



## IEEE Entrepreneurship Logo Guidelines

Sub-brand of IEEE

[entrepreneurship.ieee.org](http://entrepreneurship.ieee.org)



## IEEE Entrepreneurship Vision

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](mailto:entrepreneurship@ieee.org) in order to ensure that your event can be included in the global communications.



Horizontal logo



Vertical logo



Horizontal logo






Vertical logo



Color

-  Pantone 2623 C • C69 M100 Y27 K16 • R100 G35 B103 • #622066
-  Pantone 158 C • C0 M64 Y95 K0 • R227 G114 B34 • #E37222
-  Pantone 123 C • C0 M23 Y91 K0 • R255 G198 B47 • #FFC627

Grayscale

-  Black • C0 M0 Y0 K100
-  60% Black • C0 M0 Y0 K60
-  20% Black • C0 M0 Y0 K20

White/Reversed

Shown on purple for illustrative purposes only

-  C0 M0 Y0 K0

## IEEE Entrepreneurship Color Specifications

- Pantone colors should be used when printing with more than four or fewer than three colors.
- RGB colors should be used for screen-based applications such as PowerPoint presentations, HTML emails, and TV monitors.
- Hexadecimal colors should be used when creating web sites and any related applications such as banners.
- CMYK colors for 4-color printing are also available.





1.5 in. (38.1mm)  
minimum size (print)



1 in. (25.4 mm)  
minimum size (print)

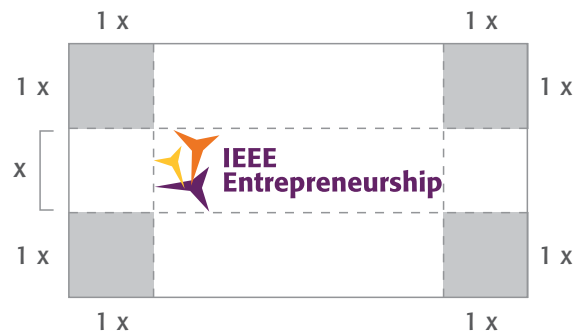


1 in. (25.4 mm)  
minimum size (print)

## Configurations & Size Ratio

### Prominence and Size in Relationship to the IEEE Master Brand

IEEE Entrepreneurship is a corporate-level brand and therefore is a typographic treatment. If used as a signifier or sign off next to the IEEE Master Brand, please adhere to the minimum size and clear space requirements set in the IEEE Master Brand guidelines.

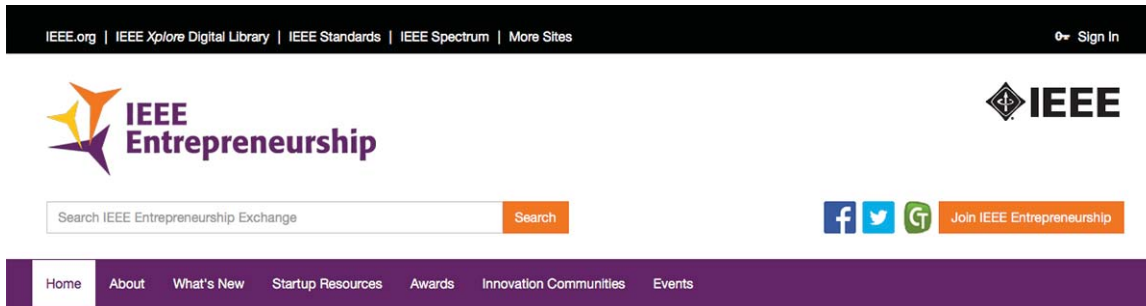


## Clear Space

IEEE Entrepreneurship is a typographic treatment aligned within IEEE corporate-level branding.

Spacing is critical to readability. To ensure that IEEE Entrepreneurship is easily recognizable in any medium, the left illustration displays proper minimum and clear spacing.

x = height of logo



Example of proper placement of the IEEE Master Brand on an HTML e-mail or web sub-site. In this example, the IEEE Entrepreneurship logo is shown in the preferred style on a white background.

## Web Usage

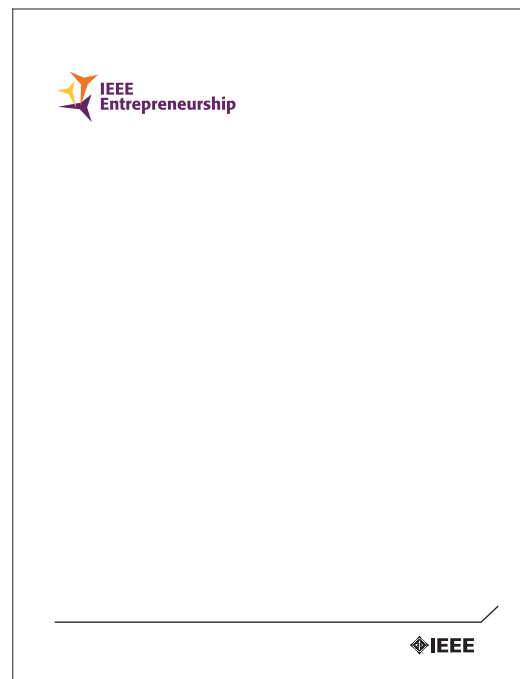
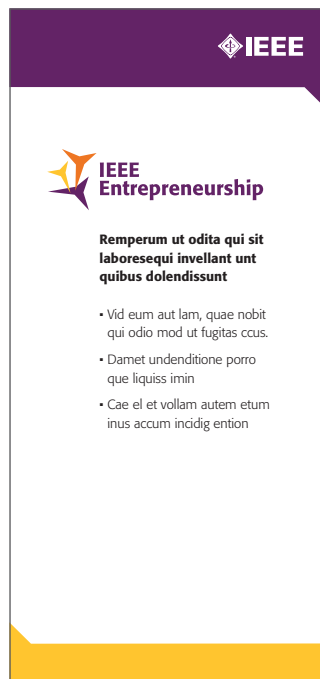
IEEE Entrepreneurship guidelines for web usage follows all IEEE brand guidelines for sub-sites.

### Web sub-site templates and hosting

The IEEE Web Sub-sites Template System, designed for use by IEEE employees and volunteers, contains starter information architecture documents (sitemaps) as well as a collection of HTML pages and related files and WordPress themes for common site types.

For more information go to:

[www.ieee.org/about/toolkit/tools/index\\_tools.html#sect6](http://www.ieee.org/about/toolkit/tools/index_tools.html#sect6)



## Print Usage

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

To the left, see examples of proper usage of the IEEE Entrepreneurship logo in relationship to the IEEE Master Brand.

### CORRECT Background Control



The color logo on a white background is the preferred style.

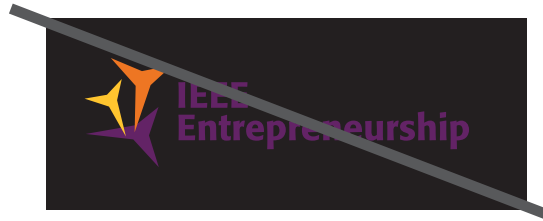


For 2-color usage, use the greyscale logo plus a color from the IEEE Master Brand expanded color palette.



Use the white logo when the background is a darker color from the IEEE Master Brand expanded color palette.

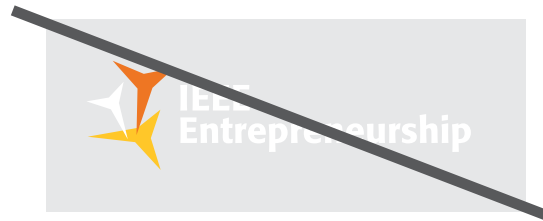
### INCORRECT Background Control



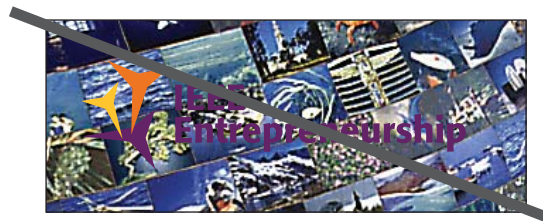
Do not use the color logo on dark color backgrounds.



Do not use the greyscale logo on dark color backgrounds.



Do not use the white logo on light-colored backgrounds.



Do not place the logo on a busy image background.

## Background Control

When using the IEEE Entrepreneurship logo in print or screen-based applications, make sure there is sufficient color contrast so it stands out against the background. Do not place the logo in a busy image, graphic, or photo since this may jeopardize legibility and recognizability.

## Contact Info

IEEE Master Brand, Identity Guidelines and Templates:

[www.ieee.org/go/brand](http://www.ieee.org/go/brand)

For questions regarding these guidelines, please contact:

[branding@ieee.org](mailto:branding@ieee.org)

