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 Your Chapter Name Here
Additional Chapter Descriptor Text Can Appear Here

IEEE CHAPTER TEXT IDENTIFIER

IEEE Your Chapter Name Here

IEEE CHAPTER TEXT WITH SOCIETY LOGO IDENTIFIER

IEEE Your Chapter Name Here

COLOR SPECIFICATIONS

<table>
<thead>
<tr>
<th>Color</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>![Blue Symbol]</td>
</tr>
<tr>
<td>Green</td>
<td>![Green Symbol]</td>
</tr>
<tr>
<td>Red</td>
<td>![Red Symbol]</td>
</tr>
<tr>
<td>Black</td>
<td>![Black Symbol]</td>
</tr>
<tr>
<td>White</td>
<td>![White Symbol]</td>
</tr>
</tbody>
</table>

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

GRAPHIC ELEMENTS

- Horizontal bar
- Vertical bar

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.

TYPOGRAPHY

IEEE Brand Font: Calibri
IEEE Alternate Font: Open Sans

WEBSITE HEADER BANNERS

WordPress template themes for IEEE entities can be found on the IEEE Brand Experience site.
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 (Fornata/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.

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**OPTION 1—IEEE “CHAPTER PENNANT”**

![IEEE Logo](image1)

Your Chapter Name Here

Additional Chapter Descriptor Text Can Appear Here

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**OPTION 2—TEXT**

IEEE Your Chapter Name Here

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**OPTION 3—TEXT WITH SOCIETY LOGO**

![Place Society Logo Here](image2)

Your Chapter Name

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**OPTION 4—TEXT WITH IEEE MASTER BRAND**

![Place IEEE Logo Here](image3)

Your Chapter Name Here

Additional Chapter Descriptor Text Can Appear Here

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

![Place Society Logo Here](image4)

Your Chapter Name

Additional Chapter Descriptor Text Can Appear Here

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

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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 cannot 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**

IEEE Region

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.

IEEE Your Section/Sub-Section Name Here

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 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.