



IEEE
COMPUTER
SOCIETY

IEEE COMPUTER SOCIETY

Brand Identity & Graphic Style Guide



About the IEEE Computer Society

Use this text whenever you need to describe who we are. Choose the version that fits your needs best.

ABOUT US (CONDENSED STORY FOR PUBLIC USE)

Engaging computer engineers, scientists, academia, and industry professionals from all areas of computing, the IEEE Computer Society (CS) sets the standard for the education and engagement that fuels continued global technological advancement. Through conferences, publications, and programs, and by bringing together computer science and engineering leaders at every phase of their career for dialogue, debate, and collaboration, IEEE CS empowers, shapes, and guides the future of not only its members, but the greater industry, enabling new opportunities to better serve our world.

ABOUT US (50-WORD VERSION FOR SPECIFIC USE WHEN NECESSARY)

Engaging professionals from all areas of computing, the IEEE Computer Society sets the standard for education and engagement that fuels global technological advancement. Through conferences, publications, and programs, IEEE CS empowers, guides, and shapes the future of its members, and the greater industry, enabling new opportunities to better serve our world.

ALSO IN THIS SECTION

[Brand Identity Prism](#)

Our Brand Identity Prism

Use this as a general guide when describing our brand.

PHYSICAL ATTRIBUTES

Authoritative	Computers
Binary	Trending Topics
Global/diverse	Conferences
Educational Tools	Publications

NOBLE PURPOSE

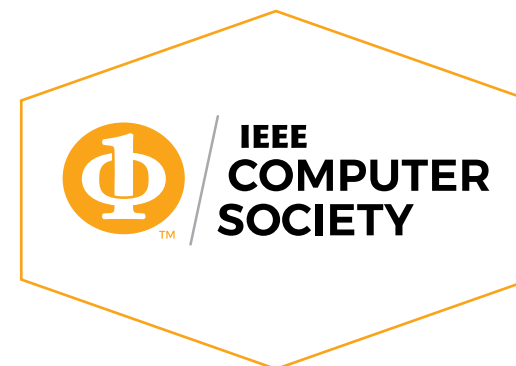
Advance technology for humanity	Advance society through technology
Drive innovation	Advance the profession of computing
Leading provider of technical info in computing	Support computing professionals

PERSONALITY

Professional	Innovative
Highly respected	Trustworthy
	Intelligent

EXTERNAL RELATIONSHIP

Makes me a thought leader	Gives me trustworthy info
Gives me new knowledge and skills	Gives me research and insights
Network/community	



INTERNAL CULTURE

Cultivate knowledge	Community of experts
Lead with information	International/global
Quality	

REFLECTION (SEEN AS)

Innovative	Leader
Top performer	Relevant
Elite	

CAPABILITIES

Quality products and services	Relevant and quality knowledge
Technical leadership	Connects me with people worth knowing
Volunteer support	Drives the profession
Advancing careers	

SELF-IMAGE

I am part of a community	I am smart and knowledgeable
I am innovative	I am growing

Logo Usage

The primary logo for the IEEE Computer Society presents in black and orange.

The logo may also present in white and orange, solid black, or solid white.

The logo must always include the trademark symbol (™) as part of the 1/0 bug element.

For black backgrounds, use the fully white logo. For dark backgrounds, such as the IEEE blue, use the orange and white logo.

Print and Web versions of the logo are saved at www.computer.org/publications/logo-policy

Note: More information is available online for [IEEE logo and brand guidelines](#).

ALSO IN THIS SECTION

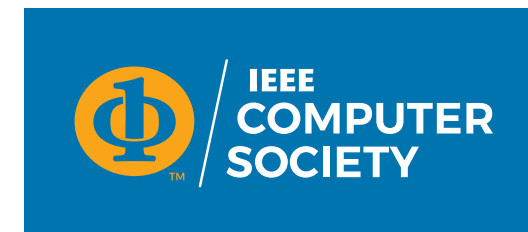
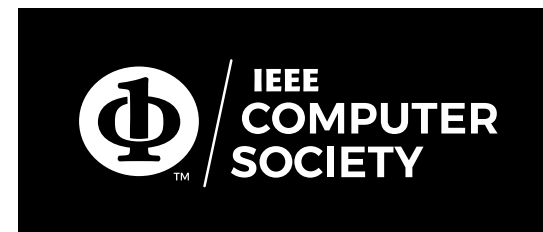
[Logo Spacing & Placement Guidelines](#)

[Sub-brand Logo Guidelines](#)

PRIMARY LOGO



ALTERNATIVE LOGO TREATMENTS



Logo Spacing & Placement

All versions of the logo require a minimum margin of 0.3 x height on all sides.

The logo should never be used as part of a headline or sentence, 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.

✓ CORRECT USAGE



Sub-brand Logos

The IEEE Computer Society includes sub-brands that support the mission of the organization through product delivery, communities, and more. Sub-brand logos include the 1/0 bug with the registered trademark symbol and the IEEE Computer Society name.

The 1/0 bug (or original icon) cannot be more than 30% of the entire logo.

“IEEE COMPUTER SOCIETY” must be uppercase.

If the sub-brand name is entirely uppercase, “IEEE COMPUTER SOCIETY” should be 75% of the height of the tallest letter, with exception of Technical Committees (TC) logos.

Do not use acronyms as part of a sub-brand logo, with the exception of IEEE, TCs, Special Technical Communities (STCs), Committees, Councils, and Communities.

Logo colors must be from the IEEE color palette. Black text is recommended for consistency among sub-brand logos

Sub-brand logos must follow the same logo usage guidelines in this document.

Chapter and Student Chapter logos use the primary logo in conjunction with the full chapter name. The width of the chapter name will be the same width as the bug and either “COMPUTER” or “SOCIETY.” “IEEE COMPUTER SOCIETY” should have greater visual hierarchy over chapter names. They can be two lines maximum.

TC acronyms and STC names should have greater visual hierarchy over “IEEE COMPUTER SOCIETY.”

Use the Montserrat typeface.

SAMPLE SUB-BRAND LOGO



SAMPLE COMMITTEE, COMMUNITY, AND COUNCIL LOGOS



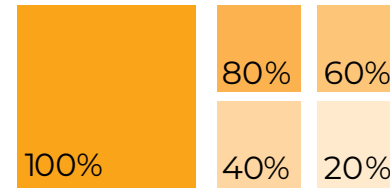
SAMPLE REGION LOGO



SAMPLE CHAPTER LOGOS



PRIMARY COLOR PALETTE



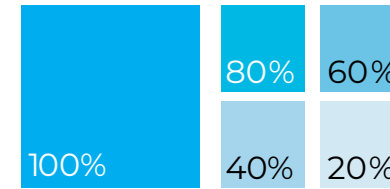
PANTONE (SPOT)
PMS 137 C

CMYK
C0 M41 Y100 K0

RGB
R255 G163 B0

Hexidecimal/Web
#FFA300

RAL
1003



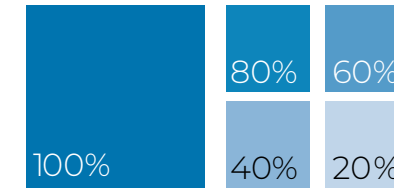
PANTONE (SPOT)
PMS PROCESS CYAN

CMYK
C100 M0 Y0 K0

RGB
R0 G181 B226

Hexidecimal/Web
#00B5E2

RAL
5024



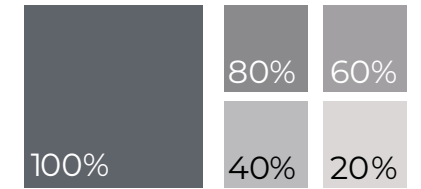
PANTONE (SPOT)
PMS 3015

CMYK
C100 M35 Y3 K2.1

RGB
R0 G98 B155

Hexidecimal/Web
#00629B

RAL
5007



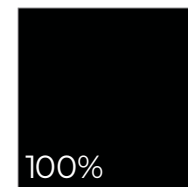
PANTONE (SPOT)
PMS Cool Gray 9 C

CMYK
C30 M22 Y17 K57

RGB
R117 G120 B123

Hexidecimal/Web
#75787B

RAL
9023



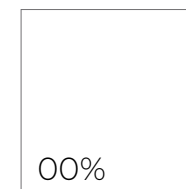
COLOR
PMS Process Black

CMYK
C0 M0 Y0 K100

RGB
R0 G0 B0

Hexidecimal/Web
#000000

RAL
9017



COLOR
White

CMYK
C0 M0 Y0 K0

RGB
R255 G255 B255

Hexidecimal/Web
#FFFFFF

RAL
9016

Color Palette

The bright color palette is preferred.

ALSO IN THIS SECTION

[Bright Color Palette](#)

[Dark Color Palette](#)

Bright Color Palette

Preferred Color Palette

PANTONE (SPOT) PMS 200 C	PANTONE (SPOT) PMS 137 C	PANTONE (SPOT) PMS 109 C	PANTONE (SPOT) PMS 368 C	PANTONE (SPOT) PMS 348 C
CMYK C3 M100 Y70 K12	CMYK C0 M41 Y100 K0	CMYK C0 M9 Y100 K0	CMYK C65 M0 Y100 K0	CMYK C96 M2 Y100 K1 2
RGB R186 G12 B47	RGB R255 G163 B 0	RGB R255 G209 B 0	RGB R120 G190 B3 2	RGB R0 G132 B61
Hexidecimal/Web #BA0C2F	Hexidecimal/Web #FFA300	Hexidecimal/Web #FFD100	Hexidecimal/Web #78BE20	Hexidecimal/Web #00843D
RAL 3027	RAL 1003	RAL 1018	RAL 6018	RAL 6037
PANTONE (SPOT) PMS 254 C	PANTONE (SPOT) PMS 320 C	PANTONE (SPOT) PMS 3015	PANTONE (SPOT) PMS PROCESS CYAN	COLOR White
CMYK C48 M96 Y0 K0	CMYK C96 M0 Y31 K 2	CMYK C100 M35 Y3 K2 1	CMYK C100 M0 Y0 K0	CMYK C0 M0 Y0 K0
RGB R152 G29 B151	RGB R0 G156 B16 6	RGB R0 G98 B155	RGB R0 G181 B226	RGB R255 G255 B255
Hexidecimal/Web #981D97	Hexidecimal/Web #009 CA6	Hexidecimal/Web #00629B	Hexidecimal/Web #00B5E2	Hexidecimal/Web #FFFFFF
RAL 4006	RAL 5018	RAL 5007	RAL 5024	RAL 9016

Dark Color Palette

PANTONE (SPOT) PMS 208 C	PANTONE (SPOT) PMS 158 C	PANTONE (SPOT) PMS 123 C	PANTONE (SPOT) PMS 370 C	PANTONE (SPOT) PMS 3425 C
CMYK C15 M100 Y37 K45	CMYK C0 M62 Y95 K0	CMYK C0 M19 Y89 K0	CMYK C62 M1 Y100 K25	CMYK C93 M13 Y85 K44
RGB R134 G31 B65	RGB R232 G119 B34	RGB R255 G199 B44	RGB R101 G141 B27	RGB R0 G99 B65
Hexidecimal/Web #861F41	Hexidecimal/Web #E87722	Hexidecimal/Web #FFC72C	Hexidecimal/Web #658D1B	Hexidecimal/Web #006341
RAL 4002	RAL 2011	RAL 2018	RAL 6018	RAL 6016
PANTONE (SPOT) PMS 2612 C	PANTONE (SPOT) PMS 322 C	PANTONE (SPOT) PMS 295	PANTONE (SPOT) PMS Cool Gray 9 C	COLOR PMS Process Black
CMYK C67 M100 Y0 K5	CMYK C97 M9 Y39 K34	CMYK C100 M69 Y8 K54	CMYK C30 M22 Y17 K57	CMYK C0 M0 Y0 K100
RGB R119 G37 B131	RGB R0 G115 B119	RGB R0 G40 B85	RGB R117 G120 B123	RGB R0 G0 B0
Hexidecimal/Web #772583	Hexidecimal/Web #007377	Hexidecimal/Web #002855	Hexidecimal/Web #75787B	Hexidecimal/Web #000000
RAL 4006	RAL 5021	RAL 5026	RAL 9023	RAL 9017

Typography

The IEEE Computer Society uses the Google font Montserrat as the primary typeface. (Preferred weights are Light, Regular, Medium, Semibold, and Bold.) Montserrat is available for free at the following website: <https://fonts.google.com/specimen/Montserrat>

The secondary typeface is Open Sans. Open Sans can be used for long-form copy. It is available for free at the following website: <https://fonts.google.com/specimen/Open+Sans>

Both Montserrat and Open Sans font families are used for the Computer Society website. Montserrat is used for headings and use cases that require emphasis. Open Sans is used for long-form copy.

Offline Usage

Use Calibri in offline instances where Montserrat and Open Sans are not available. For example, use Calibri in Microsoft Office products.

PRIMARY FONTS

Montserrat ExtraLight	Montserrat Semibold
<i>Montserrat ExtraLight Italic</i>	<i>Montserrat Semibold Italic</i>
Montserrat Light	Montserrat Bold
<i>Montserrat Light Italic</i>	<i>Montserrat Semibold Italic</i>
Montserrat Regular	<i>Montserrat Extrabold</i>
<i>Montserrat Regular Italic</i>	<i>Montserrat Extrabold Italic</i>
Montserrat Medium	Montserrat Black
<i>Montserrat Medium Italic</i>	<i>Montserrat Black Italic</i>

SECONDARY FONTS

Open Sans Light	<i>Open Sans Semibold Italic</i>
<i>Open Sans Light Italic</i>	Open Sans Bold
Open Sans Regular	<i>Open Sans Bold Italic</i>
<i>Open Sans Italic</i>	Open Sans Extrabold
Open Sans Semibold	<i>Open Sans Extrabold Italic</i>
Calibri Light	Calibri Bold
Calibri Regular	<i>Calibri Bold Italic</i>
<i>Calibri Italic</i>	

Social Media Guidelines

In general, our social platforms offer meaningful and compelling content that our audiences can't find anywhere else and that prompt our audiences to click on a link leading to Computer.org.

TAGS FOR EACH PLATFORM

Twitter: @computersociety

Facebook: @ieeecomputersociety

LinkedIn: @ieee computer society

Instagram: @ieee_computer_society

YouTube: @ieeeComputerSociety

Standard hashtag: #ieeecs

As our social channels focus more on marketing and business goals of the organization, we write conversational introductions to posts about a conference, a call for papers, a new magazine/journal issue, or an event/webinar. Posts should list the important dates, deadlines, location, subject matter, or other relevant information.

- Save the date! ...
- Check out new feature articles from...
- Don't hesitate! Register now for...
- Hurry and take advantage of early-bird registration for...

Each post should feature an image that is creative and attractive to our audiences.

We also focus on storytelling and narratives in our content that have proved to engage audiences:

- People: The who.
- What's new and important in the latest research and why.
- The surprising, amusing, entertaining, fascinating, and relevant aspects of our research and articles.
- Human interest stories, especially when they intersect with tech.

Our social content aims to reach the broadest audience possible, all in an effort to raise awareness of the Computer Society and Computer.org. The content will intrigue them. It will impel them to click and convert. It will add value to their reading and information experience.

Our audiences also like the human narratives behind this social content:

- Best papers and their authors
- Award winners
- Members making news

General guidelines for each platform:

- Facebook: Videos and curated content. Provide up to 500 characters of text, URL, and an image.
- Instagram: High-res photos, quotes, and Stories. Provide up to 150 words, an image, and a hashtag. Use URLs in Stories only.
- Twitter: News, blog posts, and GIFs. Provide 240 characters of text, URL, and an image.
- LinkedIn: Jobs, company news, and professional content. Provide up to 500 characters of text, URL, and an image.