

IEEE Credentialing Program Visual Identity Guidelines



The IEEE Brand continues to be recognized and respected throughout the world. The use of IEEE branding is governed by strict policies and guidelines. As an approved provider of IEEE certificates, you agree to follow the IEEE Credentialing Program guidelines related to the use of the IEEE brand. Failure to follow these guidelines may result in loss of approved provider status. Your adherence to these guidelines guarantees the continued integrity of the IEEE Brand in the global technology community.

Once your external IEEE certificate application has been approved, you become a provider of IEEE certificates. This guidelines shows examples of verbiage to use on websites, social media, and other marketing materials about your participation in the IEEE Credentialing Program.

As an external provider, you may *NOT* state or imply that IEEE is endorsing your educational courses, conferences or webinars. IEEE will only be *issuing* certificates for your courses, webinars or events.

PROGRAM MARK

This is the IEEE Credentialing Program brand mark (referred to as the program mark) and it is the only mark allowed for use on print and digital collateral.



IEEE MASTER BRAND

This is the IEEE Master Brand and it is **NOT** permitted for use in any form.



PROGRAM MARK USAGE

Minimum Size

Minimum size restrictions ensure proper visibility and legibility on both print and digital assets. The minimum width for the IEEE Credentialing Program brand mark in print and non-screen based applications is 1.25 inches (32 millimeters). The minimum width in digital and on-screen applications is 100 pixels.



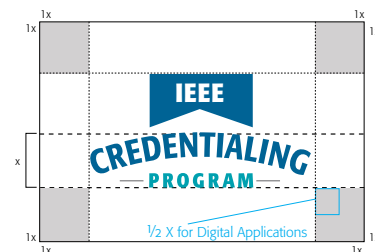
PRINT
1.25 inches
32 millimeters



DIGITAL
100 pixels

Clear Space

Clear space ensures that the IEEE Credentialing Program brand mark does not compete with other images, graphics and text. Do not place any elements inside this space. X = height of the "Credentialing Program" all around (Print). 1/2 X = one half height of the "Credentialing Program" all around (Digital).



TYPOGRAPHY

The Formata font family is the approved font for use on IEEE communications.

PRIMARY:
Formata

Open Sans is the preferred digital/on-screen font for use on all websites.

DIGITAL & ON-SCREEN:
Open Sans

PRIMARY COLOR PALETTE

IEEE Blue

100%	80%	60%	40%	20%
PANTONE (SPOT) PMS 3015 C		RGB R0 G98 B155		
CMYK C100 M35 Y3 K21		Hex/Web #00629B		

Teal

100%	80%	60%	40%	20%
PANTONE (SPOT) PMS 320 C		RGB R0 G156 B166		
CMYK C96 M0 Y31 K2		Hex/Web #009CA6		

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IEEE Credentialing Program Phrase Usage

Phrases you may use in regards to your courses/events:

- IEEE will be providing PDH (or CEU) credits for this course.
- We are an approved provider of IEEE CEU/PDH certificates.
- [Company Name] is an approved provider of IEEE CEU/PDH Certificates.
- [Company Name] is an approved provider of IEEE certificates.
- IEEE will be providing a PDH/CEU certificate for this course/webinar (choose one).

For more information about IEEE certificates, please visit www.ieee.org/education/credentialing/index.html

APPROVED APPLICATION EXAMPLES

Approved Usage Example #1: Credentialing Mark & Advertising Example

The credentialing mark can be used on all collateral and may be used at the top left, centered, or right. The phrase* shown is approved for use in your course or webinar ad.



Approved Usage Example #2: Social Media Post and Text Sample

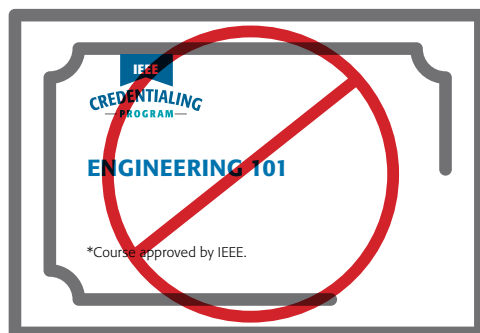
In the below example, the IEEE Credentialing Program reference is used appropriately in a social media post:

We are now offering a course on Artificial Intelligence. Learn how to begin applying artificial intelligence to your business in this 6-week online course. Earn PDH credits upon successful completion of this course. *[Company Name] is an approved provider of IEEE PDH certificates.*

INCORRECT APPLICATION EXAMPLES

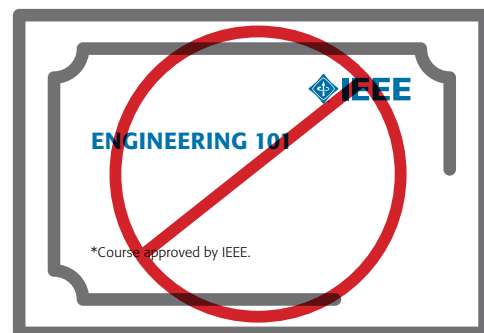
Incorrect Usage Example #1: Endorsement

The phrase* shown implies that IEEE has endorsed the course. This is **NOT** allowed.



Usage of the IEEE Master Brand (logo) is **NOT** allowed.

Approved IEEE Credentialing Program providers are **NOT** allowed to use the IEEE Master Brand (logo) in any way.



Companies may not use any other verbiage to promote their offering of IEEE certificates beyond the above approved verbiage. Use of the IEEE Credentialing Program mark is permitted as long as you follow the approved examples.

The IEEE Master Brand should never be used. If you have any questions, or would like to have our marketing team review/approve your content, please contact us at eab-ceuadmin@ieee.org.