

1.0 IEEE Robotics and Automation Society Brand identity Guidelines

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BRAND IDENTITY GUIDELINES

How to use the IEEE Robotics and Automation Society Brand Identity Guidelines

These guidelines provide an overview of who we are and how we represent IEEE Robotics and Automation Society to the world. They include best practices that all employees, volunteers, and external partners must follow when representing this family of programs in any capacity.





The IEEE Robotics and Automation® Society (IEEE RAS) advances innovation, education, and research in robotics and automation, driving technologies that enhance the human experience and benefit society. IEEE RAS supports the development of intelligent systems that interact seamlessly with people and the environment—spanning fields from industrial automation and autonomous vehicles to medical robotics and human-robot collaboration.

Guided by our core values of innovation, collaboration, integrity, and global engagement, IEEE RAS fosters a vibrant international community where students, researchers, and professionals connect to share ideas and shape the future of robotics and automation. We invite you to join us in advancing the science and application of robotics—where technology meets humanity to create a smarter, more sustainable world.

For more information, please visit: ieee-ras.org

Follow IEEE Robotics and Automation Society on social:



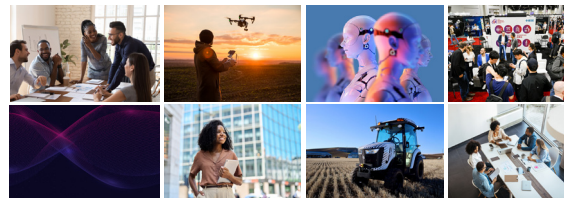
Brand Elements

To the right are the core elements of IEEE Robotics and Automation Society—visual identity logo, color palette, font family, imagery, and graphic elements. This guideline document works in tandem with the full [IEEE Brand Identity Guidelines](#) and does not supersede them.

IEEE has consolidated best practices from communications materials created throughout the organization and streamlined the components and rules for how each element is used when creating branded communications. Identity elements have been carefully selected to reinforce the personality and values of both the IEEE and IEEE Robotics and Automation Society brand.



Formata
Calibri
Open Sans



WELCOME

IEEE Robotics and Automation Society

All print and digital materials featuring the IEEE Robotics and Automation Society logo must also include the IEEE Master Brand—either as part of a lock-up or placed separately.

The IEEE Robotics and Automation Society logo comes in four versions: full color (dark red and dark purple) is preferred, white, IEEE blue, or black (by request).

For print, use Pantone, CMYK, or equivalent process colors. For digital, use RGB or hex codes.

• **Tinted colors are allowed but must be at least 10% to remain visible in print.**

- Recommended font colors are noted in the color name label.
- Ensure background contrast for legibility; for web, use the [WebAIM Contrast Checker](#).
- The full IEEE color palette can be found in the [IEEE Color Palette Quick Reference Guide](#).

Primary Logo



The IEEE Robotics and Automation Society (RAS) emblem prominently features an oval arc that encircles the stylized letters R and A, forming the central part of the logo.

IEEE Master Brand Lock-Up



When used as a lock-up, a vertical or horizontal rule should be used to delineate between the IEEE Master Brand and IEEE Robotics and Automation Society logo. Please follow minimum size and clear space requirements.

Sub-Brands



ICRA is a sub-brand of the IEEE Robotics & Automation Society. For additional information, view [ICRA Brand Identity Guidelines](#)

Color Palette

PANTONE (SPOT)	PANTONE (SPOT)	PANTONE (SPOT)	PANTONE (SPOT)
2612C	208C	3015C	295C
CMYK C67 M100 Y0 K5	CMYK C15 M100 Y37 K45	CMYK C100 M35 Y3 K21	CMYK C100 M69 Y8 K54
RGB R119 G37 B131	RGB R134 G32 B65	RGB R0 G98 B155	RGB R0 G40 B85
HEXADECIMAL #772583	HEXADECIMAL #861F41	HEXADECIMAL #00629B	HEXADECIMAL #002855
RAL 4006	RAL 4002	RAL 5007	RAL 5026
TINT	HEX	TINT	HEX
100%	#772583	100%	#861F41
80%	#96529A	80%	#A54F63
60%	#B17CB3	60%	#BD7A87
40%	#CBA7CC	40%	#D4A5AD
20%	#E5D2E5	20%	#EAD1D5

PANTONE (SPOT)	PANTONE (SPOT)	PANTONE (SPOT)	PANTONE (SPOT)
254C	137C	123C	BLACK 6C
CMYK C48 M96 Y0 K0	CMYK C0 M41 Y100 K0	CMYK C0 M19 Y89 K0	CMYK C0 M0 Y0 K100
RGB R152 G29 B151	RGB R255 G163 B0	RGB R255 G199 B44	RGB R0 G0 B0
HEXADECIMAL #981D97	HEXADECIMAL #FFA300	Hexidecimal/Web #FFC72C	HEXADECIMAL #000000
RAL 4006	RAL 1003	RAL 1018	RAL 9017
TINT	HEX	TINT	HEX
100%	#981D97	100%	#FFA400
80%	#B354AB	80%	#FFB649
60%	#C880C0	60%	#FFC878
40%	#DBAAD4	40%	#FFDAA5
20%	#EDD3E9	20%	#FFECD1

PANTONE (SPOT)	PANTONE (SPOT)
WHITE	WHITE
CMYK C0 M0 Y0 K0	CMYK C0 M0 Y0 K0
RGB R255 G255 B255	RGB R255 G255 B255
HEXADECIMAL #FFFFFF	HEXADECIMAL #FFFFFF
RAL 9016	RAL 9016

Minimum Size & Clear Space

The minimum size requirement ensures that the IEEE Robotics and Automation Society logo is legible and does not get reduced to a size where it becomes illegible.

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

Print: Equal to or greater than "1x" the height of the oval in the IEEE Robotics and Automation Society logo.

Digital & Promotional Items: Equal to or greater than "1/2x" the height of the oval in the IEEE Robotics and Automation Society logo.

Minimum Size



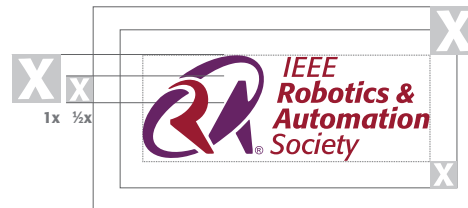
PRINT

1.5 inches wide
(38.1 millimeters)

DIGITAL

100 pixels wide

Clear Space



Graphic Elements

The IEEE Robotics and Automation Society oval arc that encircles the stylized letters R and A is a key element of the brand identity.

The symbol may be used as a design element in both print and digital materials.

- The graphic symbol in the logo may be used as an art element only when the entire IEEE Robotics and Automation Society logo is also used elsewhere on the page.
- When using the graphic symbol as an art element, the preferred usage is as a background image at 10%-100% of the color.
- The color of the graphic should not change to another color.

Oval Arc Symbol

The IEEE Robotics and Automation Society oval arc can be used on its own as a graphic element. Direct all questions regarding individual uses cases to the [IEEE Brand team](#).



YES ✓

The symbol may be used on its own as a graphic element.



NO ✗

Do NOT use graphic effects or outlines.



YES ✓

The symbol may be used as a watermark but should not be used at an opacity lower than 10%.



NO ✗

Do not make the symbol different colors; make sure to use only the full color, white, IEEE blue, or black version.

IEEE Minimum Size & Clear Space

Note: The minimum width for print & non-screen for the IEEE Master Brand is .875 inches. The minimum width for digital & on-screen is 100 pixels. More information is available online for the [IEEE Master Brand](#) minimum size & clear space requirements.



PRINT: .875 inches wide
(22.225 millimeters)
DIGITAL: 100 pixels wide



IEEE Wedge

Note: The IEEE Master Brand wedge is a key element of the IEEE design system. The wedge can be incorporated in any materials, however it should be done so sparingly. The wedge must be at an approved angle of either 45° or 135°. Branded design elements, as well as various IEEE wedge options, are available for download at [brand-experience.ieee.org](#).



Background Control

Maintain maximum visibility by keeping a high contrast between the background and the IEEE Robotics and Automation Society logo.

Use the full color or blue logo on a light background. Use the white IEEE Robotics and Automation Society logo on a dark background.

When placing the IEEE Robotics and Automation Society logo over an image, adjust the position of the image or retouch the area as needed to maintain maximum visibility.



YES ✓

Color logo on a light background.



NO X

White logo on light background with insufficient contrast.



YES ✓

Blue logo on a light background.



NO X

Blue logo on a dark background.



YES ✓

White logo on a dark background.



NO X

Logo on a complicated background.

Incorrect Usage

IEEE Robotics and Automation Society logo configurations and usage outside of the established specifications and guidelines damage the IEEE Robotics and Automation Society and overall IEEE Brand and can reduce its value over time. Modifications and/or distortions are strictly prohibited.



NO X

Do NOT rearrange, reconfigure, or change the size.



NO X

Do NOT remove elements of the logo.



NO X

Do NOT rotate or place at an angle.



NO X

Do NOT change colors.



NO X

Do NOT use graphic effects or outlines.



NO X

Do NOT add lines above or below or put in a container shape without observing clear space.



NO X

Only the white version of logo may be used as a watermark on video applications; all other variations are prohibited.



NO X

Do NOT distort, stretch, or manipulate.

Font Family

The IEEE font family has been carefully chosen for ease of communication, legibility, flexibility, and adaptability with the other design elements.

Primary Fonts Formata

Use predominantly on all print applications. This typeface is available in many weights and styles that are essential to create distinction across all communications.

The professional home for the engineering and technology community worldwide.

Formata Regular

**World's largest
technical professional
organization**

Formata Medium Italic

Calibri

Use on all screen-based applications and Microsoft Word documents. Open Sans can be used as an alternative because it is compatible for web and digital use.

The professional home for the engineering and technology community worldwide.

Calibri Regular

**World's largest
technical professional
organization**

Calibri Bold

Open Sans

Use this font on all screen-based applications, including websites, web ads, email, and digital slide presentations.

The professional home for the engineering and technology community worldwide.

Open Sans Regular

**World's largest
technical professional
organization**

Open Sans Bold

Text Usage

Follow the guidelines below to ensure consistent and proper representation of the IEEE Robotics and Automation Society name across all materials.

- 1 When used in a sentence, title, or name, the full designation should always appear as IEEE Robotics and Automation® Society on first reference, including the registered trademark symbol. The letters "IEEE" must always be capitalized. The IEEE RAS logo should appear separately or elsewhere on the page.
- 2 After the first instance with the full name, "IEEE Robotics and Automation® Society", the shortened version, "IEEE RAS" may be used.
- 3 IEEE Robotics and Automation Society or IEEE RAS can be shown in any of the IEEE-approved fonts and should follow the same font as the name or title. *The sample to the right uses Open Sans regular.*

1

The IEEE Robotics and Automation® Society (IEEE RAS) advances innovation, education, and research in robotics and automation, driving technologies that enhance the human experience and benefit society.

IEEE Robotics and Automation® Society supports the development of intelligent systems that interact seamlessly with people and the environment—spanning fields from industrial automation and autonomous vehicles to medical robotics and human-robot collaboration. 2

Guided by our core values of innovation, collaboration, integrity, and global engagement, IEEE RAS fosters a vibrant international community where students, researchers, and professionals connect to share ideas and shape the future of robotics and automation.

3

IEEE Robotics and Automation® Society (IEEE RAS)

Imagery

IEEE has six image themes or pillars that represent the IEEE Brand: **people, technology, knowledge, connections, global, and history**, as well as IEEE members and areas of expertise.

Whenever possible, use original photographs that you own the copyright for. When original photographs are not available, stock photography and abstract or vector artwork are acceptable as long as they follow the [IEEE Imagery Guidelines](#). Using images without permission, proper attribution, and/or appropriate license (i.e., taken from a website or Google search results) is prohibited.

When selecting images:

- [Highlight diversity](#) in the IEEE marketplace through age, gender, race, dress, country of origin, and job responsibility.
- Look for opportunities to tell a story and help the audience engage with the message.



IEEE is not responsible if you download and use an image without the appropriate license or copyright permission. IEEE's [current policy](#) is that generative AI images may not be used for external, commercial purposes.

Stock photography websites where royalty-free images can be sourced:

Paid stock collections:

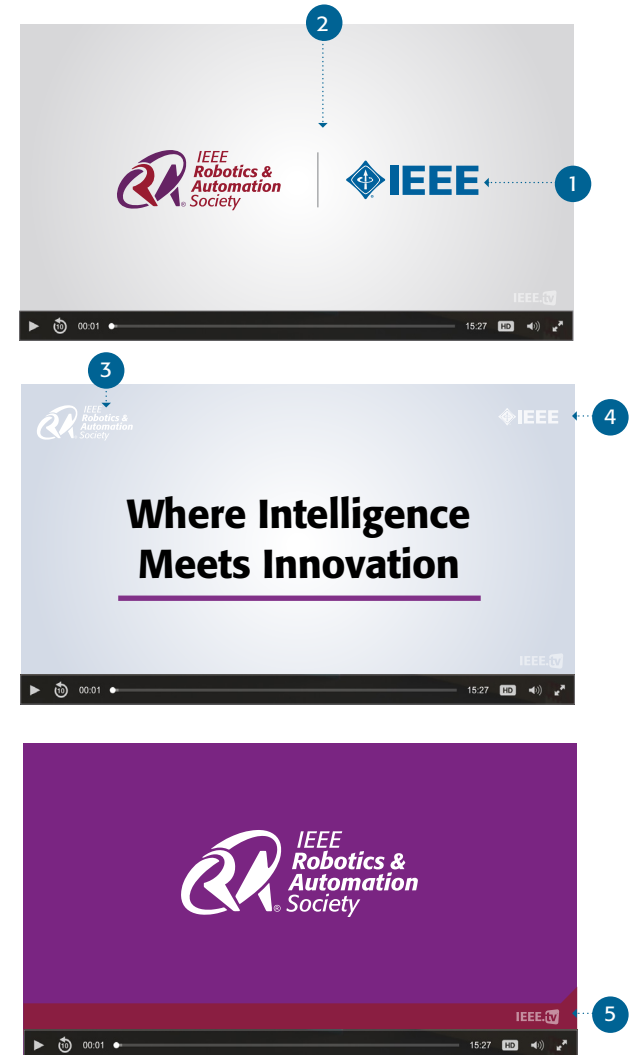
- [Adobe Stock](#)
- [iStock](#)
- [Shutterstock](#)

Free stock collections:

- [Pexels](#)
- [Pixabay](#)
- [Unsplash](#)

Video

- 1 The IEEE Master Brand must appear along with the IEEE RAS logo in the beginning or ending frames of videos. It does not have to appear for the entire duration of a video.
- 2 Use a vertical line to separate the sub-brand or logo from the IEEE Master Brand.
- 3 The white IEEE Robotics and Automation Society logo and IEEE Master Brand may be used as a ghosted/translucent watermark for *video applications only*. The watermark should never have an opacity lower than 25%.
- 4 If the IEEE.tv logo is present, the IEEE Master Brand can appear at the top right.
- 5 Consider using a branded 'wedge' accent color bar from the IEEE color palette along the bottom of the screen for the opening and closing frames.



Print Collateral

The IEEE RAS brand works best when applied thoughtfully and cohesively.

The IEEE Master Brand should be included on all collateral. For detailed positioning requirements, refer to the [IEEE Brand Identity Guidelines](#).

Multi-page Files

Brochures • Books • Publications

- Place the IEEE RAS logo prominently on the cover. For interior pages, consider using a smaller version of the logo positioned in the bottom left corner.

Single page or Double-sided Print Ads • Postcards • Flyers • Posters Table Tents • Stationery

- Place the IEEE RAS logo prominently on the front; include on the back if space permits.

Limited Space Promotional items

- The IEEE RAS logo should be as large as possible within the given imprint area. The IEEE Master Brand should be included on all promotional collateral if space allows.

Large Format

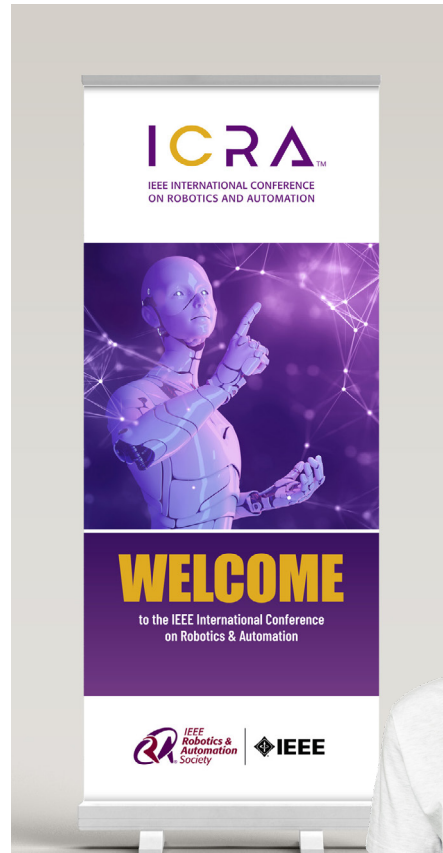
Exhibit Booth Displays • Pull Up Banners • Table Top Banners

- Place the IEEE RAS logo prominently toward the top of the piece.

Step & Repeat Banners

- The IEEE RAS logo may be used in a repeated pattern, but it must always maintain 100% opacity.

Pull Up Banner



Student Branch Chapter Flag

Flyer



Promotional Examples

Flyer



Brochure



Pamphlet



Digital Collateral

Ensure all digital materials meet [web accessibility standards](#).

The IEEE Master Brand should be included on all collateral where space allows. For detailed positioning requirements, refer to the [IEEE Brand Identity Guidelines](#).

See [IEEE Digital Guidelines](#) for more information.

Websites • HTML Emails Online Newsletters

- Place the IEEE RAS logo in the top left; it may also appear in the footer. For conference websites, the IEEE RAS logo would appear in the top right locked-up with the IEEE Master Brand.

Digital Banners • Digital Ads Social Media Posts • Virtual Backgrounds • Infographics

- Place the IEEE RAS logo prominently at the top left or center.

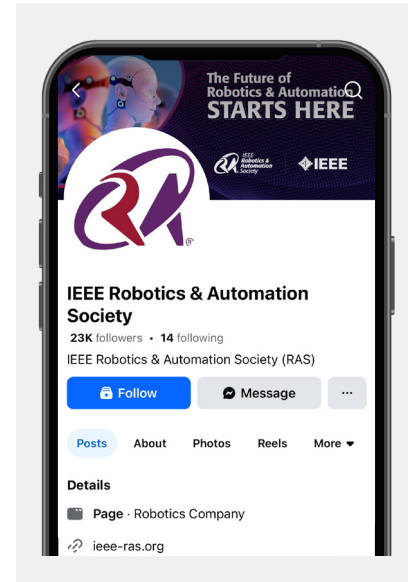
PowerPoint and Google Slide Presentations

- Place the IEEE RAS logo prominently on the cover slide. For content pages, consider using a smaller version of the logo positioned in the bottom left corner.

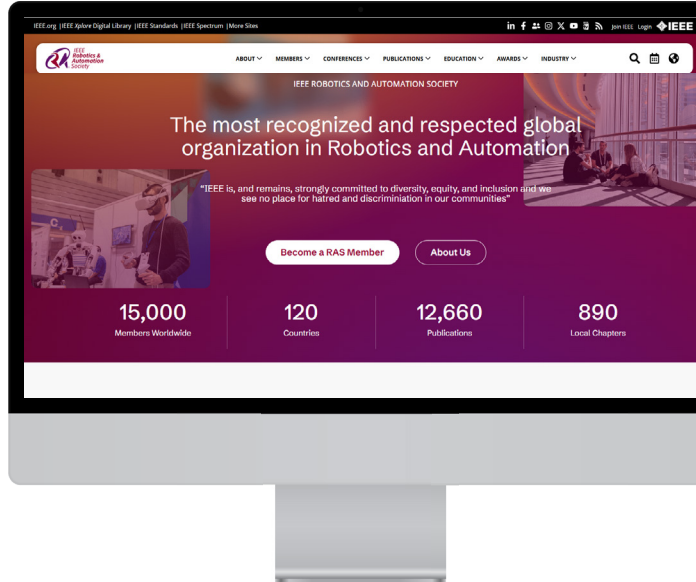
Social Media

The [IEEE Social Media Policy](#) and [social media guidelines](#) must be followed at all times.

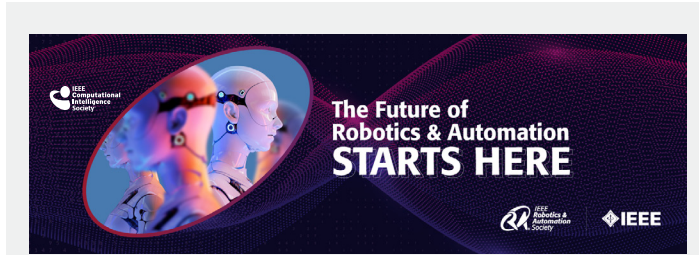
Social Profile



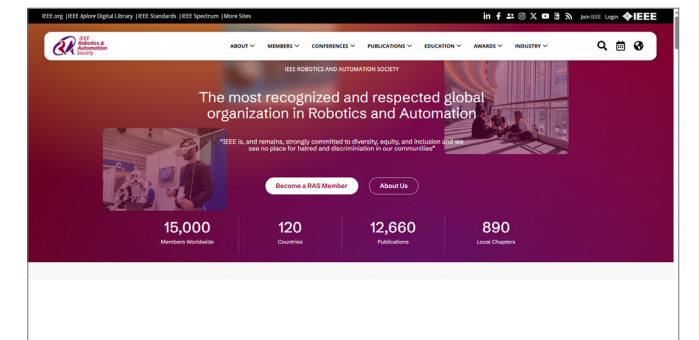
IEEE RAS Website



Promotional Graphics and Headers



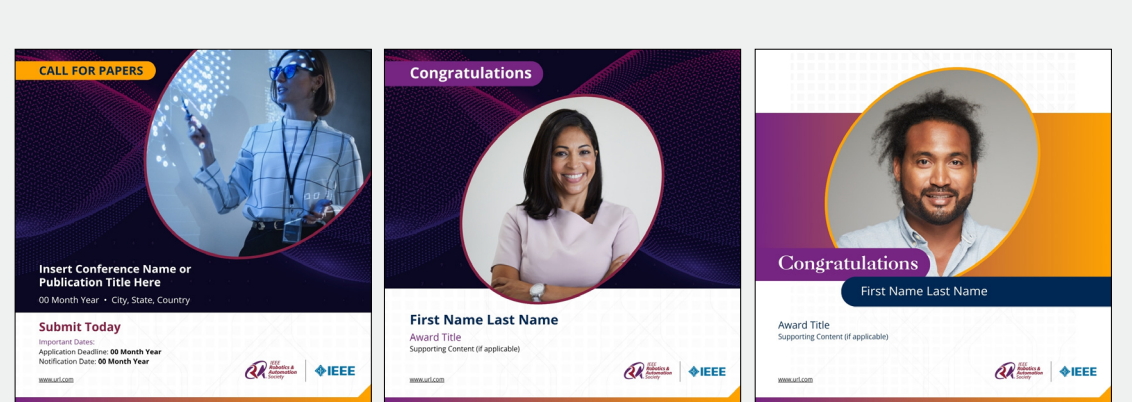
ICRA Conference Website



IEEE RAS Google Slide



Social Media Post Examples



File Format Reference

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

Use Pantone (PMS) Spot colors when printing with more than four colors or fewer than three colors.

Use **CMYK** colors when 4-color printing is available.

Use **RGB** colors for screen-based applications, presentations, HTML emails, and television monitors.

Use Hexadecimal colors when creating websites and any related applications, such as banner advertisements.

Use RAL colors for the European equivalent of Pantone (PMS) colors for applications in signage and facility installations. Colors on-screen may vary.

Raster Images

- Pixel-based graphics
- Resolution dependent
- Photos and web graphics



Adobe Photoshop (PSD) is a software application for editing photos, images, and artwork.



Photos for web and print, small file size



Static, transparent web images with unlimited colors



Transparent web animations with limited color



High-resolution, large-scale photos, and scans for printing



Universal files for viewing, sharing, and printing

Vector Images

- Curve-based graphics
- Resolution independent
- Logos, icons, and fonts



Adobe Illustrator (AI) is a vector graphics editor that allows users to create illustrations, logos, patterns, and other design elements.



Files for web use that can be scaled without pixelating

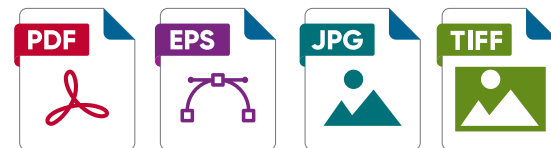


Editable file that can be opened and previewed in non-Adobe programs



Universal files for viewing, sharing, and printing

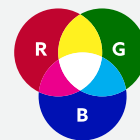
Print



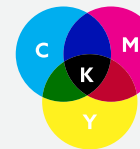
Digital



Image Color Mode



RGB has a wider color gamut and is optimal for web and digital graphics.



CMYK is designed for print media and has a more limited color range compared to RGB.

Contact & Resources

These guidelines are extremely important to IEEE and its entities—adding more value, consistency, and organization to the IEEE Brand.

Thank you for being a productive part of One IEEE.

Assets & Guidelines

Guidance on managing and creating IEEE websites and print collateral.

Templates | Canva Templates

Templates and sample documents featuring correct use of the IEEE Brand can be customized for a variety of uses in print and digital mediums.

Questions or Comments:

branding@ieee.org

Contact RAS

