



Logo redone

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Current (and it's issues)

- 1) Size limited to 640x480 pixels (maximum)
- 2) Any increase adds pixelation! (jagged edges)
- 3) Font color of IEEE logo is different!
- 4) Font color of text "Southeastern Michigan" is different!
- 5) Tag line color and font are also different!



Revised/Redrawn Logo

- Available in multiple formats!
 - BMP (bitmap)
 - JPEG (joint photographers group)
 - GIF (graphics interchange format)
 - TIFF (tagged image file format)
 - PNG (portable network graphics)
 - Conversion to other formats now can retain the original quality!
- Created at common scale (350x350 pixels)
- Font color as per IEEE guidelines
 - (Hue:135, Saturation: 240, Luminosity: 73)
 - RGB (0::98::155)

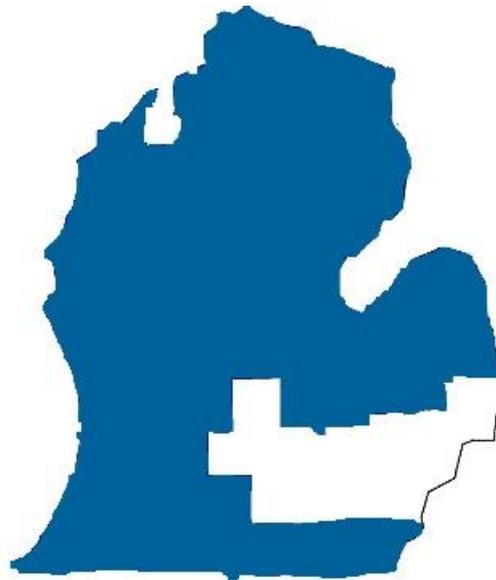


IEEE

**Southeastern
Michigan**

Electrical and Electronic Engineers Creating Our Future

Old vs New:
Calibri font



IEEE

**Southeastern
Michigan**

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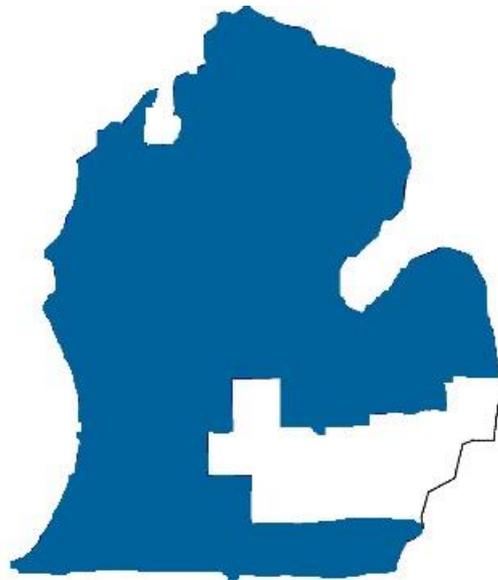


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Old vs New:
Verdana font



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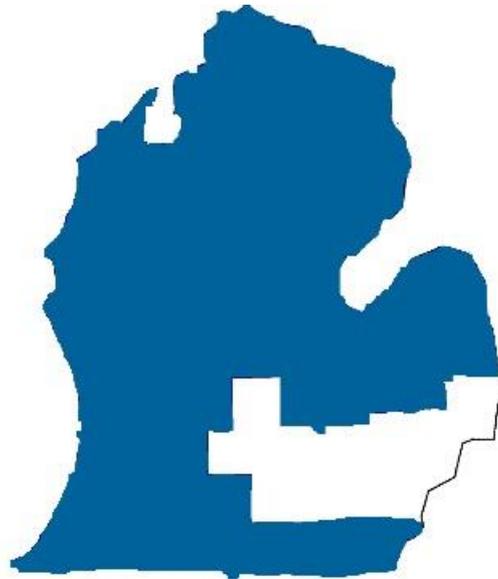


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Old vs New:
Cambria font



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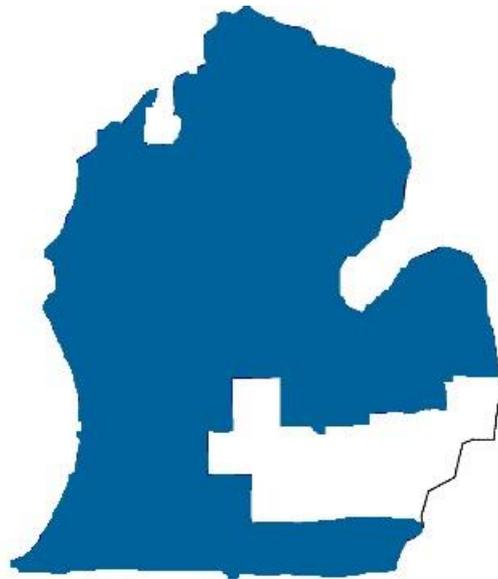


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Old vs New:
Times New
Roman font



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Supplement/notes

Additional Info

- Sources/References:
 - 1) <https://brand-experience.ieee.org/guidelines/digital/style-guide/branding-visual-elements/>
 - 2) https://www.ieee.org/content/dam/ieee-org/ieee/web/org/about/ieee_visual_guidelines.pdf

Terms

- In computer graphics, pixelation is caused by displaying a bitmap or a section of a bitmap at such a large size that individual pixels, small single-colored square display elements that comprise the bitmap, are visible. Such an image is said to be pixelated