



**Official Brand Guide of
IEEE Sensors Council**



Foreword

The IEEE Sensors Council Brand Book is a comprehensive resource designed to ensure consistent and effective branding across all IEEE Sensors Council activities. It provides guidelines for members, committees, and affiliates on the proper use of the IEEE Sensors Council logo, branding elements, and messaging.

The Brand Book includes specific guidelines for committee members organizing conferences, chapters, and publications, covering topics such as logo usage, brand colors, email, and social media guidelines.

By adhering to the standards outlined in this Brand Book, all individuals representing or promoting the IEEE Sensors Council can contribute to a unified and professional image that reflects the council's values and mission.



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About the Brand

The IEEE Sensors Council is a preeminent organization at the forefront of sensor research and development. The IEEE Sensors Council's mission is to serve as a bridge among a diverse, multi-domain, interdisciplinary community of students, professionals, and practitioners who specialize in sensors and their deployment in a wide range of applications.

The IEEE Sensors Council has adopted the values listed below which guide our actions towards our community and discipline.

- » **Excellence:** we will strive to achieve the highest standards in all our activities and outputs
- » **Collaboration:** we will support our community towards working together with integrity and in a respectful way
- » **Inclusion:** we will work hard and be uncompromising in achieving fairness and equity of opportunity for all within our community
- » **Enthusiasm:** we will foster an energetic community where all will have passion, a sense of ownership and pride in being part of the Council
- » **Relevance:** we will be a guiding light for our discipline, and support our community by sharing world-leading discoveries and knowledge, and applying these to address common challenges facing all of humanity



Brand Overview



Our brand is a valuable asset, reflecting our identity and core principles. Consistent and proper use of the brand strengthens recognition, fosters trust, and effectively communicates our values to a global audience – including professionals, students, prospective members, and collaborating organizations.

These brand book guidelines serve to establish a unified visual language for the IEEE Sensors Council. By adhering to these guidelines across all communication materials – technical publications, resources, services, conference materials, and outreach efforts – we ensure consistent messaging and a strong, unified presence.

This consistent brand presentation strengthens the IEEE Sensors Council’s reputation for integrity and leadership within the global technology community. It allows us to effectively promote our mission and achievements, and solidify our position as a driving force in sensor innovation.

Brand Overview Templates



IEEE Sensors Council

- » [IEEE Sensors Council Logo](#)
- » [IEEE Sensors Council Email Signature Ad Template](#)
- » [IEEE Sensors Council Email Templates](#)
- » [IEEE Sensors Council PowerPoint Presentation Template](#)
- » [IEEE Sensors Council Letterhead Template](#)
- » [IEEE Sensors Council Social Media Templates](#)
- » [IEEE Sensors Council Intro & Outro Clips for Videos](#)

Women in Sensors

- » [Women in Sensors \(WiSe\) Logo](#)
- » [WiSe Email Templates](#)
- » [WiSe Powerpoint Presentation Template](#)
- » [WiSe Social Media Templates](#)

Publications

- » [Publication Social Media Templates](#)
- » [IEEE Sensors Journal Logo](#)
- » [IEEE Sensors Letters Logo](#)
- » [IEEE JSAS Logo](#)
- » [IEEE Sensors Reviews Logo](#)

Chapters

- » [IEEE Sensors Council Chapter Logo Template](#)
- » [IEEE Sensors Council Chapter PowerPoint Presentation Template](#)
- » [IEEE Sensors Council Chapter Social Media Templates](#)

Conferences

- » [IEEE Sensors Council Conference Social Media Templates](#)

Our Voice

Narrative and Key Messages

The IEEE Sensors Council is a global leader in sensor technology, driving innovation from the most fundamental research to real-world applications. We connect a vibrant community of experts across academia and industry, working together to solve global challenges.

From smartphones to self-driving cars, sensors are embedded in everything around us. They gather vital information, enabling groundbreaking advancements in healthcare, environmental monitoring, and countless other fields.

The IEEE Sensors Council focuses on the entire sensor lifecycle. We delve into the theoretical underpinnings of sensor design, translate ideas into practical applications, and explore cutting-edge manufacturing processes.

We foster a dynamic environment through

- » **Renowned publications** for sharing research breakthroughs.
- » **International conferences** for exchanging knowledge and sparking innovation.
- » **Technical committees** for in-depth discussions on specific sensor topics.

Our brand signifies

- » **Pioneering** innovation in sensor technology.
- » **Fostering** collaboration across disciplines.
- » **Delivering** the highest quality research and development.





Boilerplate Copy

This copy should be used verbatim as an addendum to communications materials such as press releases, feature stories, and news articles.

Long Version

The IEEE Sensors Council focuses on the theory, design, fabrication, manufacturing, and application of devices for sensing and transducing physical, chemical, and biological phenomena, with an emphasis on the electronics, physics, and reliability aspects of sensors and integrated sensor-actuators. IEEE Sensors Council serves the sensor community with its well-recognized publications, conferences, standards, educational activities and technical committees.

Short Version

The IEEE Sensors Council fosters the advancement of sensor technology through its publications, conferences, and committees focused on the entire sensor lifecycle, from theory to application.

Editorial Style

The IEEE Sensors Council Editorial Style Guide provides guidance on frequently encountered writing issues, particularly those related to capitalization, punctuation, and word choice. This guide is intended as a reference for all written materials produced by the Council, with the exception of legal documents, research papers, and invitations, which adhere to their own specific style guidelines.



Abbreviations, Acronyms, Initialisms



Most subgroups combination marks are output with the complete name of the group. Logos based on abbreviations, acronyms, or initialisms are not recommended. Such requests will be evaluated individually by the IEEE Sensors Council, based on alignment with the brand.

- » **IEEE** should appear next to the **IEEE Sensors Council**, its conferences acronyms and publications.
- » The **S** and **C** should be capitalized in all written and digital materials.
- » When referring to IEEE Sensors Council as **SEN** all letters should be capitalized.
- » When using the abbreviation associated with IEEE format the **SC** should be capitalized in all written and digital materials.
- » The use of **IEEE SENSORS** refers to the IEEE Sensors Council's flagship conference, where all letters are capitalized

Website Domain Criteria

While IEEE Sensors Council have autonomy over their communication content, the council recommends that sub-websites adhere to established brand identity guidelines.

Domain Name Formats

All websites that are funded and/or sponsored by the Council are required to have an IEEE before the name of the entity within the web address.

Website Types and Domain Name Formats

Official IEEE Sensors Council website

The internet domain name assigned to the IEEE Sensors Council is iee-sensors.org. The council recognizes iee-sensors as its official domain name; it is legally registered to the council and is subject to the council's use, policies, and guidelines.



Our Visual Identity



The look of the IEEE Sensors Council is reflective of our inclusive spirit and diverse perspectives. A consistent visual representation across all communication platforms provides clarity, recognition, and a seamless visual experience, through the application of universal brand standards that support that look. Our visual identity, representing forward momentum, is polished and dynamic.

Brand Elements



The IEEE Sensors Council Logo

For enhanced brand cohesion and unified representation, all IEEE Sensors Council communications, both physical and digital, must utilize an approved and official logo. This ensures consistency and visually reinforces collaboration across all Council entities. Please adhere to the established logo usage guidelines provided below.

IEEE Sensors Council Logo

Primary Logo

The primary logo consists of the words “IEEE Sensors Council” and is a copyrighted name within the IEEE organization. A timeless symbol that is readily recognizable and relatable, the S C is leveraged as the main visual element and introduces new, modernized typography through the font.



Frutiger 57 Condensed

Frutiger is the primary typeface of the IEEE Sensors Council logo. Frutiger, a sans serif font that is very versatile. This typeface is available in many weights and styles that are essential to create distinction across all communications.

Brand Elements

Correct Usage



- ✔ Color IEEE Sensors Council logo on light background



- ✔ White IEEE Sensors Council logo on dark background



- ✔ Black IEEE Sensors Council logo on light background



- ✔ White IEEE Sensors Council logo on dark image (minimal detail in area behind logo)

Incorrect Usage



- ✘ Do not put Color IEEE Sensors Council logo on dark colored background.



- ✘ Do not put white IEEE Sensors Council logo on light colored background.



- ✘ Do not put black IEEE Sensors Council logo on dark colored background.



- ✘ Do not put IEEE Sensors Council logo on light/dark complex image

Logo Usage Guidelines

When placing the IEEE Sensors Council 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).

- » The IEEE Sensors Council should never be used as a patterned background.
- » The emblem symbol can never be used alone outside of the uses indicated.

Brand Elements

Logo Color Usage Guidelines

- » The IEEE Sensors Council logo can only be represented in its colors, black or white.
- » IEEE Sensors Council colors must be used on all communications keeping a visible contrast between the logo and color backgrounds.
- » Black or white logo options are recommended on all sub-brand applications and/or when the IEEE Sensors Council color logo cannot be used.
- » Do not simulate logos in type, skew or modify the elements, recolor, or fill with any pattern or texture.

Logo Colors



IEEE Blue

C100 M35 Y3 K21



Dark green IEEE Sensors Council

80C 0M 100Y 56K



Globe gradient

Blue= 100C 31M 5Y 20K

Green= 100C 4M 87Y 18K



Brand Elements

Correct Usage



- ✔ Color IEEE Sensors Council emblem on light background



- ✔ White IEEE Sensors Council emblem on dark background



- ✔ Black IEEE Sensors Council emblem on light background

Incorrect Usage



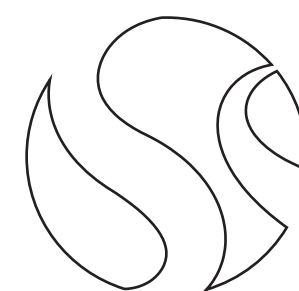
- ✘ Do not put any pattern or texture on emblem.



- ✘ Do not modify element or recolor emblem.



- ✘ Do not put stretch or squeeze the emblem.



- ✘ Do not outline emblem.

Emblem Usage Guidelines

The IEEE Sensors Council emblem is a distinctive symbol representing the Council and its activities. To maintain the integrity and professionalism of the emblem, the following guidelines must be adhered to.

- » The emblem may only be used by the IEEE Sensors Council, for social media profile icons, channel banners, cover photos, or feature photos. Subgroups like societies, publications, conferences, WiSe, chapters, and Technical Committees are required to use their representation.
- » The emblem may only be used in the IEEE Sensors Council colors or black-white options when the IEEE Sensors Council colors cannot be used.
- » Do NOT simulate logos in type, skew or modify the elements, recolor, or fill with any pattern or texture. Any changes to the emblem's components can weaken its symbolic meaning.
- » Do NOT distort, stretch, and/or squeeze the emblem.
- » Do NOT separate the emblem and combine it with an additional copy that is not associated with the extended version of the IEEE Sensors Council logo.
- » Do NOT outline the emblem.
- » Do NOT place the emblem on busy backgrounds: This can hinder visibility and reduce the emblem's impact on the brand.

Brand Elements

The File Formats

Using the appropriate file format, color mode, and proper resolution when utilizing the IEEE Sensors Council logo or any sub-brand logos in communications ensures the IEEE Sensors Council or any sub-brand logo is legible and high resolution.

Raster File Formats

EPS (Encapsulated PostScript)—Although typically a vector art file format, if an image is saved as a Photoshop EPS file, it is a large raster file similar to a TIFF file.

GIF (Graphics Interchange Format)—A small, limited-color raster file for onscreen viewing only.

JPG (Joint Photographic Experts Group)—A compressed raster file for use when a small photographic file is needed (typically for the web).

PNG (Portable Network Graphics)—An open and bitmapped graphical file format that can display more than 256 colors for on-screen viewing only.

TIFF (Tagged-Image File Format)—Typically used for print production.

Vector File Formats

EPS (Encapsulated PostScript)—A file created by an illustration program (e.g., Adobe Illustrator, Corel Draw, etc.) using the postscript language. EPS files can also contain raster images, but typically a vector eps file indicates a line art illustration, such as a logo or a graph.

PDF (Portable Document Format)—An Adobe Acrobat file that can be both vector and raster, depending on the original artwork. For print purposes, pdf files should be saved at the highest resolution possible, which is only possible if the pdf file is created using Adobe Acrobat Distiller or a PDF creation program (e.g., Adobe Acrobat Professional).

Color Modes

Monochrome Images consisting of only black and white.

Grayscale Images with 256 shades of gray, ranging from black to white.

CMYK Primarily for full color printing. CMYK is an acronym for cyan, magenta, yellow, and black, the standard colors used in offset printing.

RGB Primarily for on-screen viewing. RGB is an acronym for red, green, and blue, the colors used for computer monitors and video electronics.

SPOT Primarily for full color printing. Printing using a single run, this type of printing ensures that the printer achieves the exact color desired.

Resolution

Print resolution is measured in dots per inch or dpi. The higher the resolution, the higher the quality of the printing. Minimum resolution for photographic images is 300 dpi at final reproduction size (100 percent).

Digital resolution is measured in pixels per inch or ppi. Computer monitors display images at approximately 72 ppi. That means images saved for web viewing on a computer are not typically suitable for printing. However an image or graphic for on-screen purposes do NOT need to be resized for 72 ppi. The minimum ppi for maximum resolution should

Minimum Size and Clear Space

Minimum Clear Space for Print



Minimum Clear Space for Digital



Minimum Size

The minimum size requirement ensures the IEEE Sensors Council logo and its identifying element, the “S C,” are clearly legible and maintain their visual impact across all applications.

Print & Non-Screen Applications:

» The minimum width for the IEEE Sensors Council Brand in print and non-screen-based applications is 0.5 – 1 inch.

Digital & On-Screen Applications:

» The minimum width for the IEEE Sensors Council Brand in digital and on-screen applications is between 50-100 pixels.

Clear Space

To maintain visual clarity and impact, a designated clear space must surround the IEEE Sensors Council logo in all implementations. This clear space should be free from any text, images, or other graphic elements to ensure the logo stands out effectively.

Clear Space Requirement:

» A clear space equal to or greater than 0.5 inch is required on all sides surrounding the IEEE Sensors Council logo for all applications.

Usage Guidelines for Promotional Items, Websites, and Social Media

Promotional Items

- » When applying the IEEE Sensors Council logo on promotional items, adhere to the minimum size of 300 pixels and maintain a clear space of at least .5 inches (12 mm) as specified for digital and on-screen applications.
- » If the minimum size and/or clear space requirements cannot be met due to the constraints of the promotional item's size, ensure the IEEE Sensors Council logo is as large as possible within the available imprint area, while still maintaining visibility and clarity.

Websites

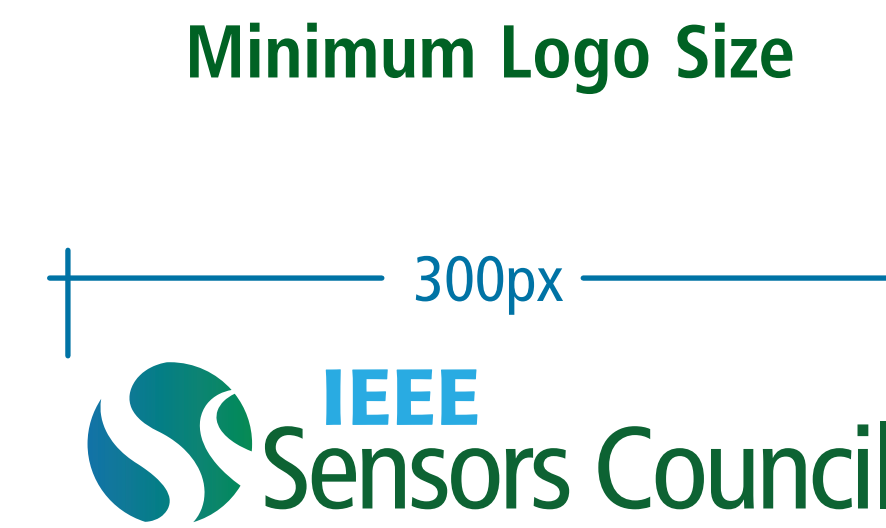
The IEEE Sensors Council logo should appear no less than (300 pixels) in width on all websites and subsites. When designing the area around the IEEE Sensors Council Logo, make sure that the clear space requirement (50 px) for digital and on-screen applications is followed.

Social Media

All social media brands (Facebook, X, LinkedIn, Instagram, etc.) have their own sets of guidelines.

When using the IEEE Sensors Council for these applications, follow the minimum size (300 pixels) and clear space (50px) for digital and on-screen applications.

If the minimum size and/or clear space cannot be met, the IEEE Sensors Council Logo should be as large as possible within the given space.



Brand Elements

Logo Placement

Maintaining a consistent and proper placement of the IEEE Sensors Council logo is crucial for brand recognition and impact. This guide outlines key considerations for optimal logo placement across various media formats.

General Principles

Clear Space: Maintain adequate space around the logo to avoid clutter and ensure legibility.

Minimum Size: Ensure the logo is large enough to be easily recognizable in both print and digital formats.

Size Ratio: Maintain the correct proportions of the logo for clarity.

Color: Utilize the appropriate color scheme for the logo as designated by the brand guidelines.

Background: Choose a background that provides good contrast for logo visibility.

Specific Placement

Maintaining a strong and consistent brand identity is crucial for the IEEE Sensors Council. A key element of this is the proper placement of the logo across all our communications. As outlined in the previous section consideration should be given to clear space, minimum size, size ratio, color, background, and placement.

Print Materials (Brochures, Journals, Ads, Posters):

- » Cover or front page - Bottom left corner.

Magazines/Newsletters:

- » Bottom of the publication cover.

Pull-Up Banner Displays:

- » If only the logo: Centered on the top
- » If logo with Sub-Brand: IEEE Sensors Council logo should be positioned at the bottom right corner.

Email:

- » Header: Top Centered

Web Banner Ads (Limited Space):

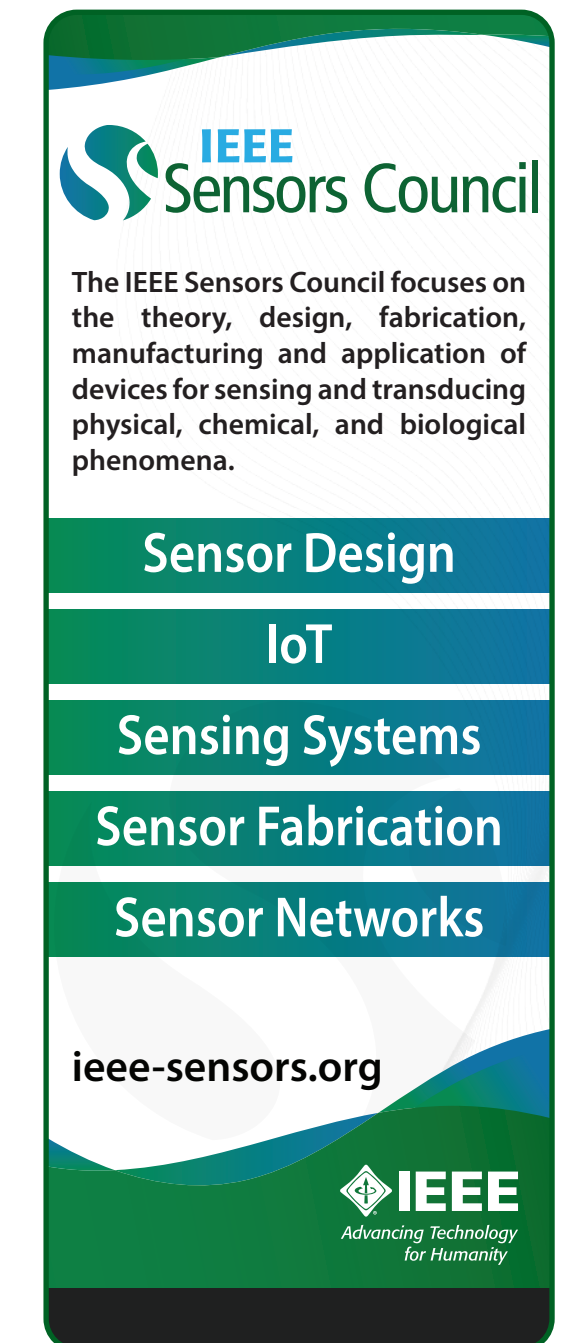
- » Bottom or lower left-hand corner.

Screen Applications (PowerPoint):

- » Cover or front page - Centered
- » Every page - Lower right-hand corner.

Promotional Items (Tablecloths, Giveaways):

- » Maximize logo size within the designated imprint area, maintaining good proportions.



Brand Elements

Color Specifications

Primary Colors

Use the primary colors prominently and consistently in all branded materials.

PANTONE (SPOT)
PMS 3015
CMYK
C100 M35 Y3 K21
RGB
R0 G98 B155
Hexidecimal/Web
#00629B
RAL
5007



PANTONE (SPOT)
PMS 348 C
CMYK
C96 M2 Y100 K12
RGB
R0 G132 B61
Hexidecimal/Web
#00843D
RAL
6037



Secondary Colors



PANTONE (SPOT)
PMS PROCESS CYAN
CMYK
C100 M0 Y0 K0
RGB
R0 G181 B226
Hexidecimal/Web
#00B5E2
RAL
5024



PANTONE (SPOT)
PMS 368 C
CMYK
C65 M0 Y100 K0
RGB
R120 G190 B32
Hexidecimal/Web
#78BE20
RAL
6018

Primary Color Usage

They should be used prominently and consistently in all branded materials, including logos, marketing materials, packaging, and website design.

Brand Elements

Typography Guidelines

Primary Typeface

Frutiger

Frutiger is chosen as the primary typeface for its humanist sans-serif characteristics, ensuring excellent readability in both print and digital mediums. It offers a range of weights that provide versatility and maintain consistency in the IEEE Sensors Council's visual identity.

Secondary Typeface

Poppins

Poppins complements Frutiger with its modern, geometric shapes and wide range of weights, making it ideal for headlines, titles, and enhancing visual hierarchy in various communication materials.

Usage and Application

Typefaces for Print

Frutiger is recommended for headlines, body text, and detailed information in printed materials such as brochures, posters, and event programs, ensuring clarity and readability.

Poppins can be used for subheadings, captions, and other design elements in print materials to add variety and maintain visual interest.

Typefaces for Digital Media (Websites, Social Media)

Frutiger serves as the primary typeface for web headings, buttons, and UI elements due to its readability and professional appearance on digital screens. Poppins is suitable for web body text and other digital content, providing a modern and inviting appearance across digital platforms.

Typefaces for Email and Everyday Documents

Emails

Arial is selected for email communications to ensure consistency across headers, subheaders, and main body text, leveraging its user-friendly nature and widespread availability across various platforms.

Everyday Documents (Reports, Presentations)

Frutiger is employed for titles, headings, and important sections in everyday documents, ensuring professionalism and clarity.

Poppins and Arial can be used for body text and secondary information within documents, maintaining a clear typographic hierarchy.

Consistency and Brand Identity

For consistently using Frutiger, Poppins and Arial across all communications, IEEE Sensors Council reinforces a strong and recognizable brand identity. This consistency not only enhances brand recall but also establishes trust and professionalism among its audience.

Guideline Compliance

All official communications, whether in print or digital format, should adhere to these typography guidelines to maintain brand consistency and ensure a unified visual identity across all touchpoints.

Emails

Emails Standards

Standardized email signatures and branded HTML emails offer an opportunity to uphold the IEEE Sensors Council's visual identity in both internal and external digital communications.

Email Signatures Ad

An email signature ad prominently displays the IEEE Sensors Council logo and branding, increasing visibility and reinforcing brand recognition among email recipients. By incorporating the email signature ad to your everyday communications, the IEEE Sensors Council can effectively reach a wider audience.

Use the following template to incorporate in your email signature.

[IEEE Sensors Council Email Signature Ad Template](#)

Email Body Copy Typeface/Format

The IEEE Sensors Council does not have an official guideline for which typography to use for the body copy within an email as all email providers support different typefaces. However, it is recommended to choose a clear, sans-serif font like Arial, Verdana, or Helvetica. As these are widely supported formats and are easy to read on different screens.

Make sure to optimize font size of 14px or larger for the main body to improve readability.

HTML Emails

The IEEE Sensors Council uses HTML-formatted emails to create visually engaging communications. The use of templates from services like Constant Contact and Mailchimp is permitted, provided they adhere to Council branding standards. When selecting a service or template, carefully review the following essential guidelines.

Best Practices

Avoid Excessive Styling: Keep font styles (bold, italic, underlined) to a minimum.

Use Consistent Spacing: Ensure proper spacing between lines and words for better readability.

Device Responsiveness in Emails

An average of 50% of emails are opened on mobile devices. If your email isn't coded for responsiveness, it will be difficult to read on mobile devices and may not be read at all due to legibility issues. Always use mobile-responsive email templates.

For consistency, use the editable IEEE Sensors Council HTML-coded email template(s) to create email marketing and promotional outreach. All of the images and text are editable to fit your needs.

[IEEE Sensors Council Email Templates](#)

Emails

Email Privacy and Security Laws Guidelines

GDPR Law Guidelines

The **General Data Protection Regulation** (GDPR) is a law passed by the European Union in 2016 that went into effect in 2018. The General Data Protection Regulation (GDPR) is a European Union law designed to protect the privacy of EU citizens' data. It applies to any organization processing this data, regardless of the organization's geographical location.

What it Protects People From

- » Unwanted use of personal data (like email addresses)
- » Sharing personal data without permission
- » Difficulty accessing or correcting personal data

Who it Protects

- » Anyone in the European Union (EU)

How to Write GDPR-Compliant Emails

1. Get consent from the recipient before using their data from a subscriber list.
2. Offer an easy way for them to opt out of future emails, this can be by including an unsubscribe option in the email footer.
3. Clearly explain how their data will be used by including the **Privacy Policy** link within the footer section of the email.
4. For more information on GDPR, visit the **IEEE GDPR FAQ** website.

CAN-SPAM Law Guidelines

The **CAN-SPAM Act** is a law that protects people from receiving unwanted emails. Your HTML emails must comply with this law. Your emails must contain an accurate physical address and a way to opt out of them. These are usually placed in the email footer. Many email marketing providers, such as Mailchimp and Constant Contact, will automatically include these in your emails, but it is your responsibility to make sure.

For more information on CAN-SPAM compliance, visit the **Federal Trade Commission** Website.

Presentations

Powerpoint Presentations

Select from various slide layouts when creating your next presentation.

Usage Guidelines

The updated PowerPoint template for the IEEE Sensors Council is available only in widescreen aspect ratio, consistent with conference digital signage, displays, and projectors.

Google Slides Guidelines

To download the template using Google Slides in another format, please use the following process:

Open the Google Slide presentation.

Click on **File** in the top menu.

In the dropdown, toggle over **Download**.

Select **Microsoft PowerPoint** format.

A pop up will appear, click **Save**.

Primary Template

Use the following version of the IEEE Sensors Council presentation template if you are working in areas with low internet bandwidth.

[IEEE Sensors Council Powerpoint Presentation Template](#)

Print Standards

Print

The IEEE Sensors Council brand manifests in print with striking images, dynamic forward-moving angles, and bold typography. Our printed materials often include these elements and treatments:

- » The use of bold and bright colors.
- » Human-focused photography.
- » Significant use of shapes in design, with greater emphasis on a softer humanistic approach, utilizing rounded edges and relying on more white space.
- » Large headings in brand typefaces Frutiger.
- » Headings featuring typography of dramatically different sizes for contrast.

Letterhead

The IEEE Sensors Council offers a digital letterhead in Word format for everyday digital communications, which can be output to PDF for sharing or submitting for digital signatures.

Body Copy

The recommended font for the body of your letter is Poppins and/or Arial, with a size of 11 points. This standard font and size ensure readability and consistency with other Council documents.

Footer

The footer information should be edited to include the IEEE Sensors Logo and entity website.

[IEEE Sensors Council Letterhead Template](#)



Print Standards

Personal Identification

Business Cards

Official IEEE Sensors Council business cards are meant to represent a volunteer role in the Council and typically include:

- » Name
- » Position Title
- » Affiliation
- » Email Address
- » IEEE Sensors Council Website

Guidelines

Multiple Titles

If multiple titles easily fit into an existing template, then they may be used.

If multiple titles cannot easily fit into the desired template, the member will have to decide which titles are most useful.

Layout Options

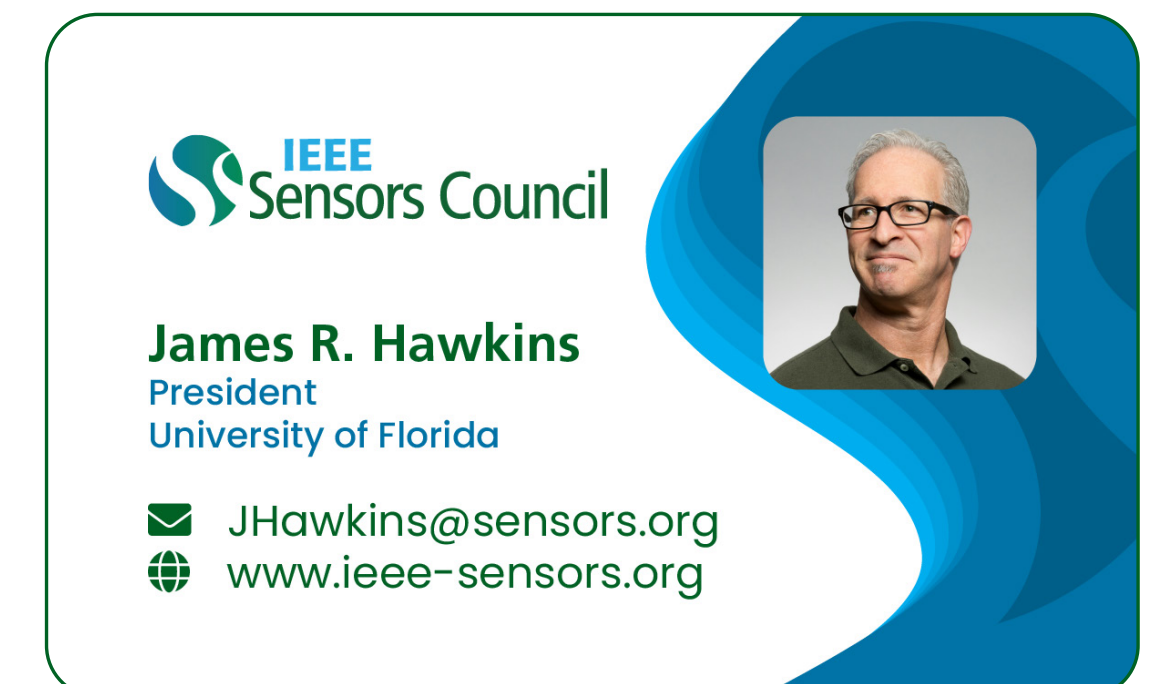
- A. (Default) No Headshot
- B. (Preferred) Headshot

IEEE Sensors Council business cards are at request only, contact us at admin@ieee-sensors.org.

Default Sample



Preferred Sample



Print Standards



Personal Identification

Name Tags

Name tag designs must adhere to IEEE Sensors Council brand guidelines. For guidance on scale, spacing, and typography, please refer to the provided examples.

Default



Preferred



Social Media Standards

Overview

Social media platforms offer a valuable avenue for the IEEE Sensors Council to share information, foster community, and elevate our profile as a thought leader within the sensor community.

This section provides a comprehensive overview of social media best practices and resources to maximize the impact of our digital presence.

Profile Icons

Maintaining a consistent visual identity across all social media platforms is essential for strengthening the IEEE Sensors Council brand recognition. A unified appearance fosters audience familiarity and association of shared content with our organization.

The Council logo should be utilized as the profile image for all IEEE Sensors Council social media accounts. It is crucial to consider platform-specific limitations that may impact the display of user icons.

Channel Banner, Cover Photo, or Feature Photo

Social media channel banners, covers, and feature photos should maintain visual consistency with the corresponding channel icon or avatar. Imagery should incorporate the council's logo, along with brand colors and elements.

Best Practices for social media channel banners, cover photo, or feature photo

- » Follow size specifications: Adhere to the platform's recommended photo dimensions for the cover image. Different platforms have different size requirements for images.
 - ◇ LinkedIn: 1500 x 500 pixels
 - ◇ Facebook: 820 x 312 pixels
 - ◇ X: 1500 x 500 pixels
 - ◇ YouTube: 2560 x 1440 pixels
- » Aim for brand alignment and consistency: A social media cover image should align with the IEEE Sensors Council brand's identity, including the color scheme, fonts, and overall style.
- » Avoid using text on social media cover images.
- » Do NOT use the extended logo on social media cover images.
- » Only the IEEE Sensors Council is allowed to use the IEEE Sensors Council emblem as a cover image all other subgroups are not allowed.
- » Use a high-resolution social media cover image with a sharp focus to avoid blurry or pixelated images.
- » Use a PNG or JPEG format.
- » Always include a social media cover image.

Social Media Standards

Social Media Copywriting

Utilize these guidelines for developing social media copy for a consistent and professional online presence across various social media platforms, including LinkedIn, Facebook, and Twitter.

Best Practices

- » Use clear and concise language that is easy to understand and digest. Avoid jargon terms that may confuse your audience.
 - » Encourage audience interaction by including clear calls to action.
 - » Enhance your posts with high-quality images, videos, GIFs, or infographics to capture attention and increase engagement.
 - » Ensure your content is relevant to your audience and aligns with the Council's goals.
 - » Maintain a consistent professional tone and style throughout your social media posts.
 - » Always include a link back to a site that's relevant to the post.
 - » For speakers or award recipients, tag the person's account within the platform if they are following to encourage reposting on their platforms.
 - » Include up to 5 hashtags to increase reach and engagement, and be consistent in using the same hashtags for activities.
- » Adhere to the following character count per platform:
 - ◇ LinkedIn: 140-250 character count
 - ◇ Facebook: 140-250 character count
 - ◇ Twitter: 71-100, limit is 280 character count
- To request the creation of a social media post for your committee on the IEEE Sensors Council, please complete the following form [here](#).

Social Media Standards

Social Media Advertising Collateral

This section provides templates for promotional social media advertising usage for the IEEE Sensors Council. IEEE Sensors Council promotional social media ads are a series of ready-made promotions, sized for a typical 2:1 ratio. Use these ads for social media to promote IEEE Sensors Council at large membership offerings.

IEEE Sensors Council Social Media Templates



Intro and Outro Clips for Videos

Utilize these IEEE Sensors Council intros and outro video clips to enhance the professional branding of your video productions. These standardized elements can be seamlessly integrated into videos created by the IEEE Sensors Council subgroups to visually reinforce the council's identity.

[IEEE Sensors Council Intro & Outro Clips for Videos](#)

Sub-group guidelines for developing Intro and Outro Clips for Videos

Utilize these guidelines to create engaging intro and outro for IEEE Sensors Council subgroups, including conferences, chapters, publications, and WiSe.

Best Practices

- » The subgroup logo (Conference, Chapter, Publication, or WiSe) must be center-aligned, vertically and horizontally within the middle of the video where it can be prominently displayed.
- » All subgroup videos must include the IEEE Sensors Council and IEEE lock-up logo on the bottom right side of the video as a static image. For the lock-up logo, see the link [here](#).
- » Logos from other entities like institutions or universities should not be included in the intro video. It can be included on the following page.
- » Maintain a consistent color scheme, style, and aesthetic that aligns with the subgroup's brand colors.
- » Aim for intro and outro videos to be 5-8 seconds in length.
- » If typography is used, choose either Frutiger or Poppins font styles.
- » Develop intro and outro templates that can be easily adapted to different types of content, such as tutorials, or vlogs.
- » Add animation to capture the audience's attention.
- » Optimize the video for web use to avoid slow loading times.
- » Allow for customization within the templates to ensure that each video feels unique and tailored to its specific purpose.
- » Summarize the key message or include a call to action in your outro video.
- » Use an MP4 file format as the preferred method.

Guidelines for Lower Thirds in Videos

Lower thirds are essential for providing context and identifying on-screen subjects. To ensure they enhance your video and are visually appealing, follow these best practice guidelines:

Best Practice

- » **Keep it simple:** Avoid cluttering the screen with excessive text.
- » **Consistency:** Maintain a consistent style, use the IEEE Sensors Council color palette, and placement throughout the video.
- » **Leave space:** Ensure there's enough space around the text for readability.
- » **Font Style:** Use Frutiger or Poppins for font style and sufficient contrast between text and background.
- » **Placement:** Typically placed in the lower third of the screen, but adjust based on video composition.
- » **Duration:** Display the lower third long enough for viewers to read, but avoid keeping it on screen for too long.
- » **Timing:** Introduce the lower third when the subject is introduced or relevant information is being discussed.
- » **Brand alignment:** Incorporate your brand's color scheme and typography for a cohesive look.
- » **Avoid distractions:** Make sure the lower third doesn't obscure important visual elements.

Lower Third Structure Format

- » **Name:** Clearly display the person's full name or preferred name.
- » **Title:** Include the person's relevant title or position within the IEEE Sensors Council.
- » **Affiliation:** Add the organization they represent.

Guidelines

Effective website design is crucial for a seamless user experience. To ensure your website aligns with your brand and effectively communicates your message, follow these essential guidelines:

Best Practice

- » Adherence to the IEEE Sensors Council's primary and secondary color palette.
- » Use of color accents strategically for emphasis or calls to action.
- » Consistent use of the Frutiger font style for headings, body text, and call-to-actions.
- » High-quality images that align with the council's brand message.
- » Consistent image style and treatment across the website.
- » All images should be optimized for web use and have alt text for accessibility.



Brand Templates



Brand Templates

- » **IEEE Sensors Council Logo**
- » **IEEE Sensors Council Email Signature Ad Template**
- » **IEEE Sensors Council Email Templates**
- » **IEEE Sensors Council PowerPoint Presentation Template**
- » **IEEE Sensors Council Letterhead Template**
- » **IEEE Sensors Council Social Media Templates**
- » **IEEE Sensors Council Intro & Outro Clips for Videos**

Women in Sensors



Overview

To ensure that Women in Sensors (WiSe) effectively reaches and engages all audiences, it is essential that all materials maintain a cohesive visual identity. This consistency will reinforce WiSe's brand and messaging, making it easily recognizable and memorable.

The design elements chosen for WiSe align with the overarching IEEE Sensors Council Identity guidelines. Please adhere to these guidelines to ensure that WiSe communications remain consistent with the broader IEEE Sensors Council brand.

Women in Sensors

The Women in Sensors (WiSe) Logos

For enhanced brand cohesion and unified representation, all WiSe communications, both physical and digital, must utilize an approved and official logo. This ensures consistency and visually reinforces collaboration across all Council entities. Please adhere to the established logo usage guidelines provided below.

Women in Sensors (WiSe) Logo

Primary Logo

The official logo for IEEE Women in Sensors is a copyrighted name within IEEE. It's a recognizable symbol that's easy to associate with the IEEE Sensors Council.

Frutiger 57 Condensed

Frutiger is the primary typeface of the WiSe logo. Frutiger, a sans serif font that is very versatile. This typeface is available in many weights and styles that are essential to create distinction across all communications.

Logo Usage Guidelines

When placing the WiSe 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.

The WiSe logo should never be used as a background or wallpaper.

The emblem symbol can never be used alone outside of the uses indicated.

For logo usage guidelines on promotional items, websites, and social media, please visit the IEEE Sensors Council guidelines linked [here](#).



PANTONE (SPOT)
PMS 348 C
CMYK
C96 M2 Y100 K12
RGB
R0 G132 B61
Hexidecimal/Web
#00843D

PANTONE (SPOT)
Pantone 3135C
CMYK
C100 M23 Y30 K1
RGB
R0 G141 B168
Hexidecimal/Web
#008da8

Women in Sensors

Logo Placement

Maintaining a consistent and proper placement of the WiSe logo is crucial for brand recognition and impact. This guide outlines key considerations for optimal logo placement across various media formats.

General Principles:

- » **Clear Space:** Maintain adequate space around the logo to avoid clutter and ensure legibility.
- » **Minimum Size:** Ensure the logo is large enough to be easily recognizable in both print and digital formats.
- » **Size Ratio:** Maintain the correct proportions of the logo for clarity.
- » **Color:** Utilize the appropriate color scheme for the logo as designated by the brand guidelines.
- » **Background:** Choose a background that provides good contrast for logo visibility.

Typography Guidelines

For typography guidelines, please visit the IEEE Sensors Council guidelines linked [here](#).



Women in Sensors

Emails Standards

Standardized branded HTML emails offer an opportunity to uphold the WiSe visual identity in both internal and external digital communications.

HTML Emails

WiSe use HTML-formatted emails to create visually engaging communications. The use of templates from services like Constant Contact and Mailchimp is permitted, provided they adhere to Council branding standards. When selecting a service or template, carefully review the following essential guidelines.

Best Practices

- » Keep font styles (bold, italic, underlined) to a minimum.
- » Ensure proper spacing between lines and words for better readability.
- » Keep your points in your body text short to make it easier for your subscriber to scan them quickly if needed. Add images when they're helpful.
- » Put the most important information first as most people will view the email on a small screen.
- » Use headings and bulleted lists to divide content into sections that are easy to understand. This helps scanners and skimmers.
- » Limit the amount of links to the most relevant resources to focus on your call to action.

Device Responsiveness in Emails

An average of 50% of emails are opened on mobile devices. If your email isn't coded for responsiveness, it will be difficult to read on mobile devices and may not be read at all due to legibility issues. Always use mobile-responsive email templates.

For consistency, use the editable WiSe HTML-coded email template(s) to create email marketing and promotional outreach. All of the images and text are editable to fit your needs.

WiSe Email Templates

Email Privacy and Security Laws Guidelines

For guidelines on email privacy and security law, please visit the IEEE Sensors Council guidelines linked [here](#).

Women in Sensors

Powerpoint Presentations

Select from various slide layouts when creating your next presentation.

Usage Guidelines

The updated PowerPoint template for the WiSe are available only in widescreen aspect ratio, consistent with meetings/event digital signage, displays, and projectors.

Google Slides Guidelines

To download the template using Google Slides in another format, please use the following process:

Open the Google Slide presentation.

Click on **File** in the top menu.

In the dropdown, toggle over **Download**.

Select **Microsoft PowerPoint** format.

A pop up will appear, click **Save**.

Primary Template

Use the following version of the WiSe presentation template if you are working in areas with low internet bandwidth.

WiSe Powerpoint Presentation Template

Website Guidelines

For guidelines on website, please visit the IEEE Sensors Council guidelines linked [here](#).

Videos

For guidelines on intro and outro video development, please visit the IEEE Sensors Council guidelines linked [here](#).

Women in Sensors

Guidelines for WiSe Sponsored Event Documents

WiSe-sponsored events documents are used for distribution at conferences and other relevant networking events.

Best Practices

- » Prominently feature the Women in Sensors logo.
- » Include the IEEE WIE Pledge badge to highlight the committees' commitment to diversity and inclusion.
- » Clearly articulate the WiSe organization's goals and the impact of sponsored events.
- » Provide a concise overview of upcoming sponsored events, including dates and locations.
- » Share relevant statistics about WiSe's reach, impact, or membership growth to demonstrate the committees' value.
- » Highlight the specific topics or areas of focus that will be covered at sponsored events.
- » Use Frutiger or Poppins for a clean, professional look.
- » Adhere to WiSe's color palette to maintain brand consistency.
- » Include a well-placed QR code linking to the WiSe website for easy access to more information.
- » Use high-quality images or graphics, in 300 DPI.
- » Ensure the flyer is designed to fit the dimensions of A0 paper, which is 33.1 inches x 46.8 inches.
- » Add a call to action to encourage engagement.
- » Make sure the document is easy to read.



The flyer template features a green header with the IEEE Women in Sensors logo and a 'GENDER REPRESENTATION PLEDGE' badge. Below the header, it includes a section for the 'Aim of the group', a list of committee members with their names and roles, and a world map showing regional distribution with percentages: 27% for Asia, 46% for Europe, and 18% for North America. Other sections include 'APPOINTMENTS OF WISE MEMBERS IN SENSORS COUNCIL', 'OTHER ROLES IN IEEE', and 'FIND US AT THESE EVENTS' with a table of upcoming events. At the bottom, it lists 'WiSe members in IEEE Societies and Councils' and a 'Come Join Us!' call to action with a QR code.

FIND US AT THESE EVENTS			
IEEE SENSOR 2024 (Kobe, JP)	IEEE BIOSENSORS 2024 (Cambridge, UK)	IEEE FLEPS 2024 (Tampere, FI)	IEEE APSCON 2025 (Hyderabad, IN)

WiSe members in IEEE Societies and Councils			
<ul style="list-style-type: none">Sensors CouncilComputer SocietyCouncil on RFIDCouncil on Electronic Design AutomationElectron Devices Society	<ul style="list-style-type: none">Engineering in Medicine and Biology SocietyInstrumentation and MeasurementsNanotechnology CouncilOcean Engineering	<ul style="list-style-type: none">Photonics SocietyPower and Energy SocietyPre-University STEM CommunitySmart Cities Community	<ul style="list-style-type: none">StandardsSystem CouncilWomen in EngineeringYoung Professionals

Women in Sensors

Social Media Standards

Overview

Social media platforms offer a valuable avenue for the conferences to share information, foster community, and elevate our profile as thought leaders within the sensor community.

This section provides a comprehensive overview of social media best practices and resources to maximize the impact of our digital presence.

Profile Icons

Maintaining a consistent visual identity across all social media platforms is essential for strengthening the WiSe brand recognition. A unified appearance fosters audience familiarity and association of shared content with our organization.

The WiSe logo should be utilized as the profile image for all WiSe social media accounts. It is crucial to consider platform-specific limitations that may impact the display of user icons.

Channel Banner, Cover Photo, or Feature Photo

Social media channel banners, covers, and feature photos should maintain visual consistency with the corresponding channel icon or avatar. Imagery should incorporate the WiSe logo, along with brand colors and elements.

Social Media Advertising Collateral

This section provides templates for promotional social media advertising usage for WiSe. WiSe promotional social media ads are a series of ready-made promotions, sized for a typical 2:1 ratio. Use these ads for social media to promote WiSe activities.

WiSe Social Media Templates

Best Practices for social media channel banners, cover photo, or feature photo

- » Follow size specifications: Adhere to the platform's recommended photo dimensions for the cover image. Different platforms have different size requirements for images.
 - ◇ LinkedIn: 1500 x 500 pixels
 - ◇ Facebook: 820 x 312 pixels
 - ◇ X: 1500 x 500 pixels
 - ◇ YouTube: 2560 x 1440 pixels
- » Aim for brand alignment and consistency: A social media cover image should align with your brand's identity, including the color scheme, fonts, and overall style.
- » Avoid using text on social media cover images.
- » Only the IEEE Sensors Council is allowed to use the IEEE Sensors Council emblem as a cover image all other subgroups are not allowed.
- » Use a high-resolution social media cover image with a sharp focus to avoid blurry or pixelated images.
- » Use a PNG or JPEG format.
- » Always include a social media cover image.

Social Media Copywriting

For guidelines on social media copywriting, please visit the IEEE Sensors Council guidelines linked [here](#).

Women in Sensors



Brand Templates

- » **Women in Sensors (WiSe) Logo**
- » **WiSe Email Templates**
- » **WiSe Powerpoint Presentation Template**
- » **WiSe Social Media Templates**

Publications



Overview

The IEEE Sensors Council provides a wide range of quality publications that make the exchange of technical information possible. These publications include fully sponsored, lead co-sponsored, and co-sponsored publications, ensuring a diverse platform for knowledge sharing. Please note that the brand guidelines specifically focus on fully sponsored publications for detailed branding and style requirements.

The following publications are fully sponsored by the IEEE Sensors Council

- » IEEE Sensors Journal (SJ)
- » IEEE Sensors Letters (SL)
- » IEEE Journal of Selected Areas in Sensors (JSAS)
- » IEEE Sensors Reviews

The following publications are lead co-sponsored by the IEEE Sensors Council

- » IEEE Internet of Things Journal (IoT-J)
- » IEEE Journal on Flexible Electronics (J-FLEX)
- » IEEE Journal of Indoor and Seamless Positioning and Navigation (J-ISPIN)

The following publications are co-sponsored by the IEEE Sensors Council

- » IEEE IEEE Transactions on Big Data (TBD)
- » IEEE IEEE Transactions on AgriFood Electronics (TAFE)
- » IEEE Transactions on Radar Systems (T-RS)
- » IEEE Transactions on Games (ToG)

Publications

Logo Placement

Maintaining a consistent and proper placement of the IEEE Sensors Council Publication logos is crucial for brand recognition and impact. This guide outlines key considerations for optimal logo placement across various media formats.

For logo usage guidelines on promotional items, websites, and social media, please visit the IEEE Sensors Council guidelines linked [here](#).

General Principles

Clear Space: Maintain adequate space around the logo to avoid clutter and ensure legibility.

Minimum Size: Ensure the logo is large enough to be easily recognizable in both print and digital formats.

Size Ratio: Maintain the correct proportions of the logo for clarity.

Color: Utilize the appropriate color scheme for the logo as designated by the brand guidelines.

Background: Choose a background that provides good contrast for logo visibility.

Specific Placement

Maintaining a strong and consistent brand identity is crucial for the Publication logos. A key element of this is the proper placement of the logo across all our communications. As outlined in the previous section consideration should be given to clear space, minimum size, size ratio, color, background, and placement.

Print Materials (Brochures, Journals, Ads, Posters):

- » Cover or front page – Bottom left corner, top centered or side.

Pull-Up Banner Displays:

- » If only the logo: Centered on the top
- » If logo with the IEEE Sensors Council logo: IEEE Sensors Council publications logo should be positioned at the bottom right-left corner.

Email:

- » Header: Top Centered
- » Body Copy: Top section header: Centered above the body copy

Screen Applications (PowerPoint):

- » Cover or front page – Centered
- » Every page – Lower right-hand corner.

Promotional Items (Tablecloths, Giveaways):

- » Maximize logo size within the designated imprint area, maintaining good proportions.

Imagery

The effective use of imagery in marketing collateral is crucial for engaging the target audience and conveying the publication's value proposition. These guidelines provide best practices for selecting, preparing, and utilizing images across print and digital marketing materials for the IEEE Sensors Journal, IEEE Sensors Letters, IEEE Journal of Selected Areas in Sensors (JSAS), and IEEE Sensors Reviews.

Best Practice Guidelines

- » Original photography (not clip art or stock images) should be used whenever possible but when not available, stock photos can be substituted as long as they convey the message.
- » Consider purchasing royalty-free images from reputable stock photography collections. These collections offer a one-time fee for specific usage rights.
- » Pulling images directly from Google is strictly prohibited.
- » Consider using a variety of image types (photos, illustrations, infographics) to maintain visual interest.
- » Select images with color schemes that complement the publication's branding.
- » Use high-quality image formats like TIFF or JPEG for print and JPEG, PNG, or SVG for digital/web.
- » Compress images for digital use without sacrificing quality to improve loading times.
- » Ensure sufficient resolution for high-quality print reproduction.
- » Crop images carefully to avoid distorting the subject or losing important details.

Video

To ensure visual consistency across all IEEE Sensors publications, adhere to the following guidelines when producing video content:

Best Practice Guidelines

- » Using a ghosted or translucent IEEE Sensors Council publication logo as a watermark can enhance brand visibility. Ensure the logo adheres to brand clear space guidelines and is positioned to avoid overlapping with the video control bar during playback.
- » When using more than one logo on the endslate of a video, consider using a vertical line to separate the two logos.
- » Produce high-quality videos with clear audio and visuals.
- » Ensure video content is directly related to the focus of the respective IEEE Sensors Council publication (IEEE Sensors Journal, IEEE Sensors Letters, IEEE Journal of Selected Areas in Sensors (JSAS), and IEEE Sensors Reviews).

For guidelines on intro and outro video development, please visit the IEEE Sensors Council guidelines linked [here](#).

Typography Guidelines

For typography guidelines, please visit the IEEE Sensors Council guidelines linked [here](#).

Emails Standards

Standardized email signatures and branded HTML emails offer an opportunity to uphold the IEEE Sensors Council Publications visual identity in both internal and external digital communications.

HTML Emails

The IEEE Sensors Council publications uses HTML-formatted emails to create visually engaging communications. The use of templates from services like Constant Contact and Mailchimp is permitted, provided they adhere to Council branding standards. When selecting a service or template, carefully review the following essential guidelines.

Best Practices

- » Keep font styles (bold, italic, underlined) to a minimum.
- » Ensure proper spacing between lines and words for better readability.
- » Keep your points in your body text short to make it easier for your subscriber to scan them quickly if needed. Add images when they're helpful.
- » Put the most important information first as most people will view the email on a small screen.
- » Use headings and bulleted lists to divide content into sections that are easy to understand. This helps scanners and skimmers.
- » Limit the amount of links to the most relevant resources to focus on your call to action.

Device Responsiveness in Emails

An average of 50% of emails are opened on mobile devices. If your email isn't coded for responsiveness, it will be difficult to read on mobile devices and may not be read at all due to legibility issues. Always use mobile-responsive email templates.

For consistency, use the editable IEEE Sensors Council publications HTML-coded email template(s) to create email marketing and promotional outreach. All of the images and text are editable to fit your needs.

Email Privacy and Security Laws Guidelines

For guidelines on email privacy and security law, please visit the IEEE Sensors Council guidelines linked [here](#).

Publications

Social Media Standards

Overview

Social media platforms offer a valuable avenue for the publications to share information, foster community, and elevate our profile as thought leaders within the sensor community.

This section provides a comprehensive overview of social media best practices and resources to maximize the impact of our digital presence.

Profile Icons

Maintaining a consistent visual identity across all social media platforms is essential for strengthening the publications brand recognition. A unified appearance fosters audience familiarity and association of shared content with our organization.

The individual publication logo should be utilized as the profile image for its social media accounts. It is crucial to consider platform-specific limitations that may impact the display of user icons.

Channel Banner, Cover Photo, or Feature Photo

Social media channel banners, covers, and feature photos should maintain visual consistency with the corresponding channel icon or avatar. Imagery should incorporate the council's logo, along with brand colors and elements.

Social Media Advertising Collateral

This section provides templates for promotional social media advertising usage for the publications.

Publication promotional social media ads are a series of ready-made promotions, sized for a typical 2:1 ratio. Use these ads for social media to promote Publication announcements.

[Publication Social Media Templates](#)

Best Practices for social media channel banners, cover photo, or feature photo

- » Follow size specifications: Adhere to the platform's recommended photo dimensions for the cover image. Different platforms have different size requirements for images.
 - ◇ LinkedIn: 1500 x 500 pixels
 - ◇ Facebook: 820 x 312 pixels
 - ◇ X: 1500 x 500 pixels
 - ◇ YouTube: 2560 x 1440 pixels
- » Aim for brand alignment and consistency: A social media cover image should align with your brand's identity, including the color scheme, fonts, and overall style.
- » Avoid using text on social media cover images.
- » Do NOT use the extended logo on social media cover images.
- » Only the IEEE Sensors Council is allowed to use the IEEE Sensors Council emblem as a cover image all other subgroups are not allowed.
- » Use a high-resolution social media cover image with a sharp focus to avoid blurry or pixelated images.
- » Use a PNG or JPEG format.
- » Always include a social media cover image.
- » Different platforms have different size requirements for images.

Social Media Copywriting

For guidelines on social media copywriting, please visit the IEEE Sensors Council guidelines linked [here](#).

IEEE SENSORS JOURNAL

The IEEE Sensors Journal Logo

For enhanced brand cohesion and unified representation, all IEEE Sensors Journal communications, both physical and digital, must utilize an approved and official logo. This ensures consistency and visually reinforces brand recognition. Please adhere to the established logo usage guidelines provided below.

Primary Logo

The primary logo consists of the words “IEEE Sensors Journal” and is a copyrighted name within the IEEE organization. The typography, Helvetica Now Display XBold font for a clean and modern look.

Helvetica Now Display XBold is the primary typeface of the IEEE Sensors Journal logo.

Logo Usage Guidelines

When placing the IEEE Sensors Journal 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. Refer the [IEEE Sensors Council logo usage guidelines](#).

[IEEE Sensors Journal Logo](#)

Logo Color Usage Guidelines

The IEEE Sensors Journal can only be represented in 3 colors:

IEEE Sensors Journal colors, black or white.

IEEE Sensors Journal colors must be used on all communications keeping a visible contrast between the logo and color backgrounds.

Black or white logo options are recommended when the IEEE Sensors Journal color logo cannot be used.

Color Specifications

Primary Colors

Use the primary colors prominently and consistently in all branded materials, including logos, marketing materials, and website design.



Pantone (Spot)
PMS 3425C (80%)
Hex #427065



Black (85%)

IEEE Sensors Letters Guidelines



The IEEE Sensors Letters Logo

For enhanced brand cohesion and unified representation, all IEEE Sensors Letters communications, both physical and digital, must utilize an approved and official logo. This ensures consistency and visually reinforces brand recognition. Please adhere to the established logo usage guidelines provided below.

Primary Logo

The primary logo consists of the words “IEEE Sensors Letters” and is a copyrighted name within the IEEE organization. The typography, Helvetica Neue 65 Medium font for a clean and modern look.

Helvetica Neue 65 Medium is the primary typeface of the IEEE Sensors Letters logo.

Logo Usage Guidelines

When placing the IEEE Sensors Letters 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. Refer the [IEEE Sensors Council logo usage guidelines](#).

IEEE Sensors Letters Logo

Logo Color Usage Guidelines

The IEEE Sensors Letters can only be represented in 3 colors:

IEEE Sensors Letters colors, black or white.

IEEE Sensors Letters colors must be used on all communications keeping a visible contrast between the logo and color backgrounds.

Black or white logo options are recommended when the IEEE Sensors Letters color logo cannot be used.

Color Specifications

Primary Colors

Use the primary colors prominently and consistently in all branded materials, including logos, marketing materials, and website design.



Pantone (Spot)

PMS 3015

Hex #00629B



IEEE JSAS

Journal of Selected Areas in Sensors

The IEEE Journal of Selected Areas in Sensors (JSAS) Logo

For enhanced brand cohesion and unified representation, all IEEE JSAS communications, both physical and digital, must utilize an approved and official logo. This ensures consistency and visually reinforces brand recognition. Please adhere to the established logo usage guidelines provided below.

Primary Logo

The primary logo consists of the words the unlock emblem in the representation of the IEEE JSAS and open-access significance. The IEEE JSAS logo is a copyrighted name within the IEEE organization.

Alternative Extended Logo

The alternative extended logo consists of the words “IEEE Journal of Selected Areas in Sensors” and the primary typography is in a Formata Medium font.

Logo Usage Guidelines

When placing the IEEE JSAS 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. Refer the [IEEE Sensors Council logo usage guidelines](#).

IEEE JSAS Logo

Logo Color Usage Guidelines

The IEEE JSAS can only be represented in 3 colors:

IEEE JSAS colors, black or white.

IEEE JSAS colors must be used on all communications keeping a visible contrast between the logo and color backgrounds.

Black or white logo options are recommended when the IEEE JSAS color logo cannot be used.

Color Specifications

Primary Colors

Use the primary colors prominently and consistently in all branded materials, including logos, marketing materials, and website design.



Pantone (Spot)

PMS 3015

Hex #00629B

IEEE Sensors Reviews Guidelines



The IEEE Sensors Reviews Logo

For enhanced brand cohesion and unified representation, all IEEE Sensors Reviews communications, both physical and digital, must utilize an approved and official logo. This ensures consistency and visually reinforces brand recognition. Please adhere to the established logo usage guidelines provided below.

Primary Logo

The primary logo consists of the words IEEE Sensors Reviews and uses the unlock emblem in the representation of the open-access significance. The IEEE Sensors Reviews logo is a copyrighted name within the IEEE organization.

Logo Usage Guidelines

When placing the IEEE Sensors Reviews 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. Refer the [IEEE Sensors Council logo usage guidelines](#).

IEEE Sensors Reviews Logo

Logo Color Usage Guidelines

The IEEE Sensors Reviews can only be represented in 3 colors:

IEEE Sensors Reviews colors, black or white.

IEEE Sensors Reviews colors must be used on all communications keeping a visible contrast between the logo and color backgrounds.

Black or white logo options are recommended when the IEEE Sensors Reviews color logo cannot be used.

Color Specifications

Primary Colors

Use the primary colors prominently and consistently in all branded materials, including logos, marketing materials, and website design.



Pantone (Spot)
PMS PROCESS CYAN (20%)
Hex #bfecf7



Brand Templates

- » [Publication Social Media Templates](#)
- » [IEEE Sensors Journal Logo](#)
- » [IEEE Sensors Letters Logo](#)
- » [IEEE JSAS Logo](#)
- » [IEEE Sensors Reviews Logo](#)



Overview

As a link between the local technical communities and the IEEE Sensors Council, your chapter plays a role in fostering sensor innovation. This guide offers the resources necessary to effectively promote your chapter's activities and establish a cohesive brand identity aligned with the IEEE Sensors Council.

Chapters

Logo Guidelines

For enhanced brand cohesion and unified representation, all IEEE Sensors Council chapter communications, both physical and digital, must utilize the following best practices when using your chapter logos. This ensures consistency and visually reinforces brand recognition. Please adhere to the established logo usage guidelines provided below.

Best Practices

- » Always include the IEEE Sensors Council within your logo for brand recognition.
- » Use Frutiger font style to develop your logo.
- » Use the IEEE Sensors Council Dark Green color for chapter name (see primary color specifications).
- » When placing your chapter 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.
- » Use the horizontal logo version as the primary format and vertical as an alternative when the horizontal version can not be used.

Individual Sensors Council chapter logos can be found [here](#).

To request a new chapter logo reach out to admin@ieee-sensors.org.

For logo usage guidelines on promotional items, websites, and social media, please visit the IEEE Sensors Council guidelines linked [here](#).

Co-sponsored chapters with multiple Societies or Councils

Co-sponsored chapters affiliated with multiple Societies or Councils have the option to comply with the logo usage guidelines provided.

Best Practices

- » Always include the IEEE Sensors Council in text format within your logo for brand recognition.
- » Black should be used as a primary color for the chapter name text on the logo.
- » When including multiple societies or councils, include all other sponsoring organizations in text format, and list each in alphabetical order.

Primary Color



PANTONE (SPOT)
PMS 348 C
CMYK
C96 M2 Y100 K12
RGB
R0 G132 B61
Hexidecimal/Web
#00843D
RAL
6037

Sample Logo Template



Chapters

Logo Placement

Maintaining a consistent and proper placement of the chapter logo is crucial for brand recognition and impact. This guide outlines key considerations for optimal logo placement across various media formats.

General Principles:

- » **Clear Space:** Maintain adequate space around the logo to avoid clutter and ensure legibility.
- » **Minimum Size:** Ensure the logo is large enough to be easily recognizable in both print and digital formats.
- » **Size Ratio:** Maintain the correct proportions of the logo for clarity.
- » **Color:** Utilize the appropriate color scheme for the logo as designated by the brand guidelines.
- » **Background:** Choose a background that provides good contrast for logo visibility.



Typography Guidelines

For typography guidelines, please visit the IEEE Sensors Council guidelines linked [here](#).

Emails Standards

Standardized branded HTML emails offer an opportunity to uphold the chapters visual identity in both internal and external digital communications.

HTML Emails

Chapters use HTML-formatted emails to create visually engaging communications. The use of templates from services like Constant Contact and Mailchimp is permitted, provided they adhere to Council branding standards. When selecting a service or template, carefully review the following essential guidelines.

Best Practices

- » Keep font styles (bold, italic, underlined) to a minimum.
- » Ensure proper spacing between lines and words for better readability.
- » Keep your points in your body text short to make it easier for your subscriber to scan them quickly if needed. Add images when they're helpful.
- » Put the most important information first as most people will view the email on a small screen.
- » Use headings and bulleted lists to divide content into sections that are easy to understand. This helps scanners and skimmers.
- » Limit the amount of links to the most relevant resources to focus on your call to action.

Device Responsiveness in Emails

An average of 50% of emails are opened on mobile devices. If your email isn't coded for responsiveness, it will be difficult to read on mobile devices and may not be read at all due to legibility issues. Always use mobile-responsive email templates.

For consistency, use the editable IEEE Sensors Council Chapters HTML-coded email template(s) to create email marketing and promotional outreach. All of the images and text are editable to fit your needs.

Email Privacy and Security Laws Guidelines

For guidelines on email privacy and security law, please visit the IEEE Sensors Council guidelines linked [here](#).

Chapters

Powerpoint Presentations

Select from various slide layouts when creating your next presentation.

Usage Guidelines

The updated PowerPoint template for the IEEE Sensors Council chapters is available only in widescreen aspect ratio, consistent with meetings/event digital signage, displays, and projectors.

Google Slides Guidelines

To download the template using Google Slides in another format, please use the following process:

Open the Google Slide presentation.

Click on **File** in the top menu.

In the dropdown, toggle over **Download**.

Select **Microsoft PowerPoint** format.

A pop up will appear, click **Save**.

Primary Template

Use the following version of the IEEE Sensors Council chapter presentation template if you are working in areas with low internet bandwidth.

[IEEE Sensors Council Chapter Powerpoint Presentation Template](#)

Website Guidelines

For guidelines on website, please visit the IEEE Sensors Council guidelines linked [here](#).

Videos

For guidelines on intro and outro video development, please visit the IEEE Sensors Council guidelines linked [here](#).

Chapters

Social Media Standards

Overview

Social media platforms offer a valuable avenue for the chapters to share information, foster community, and elevate our profile as thought leaders within the sensor community.

This section provides a comprehensive overview of social media best practices and resources to maximize the impact of our digital presence.

Profile Icons

Maintaining a consistent visual identity across all social media platforms is essential for strengthening the chapter's brand recognition.

All IEEE Sensors Council-sponsored chapters are required to use the vertical version logo as the profile image for the chapter's social media accounts.

Channel Banner, Cover Photo, or Feature Photo

Social media channel banners, covers, and feature photos should maintain visual consistency with the corresponding channel icon or avatar. Imagery should incorporate the chapter's logo, along with brand colors and elements.

Social Media Advertising Collateral

This section provides templates for promotional social media advertising usage for the chapters. Chapter promotional social media ads are a series of ready-made promotions, sized for a typical 2:1 ratio. Use these ads for social media to promote chapter at large membership offerings.

Chapter Social Media Templates

Best Practices for social media channel banners, cover photo, or feature photo

- » Follow size specifications: Adhere to the platform's recommended photo dimensions for the cover image. Different platforms have different size requirements for images.
 - ◇ LinkedIn: 1500 x 500 pixels
 - ◇ Facebook: 820 x 312 pixels
 - ◇ X: 1500 x 500 pixels
 - ◇ YouTube: 2560 x 1440 pixels
- » Aim for brand alignment and consistency: A social media cover image should align with your brand's identity, including the color scheme, fonts, and overall style.
- » Avoid using text on social media cover images.
- » Do NOT use the extended logo on social media cover images.
- » Only the IEEE Sensors Council is allowed to use the IEEE Sensors Council emblem as a cover image all other subgroups are not allowed.
- » Use a high-resolution social media cover image with a sharp focus to avoid blurry or pixelated images.
- » Use a PNG or JPEG format.
- » Always include a social media cover image.

Social Media Copywriting

For guidelines on social media copywriting, please visit the IEEE Sensors Council guidelines linked [here](#).

Chapters



Brand Templates

- » [IEEE Sensors Council Chapter Logo Template](#)
- » [IEEE Sensors Council Chapter PowerPoint Presentation Template](#)
- » [IEEE Sensors Council Chapter Social Media Templates](#)



Overview

As a fundamental pillar of the IEEE Sensors Council, our conferences serve as a premier forum for showcasing the latest research, technological innovations, and fostering collaborative partnerships within the sensor community. To maintain a unified and impactful brand experience for our attendees, exhibitors, and sponsors, these guidelines outline a framework for ensuring consistent brand identity across all conference materials and communications.

Conference

Correct Usage



Incorrect Usage



✘ Only adhere to the preferred typography standards. Do not use themed fonts.



✘ Do not use lowercase letters for conference acronym.



✘ Do not use logo unless IEEE is applied to top left of the conference acronym.



✘ Do not use graphics to replace letterforms.

Logo Guidelines

For enhanced brand cohesion and unified representation, all IEEE Sensors Council conference communications, both physical and digital, must utilize the following best practices when using your conference logos. This ensures consistency and visually reinforces brand recognition. Please adhere to the established logo usage guidelines provided below.

Best Practices

- » Always include the IEEE within your logo for brand recognition.
- » The IEEE logo should always be prominently displayed in the top left corner of the logo.
- » While the annual color scheme will change based on the conference location, the IEEE should always be incorporated in black.
- » Use Frutiger font style as the primary typeface and the Poppins font style as the secondary typeface to develop your logo.
- » The logo should always be in all caps and include the year of the conference.
- » The Primary logo should always have the location and conference dates in domestic format as a subtext.
- » When placing your conference 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.
- » Do not use graphics to replace letterforms on conference acronym

For logo usage guidelines on promotional items, websites, and social media, please visit the IEEE Sensors Council guidelines linked [here](#).

Logo Placement

Maintaining a consistent and proper placement of the conference logo is crucial for brand recognition and impact. This guide outlines key considerations for optimal logo placement across various media formats.

General Principles

- » **Clear Space:** Maintain adequate space around the logo to avoid clutter and ensure legibility.
- » **Minimum Size:** Ensure the logo is large enough to be easily recognizable in both print and digital formats.
- » **Size Ratio:** Maintain the correct proportions of the logo for clarity.
- » **Color:** Utilize the appropriate color scheme for the logo as designated by the brand guidelines.
- » **Background:** Choose a background that provides good contrast for logo visibility.

Typography Guidelines

For typography guidelines, please visit the IEEE Sensors Council guidelines linked [here](#).

Videos

For guidelines on intro and outro video development, please visit the IEEE Sensors Council guidelines linked [here](#).



Emails Standards

Standardized branded HTML emails offer an opportunity to uphold the conferences visual identity in both internal and external digital communications.

HTML Emails

Conferences use HTML-formatted emails to create visually engaging communications. The use of templates from services like Constant Contact and Mailchimp is permitted, provided they adhere to Council branding standards. When selecting a service or template, carefully review the following essential guidelines.

Best Practices

- » Keep font styles (bold, italic, underlined) to a minimum.
- » Ensure proper spacing between lines and words for better readability.
- » Keep your points in your body text short to make it easier for your subscriber to scan them quickly if needed. Add images when they're helpful.
- » Put the most important information first as most people will view the email on a small screen.
- » Use headings and bulleted lists to divide content into sections that are easy to understand. This helps scanners and skimmers.
- » Limit the amount of links to the most relevant resources to focus on your call to action.

Device Responsiveness in Emails

An average of 50% of emails are opened on mobile devices. If your email isn't coded for responsiveness, it will be difficult to read on mobile devices and may not be read at all due to legibility issues. Always use mobile-responsive email templates.

For consistency, use the editable conference HTML-coded email template(s) to create email marketing and promotional outreach. All of the images and text are editable to fit your needs.

Email Privacy and Security Laws Guidelines

For guidelines on email privacy and security law, please visit the IEEE Sensors Council guidelines linked [here](#).

As best practice, limit audience membership to those who have attended the conference within the past 5 years. After this timeframe, individuals will need to either opt-in to continue receiving communications or be removed from the conference list. This ensures that our conference mailing lists remain relevant and valuable to those actively participating in our conferences.

Website Guidelines

For guidelines on website, please visit the IEEE Sensors Council guidelines linked [here](#).

Conference

Social Media Standards

Overview

Social media platforms offer a valuable avenue for the conferences to share information, foster community, and elevate our profile as thought leaders within the sensor community.

This section provides a comprehensive overview of social media best practices and resources to maximize the impact of our digital presence.

Profile Icons

Maintaining a consistent visual identity across all social media platforms is essential for strengthening the conference's brand recognition.

All IEEE Sensors Council-sponsored conferences are required to use the conference logo as the profile image for the conference's social media accounts.

Channel Banner, Cover Photo, or Feature Photo

Social media channel banners, covers, and feature photos should maintain visual consistency with the corresponding channel icon or avatar. Imagery should incorporate the conference's logo, along with brand colors and elements.

Social Media Advertising Collateral

This section provides templates for promotional social media advertising usage for the conferences. Conference promotional social media ads are a series of ready-made promotions, sized for a typical 2:1 ratio. Use these ads for social media to promote conference at large membership offerings.

[IEEE Sensors Council Conference Social Media Templates](#)

Best Practices for social media channel banners, cover photo, or feature photo

- » Follow size specifications: Adhere to the platform's recommended photo dimensions for the cover image. Different platforms have different size requirements for images.
 - ◇ LinkedIn: 1500 x 500 pixels
 - ◇ Facebook: 820 x 312 pixels
 - ◇ X: 1500 x 500 pixels
 - ◇ YouTube: 2560 x 1440 pixels
- » Aim for brand alignment and consistency: A social media cover image should align with your brand's identity, including the color scheme, fonts, and overall style.
- » Avoid using text on social media cover images.
- » Only the IEEE Sensors Council is allowed to use the IEEE Sensors Council emblem as a cover image all other subgroups are not allowed.
- » Use a high-resolution social media cover image with a sharp focus to avoid blurry or pixelated images.
- » Use a PNG or JPEG format.
- » Always include a social media cover image.

Social Media Copywriting

For guidelines on social media copywriting, please visit the IEEE Sensors Council guidelines linked [here](#).



If you have any questions or need further assistance please feel free to contact us at admin@ieee-sensors.org.