IEEE PES Power & Energy Society
Identity Guidelines
Sub-brand of IEEE
ieee-pes.org
BRAND STORY
As the world's leading global forum for sharing the latest in technological developments in the electric power industry for more than 50 years, we are looked to as the foremost expert in the development of standards that guide the improvement and construction of equipment and systems. Our commitment to the continued education of our 40k+ members and the general public is second to none, and we provide a vast array of resources on crucial topics that impact both the environment, and our society as a whole. Through robust educational platforms offered through six operating units, we seek to give our members, and their employers, offerings that provide added value to their organizations and constituents. Above all, we seek to provide our members, who include some of the greatest minds in the industry, with novel platforms for sharing ideas and launching new advances that push the boundaries of our profession and create opportunities for innovative change as—together—we work to create clean, sustainable energy solutions for the world as a whole.

MISSION
To be the leading provider of scientific and engineering information on electric power and energy for the betterment of society, and the preferred professional development source for our members.

Approved by the IEEE PES Governing Board, 17 July 2003

TAG LINE
IEEE PES: Leading transformation and change in the electric power industry for the betterment of the environment and society.

VOICE
With a membership that spans the globe, our brand voice seeks to synchronize messaging across geographies through consistent, impactful communications that provide value to our various constituents who are seeking to elevate their expertise and become leaders within the industry at various stages of their careers – both student and professional. While consistency is key, our brand voice is also flexible by design to create cultural, and age-appropriate, relevancy across communication platforms. Through authentic, sophisticated, and empowering messaging, our global brand voice allows us to create strategic, impactful copy that inspires connection.
As the primary foundation for IEEE PES’s visual identity, the logo should be used in full color whenever possible. It is important that the usage of the IEEE PES logo remains consistent. To maintain the integrity of the logo, do not stretch it, change the colors or font, or remove the name and/or mark.

**Clear Space**
Clear space ensures that the type treatment does not compete with other images, graphics, and text. Do not place any text, images, or graphics inside the clear space.

A clear space equal to or greater than “1x” is required on all sides surrounding the IEEE PES Brand in printed applications.

**Digital, On-Screen, & Promotional Items**
A clear space equal to or greater than “½ x” is required on all sides surrounding the logo.

**Minimum Size**
The minimum size requirement for both print and digital ensures that the IEEE PES Brand is legible. It also ensures that the kite does not become illegible.

**Affiliate Organization Logo Usage**
When adding the organization name to the IEEE PES logo, use typeface Helvetica. Center-align below logo, title case, do not use bold or italics. 100% black.
### Color Specifications

#### Primary Color

- **PANTONE (SPOT) PMS 3015**
  - CMYK: C100 M35 Y3 K21
  - RGB: R0 G98 B155
  - Hexadecimal/Web: #00629B

- **PANTONE (SPOT) PMS 368 C**
  - CMYK: C65 M0 Y100 K0
  - RGB: R120 G190 B32
  - Hexadecimal/Web: #78BE20

- **PANTONE (SPOT) PMS Process Black**
  - CMYK: C0 M0 Y0 K10
  - RGB: R230 G231 B232
  - Hexadecimal/Web: #E6E7E8

- **PANTONE (SPOT) PMS 295 C**
  - CMYK: C100 M69 Y8 K54
  - RGB: R0 G40 B85
  - Hexadecimal/Web: #002855

- **PANTONE (SPOT) PMS 320 C**
  - CMYK: C96 M0 Y31 K2
  - RGB: R0 G156 B166
  - Hexadecimal/Web: #009CA6

- **PANTONE (SPOT) PMS 123 C**
  - CMYK: C0 M19 Y89 K0
  - RGB: R255 G199 B44
  - Hexadecimal/Web: #FFC72C

#### Secondary Color

- **PANTONE (SPOT) PMS 295 C**
  - CMYK: C100 M69 Y8 K54
  - RGB: R0 G40 B85
  - Hexadecimal/Web: #002855

- **PANTONE (SPOT) PMS 320 C**
  - CMYK: C96 M0 Y31 K2
  - RGB: R0 G156 B166
  - Hexadecimal/Web: #009CA6

- **PANTONE (SPOT) PMS 123 C**
  - CMYK: C0 M19 Y89 K0
  - RGB: R255 G199 B44
  - Hexadecimal/Web: #FFC72C

#### Accent Color

- **PANTONE (SPOT) PMS 295 C**
  - CMYK: C100 M69 Y8 K54
  - RGB: R0 G40 B85
  - Hexadecimal/Web: #002855

- **PANTONE (SPOT) PMS 320 C**
  - CMYK: C96 M0 Y31 K2
  - RGB: R0 G156 B166
  - Hexadecimal/Web: #009CA6

- **PANTONE (SPOT) PMS 123 C**
  - CMYK: C0 M19 Y89 K0
  - RGB: R255 G199 B44
  - Hexadecimal/Web: #FFC72C

#### Background Color

- **PANTONE (SPOT) PMS Process Black**
  - CMYK: C0 M0 Y0 K10
  - RGB: R230 G231 B232
  - Hexadecimal/Web: #E6E7E8
MASTER BRAND TYPOGRAPHY

PRIMARY TYPEFACE
The two primary typefaces for the IEEE PES brand are **Formata**, which is used as both a heading and body font, and **Adobe Caslon**, an alternative body font option. Both of these fonts are available to download for free at fonts.goggle.com. Search for the font, click on “Download family” and double-click on the downloadable font files to install.

**Formata**
- Heading & Body Font
- Styles: Regular, Medium, Bold

**Open Sans (PT Sans)** is the preferred web font for use on all websites.

**Adobe Caslon**
- Body Font
- Styles: Regular, Regular Italic, Bold, Bold Italic

**Cambria** is an alternative to the secondary serif typeface (Adobe Caslon Pro)

ALTERNATE TYPEFACE
**Calibri** is the IEEE font to be used on all screen-based applications, such as PowerPoint, Microsoft Word, and websites. If needed, the font **Verdana** may be used.

**Adobe Calibri**
- Body Font
- Styles: Regular, Regular Italic, Bold, Bold Italic

FORMATA BOLD HEAD

**Formata Bold Subhead**
Formata body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

**Formata Bold Head**

**Caslon Bold Subhead**
Caslon body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.
The 6 image themes—people, technology, knowledge, connections, global, and historical—are based on the key pillars of the IEEE PES Brand and reflect the Brand personality and style, as well as PES IEEE members, areas of expertise, and history. When original photographs are not available, stock photography and abstract or vector artwork is acceptable as long as it follows the same guidelines.
OPERATING UNITS

PES TECHNICAL COMMITTEES
PES Technical Committees play an integral role in the development of IEEE standards and have a major impact within the electric power industry. Our 20+ committees span nearly every aspect of the industry, allowing members to work cooperatively to advance the field as a whole through various activities that include identifying current and upcoming challenges, standards development, investigative modeling and analysis, and dissemination of important findings.

MEETINGS AND CONFERENCES
Providing IEEE PES members with venues for professional development and networking is a vital part of our organization. Through various types of sponsored and co-sponsored meetings and conferences that are held throughout the year, our members have the opportunity to share ideas and resources, leverage solutions, team build, receive specialized training, and hear from leaders in the profession in a collaborative environment.

MEMBERSHIPS
With 40k+ technology and engineering members, IEEE PES offers industry professionals and students the opportunity to advance their careers through a suite of membership offerings that focus on continuous learning, interaction, collaboration, and innovation through 750+ local chapters across 10 global regions. With seven grades of membership: Member, Student Member, Graduate Student Member, Senior Member, Life Member, Fellow, and Affiliate Member, our aspirational offerings have been crafted to correlate with members’ professional journeys, providing them with a vast global network of meaningful connections with local community touchpoints. Benefits of membership include access to the IEEE PES Resource Center and IEEE Contact Center, as well as opportunities to acquire the latest information about all aspects of the fast-changing electric power and energy industry.

PES PUBLICATIONS
PES Publications provides members with the latest knowledge on the power and energy industry through the publication of various technical journals on topics such as energy conversion, power delivery, power systems, smart grid, and sustainable energy. Our flagship publication, the award-winning Power & Energy magazine, is dedicated to disseminating information on all matters of interest to electric power engineers and other professionals involved in the electric power industry. Published bimonthly, the magazine keeps readers up to date on the latest in technological advancements, industry news and trends, and more.

THE IEEE PES RESOURCE CENTER
As the power and energy industry’s most extensive library of preeminent content devoted exclusively to the power and energy community, the IEEE PES Resource Center stands out as a fundamental source of information for our constituents, who span the professional spectrum. Our offerings include: technical resources and on-demand training for power and energy engineers; the latest industry news and offerings; access to IEEE/PES conference materials; and complimentary access to an extensive collection of live and archived webinars and content, technical reports, and white papers.

IEEE PES UNIVERSITY
A recognized educational leader in the field of power engineering, IEEE PES University provides access to knowledge and learning platforms that offer members and non-members opportunities for professional growth and development through an extensive array of credit-earning programs. Led by a network of skilled professionals with widespread knowledge of the power and energy industry who volunteer their time to our enterprise, the University works closely with IEEE to gather and publish industry-related education in the form of webinars, in-person and virtual tutorials, and other learning programs from industry professionals around the world.

PES University Logos
You may use these logos in your communications and presentations related to IEEE PES University.