IEEE COMPUTER SOCIETY

Brand Identity & Graphic Style Guide
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.
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
- Gives me research and insights

**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
- Relevant and quality knowledge
- Connects me with people worth knowing
- Advancing careers
- Drives the profession

**SELF-IMAGE**
- I am part of a community
- I am growing
- I am smart and knowledgeable
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
Logo Spacing & Placement

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

The logo should be 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. Readibility 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.
# Primary Color Palette

<table>
<thead>
<tr>
<th>Color</th>
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<th>CMYK</th>
<th>RGB</th>
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## Also in this Section

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

### Preferred Color Palette

<table>
<thead>
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### Bright Color Palette

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### Color Palettes

#### Pantone
- **PMS 208 C**
- **PMS 158 C**
- **PMS 123 C**
- **PMS 370 C**
- **PMS 3425 C**
- **PMS 2612 C**
- **PMS 322 C**
- **PMS 295 C**
- **PMS Cool Gray 9 C**
- **PMS Process Black**

#### CMYK
- **CMYK C15 M100 Y37 K45**
- **CMYK C0 M62 Y95 K0**
- **CMYK C0 M19 Y89 K0**
- **CMYK C62 M1 Y100 K2.5**
- **CMYK C93 M13 Y85 K4 4**
- **CMYK C30 M22 Y17 K57**
- **CMYK C0 M0 Y0 K100**

#### RGB
- **RGB R134 G31 B65**
- **RGB R232 C119 B34**
- **RGB R0 G115 B119**
- **RGB R0 G40 B85**
- **RGB R117 G120 B123**
- **RGB R0 G0 B0**

#### Hexadecimal/Web
- **#E87722**
- **#FFC72C**
- **#658D1B**
- **#002855**
- **#75787B**
- **#000000**
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.

TAGS FOR EACH PLATFORM

Twitter: @computersociety
Facebook: @ieeecomputersociety
LinkedIn: @ieee computer society
Instagram: @ieee_computer_society
YouTube: @ieeComputerSociety
Standard hashtag: #ieeecs