

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.

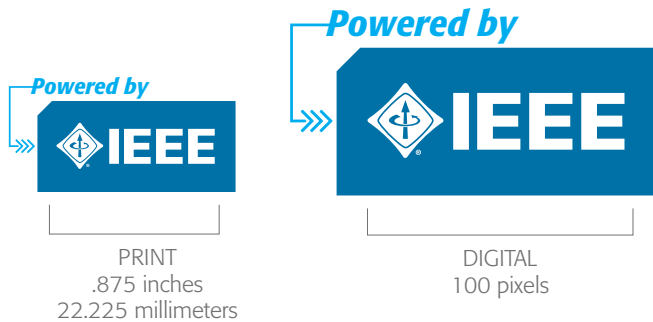
Any other partnership between organizational units or with other organizations should be shown in a lock-up with the IEEE Master Brand.



PARTNER USAGE

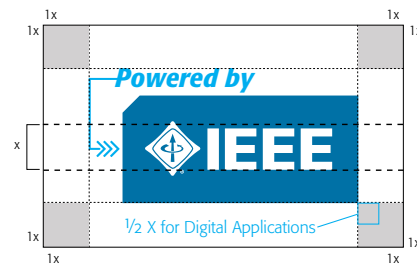
Minimum Size

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.



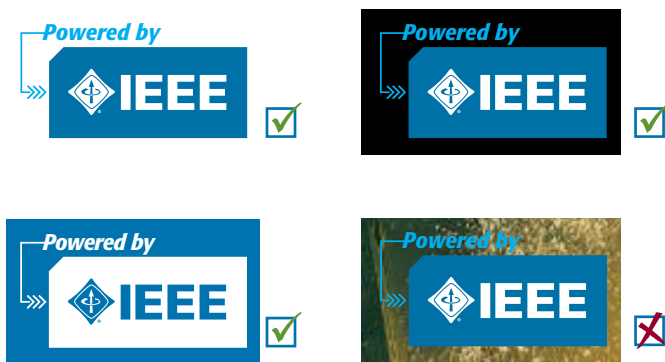
Clear Space

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). 1/2 X = one half height of the "IEEE" all around (Digital).



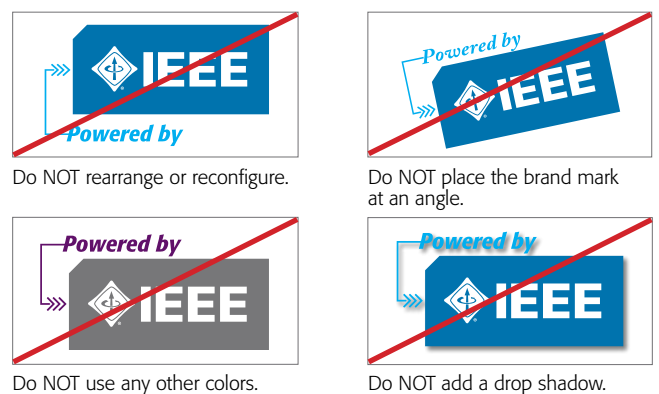
Background Control

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.



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

IEEE Blue

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

CYAN

100%	80%	60%	40%	20%
PANTONE (SPOT) PMS CYAN C	RGB R0 G181 B226			
CMYK C100 M0 Y0 K0	Hex/Web #0085E2			