Visual Identity Guidelines

IEEE smart village®

Power a Village, Empower Community

Systematic Solutions for Empowering a Community.

IEEE Smart Village (ISV) has a unique approach to support the world's energy-impoverished communities by providing a comprehensive solution combining renewable energy, community-based education, and entrepreneurial opportunities. ISV provides seed-funding to carefully selected community entrepreneurs based upon a credible business plan that will impact a significant number of people with electricity, education, and jobs.

ENERGY

IEEE Smart Village provides renewable-energy solutions and necessary funding to local entrepreneurs to build electricity delivery and its productive use companies, assist the partners in establishing a sustainable business plan, and deliver ongoing training.

EDUCATION

The IEEE Smart Village education program features two complementary components that lead to immediate income generating opportunities.

ENTREPRENEURSHIP

Our philosophy of empowering local entrepreneurs is unique in this philanthropic endeavor. We provide seed funds, and take no equity in return. These business owners have personally invested in the success of their communities. The success of the energy business is dependent upon their neighbors being successful and productive shop owners, seamstresses, and farmers.

Please visit **smartvillage.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 IEEE Smart Village visual identity logo, color palette, fonts, graphic elements, and imagery.

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

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

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Logo Variations

The primary logo for IEEE Smart Village is horizontal in format. The primary logo is green (Pantone PMS 348C) and gold (Pantone 123C). A stacked version of the logo is also available.

The tagline for IEEE Smart Village is "Power a Village, Empower Community". The IEEE Smart Village logo *with* the tagline should be used in most instances. *IF* the minimum size and clear space requirements cannot be met, or the tagline is too small to read, the IEEE Smart Village logo *without* the tagline should be used. When using the IEEE Smart Village logo with another logo or type treatment, the IEEE Smart Village logo *without* the tagline should be used.

When using the IEEE Smart Village 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 Smart Village logo from the IEEE Master Brand.

The IEEE Smart Village logo variations are available for download. For more information, visit the online Visual Identity Toolkit.

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

PRIMARY LOGO—HORIZONTAL

With Tagline

Without Tagline

To download the horizontal logo files, *click here*.

STACKED LOGO

With Tagline

Without Tagline

To download the stacked logo files, *click here*.

IEEE MASTER BRAND LOCK-UP

To download the lock-up logo files, *click here*.

Color Variations

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

The primary logo is green (Pantone 348C) and gold (Pantone 123C) 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 Smart Village logo variations.

Note: The IEEE Smart Village 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 Smart Village logo is legible. The minimum width for print & non-screen is 1.5 inches. The minimum width for digital & on-screen is 100 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 "½x", is required on all sides surrounding the IEEE Smart Village 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
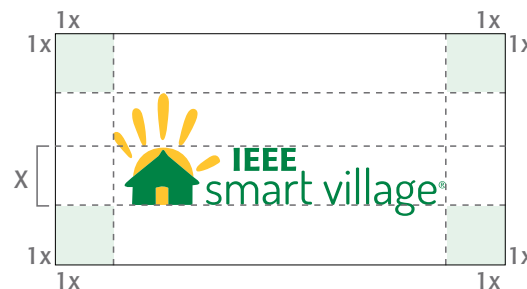
Print & Non-Screen

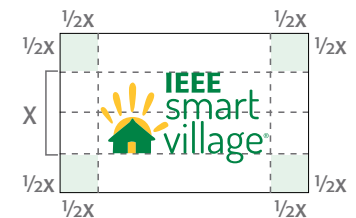1 inches
25.4 millimeters

Digital & On-Screen

75 pixels

Clear Space

HORIZONTAL LOGO

1x   1x
1x   1x
X
1x   1x
1x   1x

STACKED LOGO

½x   ½x
½x   ½x
X
½x   ½x
½x   ½x

.875 inches
22.225 millimeters

100 pixels

Background Control

When placing the IEEE Smart Village logo and/or the ISV 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 Smart Village 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.

House 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 Smart Village 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.

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 use any colors other than the approved colors: green, and gold.

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

Do NOT add any text to the logo or change the tagline in any way—"Power a Village, Empower Community"

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 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

1 When used in a sentence, title, or name, the full name should always appear as IEEE Smart Village.

2 The full name IEEE Smart Village must be used in the first instance of the name. After the first instance, the shortened name, ISV is allowed.

3 If using, ISV—ISV should appear in parenthesis after the first instance of the full name.

4 The letters "ISV" should always be in all caps.

5 If appearing in copy/text only and the logo is not shown, the IEEE Smart Village® first use case should have the register mark.

1 **5**

About IEEE Smart Village® (ISV) **3**

3 Systematic Solutions for Empowering a Community.

IEEE Smart Village (ISV) has a unique approach to support the world's energy-impoverished communities by providing a comprehensive solution combining renewable energy, community-based education, and entrepreneurial opportunities. ISV provides seed-funding to carefully selected community entrepreneurs based upon a credible **2** **4** business plan that will impact significant number of people with electricity, education, and jobs.

ENERGY

IEEE Smart Village provides renewable-energy solutions and necessary funding to local entrepreneurs to build electricity delivery and its productive use companies, assist the partners in establishing a sustainable business plan, and deliver ongoing training.

EDUCATION

The IEEE Smart Village education program features two complementary components that lead to immediate income generating opportunities.

ENTREPRENEURSHIP

Our philosophy of empowering local entrepreneurs is unique in this philanthropic endeavor. We provide seed funds, and take no equity in return. These business owners have personally invested in the success of their communities. The success of the energy business is dependent upon their neighbors being successful and productive shop owners, seamstresses, and farmers.

Primary Color Palette

A color palette is provided for use on all collateral and communications. The main colors for the IEEE Smart Village logo are green (Pantone 348C) and gold (Pantone 123C). 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)	PANTONE (SPOT)	PANTONE (SPOT)	PANTONE (SPOT)
	PMS 348C	**PMS 123C**	**PMS 3015C**	**PMS 295C**
CMYK	C96 M2 Y100 K12	C0 M16 Y89 K0	C100 M35 Y3 K21	C100 M69 Y8 K54
RGB	R0 G132 B61	R255 G199 B44	R0 G98 B155	R0 G40 B85
Hexidecimal/Web	#00843d	#ffce34	#00629b	#002855
RAL	6037	1018	5007	5026

100%	#00843d	100%	#ffce34	100%	#00629b	100%	#002855
80%	#299c62	80%	#ffd75d	80%	#007dae	80%	#2e4d76
60%	#69b587	60%	#ffe185	60%	#5d9cc3	60%	#627696
40%	#afd7bd	40%	#ffebae	40%	#97bdd7	40%	#94a1b8
20%	#cde6d5	20%	#fff5d6	20%	#e4e6ec	20%	#c9cedb

Extended Color Palette

An extended color palette is available for use to compliment the IEEE Smart Village 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 368C
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 3425C
CMYK C100 M0 Y34 K61
RGB R0 G99 B65
Hexidecimal/Web #006341
RAL 6016

100%	#006341
80%	#2f8063
60%	#669f87
40%	#98bead
20%	#cbded5

PANTONE (SPOT) PMS 370C
CMYK C28 M0 Y81 K45
RGB R101 G141 B27
Hexidecimal/Web #658d1b
RAL 6018

100%	#658d1b
80%	#83a24d
60%	#a2b878
40%	#c0cfa3
20%	#dfe6d0

PANTONE (SPOT) PMS 109C
CMYK C1 M16 Y100 K0
RGB R255 G209 B0
Hexidecimal/Web #fed103
RAL 1023

100%	#fed103
80%	#ffd850
60%	#ffe180
40%	#ffe9a8
20%	#fff3d1

PANTONE (SPOT) PMS 137C
CMYK C0 M42 Y100 K0
RGB R250 G162 B27
Hexidecimal/Web #ffa400
RAL 1033

100%	#ffa400
80%	#ffb649
60%	#ffc878
40%	#ffdaa5
20%	#ffecd1

PANTONE (SPOT) PMS 158C
CMYK C0 M62 Y95 K0
RGB R232 G119 B34
Hexidecimal/Web #e87722
RAL 2011

100%	#e87722
80%	#f69251
60%	#fdad7b
40%	#ffc8a6
20%	#ffe3d1

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 Smart Village. 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 Smart Village **house, beams, and sun rays** are a prominent part of the IEEE Smart Village brand and can be used as a design element on print and digital applications.

ISV House and Sun Rays

- The house and sun rays should be used at 100% opacity or as a watermark with an opacity greater than 25%.
- The house and sun rays can bleed off the edge of the collateral.
- The house and sun rays should never be redrawn, rotated, or visually altered beyond the permitted tinted treatments shown on the right.
- When using the house or sun rays, the name IEEE Smart Village or the logo, must appear in at least one instance on any and all collateral.

ISV Beams

- The beams should be slightly translucent to create a true lighting effect and should be used at an opacity between 25% and 75%.
- The beams and can bleed off the edge of the collateral.
- The beams should only be flipped horizontally and should appear from the bottom corner of any and all collateral to create a true beam lighting effect.
- The beams should always be placed on a dark blue (Pantone 295C) or other dark image or background.
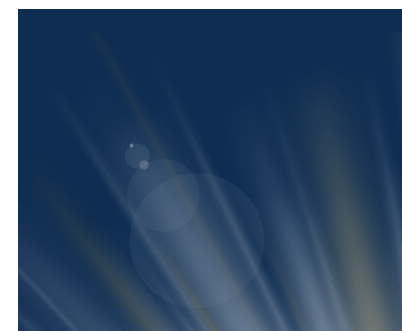
ISV HOUSE

100%   50%   25%
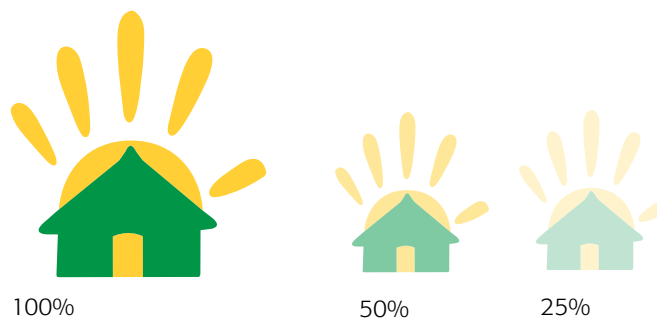
To download the house artwork, *click here*.

ISV SUN RAYS

To download the sun rays artwork, *click here*.

ISV BEAMS

To download the beams artwork, *click here*.

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 45º or 135º. IEEE Smart Village uses the wedge in green, gold, navy, and IEEE blue.
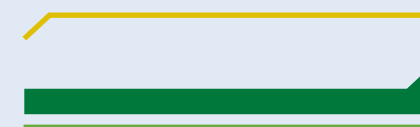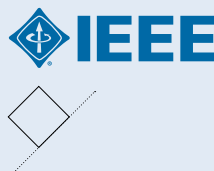
The United Nations Sustainable Development Goals (UNSDG)

The IEEE Smart Village three pillars approach (Energy, Education, and Entrepreneurship) impacts multiple facets of life in the villages we serve. These **United Nations Sustainable Development Goals (UNSDG)** show the diversity and global reach of our efforts. The Sustainable Development Goals (SDGs) logo, including the colour wheel and 17 icons, are available for use in the six official languages of the UN (Arabic, Chinese, English, French, Russian, Spanish) where applicable on print and digital collateral. For more information, see the SDG guidelines document.

For questions or more information, use the *brand inquiries form* found on the *IEEE Brand Experience* site or contact *smartvillagestaff@ieee.org*.

SDG LOGO

SDG COLOR WHEEL

17 SDG ICONS

The Sustainable Development Goals (SDGs) logo, including the colour wheel and 17 icons are available for download on the *UNSDG website.*

Partner Branding

IEEE Smart Village 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.

Rotary International
Rotary is a global network of 1.4 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. Only when there is Rotary engagement, should the Rotary logo be used.

For questions or more information, use the *brand inquiries form* found on the *IEEE Brand Experience* site or contact *smartvillagestaff@ieee.org*.

IEEE Foundation

TYPE TREATMENT

IEEE Foundation

IEEE Foundation

DONOR SUPPORT SEAL

Rotary International

LOGO

Rotary's official logo, also known as the Rotary signature. Best for use on light backgrounds.

FOUNDATION LOGO

The Rotary Foundation's official logo, to be used for fundraising efforts.

QR Code Resources

IEEE Smart Village 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 three website QR codes for IEEE Smart Village for use:

▪ IEEE Smart Village website: smartvillage.ieee.org

▪ IEEE Smart Village website volunteer page: smartvillage.ieee.org/volunteer

▪ IEEE Smart Village donation opportunity on the IEEE Foundation site: www.ieeefoundation.org/SmartVillage_donation

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 *smartvillagestaff@ieee.org.*

ISV Website

ISV Website Volunteer Page

IEEE Foundation ISV 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.

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. When using the IEEE Smart Village 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 ISV 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, a stacked ISV logo is provided.
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 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 under Digital Guidelines. For questions or more information, use the brand inquiries form found on the IEEE Brand Experience site.

Profile Image Treatments

IEEE Smart Village stacked logo for social media applications.

Social Media Network Cover Photo Treatments

ISV Twitter Profile

ISV Facebook Profile

The IEEE Smart Village logo is placed within the bounding box dimensions allowed by Facebook, Twitter, 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.

ISV LinkedIn Profile
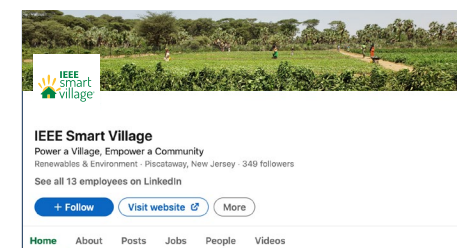
Video

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 Smart Village 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.

When creating a video for a TSN profile, such as IEEE 802.1BA-2011 Audio Video Bridging (AVB) Systems, consider using one of the TSN brand design elements.
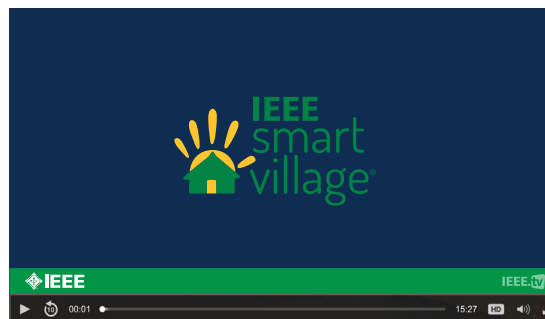
Consider use of the IEEE Wedge element as a design accent. The wedge may be shown in any of the colors from the approved IEEE color palette.

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

PRINT AD

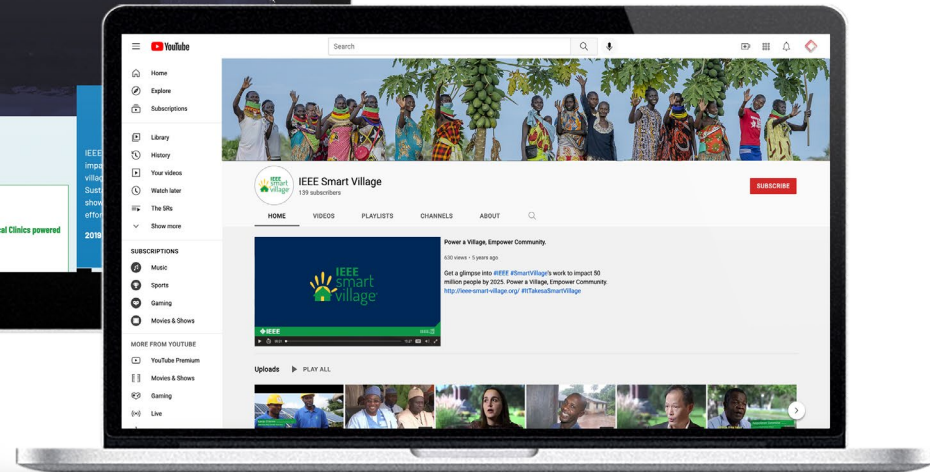TRIFOLD BROCHURE

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 IEEE Smart Village leadership before production. Make sure to email smartvillagestaff@ieee.org for approval prior to final files.

Digital & On-Screen Applications

WEBSITE

YOUTUBE CHANNEL

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 IEEE Smart Village leadership. Make sure to email smartvillagestaff@ieee.org for approval prior to final files.*

IEEE Resources & Contact

Contact

For specific questions about IEEE Smart Village or for more information, email **smartvillagestaff@ieee.org.**

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

Brand Identity Tools

IEEE Smart Village Visual Identity Toolkit
smartvillage.ieee.org/visualidentitytoolkit

IEEE Brand Identity Toolkit
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/