

IEEE 125th Anniversary Mark Guidelines

Contents

- 03** Introduction
- 04** Clear Space and Minimum Size: Print
- 05** Clear Space and Minimum Size: Screen
- 06** Color Variations: Print
- 07** Color Variations: Screen
- 08** How to Use the IEEE 125th Anniversary Mark
- 09** Incorrect Use of the IEEE 125th Anniversary Mark

Introduction

In 2009, IEEE celebrates its 125th anniversary and a proprietary anniversary mark has been established to commemorate the occasion. This mark, with the tagline “Celebrating 125 Years of Engineering the Future,” should be used in place of the IEEE primary Master Brand on all communications, both offline and online, in 2009 to build awareness for this important milestone among members, the technology community, the public, and internal audiences.

The 125th Anniversary Mark Guidelines should be followed in place of the Master Brand section of the complete IEEE Visual Identity Guidelines (www.ieee.org/go/visual_guidelines). All other elements of the Visual Identity Guidelines - including color, typography, imagery, and design system - are still applicable. These reference guides were designed to provide those who communicate on behalf of IEEE with the key elements that will help build visual alignment, recognition, and brand equity for IEEE.

The IEEE 125th Anniversary Mark has been created in conjunction with the IEEE primary Master Brand. Never recreate its elements. Always use the approved artwork. The following pages provide guidelines on how the IEEE 125th Anniversary Mark should be applied to all communications.

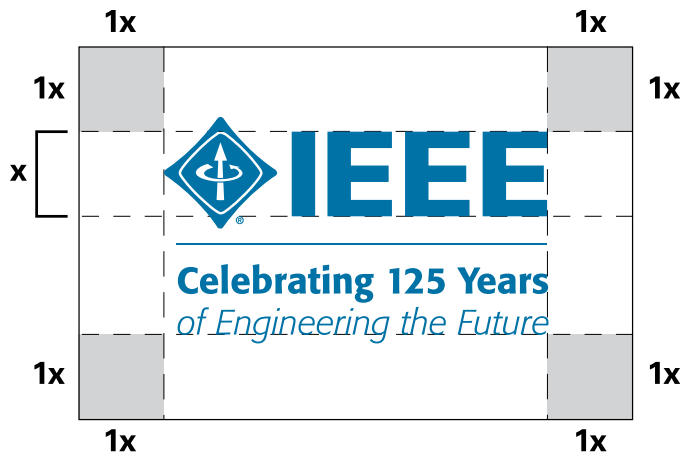


Celebrating 125 Years
of Engineering the Future

Clear Space

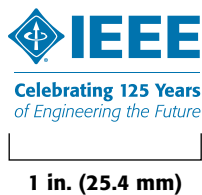
Print and Non-Screen-based Applications

The required clear space for the IEEE 125th Anniversary Mark in print and non-screen-based applications is illustrated below. A clear space equal to or greater than "1x" is required on all sides surrounding the IEEE 125th Anniversary Mark, so it does not compete with other images, graphics, and text. The measurement "x" is equal to the height of the letters IEEE. Do not place any elements inside this clear space.



Minimum Size

The minimum width for the IEEE 125th Anniversary Mark in print and non-screen-based applications is 1 in. (25.4mm).



Clear Space

Screen

The required clear space for the 125th Anniversary Mark on the Web and other on-screen applications is illustrated below. A clear space equal to or greater than “ $\frac{1}{2}x$ ” is required on all sides surrounding the IEEE 125th Anniversary Mark, so it does not compete with other images, graphics, and text. The measurement “ x ” is equal to the height of the letters IEEE. Do not place any elements inside this clear space.



Minimum Size

For the Web and other on-screen applications, do not reduce the size below 125 pixels excluding clear space (as provided in the digital art files).



Color Variations: Print

Color is an important part of the IEEE 125th Anniversary Mark. It is preferred that the IEEE 125th Anniversary Mark be reproduced in IEEE Blue (Pantone 3015 or process color equivalent) on corporate-wide applications. The black or white options are also acceptable. For all sub-brand applications, the black or white options are preferred. Great care should be taken to ensure sufficient contrast between the IEEE 125th Anniversary Mark and the background. Approved color variations are illustrated below.



SPOT: Pantone 3015 C



PROCESS COLOR: C100 M31 Y5 K20



BLACK: C0 M0 Y0 K100



**WHITE/REVERSED: C0 M0 Y0 K0
(Mark placed on grey background
for illustrative purposes only)**

Color Variations: Screen

Screen-based applications, such as PowerPoint presentations or Web sites, require alternate color specifications. The RGB or hexadecimal (Web-safe) equivalents of the IEEE blue are preferred for screen-based applications. The black or white IEEE 125th Anniversary Mark should be used when placed on a colored or image background. Color specifications are illustrated below.



Celebrating 125 Years
of Engineering the Future

SCREEN: R0 G102 B161



Celebrating 125 Years
of Engineering the Future

WEB: #006699



Celebrating 125 Years
of Engineering the Future

WEB: #000000



Celebrating 125 Years
of Engineering the Future

WEB: #FFFFFF

How to Use the IEEE 125th Anniversary Mark

Using the IEEE 125th Anniversary Mark correctly and consistently is essential to maintaining our brand equity. As outlined in the previous pages, consideration must be given to clear space and minimum size. On print applications and PowerPoint presentations, place the IEEE 125th Anniversary Mark on the first page in the bottom right-hand corner. Within the headers of IEEE sub sites, the IEEE 125th Anniversary Mark should be placed in the upper right-hand corner.



White and black IEEE 125th Anniversary Mark on printed collateral.
Rules on clear space, minimum size, and placement are followed.



White and black IEEE 125th Anniversary Mark on printed collateral.
Rules on clear space, minimum size, and placement are followed.



Blue IEEE 125th Anniversary Mark on PowerPoint presentation.
Rules on clear space, minimum size, and placement are followed.

Black IEEE 125th Anniversary Mark on IEEE sub site



Incorrect Use of the IEEE 125th Anniversary Mark

Incorrect configurations and usage of the IEEE 125th Anniversary Mark are detrimental to the IEEE brand, as they make IEEE appear fragmented. Modifications to the IEEE 125th Anniversary Mark are not permitted. Examples of IEEE 125th Anniversary Mark misuse are shown below.

 <p>Do not rearrange the elements</p>	 <p>Do not recreate or alter the typeface or diamond symbol</p>	 <p>Do not distort or change the proportions</p>
 <p>Do not use unapproved colors</p>	 <p>Do not place the mark at an angle</p>	 <p>Do not place the mark on top of a busy background</p>
 <p>Do not combine elements of the black-and-white and color mark</p>	 <p>Do not add containment shapes to the mark</p>	 <p>Do not add any tagline, name, or text to the mark</p>