

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

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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

Name that brand...

Name that brand...



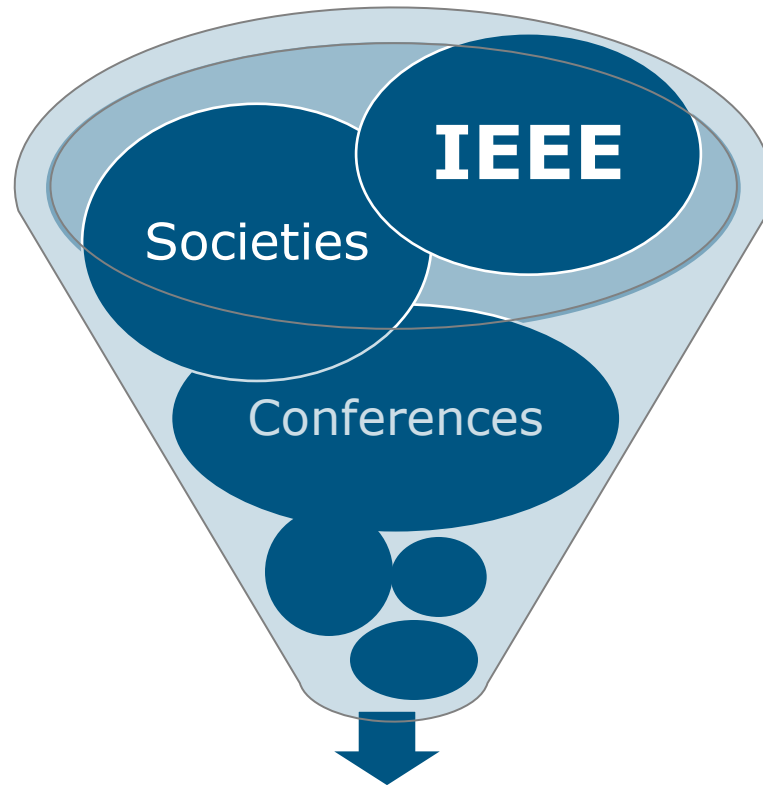
Name that brand...

Why brand alignment is important

OPPORTUNITY



- 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.

IEEE Brand Principles

Understanding the IEEE Brand



Available in print and online

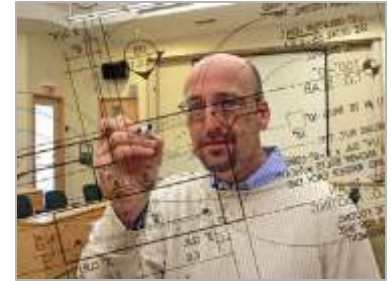
• What is our Brand?

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

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

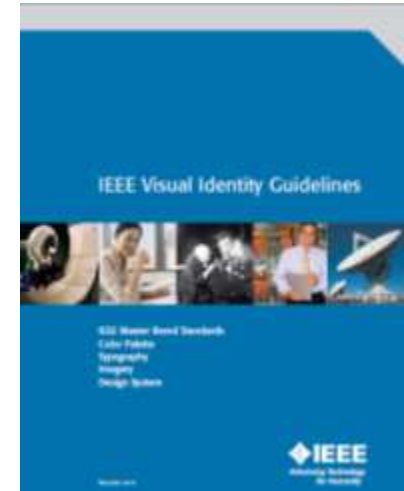
Building a great brand
is a community effort.



So how can you increase alignment?

Next steps for you

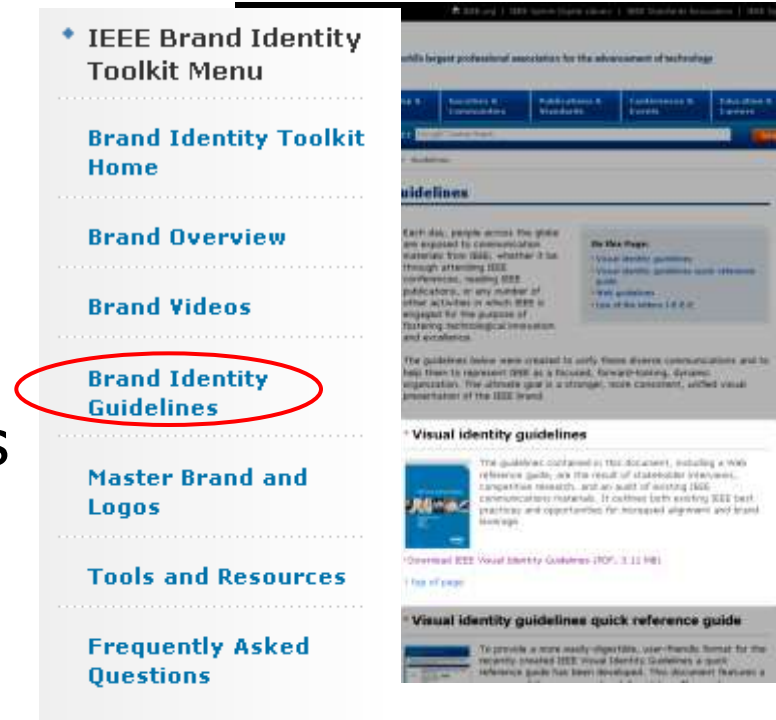
- Remember to keep your own uniqueness & strength while leveraging IEEE Master Brand
- Learn about the brand
 - www.ieee.org/go/brand
- Use the IEEE Master Brand correctly
 - Correct logo files
 - IEEE Visual Identity Guidelines (PDF)
- Let us help you
 - Contact us at corporate-communications@ieee.org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



What...are the IEEE Visual Identity Guidelines?

www.ieee.org/go/brand

- 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



IEEE Visual Identity Guidelines exercises



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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](#)

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IEEE Celebrates the first year of the Space Society and all of its accomplishments

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IEEE SS on the Web

Events

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ultrices elit ac ante. Suspendisse a est. Nunc eget magna ac orci sodales vulputate.

>> [Learn more](#)

Nam ut quam sit amet neque dapibus pretium. Vivamus tellus. Fusce quam orci, accumsan sed, fringilla vel, viverra non, quam. Nulla nec nulla

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Media



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Contests



Enter our name the cow contest!

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What's Wrong?

IEEE.org | IEEE Xplore Digital Library | IEEE Standards Association | Spectrum Online | More IEEE Sites

IEEE Celebrating 125 Years of Engineering the Future

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 Nam ut quam sit amet neque dapibus pretium. Vivamus tellus. Fusce quam orci, accumsan sed, fringilla vel, viverra non, quam. Nulla nec nulla
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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



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IEEE SS on the Web

Events

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>> [Learn more](#)

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>> [Learn more](#)

Media



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- IEEE Typography
- Not Verdana



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- IEEE Imagery
- Not one of the approved themes



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

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- 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?



If we do this, then...



Celebrating 250 Years
of Engineering the Future

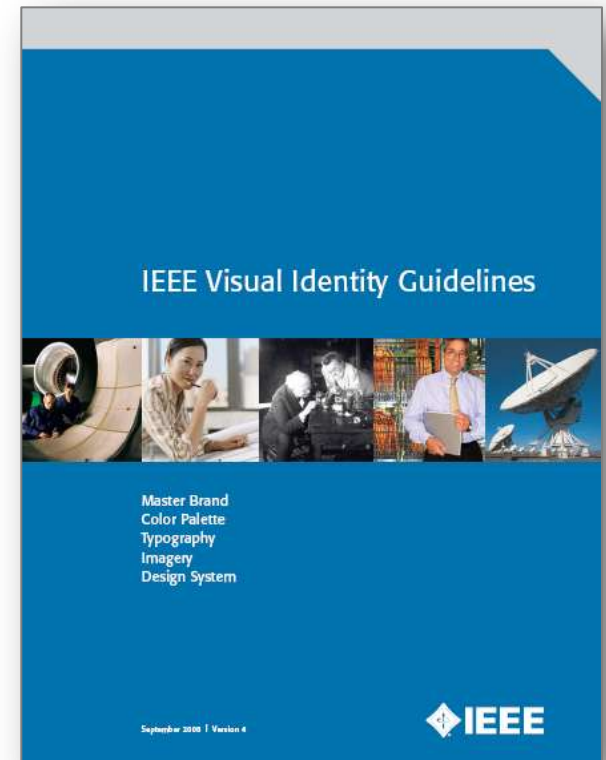


Appendix - IEEE Visual Identity Guidelines Five Elements

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



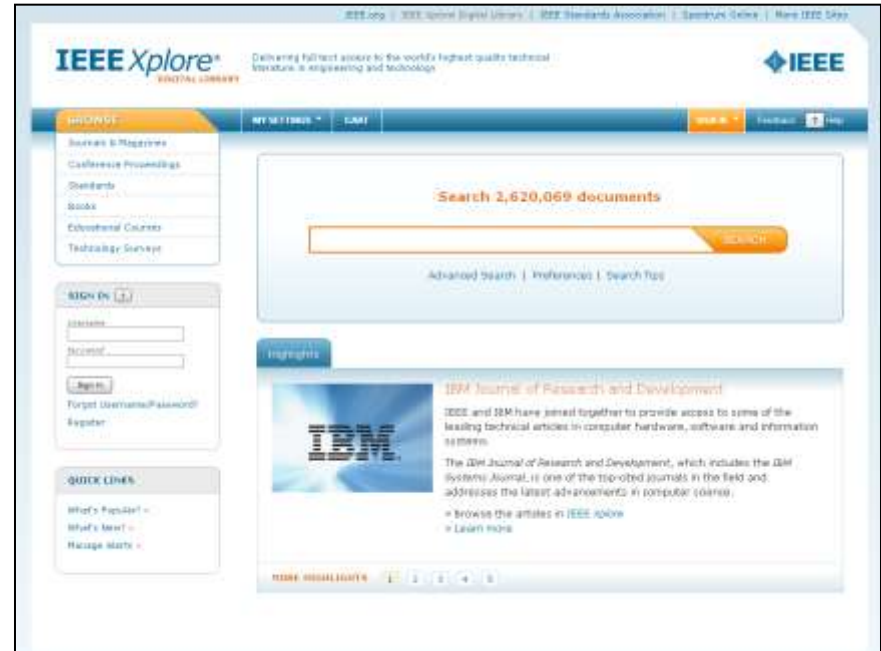
IEEE Master Brand Standards

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



SPOT: Pantone 3015 C



BLACK: C0 M0 Y0 K100

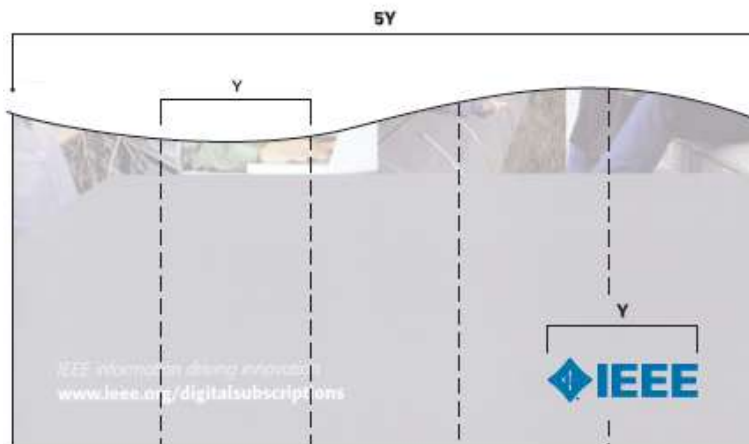


WHITE/REVERSED: C0 M0 Y0 K0
(Master Brand placed on grey background
for illustrative purposes only)

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)

CORRECT	INCORRECT
IEEE XXXX Section	 IEEE XXXX Section
IEEE XXXX Event	 IEEE XXXX Event
IEEE XXXX Event  IEEE	IEEE XXXX Event  IEEE

IEEE Master Brand Standards

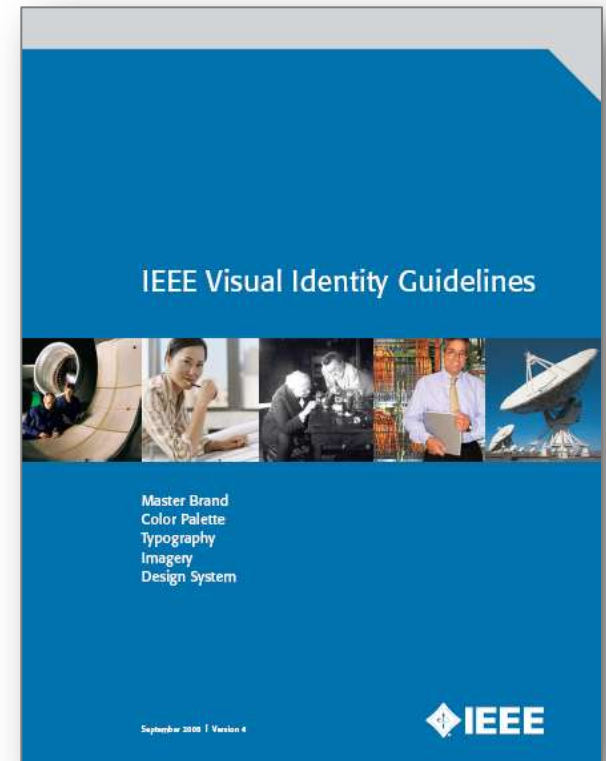
Incorrect Uses

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

IEEE Visual Identity Guidelines

Five Elements

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

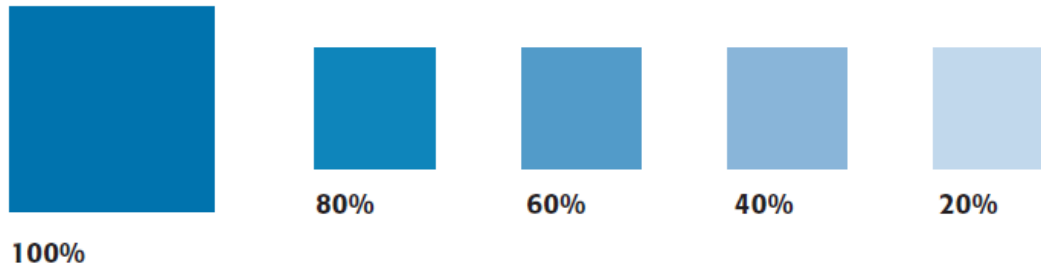


IEEE Colors

Primary Blue

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

IEEE Blue
PMS 3015 C



*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

Primary: IEEE Blue

#006699



Bright

#CC0033



#E37222



#FFCC33



#66CC33



#008542



#009FDA



#6B1F73



#FFFFFF



Dark

#800031



#CB7E2B



#CC9933



#669933



#336633



#0B5172



#541B68











#000000



IEEE Colors

Expanded Color Palette: Bright

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









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

*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

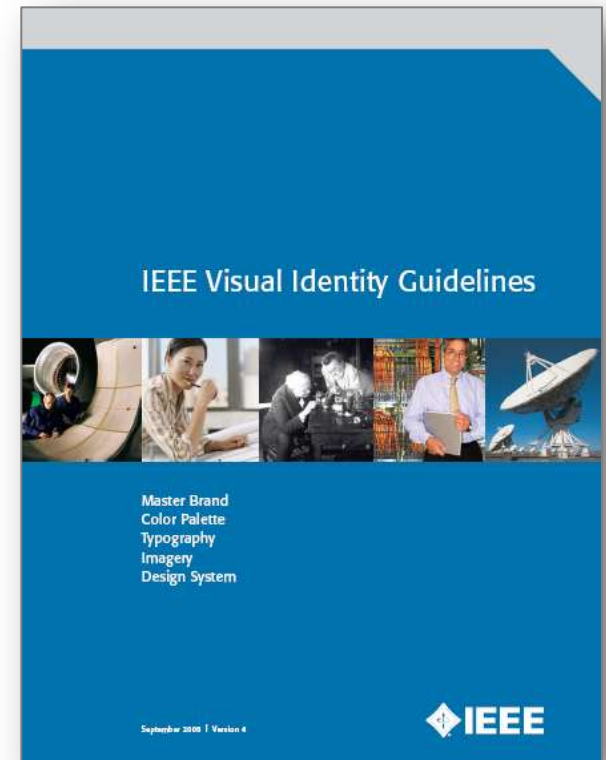
	Pantone (spot)	CMYK (print)	RGB (screen)	Hexadecimal (web)
	308 C	C100 M30 Y0 K67	R0 G103 B143	#0B5172
	370 C	C56 M0 Y100 K27	R113 G149 B61	#669933
	357 C	C80 M0 Y100 K56	R51 G98 B46	#336633
	2623 C	C59 M100 Y0 K32	R84 G24 B104	#541868
	202 C	C0 M100 Y61 K43	R129 G0 B49	#800031
	718 C	C0 M70 Y100 K15	R204 G126 B43	#CB7E2B
	131 C	C0 M32 Y100 K9	R213 G164 B45	#CC9933
	N/A	C0 M0 Y0 K100	R0 G0 B0	#000000

*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

Type	Primary	Alternate
Sans Serif	Formata	Verdana
Serif	Adobe Caslon Pro	Times New Roman

IEEE Typography

Print/Screen/Non-Screen – Alternate

Alternate	Use for:
Verdana ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<ul style="list-style-type: none">• Web• PowerPoint
Times New Roman ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<ul style="list-style-type: none">• IEEE Stationary

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

Primary	Use for:
<p>Formata</p> <p>ABCDEFGHIJKLMNO P Q abcdefghijklmnopq</p>	<ul style="list-style-type: none">▪ Print▪ Web Graphics (ads)
<p>Adobe Caslon Pro</p> <p>ABCDEFGHIJKLMNO P Q abcdefghijklmnopq</p>	<ul style="list-style-type: none">• Print: Headlines/Titles only• Use sparingly

IEEE Typography

Print/Screen/Non-Screen – Primary Examples

Formata is used as headline in combination of weights



IEEE URLs are displayed in different weights

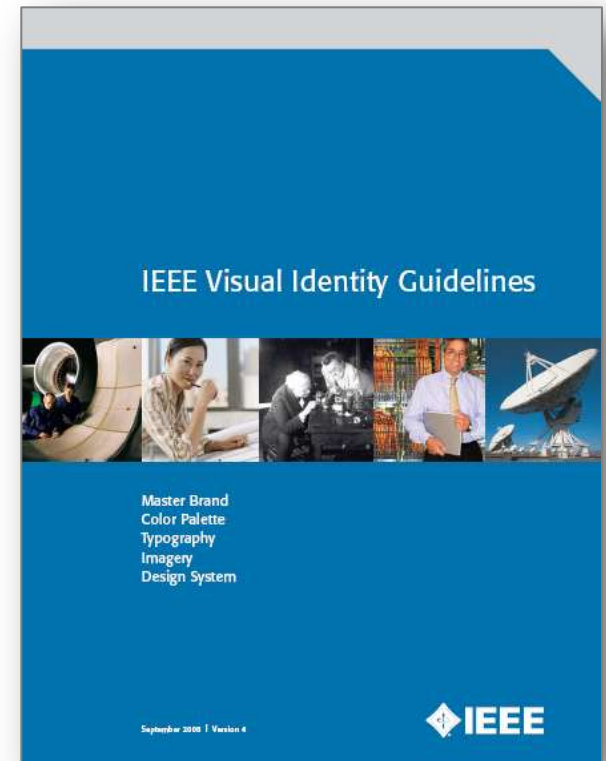
Adobe Caslon used sparingly in headlines



IEEE Visual Identity Guidelines

Five Elements

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



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

People



Technology



Knowledge



Connected



Global



Archive



*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



IEEE Imagery

Web and Print/Screen/Non-Screen

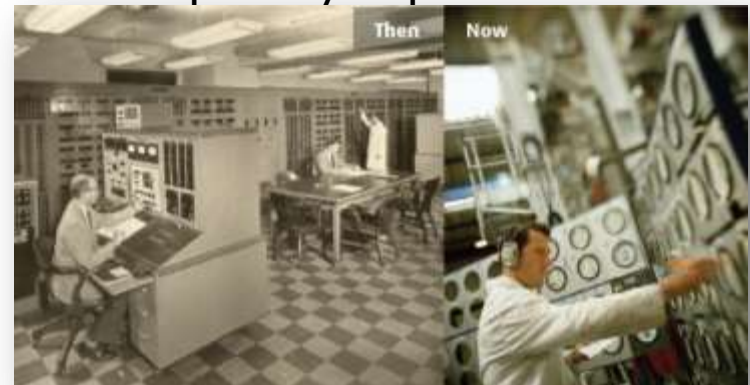
Global

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



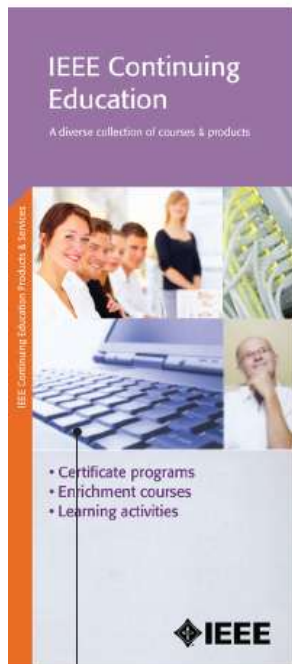
Archive

- 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



Combination of images that bring topic of publication to life



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

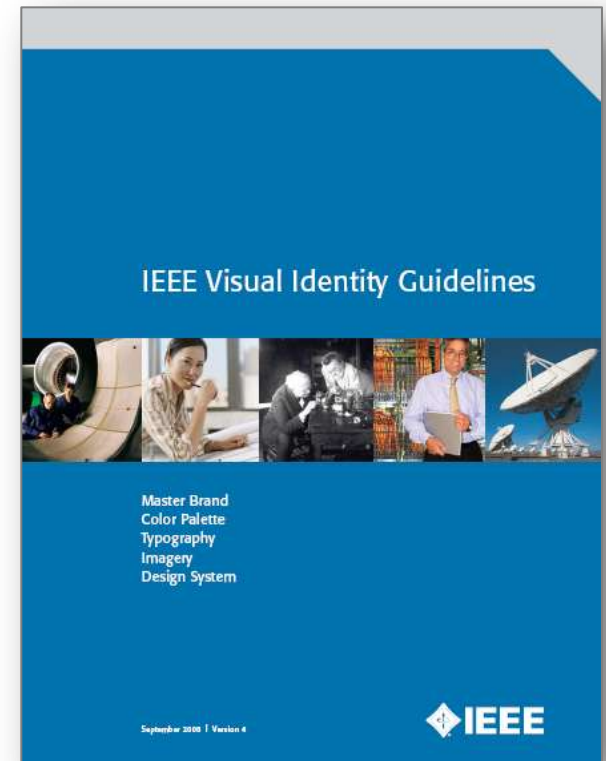
Duotone images used to accommodate limited printing budgets (e.g., 2-color print job), or to create graphic backgrounds



IEEE Visual Identity Guidelines

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5. **Design System:
The Wedge**

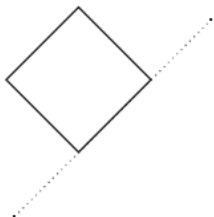


IEEE Wedge Design

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 diamond symbol



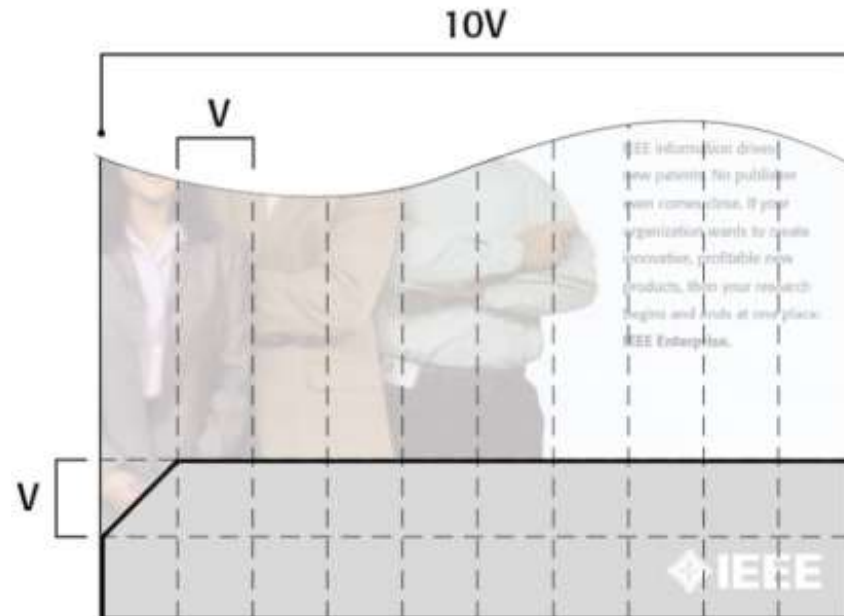
The wedge



IEEE Wedge Design

Web and Print/Screen/Non-Screen – Size Ratio

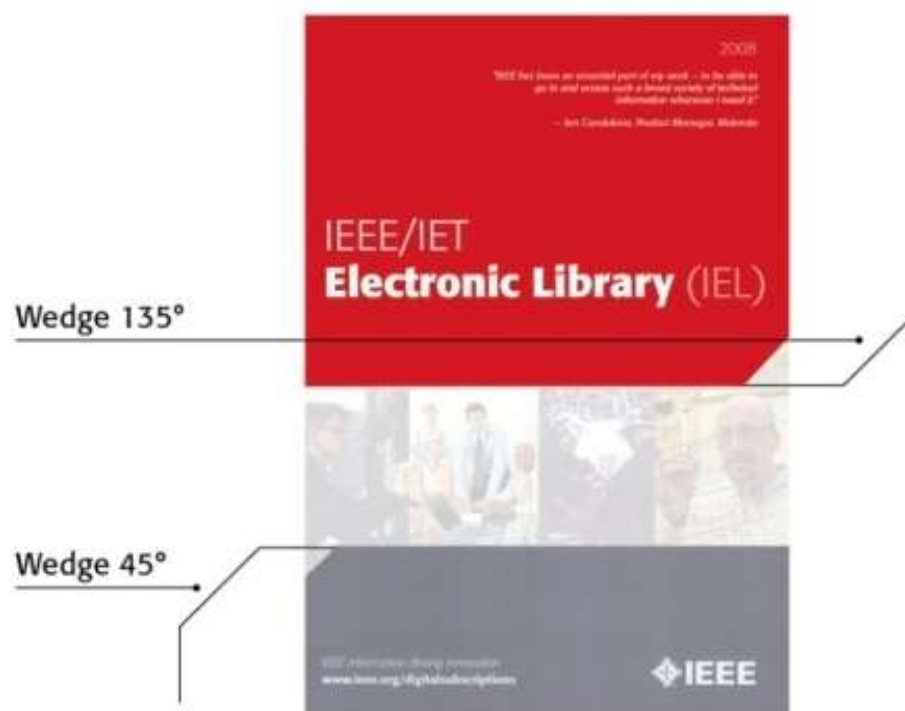
- Width (“V”) = 1/10 of the width of box to which the wedge is applied.
- Height (“V”) = no more than 1/2 and no less than 1/3 of the height of box to which the wedge is applied.



IEEE Wedge Design

Web and Print/Screen/Non-Screen – Wedge Angle

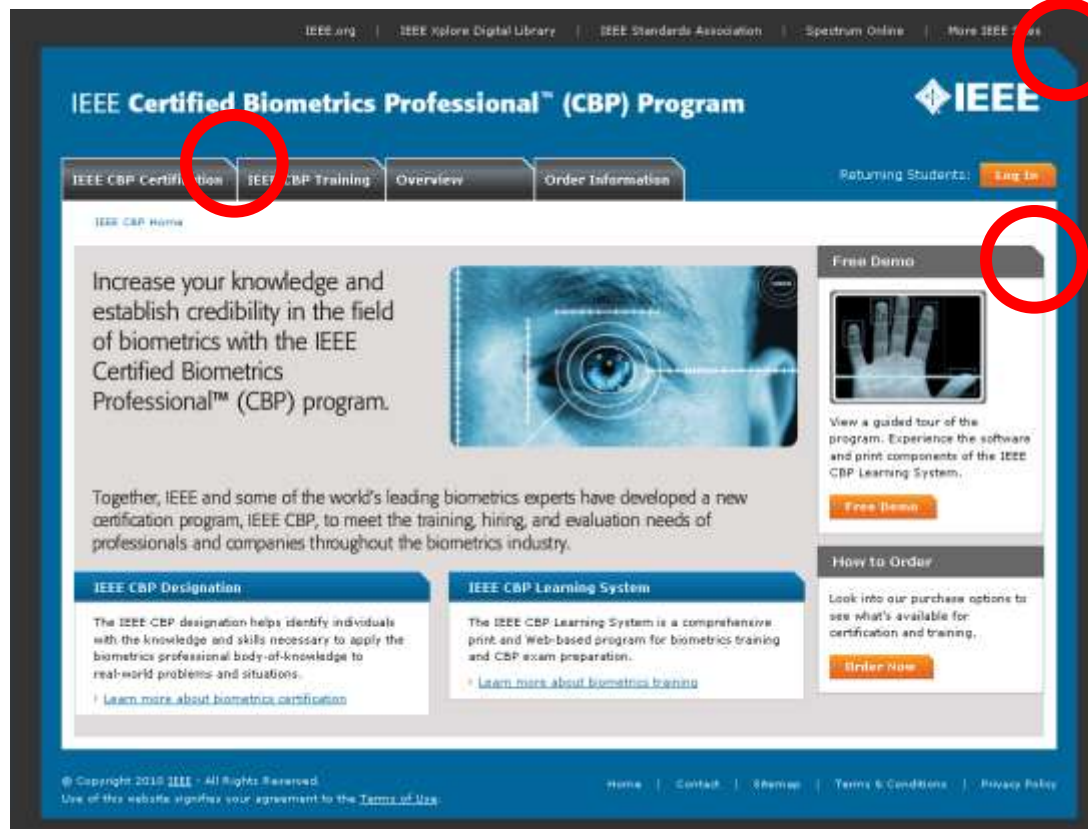
- Depending on placement the wedge should be either 135° or 45°



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

2008

"IEEE has been an essential part of my work – to be able to go in and access such a broad variety of technical information whenever I need it!"
— Jan Czarulinski, Product Manager, Motorola

IEEE/IET Electronic Library (IEL)



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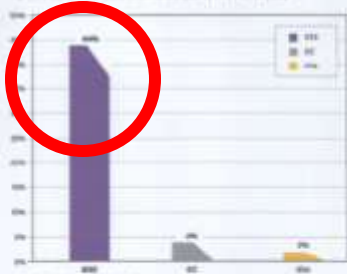
Telecommunications Organizations Innovate with IEEE Information

IEEE Information Drives Telecommunications Patents
Recent studies show that IEEE standards and technical articles are cited more than any other source in patents from other industries.

In the Telecommunications Industry, IEEE leads the field in the number of technical articles of patents citations – 64% of all patents citations since 1970 by the number of organizations. IEEE articles received one year citations through IEEE and IET by the number since 2007.

Top-Cited Publishers in Telecommunications Patents

The chart below represents the percentage of IEEE citations and technical articles by top Telecommunications Industry IEEE citations from 1970 to 2007.



Year	IEEE (%)	IET (%)	Other (%)
1970	~60	~5	~35
1975	~65	~5	~30
1980	~70	~5	~25
1985	~75	~5	~20
1990	~80	~5	~15
1995	~85	~5	~10
2000	~90	~5	~5
2005	~95	~5	~0
2007	~98	~5	~0

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