limited to IEEE publications; Web pages; packaging, advertising and sales literature; plaques, medals, awards and certificates; and event and activity promotions.

The Master Brand must be used on at least the first page or display of any print or electronic communication.

Use of the Master Brand or IEEE logo by organizations other than the IEEE is prohibited without permission of the IEEE.

The Master Brand and the logo cannot be used to replace the letters I-E-E-E in the name or title of publications, products, services, events, activities, staff departments, job titles and functional areas. (See I.B.)

To protect the value of the Master Brand and IEEE Logo, neither shall be used as part of an IEEE organizational unit's logo, identifier or graphic symbol.

The IEEE Master Brand must not be changed or distorted, such as animating, applying a shadow effect, graphically tilting, stretching, or changing the perspective or other effects.

B. Use of the Letters I-E-E-E






Only the letters I-E-E-E may be used as the name of the organization. The IEEE has grown over the years to represent a much wider array of technical interest areas than "electrical and electronics engineering." Legal documents may carry the full name, "The Institute of Electrical and Electronics Engineers, Inc." The use of the IEEE full name is also permitted in the official IEEE seal.

When "IEEE" is part of the official name of a product, service or activity, only the **letters I-E-E-E** (not the Master Brand) must be used as part of the name in any application. These include, but are not limited to, publication covers, packaging, letterhead, envelopes and other printed materials, in advertising or promotional copy, and on the Web pages or displays of electronic materials. **Examples:** IEEE IEDM, *IEEE Control Systems Magazine*, IEEE *Xplore*[®], IEEE Financial Advantage, IEEE Region 10, IEEE Computer Society, IEEE Women in Engineering Committee, IEEE 802.11[®], etc.

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

CORRECT USAGE

INCORRECT USAGE

<p style="text-align: center;">IEEE Your Section</p>	<p style="text-align: center;"> IEEE Your Section</p>
<p style="text-align: center;">IEEE Your Event</p>	<p style="text-align: center;"> IEEE Your Event</p>
<p style="text-align: center;">IEEE Your Event</p> <p style="text-align: center;"> IEEE</p>	<p style="text-align: center;">IEEE Your Event</p> <p style="text-align: center;"> IEEE</p> <p style="text-align: center;">(Event title is not ½ inch from the Master Brand)</p>
<p style="text-align: center;"><u>IEEE Your Event</u></p> <p style="text-align: center;"> IEEE</p> <p style="text-align: center;">(Even though the event title is not ½ inch from the Master Brand, there is a line that separates them.)</p>	<p style="text-align: center;"><u>ALWAYS REMEMBER:</u> <u>The letters IEEE must be:</u></p> <ul style="list-style-type: none"> • at least ¼ in. (6.5 mm) high when used as part of the name or title • all uppercase letters • in any font except Universe 75, the font for the Master Brand, or in a font that closely resembles Universe 75.

Note: If the intent is for the copy to be read as “IEEE *your section*,” use the letters “IEEE,” **not the Master Brand**. Use the Master Brand separately elsewhere on the page.

II. Definitions: IEEE Logo, IEEE Master Brand

A. IEEE Logo



The IEEE logo is the diamond-shaped emblem containing the right-hand rule, and is a service mark owned by the IEEE for the purpose of indicating membership in the IEEE. Its sole use shall be to indicate membership on IEEE membership pins. Membership pins shall be obtained from the IEEE.

B. IEEE Master Brand



The IEEE Master Brand is the identifier of the IEEE as established by the Board of Directors in November 1999. It comprises the IEEE logo followed on the right by the letters I-E-E-E (see Section III). Tag lines or slogans shall not be used as part of the Master Brand.

C. IEEE Master Brand--Vertical Version for Limited Use Only



The vertical version may be used only on the spines of books or other publications where the spine is not large enough to accommodate the Master Brand (see Section III.B). The minimum size for the vertical version is 3/16 in. wide (5 mm).

Any other potential use must be approved. (Please see contact information at the beginning of this document.)

III. Master Brand Specifications

Master Brand images can be downloaded at www.ieee.org/masterbrand

A. Type Fonts

1. Master Brand -- Universe 75
2. The ratio of the font size to the height of the logo and the distance between the two is preset in the graphic and may not be changed.
3. The font used for the letters I-E-E-E, when used as part of any other IEEE unit title, name, product, or service, cannot be the same as the Master Brand. The type font must be readily discernible as dissimilar.

B. Size of IEEE Master Brand

1. Minimum Size for ALL Applications (except as noted in III.B.3)

No smaller than **1-1/8 in. (29 mm or 81 pixels) wide** as measured from the left of the logo to the end of the letters. The letters measure **26 pts (9 mm)**, and the **height of the logo is 3/8 in. (10 mm or 27 pixels)**. A larger size of the Master Brand may be used. The minimum size varies proportionately as the format increases. (See III.B.2.)

2. Minimum Size in Larger Formats

In formats larger than a typical magazine or brochure cover (approximately 9 x 12 in. or 228.6 x 304.8 mm), the Master Brand minimum size shall increase by the percentage increase over the typical size of either the width or height, whichever percentage is larger.

For example, a poster 30 in. wide by 40 in. high (0.762 x 1.02 m) would require a Master Brand of approximately 1.25 in. high (32 mm) as measured by the height of the logo, or 3.75 in. wide (95 mm) as measured by the width. Use the dimension that creates the largest version of the Master Brand.

- **30 in. divided by 9 in. = 3.33 x 1.125 (width of Master Brand) = 3.75 in. (95 mm) wide Master Brand**
- **40 in. divided by 12 in. = 3.33 x .375 (ht. of logo) = 1.25 in. (32 mm) high Master Brand**

3. Minimum Size in Small Formats

Every attempt should be made to adhere to the minimum size of 1 1/8 in. (29 mm or 81 pixels) wide as stated in III.B.1. Approvals are required when the minimum size cannot be met due to the size of the printing surface.

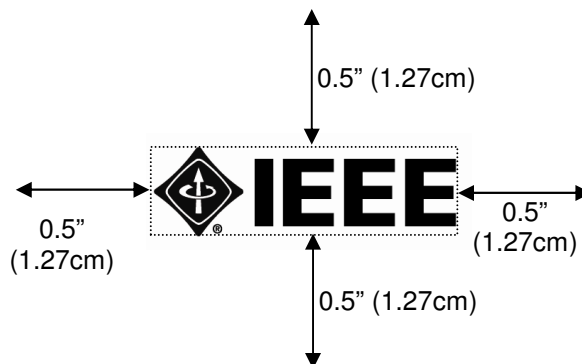
There are two approved exceptions:

IEEE Name Badges: The minimum size of the IEEE Master Brand on name badges is 1 in. (25.4 mm) wide. The Master Brand still must be equal to or larger in size than other logos shown on the badge.

IEEE Web pages: The Master Brand is 81 pixels wide with the height of the logo 27 pixels and shall be at least as large or larger than other logos used on any Web page where the Master Brand appears.

C. Use of Other Graphics, Text, and Type Fonts with the IEEE Master Brand

1. No other graphic elements or text may be placed within 1/2 in. (1.27 cm) of the IEEE Master Brand. The Master Brand may not appear next to any other design element or text that would cause it to be mistaken as part of the Master Brand. If the 1/2 in. standard cannot be met, then the design layout must be approved. As the size of the Master Brand is increased for larger formats, this clearance space should increase proportionately.



- a. Exceptions:
 1. The use of text beneath or beside the Master Brand in letterhead, envelopes and other applications using an address format.
 2. A line within 1/2 in. above or below the Master Brand may be used to separate the Master Brand from other design elements. However, the Master Brand must remain prominent on the page and be clearly displayed as a separate element from any other design or text.

3. Multiple logos (e.g., conference brochures, books sponsored by two or more IEEE societies) used in a layout must be evenly spaced. However, this space around the IEEE Master Brand may be less than the required ½ inch if space does not allow.
2. The Master Brand may be “knocked out” or “reversed” on an appropriate background that may contain some graphic elements. The Master Brand also may be overprinted on such a background. (See G.2.) The background should show through the diamond elements.

D. Location of IEEE Master Brand within a Design

1. The Master Brand shall always be in a prominent location, but not necessarily near the title or name of the organization, product, service or event.
 - a. To establish instant brand recognition, the Master Brand should be placed in the lower right-hand corner of the cover of all IEEE magazines, journals, transactions and conference proceedings.
 - b. To ensure its prominence, the Master Brand must be as large as or larger than any other logo used on a publication cover or any other application.
2. In newsletters where content begins on the cover page, the Master Brand shall appear in the nameplate area (typically on the top of the front page)
3. In advertising applications, the Master Brand should be prominent, but not necessarily near the top. Designers have discretion on placement as long as all other specifications are met.
4. See Section I for standard use on Web pages

E. Prominence and Size in Relationship to Other Logos/Identifiers

1. The IEEE Master Brand must be given equal or greater prominence 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.
2. Discretion is left to the designer to determine the size comparison based on any of several measurements including area, height and width. However, the minimum size of the Master Brand must always be maintained. (See Section III. B for minimum size and Appendix 1 for examples.)

F. Use of the IEEE Master Brand with Other Logos

1. **IEEE organizational units only** -- The IEEE Master Brand shall appear first from the left or right in a horizontal layout of the logos and first from the top in a vertical display.
2. **IEEE and non-IEEE organizations, when IEEE is the primary sponsor** -- The IEEE Master Brand shall appear first from the left or right in a horizontal layout of the logos and first from the top in a vertical display.
3. **Event or activity controlled by a non-IEEE organization** -- An effort must be made to ensure that the IEEE Master Brand receives reasonable prominence with other logos and that the design is not compromised. If exceptions to the minimum size or other specifications are required, IEEE Corporate Communications or the IEEE Intellectual Property Rights Office should be made aware of the change before it is implemented.

G. IEEE Master Brand Colors

1. The logo and the letters must be one color. White, black and reflex blue are the preferred colors, but any one color compatible with the design may be used. Care should be taken to ensure that there is sufficient contrast.
2. The spaces within the logo's graphic elements (the right-hand rule and the internal diamond-shaped border) should be the same as the background pattern or color. If the background causes the logo graphics to become indistinguishable as part of the Master Brand, then a single, solid color other than the background may be used. (See Appendix 2.a.)

H. IEEE Master Brand as a Background or Watermark

1. The IEEE Master Brand may be used as a watermark (single graphic) on special designs and digital presentations, but not on IEEE or organizational unit stationery.
2. Neither the Master Brand nor the IEEE logo may be used as a general background or repetitive "wallpaper" design.

I. Use in Web Pages

1. The templates and navigation bars to be used on IEEE Web pages not using the IEEE Web Content Management System may be found at <http://ewh.ieee.org/templates.html>.



2. If none of the approved templates or navigation bars is used, the IEEE Master Brand must appear in the top one-third of the screen view (in 800 × 600 pixel resolution). The Master Brand should link back to <http://www.ieee.org>. All other previous stated specifications apply.

To ensure that visitors immediately recognize the site as being part of the IEEE, Societies, Sections, Chapters and Student Branches must use the IEEE Master Brand on their homepages. All sub-pages of IEEE organizational Web sites must display the Master Brand as specified above.

IV. IEEE Letterhead

Letterhead templates have been developed for staff and volunteer applications.

- A. To help ensure consistency, which is a vital component of a strong corporate identity, design elements within a selected template may not be moved elsewhere on the page or modified in any way. To make sure this is accomplished, volunteers can confirm layouts with IEEE staff before ordering printed materials.
- B. The Master Brand on IEEE letterhead may be reproduced in one color (reflex blue) or in black and reflex blue, as shown in staff letterhead example.
- C. The letterhead example, “Letterhead – Generic” should be used in most circumstances.
- D. Societies/Councils (S/Cs) and Sections are encouraged to use the letterhead design. The templates accommodate S/Cs with and without logos.
- E. S/Cs or Sections wishing to list officers or committees should follow the Volunteer templates.
- F. All IEEE letterhead, including business cards, should be ordered through [IEEE Printing Solutions](#). For concerns regarding production, contact (+1 732 562 3965).

Functional areas with special requirements not covered either by the new templates or the above guidelines are asked to contact [Corporate Strategy and Communications](#) (+1 732 562 6820).

Letterhead Templates (online at <http://www.ieee.org/identitystandards>)

1. IEEE Business Card, Staff
2. IEEE Business Card, Society Volunteer (no Society logo)
3. IEEE Business Card, Society Volunteer (Society logo)
4. IEEE #10 Envelope, Society Volunteer (no Society logo)
5. IEEE #10 Envelope, Society Volunteer (Society logo)
6. IEEE Letterhead, Generic
7. IEEE Letterhead, Staff
8. IEEE Letterhead, Society Volunteer (no Society logo)
9. IEEE Letterhead, Society Generic (no Society logo)
10. IEEE Letterhead, Society Volunteer (Society logo)
11. IEEE Letterhead, Society Generic (Society logo)
12. IEEE Notepad, Staff