IEEE COMPUTER SOCIETY

IEEE COMPUTER SOCIETY

Brand Identity & Graphic Style Guide

IEEE

About the IEEE Computer Society

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

ALSO IN THIS SECTION

[Brand Identity Prism](#)

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

Highly respected

Innovative

Trustworthy

Intelligent

EXTERNAL RELATIONSHIP

Makes me a thought leader

Gives me new knowledge and skills

Network/community

Gives me trustworthy info

Gives me research and insights
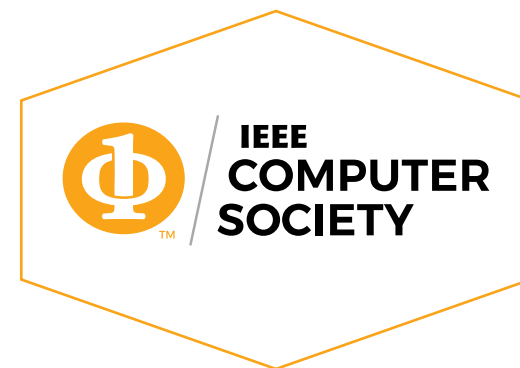
INTERNAL CULTURE

Cultivate knowledge

Lead with information

Quality

Community of experts

International/global

REFLECTION (SEEN AS)

Innovative

Top performer

Elite

Leader

Relevant

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 innovative

I am smart and knowledgeable

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.
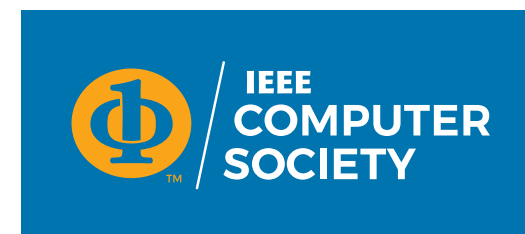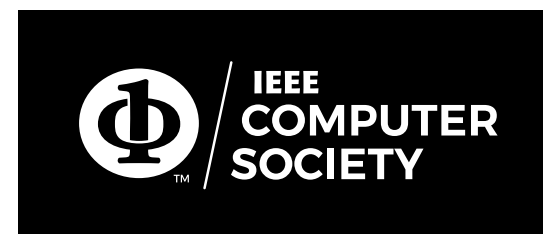
ALSO IN THIS SECTION

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 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. Readability should be ensured in all applications.

✅ CORRECT USAGE

0.3 x height

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

IEEE COMPUTER SOCIETY
INTERFACE

SAMPLE COMMITTEE, COMMUNITY, AND COUNCIL LOGOS

IEEE COMPUTER SOCIETY
TCPP
Technical Community on Parallel Processing

IEEE COMPUTER SOCIETY
BIG DATA
Special Technical Community

SAMPLE REGION LOGO

IEEE COMPUTER SOCIETY
Region**10**
Asia Pacific

SAMPLE CHAPTER LOGOS

IEEE COMPUTER SOCIETY
Bangalore Chapter

IEEE COMPUTER SOCIETY
G H Raisoni Academy of Engineering and Technology Student Branch Chapter

Color
Palette

The bright color palette is preferred.

ALSO IN THIS SECTION

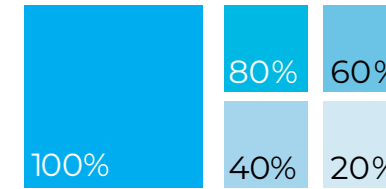Bright Color Palette

Dark Color Palette

PRIMARY COLOR PALETTE
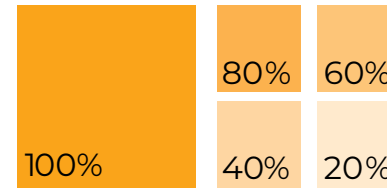
100%	80% / 60% / 40% / 20%

PANTONE (SPOT)
PMS 137 C

CMYK
C0 M41 Y100 K0

RGB
R255 G163 B0

Hexidecimal/Web
#FFA300

RAL
1003

PANTONE (SPOT)
PMS PROCESS CYAN

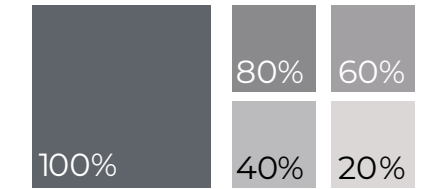**CMYK**
C100 M0 Y0 K0

RGB
R0 G181 B226

Hexidecimal/Web
#00B5E2

RAL
5024

PANTONE (SPOT)
PMS 3015

CMYK
C100 M35 Y3 K2 1

RGB
R0 G98 B155
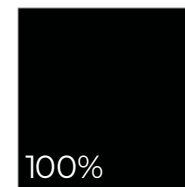
Hexidecimal/Web
#00629B

RAL
5007

PANTONE (SPOT)
PMS Cool Gray 9 C

CMYK
C30 M22 Y17 K57

RGB
R117 G120 B123

Hexidecimal/Web
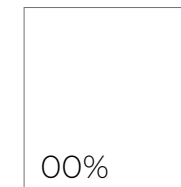#75787B

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

Bright Color Palette

Preferred Color Palette

100% / 80% / 60% / 40% / 20% swatches				

PANTONE (SPOT)
PMS 200 C

CMYK
C3 M100 Y70 K12

RGB
R186 G12 B47

Hexidecimal/Web
#BA0C2F

RAL
3027

PANTONE (SPOT)
PMS 137 C

CMYK
C0 M41 Y100 K0

RGB
R255 G163 B0

Hexidecimal/Web
#FFA300

RAL
1003

PANTONE (SPOT)
PMS 109 C

CMYK
C0 M9 Y100 K0

RGB
R255 G209 B0

Hexidecimal/Web
#FFD100

RAL
1018

PANTONE (SPOT)
PMS 368 C

CMYK
C65 M0 Y100 K0

RGB
R120 G190 B32

Hexidecimal/Web
#78BE20

RAL
6018

PANTONE (SPOT)
PMS 348 C

CMYK
C96 M2 Y100 K12

RGB
R0 G132 B61

Hexidecimal/Web
#00843D

RAL
6037

PANTONE (SPOT)
PMS 254 C

CMYK
C48 M96 Y0 K0

RGB
R152 G29 B151

Hexidecimal/Web
#981D97

RAL
4006

PANTONE (SPOT)
PMS 320 C

CMYK
C96 M0 Y31 K2

RGB
R0 G156 B166

Hexidecimal/Web
#009CA6

RAL
5018

PANTONE (SPOT)
PMS 3015

CMYK
C100 M35 Y3 K21

RGB
R0 G98 B155

Hexidecimal/Web
#00629B

RAL
5007

PANTONE (SPOT)
PMS PROCESS CYAN

CMYK
C100 M0 Y0 K0

RGB
R0 G181 B226

Hexidecimal/Web
#00B5E2

RAL
5024

COLOR
White

CMYK
C0 M0 Y0 K0

RGB
R255 G255 B255

Hexidecimal/Web
#FFFFFF

RAL
9016

Dark Color Palette

PANTONE (SPOT)
PMS 208 C

CMYK
C15 M100 Y37 K4 5

RGB
R134 G31 B65

Hexidecimal/Web
#861F41

RAL
4002

PANTONE (SPOT)
PMS 158 C

CMYK
C0 M62 Y95 K0

RGB
R232 G119 B34

Hexidecimal/Web
#E87722

RAL
2011

PANTONE (SPOT)
PMS 123 C

CMYK
C0 M19 Y89 K0

RGB
R255 G199 B44

Hexidecimal/Web
#FFC72C

RAL
1018

PANTONE (SPOT)
PMS 370 C

CMYK
C62 M1 Y100 K2 5

RGB
R101 G141 B27

Hexidecimal/Web
#658D1B

RAL
6018

PANTONE (SPOT)
PMS 3425 C

CMYK
C93 M13 Y85 K4 4

RGB
R0 G99 B65

Hexidecimal/Web
#006341

RAL
6016

PANTONE (SPOT)
PMS 2612 C

CMYK
C67 M100 Y0 K 5

RGB
R119 G37 B131

Hexidecimal/Web
#772583

RAL
4006

PANTONE (SPOT)
PMS 322 C

CMYK
C97 M9 Y39 K3 4

RGB
R0 G115 B119

Hexidecimal/Web
#007377

RAL
5021

PANTONE (SPOT)
PMS 295

CMYK
C100 M69 Y8 K54

RGB
R0 G40 B85

Hexidecimal/Web
#002855

RAL
5026

PANTONE (SPOT)
PMS Cool Gray 9 C

CMYK
C30 M22 Y17 K5 7

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

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**
Montserrat ExtraLight Italic	***Montserrat Semibold Italic***
Montserrat Light	**Montserrat Bold**
Montserrat Light Italic	***Montserrat Semibold Italic***
Montserrat Regular	*Montserrat Extrabold*
Montserrat Regular Italic	*Montserrat Extrabold Italic*
Montserrat Medium	**Montserrat Black**
Montserrat Medium Italic	***Montserrat Black Italic***

SECONDARY FONTS

Open Sans Light	***Open Sans Semibold Italic***
Open Sans Light Italic	**Open Sans Bold**
Open Sans Regular	***Open Sans Bold Italic***
Open Sans Italic	**Open Sans Extrabold**
Open Sans Semibold	***Open Sans Extrabold Italic***

Calibri Light	**Calibri Bold**
Calibri Regular	***Calibri Bold Italic***
Calibri Italic	

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.