ICRA™

**IEEE INTERNATIONAL CONFERENCE
ON ROBOTICS AND AUTOMATION**

IEEE International Conference on Robotics and Automation Brand Identity Guidelines (ICRA)
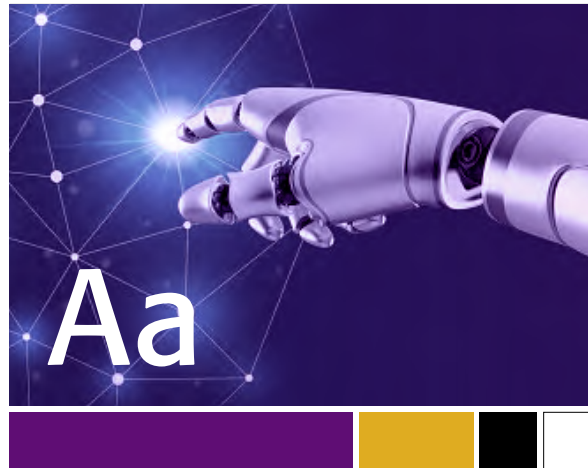
Sub-brand of IEEE Robotics and Automation Society (RAS)

IEEE
Robotics &
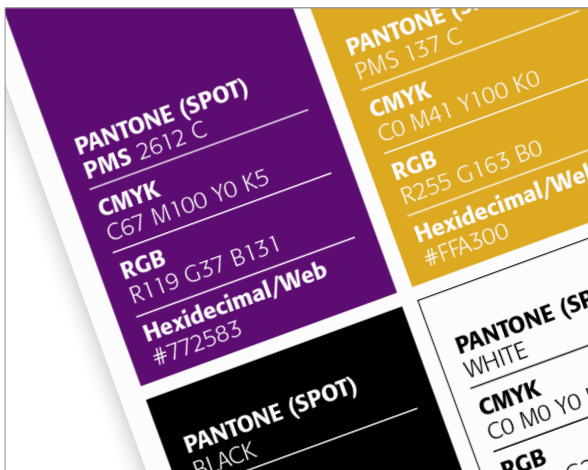Automation
Society

IEEE
Advancing Technology
for Humanity

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Overview

IEEE International Conference on Robotics and Automation

IEEE International Conference on Robotics and Automation (ICRA) brings together robotics researchers, students and industrial partners from around the world to discuss the latest innovations and breakthroughs, highlighting the role of robotics and automation in addressing global challenges.

RAS

The IEEE Robotics and Automation Society's (RAS) objectives are scientific, literary and educational in character. The Society strives for the advancement of the theory and practice of robotics and automation engineering and science and of the allied arts and sciences, and for the maintenance of high professional standards among its members, all in consonance with the Constitution and Bylaws of the IEEE and with special attention to such aims within the Field of Interest of the Society. **ieee-ras.org**

IEEE Master Brand

This guideline document works in tandem with the full IEEE Brand Identity Guidelines and does not supersede them. **brand-experience.ieee.org**

Brand Elements

This guideline is to ensure the IEEE ICRA brand is communicated correctly and presented consistently to our audience. Adhering to it can promote a uniquely recognizable brand identity to stand out from competitors, and remain memorable in the minds of our sponsors, attendees, members, and community.

In order to maximize the ability for ICRA in IEEE to effectively reach all audiences, we must ensure that all materials maintain a consistent look and theme. Please consult the RAS Sub-brand Identity Guidelines for proper usage of the RAS logo. In all executions, the ICRA in IEEE applications must adhere to the brand identity guidelines and include the RAS logo when used outside of the RAS site. Where space allows, the IEEE Master Brand can be applied, but not required in small or limited spaces.

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 the IEEE Brand.

To the right are the core elements of the IEEE ICRA identity logo, color palette, typography, and examples of robotic-themed imagery.

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IEEE INTERNATIONAL CONFERENCE
ON ROBOTICS AND AUTOMATION

COLOR | 6

TYPOGRAPHY | 6

IEEE Brand Font	IEEE Alternative Font	IEEE Web Font
Formata	Calibri	Open Sans
abc	abc	abc
ABC	ABC	ABC

THEME IMAGERY

Logo Color Variations

The IEEE ICRA primary logo and limited use logo contain two colors from the approved IEEE color palette. The full color version should be used in most instances, ensuring visible contrast is maintained between the logo and background.

The IEEE ICRA logos also have a black color version as well as a white color version as illustrated in examples to the right.

For dark backgrounds, use the solid white version of the logo. Ensure that all background control requirements are met when using any of the IEEE ICRA logo variations.

FLEXIBLE "C"
The IEEE ICRA logos are flexible enough to highlight the color of the letter "C" within the wordmark when it is used in white over imagery, gradients (shown here), patterns or solid colors. The "C" can **only appear in PMS 137**.

TINTS
No tints will be used or applied to the IEEE ICRA logos. Both colors need to be at 100% opacity.

For more information, or questions, please contact branding@ieee.org.

COLOR – PRIMARY LOGO

BLACK

WHITE

WHITE – FLEXIBLE "C"

INCORRECT USAGE
Below are some examples of misuse.

❌ Do **NOT** add effects to the logo.

❌ Do **NOT** change colors of the logo.

❌ Do **NOT** place the logo on a complex background.

❌ Do **NOT** put the white logo on a light background.

LIMITED USE LOGO
The IEEE ICRA limited use logo should be used to support the brand in places where the ICRA brand logo has already been established and/or where the full logo would be too large. The limited use logo is limited and **only allowed under special circumstances**. The limited use logo can also be used for merchandise and/or promotional materials for members of the community who understand, recognize, and are familiar with the ICRA conferences. See page 10, example #5, for reference. Limited use logo available by request only.

COLOR – LIMITED USE LOGO

WHITE – LIMITED USE LOGO – FLEXIBLE "C"

Color Palette

A color palette is provided for use on all collateral and communications. The primary brand colors for IEEE International Conference on Robotics and Automation (ICRA) are Dark Purple (Pantone 2612), Bright Orange (Pantone 137), Black, and White. **No tints** will be used or applied to the IEEE ICRA primary logo. Both colors need to be at 100% opacity.

USAGE

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, such as PowerPoint presentations, HTML emails, and television monitors.

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

PRIMARY PALETTE

PANTONE (SPOT) **PMS** 2612 C	**PANTONE (SPOT)** PMS 137 C
CMYK C67 M100 Y0 K5	**CMYK** C0 M41 Y100 K0
RGB R119 G37 B131	**RGB** R255 G163 B0
Hexidecimal/Web #772583	**Hexidecimal/Web** #FFA300

EXTENDED PALETTE

PANTONE (SPOT) BLACK	**PANTONE (SPOT)** WHITE
CMYK C0 M0 Y0 K100	**CMYK** C0 M0 Y0 K0
RGB R0 G0 B0	**RGB** R255 G255 B255
Hexidecimal/Web #000000	**Hexidecimal/Web** #FFFFFF

Typography

IEEE typefaces have been carefully chosen for their legibility, flexibility, and adaptability with other design elements.

Formata is the primary typeface for IEEE as well as IEEE ICRA. Formata, a Sans Serif font, should be used predominantly on all print applications. This typeface is available in many weights and styles that are essential to create distinction across all communications.

Calibri is the alternate typeface to be used on all screen-based applications, such as PowerPoint, Microsoft Word, and websites. If needed, the font Verdana may be used.

Open Sans is the IEEE preferred web font for use on all websites.

PRIMARY TYPEFACE	ALTERNATE TYPEFACE
Formata Light	Calibri Light
Formata Regular	Calibri Regular
Formata Italic	*Calibri Italic*
Formata Medium	**Calibri Bold**
Formata Bold	***Calibri Bold Italic***

WEB TYPEFACE

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

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.

X **Print & Signage:**
A clear space equal to or greater than "**1x**" is required on all sides surrounding the IEEE ICRA primary logo in printed and signage applications.

X **Digital, Web & Promotional Items**:
A clear space equal to or greater than "**½ x**" is required on all sides surrounding the IEEE ICRA primary logo and the IEEE ICRA limited use logo.

PRINT

DIGITAL & PROMO

Minimum Size

The minimum size requirement for both print and digital ensures that the IEEE ICRA primary logo and the IEEE ICRA limited use logo are always legible.

PRINT & DIGITAL

1.375 inches
34.925 millimeters
132 pixels

.75 inches
19 millimeters
72 pixels

Location Configurations

Because the IEEE ICRA primary logo will frequently appear with specific conference logos or location logos, it should be given equal or greater prominence, while adhering to the minimum size and the clear space should be at "**1x**" value (page 7). The conference logo or location typography should not overwhelm the IEEE ICRA primary logo by surpassing the "**½ x**" value.

- Horizontal configuration clear space should be at **1x**" value (example #1)

- Vertical configuration clear space should be at **½x**" value (example #2).

For more information, or questions, please contact branding@ieee.org.

HORIZONTAL EXAMPLE #1
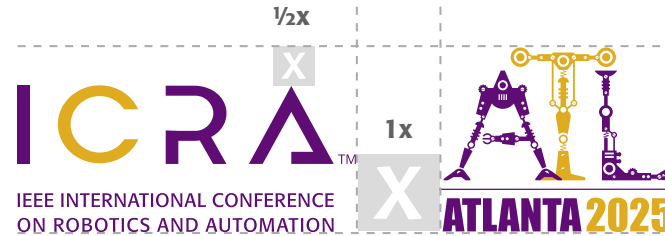
VERTICAL EXAMPLE #2

Geographic Identifier

When creating a geographic logo or typography that will accompany the IEEE ICRA primary logo, adhere to the following recommendations:

• Make it simple
• Design for the audience
• Make it memorable & timeless
• Make it versatile & scalable
• Use a quality/appropriate typeface
• An effective solution whether in color or in black & white
• See example #1 for reference

Be strategic with color, consider the palettes in example #2 to coordinate with the IEEE ICRA brand. View the IEEE color palette(s).

When using the IEEE ICRA primary logo with typography only, a gray (60% black) vertical line should be used to separate the IEEE ICRA primary logo from the location and date. The clear space should be at "**½ x**" value. The city name, state (location) and the year must me used (examples #3 & #4).

For more information, or questions, please contact branding@ieee.org.

EXAMPLE #1

straightforward shape
legible location
corresponding colors
distinct image
appropriate typeface

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EXAMPLE #2

EXAMPLE #3

ICRA™ X X **LOCATION YEAR**
IEEE INTERNATIONAL CONFERENCE
ON ROBOTICS AND AUTOMATION

EXAMPLE #4

LOCATION YEAR X X
ICRA™
IEEE INTERNATIONAL CONFERENCE
ON ROBOTICS AND AUTOMATION

Application

To keep the IEEE ICRA Brand consistent throughout all conferences, follow these guidelines when producing any products and merchandise, promotional materials, and signage.

- For specific conference promotional products or give-aways, the IEEE ICRA primary logo can be less prominent, but must appear (example #1).

- For prominent and commencing signage, the IEEE master brand & RAS logos must appear. These logos can appear smaller in size (example #2).

- For promotional materials, the IEEE ICRA primary logo needs to appear, but does not need to be prominent nor the main focus. The RAS logo must appear, and where space allows, the IEEE Master Brand logo can be applied, but not required in small or limited spaces. (example #3).

- For merchandise, the IEEE ICRA primary logo can be used in a variety of applications: alongside graphic elements, imagery/photography, and location logos (examples #4) while adhering the clear space guidelines (page 7).

- Use the IEEE ICRA primary logo when ever possible. The IEEE ICRA limited use logo can **ONLY** be used for merchandise and/or promotional materials for members of the community who understand, recognize, and are familiar with the IEEE ICRA conferences (example #5).
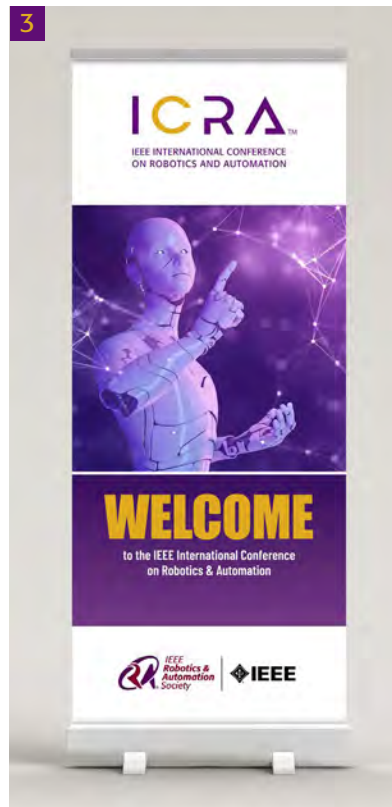
Web Usage

To keep the IEEE ICRA Brand consistent throughout digital materials, refer to the examples at right for best practices.

WEBSITE
Websites require RGB and hexadecimal (web-safe) equivalents of the IEEE ICRA brand and must follow the IEEE Master Brand screen-based requirements. The IEEE RAS logo and the IEEE Master Brand must appear above the navigation. Open Sans is the IEEE web font for use on all websites.

SOCIAL MEDIA
Social media applications have their own sets of requirements. When using the IEEE ICRA brand for these applications, follow the minimum size shown at 132px on p. 7 and clear space (½x) for digital and on-screen applications. If the minimum size and/or clear space cannot be met, the IEEE ICRA logo should be as large as possible within the given space.

PROJECTIONS & POWERPOINT
As outlined in the previous pages, keep best practices for use of white space, minimum size, size ratio, color, background, and placement. For PowerPoint presentations, the IEEE RAS and the IEEE Master Brand must also appear on every page in the bottom right-hand corner.
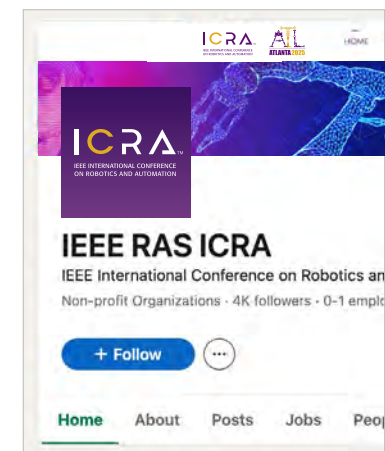
WEB
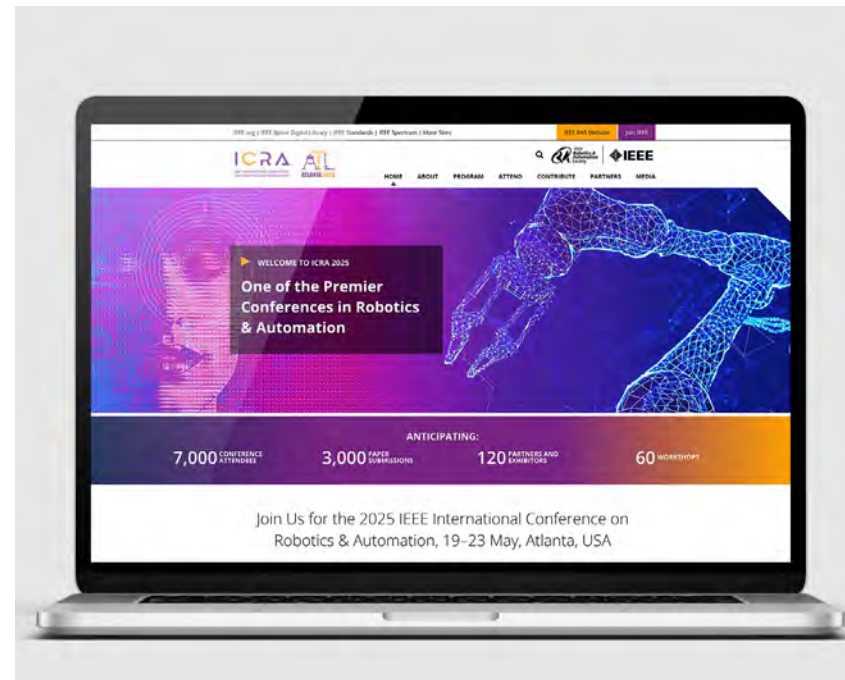
MOBILE

PROJECTIONS

SOCIAL APPS

Print Usage

To keep the IEEE ICRA Brand consistent throughout printed materials, refer to the examples at right for best practices. As outlined in the previous pages, keep best practices for use of white space, minimum size, size ratio, color, background, and placement.
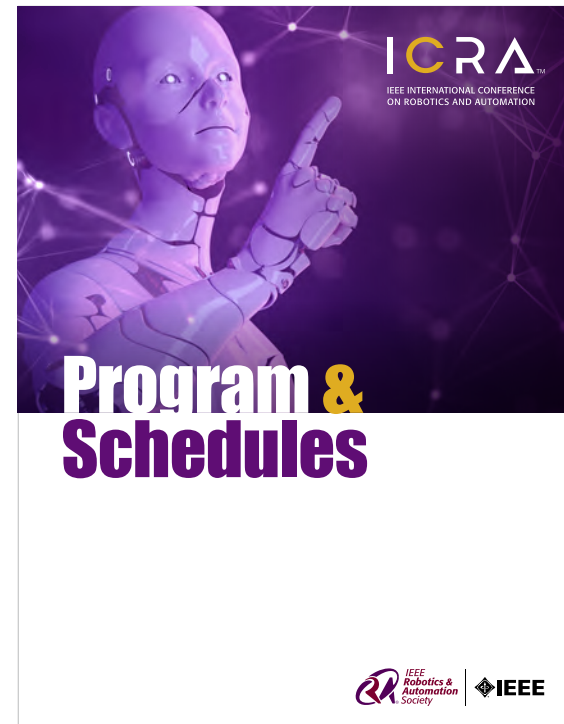
POSTCARD

LANYARD

PROGRAM

IEEE Contact & Resources

Contact

For questions or more information about the IEEE brand, please use the IEEE brand inquiries form.

Brand Identity Tools

IEEE Brand Experience Website

IEEE Master Brand and Logos

IEEE Brand Identity Guidelines

About IEEE

Understanding the IEEE Brand

IEEE
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