



# IEEE Humanitarian Technologies Identity Guidelines

A Sub-Brand of IEEE

*Includes all Humanitarian Technology Programs  
managed by IEEE Humanitarian Technologies.*



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# Table of Contents

<b>About</b>	
Overview .....	<a href="#">3</a>
Brand Elements .....	<a href="#">4</a>
<b>IEEE Humanitarian Technologies (IEEE HT)</b>	
Logo Variations & Color .....	<a href="#">5</a>
IEEE Humanitarian Technologies Programs .....	<a href="#">6</a>
<b>IEEE SIGHT</b>	
IEEE SIGHT Logo Variations & Color .....	<a href="#">7</a>
IEEE SIGHT Identifiers .....	<a href="#">8</a>
<b>IEEE Tech4Good</b>	
IEEE Tech4Good Logo Variations & Color .....	<a href="#">9</a>
Minimum Size & Clear Space .....	<a href="#">10</a>
Background Control .....	<a href="#">11</a>
Usage .....	<a href="#">11</a>
Text Usage .....	<a href="#">12</a>
Typography .....	<a href="#">13</a>
Graphic Elements .....	<a href="#">14</a>
Partner Branding .....	<a href="#">15</a>
Imagery .....	<a href="#">16</a>
Video .....	<a href="#">16</a>
Social Media .....	<a href="#">17</a>
Application Examples .....	<a href="#">18</a>



## IEEE Humanitarian Technologies (IEEE HT)

IEEE Humanitarian Technologies (IEEE HT) is a consortium of programs and initiatives-supported by a global network of volunteers and technical professionals-working together to apply technology to solve the world's most pressing problems.

In keeping with the IEEE mission of advancing technology for the benefit of humanity, IEEE HT provides the framework, best practices, and tools for developing and deploying innovative solutions to advance sustainable development goals globally while achieving social and environmental impact locally.

For more information, please visit: [ieee.org/humanitarian-tech](http://ieee.org/humanitarian-tech)

**IEEE SIGHT**

Special Interest Group on  
Humanitarian Technology

### IEEE SIGHT

The IEEE SIGHT brand mark should be included with other sponsor wordmarks when IEEE SIGHT programs or activities have provided funding or other formal support. The IEEE SIGHT name may **NOT** be used to name an event unless the event is being run directly by IEEE SIGHT.

For more information, please visit: [sight.ieee.org](http://sight.ieee.org)



### IEEE Tech4Good

A direct program of IEEE HTB, IEEE Tech4Good provides funding for grassroots projects that utilize technology to address the pressing needs of the member's local communities. Projects must address one or more of the United Nations Sustainable Development Goals (UN SDGs).

Learn more: [htb.ieee.org/funding-opportunities/tech4good/](http://htb.ieee.org/funding-opportunities/tech4good/)

**IEEE  
Humanitarian  
Technologies  
Board**

### IEEE Humanitarian Technologies Board (IEEE HTB)

This should **NOT** be used by any other IEEE entity without express consent from IEEE HTB.

For more information, please visit: [htb.ieee.org](http://htb.ieee.org)

# Brand Elements

To the right are the core elements of the IEEE Humanitarian Technologies visual identity logo, color palette, fonts, graphic elements, and imagery. This guideline document works in tandem with the full [IEEE Brand Identity Guidelines](#) and does not supersede them.

IEEE has consolidated best practices from communications materials created throughout the organization and streamlined the components and rules for how each element is used when creating branded communications. Identity elements have been carefully selected to reinforce the personality and values of the IEEE Brand.

## IEEE HUMANITARIAN TECHNOLOGIES BRAND MARKS



### COLOR



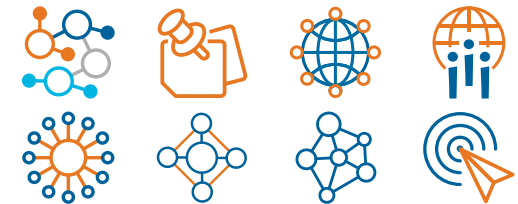
### TYPOGRAPHY

IEEE Brand Font  
Formata  
abc  
ABC

IEEE Alternate Font  
Calibri  
abc  
ABC

IEEE Web Font  
Open Sans  
abc  
ABC

### IMAGERY & GRAPHIC ELEMENTS



### APPLICATIONS



*The success of the IEEE Brand depends on the structure of its brand architecture and how it is reflected to the world. This includes the IEEE Master Brand and its associated family of brands. This guide provides an overview of how the IEEE Humanitarian Technologies brand should be used.*

# IEEE Humanitarian Technologies (IEEE HT) Logo Variations

The primary logo for IEEE Humanitarian Technologies contains several colors from the approved IEEE color palette. The full color version should be used in most instances, ensuring visible contrast is maintained between the logo and background.

The IEEE Humanitarian Technologies logo has several color variations as illustrated in examples to the right. Recommended tints for use of these colors are included. The recommended type color (black or white) is indicated in the percentage labels.

When needed, the IEEE Humanitarian Technologies logo can appear as solid blue (Pantone 3015) or black. For dark backgrounds, use the solid white version of the logo. Ensure that all background control requirements are met when using any of the IEEE Humanitarian Technologies logo variations.

When using the IEEE Humanitarian Technologies logo and IEEE Master Brand, make sure to follow the minimum size and clear space requirements. A gray (60% black) or IEEE Blue, vertical line should always be used to separate the IEEE Humanitarian Technologies logo from the IEEE Master Brand. For more information, or questions, please contact [branding@ieee.org](mailto:branding@ieee.org).

## COLOR - PRIMARY



## IEEE BLUE



## WHITE



*Dark gray background to meet contrast requirements and for illustrative purposes only.*

## IEEE MASTER BRAND LOCK-UP



### PANTONE (SPOT) 3015C

CMYK  
C100 M35 Y3 K21

RGB  
R0 G98 B155

HEXADECIMAL  
#00629b

RAL  
5007

TINT	HEX
100%	#00629b
80%	#007daf
60%	#5b9cc3
40%	#95bcd6
20%	#cadcea

### PANTONE (SPOT) 295C

CMYK  
C100 M63 Y0 K67

RGB  
R0 G40 B85

HEXADECIMAL  
#002855

RAL  
5026

TINT	HEX
100%	#002855
80%	#2d4d76
60%	#627596
40%	#94a1b8
20%	#c8ceda

### PANTONE (SPOT) 158C

CMYK  
C0 M62 Y95 K0

RGB  
R232 G119 B34

HEXADECIMAL  
#E87722

RAL  
2011

TINT	HEX
100%	#E87722
80%	#F69251
60%	#FDAD7B
40%	#FFC8A6
20%	#FFE3D1

### PANTONE (SPOT) CYAN

CMYK  
C100 M0 Y0 K0

RGB  
R0 G181 B226

HEXADECIMAL  
#00B5E2

RAL  
5024

TINT	HEX
100%	#00B5E2
80%	#00B9F2
60%	#44C8F5
40%	#8ED8F8
20%	#C7EAFB

### PANTONE (SPOT) 200C

CMYK  
C3 M100 Y70 K12

RGB  
R186 G12 B47

HEXADECIMAL  
#BA0C2F

RAL  
3027

TINT	HEX
100%	#BA0C2F
80%	#D45154
60%	#E47F7B
40%	#F1AA5
20%	#F9D4D0

### PANTONE (SPOT) BLACK

CMYK  
C0 M0 Y0 K100

RGB  
R0 G0 B0

HEXADECIMAL  
#000000

RAL  
9017

TINT	HEX
100%	#000000
80%	#58595b
60%	#808285
40%	#a7a9ac
20%	#d1d3d4

### PANTONE (SPOT) WHITE

CMYK  
C0 M0 Y0 K0

RGB  
R255 G255 B255

HEXADECIMAL  
#FFFFFF

RAL  
9016

Use **Pantone (PMS) 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, presentations, HTML emails, and television monitors.

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

Use **RAL colors** for the European equivalent of Pantone (PMS) colors for applications in signage and facility installations.

# IEEE Humanitarian Technologies Programs

The consortium of IEEE HT programs leverages the strength and reach of the IEEE network to make a difference in local communities around the globe.

*Make sure to follow the sub-brand identity guideline of each IEEE HT program when using any of the brand marks.*

When using any of the IEEE HT program logos and IEEE Master Brand, make sure to follow [minimum size and clear space requirements](#). A vertical line should always be used to separate the logo from the IEEE Master Brand.

## IEEE HT PROGRAM LOGOS

### IEEE SIGHT

Special Interest Group on  
Humanitarian Technology

[About](#) | [Guidelines](#)

### IEEE TECH4 GOOD

[About](#) | [Guidelines](#)



[About](#)

### EPICS<sup>™</sup> IN IEEE

Engineering Projects In Community Service

[About](#)

### MOVE

DISASTER  
RELIEF &  
OUTREACH  
AN IEEE GLOBAL PROGRAM

[About](#) | [Guidelines](#)

### IEEE REACH

[About](#)

### IEEE Humanitarian Technologies Board

In keeping with the IEEE mission of advancing technology for the benefit of humanity, the IEEE Humanitarian Technologies Board (IEEE HTB) drives the work of IEEE Humanitarian Technologies (IEEE HT). IEEE HTB inspires and empowers IEEE volunteers worldwide who carry out and support impactful humanitarian technology activities at the local level. IEEE HTB supports impactful and ethically informed volunteer-led initiatives, programs and projects, and mutually beneficial partnerships, as well as informing policies that harness technology and innovation to address societal challenges (including disaster recovery) in a responsive, effective, and sustainable way.

The IEEE HTB mark should NOT be used by any other IEEE entity without express consent from IEEE HTB.

### IEEE smart village<sup>®</sup>

Power a Village, Empower Community

[About](#) | [Guidelines](#)

# IEEE SIGHT

The IEEE Special Interest Group on Humanitarian Technology (SIGHT) is a global network of IEEE volunteers partnering with underserved communities and local organizations to leverage technology for sustainable development.

The primary logo for IEEE SIGHT contains several colors from the approved IEEE color palette. The full color version should be used in most instances, ensuring visible contrast is maintained between the logo and background.

The IEEE SIGHT logo has several color variations as illustrated in examples to the right. Recommended tints for use of these colors are included. The recommended type color (black or white) is indicated in the percentage labels.

When needed, the IEEE SIGHT logo can appear as solid blue (Pantone 3015) or black. For dark backgrounds, use the solid white version of the logo. Ensure that all background control requirements are met when using any of the IEEE SIGHT logo variations.

When using the IEEE SIGHT logo and IEEE Master Brand, make sure to follow the minimum size and clear space requirements.

A gray (60% black) or IEEE Blue, vertical line should always be used to separate the IEEE SIGHT logo from the IEEE Master Brand. For more information, or questions, please contact [branding@ieee.org](mailto:branding@ieee.org).

*The Orange (Pantone 718) color is grandfathered in and part of the original brand design. This color is allowed only in the brand mark.*

## COLOR - PRIMARY

# IEEE SIGHT

Special Interest Group on  
Humanitarian Technology

## IEEE BLUE

# IEEE SIGHT

Special Interest Group on  
Humanitarian Technology

## WHITE

# IEEE SIGHT

Special Interest Group on  
Humanitarian Technology

*Dark gray background to meet contrast requirements and for illustrative purposes only.*

## STACKED

# IEEE SIGHT

Special Interest Group on  
Humanitarian Technology

*The stacked IEEE SIGHT brand mark is for special use cases (i.e. Social Applications) where space is limited.*

## IEEE MASTER BRAND LOCK-UP

# IEEE SIGHT

Special Interest Group on  
Humanitarian Technology



## PANTONE (SPOT) 3015C

CMYK  
C100 M35 Y3 K21

RGB  
R0 G98 B155

HEXADECIMAL  
#00629b

RAL  
5007

TINT	HEX
100%	#00629b
80%	#007daf
60%	#5b9cc3
40%	#95bcd6
20%	#cadcea

## PANTONE (SPOT) 158C

CMYK  
C0 M62 Y95 K0

RGB  
R232 G119 B34

HEXADECIMAL  
#E87722

RAL  
2011

TINT	HEX
100%	#E87722
80%	#F69251
60%	#FDAD7B
40%	#FFC8A6
20%	#FFE3D1

*Pantone 718C is grandfathered in and should only be used with the IEEE SIGHT brand mark.*

## PANTONE (SPOT) BLACK

CMYK  
C0 M0 Y0 K100

RGB  
R0 G0 B0

HEXADECIMAL  
#000000

RAL  
9017

TINT	HEX
100%	#000000
80%	#58595b
60%	#808285
40%	#a7a9ac
20%	#d1d3d4

## PANTONE (SPOT) WHITE

CMYK  
C0 M0 Y0 K0

RGB  
R255 G255 B255

HEXADECIMAL  
#FFFFFF

RAL  
9016

## PANTONE (SPOT) 718C

CMYK  
C0 M61 Y100 K10

RGB  
R190 G77 B0

HEXADECIMAL  
#BE4D00

RAL

TINT	HEX
100%	#BE4D00
80%	#C04D00
60%	#E39466
40%	#F0B797
20%	#F9DAC9

Use **Pantone (PMS) 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, presentations, HTML emails, and television monitors.

Use **Hexadecimal colors** when creating websites and any related applications, such as banner advertisements. Use **RAL colors** for the European equivalent of Pantone (PMS) colors for applications in signage and facility installations.

## IEEE SIGHT Identifiers

Region, Section, Society, Chapter, and Chapter-type SIGHT groups **should ONLY use** the approved identifier treatments available.

The orange (Pantone 718) wedge box should always appear to maintain the IEEE SIGHT brand. The wedge box is available in three different sizes so that the shape can accommodate a variety of Region, Section, Society, Chapter, and Chapter-type IEEE SIGHT group names.

The words shown in each identifier to the right are for illustrative purposes only and should be changed to reflect your specific Region, Section, Society, Chapter, or Chapter-type IEEE SIGHT group.

*When customizing the identifier treatment for your Region, Section, or Chapter, make sure to use the font Formata or Calibri.*

### REGION

**IEEE SIGHT**

Special Interest Group on  
Humanitarian Technology

SIGHT Region 9

### SECTION

**IEEE SIGHT**

Special Interest Group on  
Humanitarian Technology

Robotics and Automation  
Society (RAS) SIGHT

### CHAPTER-LEVEL

**IEEE SIGHT**

Special Interest Group on  
Humanitarian Technology

NITK SIGHT,  
Assistive Technology for  
Orthopedic Applications (India)



# IEEE Tech4Good

The IEEE Tech4Good program offers funding opportunities to support grassroots technological projects, led by IEEE members, that address local challenges related to sustainable development.

The primary logo for IEEE Tech4Good contains several colors from the approved IEEE color palette. The full color version should be used in most instances, ensuring visible contrast is maintained between the logo and background.

The IEEE Tech4Good logo has several color variations as illustrated in examples to the right. Recommended tints for use of these colors are included. The recommended type color (black or white) is indicated in the percentage labels.

When needed, the IEEE Tech4Good logo can appear as solid blue (Pantone 3015) or black. For dark backgrounds, use the solid white version of the logo. Ensure that all background control requirements are met when using any of the IEEE Tech4Good logo variations.

When using the IEEE Tech4Good logo and IEEE Master Brand, make sure to follow the minimum size and clear space requirements. A gray (60% black) or IEEE Blue, vertical line should always be used to separate the IEEE Tech4Good logo from the IEEE Master Brand. For more information, or questions, please contact [branding@ieee.org](mailto:branding@ieee.org).

## COLOR - PRIMARY



### IEEE BLUE



### WHITE



*Dark gray background to meet contrast requirements and for illustrative purposes only.*

## IEEE MASTER BRAND LOCK-UP



### PANTONE (SPOT) 3015C

CMYK  
C100 M35 Y3 K21

RGB  
R0 G98 B155

HEXADECIMAL  
#00629b

RAL  
5007

TINT	HEX
100%	#00629b
80%	#007daf
60%	#5b9cc3
40%	#95bcd6
20%	#cadcea

### PANTONE (SPOT) 295C

CMYK  
C100 M63 Y0 K67

RGB  
R0 G40 B85

HEXADECIMAL  
#002855

RAL  
5026

TINT	HEX
100%	#002855
80%	#2d4d76
60%	#627596
40%	#94a1b8
20%	#c8ceda

### PANTONE (SPOT) 158C

CMYK  
C0 M62 Y95 K0

RGB  
R232 G119 B34

HEXADECIMAL  
#E87722

RAL  
2011

TINT	HEX
100%	#E87722
80%	#F69251
60%	#FDAD7B
40%	#FFC8A6
20%	#FFE3D1

### PANTONE (SPOT) CYAN

CMYK  
C100 M0 Y0 K0

RGB  
R0 G181 B226

HEXADECIMAL  
#00B5E2

RAL  
5024

TINT	HEX
100%	#00B5E2
80%	#00B9F2
60%	#44C8F5
40%	#8ED8F8
20%	#C7EAFB

### PANTONE (SPOT) 200C

CMYK  
C3 M100 Y70 K12

RGB  
R186 G12 B47

HEXADECIMAL  
#BA0C2F

RAL  
3027

TINT	HEX
100%	#BA0C2F
80%	#D45154
60%	#E47F7B
40%	#F1AA5
20%	#F9D4D0

### PANTONE (SPOT) BLACK

CMYK  
C0 M0 Y0 K100

RGB  
R0 G0 B0

HEXADECIMAL  
#000000

RAL  
9017

TINT	HEX
100%	#000000
80%	#58595b
60%	#808285
40%	#a7a9ac
20%	#d1d3d4

### PANTONE (SPOT) WHITE

CMYK  
C0 M0 Y0 K0

RGB  
R255 G255 B255

HEXADECIMAL  
#FFFFFF

RAL  
9016

Use **Pantone (PMS) 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, presentations, HTML emails, and television monitors.

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

Use **RAL colors** for the European equivalent of Pantone (PMS) colors for applications in signage and facility installations.

## Minimum Size & Clear Space

The **minimum size** requirement for both print and digital applications ensures that the IEEE HT logo and brand family marks are legible. The minimum width for print, non-screen, and digital size requirements is marked to the right for each logo.

**Clear space** ensures that the IEEE HT logo and brand family marks do not compete with other images, graphics, and text. Do not place any images, graphics, or text inside the clear space.

A clear space, equal to or greater than "1x", is required on all sides surrounding the IEEE HT logo and brand family marks in printed applications ("1/2x" in digital applications).

### Minimum Size



**Print:** 1.5 inches, 38.1 millimeters  
**Digital:** 125 pixels

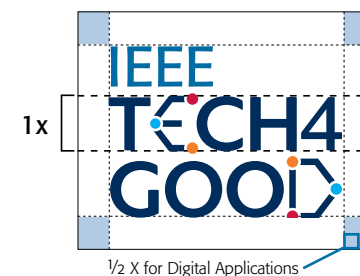


**Print:** 1.5 inches, 31.75 millimeters  
**Digital:** 125 pixels



**Print:** 1 inch, 25.4 millimeters  
**Digital:** 100 pixels

### Clear Space



**Note:** The minimum width for print & non-screen for the IEEE Master Brand is .875 inches. The minimum width for digital & on-screen is 100 pixels. More information is available online for the [IEEE Master Brand](#) minimum size & clear space requirements.



.875 inches  
 22.225 millimeters



100 pixels

# Background Control



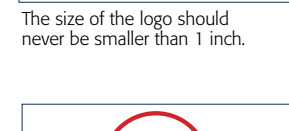
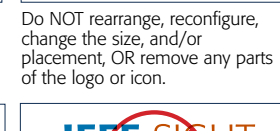

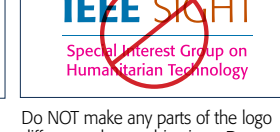
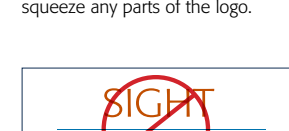

When placing the any of the IEEE HT program logos, and/or the graphic elements on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and logo. When placing the logo over an image, adjust the position of the image or retouch as needed. Here are some examples, for illustrative purposes only of both high contrast (**correct**) and low contrast (**incorrect**).

CORRECT USAGE	INCORRECT USAGE
 <p>Color logo on light background.</p>	 <p>Do NOT put the color logo on competing background.</p>
 <p>White logo on a dark background.</p>	 <p>Do NOT put the white logo on a light background.</p>
 <p>Color logo on a light background.</p>	 <p>Do NOT put the color logo on a background that does not meet contrast requirements.</p>
 <p>Color logo on an image with minimal detail.</p>	 <p>Do NOT place any logo variation on a complex background.</p>

# Usage

The IEEE HT program logos should never be used as part of a headline or sentence. The logos and graphic elements should never be reconfigured or altered, placed at an angle, subject to removal of elements, screened, or placed on a heavily patterned background, or busy photograph. Readability should be ensured in all applications.

Logo configurations and usage outside of established specifications and guidelines damage the brand, and over time, can reduce the value of the brand. Modifications and/or distortions are strictly prohibited. Please refer to the examples shown on the right.

INCORRECT USAGE	
 <p>The size of the logo should never be smaller than 1 inch.</p>	 <p>Do NOT rearrange, reconfigure, change the size, and/or placement, OR remove any parts of the logo or icon.</p>
 <p>Do NOT distort, stretch, and/or squeeze any parts of the logo.</p>	 <p>Do NOT make any parts of the logo different color combinations. Do NOT use any colors other than the approved colors.</p>
 <p>Do NOT use/show the logo without the IEEE in front of the name.</p>	 <p>Do NOT add any text to the logo or change the tagline copy in any way.</p>
 <p>Do NOT outline any part of the logo.</p>	 <p>Do NOT add a drop shadow and/or recreate the logo in any way.</p>

## Text Usage

### IEEE Humanitarian Technologies

- 1 When used in a sentence, title, or name, the full name should always appear as IEEE Humanitarian Technologies (IEEE HT) upon first reference. After the first instance, the shortened name, IEEE HT is allowed.
- 2 The shortened name should always appear as IEEE HT.

### IEEE SIGHT

- 3 When used in a sentence, title, or name, the full name should always appear as IEEE SIGHT.

### IEEE Tech4Good

- 4 When used in a sentence, title, or name, the full name should always appear as IEEE Tech4Good.

### IEEE Humanitarian Technologies Board

- 5 When used in a sentence, title, or name, the full name should always appear as IEEE Humanitarian Technologies Board (IEEE HTB) upon first reference. After the first instance, the shortened name, IEEE HTB is allowed.
- 6 The shortened name should always appear as IEEE HTB.

## About IEEE Humanitarian Technologies

IEEE Humanitarian Technologies (IEEE HT) is a consortium of programs and initiatives-supported by a global network of volunteers and technical professionals-working together to apply technology to solve the world's most pressing problems.

- 2 In keeping with the IEEE mission of advancing technology for the benefit of humanity, IEEE HT provides the framework, best practices, and tools for developing and deploying innovative solutions to advance sustainable development goals globally while achieving social and environmental impact locally.

## What is IEEE SIGHT?

A global network of IEEE volunteers partnering with underserved communities & local organizations to leverage technology for sustainable development.

## What is IEEE Tech4Good?

The IEEE Tech4Good program offers funding opportunities to support grassroots technological projects, led by IEEE members, that address local challenges related to sustainable development.

## What is the IEEE Humanitarian Technologies Board?

The IEEE Humanitarian Technologies Board (IEEE HTB) inspires and empowers IEEE volunteers around the world carrying out and supporting impactful humanitarian technology activities at the local level.

IEEE HTB was formerly the IEEE Humanitarian Activities Committee and was elevated to a Board in November 2022.

# Typography

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

**Formata is the primary typeface** for IEEE as well as IEEE Humanitarian Technologies. 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.

**Calibri is the alternate typeface** to be used on all screen-based applications, such as PowerPoint, Microsoft Word, and websites. If needed, the font Verdana may be used.

**Open Sans is the IEEE preferred web font** for use on all websites.

**Note:** The use of the Formata font is governed by license agreements. Use of the fonts without a license or in opposition to the license terms is prohibited. For questions or more information, use the [brand inquiries form](#) found on the [IEEE Brand Experience](#) site.

## PRIMARY TYPEFACE

Formata Light  
Formata Regular  
*Formata Italic*  
**Formata Medium**  
**Formata Bold**

## Formata

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

## ALTERNATE TYPEFACE

Calibri Light  
Calibri Regular  
*Calibri Italic*  
**Calibri Bold**  
*Calibri Bold Italic*

## Calibri

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

## WEB TYPEFACE

Open Sans Light  
Open Sans Regular  
*Open Sans Italic*  
Open Sans Semibold  
**Open Sans Bold**  
**Open Sans Extrabold**

## Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

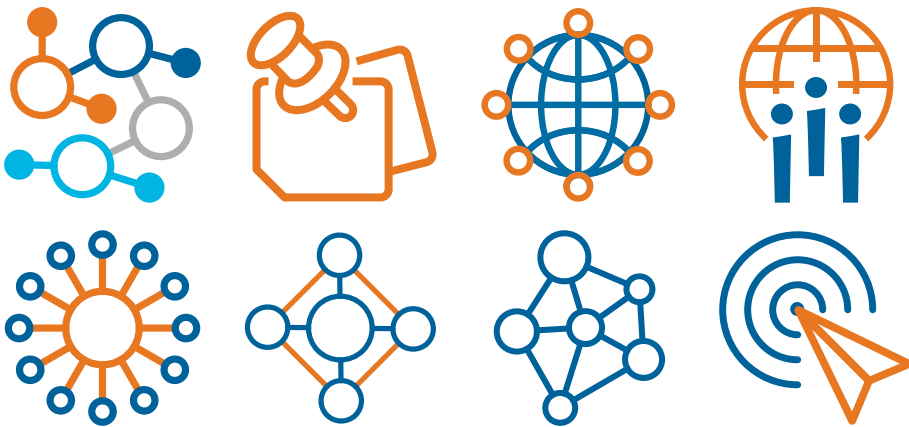
## Graphic Elements

The IEEE HT brand icon set is a prominent part of the brand. The icons can be used separately as a design element on print and web applications.

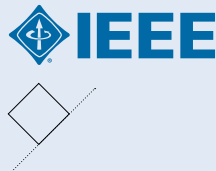
The icons may be shown at 100% opacity *ONLY* when using the graphic as the strongest design element on the page. *It is best used as a background for video or backdrop applications.*

When using any of the icons as a watermark or ghosted design element, it should be used at a 20% opacity or greater on a light background.

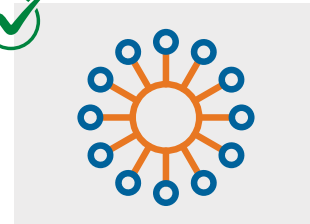
The icons should never be rotated. The icons can bleed off the edge of the page/screen. They do not have to be used in their entirety.



**Note:** The IEEE Master Brand wedge is a key element of the IEEE design system. The wedge can be incorporated in any materials, however it should be done so sparingly. The wedge must be at an approved angle of either 45° or 135°.



### CORRECT USAGE



100% IEEE HT icon on a light background.

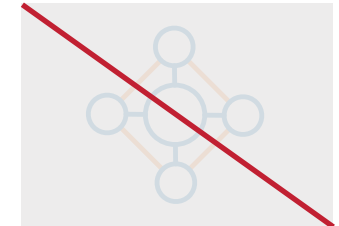


20% IEEE HT icon on a light background.



40% IEEE HT icon on a dark background.

### INCORRECT USAGE



Do NOT use the IEEE HT icon at an opacity lower than 20%.



Do NOT put the IEEE HT icon on a competing background.



Do NOT place the IEEE HT "icon on a dark/complex image.

## Partner Branding

As a philanthropic arm of IEEE, the IEEE Foundation inspires the generosity of donors to enable IEEE programs that improve access to technology, enhance technological literacy, and support technical education and the IEEE professional community. Donors can direct gifts to specific IEEE HT programs.

The **IEEE Foundation type treatment** should be used on most print and digital applications.

The **Donor Support Seal** is a tag that may be used to highlight IEEE programs made possible in whole or in part by giving to the IEEE Foundation. The Donor Support Seal should be used on most print and digital applications to show the breadth and depth of the impact that donors to the IEEE Foundation have across the Institute.

The marks for the [Donor Support Seal](#) or the [IEEE Foundation](#) type treatment are available for download. For more information, visit the [IEEE Foundation Brand Identity and Style Toolkit](#).

### IEEE Foundation

#### TYPE TREATMENT

IEEE  
Foundation

#### DONOR SUPPORT SEAL





## Imagery

The six image themes—people, technology, knowledge, connections, global, and historical—are based on the key pillars of the main IEEE Brand and reflect the IEEE Master Brand personality and style, as well as IEEE members, areas of expertise, and history.

Original photographs that you own the copyright for (not clip art or stock images) should be used whenever possible. When original photographs are not available, stock photography and abstract or vector artwork is acceptable as long as it follows the same guidelines.

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. ***Pulling images from Google is not allowed.***



## Video

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

### WATERMARK

Using the IEEE Master Brand as a ghosted/translucent 'watermark' is a good way to leverage the IEEE Brand. Be sure to maintain proper brand clear space, as well as enough room to allow for a video control bar that may appear below the watermark during playback.

The IEEE Master Brand can appear in the top right or in the opening and closing frames, rather than as a watermark throughout.

### IEEE WEDGE

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



Make sure to leave space clearance in the lower portion of the video frame for the IEEE.tv brand watermark. Anything intended for use in that space, please contact [ieee.tv](http://ieee.tv) for further guidance.



When using more than one logo on the endslate of a video, consider using a vertical line to separate the two logos.

When there is an IEEE.tv watermark, or when multiple sub-brands are involved, the IEEE Master Brand is not required to appear throughout, *but should appear* in the beginning and ending frames.



# Social Media

All social media networks have their own set(s) of guidelines. When using any of the IEEE HT program logos and the IEEE Master Brand for these applications, follow the [minimum size and clear space](#) for digital and on-screen applications.

**If the minimum size and/or clear space cannot be met, the IEEE HT logo, program logos, and IEEE Master Brand should be as large as possible within the given space.**

Make sure that the IEEE Master Brand, sub-brand logos, and/or tagline are legible when optimized for mobile applications.

## Size and Font

- Clear Space: Equal to or greater than 1/2x
- IEEE Master Brand Minimum Width: 100 pixels
- Font: Formata or Calibri when applicable

## Color

- Use approved IEEE color palette

Profile image, cover image, and social post/frame templates are available for use.

**Note:** The [IEEE Social Media Policy](#) can be found on the [IEEE Brand Experience site](#). For questions or more information, use the [brand inquiries form](#).

## Profile Page Social Treatments

### Profile Image



### Identifier Profile Image



Use this format to include text that indicates IEEE SIGHT represented by a Region, Section, Society, or Chapter.

### GROUP NAMES:

For consistency in naming conventions and alignment across all IEEE HTB and SIGHT Region, Section, Society, and Chapter-level groups, the actual social media profile names should follow this format: **"IEEE SIGHT – Name of Group"**

### Instagram



### Facebook



The IEEE Humanitarian Technologies logo and IEEE SIGHT brand mark is placed within the bounding box dimensions allowed by Facebook and LinkedIn guidelines.

Social media guidelines and dimensions are constantly evolving and should be researched prior to designing graphics for any social media network. For up-to-date dimensions and guidelines, visit the most recent [image size specifications for each social media network](#).

# Application Examples

Postcard



Flyer



IEEE Humanitarian Technologies Website



Social Media Templates



Promo Items

PowerPoint Template



IEEE SIGHT Website



**NOTE:** All use of the logos and brand elements herein when applied to all applications must be pre-approved by IEEE Humanitarian Technologies leadership. Make sure to email [htb-office@ieee.org](mailto:htb-office@ieee.org) for approval prior to final files.

# IEEE Contact & Resources

## Contact

For questions or more information about the IEEE brand, please use the [IEEE brand inquiries form](#).

## Brand Identity Tools

[IEEE Brand Experience Website](#)

[IEEE Master Brand and Logos](#)

[IEEE Brand Identity Guidelines](#)

## About IEEE

[Understanding the IEEE Brand](#)

