

# IEEE Brand Identity Guidelines

[..] IEEE is engaged for the purpose of fostering technological innovation and excellence.

When properly used, the IEEE Brand conveys our culture, personality, and values. In working with constituencies across the organization, we see a shared commitment to the brand.

The cohesive guidelines are provided to ensure consistency in all of your collateral materials; technical and professional information, resources, services, conferences, and publications that reach professionals, students, prospective members, and organizations. Your adherence to these guidelines guarantees the continued integrity and leadership of the IEEE Brand in the global technology community.

## Trademarks and Contents Best Practice

The logos associated with IEEE are an important part of our intellectual property. This document provides a brief summary about trademarks, who to contact with questions, and reasons why logo contests are not recommended.

## IEEE Style

**Guide/[Content|<https://brand-experience.ieee.org/guidelines/digital/style-guide/content/>]**

1. Trademark symbols must be included along with a trademarked product name the first time it is mentioned on a web page.
2. Provide the source of all content that is not original once permission for publishing has been obtained. Or instead, link directly to the source. It is mandatory to provide credit to the original source.
3. Do not use content from another site (including IEEE sites) without permission. For example, do not use Google images found through search without permission of the owner.
4. Use "IEEE," not the "Institute of Electrical and Electronics Engineers" or "the Institute."
5. Use second-person language for instructional material. For content where information is directed at the user, refer to the user as "you."
6. Use "IEEE," not "we" or "our."
7. Use common language. Compared to print, digital is a more informal and immediate medium.
8. Write in the active voice, which emphasizes the "doer" of the action, not the "receiver."
9. Avoid first-person language such as "we" or "our," for example, "IEEE conducts meetings ..." or "The Member and Geographic Activities Board will meet ..."
10. Avoid making exaggerated claims or using promotional language to describe products and services. Use factual, objective information to present information more objectively.
11. Avoid IEEE jargon and terms or explanations that may not be understood by non-members or a more general audience. Spell out acronyms on first usage, or avoid entirely if not essential.
12. Avoid using self-referential terms, such as "click here," "follow this link," and "this website."
13. Use email, website, internet, intranet, extranet, IEEE
14. Serial comma (e.g., "Red, yellow, and blue wires") in 3+ word series

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Last update: **2024/07/12 05:10**

