IEEE-Eta Kappa Nu

IEEE-Eta Kappa Nu (IEEE-HKN) Identity Guidelines

Sub-brand of IEEE
hkn.org

IEEE
Advancing Technology
for Humanity

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THIS IS AN INTERACTIVE DOCUMENT: The table of contents section, tabs at the top and bottom of each page, as well as the page callouts throughout the document are all "clickable" so that you can navigate to that corresponding section and/or page.

Welcome to IEEE-Eta Kappa Nu (IEEE-HKN)

For more than 100 years, IEEE-HKN has embraced excellence. Today, IEEE-HKN is still dedicated to encouraging and recognizing excellence in the IEEE-designated fields of interest. In the years ahead, IEEE-HKN will continue to reinvent itself to meet the needs of its members, the institutions they serve, and society overall.

IEEE-HKN members are recognized throughout the profession for superior scholarship, attitude, and character. Our members possess an unimpeachable reputation, have the capacity for hard work, and have a willingness to use their talents in service to their peers, university, and community.

Your adherence to these guidelines guarantees the continued integrity and leadership of the IEEE-HKN Brand in the global technology community.

Please visit hkn.org to learn more.

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IEEE-HKN
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-Eta Kappa Nu (IEEE-HKN) visual identity–logo, color palette, and fonts.

LOGO VARIATIONS, WHEATSTONE AND CREST | PAGE 5

IEEE-Eta Kappa Nu

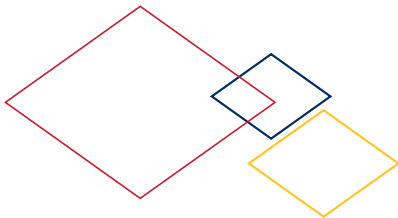**IEEE-Eta Kappa Nu**

COLOR SPECIFICATIONS | PAGE 14

TYPOGRAPHY | PAGE 15

IEEE Brand Font	IEEE Serif Font	IEEE Alternate Font	IEEE Alternate Serif Font	IEEE Web Font
Formata	Adobe Caslon Pro	Calibri	Cambria	Open Sans
abc	abc	abc	abc	abc
ABC	ABC	ABC	ABC	ABC

TRIPLE DIAMONDS | PAGE 16

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IEEE-HKN Logo Variations, Wheatstone, and Crest

PRIMARY LOGO
The horizontal IEEE-Eta Kappa Nu (IEEE-HKN) logo.
See page 6 for all color variations.
See pages 11-13 for usage guidelines.

STACKED LOGO
A stacked logo is available.
See page 20 for more information.

IEEE-HKN Wheatstone
Use of the IEEE-HKN Wheatstone as a stand alone element is for special approved use cases only and for instances where the IEEE-Eta Kappa Nu lettering will not be legible due to limited space.

IEEE-HKN Crest
The IEEE-HKN crest is an official symbol of IEEE-HKN and should be used in full color. The crest can be used as a graphic element to enhance print and digital applications.

IEEE-HKN and
IEEE Master Brand Lock-Ups
When using the IEEE-HKN logo with the IEEE Master Brand, make sure to follow minimum size and clear space requirements. A vertical line should always be used to separate the IEEE-HKN logo from the IEEE Master Brand.

PRIMARY LOGO

IEEE-Eta Kappa Nu

STACKED LOGO

IEEE-Eta Kappa Nu

IEEE-HKN WHEATSTONE

IEEE-HKN CREST

The IEEE-HKN crest should not be altered at all. Please make sure to use a high resolution file to ensure visibility.

IEEE-HKN AND IEEE MASTER BRAND LOCK-UPS

IEEE-Eta Kappa Nu

IEEE

IEEE-Eta Kappa Nu

IEEE

IEEE-HKN Color Variations

The IEEE-Eta Kappa Nu (IEEE-HKN) logo has three variations.

The main logo is black and should be used in most instances, ensuring visible contrast is maintained between the logo and background. A navy version is also available.

A white logo is recommended on all applications when the black logo cannot be used.

BLACK

IEEE-Eta Kappa Nu

NAVY

IEEE-Eta Kappa Nu

WHITE

IEEE-Eta Kappa Nu

IEEE-HKN logo placed on a navy background for illustrative purposes only.

For questions or more information, use the brand inquiries form found on the IEEE Brand Experience site.

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IEEE-HKN Chapter Identifiers

Identifiers for IEEE-HKN Chapters vary depending on the Chapter's affiliations. There are options for text-only treatments, or, IEEE-HKN Chapter icons can be grouped to form a unified brand treatment. The IEEE-Eta Kappa Nu name should appear above or to the right of the IEEE-HKN Wheatstone. In special instances, the Wheatstone may be used as shown in Option 4.

FONT
Approved IEEE fonts (Formata/Calibri) shown on page 14 should always be used. Font weights can vary.

COLOR
The 3 main colors of IEEE-HKN–gold, scarlet, and navy–should be used as accent colors. Colors shown at right are from the approved IEEE color palette to align for brand consistency across Chapter Identifiers. Use IEEE blue, navy, black, or reverse to white for text. The darker colors may be used as shown in the "Chapter Pennant."

MINIMUM SIZE and CLEAR SPACE
Make sure to follow minimum size, clear space, and background control as illustrated on page 9 -11 of these guidelines. A horizontal or vertical line must be used to separate the IEEE-HKN logo from the Chapter name when used in a lock-up.

OPTION 1–IEEE-HKN "CHAPTER PENNANT"

IEEE-HKN
Chapter Name Here
Additional Chapter Descriptor Text Can Appear Here

OPTION 2–TEXT

IEEE-HKN Chapter Name Here

IEEE-HKN
Chapter Name Here

OPTION 3–IEEE-HKN "CHAPTER SCROLL"

IEEE-Eta Kappa Nu

HKN   **IEEE-HKN**
      Chapter Name Here

OPTION 4–IEEE-HKN WHEATSTONE

HKN   **Chapter Name Here**
      IEEE | Descriptor Text, Location

Options 1-4 are preferred treatments, however, icons or symbols are permitted for special use cases for IEEE-HKN Chapters. These cannot be derived from stock art nor make use of any university branding without permission. The icons or symbols must be original, camera-ready visuals, approved for use. **Chapters with an existing mark in place are permitted to continue use of those treatments provided that they do not violate the IEEE Master Brand trademark.** As Chapters update materials and communications in the future, please make sure to create a Chapter Identifier that aligns and is consistent to maintain the visual identity of IEEE-HKN that is recognized across the globe. See page 12 for more information.

OPTION 5–TEXT WITH CHAPTER ICON

place Chapter icon here   **IEEE-HKN Chapter Name Here**
                          Descriptor Text, Location

OPTION 6–IEEE-HKN CHAPTER LOCK-UPS

HKN   **IEEE-Eta Kappa Nu**   **IEEE-HKN Chapter Name Here**
                                Descriptor Text, Location

IEEE-Eta Kappa Nu
HKN
IEEE-HKN
Chapter Name Here

For questions or more information, use the brand inquiries form found on the IEEE Brand Experience site.

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IEEE-HKN Special Purpose Brand Identifiers

There are four IEEE-HKN Special Purpose Brand Identifiers:

▪ IEEE-HKN Pathways to Industry

▪ IEEE-Eta Kappa Nu HKN Experience

▪ IEEE-HKN Outstanding Chapter Award

▪ IEEE-Eta Kappa Nu Key Chapter

The "XXXX" in the IEEE-HKN Outstanding Chapter Award and IEEE-Eta Kappa Nu Key Chapter identifier is updated to reflect the current year.

IEEE-HKN PATHWAYS TO INDUSTRY

IEEE-HKN
PATHWAYS ‹to› Industry

IEEE-ETA KAPPA NU HKN EXPERIENCE

IEEE-Eta Kappa Nu
HKN Experience

IEEE-HKN OUTSTANDING CHAPTER AWARD

IEEE-HKN
‹ XXXX ›
OUTSTANDING
Chapter Award

IEEE-ETA KAPPA NU KEY CHAPTER

IEEE-HKN
XXXX
KEY
CHAPTER

The "XXXX" shown in the above identifiers are placeholder text for illustrative purposes only. The "XXXX" should reflect the current year.

For questions or more information, use the brand inquiries form found on the IEEE Brand Experience site.

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IEEE-HKN Minimum Size

The minimum size requirement for both print and digital ensures that the IEEE-Eta Kappa Nu (IEEE-HKN) logo is legible.

PRINT & NON-SCREEN

The minimum width for the IEEE-Eta Kappa Nu (IEEE-HKN) logo and IEEE Master Brand in print and non-screen based applications is .875 inches (22.225 millimeters). *When using the logo at the minimum width, the stacked version is preferred.*

IEEE-Eta Kappa Nu

.875 inches
22.225 millimeters

.875 inches
22.225 millimeters

DIGITAL & ON-SCREEN

The minimum width for the IEEE-Eta Kappa Nu (IEEE-HKN) logo and IEEE Master Brand in digital and on-screen applications is 100 pixels.


100 pixels

100 pixels

IEEE-HKN Clear Space

Clear space ensures that the type treatment does not compete with other images, graphics, and text. Do not place any text, images, or graphics inside the clear space.
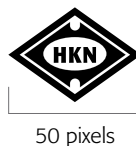
PRINT & NON-SCREEN

A clear space equal to or greater than "1x" is required on all sides surrounding the IEEE-Eta Kappa Nu (IEEE-HKN) logo and IEEE Master Brand in printed applications.
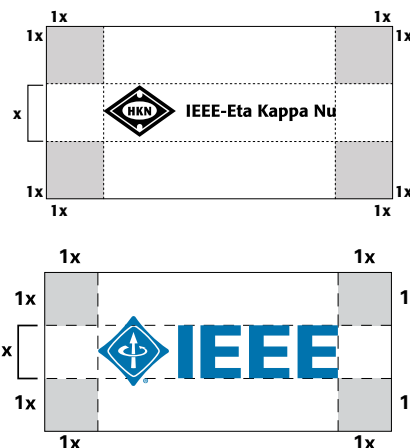
DIGITAL, ON-SCREEN, & PROMOTIONAL ITEMS

A clear space equal to or greater than "½x" is required on all sides surrounding the IEEE-Eta Kappa Nu (IEEE-HKN) logo and IEEE Master Brand for digital and promotional applications.
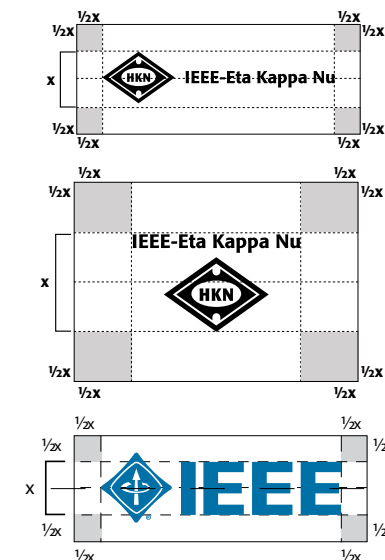
Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE-Eta Kappa Nu (IEEE-HKN) logo.

IEEE-HKN Wheatstone and Crest Minimum Size & Clear Space

The minimum size requirement for both print and digital ensures that the IEEE-Eta Kappa Nu (IEEE-HKN) logo is legible

Clear space ensures that the type treatment does not compete with other images, graphics, and text. Do not place any text, images, or graphics inside the clear space.

PRINT & NON-SCREEN

The minimum width for the IEEE-Eta Kappa Nu (IEEE-HKN) Wheatstone and Crest in print and non-screen based applications is .55 inches (13.97 millimeters).

.55 inches
13.97 millimeters

.55 inches
13.97 millimeters

DIGITAL & ON-SCREEN

The minimum width for the IEEE-Eta Kappa Nu (IEEE-HKN) Wheatstone and Crest in digital and on-screen applications is 50 pixels.
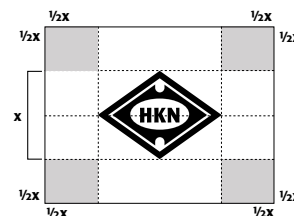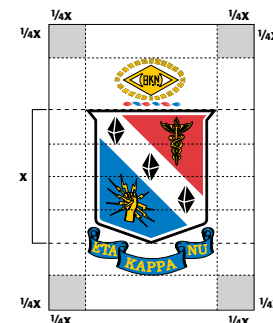
50 pixels

50 pixels

IEEE-HKN WHEATSTONE

A clear space equal to or greater than "½x" is required on all sides surrounding the IEEE-Eta Kappa Nu (IEEE-HKN) Wheatstone in printed, digital, and promotional applications.

IEEE-HKN CREST

A clear space equal to or greater than "¼x" is required on all sides surrounding the IEEE-Eta Kappa Nu (IEEE-HKN) Crest in printed, digital, and promotional applications.

Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE-Eta Kappa Nu (IEEE-HKN) logo.

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Background Control | Incorrect Usage | Text Usage

IEEE-HKN Background Control

When placing the IEEE-Eta Kappa Nu (IEEE-HKN) logo 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 the area as needed. Here are some examples of both high contrast (correct) and low contrast (incorrect).

CORRECT USAGE

Black IEEE-Eta Kappa Nu (IEEE-HKN) logo on light background.

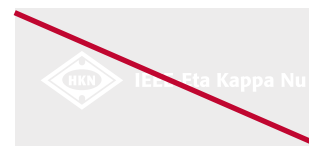White IEEE-Eta Kappa Nu (IEEE-HKN) logo on a dark background.

White IEEE-Eta Kappa Nu (IEEE-HKN) logo on a dark image (minimal detail in area behind the logo).

INCORRECT USAGE

Do NOT put the black IEEE-Eta Kappa Nu (IEEE-HKN) logo on a dark background.

Do NOT put the white IEEE-Eta Kappa Nu (IEEE-HKN) logo on a light background.

Do NOT place the IEEE-Eta Kappa Nu (IEEE-HKN) logo on a dark/complex image.

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IEEE-HKN Incorrect Usage

IEEE-Eta Kappa Nu (IEEE-HKN) logo, Wheatstone, and Crest configurations and usage outside of established specifications and guidelines damage the IEEE-Eta Kappa Nu (IEEE-HKN) brand, and over time, can reduce the value of the brand.

Modifications and/or distortions are strictly prohibited.

Do NOT rearrange, reconfigure, change the size, and/or placement of the IEEE-HKN logo.

Do NOT use any colors other than the approved colors from the IEEE-HKN color palette.

Do NOT make the IEEE-HKN logo different color combinations.
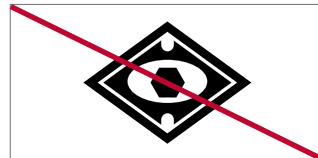
Do NOT alter the IEEE-HKN Wheatstone in any way. *Chapters who have had a mark in place using the IEEE-HKN Wheatstone are permitted to use their current version.*

Do NOT distort, stretch, and/or squeeze the IEEE-HKN logo.

Do NOT use the IEEE-HKN logo without the hyphen between the words IEEE and Eta.

Do NOT outline, alter, add a drop shadow and/or recreate the IEEE-HKN logo in any way.

Do NOT use the IEEE-HKN crest at an angle. Do NOT show parts of the IEEE-HKN Crest. The IEEE-HKN Crest **should always** be shown in its entirety.

Do NOT place the IEEE-HKN logo at an angle.

Do NOT add containment shapes to the IEEE-HKN logo.

Do NOT add any text to the IEEE-HKN logo **unless** there is a horizontal rule that accommodates the required clear space separating the logo from the text.

Do NOT use the IEEE-HKN Crest in black and white. Do NOT alter the colors of the IEEE-HKN Crest in any way.

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Background Control | Incorrect Usage | Text Usage

IEEE-Eta Kappa Nu (IEEE-HKN) Text Usage

1 When used in a sentence, title, or name, a hyphen **should always** be used between the words IEEE and Eta. The full name should always appear as IEEE-Eta Kappa Nu on first reference.

2 If using the shortened name, IEEE-HKN, a hyphen **should always** be used between the words IEEE and HKN when used in a sentence, title, or name. The shortened name should always appear as IEEE-HKN on second reference and in headlines.

3 The letters I-E-E-E should be used in **every reference** when using the name IEEE-Eta Kappa Nu and IEEE-HKN.

4 The full name IEEE-Eta Kappa Nu must be used in the first instance of the name. After the first instance, the shortened name, IEEE-HKN is allowed.

5 Always include the "Wheatstone" when utilizing the IEEE-HKN brand.

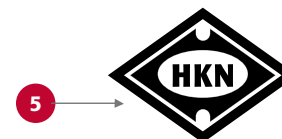## About IEEE-Eta Kappa Nu (IEEE-HKN)

IEEE-Eta Kappa Nu (IEEE-HKN) was originally established to help electrical engineering graduates find employment and gain footholds in their careers. The intention of the founding members of IEEE-HKN was to recognize and prepare the future leaders of the profession.

For more than 100 years, IEEE-HKN has embraced excellence. Today, IEEE-HKN is still dedicated to encouraging and recognizing excellence in the IEEE-designated fields of interest. In the years ahead, IEEE-HKN will continue to reinvent itself to meet the needs of its members, the institutions they serve, and society overall.

IEEE-Eta Kappa Nu

IEEE-Eta Kappa Nu

IEEE-HKN Color Specifications

A color palette, deriving from the colors used in the IEEE-Eta Kappa Nu (IEEE-HKN) crest, is provided for use on all collateral and communications. The three main colors for IEEE-HKN are referred to as IEEE-HKN Gold, Scarlet, and Navy. When HKN was founded, the Navy and Scarlet were chosen to be symbolic.

- Recommended tints for use of these colors are included.
- The recommended type color (black or white) is indicated in the percentage labels.

Use **Pantone 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 for applications in signage and facility installations.

Special goldtone accent for certain use cases only.

IEEE-HKN GOLD

	80% #FFCF60	60% #FFDA89
100% #FFC72C	40% #FFE6B0	20% #FFF2D8

PANTONE (SPOT)
PMS 123 C

CMYK
C0 M19 Y89 K0

RGB
R255 G199 B44

Hexidecimal/Web
See above

RAL
1018

(Goldtone accent)

	80% #DDA03D	60% #E9B76E
100% #CC8A00	40% #F3CE9E	20% #FAE6CD

PANTONE (SPOT)
PMS 131 C

CMYK
C0 M39 Y100 K11

RGB
R204 G138 B0

Hexidecimal/Web
See above

RAL
1005

IEEE-HKN SCARLET

	80% #D55154	60% #E47E7B
100% #BA0C2F	40% #EFA8A4	20% #F8D2D0

PANTONE (SPOT)
PMS 200 C

CMYK
C3 M100 Y70 K12

RGB
R186 G12 B47

Hexidecimal/Web
See above

RAL
3027

	80% #A54E62	60% #BE7986
100% #861F41	40% #D5A5AD	20% #EBD2D5

PANTONE (SPOT)
PMS 208 C

CMYK
C15 M100 Y37 K45

RGB
R134 G31 B65

Hexidecimal/Web
See above

RAL
4002

(Process Cyan)

	80% #00B9F2	60% #44C8F5
100% #00B5E2	40% #8ED8F8	20% #C7EAFB

PANTONE (SPOT)
PMS PROCESS CYAN

CMYK
C100 M0 Y0 K0

RGB
R0 G181 B226

Hexidecimal/Web
See above

RAL
5024

IEEE-HKN NAVY

	80% #007DAE	60% #5D9CC3
100% #00629B	40% #97BDD7	20% #E4E6EC

PANTONE (SPOT)
PMS 3015

CMYK
C100 M35 Y3 K21

RGB
R0 G98 B155

Hexidecimal/Web
See above

RAL
5007

	80% #2E4D76	60% #627696
100% #002855	40% #94A1B8	20% #C9CEDB

PANTONE (SPOT)
PMS 295

CMYK
C100 M69 Y8 K54

RGB
R0 G40 B85

Hexidecimal/Web
See above

RAL
5026

(Cool Gray)

	80% #909093	60% #AAAAAD
100% #75787B	40% #C6C5C7	20% #E1E2E2

PANTONE (SPOT)
PMS Cool Gray 9 C

CMYK
C30 M22 Y17 K57

RGB
R117 G120 B123

Hexidecimal/Web
See above

RAL
9023

(Black)

100%

PANTONE (SPOT)
PMS Process Black

CMYK
C0 M0 Y0 K100

RGB
R0 G0 B0

Hexidecimal/Web
#000000

RAL
9017

(White)

100%

COLOR
White

CMYK
C0 M0 Y0 K0

RGB
R255 G255 B255

Hexidecimal/Web
#FFFFFF

RAL
9016

IEEE Master Brand Typography

IEEE typefaces have been carefully chosen for ease of communications and for their legibility, flexibility, and adaptability with the other design elements.

PRIMARY TYPEFACE

Formata is the primary typeface for IEEE as well as IEEE-Eta Kappa Nu (IEEE-HKN.) 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.

ALTERNATE PRIMARY TYPEFACE

Calibri is the IEEE font to be used on all screen-based applications, such as PowerPoint, Microsoft Word, and websites.

If needed, the font Verdana may be used.

Formata

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Formata Light
Formata Regular
Formata Italic
Formata Medium
Formata Bold

Calibri

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold

SECONDARY TYPEFACE

Adobe Caslon Pro has been designated as the IEEE secondary typeface to complement the Formata font family. Adobe Caslon Pro, a serif font, is to be used sparingly, only for headlines or titles.

ALTERNATE SECONDARY TYPEFACE

Cambria is an alternative to the secondary serif typeface (Adobe Caslon Pro) and should be used for letters, memos, and faxes.

WEB TYPEFACE

Open Sans is the IEEE preferred web font for use on all websites.

Adobe Caslon Pro

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Adobe Caslon Pro Regular
Adobe Caslon Pro Italic
Adobe Caslon Pro Semibold
Adobe Caslon Pro Bold

Cambria

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Cambria Regular
Cambria Italic
Cambria Bold

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

PLEASE NOTE that 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.

IEEE-HKN Triple Diamond   IEEE Master Brand Wedge
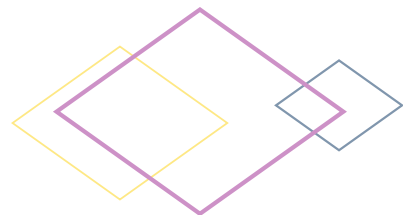
IEEE-HKN Triple Diamond

The IEEE-HKN Triple Diamond is a prominent part of the brand. The Triple Diamond can be used as a design element on print and web applications.

When using the Triple Diamond as a watermark or ghosted design element, it should be used at 100%, 50%, or 25% opacity. The Triple Diamond can bleed off the edge.

The Triple Diamond should never be rotated. It should stay in the same orientation as shown. The Triple Diamond should only be shown in the three colors that represent IEEE-HKN—gold, scarlet, and navy. The Triple Diamond should be shown on a light background. If shown on a dark background, the background color should be navy and the navy diamond should be reversed to white. The arrangement of the Triple Diamond and line thickness can vary, but there should always be three. The Triple Diamond can be outlined or one can be filled. Tints of the three colors are permitted.
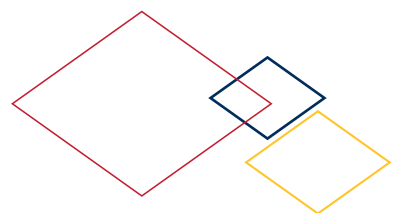
100%
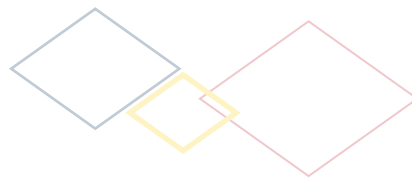
50%   25%

CORRECT USAGE
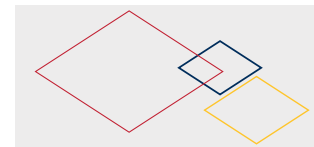
Full color IEEE-HKN Triple Diamond on light background.

Full color IEEE-HKN Triple Diamond with varying stroke thickness.
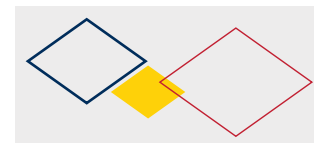
Full color IEEE-HKN Triple Diamond on light background with one diamond filled.
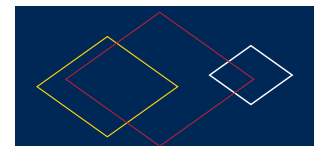
IEEE-HKN Triple Diamond with one diamond reversed to white on navy background.
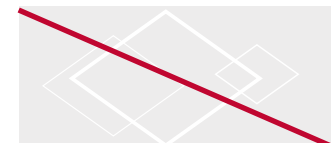
INCORRECT USAGE
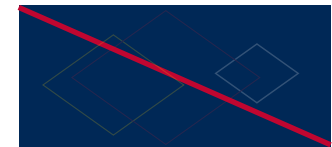
Do NOT use the IEEE-HKN Triple Diamond at an opacity lower than 25%.

Do NOT put the IEEE-HKN Triple Diamond on a competing background color.

Do NOT use the IEEE-HKN Triple Diamond in all white.

Do NOT place the IEEE-HKN Triple Diamond on a dark/complex image.

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IEEE-HKN Triple Diamond   IEEE Master Brand Wedge

IEEE Master Brand Wedge Element

In addition to the IEEE-Eta Kappa Nu (IEEE-HKN) colors and typography, the IEEE Master Brand wedge is a key element of the IEEE design system.
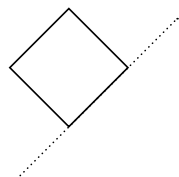
USE OF THE WEDGE

The wedge device, based on the graphic style of the kite emblem of the IEEE Master Brand, is streamlined to create a unique and dynamic look-and-feel system that can be applied across all IEEE-branded communications. In most cases, IEEE Eta-Kappa Nu uses the IEEE wedge in IEEE blue, gold, scarlet, or navy.

The wedge could be incorporated in any materials, however it should be done so sparingly.

See pages 21–23 for examples.

IEEE KITE

IEEE WEDGE
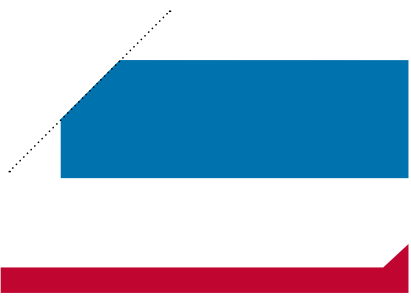
ANGLE & RATIO

In order to use the wedge correctly, the angle of the wedge is very important. The wedge must be at an approved angle of either 45° or 135°.

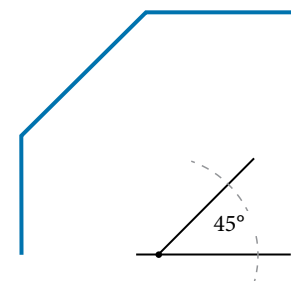## THE WEDGE CAN BE USED IN A FEW DIFFERENT WAYS:

- within the frame of an image
- within a graphic box that holds text
- as a background panel
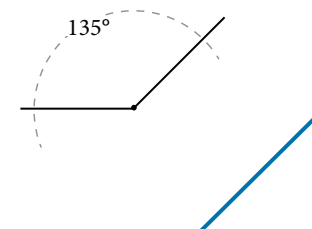- as a design accent

WEDGE RATIO

The dimensions of the wedge should increase or decrease in proportion to the size of the page layout.

See pages 21-23 for examples.

IEEE WEDGE 45°

45°

IEEE WEDGE 135°

135°

Imagery Overview

The six image themes–people, technology, knowledge, connections, global, and historical– are based on the key pillars of the IEEE Brand and reflect the 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.

There are three image themes specific to IEEE-HKN–Scholarship, Character, and Attitude.

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.

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.

TOC | Welcome | Brand Elements | Color Specifications | Typography | Graphic Elements | Imagery | **Video & Social Media** | Chapter Templates

Video Guidelines   Social Media Guidelines

Video Guidelines

To keep the IEEE Brand consistent throughout all applications, follow these guidelines when producing any type of video.
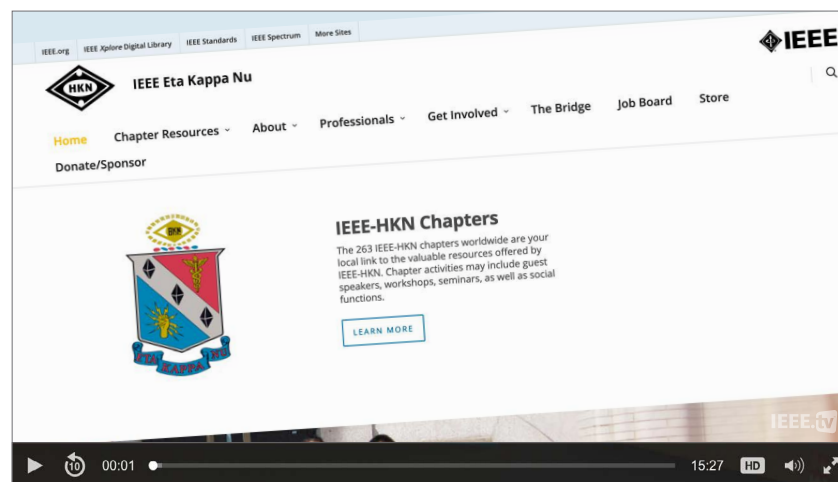
WATERMARK

Using the IEEE Master Brand as a ghosted/translucent 'watermark' is a good way to leverage the IEEE Brand (shown on right). 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-Eta Kappa Nu (IEEE-HKN) logo or IEEE.tv logo is present, the IEEE Master Brand can appear in opening and closing frames, rather than throughout.

IEEE WEDGE DESIGN SYSTEM

Consider using a branded 'wedge' accent color bar along the bottom of the screen with reversed to white 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. For further guidance, please contact IEEE.tv.

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 does not have to appear throughout, *but should appear* in the beginning and ending frames.

Video Guidelines   Social Media Guidelines

Social Media Guidelines

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. When using the IEEE-Eta Kappa Nu (IEEE-HKN) logo and the IEEE Master Brand for these applications, follow the minimum size (100 pixels) and clear space (½x) for digital and on-screen applications.

If the minimum size and/or clear space cannot be met, the IEEE-Eta Kappa Nu (IEEE-HKN) 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 IEEE-Eta Kappa Nu (IEEE-HKN) logo is provided. Make sure that the IEEE Master Brand, sub-brand logos, and/or tagline (if used) are legible when resized for mobile optimization.

Size and Font
▪ Clear Space: Equal to or greater than ½x
▪ Master Brand Minimum Width: 100 pixels
▪ Font: Formata or Verdana

Color
▪ Use approved IEEE-HKN color palette

Profile image, cover image, and social post/frame templates are available for use.

PROFILE IMAGE TREATMENTS:

IEEE-HKN stacked logo for social media applications.

IEEE-HKN stacked logo on navy for social media applications.

COVER IMAGE:

The timeline cover photo uses approved colors from the IEEE color palette. The font is Formata.
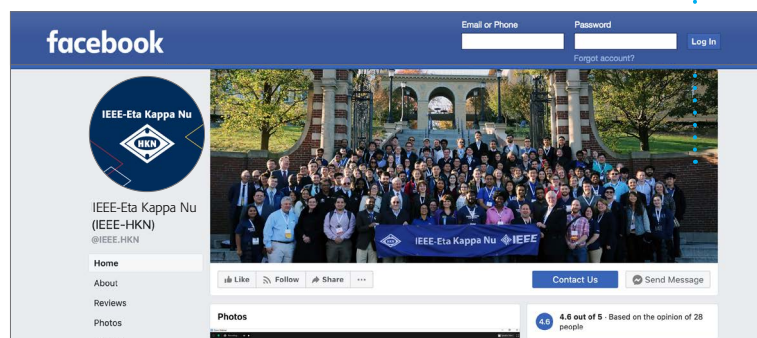
The IEEE-Eta Kappa Nu (IEEE-HKN) logo is placed within bounding box dimensions allowed by Facebook guidelines. The profile icon is 180 px x 180 px.
*(Desktop version is shown above.)*

TWITTER PAGE (MOBILE)

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.

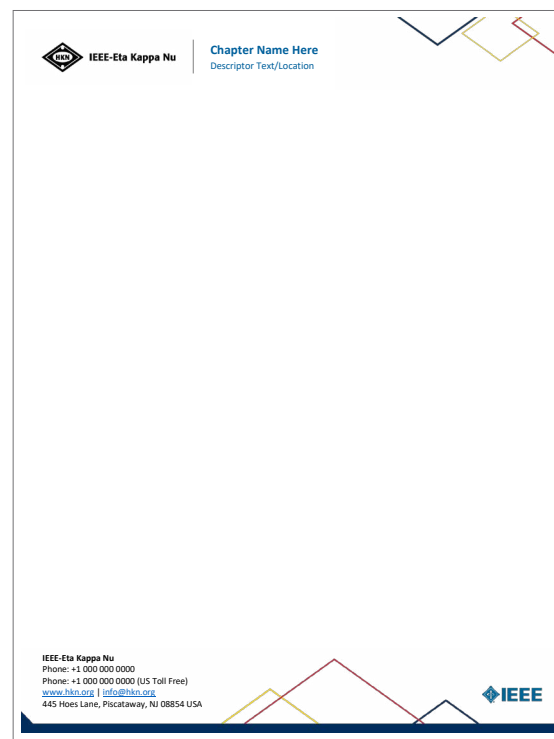# General Communication Templates

PowerPoint, Google Slides, Letterhead, Report/Document Covers, Email Signature, and Business Card general communication templates are available for use.
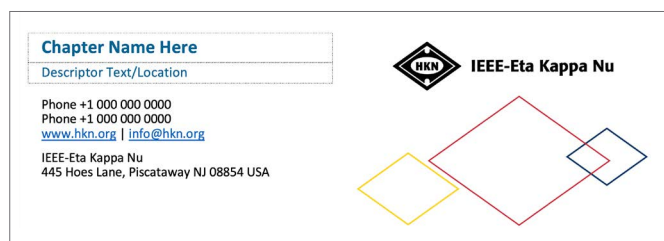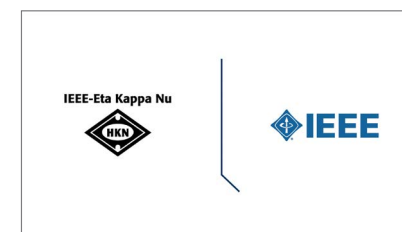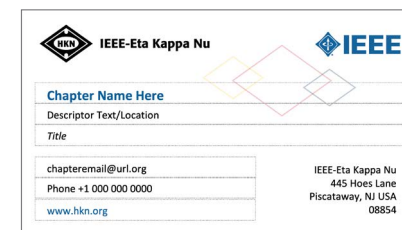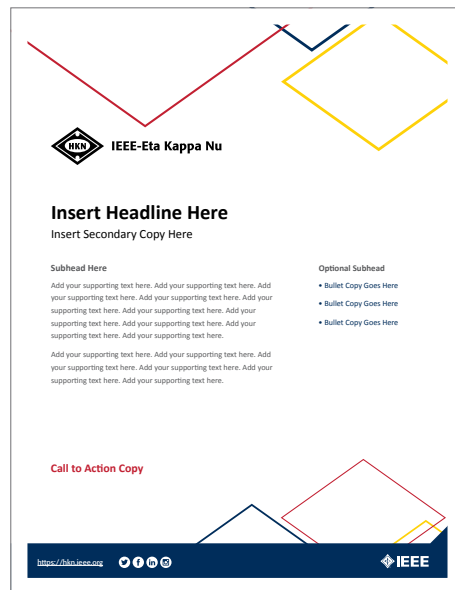

EMAIL SIGNATURE
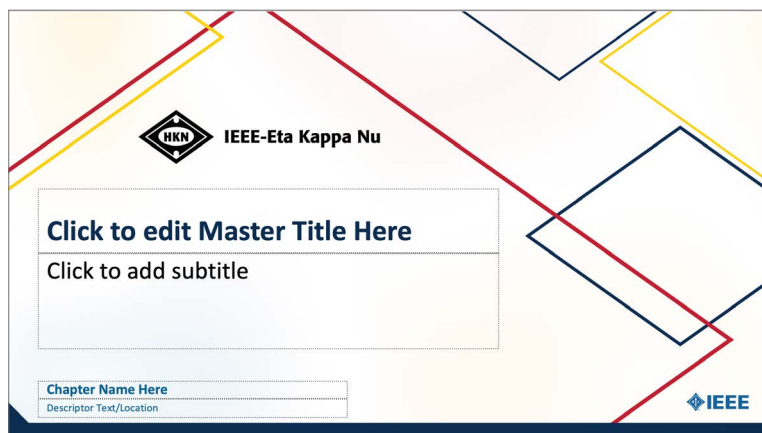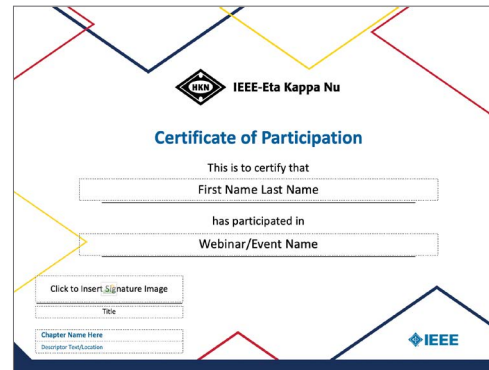

POWERPOINT

LETTERHEAD

BUSINESS CARD

When using the IEEE-Eta Kappa Nu (IEEE-HKN) logo in print and/or digital materials, follow the brand guidelines for the IEEE Master Brand, found at ieee.org/about/toolkit/tools/index.html. For questions or more information, use the brand inquiries form found on the IEEE Brand Experience site.

| TOC | Welcome | Brand Elements | Color Specifications | Typography | Graphic Elements | Imagery | Video & Social Media | Chapter Templates |

General Communication   Chapter Resource   Social Media
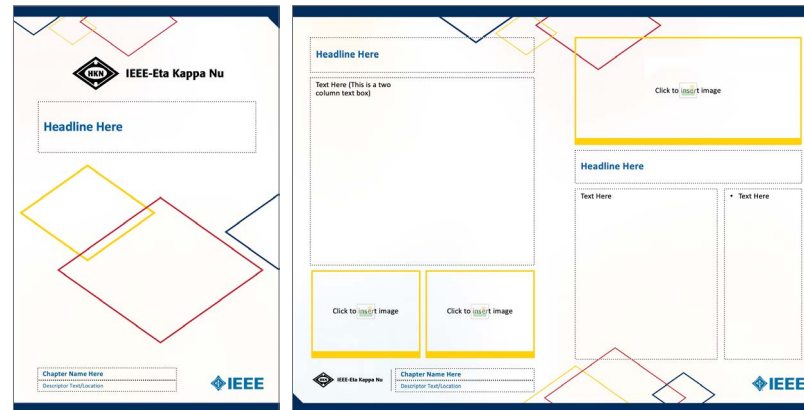
Chapter Resource Templates

Flyer, Poster, Newsletter, Brochure, and Certificate chapter resource templates are available for use.
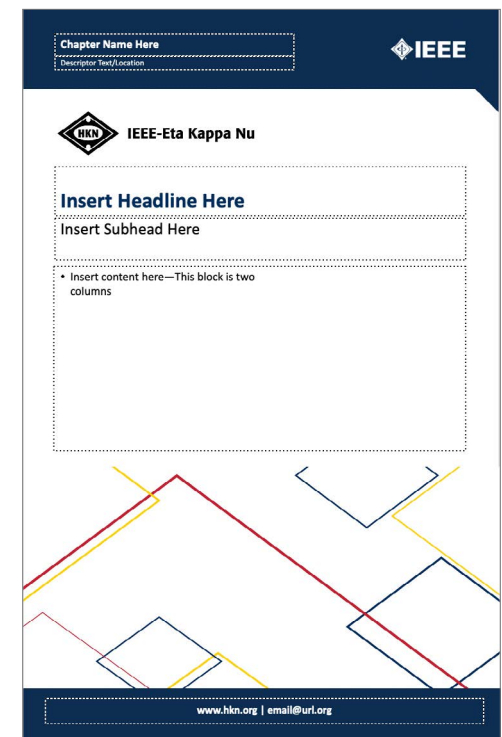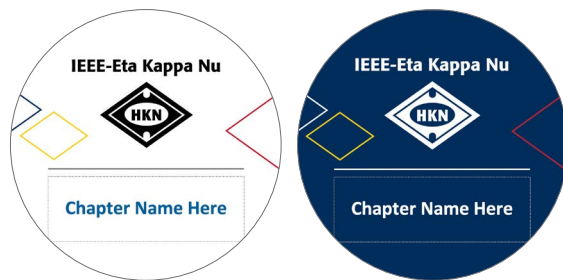

CERTIFICATE
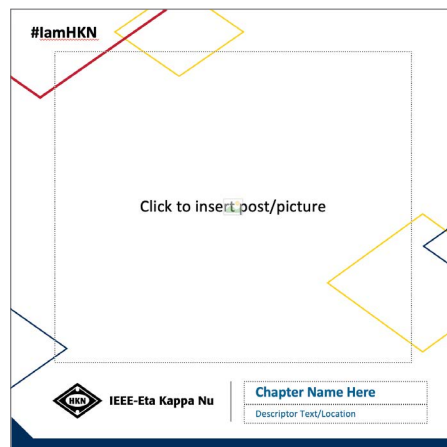

FLYER

BROCHURE

POSTER

When using the IEEE-Eta Kappa Nu (IEEE-HKN) logo in print and/or digital materials, follow the brand guidelines for the IEEE Master Brand, found at ieee.org/about/toolkit/tools/index.html. For questions or more information, use the brand inquiries form found on the IEEE Brand Experience site.

| TOC | Welcome | Brand Elements | Color Specifications | Typography | Graphic Elements | Imagery | Video & Social Media | **Chapter Templates** |

General Communication   Chapter Resource   Social Media

Social Media Templates and Premium Giveaways

Social Media Profile Picture, Post/Frames, and Cover Image social media templates are available for use. The IEEE-HKN logo or the IEEE-HKN Wheatstone on a premium giveaway should appear as large as possible within the imprint area. Where applicable, one of the IEEE Master Brand and IEEE-HKN lock-up treatments should be used.

PROFILE IMAGE

POST/FRAME
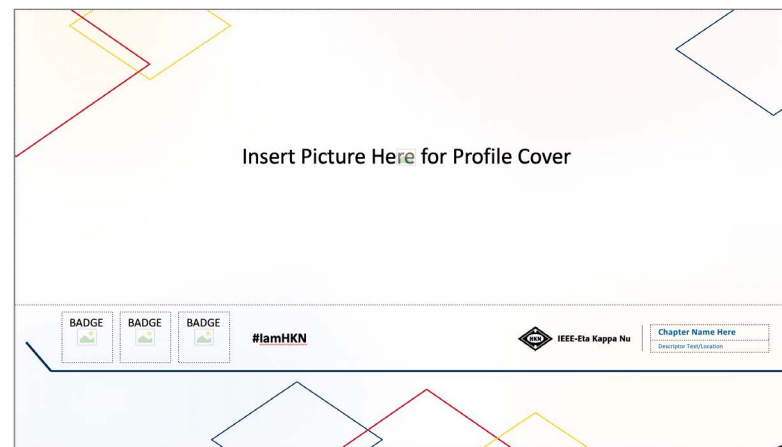
COVER IMAGE/DIGITAL BADGE

PREMIUM GIVEAWAYS

When using the IEEE-Eta Kappa Nu (IEEE-HKN) logo in print and/or digital materials, follow the brand guidelines for the IEEE Master Brand, found at ieee.org/about/toolkit/tools/index.html. For questions or more information, use the brand inquiries form found on the IEEE Brand Experience site.

IEEE Resources & Contact

IEEE Brand Identity Tools

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 (PDF, 2.8 MB)
ieee.org/understandingthebrand

IEEE Corporate Brochure (PDF, 2.7 MB)
ieee.org/corporatebrochure

IEEE Brand Overview Video
ieee.org/overviewvideo

Contact

For questions or
more information, use the
brand inquiries form or
email branding@ieee.org.

For specific questions
about IEEE-HKN or for more
information, email info@hkn.org
or visit www.hkn.org.

IEEE-Eta Kappa Nu

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