

IEEE Master Brand + Tagline Graphic Guidelines

In September 2009, the IEEE Board of Directors approved an IEEE tagline – Advancing Technology for Humanity – as recommended by the IEEE Public Visibility committee.

Guidelines

■ **When to use** Use the IEEE Master Brand + Tagline graphic on all corporate material, or when **no** other IEEE logo or logo with a tagline exists. Use only the IEEE Master Brand in all other applications.

■ **Minimum Size** The minimum width for the IEEE Master Brand + Tagline graphic is:

- print & promotional items: 1 in. (25.4 mm)
- Web & PowerPoint: 100 pixels

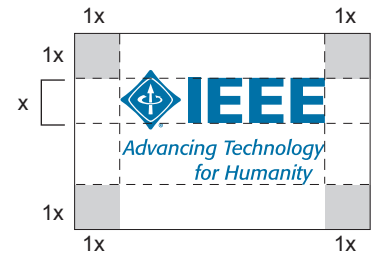


If the graphic needs to be larger, the height should be increased proportionately.

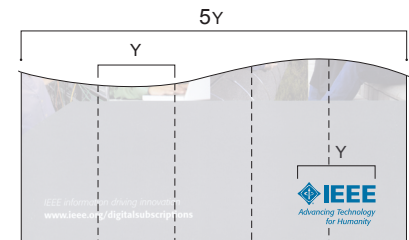
■ **Clear Space** The required clear space on all sides of the IEEE Master Brand + Tagline graphic is:

- print & promotional items: 1x
- Web & PowerPoint: 1/2 x

Clear space is required so that the IEEE Master Brand + Tagline graphic does not compete with other images/graphics. The “x” is equal to the height of the letters I-E-E-E in the Master Brand.



■ **Size Ratio** The length of the IEEE Master Brand + Tagline graphic (“Y”) equals one-fifth of the width of the application. Dimensions should increase or decrease proportionately, but should not be less than the minimum size.



■ **Color** ▪ Corporate-wide applications: IEEE blue (PMS 3015); black or white may also be used.

■ **Placement**

- Print: lower-right cover page
- Promotional items: any printable area; should not be less than the minimum size
- PowerPoint: lower-right corner of every slide
- Web sites: upper-right corner of header

For detailed information and to download the IEEE Master Brand + Tagline graphic, please visit www.ieee.org/tagline.

Questions:

e-mail: corporate-communications@ieee.org

