Why We Should Care About Our Brand

Marsha Longshore
Senior Manager, Corporate Communications

IEEE Region 8 Meeting
San Francisco, CA, USA
18 August 2011
Why is branding important?
US$600,000,000,000
Are you convinced?
Name that brand...
Name that brand...
Name that brand...

ISETC 2010
International Solar Energy Technology Conference

October 20, 2010
Santa Clara, CA USA

Find out more about this exciting event:
View Program at a Glance

Register Now

The 2nd International Solar Energy Technology Conference (ISETC) will be held on Oct. 20th in Biltmore Hotel and Suites, Santa Clara, CA. ISETC is the premier conference promoting innovative technologies related to the efficient creation, distribution, and usage of energy from solar rays.

Speakers

Sponsors

Reliability Society

isQED
Name that brand...
Name that brand...
Name that brand...
Why brand alignment is important

- IEEE is perceived as a trusted and credible source

- All IEEE units can leverage the power of the IEEE brand
  - Only if we are all considered to belong to the IEEE brand family

- Allows us to extend ourselves quicker and easier
US$1,000,000,000
So what is the IEEE brand?

- An authentic reflection of who we are and what we value
- Every point of contact
- The collection of symbols, experiences and associations that shape how others perceive IEEE
  - positioning statements and taglines
  - logos/IEEE Master Brand
  - look and feel
What does our brand reflect?
Humanitarian
Professional
Innovative
Respected
Reliable
Global
Board approved positioning statement

IEEE is the world’s largest professional association advancing innovation and technological excellence for the benefit of humanity. IEEE and its members inspire a global community to innovate for a better tomorrow through its highly cited publications, conferences, technology standards, and professional and educational activities. IEEE is the trusted “voice” for engineering, computing and technology information around the globe.
What is our Brand?

The IEEE brand is an authentic reflection of who we are and what we value.
What our brand promises?

The IEEE brand is a promise—to our members, volunteers, customers, staff, and the global community—of our unflagging dedication to sustain who we are and what we value.
Nurturing our brand ensures that IEEE will continue to increase its influence—and that IEEE will always have a respected voice.
Consistency builds trust

Brand value is achieved by how others feel about IEEE; however, brand identity begins with what they see.
We all have the same goal

Building a great brand is a community effort.
So how can you increase alignment?
Next steps for you

- Remember to keep your own uniqueness & strength while leveraging IEEE Master Brand
- Learn about the brand
  - www.ieee.org/go/brand
- Use the IEEE Master Brand correctly
  - Correct logo files
  - IEEE Visual Identity Guidelines (PDF)
- Let us help you
  - Contact us at corporate-communications@ieee.org
  - Read FAQs
  - Use templates that already having branding correct
What...are the IEEE Visual Identity Guidelines?

- PDF document defining the look-and-feel of IEEE brand
- Streamlines existing IEEE best practices to increase alignment and brand leverage
- Broken down into five elements
  1. Master Brand Standards
  2. Color
  3. Typography
  4. Imagery
  5. The Wedge

www.ieee.org/go/brand
IEEE Visual Identity Guidelines exercises
What’s Wrong?

IEEE Sends the First Dairy Cow to Space

IEEE will work with NASA to make this a successful mission. The IEEE Space Society has been working on this project since 1992... Read more

Events

Media
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ultrices elit ac ante.

Contests
Enter our name the cow contest!

Galleries
Browse the IEEE Space Society galleries.
- Photo Gallery
- Video Gallery
Share in the celebration by submitting photos.
- Submit Your Photos

IEEE SS on the Web
IEEE Master Brand Standards

- Wrong color
- No clear space
- Cannot use IEEE MB in name
- IEEE MB should be in upper-right corner of a Website (only ieee.org has it in upper left)
- 125th graphic message is out of date
IEEE Sends the First Dairy Cow to Space
IEEE will work with NASA to make this a successful mission. The IEEE Space Society has been working on this project since 2009. Read more.

Events
>> Learn more

Media
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ultrices elit ac ante.
>> Learn more

Contests
Enter our name the cow contest!
>> Learn more

Galleries
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- Submit your Photos
- Submit your Photos

IEEE SS on the Web
- View all SS news
- Media Coverage
- Fact Sheet
- Press Contacts
- Name our first Space Cow
IEEE Imagery

Not one of the approved themes
IEEE Design System: The Wedge
Incorrect use
Over wedging
Conclusion
Goal: A better aligned brand will yield…

- Increased member and volunteer engagement
- Increased membership in IEEE and IEEE societies
- Increased participation in IEEE activities
- Increased purchase of IEEE products and services
- Increased affinity toward IEEE units and the IEEE brand
Continued use of the guidelines will...

- Maintain and strengthen the IEEE brand
- Ensure the integrity of the IEEE brand
- Set IEEE apart from its competitors
- Communications based on the guidelines will help ensure members, industry professionals, and other organizations will perceive IEEE as a leader the global technology community
What can you do?

- Protect
- Strengthen
- Leverage
If we do this, then...
Appendix - IEEE Visual Identity Guidelines
Five Elements
IEEE Visual Identity Guidelines
Five Elements

1. Master Brand Standards
2. Color
3. Typography
4. Imagery
5. Design System: The Wedge
IEEE Master Brand vs. MB + tagline graphic

- Use when *other logos are present*
- Only use when *no other logos are present*
IEEE Master Brand Standards
Web – Minimum Size

IEEE Master Brand (MB) and/or MB + tagline must be at least 100 pixels on the Web.
IEEE Master Brand Standards
Web – Minimum Size

IEEE Job Site: 100 pixels

IEEE Xplore: 100 Pixels
IEEE Master Brand Standards
Web – Clear Space

- The IEEE MB and/or MB + tagline graphic Web
  clear space is 1/2x
IEEE Master Brand Standards
Web – Positioning

Main Site: upper-left corner

Sub sites: upper-right corner
IEEE Master Brand Standards
Print/Screen/Non-Screen – Minimum Size

- 1 in. (25.4mm)
IEEE Master Brand Standards
Print/Screen/Non-Screen – Clear Space

- The IEEE MB and/or MB + tagline clear space is 1x
IEEE Master Brand Standards

Color

- IEEE Blue: Corporate-wide communications
- Black or White: Sub-brand applications

IEEE

SPOT: Pantone 3015 C

IEEE

BLACK: C0 M0 Y0 K100

IEEE

WHITE/REVERSED: C0 M0 Y0 K0
(Master Brand placed on grey background for illustrative purposes only)
IEEE Master Brand Standards
Print/Screen/Non-Screen – Size Ratio

- The length of the IEEE Master Brand (“Y”) equals one-fifth of the width of the application.

*see the full guidelines for further size ratios
IEEE Master Brand Standards
Using the Letters I-E-E-E

- When “IEEE” is part of the official name or title, only the letters I-E-E-E can be used (not the IEEE MB)
IEEE Master Brand Standards
Incorrect Uses

- Do not rearrange the Master Brand elements
- Do not recreate or alter the typeface or diamond symbol
- Do not distort or change the Master Brand's proportions
- Do not use unapproved colors
- Do not place the Master Brand at an angle
- Do not place the Master Brand on top of a busy background
- Do not combine elements of the black-and-white and color Master Brand
- Do not add containment shapes to the Master Brand
- Do not add any tagline, name, or text to the Master Brand
IEEE Visual Identity Guidelines
Five Elements

1. Master Brand Standards
2. Color
3. Typography
4. Imagery
5. Design System: The Wedge
IEEE Colors

Primary Blue

- Use IEEE Blue on all corporate-wide communications
- Over time this color will become directly associated with IEEE

*NOTE: The IEEE Blue changed from Reflex Blue to PMS 3015C in 2008*
IEEE Colors

Web

- Hexidecimal Colors: the name for HTML specific colors
- Both the primary and expanded palettes can be utilized (see page 72 of Visual Identity Guidelines)
- Full saturation and/or tints of colors are allowed
**IEEE Colors**  
**Expanded Color Palette: Bright**

Bright colors allow for flexibility and to bring IEEE’s personality to life

<table>
<thead>
<tr>
<th>Pantone (spot)</th>
<th>CMYK (print)</th>
<th>RGB (screen)</th>
<th>Hexadecimal (web)</th>
</tr>
</thead>
<tbody>
<tr>
<td>158 C</td>
<td>C0 M64 Y95 K0</td>
<td>R227 G114 B34</td>
<td>#E37222</td>
</tr>
<tr>
<td>123 C</td>
<td>C0 M21 Y88 K0</td>
<td>R253 G200 B47</td>
<td>#FFCC33</td>
</tr>
<tr>
<td>368 C</td>
<td>C63 M0 Y97 K0</td>
<td>R105 G190 B40</td>
<td>#66CC33</td>
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<td>348 C</td>
<td>C100 M4 Y87 K18</td>
<td>R0 G133 B66</td>
<td>#008542</td>
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<tr>
<td>200 C</td>
<td>C0 M100 Y66 K12</td>
<td>R204 G18 B57</td>
<td>#CC0033</td>
</tr>
<tr>
<td>2612 C</td>
<td>C70 M100 Y0 K5</td>
<td>R107 G31 B124</td>
<td>#6B1F73</td>
</tr>
<tr>
<td>Process Cyan C</td>
<td>C100 M0 Y0 K0</td>
<td>R0 G159 B218</td>
<td>#009FDA</td>
</tr>
<tr>
<td>N/A</td>
<td>C0 M0 Y0 K0</td>
<td>R255 G255 B255</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>

*See page 34-35 for specific CMYK, RGB, and HEX colors*
IEEE Colors
Expanded Color Palette: Dark

Dark colors allow for flexibility and to bring IEEE’s personality to life

<table>
<thead>
<tr>
<th>Pantone (spot)</th>
<th>CMYK (print)</th>
<th>RGB (screen)</th>
<th>Hexadecimal (web)</th>
</tr>
</thead>
<tbody>
<tr>
<td>308 C</td>
<td>C100 M30 Y0 K67</td>
<td>R0 G103 B143</td>
<td>#085172</td>
</tr>
<tr>
<td>370 C</td>
<td>C56 M0 Y100 K27</td>
<td>R113 G149 B61</td>
<td>#669933</td>
</tr>
<tr>
<td>357 C</td>
<td>C80 M0 Y100 K56</td>
<td>R51 G98 B46</td>
<td>#336633</td>
</tr>
<tr>
<td>2623 C</td>
<td>C59 M100 Y0 K32</td>
<td>R84 G24 B104</td>
<td>#541868</td>
</tr>
<tr>
<td>202 C</td>
<td>C0 M100 Y61 K43</td>
<td>R129 G0 B49</td>
<td>#800031</td>
</tr>
<tr>
<td>718 C</td>
<td>C0 M70 Y100 K15</td>
<td>R204 G126 B43</td>
<td>#CB7E2B</td>
</tr>
<tr>
<td>131 C</td>
<td>C0 M32 Y100 K9</td>
<td>R213 G164 B45</td>
<td>#CC9933</td>
</tr>
<tr>
<td>N/A</td>
<td>C0 M0 Y0 K100</td>
<td>R0 G0 B0</td>
<td>#000000</td>
</tr>
</tbody>
</table>

*See page 34-35 for specific CMYK, RGB, and HEX colors
IEEE Visual Identity Guidelines

Five Elements

1. Master Brand Standards
2. Color
3. Typography
4. Imagery
5. Design System: The Wedge
IEEE Typography

- Typography: The study of type

- Typography with other design elements make communications more readable, consistent, and visually appealing.

- Four IEEE typefaces have been approved
## IEEE Typography

Print/Screen/Non-Screen – Alternate

<table>
<thead>
<tr>
<th>Alternate</th>
<th>Use for:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Verdana</strong></td>
<td>• Web</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQ abcdefghijklmnopq</td>
<td>• PowerPoint</td>
</tr>
<tr>
<td><strong>Times New Roman</strong></td>
<td>• IEEE Stationary</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQ abcdefghijklmnopq</td>
<td></td>
</tr>
</tbody>
</table>
IEEE Typography
Print/Screen/Non-Screen – Alternate Examples

Web copy in Verdana

Body copy of letterhead in Times New Roman
### IEEE Typography

#### Print/Screen/Non-Screen - Primary

<table>
<thead>
<tr>
<th>Primary</th>
<th>Use for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formata</td>
<td>- Print</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>- Web Graphics</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
</tbody>
</table>

Adobe Caslon Pro

- Print: Headlines/Titles only
- Use sparingly

(ads)
IEEE Typography
Print/Screen/Non-Screen – Primary Examples

Formata is used as headline in combination of weights

Adobe Caslon used sparingly in headlines

IEEE URLs are displayed in different weights
IEEE Visual Identity Guidelines
Five Elements

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IEEE Imagery
Web and Print/Screen/Non-Screen

- Imagery can also have a powerful impact on Web content
- Six types of suggested IEEE imagery themes
- Use real imagery when possible

*Royalty-free images are available to purchase from various stock photography collections on the Web.
IEEE Imagery
Web and Print/Screen/Non-Screen

People
- Individuals, members, staff and/or groups that IEEE reaches

Technology
- Variety of industries that IEEE reaches, such as computer science, biomedical technology, and energy
IEEE Imagery
Web and Print/Screen/Non-Screen

Knowledge
- Individuals or groups sharing information or experiencing research and learning

Connected
- Members sharing and contributing to each other’s research, ideas, and concerns
Global

- Convey that IEEE is worldwide and 40% of members are from outside the United States

Archive

- IEEE’s rich historical archives reflect tremendous history and accomplishments. Juxtapose archive images with a contemporary equivalent
IEEE Imagery
Web and Print/Screen/Non-Screen - Examples

Series of full color images used to tell the story of the content

Combination of images that bring topic of publication to life

Duotone images used to accommodate limited printing budgets (e.g., 2-color print job), or to create graphic backgrounds
IEEE Visual Identity Guidelines
Five Elements

1. Master Brand Standards
2. Color
3. Typography
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5. Design System: The Wedge
IEEE Wedge Design
Web and Print/Screen/Non-Screen

- Based upon the graphic style of the diamond shaped
- Key element of the IEEE look-and-feel
- Continued use will promote the IEEE brand on the Web
IEEE Wedge Design
Web and Print/Screen/Non-Screen – Size Ratio

- Width ("V") = 1/10 of the width of box to which the wedge is applied.
- Height ("V") = no more than 1/2 and no less than 1/3 of the height of box to which the wedge is applied.
IEEE Wedge Design
Web and Print/Screen/Non-Screen – Wedge Angle

- Depending on placement the wedge should be either 135° or 45°
IEEE Wedge Design
Web and Print/Screen/Non-Screen – Wedge Use

- Incorporate the wedge as an accent on pages
IEEE Wedge Design
Web and Print/Screen/Non-Screen – Wedge Don’ts