IEEE EMBS™

*IEEE Engineering in **Medicine** & **Biology** Society*

Visual Identity Guidelines

IEEE
Advancing Technology for Humanity

IEEE EMBS™

*IEEE Engineering in **Medicine** & **Biology** Society*

IEEE Engineering in Medicine & Biology Society (IEEE EMBS)

Your global connection to the world of biomedical engineering.

IEEE Engineering in Medicine and Biology Society (EMBS) is the world's largest international society of biomedical engineers. The organization's more than 10,000 members reside in over 97 countries around the world. IEEE EMBS provides its members with access to the people, practices, information, ideas, and opinions that are shaping one of the fastest-growing fields in science.

Mission

The IEEE Engineering in Medicine and Biology Society advances the application of engineering sciences and technology to medicine and biology, promotes the profession, and provides global leadership for the benefit of its members and humanity by disseminating knowledge, setting standards, fostering professional development, and recognizing excellence.

Please visit embs.org to learn more.

The success of the IEEE Brand depends on the structure of its brand architecture and how it is reflected to the world. This includes the IEEE Master Brand and its associated family of brands (i.e. sub-brands). This guide provides an overview of how the IEEE EMBS brand should be used.

Brand Elements

IEEE has consolidated best practices from communications materials created throughout the organization and streamlined the components and rules for how each element is used when creating branded communications. Identity elements have been carefully selected to reinforce the personality and values of the IEEE Brand.

To the right are the core elements of the IEEE Engineering in Medicine and Biology Society visual identity logo, color palette, fonts, graphic elements, and imagery.

This guideline document works in tandem with the full IEEE Brand Identity Guidelines and does not supersede them.

IEEE EMBS
IEEE Engineering in Medicine & Biology Society

IEEE EMBS
IEEE Engineering in Medicine & Biology Society

IEEE Brand Font	IEEE Alternate Font	IEEE Web Font
Formata	Calibri	Open Sans
abc	abc	abc
ABC	ABC	ABC

Logo Variations

The primary logo for IEEE EMBS is stacked in format. The primary logo is purple (Pantone 2612C) and IEEE Blue (Pantone 3015C). A horizontal version of the logo is also available.

When using the IEEE EMBS logo and IEEE Master Brand, make sure to follow minimum size and clear space requirements. A gray (60% black) or IEEE Blue, vertical line should always be used to separate the IEEE EMBS logo from the IEEE Master Brand.

The IEEE EMBS logo ***should always be shown*** with the full society name—IEEE Engineering in Medicine & Biology Society. The only exception to the rule would be for special use cases where the full society name would be illegible, for instance on a promotional item. For more information, or questions, please contact branding@ieee.org.

*Note: or more information, see the full version of the **IEEE Brand Identity Guidelines**.*

PRIMARY LOGO–STACKED

HORIZONTAL LOGO

IEEE MASTER BRAND LOCK-UP

Color Variations

The IEEE EMBS logo has several color variations as illustrated in examples to the right.

The primary logo is comprised of purple (Pantone 2612C) and IEEE Blue (Pantone 3015) and should be used in most instances, ensuring visible contrast is maintained between the logo and background.

IEEE Blue (Pantone 3015C) and solid white versions are also available. A black version of the logo is available upon request.

For dark backgrounds, use the solid white logo. Ensure that all background control requirements are met when using any of the IEEE EMBS logo variations.

**The IEEE EMBS logo is placed on a dark blue background for illustrative purposes only.*

FULL COLOR

WHITE*

IEEE BLUE

Minimum Size & Clear Space

The **minimum size** requirement for both print and digital applications ensures that the IEEE EMBS logo is legible. The minimum width for the stacked logo for print & non-screen is 1.25 inches. The minimum width for digital & on-screen is 80 pixels.

Clear space ensures that the logo does not compete with other images, graphics, and text. Do not place any images, graphics, or text inside the clear space. A clear space, equal to or greater than "1x" (the height of the helix graphic element), is required on all sides surrounding the IEEE EMBS logo in printed applications ("½x" in digital applications).

Minimum Size

STACKED LOGO

Print & Non-Screen

1.5 inches
38.1 millimeters

Digital & On-Screen

100 pixels

HORIZONTAL LOGO

Print & Non-Screen

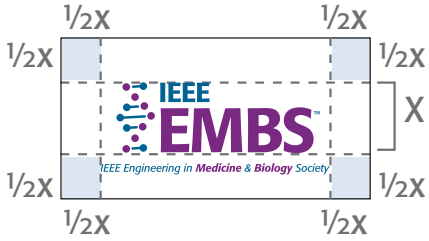
2.25 inches
57.15 millimeters

Digital & On-Screen

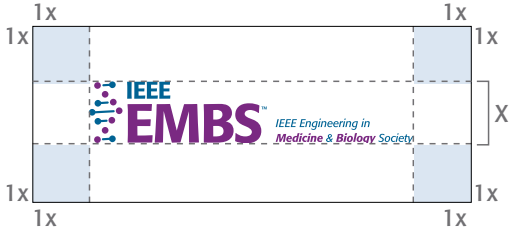
150 pixels

Clear Space

STACKED LOGO



HORIZONTAL LOGO



Note: *The minimum width for print & non-screen for the IEEE Master Brand is .875 inches. The minimum width for digital & on-screen is 100 pixels. More information is available online for the IEEE Master Brand minimum size & clear space requirements.*

.875 inches
22.225 millimeters

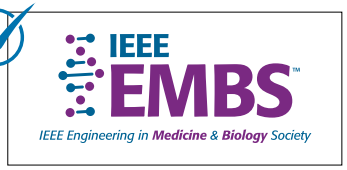
100 pixels

Background Control

When placing the IEEE EMBS logo and/or the IEEE EMBS graphic elements on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and logo. When placing the logo over an image, adjust the position of the image or retouch as needed. Here are some examples of both high contrast (correct) and low contrast (incorrect).

Note: *The IEEE EMBS logo is placed on different background colors for illustrative purposes only.*

CORRECT USAGE

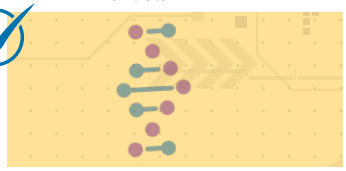


Color logo on light background.

IEEE Blue logo on a light background.

White logo on a dark background.

Color logo on an image with minimal detail.



Butterfly graphic element on a background with minimal detail.

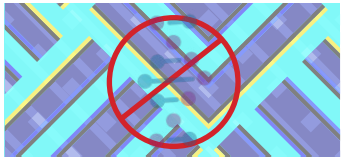
INCORRECT USAGE

Do NOT put the color logo on competing background.

Do NOT put the IEEE Blue logo on competing background.

Do NOT put the white logo on a light background.

Do NOT place the logo on a complex background.



Do NOT place any of the graphic elements on a complex background or at an opacity lower than 25%.

Usage

The IEEE EMBS logo should never be used as part of a headline or sentence. The logos and graphic elements should never be 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.

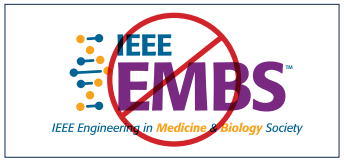
Logo configurations and usage outside of established specifications and guidelines damage the brand, and over time, can reduce the value of the brand. Modifications and/or distortions are strictly prohibited. Please refer to the examples shown on the right.

See page 4 for special use cases where the full society name would be illegible.

The size of the logo should never be smaller than one inch. The tagline should be legible.

Do NOT rearrange, reconfigure, change the size, and/or placement of any parts of the logo.

Do NOT distort, stretch, and/or squeeze any parts of the logo.

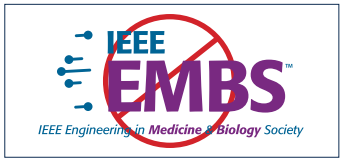


Do NOT make any elements of the logo different color combinations. Do NOT use any colors other than the approved colors.

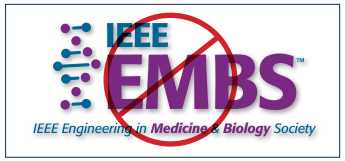
Do NOT use/show the logo without the full society name—IEEE Engineering in Medicine & Biology Society*.

Do NOT add any text to the logo or change the tagline copy in any way

Do NOT outline any part of the logo.

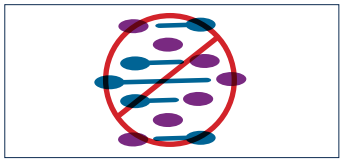


Do NOT remove any of the parts of the icon.

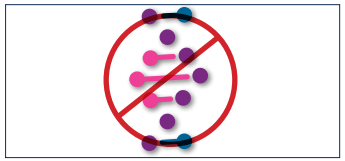


Do NOT add a drop shadow and/or recreate the logo in any way.

Do NOT make any parts of the helix graphic element different color combinations. Do NOT outline any part of the graphic element.



Do NOT distort, stretch, and/or squeeze any parts of the graphic element.



Do NOT use any colors other than the approved colors. Do NOT add a drop shadow and/or recreate the graphic elements in any way.

Text Usage

1. When used in a sentence, title, or name, the full name should always appear as IEEE Engineering in Medicine & Biology Society (IEEE EMBS).
2. The name IEEE Engineering in Medicine & Biology Society or IEEE Engineering in Medicine and Biology Society must be used in the first instance of the name. After the first instance, the shortened name, IEEE EMBS is allowed.
3. The letters "IEEE EMBS" should always be in all caps.
4. The symbol "&" or word "and" may be used when using the full name—IEEE Engineering in Medicine & Biology Society **or** IEEE Engineering in Medicine and Biology Society.

Primary Color Palette

A color palette is provided for use on all collateral and communications. The main colors for the IEEE EMBS brand are purple (Pantone 2612C) and IEEE Blue (Pantone 3015C). An extended color palette is also available for use.

- Recommended tints for use with these colors are included.
- The recommended text color (black or white) is indicated in the percentage labels.

Use **Pantone (PMS) Spot colors** when printing with more than four colors or fewer than three colors.

Use **CMYK colors** when 4-color printing is available.

Use **RGB colors** for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.

Use **Hexadecimal colors** when creating websites and any related applications, such as banner advertisements.

Use **RAL colors** for the European equivalent of Pantone (PMS) colors for applications in signage and facility installations.

Note: *For more information, see the full version of the* ***IEEE Brand Identity Guidelines****.*

PRIMARY PALETTE

PANTONE (SPOT)
PMS 2612C

CMYK
C9 M72 Y0 K49

RGB
R119 G37 B131

Hexidecimal/Web
#772583

RAL
4006

100%	#772583
80%	#96529a
60%	#b17cb3
40%	#cba7cc
20%	#e5d2e5

PANTONE (SPOT)
PMS 3015C

CMYK
C100 M35 Y3 K21

RGB
R0 G98 B155

Hexidecimal/Web
#00629b

RAL
5007

100%	#00629b
80%	#007dae
60%	#5d9cc3
40%	#97bdd7
20%	#e4e6ec

Extended Color Palette

An extended color palette is available for use to compliment the IEEE EMBS primary color palette and should be used as accent color(s) on collateral.

- Recommended tints for use with these colors are included.
- The recommended text color (black or white) is indicated in the percentage labels.

Use **Pantone (PMS) Spot colors** when printing with more than four colors or fewer than three colors.

Use **CMYK colors** when 4-color printing is available.

Use **RGB colors** for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.

Use **Hexadecimal colors** when creating websites and any related applications, such as banner advertisements.

Use **RAL colors** for the European equivalent of Pantone (PMS) colors for applications in signage and facility installations.

*Note: For more information, see the full version of the **IEEE Brand Identity Guidelines**.*

EXTENDED PALETTE

PANTONE (SPOT)
PMS 254C
CMYK C37 M0 Y83 K25
RGB R120 G190 B32
Hexidecimal/Web #78be20
RAL 6018

100%	#78be20
80%	#94c956
60%	#b0d781
40%	#cbe4aa
20%	#e5f1d4

PANTONE (SPOT)
PMS CYAN
CMYK C100 M0 Y0 K0
RGB R0 G163 B224
Hexidecimal/Web #00a3e0
RAL 5024

100%	#00a3e0
80%	#00b9f2
60%	#44c8f5
40%	#8ed8f8
20%	#c7eafb

PANTONE (SPOT)
PMS 320C
CMYK C100 M6 Y0 K35
RGB R0 G156 B166
Hexidecimal/Web #009ca6
RAL 5018

100%	#009ca6
80%	#00aeb9
60%	#2bc3c9
40%	#87d7db
20%	#c5ebec

PANTONE (SPOT)
PMS 322C
CMYK C100 M3 Y0 K53
RGB R0 G115 B119
Hexidecimal/Web #007377
RAL 5021

100%	#007377
80%	#008d92
60%	#4fa9ac
40%	#8ec5c6
20%	#c7e1e2

PANTONE (SPOT)
PMS BLACK
CMYK C0 M0 Y0 K100
RGB R0 G0 B0
Hexidecimal/Web #000000
RAL 9017

100%	#000000
80%	#58595b
60%	#808285
40%	#a7a9ac
20%	#d1d3d4

PANTONE (SPOT)
PMS WHITE
CMYK C0 M0 Y0 K0
RGB R255 G255 B255
Hexidecimal/Web #FFFFFF
RAL 9016

Typography

IEEE typefaces have been carefully chosen for their legibility, flexibility, and adaptability with other design elements.

Formata is the primary typeface for IEEE as well as IEEE EMBS. Formata, a Sans Serif font, should be used predominantly on all print applications. This typeface is available in many weights and styles that are essential to create distinction across all communications.

Calibri is the alternate typeface to be used on all screen-based applications, such as PowerPoint, Microsoft Word, and websites. If needed, the font Verdana may be used.

Open Sans is the IEEE preferred web font for use on all websites.

Note: The use of the Formata and Adobe Caslon Pro fonts are governed by license agreements. Use of the fonts without a license or in opposition to the license terms is prohibited. For questions or more information, use the *brand inquiries form* found on the *IEEE Brand Experience* site.

PRIMARY TYPEFACE

Formata Light
Formata Regular
Formata Italic
Formata Medium
Formata Bold

Formata
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

ALTERNATE TYPEFACE

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Calibri
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

WEB TYPEFACE

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

Open Sans
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

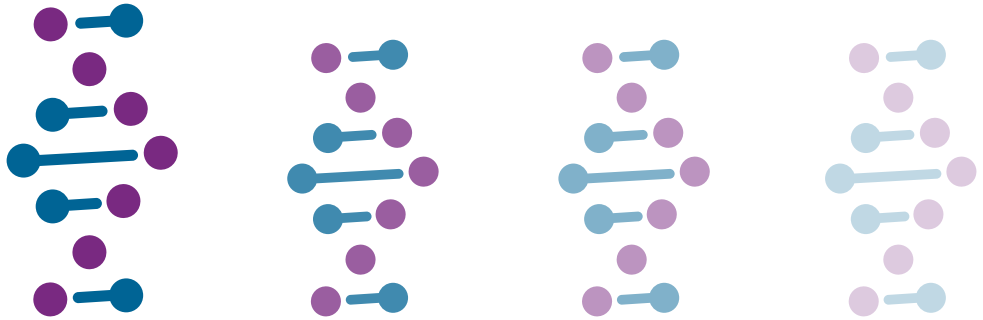
Graphic Elements

The IEEE EMBS **helix** and **spiral** is a prominent part of the IEEE EMBS brand and can be used as a design element on print and digital applications.

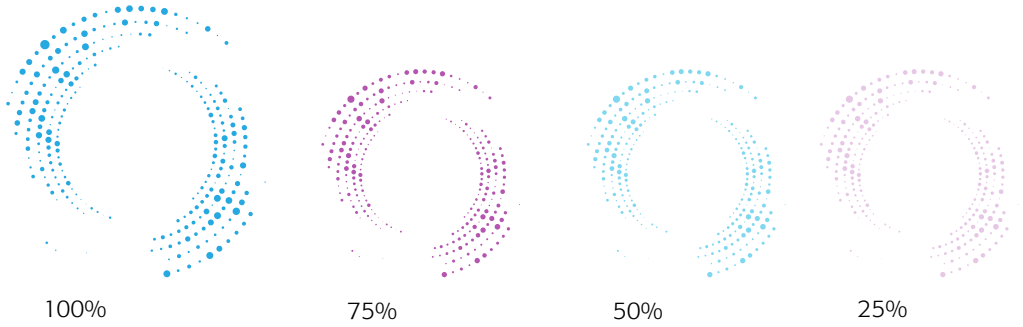
IEEE EMBS Helix and Spiral

- The helix and the spiral should be used at 100% opacity or as a watermark with an opacity greater than 25%.
- The helix and spiral can bleed off the edge of the collateral.
- The helix and spiral should never be redrawn or visually altered beyond the permitted tinted treatments shown on the right.
- When using the helix or spiral the full IEEE EMBS logo or spelled out society name must appear in at least one instance on any and all collateral.
- The ***helix*** can only be shown vertical. It must never be rotated or flipped.
- ***The color of the spiral can be altered*** but must appear in one of the colors from the approved IEEE color palette. The spiral may be rotated or flipped.

IEEE EMBS HELIX



IEEE EMBS SPIRAL



__Note:__ The IEEE Master Brand wedge is a key element of the IEEE design system. The wedge can be incorporated in any materials, however it should be done so sparingly. The wedge must be at an approved angle of either 45° or 135°. IEEE EMBS uses the wedge in purple, bright blue, and IEEE blue.

Imagery

The six image themes–people, technology, knowledge, connections, global, and historical–are based on the key pillars of the IEEE Brand and reflect the IEEE Master Brand personality and style, as well as IEEE members, areas of expertise, and history. Original photographs that you own the copyright for *(not clip art or stock images)* should be used whenever possible. When original photographs are not available, stock photography and abstract or vector artwork, is acceptable as long as it follows the same guidelines.

Use of photographs without appropriate licenses or permission is prohibited. Please note that all photographs are potentially subject to copyright. Use of an image obtained from a search engine or other source, may violate the rights of the copyright owner and subject IEEE to liability.

Note: *Royalty-free images are available for purchase from various stock photography collections on the web for a one-time fee for usage in an unlimited number of applications, an unlimited number of times. The cost is based on file size, not usage. Pulling images from Google is not allowed. For questions or more information, use the brand inquiries form* found on the *IEEE Brand Experience* site.

Social Media

All social media networks (Facebook, Twitter, Instagram, LinkedIn, YouTube) have their own set(s) of guidelines. When using the IEEE EMBS logo and the IEEE Master Brand for these applications, follow the minimum size and clear space for digital and on-screen applications.

If the minimum size and/or clear space cannot be met, the IEEE EMBS logo and IEEE Master Brand should be as large as possible within the given space.

To better fit the social media profile icon size restrictions, the IEEE EMBS logo may be used without the full society name.

Make sure that the IEEE Master Brand, sub-brand logos, and/or tagline are legible when optimized for mobile applications.

Size and Font

- Clear Space: Equal to or greater than ½x
- IEEE Master Brand Minimum Width: 100 pixels
- Font: Formata or Calibri when applicable

Color

- Use approved IEEE color palette

Profile image, cover image, and social post/frame templates are available for use.

Note: The IEEE Social Media Policy can be found on the IEEE Brand Experience site. For questions or more information, use the brand inquiries form.

Profile Image Treatments

IEEE EMBS logo special use case.

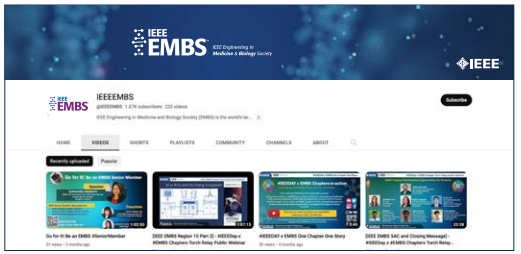
Social Media Network Cover Photo Treatments

Facebook Profile

Twitter Profile

The IEEE EMBS logo is placed within the bounding box dimensions allowed by Facebook, Twitter, Instagram, LinkedIn, and YouTube guidelines.

Social media guidelines and dimensions are constantly evolving and should be researched prior to designing graphics for any social media network. For up-to-date dimensions and guidelines, visit the most recent image size specifications for each social media network.



YouTube Profile

Video

To keep the IEEE Brand consistent throughout all applications, follow these guidelines when producing any type of video.

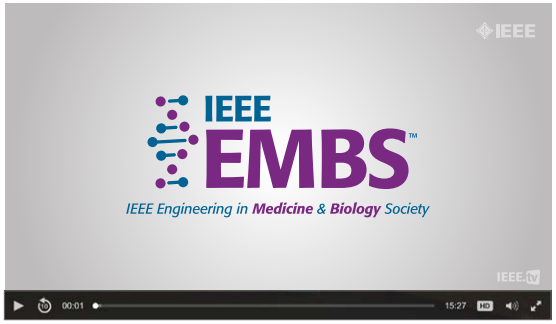
WATERMARK

Using the IEEE Master Brand as a ghosted/translucent 'watermark' is a good way to leverage the IEEE Brand. Be sure to maintain proper brand clear space, as well as enough room to allow for a video control bar that may appear below the watermark during playback.

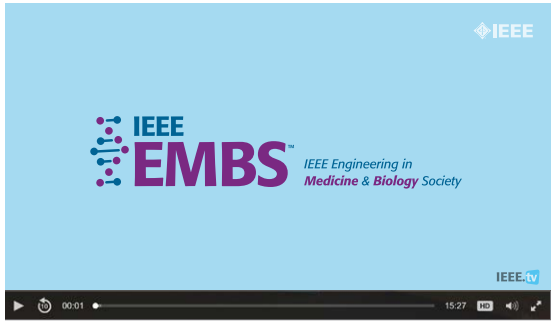
If the IEEE EMBS logo or IEEE.tv logo is present, the IEEE Master Brand can appear in the top right or in the opening and closing frames, rather than as a watermark throughout.

IEEE WEDGE DESIGN SYSTEM

Consider using a branded 'wedge' accent color bar along the bottom of the screen with reversed to white IEEE Master Brand for title and ending slides. This can be done in IEEE blue or any IEEE color from the approved color palette.



Make sure to leave space clearance in the lower portion of the video frame for the IEEE.tv brand watermark. Anything intended for use in that space, please contact ieee.tv for further guidance.



Consider using the IEEE Master Brand throughout as a watermark in the top right. It is not required to appear on every screen *but should always appear* in the beginning and ending frames.

Consider use of the IEEE Wedge element as a design accent. The wedge may be shown in any of the colors from the approved IEEE color palette.

When using more than one logo on the endslate of a video, consider using a vertical line to separate the two logos.

When there is an IEEE.tv watermark, or when multiple sub-brands are involved, the IEEE Master Brand is not required to appear throughout, *but should appear* in the beginning and ending frames.

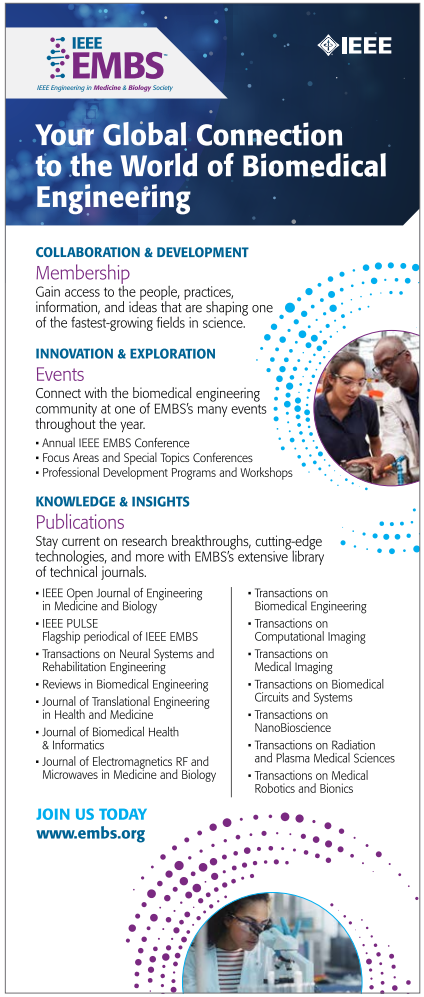
Print & Non-Screen Applications

FLYER TEMPLATE

LETTERHEAD

BUSINESS CARD

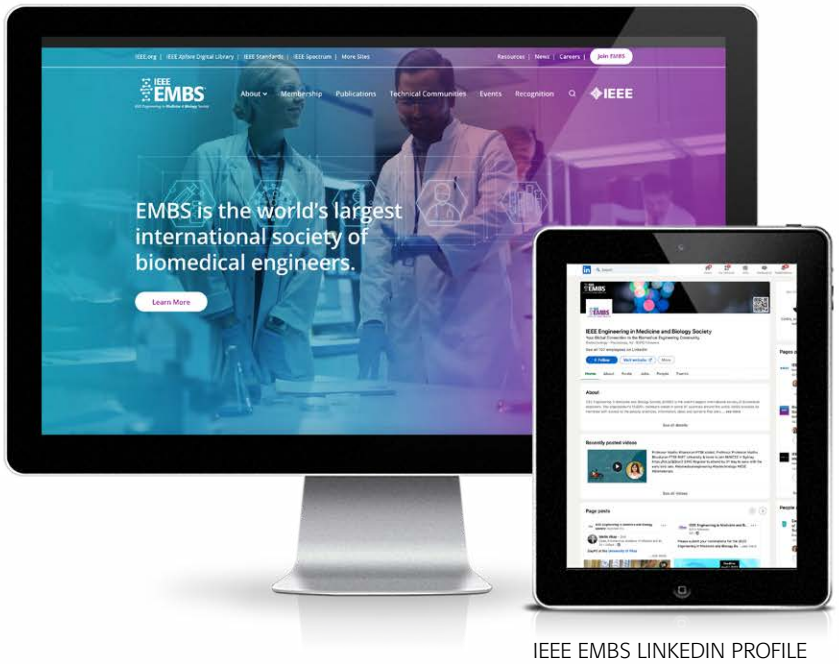
PROMO ITEMS



PULL UP BANNER

Digital & On-Screen Applications

IEEE EMBS WEBSITE



IEEE EMBS LINKEDIN PROFILE

POWERPOINT TEMPLATE

IEEE EMBS FACEBOOK PROFILE

IEEE EMBS WEB AD

IEEE Resources & Contact

Contact

For questions or more information about the IEEE brand, please use the IEEE brand inquiries form.

Brand Identity Tools

IEEE Brand Experience Website
brand-experience.ieee.org

IEEE Master Brand and Logos
ieee.org/MasterBrand

IEEE Brand Identity Guidelines (PDF, 3 MB)
ieee.org/ieee_visual_guidelines.pdf

About IEEE

Understanding the IEEE Brand
brand-experience.ieee.org/ieee-brand/brand-overview/

IEEE EMBS™ IEEE Engineering in Medicine & Biology Society

IEEE