

IEEE Technical Chapters

Identity Guidelines

Chapters are a technical sub-unit of one or more IEEE Sections. Technical Chapters are a local link to the valuable resources available from IEEE and the IEEE Technical Societies and Councils.

Refer to this document for IEEE Chapter identifiers and additional brand elements.

OVERVIEW

IEEE Technical Chapters Identifiers 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 Chapter Identifiers visual identity—brand mark, color palette, and fonts.

There are local Chapters within the IEEE Regions.

There are several different IEEE Technical Chapters identifier options.

IEEE CHAPTER “PENNANT” IDENTIFIER



IEEE CHAPTER TEXT WITH SOCIETY LOGO IDENTIFIER



COLOR SPECIFICATIONS



IEEE Chapters may use any approved color from the IEEE color palette.

GRAPHIC ELEMENTS



The color accent of a society or partnered group may be used if it is one of the approved colors from the IEEE color palette.

IEEE CHAPTER TEXT IDENTIFIER

IEEE Your Chapter Name Here

IEEE TEXT WITH IEEE MASTER BRAND



TYPOGRAPHY

IEEE Brand Font	IEEE Alternate Font	IEEE Web Font
Formata	Calibri	Open Sans
abc	abc	abc
ABC	ABC	ABC

WEBSITE HEADER BANNERS



WordPress template themes for IEEE entities can be found on the [IEEE Brand Experience site](https://brand-experience.ieee.org).

IEEE Technical Chapters Identifiers

Within the Regions, there are local Technical Chapters.

Identifiers for IEEE Technical Chapters vary depending on the Chapter's affiliations. There are options for text-only treatments, or, IEEE Society or Council logos can be grouped to form a unified brand treatment. Do not alter a Society or Council logo in any way. Refer to the examples at right.

FONT

Approved IEEE fonts (Formata/Calibri) shown on the previous page should always be used. Font weights can vary.

COLOR

Colors shown at right are from the approved IEEE palette to align for brand consistency across chapter treatments. Use IEEE blue, cyan, black, or reverse to white.

IEEE MASTER BRAND

Make sure to follow minimum size, clear space, and background control as illustrated on [page 30](#) of these guidelines. A horizontal or vertical line must be used to separate the IEEE Master Brand from the Chapter name.

OPTION 1—IEEE “CHAPTER PENNANT”

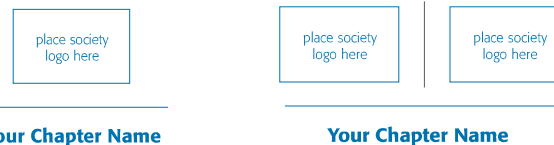
IEEE
Your Chapter Name Here
Additional Chapter Descriptor Text Can Appear Here

OPTION 2—TEXT

IEEE Your Chapter Name Here

IEEE
Your Chapter Name Here

OPTION 3—TEXT WITH SOCIETY LOGO



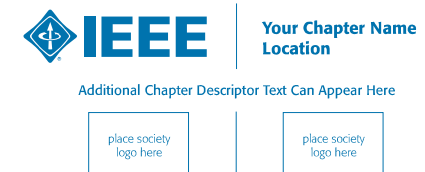
OPTION 4—TEXT WITH IEEE MASTER BRAND



OPTION 5—LOCK-UPS WITH IEEE MASTER BRAND AND SOCIETY LOGO(S)



IEEE Society and IEEE Council logo resources, including lock-up options are also available for use.



For more information about Chapters Identifiers, contact branding@ieee.org. For more information about Student Chapters, see [pages 24-27](#).

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.

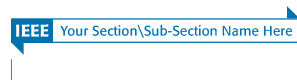
The IEEE Master Brand can not be manipulated in any way. The kite icon and/or the letters “just the (Univers) IEEE” in the Master Brand should never be used separately or incorporated into any sub-brand marks.

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

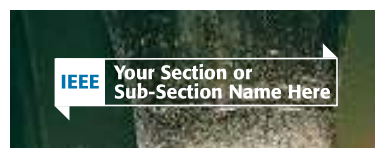


A clear space equal to or greater than the height of the identifier text is required on all sides surrounding all identifiers shown in this document. For digital and on-screen applications, a minimum clear space of 1/2 the height of the identifier text is allowed.



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).

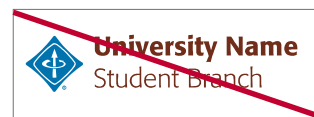
INCORRECT USAGE



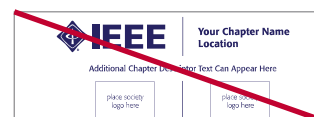
Do NOT use unapproved colors that are not in the IEEE color palette. Do NOT use unapproved fonts.



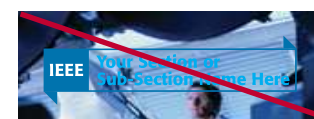
Do NOT apply reflections, glows, outlines, shadows, or other distortions to text.



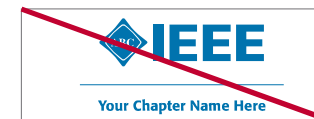
Do NOT incorporate the IEEE Master Brand or kite icon into any sub-brand.



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.