

IEEE Industrial Electronics Society Identity Guidelines

Sub-brand of IEEE

www.ieee-ies.org/

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THIS IS AN INTERACTIVE DOCUMENT: The table of contents section, tabs at the top and bottom of each page, as well as the page callouts throughout the document are all “clickable” so that you can navigate to that corresponding section and/or page.

Welcome to the IEEE Industrial Electronics Society (IES)

The IEEE Industrial Electronics Society (IES) through its members encompasses a diverse range of technical activities devoted to the application of electronics and electrical sciences for the enhancement of industrial and manufacturing processes. These technical activities address the latest developments in intelligent and computer control systems, robotics, factory communications and automation, flexible manufacturing, data acquisition and signal processing, vision systems, and power electronics. The Society continually updates its program of technical activities to meet the needs of modern industry.

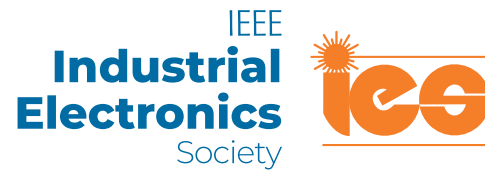
The Field of Interest of the IES may be enlarged, reduced, or shifted moderately as the need of the occasion indicate with the provision that such revisions shall be processed as an amendment to this Constitution and shall be following the procedures defined in the TAB Operations Manual.

Please visit www.ieee-ies.org to learn more and engage.

Brand Elements

To the right are the core elements of IEEE Industrial Electronics Society brand identity—logo, color specification, and typography.

LOGO | [PAGE 5](#)



COLOR SPECIFICATION | [PAGE 12](#)



TYPOGRAPHY | [PAGES 13-14](#)

Formata	Adobe Caslon Pro	Open Sans	Calibri	Cambria
abc	abc	abc	abc	abc
ABC	ABC	ABC	ABC	ABC

THE IEEE WEDGE | [PAGE 15](#)



IMAGERY | [PAGES 16-17](#)



Logo

PRIMARY LOGO

The IEEE Industrial Electronics Society primary logo should be used in most instances.

IES LOGO LOCKUPS

When appropriate or needed, the IES logo is available in a lockup format with the IEEE Masterbrand. This version should not be altered in any way.

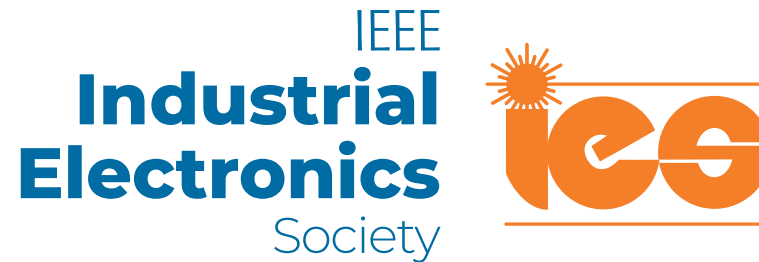
IES LOGO FILES

The IES logo files can be [downloaded](#) from the IEEE Brand Experience site. The ZIP files contains a variety of color and file formats, and the lockup files are included in the download.

See [page 7](#) for all color variations.

See [page 9-11](#) for usage guidelines.

PRIMARY LOGO



IES LOGO LOCKUP WITH THE IEEE MASTERBRAND



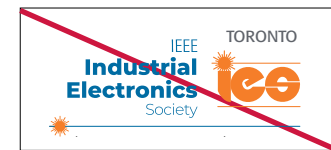
Group Identifiers

When adding your affiliated IEEE Chapter name or special event, use the font Formata, or Calibri, in black.

CHAPTER NAME OR SPECIAL EVENT



INCORRECT USAGE



Do NOT add your chapter name in any spot except as shown at left.



Do NOT alter any of the logo elements. Use the IEEE Industrial Electronics Society chapter logo as shown as left.



Do NOT alter the color of any of the logo elements. Use the IEEE Industrial Electronics Society chapter logo as shown as left.

Source file templates are available for IEEE Industrial Electronics Society group identifiers shown above for use in approved IEEE brand font Formata or alternate font Calibri. For questions contact branding@ieee.org.

Color Variations

The IEEE Industrial Electronics Society logo has 3 color variations.

The full color logo should be used in most instances making sure to keep a visible contrast between the logo and color backgrounds.

Black, blue, and white logo options are recommended on any applications where the full color logo cannot be used, such as on promotional items.

See [page 9-11](#) for usage guidelines.

FULL COLOR



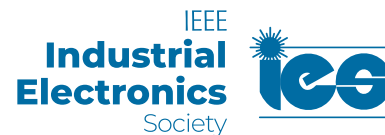
BLACK



WHITE



BLUE



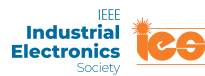
IEEE Industrial Electronics Society logo placed on gray background for illustrative purposes only.

Minimum Size

The minimum size requirement for both print and digital ensures that the IEEE Industrial Electronics Society logo is legible.

PRINT & NON-SCREEN

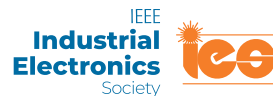
The minimum width for the IEEE Industrial Electronics Society logo in print and non-screen-based applications is 1 inch (25.4 millimeters).



1 inch
25.4 millimeters

DIGITAL & ON-SCREEN

The minimum width for the IEEE Industrial Electronics Society logo in digital and on-screen applications is 100 pixels.



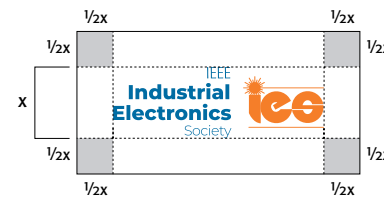
100 pixels

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.

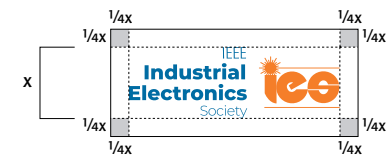
PRINT & NON-SCREEN

A clear space equal to or greater than " $\frac{1}{2}x$ " is required on all sides surrounding the IEEE Industrial Electronics Society logo in printed applications.



DIGITAL, ON-SCREEN, & PROMOTIONAL ITEMS

A clear space equal to or greater than " $\frac{1}{4}x$ " is required on all sides surrounding the IEEE Industrial Electronics Society logo for digital and promotional applications.



Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Industrial Electronics Society logo.

Background Control

When placing the IEEE Industrial Electronics Society logo on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and logo. When placing the logo over an image, adjust the position of the image or retouch the area as needed. Here are some examples of both high contrast (correct) and low contrast (incorrect).

At no time should a white background be used behind the icon within the logo.

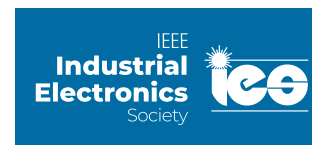
CORRECT USAGE



Full color IEEE Industrial Electronics Society logo on light background.



Black IEEE Industrial Electronics Society logo on light background.



White IEEE Industrial Electronics Society logo on a dark background.



White IEEE Industrial Electronics Society logo on a dark image (minimal detail in area behind the logo).

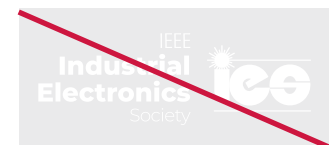
INCORRECT USAGE



Do NOT put the color IEEE Industrial Electronics Society logo on a dark background.



Do NOT put the black IEEE Industrial Electronics Society logo on a dark background.



Do NOT put the white IEEE Industrial Electronics Society logo on a light background.



Do NOT place the IEEE Industrial Electronics Society logo on a dark/complex image.

Incorrect Usage

IEEE Industrial Electronics Society logo configurations and usage outside of established specifications and guidelines negatively impact the IEEE Industrial Electronics Society brand and, over time, can reduce the value of the brand.

Modifications and/or distortions are strictly prohibited.



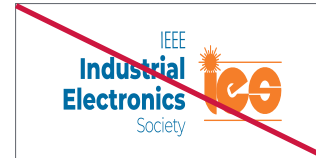
Do NOT rearrange, reconfigure, change the size and/or placement of the IEEE Industrial Electronics Society logo.



Do NOT use any colors other than the 2 approved colors: **Blue (PMS 3015)**, and **Orange (PMS 158)**.



Do NOT make the IEEE Industrial Electronics Society logo different color combinations.



Do NOT distort, stretch, and/or squeeze the IEEE Industrial Electronics Society logo.



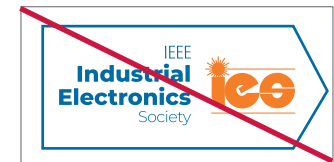
Do NOT use a white background inside the icon of the IEEE Industrial Electronics Society logo when using the black or white versions.



Do NOT outline, alter, add a drop shadow, and/or recreate the IEEE Industrial Electronics Society logo in any way.



Do NOT place the IEEE Industrial Electronics Society logo at an angle.



Do NOT add containment shapes to the IEEE Industrial Electronics Society logo.



Do NOT add any text to the IEEE Industrial Electronics Society logo except for approved instances for group identifiers found on page 12.

Brand Design Element

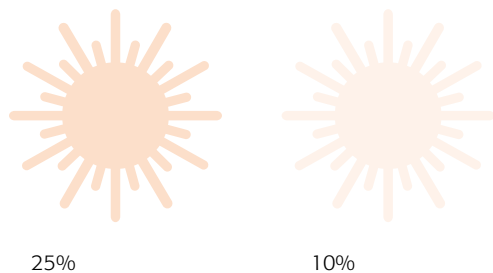
The IEEE Industrial Electronics Society “IES spark” is a prominent part of the logo as well as the brand. The “IES spark” icon can be used separately from the IEEE Industrial Electronics Society logo as a design element on print and web applications.

When using the “IES spark” icon separately, they should be used as a watermark or ghosted design element and must never be used at 100% opacity.

A 25% or 10% opacity is recommended.

The “IES spark” icon can bleed off the edge.

The “IES spark” icon should never be rotated. It should stay in the same orientation as shown in the IEEE Industrial Electronics Society logo.



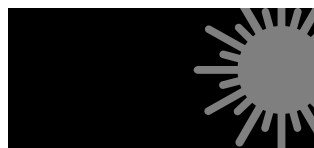
CORRECT USAGE



Full color 50% IEEE Industrial Electronics Society icon on light background.



Reversed 50% IEEE Industrial Electronics Society icon on brand blue (PMS 3015) background.

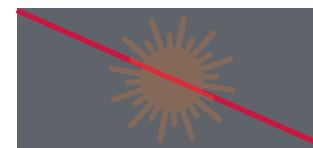


Reversed 50% IEEE Industrial Electronics Society icon on a dark background.



Reversed 50% IEEE Industrial Electronics Society icon on a dark image (minimal detail in area behind the logo).

INCORRECT USAGE



Do NOT rotate the IEEE Industrial Electronics Society icon.



Do NOT use the IEEE Industrial Electronics Society icon at 100% opacity.



Do NOT use the reversed/white IEEE Industrial Electronics icon on a light background.



Do NOT place the IEEE Industrial Electronics Society icon on a dark/complex image.

Color Specification

A color palette, deriving from the colors used in the IEEE Industrial Electronics Society logo, is provided for use on all collateral and communications.

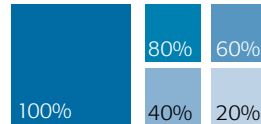
- Recommended tints for use of these colors are included.
- The recommended type color (black or white) is indicated in the percentage labels.

Use **Pantone Spot colors** when printing with more than four colors or fewer than three colors. Use **CMYK colors** when 4-color printing is available.

Use **RGB colors** for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.

Use **Hexadecimal colors** when creating websites and any related applications, such as banner advertisements.

Use **RAL colors** for the European equivalent of Pantone for applications in signage and facility installations.



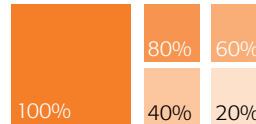
PANTONE (SPOT)
PMS 3015

CMYK
C100 M35 Y3 K21

RGB
R0 G98 B155

Hexidecimal/Web
#00629B

RAL
5007



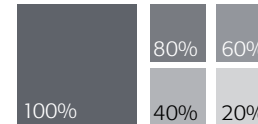
PANTONE (SPOT)
PMS 158 C

CMYK
C0 M62 Y95 K0

RGB
R232 G119 B34

Hexidecimal/Web
#E87722

RAL
2011



PANTONE (SPOT)
PMS Cool Gray 9 C

CMYK
C30 M22 Y17 K57

RGB
R117 G120 B123

Hexidecimal/Web
#75787B

RAL
9023



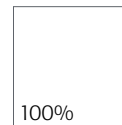
PANTONE (SPOT)
PMS Process Black

CMYK
C0 M0 Y0 K100

RGB
R0 G0 B0

Hexidecimal/Web
#000000

RAL
9017



COLOR
White

CMYK
C0 M0 Y0 K0

RGB
R255 G255 B255

Hexidecimal/Web
#FFFFFF

RAL
9016

IEEE Master Brand Typography

IEEE typefaces have been carefully chosen for ease of communications and for their legibility, flexibility, and adaptability with the other design elements.

PRIMARY TYPEFACE

Formata is the IEEE as well as the IEEE Industrial Electronics Society primary typeface. Formata, a sans serif font, should be used predominantly on all print applications. This typeface is available in many weights and styles that are essential to create distinction across all communications.

When Formata is not available, use alternate typefaces specified on [page 14](#).

Formata

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Formata Light

Formata Light Italic

Formata Regular

Formata Italic

Formata Medium

Formata Medium Italic

Formata Bold

Formata Bold Italic

Formata Condensed

Formata Condensed Italic

Formata Condensed Medium Italic

Formata Condensed Bold

Formata Condensed Bold Italic

SECONDARY TYPEFACE

Adobe Caslon Pro has been designated as the IEEE secondary typeface to complement the Formata font family.

When Adobe Caslon Pro is not available, use the alternate typefaces specified on [page 14](#).

WEB TYPEFACE

Open Sans is the IEEE preferred web font for use on all websites.

Adobe Caslon Pro

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Adobe Caslon Pro Regular

Adobe Caslon Pro Italic

Adobe Caslon Pro Semibold

Adobe Caslon Pro Semibold Italic

Adobe Caslon Pro Bold

Adobe Caslon Pro Bold Italic

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

PLEASE NOTE that use of the Formata and Adobe Caslon Pro fonts are governed by license agreements. Use of the fonts without a license or in opposition to the license terms is prohibited. For questions contact branding@ieee.org.

IEEE Master Brand Alternate Typography

Digital applications such as websites or internal documents such as corporate stationery require alternate typefaces that are readily available throughout the organization.

ALTERNATE PRIMARY 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.

Calibri

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

ALTERNATE SECONDARY TYPEFACE

Cambria is an alternative to the secondary serif typeface (Adobe Caslon Pro) and should be used for letters, memos, and faxes.

Cambria, a serif font, is to be used sparingly, only for headlines or titles.

If needed, Times New Roman may be used.

Cambria

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Cambria Regular
Cambria Italic
Cambria Bold
Cambria Bold Italic

What is the difference between a sans serif and serif font?

Abc
San serif font

Sans serif fonts do not have projections.

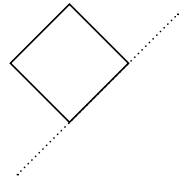
Abc
Serif font

Serif fonts have projections at the top and bottom or the beginning and end of a letter.

Use of the Wedge

In addition to the IEEE Industrial Electronics Society colors and typography, the IEEE Master Brand wedge is a key element of the IEEE design system. The wedge device, based on the graphic style of the kite emblem of the IEEE Master Brand, is streamlined to create a unique and dynamic look-and-feel system that can be applied across all IEEE-branded communications. The wedge should be incorporated in all materials, but it should be done so sparingly.

IEEE KITE



IEEE WEDGE



Angle & Ratio

In order to use the wedge correctly, the angle of the wedge is very important. The wedge must be at an approved angle of either 45° or 135°.

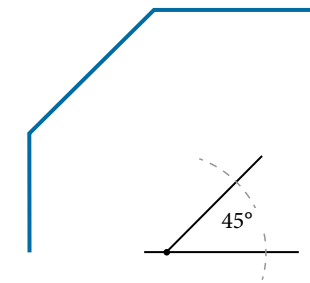
THE WEDGE CAN BE USED IN A FEW DIFFERENT WAYS:

- within the frame of an image
- within a graphic box that holds text
- as a background panel
- as a design accent

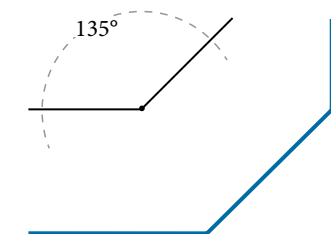
WEDGE RATIO

The dimensions of the wedge should increase or decrease in proportion to the size of the page layout.

THE WEDGE 45°



IEEE WEDGE 135°



Imagery Introduction

The 6 image themes—people, technology, knowledge, connections, global, and historical—are based on the key pillars of the IEEE Brand and reflect the Master Brand personality and style, as well as IEEE members, areas of expertise, and history. Original photographs that you own the copyright for (not clip art or stock images) should be used whenever possible. When original photographs are not available, stock photography and abstract or vector artwork is acceptable as long as it follows the same guidelines.

Use of photographs without appropriate licenses or permission is prohibited. Please note that all photographs are potentially subject to copyright. Use of an image obtained from a search engine or other source may violate the rights of the copyright owner and subject IEEE to liability.



Royalty-free images are available to purchase from various stock photography collections on the web for a one-time fee for usage in an unlimited number of applications, an unlimited number of times. The cost is based on file size, not usage. Pulling images from Google is not allowed. If you have any questions, please email branding@ieee.org.

General Imagery Usage

IEEE Industrial Electronics Society imagery should be shown in full color.

When not using photography, abstract or vector art may be used. The IEEE brand imagery themes are your guide and reflect the IEEE core values, brand personality and style, and IEEE members, areas of expertise, and history.

- Original photography (not clip art or stock images) should be used whenever possible to convey the IEEE brand imagery themes. If original photography is not available, stock photos can be substituted as long as they convey real people, real environments, and real world situations.
- When selecting photos for larger layouts or complex messages, look for opportunities to tell a simple story that supports the written content and helps the IEEE audience understand and engage with the message.
- Images should be cropped whenever possible and eliminate unnecessary details so the core message of the image is clear.
- Highlight diversity in the IEEE organization and in the IEEE marketplace through age, gender, race, dress, country of origin, and job responsibilities.



Subhead Here

Oviti ulliquibusam inimaximus, et volupta tusapicat harcim estendit, officis et laut quas penas ni voliorioro blat acerferae laboreseni demquamus moditemqui omnihil liquatquo berecium aut ut ium nit quatis.

Subhead Here

Bea ditatur seria cusapicipsum autet est, siment optas volupta quatemore ne qui sitat qui blaut ut es et fuga. Et voluptas eium, ut omnis es culpari blaboresecat ut magnit faccab il il mossere pudandit rem rehendempe volut ipsapedis quidi nem rem de net facius di odignat eat quid eos dictiones exceper orectia sinihit iusam faccupi cipiciti inum anditamenim era dolupta dolorro ea in experspera con pos et et occupatas sam, omnis excero eniatibus quiaers pietumquatio tessumquod quam est, escitlis auta vendio eum simus ute nientis eatur, susamenditas peliquae remodi ventia voloris est aut fugit optaqua ssintiam fugiam fugit dolorestet.

Call to Action Here

Bea ditatur seria cupicipsum autet est, siment optas of the lorem ipsum volupta.

"Quotation Here"

quatemore ne qui sitat qui blaut ut es et fuga. Et voltas eium, ut omnis es culpari blaboresecat ut magnit fcab il il mossere pudandit rem rehendempe volut ipsapedis quidi nem exceper orectia anditamie.



Video Guidelines

To keep the IEEE brand consistent throughout all applications, follow these guidelines when producing any type of video.

WATERMARK

Using the IEEE Master Brand as a ghosted/translucent “watermark” is a good way to leverage the IEEE brand (shown on right). Be sure to maintain proper brand clear space, as well as enough room to allow for a video control bar that may appear below the watermark during playback.

If the IEEE Industrial Electronics Society logo or IEEE.tv logo is present, the IEEE Master Brand can appear in opening and closing frames, rather than throughout.

IEEE WEDGE DESIGN SYSTEM

Consider using a branded “wedge” accent color bar along the bottom of the screen with reversed to white Master Brand for title and ending slides. This can be done in IEEE blue or any IEEE color from the approved color palette.



Make sure to leave space clearance in the lower portion of the video frame for the IEEE.tv brand watermark. For anything intended for use in that space, please contact IEEE.tv for further guidance.



Consider use of the IEEE Wedge element as a design accent. The wedge may be shown in any of the colors from the approved IEEE color palette.



When using more than one logo on the endslate of a video, consider using a vertical line to separate the two logos.

When there is an IEEE.tv watermark, or when multiple sub-brands are involved, the IEEE Master Brand does not have to appear throughout, *but should appear* in the beginning and ending frames.

Social Media Guidelines

IEEE Industrial Electronics Society Initiative manages IEEE Industrial Electronics Society social media presence, including the official IEEE Industrial Electronics Society Facebook page and the Industrial Electronics Society Community on IEEE Collabratec®. Industrial Electronics Society local groups are empowered to manage their own Collabratec groups to network, communicate, and collaborate.

Visit www.ieee-collabratec.ieee.org

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. When using the IEEE Industrial Electronics Society logo and the IEEE Master Brand for these applications, follow the minimum size (100 pixels) and clear space (1/2x) for digital and on-screen applications.

If the minimum size and/or clear space cannot be met, the IEEE Industrial Electronics Society logo and IEEE Master Brand should be as large as possible within the given space, including when resized for mobile environments.

Size and Font

- Clear Space: Equal to or greater than 1/2x
- Master Brand Minimum Width: 100 pixels
See [page 8](#) for minimum size and clear space
- Font: Formata or Calibri

Color

- Must be from approved IEEE color palette

FOR IEEE INDUSTRIAL ELECTRONICS SOCIETY ADMINS ONLY:



PROFILE IMAGE:

The IEEE Industrial Electronics Society logo is placed within bounding box dimensions allowed by Facebook guidelines. The profile icon is 180 px x 180 px.

COVER IMAGE:

The optimal size for a Facebook cover photo is 828 x 465 pixels. The Facebook cover image area is 851 pixels wide and 315 pixels tall for desktop, 640 pixels wide by 360 pixels tall for mobile. Use this area to further personalize the individual IEEE Industrial Electronics Society group, with use of related graphics or photographic imagery. When combining the IEEE Industrial Electronics Society logo with another logo to identify your group, such as an IEEE Industrial Electronics Society Region, Section, or Chapter logo, do NOT alter established brand logos. Refer to the examples on page 4 and 16 of this document for using multiple logos. You can also find more brand-compliant examples of how to use multiple logos together on page 10 of the main IEEE Brand Identity Guidelines, available for download on the IEEE Brand Experience site.



TWITTER PAGE (MOBILE)

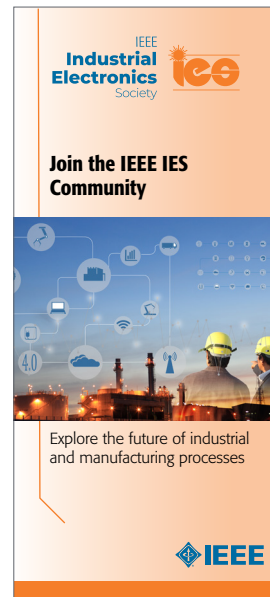
The timeline cover photo uses approved colors from the IEEE color palette. The font is Formata.

The IEEE Social Media Policy can be found on the IEEE Brand Experience site under Digital Guidelines at <https://brand-experience.ieee.org/guidelines/digital/social-media/>. For questions contact branding@ieee.org.

Print & Non-Screen Applications



POSTER



TRI-FOLD BROCHURE



PULL UP BANNER



When using the IEEE Industrial Electronics Society logo in print materials, follow the brand guidelines for the IEEE Master Brand found at www.ieee.org/about/toolkit/tools/index.html If you have any questions, please email branding@ieee.org.

Digital & On-Screen Applications



SOCIAL MEDIA PROFILES

POWERPOINT PRESENTATION

When using the IEEE Industrial Electronics Society logo in digital materials, follow the brand guidelines for the IEEE Master Brand found at www.ieee.org/about/toolkit/tools/index.html. If you have any questions, please email branding@ieee.org.

IEEE Resources & Contact

IEEE Brand Identity Tools

[IEEE Brand Identity Toolkit](#)

[IEEE Master Brand and Logos](#)

[IEEE Brand Identity Guidelines](#)

About IEEE

[Understanding the IEEE Brand](#)

[IEEE Corporate Brochure](#)

[IEEE Brand Overview Video](#)

Contact

Questions or Comments
branding@ieee.org

