Powered by IEEE Visual Identity Guidelines



In order to maximize the ability for Powered by IEEE to effectively reach all audiences, we must ensure that all materials maintain a consistent "look" and "theme." This will allow every Powered by IEEE communication to reinforce the identity and will make our message stronger. The elements have been chosen to work with the IEEE Visual Identity Guidelines that govern the IEEE Master Brand. The Powered by IEEE brand mark should not be distorted or altered in any way.

Powered by IEEE is a way that this program is being packaged, with limited instances where the brand mark will be used. All brand elements should be used in accordance with the IEEE Visual Identity Guidelines (color, typography, wedge, and IEEE Master Brand).

APPLICATION EXAMPLES

In all executions, the program should be referred to as "Powered by IEEE" in text, and should incorporate the design elements (>>>>>) for the program as shown in the examples provided. All applications must adhere to the brand identity guidelines and include the IEEE Master Brand. The guidelines for the IEEE Master Brand can be found at ieee.org/about/toolkit/tools/index.html

For web applications, the brand mark should only be used on either the Home page or About page of program participants. It should NOT appear elsewhere. See below for more details.

Digital & On-Screen Applications

Promotional Digital Content





Powered by IEEE Visual Identity Guidelines

BRAND MARK LOCK-UPS

The Powered by IEEE brand mark should only be used to represent a partner that is participating in the Powered by IEEE program.

Any other partnership between organizational units or with other organizations should be shown in a lock-up with the IEEE Master Brand.







PARTNER USAGE

Minimum Size

Minimum size restrictions ensure proper visibility and legibility on both print and digital assets. The IEEE Master Brand is within the Powered by IEEE brand mark—the IEEE Master Brand must maintain its minimum width requirements.



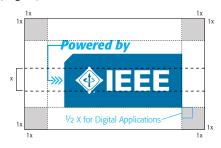




100 pixels

Clear Space

Clear space ensures that the Powered by IEEE brand mark does not compete with other images, graphics and text. Do not place any elements inside this space. X = height of the "IEEE" all around (Print). $\frac{1}{2}X = \text{one half height of the}$ "IEEE" all around (Digital).



Background Control

When the Powered by IEEE brand mark is placed on a program participant's site, maintain maximum visibility by keeping a sharp contrast between the background and brand mark.









Incorrect Usage

Powered by IEEE brand mark configurations and usage outside of established specifications and guidelines, damage the brand mark and over time, can reduce the value of the brand. Modifications and/or distortions are strictly prohibited.



Do NOT rearrange or reconfigure.



Do NOT use any other colors.



Do NOT place the brand mark at an angle.



Do NOT add a drop shadow.

Typography

The Formata font family is the approved font for use on IEEE communications.

PRIMARY TYPEFACE: Formata

universal typeface:
Calibri

web typeface:
Open Sans

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

Primary Color Palette

1222 3140										
100%	80%	60%		40%	20%					
PANTONE (SPOT) PMS 3015 C			RGB R0 G98 B155							
CMYK C100 M35 Y3 K21			Hex/Web #00629B							

CYAN

1	00%	80%	60'	%	40%	20%
PANTONE (SPOT)			RGB			
PMS CYAN C			R0 G181 B226			
CMYK			Hex/Web			
C100 M0 Y0 K0			#0085E2			