

BRANDGUIDELINES

v 1.0



WELCOME

As members, volunteers, staff and partners, each of us plays a key role in expressing our brand. By strongly communicating our brand identity—the way we look, what we say and how we say it—we demonstrate what makes us stand out from the rest. These Brand Guidelines will give you the tools you need to communicate our brand identity in a clear, consistent way.

SMARTGRID BRAND

COMPONENTS

SMART GRID BRAND IDEA is a succinct idea that captures the essence of what we stand for.

SMART GRID BRAND STORY is the more detailed articulation of our Brand Idea. Beyond simply the “products and services” we offer, it’s the story of how we deliver for them.

SMART GRID PERSONALITY ATTRIBUTES guide everything we do and say as a brand, thus shaping our brand identity.

IEEE SMARTGRID

IEEE brings together all stakeholders under one umbrella, serving as the leader in the Smart Grid movement and number one resource for enabling Smart Grid technologies.

The core purpose of the IEEE is to foster technological innovation and excellence for the benefit of humanity.

Today, IEEE has more than 385,000 members in over 160 countries. With 38 societies and 7 technical councils, we are poised to take on the challenges the Smart Grid presents us with.

Leadership
Unifying
Intelligent
Confidence
Equitable
Enduring

SMARTGRID LOGO

COMPONENTS



Note: We're one initiative with one name: IEEE Smart Grid. It's the cornerstone of the identity; the signature of our brand. Going forward always refer to us as IEEE Smart Grid.

The logo of a brand is the centerpiece of the visual identity. It is the key design element that symbolizes the essence of a brand.

The new IEEE Smart Grid logo is made up of two elements: the new logotype and the mark above the letters.

The logotype is a combination of 3 fonts from the Helvetica Neue Extended family. The Smart Grid name is set prominently in all caps, with "Smart" being offset in a heavier weight to emphasize the intelligent and confident personality of the brand. "Grid" is set in a lighter weight of the font to balance out the logo.

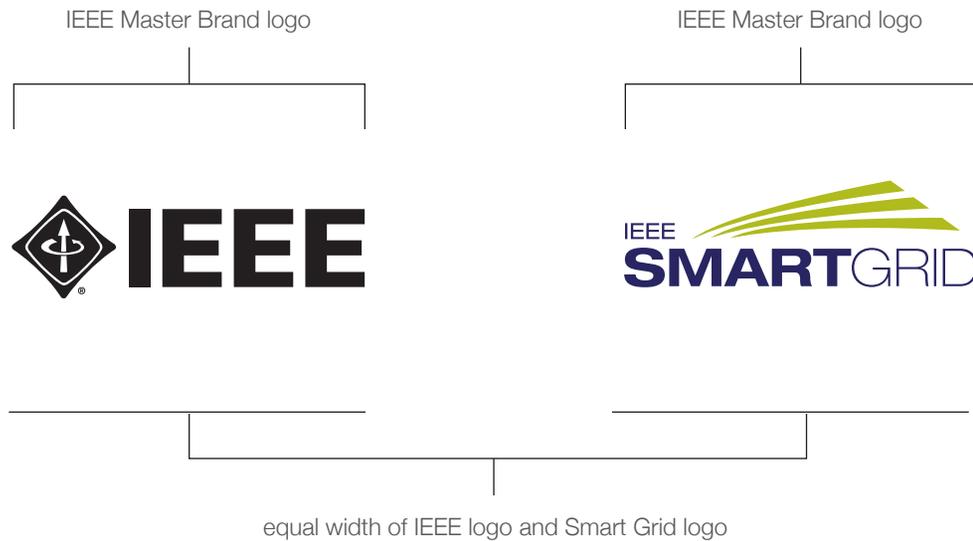
At once contemporary, dynamic and forward thinking, the logotype should remain relevant over time.

The green logomark signifies the initiative's mission. Directional and unifying, it creates an umbrella for the Smart Grid movement to make the IEEE initiative a success.

Lastly, by changing the color to blue and green, we are reinforcing our visual differentiation.

SMARTGRID LOGO

MASTER BRAND



IEEE is the “go-to” resource for information and collaboration on the Smart Grid. As such the IEEE organization and its brand is an integral part of the IEEE Smart Grid brand.

The IEEE Smart Grid logo must always appear with IEEE Master Brand logo as shown here. Ideally both logos should be shown across from each other.

The IEEE logo should be the same width as the IEEE Smart Grid logo to give it at least equal prominence. Only in certain cases, for example in electronic usage, an exception may be made. Please contact the IEEE marketing department for approval.

SMARTGRID LOGO

REPRODUCTION



CLEAR SPACE. Clear space is the area surrounding the logo, giving it room to breathe and allowing for easy readability.

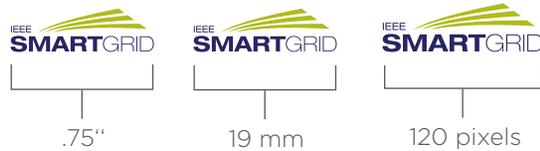
We define clear space by the distance “x,” a unit of measurement equal to the height of two thirds of the letter S.

A minimum clear space requirement has been established to ensure the prominence and clarity of the IEEE Smart Grid identity. It is essential that the clear space remain free of all graphics, photography and typography for maximum brand recognition.

MINIMUM SIZE. Minimum size refers to the smallest size at which the IEEE Smart Grid logo may be reproduced.

To ensure its legibility, the minimum reproduction size of the IEEE Smart Grid logo is .75” or 19 mm wide for print applications. For electronic media the size is 120 px wide.

Minimum Size



SMARTGRID LOGO

COLOR VARIATIONS



ieee_sg_2c_pms.eps
ieee_sg_2c_cmyk.eps
ieee_sg_2c_rgb.eps



ieee_sg_1c_black.eps

When reproducing the logo under some circumstances, certain challenges may arise. To provide the greatest degree of flexibility, a suite of logos have been created to satisfy a variety of reproduction methods.

Whenever possible use the full-color version of the logo. It is provided in 4-color process (CMYK for print applications) and RGB for electronic use.



ieee_sg_2c_g_rev_pms.eps
ieee_sg_2c_g_rev_cmyk.eps
ieee_sg_2c_g_rev_rgb.eps



ieee_sg_2c_b_rev.eps
ieee_sg_2c_b_rev_cmyk.eps
ieee_sg_2c_b_rev_rgb.eps



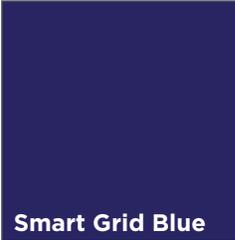
ieee_sg_1c_rev.eps

The 2-color configuration for the logo is built with Pantone® 2755 (blue) and Pantone® 397 (green). Positive and white/reverse versions of the logo are also available.

Please note these versions are to be used only in the event that full-color is not an option.

BACKGROUNDS. When using the IEEE Smart Grid logo over photography, please keep in mind that the same rules apply. The color version is preferred; just be sure that there's sufficient contrast for the logo to be legible.

Please note that the color values given are guidelines only. Depending on the output and the program used, adjustments should be made to ensure a consistent color for the IEEE Smart Grid logo. Use the correct Pantone® color chip to make sure final CMYK and RGB output colors match as closely as possible to the specified PMS colors.

	
Smart Grid Green	Smart Grid Blue
PMS 397 CMYK 20:0:100:19 RGB 164:164:31 Hex #A4A91F	PMS 2755 CMYK 100:100:29:20 RGB 23:26:99 Hex #171A63

SMARTGRID LOGO

INCORRECT USAGE

Do not change the logo colors



Do not distort the logo in any way.



Do not alter the elements of the logo.



Do not recreate the logo in another typeface.



To maintain the equity and value of the brand, the IEEE Smart Grid logo must never be altered or redrawn. Some, but not all, common misuses are shown on this page.

TYPOGRAPHY

Helvetica Neue Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 23 Ultra Light Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 33 Thin Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 53 Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 73 Bold Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

We use the Helvetica Neue font family as the primary typeface for all our brand communications. A variety of weights shown at left will provide creativity and flexibility in your layouts.

Electronic communications (e.g. Word® documents and Powerpoint® presentations) use our alternate font, Arial. Helvetica Neue may be used if the receiving computer has this font installed, but Arial is a system font and more consistent for cross-platform desktop applications.

The fonts shown here are examples only. The Helvetica Neue font family is very extensive and includes condensed, regular and extended versions of the font.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890