



IEEE PES Power & Energy Society **Identity Guidelines**

Sub-brand of IEEE

ieee-pes.org

BRAND OVERVIEW

BRAND STORY

As the world's leading global forum for sharing the latest in technological developments in the electric power industry for more than 50 years, we are looked to as the foremost expert in the development of standards that guide the improvement and construction of equipment and systems. Our commitment to the continued education of our 40k+ members and the general public is second to none, and we provide a vast array of resources on crucial topics that impact both the environment, and our society as a whole. Through robust educational platforms offered through six operating units, we seek to give our members, and their employers, offerings that provide added value to their organizations and constituents. Above all, we seek to provide our members, who include some of the greatest minds in the industry, with novel platforms for sharing ideas and launching new advances that push the boundaries of our profession and create opportunities for innovative change as—together—we work to create clean, sustainable energy solutions for the world as a whole.

MISSION

To be the leading provider of scientific and engineering information on electric power and energy for the betterment of society, and the preferred professional development source for our members.

Approved by the IEEE PES Governing Board, 17 July 2003

TAG LINE

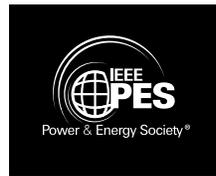
IEEE PES: Leading transformation and change in the electric power industry for the betterment of the environment and society.

VOICE

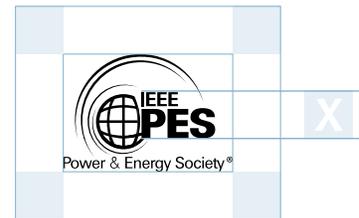
With a membership that spans the globe, our brand voice seeks to synchronize messaging across geographies through consistent, impactful communications that provide value to our various constituents who are seeking to elevate their expertise and become leaders within the industry at various stages of their careers – both student and professional. While consistency is key, our brand voice is also flexible by design to create cultural, and age-appropriate, relevancy across communication platforms. Through authentic, sophisticated, and empowering messaging, our global brand voice allows us to create strategic, impactful copy that inspires connection.

LOGOS

As the primary foundation for IEEE PES's visual identity, the logo should be used in full color whenever possible. It is important that the usage of the IEEE PES logo remains consistent. To maintain the integrity of the logo, do not stretch it, change the colors or font, or remove the name and/or mark.

**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.



A clear space equal to or greater than "1x" is required on all sides surrounding the IEEE PES Brand in printed applications.

Digital, On-Screen, & Promotional Items

A clear space equal to or greater than "1/2 x" is required on all sides surrounding the logo.

Minimum Size

The minimum size requirement for both print and digital ensures that the IEEE PES Brand is legible. It also ensures that the kite does not become illegible.

**Affiliate Organization Logo Usage**

When adding the organization name to the IEEE PES logo, use typeface Helvetica. Center-align below logo, title case, do not use bold or italics. 100% black.

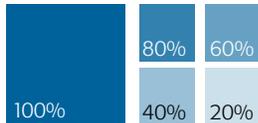


Organization Name
Organization Name

Organization Name

BRAND COLOR PALETTE

PRIMARY COLOR

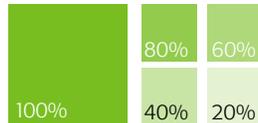


PANTONE (SPOT)
PMS 3015

CMYK
C100 M35 Y3 K21

RGB
R0 G98 B155

Hexidecimal/Web
#00629B



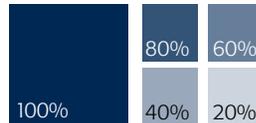
PANTONE (SPOT)
PMS 368 C

CMYK
C65 M0 Y100 K0

RGB
R120 G190 B32

Hexidecimal/Web
#78BE20

SECONDARY COLOR



PANTONE (SPOT)
PMS 295 C

CMYK
C100 M69 Y8 K54

RGB
R0 G40 B85

Hexidecimal/Web
#002855



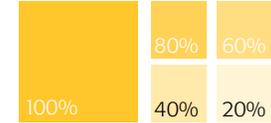
PANTONE (SPOT)
PMS 320 C

CMYK
C96 M0 Y31 K2

RGB
R0 G156 B166

Hexidecimal/Web
#009CA6

ACCENT COLOR



PANTONE (SPOT)
PMS 123 C

CMYK
C0 M19 Y89 K0

RGB
R255 G199 B44

Hexidecimal/Web
#FFC72C

RATIO



BACKGROUND COLOR



PANTONE (SPOT)
PMS Process Black

CMYK
C0 M0 Y0 K10

RGB
R230 G231 B232

Hexidecimal/Web
#E6E7E8

MASTER BRAND TYPOGRAPHY

PRIMARY TYPEFACE

The two primary typefaces for the IEEE PES brand are **Formata**, which is used as both a heading and body font, and **Adobe Caslon**, an alternative body font option. Both of these fonts are available to download for free at fonts.goggle.com. Search for the font, click on "Download family" and double-click on the downloadable font files to install.



Formata

Heading & Body Font

Styles: Regular
Medium
Bold

Open Sans (PT Sans) is the preferred web font for use on all websites.



Adobe Caslon

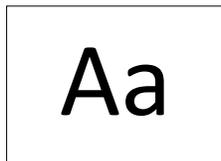
Body Font

Styles: Regular
Regular Italic
Bold
Bold Italic

Cambria is an alternative to the secondary serif typeface (Adobe Caslon Pro)

ALTERNATE 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.



Adobe Calibri

Body Font

Styles: Regular
Regular Italic
Bold
Bold Italic

OPTION 1

FORMATA BOLD HEAD

Formata Bold / Uppercase
14 pt

Formata Bold Subhead

Formata Bold
12 pt

Formata body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt labore et dolore magna.

Formata Regular
8.5 pt
Leading 11.5 pt

OPTION 2

Formata Bold Head

Formata Bold / Title Case
16 pt

Caslon Bold Subhead

Adobe Caslon Bold
12 pt

Caslon body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt labore et dolore magna.

Adobe Caslon Regular
9.5 pt
Leading 11.5 pt

BRAND PHOTOGRAPHY

The 6 image themes—people, technology, knowledge, connections, global, and historical—are based on the key pillars of the IEEE PES Brand and reflect the Brand personality and style, as well as PES IEEE members, areas of expertise, and history. When original photographs are not available, stock photography and abstract or vector artwork is acceptable as long as it follows the same guidelines.



2020 IEEE Power & Energy Society Scholarship Plus Initiative Highlights

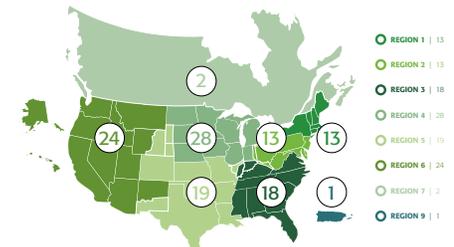


In 2020, 118 scholarships were awarded to engineering students across the United States, Canada, and Puerto Rico. Since 2011, over 1,000 PES scholars have been selected from over 200 leading universities, including MIT, Illinois Institute of Technology, Stevens Institute of Technology, New York University of Tandon School of Engineering and more.

118 Total number of 2020 scholarship recipients

28 Region 4, the midwest of the United States, had the most scholarship recipients

14 The highest number of scholarship recipients at a single university—Arizona State University



Learn more at www.ee-scholarship.org



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Smart Grid Special Issue on Local and Distribution Electricity Markets

DUE MAY 15, 2021



MARCH 2021 TOPIC:
Grid Resilience

TRENDING TECH

OPERATING UNITS

PES TECHNICAL COMMITTEES

PES Technical Committees play an integral role in the development of IEEE standards and have a major impact within the electric power industry. Our 20+ committees span nearly every aspect of the industry, allowing members to work cooperatively to advance the field as a whole through various activities that include identifying current and upcoming challenges, standards development, investigative modeling and analysis, and dissemination of important findings.

MEETINGS AND CONFERENCES

Providing IEEE PES members with venues for professional development and networking is a vital part of our organization. Through various types of sponsored and co-sponsored meetings and conferences that are held throughout the year, our members have the opportunity to share ideas and resources, leverage solutions, team build, receive specialized training, and hear from leaders in the profession in a collaborative environment.

MEMBERSHIPS

With 40k+ technology and engineering members, IEEE PES offers industry professionals and students the opportunity to advance their careers through a suite of membership offerings that focus on continuous learning, interaction, collaboration, and innovation through 750+ local chapters across 10 global regions. With seven grades of membership: Member, Student Member, Graduate Student Member, Senior Member, Life Member, Fellow, and Affiliate Member, our aspirational offerings have been crafted to correlate with members' professional journeys, providing them with a vast global network of meaningful connections with local community touchpoints. Benefits of membership include access to the IEEE PES Resource Center and IEEE Contact Center, as well as opportunities to acquire the latest information about all aspects of the fast-changing electric power and energy industry.

PES PUBLICATIONS

PES Publications provides members with the latest knowledge on the power and energy industry through the publication of various technical journals on topics such as energy conversion, power delivery, power systems, smart grid, and sustainable energy. Our flagship publication, the award-winning Power & Energy magazine, is dedicated to disseminating information on all matters of interest to electric power engineers and other professionals involved in the electric power industry. Published bimonthly, the magazine keeps readers up to date on the latest in technological advancements, industry news and trends, and more.

THE IEEE PES RESOURCE CENTER

As the power and energy industry's most extensive library of preeminent content devoted exclusively to the power and energy community, the IEEE PES Resource Center stands out as a fundamental source of information for our constituents, who span the professional spectrum. Our offerings include: technical resources and on-demand training for power and energy engineers; the latest industry news and offerings; access to IEEE/PES conference materials; and complimentary access to an extensive collection of live and archived webinars and content, technical reports, and white papers.

IEEE PES UNIVERSITY

A recognized educational leader in the field of power engineering, IEEE PES University provides access to knowledge and learning platforms that offer members and non-members opportunities for professional growth and development through an extensive array of credit-earning programs. Led by a network of skilled professionals with widespread knowledge of the power and energy industry who volunteer their time to our enterprise, the University works closely with IEEE to gather and publish industry-related education in the form of webinars, in-person and virtual tutorials, and other learning programs from industry professionals around the world.

PES University Logos

You may use these logos in your communications and presentations related to IEEE PES University.

