



# Visual Identity Guidelines





### **An International IEEE Program**

Natural disasters can severely impact individuals, families, and communities around the world. The restoration of electricity and communications is often of primary importance during these challenging times because when power and connectivity is lost, people go without lights and the ability to access technology and a primary means of communication.

### **IEEE MOVE is primarily a Mobile Emergency Relief Program**

The MOVE program is committed to assisting victims of and responders to natural disasters with short-term communications, technology, and power solutions. These temporary emergency relief provisions help people stay connected and ensure access to the help they need. Services include internet service, charging stations, and lighting resources.

### **MOVE also provides STEM (Science Technology Engineering Math) Education Outreach**

When not deployed for disaster relief efforts, the IEEE MOVE vehicle is taken to schools, fairs, and other venues to educate the public, showcase, leading technologies, and raise awareness about the positive impact these technologies have on society.

Please visit [move.ieee.org](https://move.ieee.org) to learn more.

# 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 MOVE Disaster Relief & Outreach visual identity logo, color palette, and fonts.

**Note:** For more information, see the full version of the [IEEE Brand Identity Guidelines](#).

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## COLOR | 15



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IEEE Brand Font

Formata

abc

ABC

IEEE Alternate Font

Calibri

abc

ABC

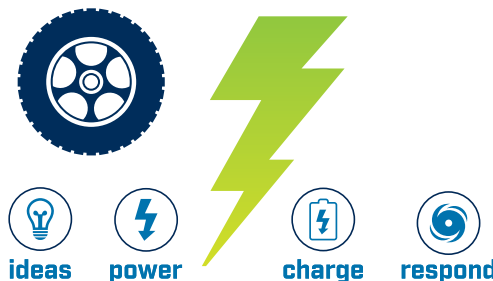
IEEE Web Font

Open Sans

abc

ABC

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## IEEE MOVE International Logo Variations

The primary logo for the MOVE Disaster Relief & Outreach is horizontal in format. The primary logo is navy (Pantone 295C) and green (Pantone 348C). A stacked version of the logo is also available.

When using the MOVE Disaster Relief & Outreach logo and IEEE Master Brand, make sure to follow [minimum size and clear space requirements](#).

A gray (60% black), vertical line should always be used to separate the MOVE logo from the IEEE Master Brand.

The IEEE MOVE International logo variations are available for download. For more information, visit the [MOVE Visual Identity Toolkit](#).

**Note:** For more information, see the full version of the [IEEE Brand Identity Guidelines](#).

### PRIMARY LOGO–HORIZONTAL



### STACKED LOGO



### IEEE MASTER BRAND LOCK-UP



## IEEE MOVE International Color Variations

The MOVE Disaster Relief & Outreach logo has several color variations as illustrated in the examples to the right.

The primary logo is navy (Pantone 295C) and green (Pantone 348C) and should be used in most instances, ensuring visible contrast is maintained between the logo and the background.

An IEEE MOVE bright logo—IEEE blue (Pantone 3015C) and bright green (Pantone 368C) version is also available. When a one color logo is needed, the IEEE blue (Pantone 3015) logo should be used. White and bright green (Pantone 368C) and solid white versions of the logo are also available for dark backgrounds where the MOVE logo cannot meet the necessary [background control requirements](#). 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 MOVE logo variations.

**Note:** The MOVE Disaster Relief & Outreach logo is placed on a dark blue background for illustrative purposes only.

### PRIMARY LOGO



### BRIGHT LOGO



### IEEE BLUE



### WHITE AND BRIGHT GREEN



### WHITE



## IEEE-USA MOVE Program Logo Variations

MOVE Community Outreach, an IEEE-USA Initiative, is an emergency relief program committed to assisting victims of natural disasters with short-term communications, technology, and power solutions.

**IEEE-USA MOVE has a specific logo with several logo variations as illustrated in examples at the right.**

The primary logo for IEEE-USA MOVE is horizontal in format. The logo is navy (Pantone 295C) and green (Pantone 348C). A stacked version of the logo is also available.

When using the IEEE-USA MOVE logo and IEEE Master Brand, make sure to follow [minimum size and clear space requirements](#). A gray, (60% black), vertical line should always be used to separate the IEEE-USA MOVE logo from the IEEE Master Brand.

The IEEE-USA MOVE logo variations are available for download. For more information, visit the [IEEE-USA MOVE Visual Identity Toolkit](#).

*The IEEE-USA MOVE logo may only be used when referring specifically to the United States based MOVE program.*

**Do not use in reference to the international program.**

*Note: For more information, see the full version of the [IEEE Brand Identity Guidelines](#).*

### PRIMARY LOGO–HORIZONTAL



### STACKED LOGO



### IEEE MASTER BRAND LOCK-UP



## IEEE-USA MOVE Program Color Variations

MOVE Community Outreach, an IEEE-USA Initiative program has a specific logo with several color variations as illustrated in examples to the right.

The primary logo is navy (Pantone 295C) and green (Pantone 348C) and should be used in most instances, ensuring visible contrast is maintained between the logo and the background.

An IEEE blue (Pantone 3015C) and bright green (Pantone 368C) version is also available. When a one color logo is needed, the IEEE blue (Pantone 3015) logo should be used. White and bright green (Pantone 368C) and solid white versions of the logo are also available for dark backgrounds where the IEEE-USA MOVE logo cannot meet the necessary [background control requirements](#). A black version of the logo is available upon request.

**Note:** The MOVE Community Outreach, an IEEE-USA Initiative logo is placed on a dark blue background for illustrative purposes only.

### PRIMARY LOGO



### IEEE BLUE AND BRIGHT GREEN



### IEEE BLUE



### WHITE AND BRIGHT GREEN



### WHITE



## International Brand Extensions

MOVE Brand Extension templates are available for use for each of the MOVE international programs. The MOVE logo or name as well as “An IEEE International Program” should always appear with the brand extension name.

### FONT

Approved IEEE fonts (Formata/Calibri) should always be used. Font weights can vary.

### COLOR

Blues (Pantone 295C, Pantone 3015C) and greens (Pantone 370C, 368C, 348C, or 3425C) from the IEEE MOVE approved color palette should be used as accent colors.

### MINIMUM SIZE and CLEAR SPACE

Be certain to follow minimum size, clear space, and background control requirements.

***Note:** The words “Placeholder text only” are for illustrative purposes only and should be replaced with the brand extension name.*

#### OPTION 1 - BRAND EXTENSION WITH WEDGE



#### OPTION 2 - BRAND EXTENSION TEXT

**MOVE Disaster Relief & Outreach**  
An IEEE International Program | **Placeholder Text Only**



## International Brand Extension Treatments

MOVE International Brand Extension Treatments are for use only when the location name is required.

This series of available brand extensions within the MOVE visual identity system are used to represent standards and recommended practices across established and emerging locations.

MOVE brand extension templates are available for use for each of the different locations—**MOVE India**, **MOVE Jamaica**, and **MOVE Puerto Rico**.

### COLOR

Blues (Pantone 295C, Pantone 3015C) and greens (Pantone 370C, 368C, 348C, or 3425C) from the [IEEE MOVE approved color palette](#) should be used as accent colors.

*Note:* For more information, see the full version of the [IEEE Brand Identity Guidelines](#).

### MOVE INDIA



*India*

### MOVE JAMAICA



*Jamaica*

### MOVE PUERTO RICO



*Puerto Rico*

# MOVE International Minimum Size & Clear Space

The **minimum size** requirement for both print and digital applications ensures that the MOVE logo is legible. It also ensures that the wheel icon of the logo does not fill in. The minimum width for print & non-screen is 1 inch. The minimum width for digital & on-screen is 75 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" (x equals the height of the "M" in MOVE) is required on all sides surrounding the MOVE logo in printed and digital applications.

## Minimum Size

### HORIZONTAL LOGO

Print & Non-Screen



1.5 inches  
38.1 millimeters

Digital & On-Screen



100 pixels

### STACKED LOGO

Print & Non-Screen



1 inch  
25.4 millimeters

Digital & On-Screen



75 pixels

## Clear Space

### HORIZONTAL LOGO



### STACKED 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](https://www.ieee.org/brand) minimum size & clear space requirements.



.875 inches  
22.225 millimeters



100 pixels

# IEEE-USA MOVE Minimum Size & Clear Space

The **minimum size** requirement for both print and digital applications ensures that the IEEE-USA MOVE logo is legible. It also ensures that the wheel icon of the logo does not fill in. The minimum width for print & non-screen is 1 inch. The minimum width for digital & on-screen is 60 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" (*x equals the height of the "M" in MOVE*) is required on all sides surrounding the IEEE-USA MOVE logo in printed and digital applications.

## Minimum Size

### HORIZONTAL LOGO

Print & Non-Screen



1.5 inches | 38.1 millimeters

Digital & On-Screen



100 pixels

### STACKED LOGO

Print & Non-Screen



1 inch | 25.4 millimeters

Digital & On-Screen



60 pixels

## Clear Space

### HORIZONTAL LOGO



### STACKED 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](https://www.ieee.org/brand) minimum size & clear space requirements.



.875 inches  
22.225 millimeters



100 pixels

# Background Control

When placing the MOVE Disaster Relief & Outreach logo, IEEE-USA MOVE logo, and/or the MOVE 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 logos and graphic elements are placed on different background colors for illustrative purposes only.

## CORRECT USAGE



Color logo on light background.



IEEE blue & bright green logo on a light background.



White and bright green logo on a dark background.



Logo on an image with minimal detail.



Wheel graphic element on a background with minimal detail.

## INCORRECT USAGE



Do NOT put the dark full color logo on dark background.



Do NOT put the color logo on a competing background.



Do NOT put the white and bright green 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%.

## Logo & Graphic Elements Usage

The MOVE Disaster Relief & Outreach logo and the IEEE-USA MOVE 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 graphic elements 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.



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



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 use any colors other than the approved colors: IEEE navy, green, black, or white.



Do NOT make any elements of the logo different color combinations.



Do NOT add any text to the logo other than the text already shown—"An IEEE International Program"



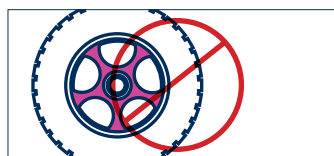
Do NOT outline any part of the logo.



Do NOT remove any of the words from the logo, in this example—"Disaster Relief & Outreach" is removed.



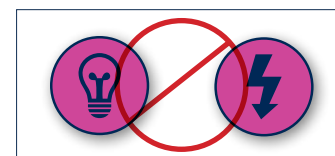
Do NOT add a drop shadow and/or recreate the logo in any way.



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



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



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

### MOVE Disaster Relief & Outreach

- 1 When used in a sentence, title, or name, the full name should always appear as MOVE Disaster Relief & Outreach upon first reference. After the first instance, the shortened name, MOVE, IEEE MOVE, or MOVE International is allowed.
- 2 The shortened name should always appear as MOVE, IEEE MOVE, or IEEE MOVE International.
- 3 The ampersand symbol (&) should always be used with the full name, MOVE Disaster Relief & Outreach.
- 4 The word “MOVE” should always be in all caps.

### MOVE Community Outreach, an IEEE-USA Initiative

- 1 When referring to the IEEE-USA MOVE program, the full name, MOVE Community Outreach, an IEEE-USA Initiative should be used. When used in a sentence, title, or name, the full name should always appear as MOVE Community Outreach, an IEEE-USA Initiative upon first reference. After the first instance, the shortened name, IEEE-USA MOVE is allowed.
- 2 The shortened name should always appear as IEEE-USA MOVE. The alternate name IEEE-USA MOVE Community Outreach is also permitted.
- 3 The hyphen symbol (-) should always be used between “IEEE-USA”.
- 4 The words “IEEE-USA MOVE” should always be in all caps.

## About MOVE Disaster Relief & Outreach

### An International IEEE Program

Natural disasters can severely impact individuals, families, and communities around the world. The restoration of electricity and communications is often of primary importance during these challenging times because when power and connectivity is lost, people go without lights and the ability to access technology and a primary means of communication.

### MOVE is primarily a Mobile Emergency Relief Program

The MOVE Community Outreach, An IEEE-USA Initiative (IEEE-USA MOVE) program is committed to assisting victims of and responders to natural disasters with short-term communications, technology, and power solutions. These temporary emergency relief provisions help people stay connected and ensure access to the help they need. Services include internet service, charging stations, and lighting resources.

### MOVE also provides STEM (Science Technology Engineering Math) Education Outreach

When not deployed for disaster relief efforts, the IEEE MOVE vehicle is taken to schools, fairs, and other venues to educate the public, showcase leading technologies, and raise awareness about the positive impact these technologies have on society.

Please visit [move.ieee.org](https://move.ieee.org) to learn more.

# Primary Color Palette

A color palette is provided for use on all collateral and communications. The primary brand colors for MOVE and IEEE-USA MOVE are navy (Pantone 295C), green (Pantone 348C), IEEE blue (Pantone 3015), and bright green (Pantone 368C).

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**  
**295C**

**CMYK**  
C100 M69 Y8 K54

**RGB**  
R0 G40 B85

**Hexidecimal/Web**  
#002855

**RAL**  
5026

**PANTONE (SPOT)**  
**PMS**  
**348C**

**CMYK**  
C96 M2 Y100 K12

**RGB**  
R0 G132 B61

**Hexidecimal/Web**  
#00843d

**RAL**  
6037

**PANTONE (SPOT)**  
**PMS**  
**3015C**

**CMYK**  
C100 M35 Y3 K21

**RGB**  
R0 G98 B155

**Hexidecimal/Web**  
#00629b

**RAL**  
5007

**PANTONE (SPOT)**  
**PMS**  
**368C**

**CMYK**  
C65 M0 Y100 K0

**RGB**  
R120 G190 B32

**Hexidecimal/Web**  
#78be20

**RAL**  
6018

<b>100%</b>	#002855	<b>100%</b>	#00843d
<b>80%</b>	#2e4d76	<b>80%</b>	#299c62
<b>60%</b>	#627696	<b>60%</b>	#69b587
<b>40%</b>	#94a1b8	<b>40%</b>	#afd7bd
<b>20%</b>	#c9cedb	<b>20%</b>	#cde6d5
<b>100%</b>	#00629b	<b>100%</b>	#78be20
<b>80%</b>	#007dae	<b>80%</b>	#94c956
<b>60%</b>	#5d9cc3	<b>60%</b>	#b0d781
<b>40%</b>	#97bdd7	<b>40%</b>	#cbe4aa
<b>20%</b>	#e4e6eC	<b>20%</b>	#e5f1d4



## Extended Color Palette

An extended color palette is available for use to compliment the MOVE and IEEE-USA MOVE primary color palette. The extended color palette 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.

### EXTENDED PALETTE

PANTONE (SPOT) <b>PMS CYAN</b>	PANTONE (SPOT) <b>PMS 200C</b>	PANTONE (SPOT) <b>PMS 158C</b>	PANTONE (SPOT) <b>PMS 123C</b>	PANTONE (SPOT) <b>PMS BLACK</b>	PANTONE (SPOT) <b>PMS WHITE</b>
					
<b>CMYK</b> C100 M0 Y0 K0	<b>CMYK</b> C3 M100 Y70 K12	<b>CMYK</b> C0 M62 Y95 K0	<b>CMYK</b> C0 M19 Y89 K0	<b>CMYK</b> C0 M0 Y0 K100	<b>CMYK</b> C0 M0 Y0 K0
<b>RGB</b> R0 G181 B226	<b>RGB</b> R186 G12 B47	<b>RGB</b> R232 G119 B34	<b>RGB</b> R255 G199 B44	<b>RGB</b> R0 G0 B0	<b>RGB</b> R255 G255 B255
<b>Hexidecimal/Web</b> #00B5E2	<b>Hexidecimal/Web</b> #BA0C2F	<b>Hexidecimal/Web</b> #E87722	<b>Hexidecimal/Web</b> #FFC72C	<b>Hexidecimal/Web</b> #000000	<b>Hexidecimal/Web</b> #FFFFFF
<b>RAL</b> 5024	<b>RAL</b> 3027	<b>RAL</b> 2011	<b>RAL</b> 1018	<b>RAL</b> 9017	<b>RAL</b> 9016
<b>100%</b> #00B5E2	<b>100%</b> #BA0C2F	<b>100%</b> #E87722	<b>100%</b> #00B5E2	<b>100%</b> #000000	
<b>80%</b> #00B9F2	<b>80%</b> #D45154	<b>80%</b> #F69251	<b>80%</b> #FFD15E	<b>80%</b> #58595B	
<b>60%</b> #44C8F5	<b>60%</b> #E47F7B	<b>60%</b> #FDAD7B	<b>60%</b> #FFDC88	<b>60%</b> #808285	
<b>40%</b> #8ED8F8	<b>40%</b> #F1AAA5	<b>40%</b> #FFC8A6	<b>40%</b> #FFE7AF	<b>40%</b> #A7A9AC	
<b>20%</b> #C7EAFB	<b>20%</b> #F9D4D0	<b>20%</b> #FFE3D1	<b>20%</b> #FFF2D7	<b>20%</b> #D1D3D4	

*Note: For more information, see the full version of the [IEEE Brand Identity Guidelines](#).*



# 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 MOVE Disaster Relief & Outreach and IEEE-USA MOVE. 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 font is 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

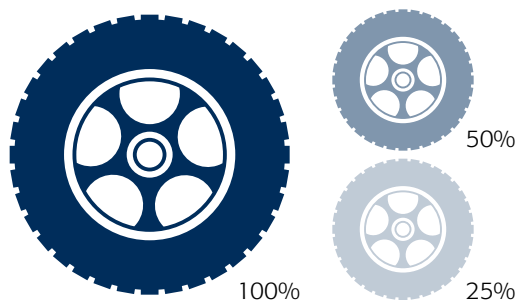
The **MOVE wheel and bolt** are predominant parts of the MOVE and IEEE-USA MOVE brand and can be used as design elements on print and digital applications.

- The wheel and bolt should be used at 100% opacity or as a watermark with an opacity greater than 25%.
- The wheel and bolt can bleed off the edge
- The bolt should never be rotated

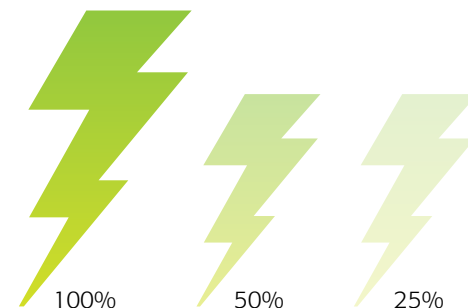
The **MOVE icons** (ideas, power, charge, and respond) are optional brand elements and can be used if applicable on print and digital applications.

- The icons should be used at 100% opacity or as a watermark with an opacity greater than 25%
- The icons *should not* bleed off the edge and should be shown in their entirety
- The icons should never be rotated
- The icons can be shown in IEEE blue (Pantone 3015), navy (Pantone 295C), or bright green (Pantone 368C)

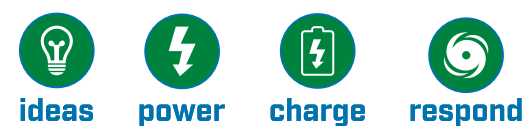
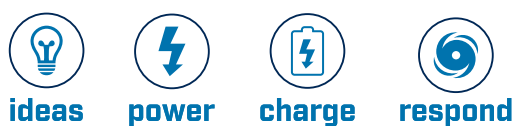
### Primary Graphic Element WHEEL



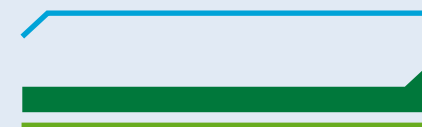
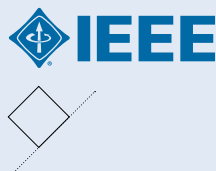
### Secondary Graphic Element BOLT



### Optional Brand Elements ICONS



**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°. MOVE Disaster Relief & Outreach uses the wedge in navy, green, cyan, or bright green.



## Partner Branding

IEEE MOVE is an IEEE Foundation Priority Initiative. The **IEEE Foundation type treatment** should be used on most print and digital applications.

The **Donor Support Seal** is a tag that may be used to highlight IEEE programs made possible in whole or in part by giving to the IEEE Foundation. The Donor Support Seal should be used on most print and digital applications to show the breadth and depth of the impact that donors to the IEEE Foundation have across the Institute.

The marks for the [Donor Support Seal](#) or the [IEEE Foundation](#) type treatment are available for download. For more information, visit the [IEEE Foundation Brand Identity and Style Toolkit](#).

### ASAE Award Graphic

ASAE honors both individual and organizational achievement in association management, as well as contributions our members make to the association community and the wider world. MOVE is an ASAE 2021 Gold Winner recipient. Where applicable, this graphic should be used on print and digital collateral. To ensure you have the most recent graphic, contact [move@ieee.org](mailto:move@ieee.org).

### IEEE-USA

IEEE-USA serves the public good and promotes the careers and public policy interests of 170,000 engineering, computing, and technology professionals who are U.S. members of IEEE. Where applicable, the IEEE-USA type treatment should be used on print and digital collateral. For more information or to download the IEEE-USA logo, visit the [IEEE-USA general usage guidelines](#).

### IEEE Foundation

#### TYPE TREATMENT

**IEEE Foundation**  
**IEEE Foundation**

#### DONOR SUPPORT SEAL



### ASAE

#### AWARD GRAPHIC



### IEEE-USA

#### TYPE TREATMENT



## QR Code Resources

IEEE MOVE QR codes are an additional asset for use in your print and digital applications. While Static QR Codes contain fixed information, Dynamic QR Codes have the possibility to be edited after completion. Mobile phone QR code readers swiftly link the user to the websites indicated.

There are two website QR codes for IEEE MOVE for use:

- IEEE MOVE website: [move.ieee.org](https://move.ieee.org)
- IEEE MOVE donation opportunity on the IEEE Foundation site:  
[www.ieeefoundation.org/move-international](https://www.ieeefoundation.org/move-international)

### Size

- Size should be no smaller than .875 x .875 inches (63 x 63 pixels).

### Color

- Use any color from the approved IEEE color palette
- Ensure that all [background control requirements](#) are met when using the QR Code

**Make sure to confirm that the QR Codes scan and properly link to the correct website.**

For questions or more information, use the [brand inquiries form](#) found on the [IEEE Brand Experience](#) site or contact [move@ieee.org](mailto:move@ieee.org).

### IEEE MOVE Website



### IEEE Foundation MOVE Donation Opportunity



## 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.

IEEE MOVE is primarily a Mobile Emergency Relief Program and has specific images to reflect its disaster relief efforts. When not deployed, MOVE also provides STEM (Science Technology Engineering Math) Education Outreach. The images of students learning should be used to better reflect this program.

*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) have their own set(s) of guidelines. Both MOVE and IEEE-USA MOVE have their own social network profiles. When using the MOVE and the IEEE-USA MOVE logos, and/or 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 MOVE and IEEE-USA MOVE logos 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 stacked logo(s) should be used.**

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

## Size and Font

- Clear Space: Equal to or greater than 1/2x
- 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 under Digital Guidelines at <https://brand-experience.ieee.org/guidelines/digital/social-media/>. For questions or more information, use the [brand inquiries form](#) found on the IEEE Brand Experience site.

## Profile Image Treatments



Stacked IEEE MOVE logo for social media applications.

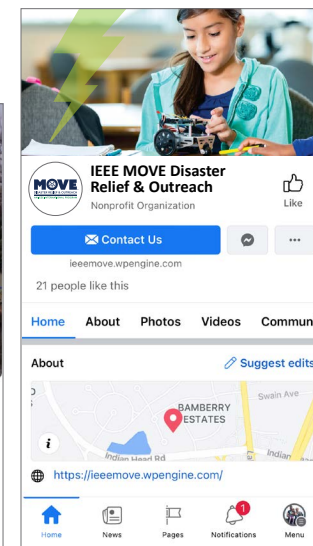


Stacked white and bright green IEEE-USA MOVE logo on IEEE blue for social media applications.

## Social Media Network Cover Photo Treatments



DESKTOP VIEW



MOBILE VIEW

The MOVE and IEEE-USA MOVE logos are placed within the bounding box dimensions allowed by Facebook 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](#).*

# Print & Non-Screen Applications

LARGE BACKDROP BANNER



PULL UP BANNERS



PROMO ITEMS



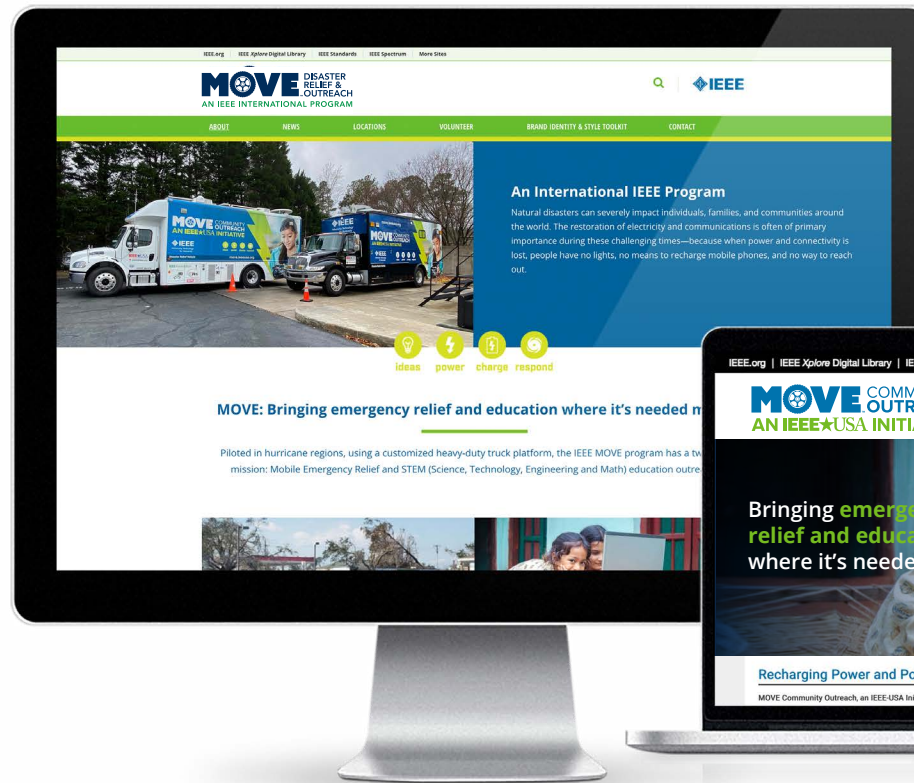
**NOTE:** All use of the logos and brand elements herein when applied to promo items or print and non-screen applications must be pre-approved by MOVE leadership before production.



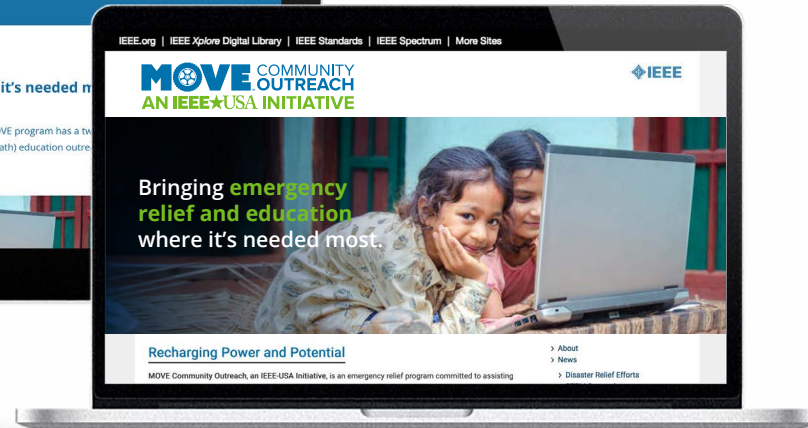
IEEE-USA MOVE DISASTER RELIEF VEHICLE

# Digital & On-Screen Applications

IEEE MOVE INTERNATIONAL WEBSITE



IEEE-USA MOVE WEBSITE



**NOTE:** All use of the logos and brand elements herein when applied to all digital and on-screen applications (websites, PowerPoint presentations, video, web ads, etc.) must be pre-approved by MOVE leadership. Make sure to email [move@ieee.org](mailto:move@ieee.org) for approval prior to final files.



# IEEE Contact & Resources

## Contact

For MOVE International or IEEE-USA  
MOVE questions or more information,  
email [move@ieee.org](mailto:move@ieee.org).

For questions or more information  
about the IEEE brand, please use the  
[IEEE brand inquiries form](#).

## Brand Identity Tools

IEEE MOVE Brand Identity Toolkit  
[move.ieee.org/visualidentitytoolkit](http://move.ieee.org/visualidentitytoolkit)

IEEE Brand Identity Toolkit  
[brand-experience.ieee.org](http://brand-experience.ieee.org)

IEEE Master Brand and Logos  
[ieee.org/MasterBrand](http://ieee.org/MasterBrand)

IEEE Brand Identity Guidelines (PDF, 3 MB)  
[ieee.org/ieee\\_visual\\_guidelines.pdf](http://ieee.org/ieee_visual_guidelines.pdf)

## About IEEE

Understanding the IEEE Brand  
[brand-experience.ieee.org/ieee-brand/  
brand-overview/](http://brand-experience.ieee.org/ieee-brand/brand-overview/)