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IEEE Student Branches and Chapters
Identity Guidelines

There are thousands of IEEE Student Branches throughout the world, connecting local professionals, academics, and the IEEE organization at large.

Refer to this document for IEEE Student Branch and Chapter Identifier treatments.

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OVERVIEW

IEEE Student Branches and 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 Student Branches and Chapters Identifiers visual identity– brand mark, color palette, and fonts.

Student Branches are IEEE student members supported by universities/ colleges and IEEE.

Student Branch Chapters are a technical sub-unit of an IEEE Student Branch and of one or more Societies.

There are several different IEEE Student Branches and Chapters identifier options.

IEEE STUDENTS TYPE MARK

IEEE students

IEEE STUDENTS TYPE MARK LOCK-UPS

IEEE STUDENT BRANCHES AND CHAPTERS IDENTIFIERS

University Name Here
IEEE Student Branch

IEEE Student Branch Name Here

IEEE STUDENT BRANCHES AND CHAPTERS IDENTIFIER WITH ICON

place icon here **University Name Here**
IEEE Student Branch

IEEE STUDENT BRANCHES AND SOCIETY LOCK-UP TREATMENT

University Name
IEEE Student Branch

place society logo here

Additional Student Chapter Descriptor Text Can Appear Here

COLOR SPECIFICATIONS

IEEE Student Branches and Chapter Identifiers may use any approved color from the IEEE color palette.

TYPOGRAPHY

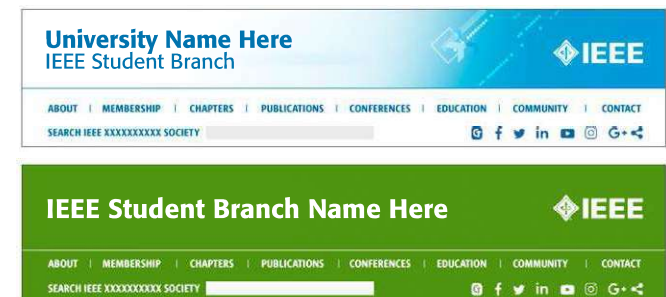| IEEE Brand Font	IEEE Alternate Font	IEEE Web Font
Formata	Calibri	Open Sans
abc	abc	abc
ABC	ABC	ABC

GRAPHIC ELEMENTS

WEBSITE HEADER BANNERS

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

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IEEE Student Branches/Student Chapters Identifiers

Student Branches are IEEE student members supported by universities/colleges and IEEE. Student Branch Chapters are a technical sub-unit of an IEEE Student Branch and of one or more Societies.

Icons or symbols are permitted for Student Branches/Student Chapter treatments but are NOT mandatory. However, the icons or symbols cannot be stock art nor make use of any university branding without permission. The icons or symbols must be original, camera-ready visuals, approved for use. Icon must be reproducible and no larger than 30% of the overal identifier.

The student branches should NOT use the letters I-E-E-E within or above the sub-brand, the student chapters should include an association with IEEE in the descriptor line. The student branches and chapters should leverage the IEEE Master Brand on all print and digital communications.

IEEE MASTER BRAND
Make sure to follow minimum size, clear space, and background control as illustrated on page 30 of these guidelines.

When using the IEEE Master Brand, a horizontal rule must separate the IEEE Master Brand and the name.

OPTION 1–STUDENT BRANCH IDENTIFIER

place icon here **University Name Here**
IEEE Student Branch

OPTION 2–TEXT WITH SOCIETY LOGO

University Name
IEEE Student Branch | place society logo here

Additional Student Chapter Descriptor Text Can Appear Here

OPTION 3–IDENTIFIER WITH IEEE MASTER BRAND

◈IEEE
place icon here **University Name Here**
IEEE Student Branch

◈IEEE | place icon here **University Name Here**
IEEE Student Branch

Additional Student Chapter Descriptor Text Can Appear Here

OPTION 4–TEXT WITH IEEE MASTER BRAND

◈IEEE
University Name
IEEE Student Branch

◈IEEE | University Name
IEEE Student Branch

Additional Student Chapter Descriptor Text Can Appear Here

OPTION 5–LOCK-UPS WITH IEEE MASTER BRAND AND SOCIETY LOGO

◈IEEE | University Name
IEEE Student Branch | place society logo here

Additional Student Chapter Descriptor Text Can Appear Here

◈IEEE
University Name
IEEE Student Branch | place society logo here

Additional Student Chapter Descriptor Text Can Appear Here

For more information about the IEEE Student Branches and Chapters Identifiers, contact branding@ieee.org.

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IEEE Students Print and Digital Applications

Templates and additional resources are available on the IEEE Students Visual Identity Toolkit.

Options can be found for pull-up banners, flyers, and other visuals that include the IEEE Master Brand built into the header or footer areas with ability to add a branch identifier to them, useful for Branch and Chapter communications.

FLYER

University Name
IEEE Student Branch

students.ieee.org

Add your branch identifier

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

PULL UP BANNER

POSTER

WEBSITE AND SOCIAL MEDIA

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.
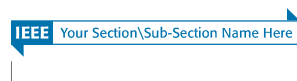
1.5 inches
38.1 millimeters

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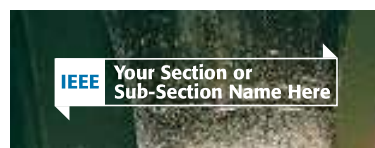
White IEEE identifier on a dark image (minimal detail in area behind the identifier).
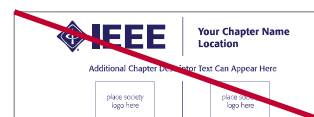
INCORRECT USAGE

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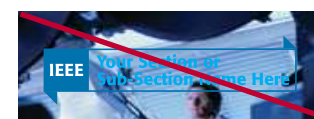
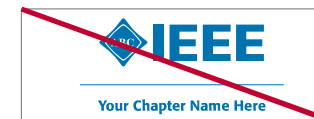Do NOT apply reflections, glows, outlines, shadows, or other distortions to text.

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.