IEEE Entrepreneurship

Identity Guidelines

Sub-brand of IEEE
entrepreneurship.ieee.org
IEEE Entrepreneurship is a public community for technology startups, young professionals, investors and venture capital organizations. This community facilitates discussions regarding technology entrepreneurship, marketization, manufacturing, investment and beyond.

**IEEE Entrepreneurship is committed to:**

1. Engage IEEE audiences with an entrepreneurial interest:
   - Entrepreneurs: aspiring, early-stage & seasoned founders
   - Technology professionals working in startups
   - Vendors and service providers for startup businesses
   - IEEE intrapreneurs

2. Inspire a global entrepreneurship ecosystem within IEEE

3. Deliver locally a global connection to the IEEE entrepreneurship community

**For more information, and to join the IEEE Entrepreneurship, please visit** [entrepreneurship.ieee.org](http://entrepreneurship.ieee.org)

If you plan to use the IEEE Entrepreneurship brand or hold an IEEE Entrepreneurship event, please email entrepreneurship@ieee.org in order to ensure that your event can be included in the global communications.
Brand Elements

IEEE has consolidated best practices from communications materials created throughout the organization and streamlined the components and rules for how each element is used when creating branded communications. Identity elements have been carefully selected to reinforce the personality and values of the IEEE Brand.

To the right are the core elements of the IEEE Entrepreneurship visual identity—logo, color palette, and fonts.

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Logo Variations

PRIMARY LOGO
The horizontal IEEE Entrepreneurship logo should be used in most instances.

STACKED LOGO
A stacked logo is also available when a horizontal logo cannot be used and for social media applications.

IDENTIFIER LOGOS
Location/Region Identifier logos are available for Pittsburgh, India, Cyprus, and Boston. If you need to use one of these identifiers or new one created, please contact us.
Logo Lock-Ups

The IEEE Entrepreneurship logo can be locked up with the IEEE N3XT, the IEEE Master Brand, or other logos but should always be separated with a yellow or purple dividing line. *IEEE Entrepreneurship works in partnership with IEEE Entities to host IEEE N3XT® events and should always appear first in the lock-up.*

**PRIMARY LOGO AND IEEE N3XT**

When using the horizontal IEEE Entrepreneurship and IEEE N3XT logos together, they should be separated with a yellow line.

**PRIMARY LOGO AND IEEE MASTER BRAND**

When using the IEEE Entrepreneurship logo and IEEE Master Brand together, the IEEE Master Brand should always be black.

**LOCK-UP FLAG**

When possible, use the "flag" lockup when using the stacked IEEE Entrepreneurship logo with the IEEE N3XT logo or IEEE Master Brand. On all lock-ups, make sure to follow proper minimum and clear space.
The IEEE Entrepreneurship logo has four 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.

A reversed logo is available but when possible should be used on a purple background. The reversed logo can also be used on a black or gray background.

IEEE Entrepreneurship logo placed on black and grey backgrounds for illustrative purposes only.
Minimum Size

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

PRINT & NON-SCREEN
The minimum width for the IEEE Entrepreneurship logo and IEEE Master Brand in print and non-screen based applications is .875 inches (22.225 millimeters).

DIGITAL & ON-SCREEN
The minimum width for the IEEE Entrepreneurship logo and IEEE Master Brand in digital and on-screen applications is 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 “1x” is required on all sides surrounding the IEEE Entrepreneurship logo and IEEE Master Brand in printed applications.

DIGITAL, ON-SCREEN, & PROMOTIONAL ITEMS
A clear space equal to or greater than “½x” is required on all sides surrounding the IEEE Entrepreneurship logo and IEEE Master Brand for digital and promotional applications.

Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Entrepreneurship logo.
Background Control

When placing the IEEE Entrepreneurship 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).

**CORRECT USAGE**

- **Full color IEEE Entrepreneurship logo on light background.**
- **Reversed IEEE Entrepreneurship logo on purple (PMS 2623) background.**
- **Reversed IEEE Entrepreneurship logo on a dark background.**
- **Reversed IEEE Entrepreneurship logo on a dark image (minimal detail in area behind the logo).**

**INCORRECT USAGE**

- **Do NOT put the color IEEE Entrepreneurship logo on a dark background.**
- **Do NOT put the color IEEE Entrepreneurship logo on a colored background that competes with the colors in the logo.**
- **Do NOT put the reversed IEEE Entrepreneurship logo on a light background.**
- **Do NOT place the IEEE Entrepreneurship logo on a dark/complex image.**
- **Do NOT put the full color IEEE Entrepreneurship logo on a black background.**
- **Do NOT put the full color or reversed IEEE Entrepreneurship logo on a yellow background.**
Incorrect Usage

IEEE Entrepreneurship logo configurations and usage outside of established specifications and guidelines damage the IEEE Entrepreneurship brand, and over time, can reduce the value of the brand.

Modifications and/or distortions are strictly prohibited and some examples are shown at right.

- Do NOT rearrange, reconfigure, change the size, and/or placement of the IEEE Entrepreneurship logo.
- Do NOT distort, stretch, and/or squeeze the IEEE Entrepreneurship logo.
- Do NOT place the IEEE Entrepreneurship logo at an angle.
- Do NOT use any colors other than the 2 approved colors: Purple (PMS 2612), Orange (PMS 158), and Yellow (PMS 123).
- Do NOT change the color, size, and/or placement of the IEEE Entrepreneurship stars icon.
- Do NOT outline, alter, add a drop shadow and/or recreate the IEEE Entrepreneurship logo in any way.
- Do NOT add containment shapes to the IEEE Entrepreneurship logo.
- Do NOT add any text to the IEEE Entrepreneurship logo unless there is a horizontal rule that accommodates the required clear space separating the logo from the text.
- Do NOT encroach on established clear space. When using the IEEE Entrepreneurship logo with the IEEE Master Brand make sure to use the proper clear space as well as the correct lock-up version.
Brand Design Element

The IEEE Entrepreneurship "stars" are a prominent part of the logo as well as the brand. The "stars" can be used separately from the IEEE Entrepreneurship logo as a design element on print and web applications.

When using the "stars" as a watermark or ghosted design element, they should be used at 50% or 25% opacity. The "stars" can be used at 100% opacity, IF they are the only design element used and no imagery is shown. The "stars" can bleed off the edge. (See application examples on page 21).

The "stars" should never be rotated. They should stay in the same orientation as shown in the IEEE Entrepreneurship logo.

CORRECT USAGE

- Full color 25% IEEE Entrepreneurship stars on light background.
- Reversed 100% IEEE Entrepreneurship stars on purple (PMS 2612) background.
- Reversed 100% IEEE Entrepreneurship stars on a dark background.
- Reversed 50% IEEE Entrepreneurship stars on a dark image (minimal detail in area behind the logo).

INCORRECT USAGE

- Do NOT use the IEEE Entrepreneurship stars at an opacity lower than 25%.
- Do NOT put the full color or reversed IEEE Entrepreneurship stars on a yellow or competing background.
- Do NOT use the IEEE Entrepreneurship stars in white.
- Do NOT place the IEEE Entrepreneurship stars on a dark/complex image.
# Color Specifications

A color palette, deriving from the colors used in the IEEE Entrepreneurship 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.

<table>
<thead>
<tr>
<th>Color Specifications</th>
<th>(100%)</th>
<th>(80%)</th>
<th>(60%)</th>
<th>(40%)</th>
<th>(20%)</th>
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</tr>
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<tr>
<td>RAL</td>
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</tr>
<tr>
<td><strong>PANTONE (SPOT)</strong> PMS 158 C</td>
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<td>RAL</td>
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</tr>
<tr>
<td><strong>PANTONE (SPOT)</strong> PMS 123 C</td>
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<tr>
<td>RAL</td>
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</tr>
</tbody>
</table>

**Color** | **White**
---|---
**COLOR** | **White**

**CMYK** | **C0 M0 Y0 K0**
---|---
**RGB** | **R255 G255 B255**
**Hexadecimal/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 Entrepreneurship 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 12.

**SECONDARY TYPEFACE**

Adobe Caslon Pro has been designated as the IEEE secondary typeface to complement the Formata font family. Adobe Caslon Pro, a serif font, is to be used sparingly, only for headlines or titles.

When Adobe Caslon Pro is not available, use the alternate typefaces specified on page 12.

**WEB TYPEFACE**

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

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**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.

- **Calibri**
  - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
  - 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**
  - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
  - Cambria Regular
  - Cambria Italic
  - Cambria Bold
  - Cambria Bold Italic

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

- **Sans serif fonts**
  - AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
  - Sans serif fonts do not have projections.

- **Serif fonts**
  - Serif fonts have projections at the top and bottom or the beginning and end of a letter.
IEEE Master Brand Wedge Element

In addition to the IEEE Entrepreneurship colors and typography, the IEEE Master Brand wedge is a key element of the IEEE design system.

**USE OF THE WEDGE**

In addition to the IEEE Master Brand, colors, typography, and imagery, the 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, however it should be done so sparingly.

**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.

See pages 20–22 for examples.
Imagery
Introduction

The six 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 for 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. Any questions please email, branding@ieee.org.
General Imagery Usage

**IEEE Entrepreneurship 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 which 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.
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 Entrepreneurship 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. 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.
Lower 3rd Video Templates

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

**LOWER 3RD TEMPLATES**
If a title bar is needed in a video, lower 3rd templates are available for use. Templates with the IEEE Entrepreneurship logo as well as the IEEE Entrepreneurship AND IEEE N3XT logos are available.
Social Media Guidelines

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. IEEE Entrepreneurship works in partnership with IEEE Entities to host IEEE N3XT® events. The IEEE Entrepreneurship logo should be used on all social media applications. Follow the minimum size (100 pixels) and clear space (½x) for digital and on-screen applications.

If the minimum size and/or clear space cannot be met, the IEEE Entrepreneurship logo and IEEE Master Brand should be as large as possible within the given space.

To better fit the social media profile icon size restrictions, a stacked IEEE Entrepreneurship logo is provided. Make sure that the Master Brand, sub-brand logos and/or tagline (if used) are legible when resized for mobile optimization.

Size and Font
• Clear Space: Equal to or greater than ½x
• Master Brand Minimum Width: 100 pixels
• Font: Formata or Calibri

Color
• Must be from approved IEEE color palette

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

When using the IEEE Entrepreneurship logo in print materials, follow the brand guidelines for the IEEE Master Brand, found at [ieee.org/about/toolkit/tools/index.html](http://ieee.org/about/toolkit/tools/index.html).

Any questions please email, [branding@ieee.org](mailto:branding@ieee.org).
Digital & On-Screen Applications

When using the IEEE Entrepreneurship logo in digital materials, follow the brand guidelines for the IEEE Master Brand, found at ieee.org/about/toolkit/tools/index.html

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