



IEEE MOVE Identity Guidelines

A Sub-Brand of IEEE





A Global 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 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 identity logo, color palette, and typography.

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

LOGO VARIATIONS | 4



BRAND EXTENSION TREATMENTS | 8



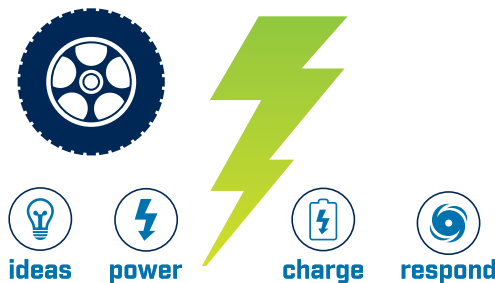
COLOR | 15



TYPOGRAPHY | 17

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

GRAPHIC ELEMENTS | 18



IMAGERY | 20



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

For special use cases where the name “An IEEE Global Program” is illegible, please contact MOVE leadership at move.ieee.org.

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 Global 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 bright color option—white and bright green (Pantone 368C) version is also available and should be used when there is a dark background color.

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

For dark backgrounds, use the white logo. Ensure that all [background control requirements](#) are met when using any of the MOVE logo variations.

PRIMARY LOGO



BRIGHT COLOR OPTION



WHITE



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

IEEE BLUE



IEEE-USA MOVE Program Logo Variations

MOVE Community Outreach, an IEEE-USA Initiative, is an emergency relief program within the United States that is 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 vertical line should always be used to separate the logo from the IEEE Master Brand.

The IEEE-USA MOVE logo variations are available for download. For more information, visit the [IEEE-USA MOVE Brand 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 global 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 bright color option—white and bright green (Pantone 368C) version is also available and should be used when there is a dark background color.

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

PRIMARY LOGO



BRIGHT COLOR OPTION



WHITE



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

IEEE BLUE



Global Brand Extension Templates

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

TYPOGRAPHY

[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.

PRIMARY BRAND EXTENSION WITH WEDGE



Brand Extension Name Here

Note: The words "Brand Extension Name Here" are for illustrative purposes only and should be replaced with the brand extension name.

ALTERNATE BRAND EXTENSION TEXT

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

Global Brand Extensions

IEEE MOVE Global Brand Extensions are for use only when the location name is required.

This series of available brand extensions within the MOVE brand 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.

MOVE INDIA



MOVE JAMAICA



MOVE PUERTO RICO



MOVE Global 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" (the height of the "M"), is required on all sides surrounding the IEEE MOVE logo in printed applications ("1/2x" in 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



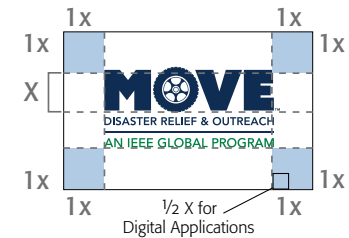
75 pixels

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" (the height of the "M"), is required on all sides surrounding the IEEE-USA MOVE logo in printed applications ("1/2x" in digital applications).

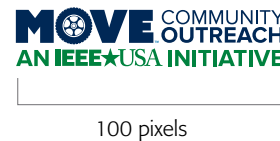
Minimum Size

HORIZONTAL LOGO

Print & Non-Screen



Digital & On-Screen



STACKED LOGO

Print & Non-Screen



Digital & On-Screen

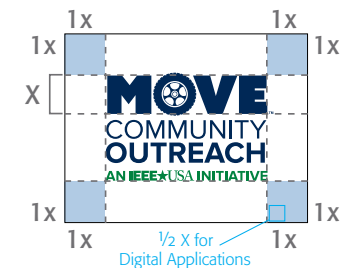


Clear Space

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](#) 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**).

CORRECT USAGE



Primary logo on light background.



White logo on a dark background.



Bright color logo on an image with minimal detail.



Wheel graphic element on a background with minimal detail.

INCORRECT USAGE



Do NOT put the primary logo on a dark 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%.

Note: The logos and graphic elements are placed on different background colors for illustrative purposes only.

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.



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 Global Program"



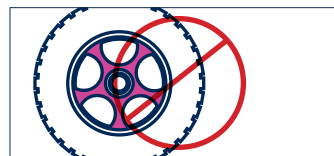
Do NOT outline any part of the logo.



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



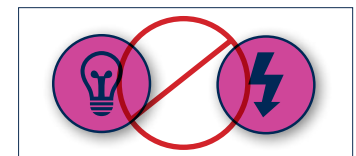
Do NOT add a drop shadow and/or recreate the logo in any way.



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 IEEE MOVE Global is allowed.
- 2 The shortened name should always appear as MOVE, IEEE MOVE, or IEEE MOVE Global.
- 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

A Global 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 to learn more.

Approved 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) 295C		PANTONE (SPOT) 3015C		PANTONE (SPOT) 348		PANTONE (SPOT) 368C	
CMYK C100 M63 Y0 K67		CMYK C100 M35 Y3 K21		CMYK C96 M2 Y100 K12		CMYK C65 M0 Y100 K0	
RGB R0 G40 B85		RGB R0 G98 B155		RGB R0 G132 B61		RGB R120 G190 B32	
HEXADECIMAL #002855		HEXADECIMAL #00629b		HEXADECIMAL #00843d		HEXADECIMAL #78be20	
RAL 5026		RAL 5007		RAL 6037		RAL 6018	
TINT	HEX	TINT	HEX	TINT	HEX	TINT	HEX
100%	#002855	100%	#00629b	100%	#00833d	100%	#78be20
80%	#2d4d76	80%	#007daf	80%	#299c62	80%	#94c956
60%	#627596	60%	#5b9cc3	60%	#69b587	60%	#b0d781
40%	#94a1b8	40%	#95bcd6	40%	#afd7bd	40%	#cbe4aa
20%	#c8ceda	20%	#cadcea	20%	#cde6d5	20%	#e5f1d4

EXTENDED PALETTE

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

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

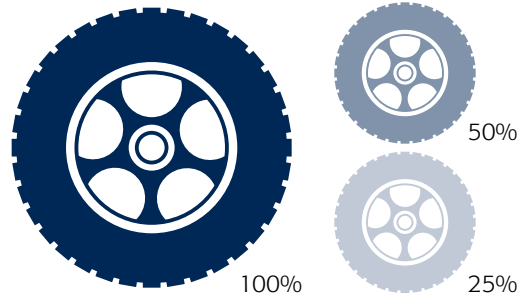
The **MOVE wheel and bolt** are predominant parts of the MOVE and IEEE-USA MOVE brand and can be used as design elements on print and digital applications.

- 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

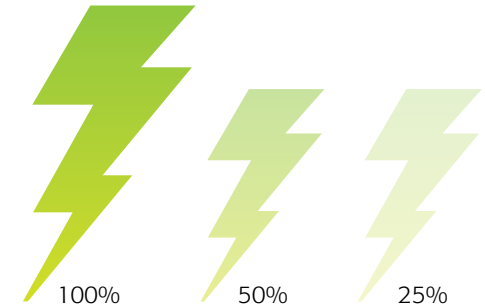
The **MOVE icons** (ideas, power, charge, and respond) are optional brand elements and can be used if applicable on print and digital applications.

- 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)

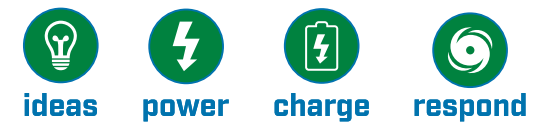
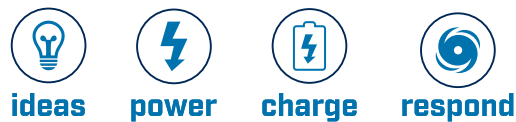
Primary Graphic Element WHEEL



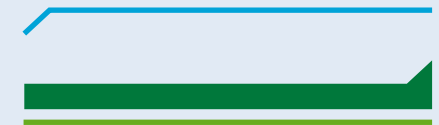
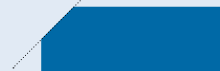
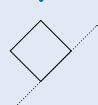
Secondary Graphic Element BOLT



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](#).

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

The logo for the IEEE Foundation, featuring the word "IEEE" in a smaller, blue, sans-serif font above the word "Foundation" in a larger, bold, blue, sans-serif font.

DONOR SUPPORT SEAL



IEEE-USA

TYPE TREATMENT

The logo for IEEE-USA, featuring the word "IEEE" in a bold, red, sans-serif font, followed by a blue five-pointed star, and then the word "USA" in a bold, blue, sans-serif font. The entire logo is underlined with a thin blue line.

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
- IEEE MOVE donation opportunity on the IEEE Foundation site: www.ieeefoundation.org

Size

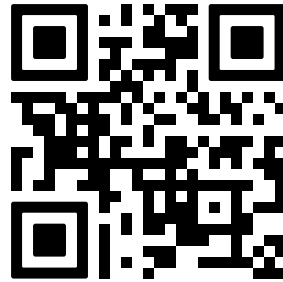
- Size should be no smaller than .875 x .875 inches (63 x 63 pixels).

Color

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

All QR codes should be tested to ensure that they scan and properly link to the correct website.

IEEE MOVE Website



IEEE Foundation MOVE Donation Opportunity



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

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

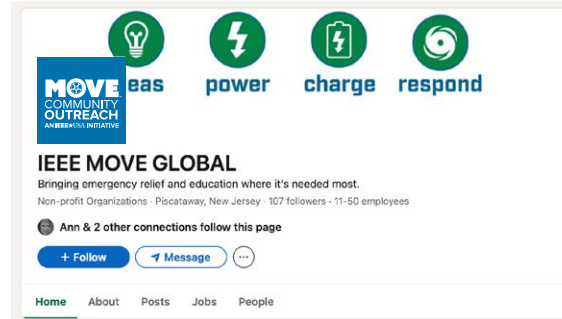
Color

- Use approved IEEE color palette

The [IEEE Social Media Policy](#) can be found on the IEEE Brand Experience site. For questions contact branding@ieee.org.

Profile Page Social Treatments

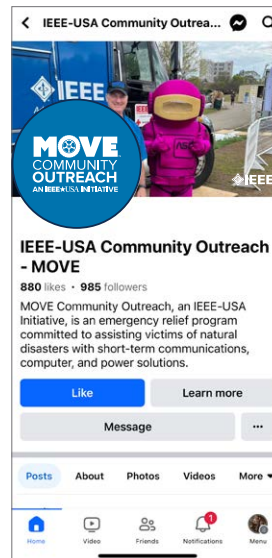
LinkedIn



Profile Images



Facebook



The IEEE MOVE and IEEE-USA MOVE logos are placed within the bounding box dimensions allowed by Facebook and LinkedIn 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



MOVE TRUCK

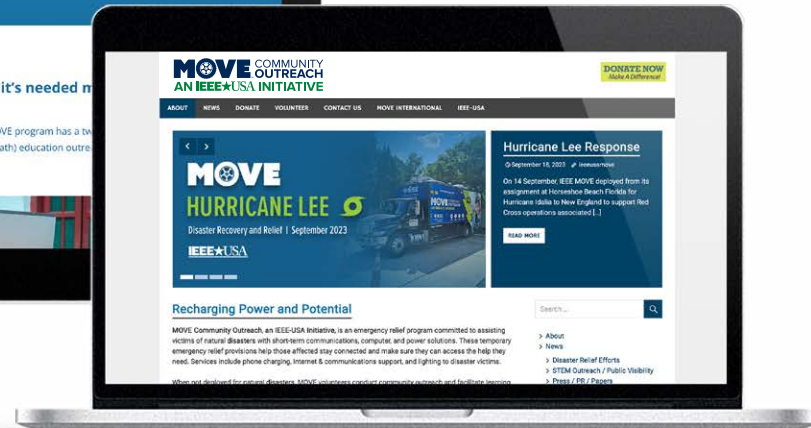
NOTE: All use of the logos and brand elements herein when applied to promo items or print and non-screen applications must be pre-approved by MOVE leadership before production.

Digital & On-Screen Applications

IEEE MOVE GLOBAL 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 for approval prior to final files.

IEEE Contact & Resources

Contact

For MOVE Global or IEEE-USA MOVE questions or more information, email move@ieee.org.

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

Brand Identity Tools

[IEEE Brand Experience Website](#)

[IEEE Master Brand and Logos](#)

[IEEE Brand Identity Guidelines](#)

About IEEE

[Understanding the IEEE Brand](#)

