SHORT VERSION

The IEEE Computer Society is a growing and diverse community of computing professionals and the most trusted source for information, inspiration, and collaboration in computer science and engineering.

LONG VERSION (FOR WEBSITES AND BROCHURES)

The IEEE Computer Society is the premier source for information, inspiration, and collaboration in computer science and engineering. Connecting members worldwide, the Computer Society empowers the people who advance technology by delivering tools for individuals at all stages of their professional careers. Our trusted resources include international conferences, peer-reviewed publications, a robust digital library, globally recognized standards, and continuous learning opportunities.

LONG VERSION (FOR PRESS RELEASES)

The IEEE Computer Society is the premier source for information, inspiration, and collaboration in computer science and engineering. Connecting members worldwide, the Computer Society empowers the people who advance technology by delivering tools for individuals at all stages of their professional careers. Its trusted resources include international conferences, peer-reviewed publications, a robust digital library, globally recognized standards, and continuous learning opportunities.
Our Brand Identity Prism

Use this as a general guide when describing our brand.

**Physical Attributes**
- Authoritative
- Binary
- Global/diverse
- Educational Tools
- Computers
- Trending Topics
- Conferences
- Publications

**Noble Purpose**
- Advance technology for humanity
- Drive innovation
- Leading provider of technical info in computing
- Advance society through technology
- Advance the profession of 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
- Network/community

**Internal Culture**
- Cultivate knowledge
- Lead with information
- Quality
- Community of experts
- International/global

**Reflection (Seen As)**
- Innovative
- Leader
- Top performer
- Relevant
- Elite

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

**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 available for download online.

Also in this section
- Logo Spacing & Placement Guidelines
- Sub-brand Logo Guidelines
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**

0.3 x height

**INCORRECT 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.

1. The 1/0 bug (or original icon) cannot be more than 30% of the entire logo.
2. “IEEE COMPUTER SOCIETY” must be uppercase.
3. 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.
4. Do not use acronyms as part of a sub-brand logo, with the exception of IEEE, TCs, and Special Technical Communities (STCs).
5. Logo colors must be from the IEEE color palette. Black text is recommended for consistency among sub-brand logos.
6. Sub-brand logos must follow the same logo usage guidelines in this document.
7. 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.
8. TC acronyms and STC names should have greater visual hierarchy over “IEEE COMPUTER SOCIETY.”
9. Use the Montserrat typeface.
## Color Palette

The bright color palette is preferred.

*Also in this section*

- **Bright Color Palette**
- **Dark Color Palette**

### PRIMARY COLOR PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE (SPOT)</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hexadecimal/Web</th>
<th>RAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bright Color Palette</strong></td>
<td>PMS 137 C</td>
<td>C0 M41 Y100 K0</td>
<td>R255 G163 B0</td>
<td>#00B5E2</td>
<td>1003</td>
</tr>
<tr>
<td><strong>Dark Color Palette</strong></td>
<td>PMS 139 C</td>
<td>C0 M41 Y100 K0</td>
<td>R255 G163 B0</td>
<td>#00B5E2</td>
<td>1003</td>
</tr>
<tr>
<td><strong>Cool Gray</strong></td>
<td>PMS Cool Gray 9 C</td>
<td>C30 M22 Y17 K57</td>
<td>R117 G120 B123</td>
<td>#75787B</td>
<td>9024</td>
</tr>
<tr>
<td><strong>Process Black</strong></td>
<td>PMS Process Black</td>
<td>C0 M0 Y0 K100</td>
<td>R0 G0 B0</td>
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<td>9017</td>
</tr>
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</table>
### Bright Color Palette

#### Preferred Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE (SPOT)</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hexadecimal/Web</th>
<th>RAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>PMS 200 C</td>
<td>CMYK C3 M100 Y70 K12</td>
<td>RGB R186 G12 B47</td>
<td>RAL 3027</td>
<td></td>
</tr>
<tr>
<td>Yellow</td>
<td>PMS 137 C</td>
<td>CMYK C0 M41 Y100 K0</td>
<td>RGB R255 G163 B0</td>
<td>RAL 1003</td>
<td></td>
</tr>
<tr>
<td>Green</td>
<td>PMS 109 C</td>
<td>CMYK C0 M9 Y100 K0</td>
<td>RGB R255 C209 B0</td>
<td>RAL 1018</td>
<td></td>
</tr>
<tr>
<td>Blue</td>
<td>PMS 368 C</td>
<td>CMYK C65 M0 Y100 K0</td>
<td>RGB R120 G190 B3</td>
<td>RAL 6018</td>
<td></td>
</tr>
<tr>
<td>Purple</td>
<td>PMS 254 C</td>
<td>CMYK C48 M96 Y0 K0</td>
<td>RGB R152 G29 B15</td>
<td>RAL 4006</td>
<td></td>
</tr>
<tr>
<td>Pink</td>
<td>PMS 320 C</td>
<td>CMYK C96 M0 Y31 K2</td>
<td>RGB R0 G156 B16</td>
<td>RAL 5018</td>
<td></td>
</tr>
<tr>
<td>Cyan</td>
<td>PMS 3015</td>
<td>CMYK C100 M35 Y3 K2</td>
<td>RGB R0 G98 B155</td>
<td>RAL 5007</td>
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</tr>
<tr>
<td>White</td>
<td>PMS PROCESS CYAN</td>
<td>CMYK C100 M0 Y0 K0</td>
<td>RGB R0 G181 B226</td>
<td>RAL 5024</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hexadecimal/Web</th>
<th>RAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>#BA0C2F</td>
<td>6037</td>
</tr>
</tbody>
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**PANTONE (SPOT) PMS 200 C**
- CMYK: C3 M100 Y70 K12
- RGB: R186 G12 B47
- Hexadecimal/Web: #BA0C2F
- RAL: 3027

**PANTONE (SPOT) PMS 137 C**
- CMYK: C0 M41 Y100 K0
- RGB: R255 G163 B0
- Hexadecimal/Web: #FFA300
- RAL: 1003

**PANTONE (SPOT) PMS 109 C**
- CMYK: C0 M9 Y100 K0
- RGB: R255 C209 B0
- Hexadecimal/Web: #FFD100
- RAL: 1018

**PANTONE (SPOT) PMS 368 C**
- CMYK: C65 M0 Y100 K0
- RGB: R120 G190 B3
- Hexadecimal/Web: #78BE20
- RAL: 6018

**PANTONE (SPOT) PMS 254 C**
- CMYK: C48 M96 Y0 K0
- RGB: R152 G29 B15
- Hexadecimal/Web: #BA0C2F
- RAL: 4006

**PANTONE (SPOT) PMS 320 C**
- CMYK: C96 M0 Y31 K2
- RGB: R0 G156 B16
- Hexadecimal/Web: #009CA6
- RAL: 5018

**PANTONE (SPOT) PMS 3015**
- CMYK: C100 M35 Y3 K2
- RGB: R0 G98 B155
- Hexadecimal/Web: #00629B
- RAL: 5007

**PANTONE (SPOT) PMS PROCESS CYAN**
- CMYK: C100 M0 Y0 K0
- RGB: R0 G181 B226
- Hexadecimal/Web: #00B5E2
- RAL: 5024

**PANTONE (SPOT) PMS 200 C**
- CMYK: C3 M100 Y70 K12
- RGB: R186 G12 B47
- Hexadecimal/Web: #BA0C2F
- RAL: 3027
Dark Color Palette

- PANTONE (SPOT) PMS 208 C
  - CMYK C15 M100 Y37 K45
  - RGB R134 G31 B65
  - Hexadecimal/Web #861F41
  - RAL 4002

- PANTONE (SPOT) PMS 158 C
  - CMYK C0 M62 Y95 K0
  - RGB R232 G119 B34
  - Hexadecimal/Web #EB7722
  - RAL 1018

- PANTONE (SPOT) PMS 123 C
  - CMYK C0 M19 Y89 K0
  - RGB R255 G199 B44
  - Hexadecimal/Web #FFC72C
  - RAL 6018

- PANTONE (SPOT) PMS 370 C
  - CMYK C62 M1 Y100 K2
  - RGB R101 G141 B27
  - Hexadecimal/Web #658D1B
  - RAL 6016

- PANTONE (SPOT) PMS 2612 C
  - CMYK C67 M100 Y0 K5
  - RGB R119 G37 B131
  - Hexadecimal/Web #772583
  - RAL 4006

- PANTONE (SPOT) PMS 322 C
  - CMYK C97 M9 Y39 K34
  - RGB R0 G115 B119
  - Hexadecimal/Web #007377
  - RAL 5021

- PANTONE (SPOT) PMS 295
  - CMYK C100 M69 Y8 KS4
  - RGB R0 G40 B85
  - Hexadecimal/Web #002855
  - RAL 5026

- PANTONE (SPOT) PMS Cool Gray 9 C
  - CMYK C30 M22 Y17 K57
  - RGB R117 G120 B123
  - Hexadecimal/Web #75787B
  - RAL 9023

- COLOR PMS Process Black
  - CMYK C0 M0 Y0 K100
  - RGB R0 G0 B0
  - Hexadecimal/Web #000000
  - 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.
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.
- **Pinterest**: Infographics and step-by-step photo guides.

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