IEEE Young Professionals Identity Guidelines
Sub-brand of IEEE

yp.ieee.org

IEEE
Advancing Technology
for Humanity

We're happy to unveil our refreshed brand identity for IEEE Young Professionals.

Our new brand icon reflects our network of social and diverse individuals and the vibrant relationships formed. The use of color represents our dynamic and energetic identity, with ties to the overarching IEEE brand blue, as well as use of the green, which signifies youth and growth.

Our new icon uses the same color palette and distinctive font as our previous sub-brand logo, representing how we're growing globally, with a reach into all regions across IEEE.

In order to maximize the ability for IEEE Young Professional to reach our audiences, we must ensure that all materials maintain a consistent "look" and "theme." Visual consistency builds brand recognition and value.
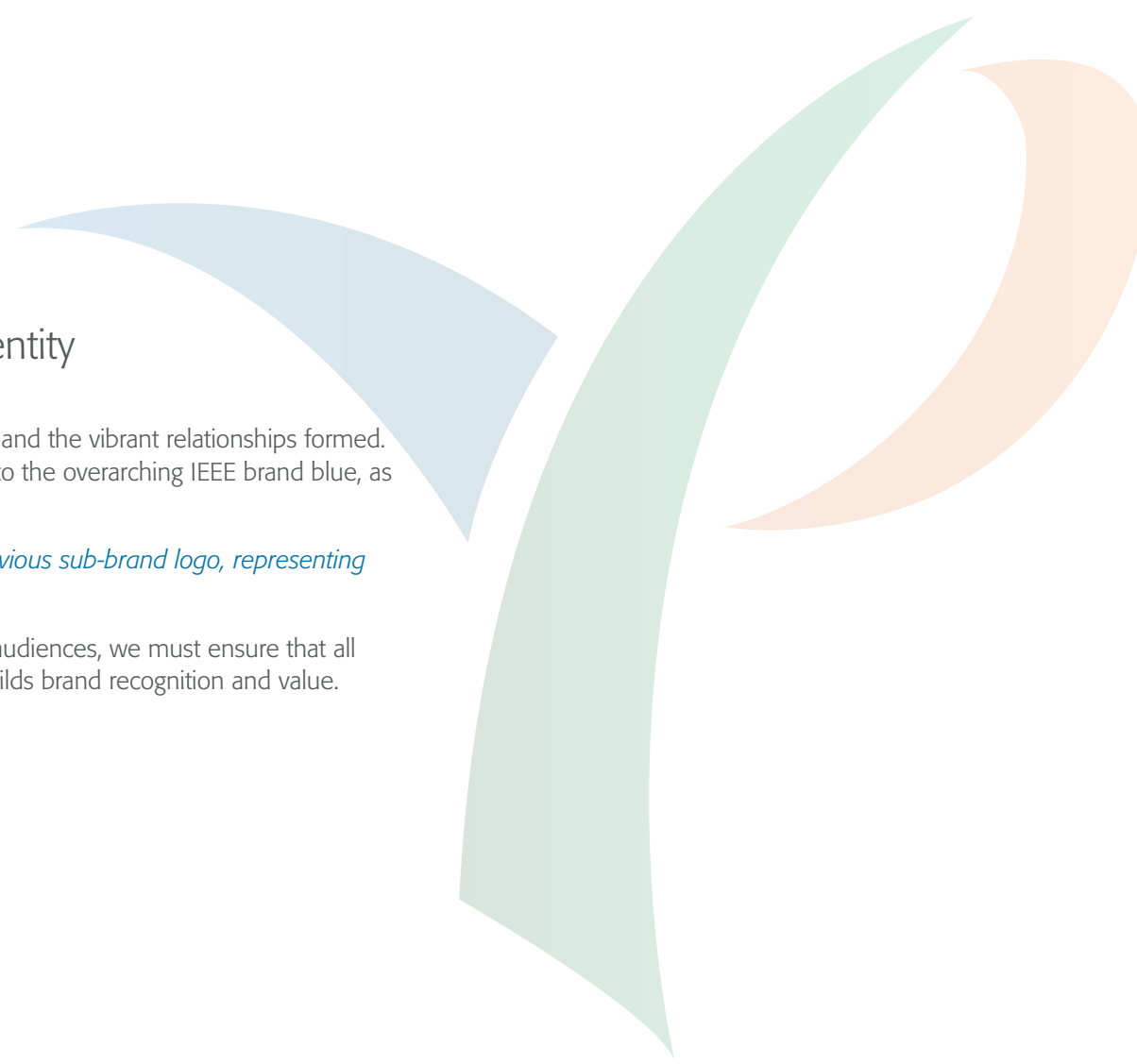
About Us

The IEEE (Institute of Electrical and Electronics Engineers) is a professional organization, which provides the latest technical knowledge for its members through conferences, journals, workshops, and continued education, for the advancement of technology for humanity. With more than 400,000 members in more than 160 countries, IEEE is the world's largest technical professional society.

The IEEE Young Professionals is an international community of innovative members and volunteers. Members of this community are interested in elevating their professional image, expanding their global network, connecting with peers locally, and giving back to the community.

The sub-brand elements have been chosen to work with the IEEE Visual Identity guidelines that govern the overarching IEEE Master Brand.

Your adherence to these guidelines guarantees the continued integrity and leadership of the IEEE family of brands in the global technology community.

Guidelines for proper practice in using the ™ mark—first usage in copy as noted below:

❶ ❷

❶ About IEEE Young Professionals™:

The IEEE Young Professionals is an international community of innovative members and volunteers. Members of this community are interested in elevating their professional image, expanding their global network, connecting with peers locally, and giving back to the community.

❸

IEEE youngprofessionals ™

Allowance for use of "YP" icon as art

❹

IEEE youngprofessionals

SAVE THE DATE
Industry Forum
9:00 AM

Quia venis quo blaut qui vendae eaquid. Occum et doloreptas consequi dus estrum eicaborio officit ut a que.

❺

◆IEEE

Quick Tips for Copy & Logo Usage

❶ DO keep "IEEE" in every reference to IEEE Young Professionals.

❷ DO include the ™ (trademark symbol) on ONLY the FIRST usage of the name, whether with the logo or within running text of each document or communication. See example at left.

❸ DO include the "YP" icon when utilizing the IEEE Young Professionals brand.

❹ The "YP" icon may be used as an art element ONLY when the entire IEEE Young Professionals logo is also used on the page.

❺ When using the "YP" icon as an art element, the preferred usage is as a tinted or "ghosted" image in the background. Use a 10%-15% tint of the color logo to achieve a watermark effect.

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Horizontal logo

Stacked logo

Color Specifications

IEEE Young Professionals logos are provided in various formats for use in print and web. The preferred logo includes the brand colors in subtle dimensional gradients (as shown in the top row).

Preferred logos–subtle dimensional gradients

Flat PMS color logos may be used for print applications that will not support gradients, such as premium items and T-shirts.

Black or white (reverse) logos may be used when color printing is not an option.

Logo option–flat PMS colors (spot colors)

Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Young Professionals logo in communications.

Logo option–solid black

Logo option–all white (reverse)

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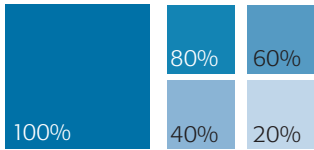
PANTONE (SPOT)
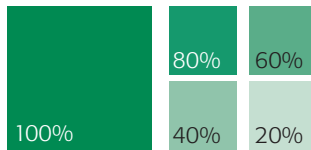PMS 3015 C

CMYK
C100 M35 Y3 K21

RGB
R0 G98 B155

Hexidecimal/Web
#00629B

RAL (European Equivalent)
5007

PANTONE (SPOT)
PMS 348 C
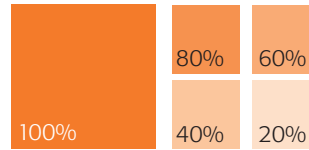
CMYK
C96 M2 Y100 K12

RGB
R0 G132 B61

Hexidecimal/Web
#00843D

RAL (European Equivalent)
6037

PANTONE (SPOT)
PMS 158 C

CMYK
C0 M62 Y95 K0

RGB
R232 G119 B34

Hexidecimal/Web
#E87722

RAL (European Equivalent)
2011

Color Specifications

Use **Pantone Spot colors** when printing with more than four colors or fewer than three colors.

Use **CMYK colors** when 4-color printing is available.

Use **RGB colors** for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.

Use **Hexadecimal colors** when creating Websites and any related applications, such as banner advertisements.
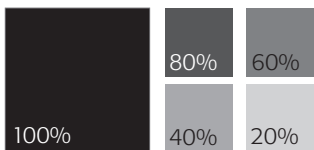
COLOR
Black

CMYK
C100 M100 Y100 K100

RGB
R0 G0 B0

Hexidecimal/Web
#000000

RAL (European Equivalent)
9005
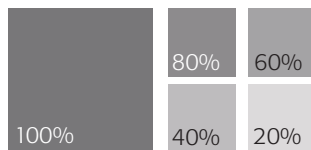
COLOR
PMS Cool Grey 9

CMYK
C30 M22 Y17 K57

RGB
R117 G120 B133

Hexidecimal/Web
#75787B

RAL (European Equivalent)
9023

COLOR
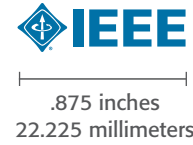WHITE

CMYK
C0 M0 Y0 K0

RGB
R255 G255 B255

Hexidecimal/Web
#FFFFFF

RAL (European Equivalent)
9016

For questions regarding the IEEE Visual Identity Guidelines please contact **branding@ieee.org**

Print

Minimum print size:
2.5" (6.35cm)

Minimum print size:
1.25" (3.175cm)

.875 inches
22.225 millimeters

Digital

Minimum digital size:
110 pixels

Minimum digital size:
70

100 pixels

Configurations & Size Ratio

Prominence and Size in Relationship to the IEEE Master Brand

IEEE Young Professionals is a corporate-level brand and therefore is a typographic treatment. If used as a signifier or sign off next to the IEEE Master Brand, please adhere to the minimum size and clear space requirements set in the IEEE Master Brand guidelines.

1 x   1 x
1 x   1 x
x
1 x   1 x
1 x   1 x

½ x   ½ x
½ x   ½ x
x
½ x   ½ x
½ x   ½ x

Clear Space

IEEE Young Professionals is a typographic treatment aligned within IEEE Prefix Endorsement branding.

Spacing is critical to readability. To ensure that IEEE Young Professionals is easily recognizable in any medium, the left illustration displays proper minimum and clear spacing.

x = height of logo

See page 13 for clear space examples for very small areas.

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CORRECT Background Control

The color logo on a white background is the preferred style.

For 2-color usage, use the black logo plus a color from the IEEE Master Brand expanded color palette with sufficient contrast for legibility.

Use the white logo when the background is a darker color from the IEEE Master Brand expanded color palette.

INCORRECT Background Control

Do not use the color logo on dark color backgrounds.

Do not use the black logo on dark color backgrounds.

Do not use the white logo on light color backgrounds.

Do not place the logo on a busy image background.

Background Control

When using the IEEE Young Professionals logo in print or screen-based applications, make sure there is sufficient color contrast so it stands out against the background. Do not place the logo in a busy image, graphic, or photo since this may jeopardize legibility and recognizability.

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Incorrect Usage:

IEEE
youngprofessionals

This version of the logo is no longer allowed for use.

IEEE Region X
youngprofessionals

Do not add words or elements to the logo.

IEEE
youngprofessionals

Do not shift, move, or alter any of the logo elements.

Do this:

IEEE
youngprofessionals
Your Region or Section Name Here

When adding your Region or Section Identifier as shown, use the font Formata, Calibri, or Verdana in IEEE Blue (Pantone 3015) or equivalent match.

IEEE
youngprofessionals
YOUR LOCATION HERE

When adding your location, Section or Student Branch Identifier, (examples: TORONTO, STUDENT BRANCH ZAGREB) use the font Formata, Calibri, or Verdana in black.

IEEE
youngprofessionals
YOUR SOCIETY NAME HERE

When adding your affiliated Society use the font Formata, Calibri, or Verdana in green.

IEEE
youngprofessionals
region 8 IEEE

Alternate options for inclusion of existing Sub-brand logo (Region or Society logo, etc).

IEEE

IEEE Primary Typeface

IEEE typefaces have been carefully chosen for ease of communications and for their legibility, flexibility, and adaptability with the other design elements.

Formata is the IEEE primary typeface. Formata, a sans serif font, should be used predominantly on all print applications. This typeface is available in many weights and styles that are essential to create distinction across all communications.

When Formata is not available, use alternate typefaces specified on next page.

Formata
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

Formata Light
Formata Light Italic
Formata Regular
Formata Italic
Formata Medium
Formata Medium Italic
Formata Bold
Formata Bold Italic
Formata Condensed
Formata Condensed Italic
Formata Condensed Medium Italic
Formata Condensed Bold
Formata Condensed Bold Italic

IEEE Secondary Typeface

Adobe Caslon Pro has been designated as the IEEE secondary typeface to complement the Formata font family.

Adobe Caslon Pro, a serif font, is to be used sparingly, only for headlines or titles.

When Adobe Caslon Pro is not available, use the alternate typefaces specifed on next page.

Adobe Caslon Pro
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

Adobe Caslon Pro Regular
Adobe Caslon Pro Italic
Adobe Caslon Pro Semibold
Adobe Caslon Pro Semibold Italic
Adobe Caslon Pro Bold
Adove Caslon Pro Bold Italic

PLEASE NOTE that use of the Formata and Adobe Caslon Pro fonts are governed by license agreements. Use of the fonts without a license or in opposition to the license terms is prohibited. For questions contact branding@ieee.org.

IEEE Alternate Typefaces

Digital applications such as Websites, or internal documents such as corporate stationery, require alternate typefaces that are readily available throughout the organization.

Calibri is the IEEE font to be used on all screen-based applications, such as PowerPoint, Microsoft Word, and Websites.

If needed, the font Verdana may be used.

Calibri

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Verdana

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

Verdana Regular
Verdana Italic
Verdana Bold
Verdana Bold Italic

Cambria is an alternative to the secondary serif typeface (Adobe Caslon Pro) and should be used for letters, memos, and faxes.

If needed, Times New Roman may be used.

Cambria

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

Cambria Regular
Cambria Italic
Cambria Bold
Cambria Bold Italic

Times New Roman

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

Times New Roman Regular
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

What is the difference between a san serif and serif font?

Abc
San serif font

Sans serif fonts do not have projections.

Abc
Serif font

Serif fonts have projections at the top and bottom or the beginning and end of a letter.

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IEEE

Imagery

The imagery themes are your imagery guide and reflect the IEEE core values, brand personality and style, as well as IEEE members, areas of expertise, and history.

- Original photography (not clip art or stock images) should be used whenever possible to convey the themes. When not available, stock photos can be substituted as long as they convey real people, real environments, and real world situations.

- When selecting photos for larger layouts or complex messages, look for opportunities to tell a simple story which supports the written content and helps the IEEE audience understand and engage with the message.

- Images should be cropped whenever possible and eliminate unnecessary details so the core message of the image is clear.

- Full-color images should be bright and energetic with unique perspectives and angles.

- Highlight diversity in the IEEE organization and in the IEEE marketplace through age, gender, skin color, dress, country of origin, and job responsibilities.

Use of photographs without appropriate licenses or permission is prohibited. Please note that all photographs are potentially subject to copyright. Use of an image obtained from a search engine or other source may violate the rights of the copyright owner and subject IEEE to liability.

Royalty-free images are available to purchase from various stock photography collections on the Web for a one-time fee for usage in an unlimited number of applications, an unlimited number of times. The cost is based on file size, not usage. Pulling images from Google is not allowed. For questions contact branding@ieee.org.

IEEE

IEEE youngprofessionals

Remperum ut odita qui sit laboresequi invellant unt quibus dolendissunt

- Vid eum aut lam, quae nobit qui odio mod ut fugitas ccus.
- Damet undenditione porro que liquiss imin
- Cae el et vollam autem etum inus accum incidig ention

Print Usage

When using the IEEE Young Professionals logo in print materials, follow the brand guidelines for the IEEE Master Brand, found at www.ieee.org/about/toolkit/tools/index.html

At left, see examples of proper usage of the IEEE Young Professionals logo in relationship to the IEEE Master Brand.

Very small items, such as premiums with little imprint area, are a special challenge. Maintain clear space and size requirements wherever possible.

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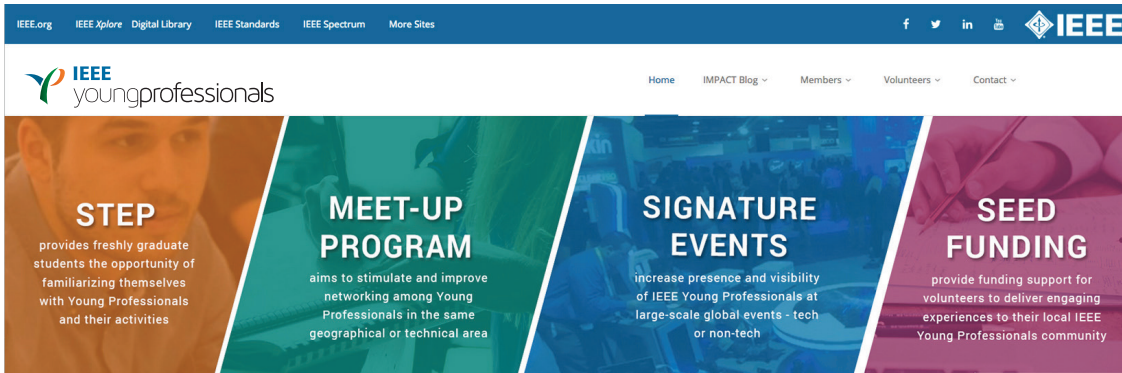
IEEE

Digital and On-Screen Usage

IEEE Young Professionals guidelines for web usage follows all IEEE brand guidelines for sub-sites.

Web sub-site templates and hosting
The IEEE Web Sub-sites Template System, designed for use by IEEE employees and volunteers, contains starter information architecture documents (site-maps) as well as a collection of HTML pages and related files, and WordPress themes for common site types.

For more information go to:
www.ieee.org/about/toolkit/tools/index_tools.html#sect6
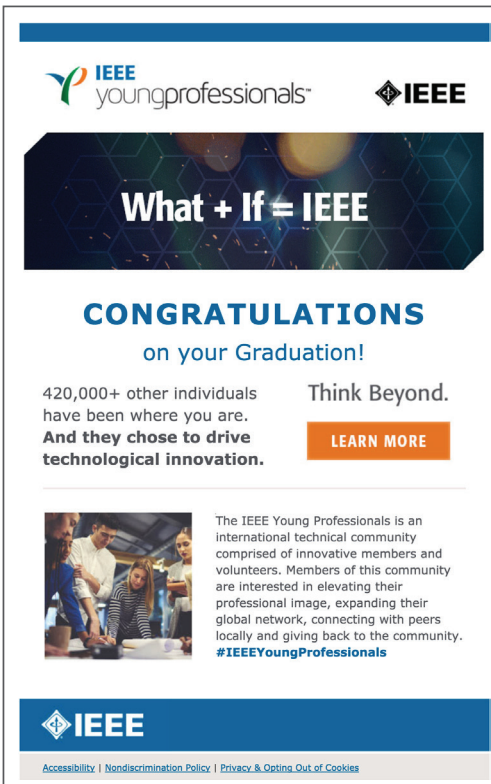
Examples of proper placement of the Young Professionals logo and IEEE Master Brand on an HTML email or web sub-site. In these examples, the IEEE Young Professionals logo is shown in the preferred style on a white background.

Round logo icons may be used as buttons for links and graphics, such as promotional giveaways. The "YP" icon is best used as an art element when the entire IEEE Young Professionals logo is also used on the page.
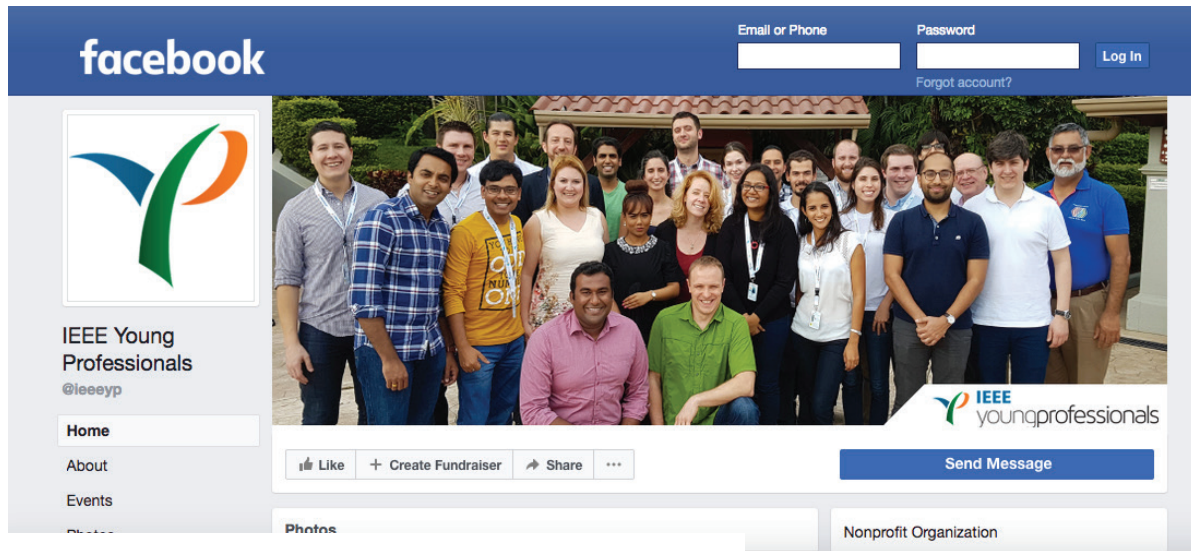
Logo Usage in Social Media

All social media brands (Facebook, Twitter, Instagram, etc) have their own sets of guidelines. When using the IEEE Master Brand or Young Professionals logos for these applications, follow the minimum size (100 pixels) and clear space (½x) for digital and on-screen applications.

If the minimum size and/or clear space cannot be met, the Master Brand or sub-brand logos should be as large as possible within the given space. Make sure that the Master Brand, sub-brand logos and/or tagline (if used) are legible when resized for mobile optimization. If the IEEE Master Brand or sub-brand logo is illegible for certain profile icons, consider usage of an image or the sub-brand logo may be reformatted for the square application.

Size and Font
- Clear Space: Equal to or greater than ½x
- Master Brand Minimum Width: 100 pixels
- Font: Formata or Verdana

Color
- Must be from approved IEEE color palette

Video Example

IEEE
young
professionals

◆IEEE

IEEE youngprofessionals

Opening Frame Example

IEEE youngprofessionals

CREDITS:
Ne voluptaquel
Wqui denes solore
Eoluptatempe alitatem
Roluptatur adis sit
Tliquatio eliamus

Closing Frame Example

IEEE Wedge Design System
Consider using a branded 'wedge' accent color bar along bottom with reversed to white Master Brand for
title and ending slides. This can be done in the IEEE blue or any IEEE color from the approved color palette.

Logo Usage in Video

To keep the IEEE Brand consistent throughout all
applications, follow these video guidelines when
producing any type of video.

Watermark
It is always recommend to leverage the IEEE
Master Brand in all communications, including
video. Use of the IEEE Master Brand as a
ghosted/translucent, 'watermark,' is one solution,
indicated in the example at left. Position is shown
in the lower right corner of the frame, maintaining
brand clear space and enough room to allow for
a video control bar that may appear below the
watermark during playback. This may interfere in
some instances with the IEEE.tv logo that appears.
If the IEEE.tv logo is present, the IEEE Master
Brand can be appear in opening and closing
frames, rather than throughout.

The IEEE Young Professionals logo can also be
utilized as a watermark throughout, and/or at
full-strength in any frame of the video where it
makes sense as a brand identifier. At a minimum,
the sub-brand should always appear in opening
and closing frames. As long as guidelines are met
for compliance, such as for minimum clearance,
exact placement is left to the discretion of those
responsible for the video creation/production.

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Contact Info

IEEE Master Brand, Identity Guidelines, and Templates: **www.ieee.org/go/brand**

For questions regarding these guidelines, please contact: **branding@ieee.org**

IEEE young professionals

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