TOC | Overview | Sub-Brand Architecture | IEEE Regions | IEEE Sections | IEEE Technical Chapters | IEEE Student Branches and Chapters | IEEE Affinity Groups | Examples in Use

Identifiers

IEEE Affinity Groups and Special Interest Groups
Identity Guidelines

IEEE Affinity Groups and Special Interest Groups are non-technical sub-units of one or more Sections or a Council. An affinity group is a local unit of an IEEE organizational unit or standing committee, established by petition to the parent organizational unit, to fulfill the purposes of IEEE.

TOC | Overview | Sub-Brand Architecture | IEEE Regions | IEEE Sections | IEEE Technical Chapters | IEEE Student Branches and Chapters | **IEEE Affinity Groups** | Examples in Use

Identifiers

IEEE Affinity Groups, Special Interest Groups–Identifiers for Local Units

These unique, geographic communities are local units of IEEE organizational units, or standing committees.

The following IEEE Affinity Groups are examples approved by the Member and Geographic Activities (MGA) Board as parent organizational units.
- IEEE Life Members
- IEEE Consultants Network
- IEEE Women in Engineering
- IEEE Young Professionals

Additional, Special Interest Groups include:
- IEEE-Eta Kappa Nu (IEEE-HKN), the honor society of IEEE.
- IEEE Humanitarian Activities Committees found on the local level, whether associated with a Region, Section, Society, or Affinity Group.
- IEEE Special Interest Group on Humanitarian Technology (IEEE SIGHT), are local, project based teams who partner on humanitarian projects across the globe.

Example brand applications are shown at right for local group identifiers for these sub-brands.

Refer to available Visual Identity Guidelines for these unique group identifiers for brand rules specific to those entities, where applicable, such as guidance for creating local identifiers, as shown in examples at right.

IEEE YOUNG PROFESSIONALS

Visit the IEEE Brand Experience site for the IEEE Young Professionals Identity Guidelines that illustrate more about how to use this sub-brand.

IEEE WOMEN IN ENGINEERING (WIE)

Visit the IEEE Brand Experience site for more extensive guidelines and templates on the IEEE Women in Engineering (WIE) Visual Identity Toolkit.

IEEE HUMANITARIAN ACTIVITIES COMMITTEES (HAC) | IEEE SPECIAL INTEREST GROUP ON HUMANITARIAN TECHNOLOGY (SIGHT)

Visit the IEEE Brand Experience site for the IEEE HAC | IEEE SIGHT Identity Guidelines to learn more about branding for local Humanitarian Activity Committees affiliated with Student Branches, Societies, or other Affinity Groups, or for additional information about IEEE SIGHT Group Identifiers.

For more information about IEEE Affinity Group and Special Interest Group Identifiers, contact branding@ieee.org.

Examples in Use

Sub-Brand Architecture and Alignment Group configurations and usage outside of established specifications and guidelines damage the IEEE Brand. Modifications and/or distortions are strictly prohibited.

The IEEE Master Brand can not be manipulated in any way. The kite icon and/or the letters "just the (Univers) IEEE" in the Master Brand should never be used separately or incorporated into any sub-brand marks.

Make sure to follow minimum size/clear space, background control, the Formata/Calibri font rules, and use lock-ups when needing to include the IEEE Master Brand on any digital or print collateral.
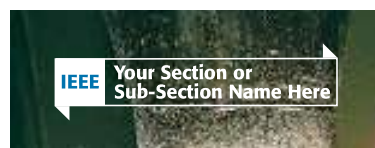
CORRECT USAGE

A clear space equal to or greater than the height of the identifier text is required on all sides surrounding all identifiers shown in this document. For digital and on-screen applications, a minimum clear space of ½ the height of the identifier text is allowed.
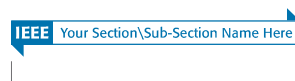
1.5 inches
38.1 millimeters

The minimum width for the IEEE identifiers shown in this document in print and non-screen based applications is 1.25 inches (31.75 millimeters) to ensure that the IEEE identifier is legible.

White IEEE identifier on a dark image (minimal detail in area behind the identifier).
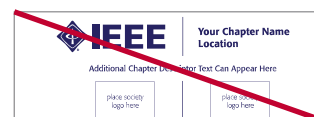
INCORRECT USAGE

Do NOT use unapproved colors that are not in the IEEE color palette. Do NOT use unapproved fonts.
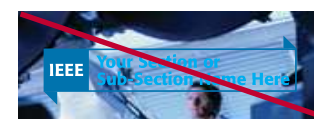
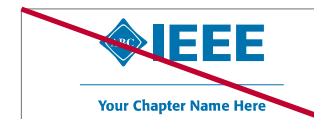Do NOT apply reflections, glows, outlines, shadows, or other distortions to text.

Do NOT incorporate the IEEE Master Brand or kite icon into any sub-brand.

Do NOT use the old IEEE blue. The approved brand blue (Pantone 3015 or equivalent) should be used.

Do NOT use a busy background image that will interfere with the legibility of the logo.

Do NOT reinvent/recreate/reimagine the kite of the IEEE Master Brand in any way.

Do NOT use images or graphics as letters in text.

Do NOT stretch or distort the sub-brand to make it fit a particular size or bounding box. Do NOT recreate/rearrange the templates in any way.

For more information about the IEEE Master Brand and usage guidelines, contact branding@ieee.org.