

## Basic Identity Elements

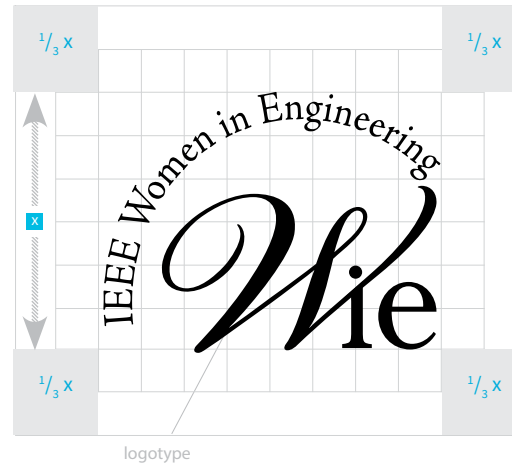
### Brand Message

To maintain and strengthen the desired perception for the IEEE Women in Engineering Brand, visual identity guidelines have been developed for use when creating communications for IEEE WIE to achieve overall a high level of consistency.

The IEEE WIE visual identity guidelines includes the Master Brand, color palette, typography, imagery and graphic style.

Proper use of the IEEE WIE Brand helps to uphold the integrity of the brand, and ensures that members, industry professionals and organizations look to IEEE WIE as one of the leading international professional organizations dedicated to providing a global forum for women in technical professions.

### Our Logo



### CLEARSPACE

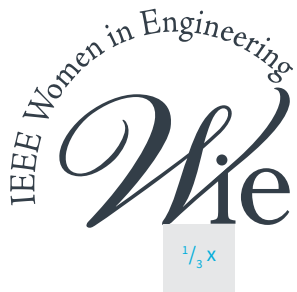
#### Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

### MINIMUM LOGO SIZE



### Sub-branding



### Affinity group name

#### Guidelines

Add the secondary text using the clear space guidelines. Follow the alignment shown above. Use 14pt. Formata medium for subordinate text as shown.



### Co-branding



#### Guidelines

When using the IEEE WIE logo adjacent to another logo or IEEE logo the minimum space between them should be .5".

When used on a print promotion the preferred location of the logos would be: IEEE WIE logo, top left and IEEE or secondary logo, bottom right. Please see example to the right.



## IEEE WIE logo - brand use

Incorrect configurations and usage of the IEEE WIE Master Brand are detrimental to the IEEE WIE brand identity, as they make us appear fragmented. Modifications or distortions to the IEEE WIE Master Brand are not permitted. Examples of IEEE WIE Master Brand misuse are shown.

### Background control

#### CORRECT BACKGROUND COLOR USE



#### INCORRECT BACKGROUND COLOR USE



### Incorrect IEEE WIE logo use



# Typography

Typography can work together with other design elements to make communications more readable, consistent, and visually appealing. IEEE typefaces have been chosen with these purposes in mind and because of their adaptability to a range of materials. Formata is the approved primary typeface and 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 corporate-wide and sub-brand communications.

## Alternate Usage Typefaces

### Verdana

Regular  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

*Italic*  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnop

**Bold**  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

***Bold Italic***  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

### Times New Roman

Regular  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

*Italic*  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnop

**Bold**  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

***Bold Italic***  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

## Formata - The IEEE WIE Typeface

### Formata

Light  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

Regular  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnop

Medium  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

**Bold**  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

Condensed  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

Condensed Medium  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

Condensed Bold  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

*Light Italic*  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

*Italic*  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnop

***Medium Italic***  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

***Bold Italic***  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

*Condensed Italic*  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

***Condensed Medium Italic***  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

***Condensed Bold Italic***  
 ABCDEFGHIJKLMNOPQ  
 abcdefghijklmnopq

## Corporate Colors

Consistent use of color can help build strong brand recognition. This makes it possible for an organization to “own” a certain set of colors, by leaving a lasting impression through identification of the organization with that specific color palette.

### Primary Colors

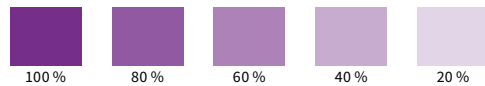


PRIMARY COLOR  
PURPLE

-

#### COLOR CODES

CMYK : C73 M100 Y0 K0  
 Pantone : 526C  
 RGB : R112 G47 B38  
 HEX : #702f8a



COLOR TONES



Purple Gradient

THE GRADIENT

## PRIMARY COLOR SYSTEM

#### Explanation:

IEEE WIE has two primary colors: purple and dark grey. These colors have become a recognizable identifier for the organization.

#### Usage:

The IEEE WIE Logo should be used only in the primary colors, purple, dark grey, black and white. The secondary colors are complimentary.

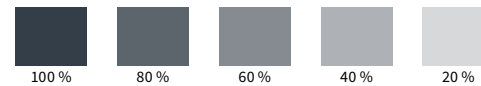


PRIMARY COLOR  
DARK GREY

-

#### COLOR CODES

CMYK : C65 M43 Y26 K78  
 Pantone : 432C  
 RGB : R51 G63 B72  
 HEX : #333333



COLOR TONES



Grey Gradient

THE GRADIENT

## Secondary Colors

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for our company. Secondary colors should be used sparingly (less than 30% of the palette in one piece).

### SECONDARY COLOR SYSTEM

**Usage:**

Use them to accent and support the primary color palette.

#### Secondary Colors



Tones

CMYK : C77 M0 Y100 K0  
Pantone : 361C

RGB : R67 G176 B42  
Web : #339933



Tones

CMYK : C19 M14 Y78 K60  
Pantone : 7484C

RGB : R0 G87 B63  
Web : #006633



Tones

CMYK : C0 M64 Y95 K0  
Pantone : 158C

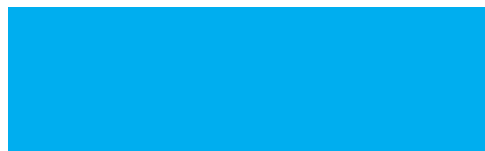
RGB : R227 G114 B34  
Web : #E37222



Tones

CMYK : C100 M31 Y5 K20  
Pantone : 3015C IEEE BLUE

RGB : R0 G102 B161  
Web : #006699



Tones

CMYK : C100 M0 Y0 K0  
Pantone : Process Cyan

RGB : R0 G159 B218  
Web : #009FDA



## Images

Photography plays a vital role in expressing the IEEE WIE brand. Properly chosen photographs have the power to demonstrate both the our vision and the impact our organization can have.

Our photography is more 'ownable' when the bright colors are used in the imagery to further reinforce our color palette. Real photos, where possible should be used to convey the themes specified below. Stock photography displaying similar themes can be used.

### Photography themes:

- Encouragement
- Engagement
- Outreach
- Mentoring
- Inclusiveness
- Diversity
- Strength
- STEM
- Empowerment

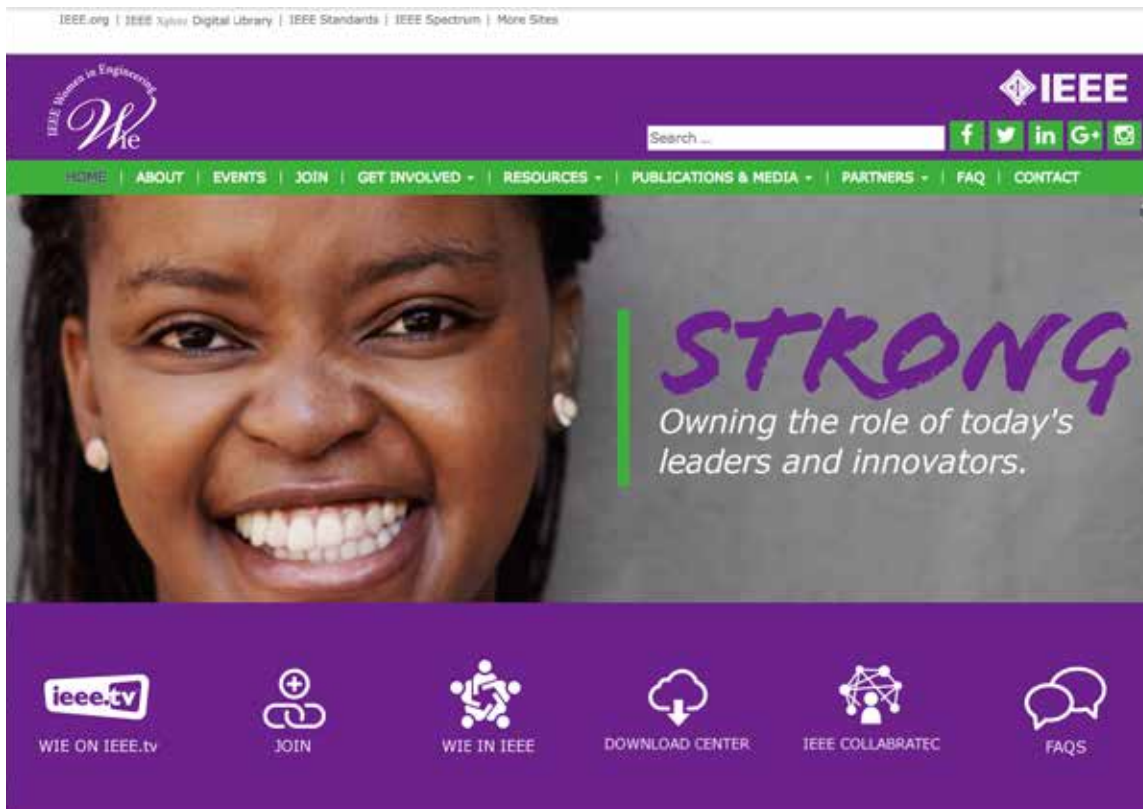


## Web Elements

These are examples of how the IEEE WIE brand can be communicated in an online application using the elements described in these guidelines. Note the use of the IEEE WIE logo, bold imagery, and the IEEE WIE color palette.

### IEEE Logo placement:

On web sites other than the main site (www.ieee.org), as well as HTML e-mails, the Master Brand should be placed in the upper-right hand corner, as shown in the example.



## Application Examples

### Print Collateral



### Trifold Brochure

This is an example of the logotype applied to the cover of a brochure promoting an individual program. The logotype also appears on the rear address panel of the publication.

- Logotype : Pantone® 526
- Address block text : Formata Light
- Color : Black
- Size : 8.5" x 11" Trifold

### Merchandise



### T-shirt, Cap, Mug, Pin and Shopping Bag

This shows examples of acceptable uses of the visual identity system on merchandise.