IEEE Women in Engineering

Branding & Marketing Guidelines

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Agenda

Topics We'll Cover:

- ❑ IEEE Women in Engineering (WIE) Branding Essentials
- ❑ Website Templates and Customization
- ❑ Virtual Backgrounds for Events
- ❑ Social Media Strategy and Updates

Marketing & Communications Overview

IEEE WIE INTERNATIONAL LEADERSHIP SUMMIT

Key Branding & Marketing Requirements

- ❑ Follow IEEE and WIE branding standards: logos, colors, event titles
- ❑ Use the official WIE ILS website template for promotions
- ❑ Include WIE staff in all communications: wie-summits@ieee.org
- ❑ Share social media links for your Summit
- ❑ Promote IEEE WIE membership before, during, and after the event

IEEE Brand Identity: Build Trust Through Consistency

Core Elements

Our brand reflects our values and mission

- ❑ Name & Logo
- ❑ Color Palette
- ❑ Typography & Fonts

Logo Usage

Dual Logo Requirement

- ❑ Use IEEE WIE ILS logo for all Summit materials
- ❑ Pair with IEEE WIE logo for brand consistency
- ❑ Apply across print, digital, and web assets

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Naming Conventions

IEEE WIE INTERNATIONAL LEADERSHIP SUMMIT

Create Clear Awareness: Use Full Names for Clarity and SEO

- ❑ IEEE Women in Engineering + Section Name
- ❑ IEEE WIE International Leadership Summit + City/Country
  - ○ More information will be provided later.

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IEEE WIE Branding Resources & Downloads

Access Official Branding Assets

✅ Logos: Download here

🎨 Visual Identity Guidelines: View here

📄 Flyers & Banners: Access here

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IEEE WIE Branding Resources & Downloads

Access Official Branding Assets (Contd):

📊 **PowerPoint Templates: Download here**

📄📢 **Promotional Ads: Explore here**

Tip: Use the IEEE WIE ILS logo alongside the IEEE WIE logo with proper spacing (.5”) and placement (top left & bottom right).

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Typography

Approved Fonts

- ❑ Print: Formata (Primary), Adobe Caslon Pro (Secondary)
- ❑ Web: Open Sans
- ❑ Use consistently across all materials

Formata

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Formata Light
Formata Light Italic
Formata Regular
Formata Italic
Formata Medium
Formata Medium Italic
Formata Bold
Formata Bold Italic
Formata Condensed
Formata Condensed Italic
Formata Condensed Medium Italic
Formata Condensed Bold
Formata Condensed Bold Italic

Adobe Caslon Pro

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

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

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic

IEEE WIE Color Palette

Consistent Colors = Stronger Brand Recognition

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Use the official IEEE WIE color palette to maintain visual consistency across all materials.
These colors reflect the professionalism and innovation of the IEEE WIE brand.

Primary Colors:

- ❑ **IEEE Blue – #006699**
- ❑ **WIE Purple – #6A1B9A**
- ❑ **White – #FFFFFF**

Secondary Colors:

- ❑ **Light Gray – #F2F2F2**
- ❑ **Dark Gray – #4D4D4D**
- ❑ **Accent Pink – #EC407A**

Usage Tips

- ❑ Use primary colors for headers, backgrounds, and key visuals.
- ❑ Apply secondary colors for accents, highlights, and supporting elements.
- ❑ Ensure sufficient contrast for readability and accessibility.

View Color Palette on the next slide

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IEEE WIE Color Palette

IEEE WIE INTERNATIONAL LEADERSHIP SUMMIT

A color palette, deriving from the colors used in the IEEE Women in Engineering logo is provided for use on all collateral and communications.

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

Use **Pantone Spot colors** when printing with more than four colors or fewer than three colors.
Use **CMYK colors** when 4-color printing is available.
Use **RGB colors** for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.
Use **Hexadecimal colors** when creating websites and any related applications, such as banner advertisements.
Use **RAL colors** for the European equivalent of Pantone for applications in signage and facility installations.

PANTONE (SPOT)
PMS 3015

CMYK
C100 M35 Y3 K21

RGB
R0 G98 B155

Hexidecimal/Web
#00629B

RAL
5007

PANTONE (SPOT)
PMS 2612 C

CMYK
C67 M100 Y0 K5

RGB
R119 G37 B131

Hexidecimal/Web
#772583

RAL
4006

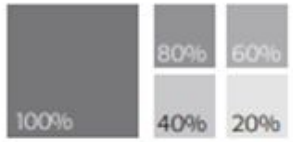
PANTONE (SPOT)
PMS 368 C

CMYK
C65 M0 Y100 K0

RGB
R120 G190 B32

Hexidecimal/Web
#78BE20

RAL
6018



PANTONE (SPOT)
PMS Cool Gray 9 C

CMYK
C30 M22 Y17 K57

RGB
R117 G120 B123

Hexidecimal/Web
#75787B

RAL
9023

PANTONE (SPOT)
PMS Process Black

CMYK
C0 M0 Y0 K100

RGB
R0 G0 B0

Hexidecimal/Web
#000000

RAL
9017

COLOR
White

CMYK
C0 M0 Y0 K0

RGB
R255 G255 B255

Hexidecimal/Web
#FFFFFF

RAL
9016

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Messaging Guidelines and Visual Storytelling

Photography Themes

Choose images that reflect WIE's mission and values

- ☐ Empowerment
- ☐ STEM
- ☐ Mentorship

Messaging Guidelines

About IEEE WIE ILS:

Regional Summits fostering mentorship, leadership, and collaboration

About IEEE WIE:

Global organization promoting its members in STEM and inspiring future generations

Include These Links

wie.ieee.org

wie.ieee.org/conferences/international-leadership-summits/

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Website Template

Create Your Summit Site

- A customizable WordPress site template with pre-configured containers and design elements will be provided, enabling faster deployment and a consistent brand experience.

- Need help?
  - Contact ewh-webmaster@ieee.org and copy r.umali@ieee.org

Virtual Event Tools

Plan with Purpose: Choose tools based on event scope

Registration
- ❑ Google Forms
- ❑ Typeform
- ❑ Eventbrite

Conferencing
- ❑ Zoom
- ❑ Webex
- ❑ Microsoft Teams

Streaming
- ❑ Instagram Live
- ❑ YouTube Live
- ❑ Stream Yard

Management and Team Communication

- ❑ Trello
- ❑ Google Workspace

- ❑ Slack
- ❑ Telegram

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Platform Comparisons - Suggested Options

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Zoom Updates (2025):

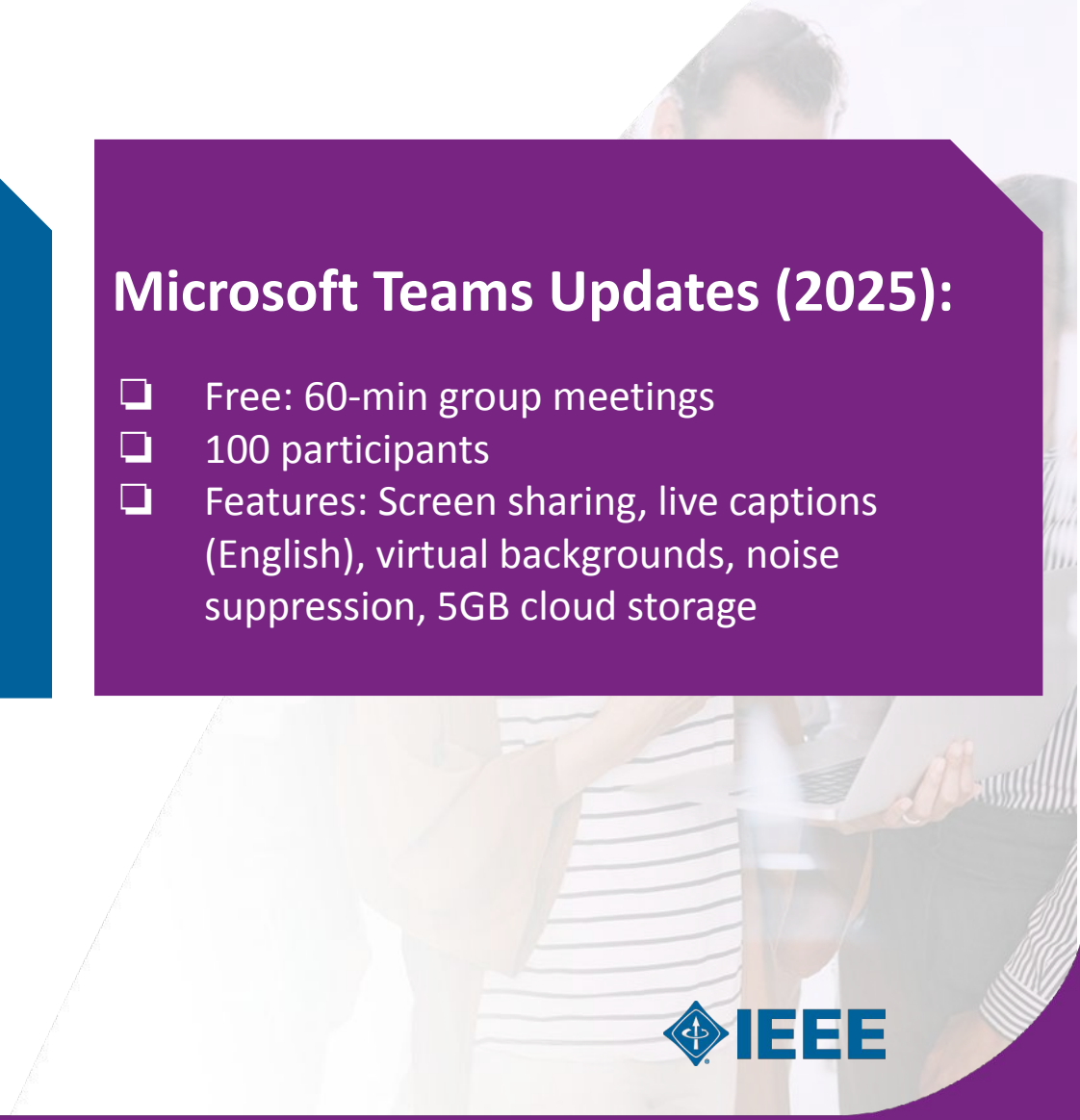
- ❑ Free: 40-min limit
- ❑ 100 participants
- ❑ Pro: 30-hour meetings
- ❑ 5GB cloud storage
- ❑ AI Companion

Webex Updates (2025):

- ❑ AI Assistant: Meeting summaries, Jira integration
- ❑ Security: On-prem AI, survivable meetings

Microsoft Teams Updates (2025):

- ❑ Free: 60-min group meetings
- ❑ 100 participants
- ❑ Features: Screen sharing, live captions (English), virtual backgrounds, noise suppression, 5GB cloud storage



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Engagement Tools

Boost Interaction

- **Free Images:** Unsplash, Pexels, Freepik
- **Design:** Canva
- **Engagement:** Mentimeter, Kahoot, Sli.do
- **Icebreaker:** IEEE WIE Puzzles

Hybrid Events

Use IEEE/WIE Virtual Backgrounds

- **Zoom, Webex, Teams, Meet, Skype - maintain brand consistency.**

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Social Media Strategy

Tag & Engage with IEEE WIE

- ❑ **Facebook:** @ieeewomeninengineering
- ❑ **X (Twitter):** @IEEEWIE
- ❑ **Instagram:** @wieexchange
- ❑ **LinkedIn:** **IEEE Women in Engineering**
- ❑ **IEEE Collabratec:**
  - **IEEE WIE Global Network Community**

Hybrid Events

2025 Social Media Updates

- ❑ **Instagram posts now indexed by Google – optimize captions for SEO**
- ❑ **Facebook videos default to Reels format**
- ❑ **X bans hashtags in ads – focus on visuals and copy**
- ❑ **LinkedIn adds video headers to articles**

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IEEE WIE International Leadership Summit

WIE ILS Webpage

IEEE Women in Engineering International Leadership Summits (ILS) provide regional opportunities to foster networking, mentorship, and collaboration. With the leadership and creativity of IEEE WIE volunteers, WIE Summits have been extremely successful and have made an outstanding impact on communities around the globe!

WIE ILS Guidelines/Information

- Submitting a proposal
- Selection Criteria
- Program
- Organizing Committee
- Financial Obligations
- Marketing & Communications

Contact

Questions? Reach Out: 📧 wie-staff@ieee.org

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