



## IEEE Robotics & Automation Society Logo Guidelines

Sub-brand of IEEE

[www.ieee-ras.org/about-ras/society-resource-center/ras-resources](http://www.ieee-ras.org/about-ras/society-resource-center/ras-resources)

## IEEE RAS Color Specifications



■ Pantone 202 C • C100 M4 Y87 K18 • R152 G0 B46 • #862633  
■ Pantone 2623 • C C65 M26 Y100 K9 • R97 G17 B106 • #5F2167

- Pantone colors should be used when printing with more than four or fewer than three colors.
- RGB colors should be used for screen-based applications such as PowerPoint presentations, HTML emails, and TV monitors.
- Hexadecimal colors should be used when creating web sites and any related applications such as banners.
- CMYK colors for 4-color printing are also available.



■ PMS Cool Gray 11 C • C64 M57 Y51 K29 • R87 G86 B91 • #57565B  
■ 50%



■ C0 M0 Y0 K100



□ C0 M0 Y0 K0

WHITE/REVERSED: (Placed on grey background for illustrative purposes only)



1.45 in. (36.8 mm)  
minimum size



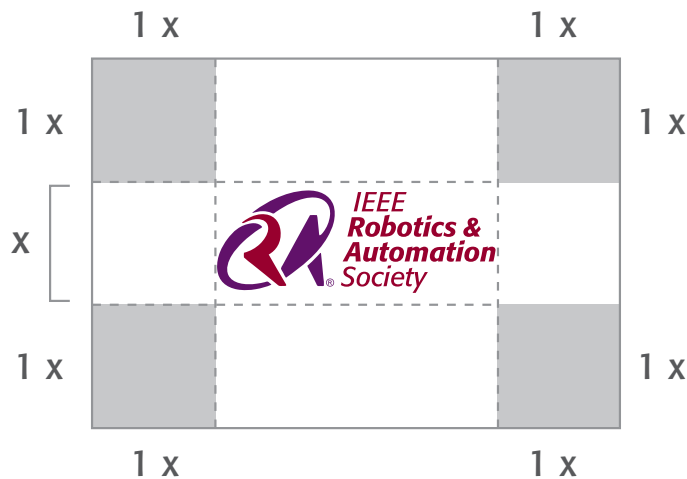
1 in. (25.4 mm)  
minimum size (print)



## Configurations & Size Ratio

### Prominence and Size in Relationship to the IEEE Master Brand

IEEE RAS is a corporate-level brand and therefore is a typographic treatment. If used as a signifier or sign off next to the IEEE Master Brand, the IEEE Master Brand must be given equal or greater prominence, while adhering to the minimum size and clear space.



## Clear Space

IEEE RAS is a typographic treatment aligned within IEEE corporate-level branding.

Spacing is critical to readability. To ensure that IEEE RAS is easily recognizable in any medium, the left illustration displays proper minimum and clear spacing.

x = height of logo

## Web Usage

IEEE RAS guidelines for web usage are broken up into two main categories – fully sponsored and partially sponsored. Below are some key brand rules. For a more detailed demonstration go to: <http://bit.ly/1QPUT1m>

### Fully Sponsored

- Conference logo should be top left
- The IEEE RAS/IEEE lockup should be top right. To download the logo lockup go to: <http://bit.ly/1OL1buO>

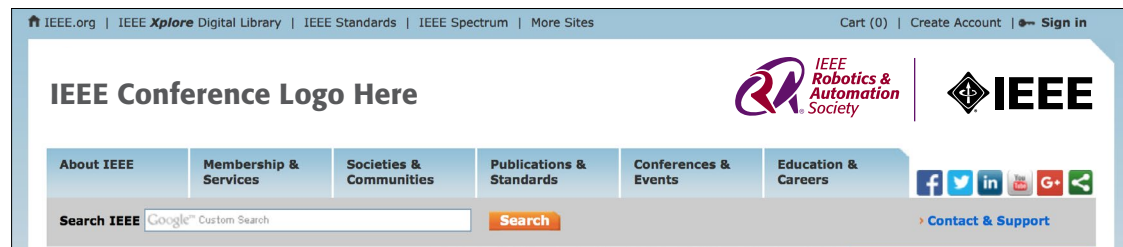
### Partially Sponsored

- IEEE RAS logo needs to appear in the sponsorship logo section
- Must be a minimum of 100px wide and smaller than the site identifier

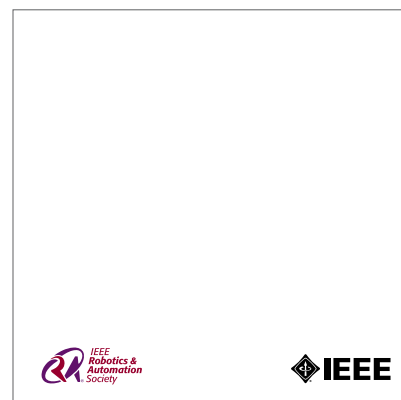
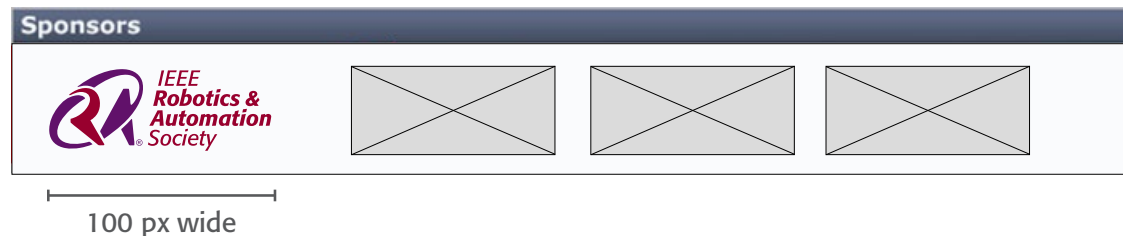
## Print Usage

When using the IEEE RAS logo in print materials, follow the brand guidelines for the IEEE Master Brand, found at [www.ieee.org/about/toolkit/tools/index.html](http://www.ieee.org/about/toolkit/tools/index.html). To the left, see examples of proper IEEE RAS logo placement on a brochure cover.

### Fully Sponsored



### Partially Sponsored



### CORRECT Background Control



Red & Purple logo/type on white background is the preferred style.



If background is a color, use black logo/type on lighter colors from palette.



Use white logo/type when background is a darker color from palette.

### INCORRECT Background Control



Do not use red & purple logo/type on black background.



Do not use black logo/type on dark color backgrounds.



Do not use white logo/type on light-colored backgrounds.



Do not place logo/type over an image background.

## Background Control

When using the IEEE RAS logo/type in print or screen-based applications, make sure there is sufficient color contrast so it stands out against the background. Do not place the type in an image since this will jeopardize legibility and recognizability.