IET The Institution of Engineering and Technology

Inspiring a better-engineered world

Mini brand guidelines

November 2021 I Version 1.0

Introduction

We are the IET and we exist to inspire, inform and influence the global engineering community to engineer a better world.

The impact we have is far and wide, from helping current and future professionals advance their career to helping spark a new idea that improves society at large.

Our brand must support our ambition. It must help us build our relevance with everyone we touch. It must help explain our role within the sector and beyond with absolute clarity and extend our appeal throughout the engineering profession whilst capturing the imagination of future generations.

We have a proud history and an important future. Our brand captures the best of who we are and allows us to move forward as one institution with one identity ensuring we engage consistently yet fittingly with all of our audiences.

Welcome to our brand identity.

Contents

Please note:

These guidelines cover only the fundamental elements of our **IET masterbrand.** If you require additional brand information, or our full Brand Guidelines, please go to p16 for contact information.
For any of our sub-brands (such as IET Inspec) or endorsed brands (such as our IET Venues), please contact our marketing team for their separate guidelines.

For more detail on our tone of voice and writing principles please refer to our
Branding and corporate marketing page.

Our vision

Working to engineer a better world

Our mission

To inspire, inform and influence the global engineering community, supporting technology innovation to meet the needs of society.

Our core narrative

We are the IET and we inspire, inform and influence the global engineering community to engineer a better world.

Our values	Our supporting behaviours
Integrity	Operate professionally and ethically to gain trust. Be open and honest with each other. Respect everyone and value each other's contribution.
Excellence	Work towards the highest level of service and satisfaction. Use agile methods and seek innovative solutions to add value. Continually improve and adopt best practices.
Teamwork	Encourage staff and volunteers to work together. Recognise the value of talented individuals working in teams. Be collaborative and partner with other organisations.

Logotype
Master logotype

Our master logotype consists of three elements; the IET monogram, the equals graphic device and the IET wordmark. The logotype is specially created with each element carefully balanced together. A monogram only logotype is also available (see page 10). Always use the master artwork available.

Our master logotype is shown here. It should be used for all master communications. Additional logotype versions are also available in different colour combinations for more general materials (see page 04-05).

Implementation

Clear space
When you place our logotype into a design, make sure you give it room to breathe. We call this 'clear space'. Always leave a clear space equal to the height of the 'E' from the IET monogram.
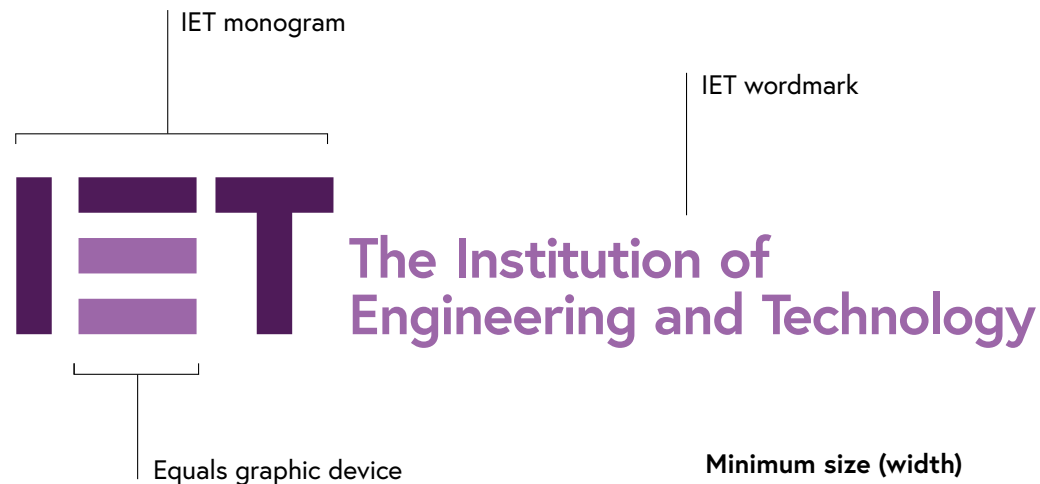
Minimum size
It is important that people can see our logotype across all our communications. Please observe the minimum sizes for print and digital applications detailed opposite.

Preferred sizes
We have established logotype sizes for typical documents. Use these wherever possible. For different sized documents, scale up or down proportionately.

Master logotype (Purple)

IET monogram

IET wordmark

Equals graphic device

The Institution of Engineering and Technology

Clear space

Minimum size (width)

30mm / 160pixels

Monogram: Minimum size (width)

8mm / 30pixels

Details and rules about use can be found on page 10

Preferred sizes (width)

A3	110 mm
A4	80 mm
A5	60 mm
A6	40 mm

Our brand

Logotype
Secondary and mono versions

Secondary logotypes

Secondary logotypes can be used for any secondary communications.

Mono logotypes

Only ever use our mono logotypes when colour printing isn't an option. There are three versions, two for greyscale printing when tints of black are possible. If you cannot reproduce tints, please use the keyline version.

For colour breakdowns of our brand colours and greyscale grey - see p11.

Note
Please only use the keyline version if one colour printing or embossing is the only option.

Blue secondary logotype

Green secondary logotype

Orange secondary logotype

Mono logotype (Greyscale)

Mono logotype (Greyscale reversed)

Mono logotype (Keyline)

Our brand

Logotype
Colour background versions

White is our preferred background colour, but there will be situations where colour backgrounds are more appropriate to your communications. Please see the 'Applying our brand' section for more details.

Colour backgrounds

It is important that people can see our logotype clearly across all our communications. Therefore, we have created two further sets of logotypes for use in the following situations:

1. When placing the logotype on a bright colour from our palette.

2. When placing the logotype on a dark colour from our palette.

Only use these specific logotypes on the background colours from our colour palette as shown opposite. Never mix different colour combinations.

If sending to a third party, where you do not have control of the background, always send the master logotype in both the primary version for white or light backgrounds (positive version) and the dark purple background logotype (negative version) for dark backgrounds.

Bright background logotypes

Bright purple background

Bright blue background

Bright green background

Bright orange background

Dark background logotypes

Dark purple background

Dark blue background

Dark green background

Dark orange background

Black background

Logotype
Image backgrounds

It is important that people can see our logotype clearly when placed on an image. Ensure the area around the logotype is clean, without too much detail that might make the logotype harder to read.

Where possible link our colours Purple, Blue, Green or Orange with a colour within the image.

For light background imagery
Use the master and secondary logotypes.

For dark background imagery
Use the dark background logotype versions.

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Our brand

Logotype Positioning

Our logotype can be placed in different positions depending on the context and format of the communications.

Primary position
Our preferred logotype position is in the top left hand corner.

Secondary position
Our secondary logotype position is in the bottom left or right hand corner, acting as a sign-off. This is commonly used for posters or advertising.
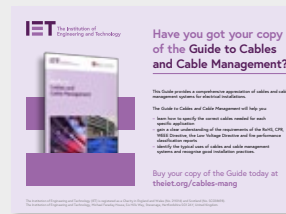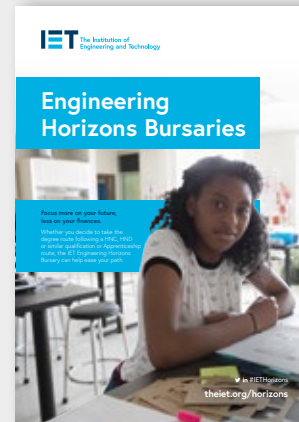
Unique formats
For unique formats that are narrow, eg digital web banners or exhibition banners try to adhere to the primary or secondary position. Where space is restricted please use your discretion based on the layout.
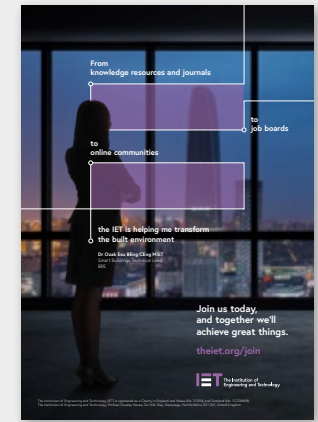
Exceptions
There will be occasions where the logo may be positioned to align with a particular feature of a design, eg the headline. In some extreme circumstances, such as 'skyscraper' digital banners, where there is no room for the full logotype, just the monogram may be used instead. If you are unsure, please get in touch with the marketing team for advice.
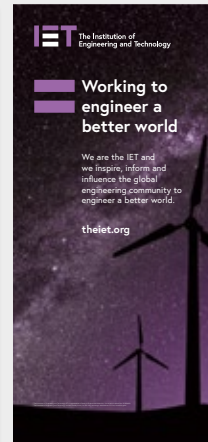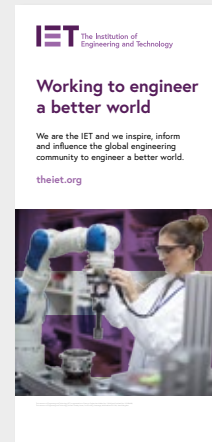
© The Institution of Engineering and Technology
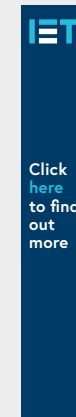
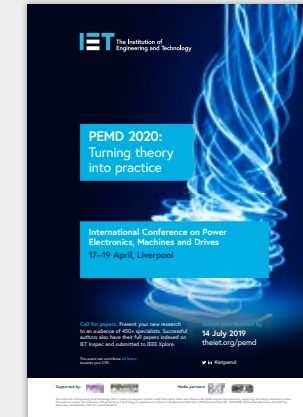## Primary logotype position

Secondary logotype position

Unique formats

Exception examples

Third-party applications

Creative approach
– The truest visual representation of our brand

When we are using our brand on third party applications, for example when sponsoring an event, we should always use the master logotype in full, adhering to the clear space and minimum size rules defined in these guidelines.

Our master logotype (purple) should always be used in third party applications. Wherever possible, use our master (positive) version, on a white or very light background. When this is not possible, for example if the background colour is very dark or black, use our dark purple background logotype (negative) version.

If we own or lead a project, our logo or text name should appear first. If a third-party owns or leads the project, they can dictate the order in which our logo or text appears alongside other institutions or partners. By default, alphabetical rule should apply.

Positive logo version

CONNECTED AND AUTOMATED VEHICLE ENGINEERING 2017

Institution of **MECHANICAL ENGINEERS**

IET The Institution of Engineering and Technology

25–26 September 2017
Hotel La Tour, Birmingham

SUPPORTING ORGANISATIONS:

AutoHarvest.org
Collaborate, Innovate and Win

CVTA
CONNECTED VEHICLE TRADE ASSOCIATION

FISITA

EVENT PARTNERS:

INDERSCIENCE PUBLISHERS

NAVIGANT RESEARCH

topEngineer

BOOK EARLY AND SAVE £100
OFFER ENDS 25 AUGUST 2017

Terms and conditions apply

Negative logo version

EuCAP 2018

EurAAP

The 12th European Conference on Antennas and Propagation

8-13 April 2018 | ExCeL London, UK

CALL FOR PAPERS

Submit your paper online at
www.eucap2018.org
by 13 October 2017

Organised by

EurAAP

Supported by

EuMA European Microwave Association

iSAP

IEEE

IET The Institution of Engineering and Technology

eucap2018@theiet.org   www.eucap2018.org   #EuCAP2018

Logotype
Don'ts

Our logotype is an important element of our brand, so please take care when you use it. Here are a few things to avoid.

IET

The Institution of Engineering and Technology

Don't separate the elements.

IET The Institution of Engineering and Technology

Don't recreate any of the elements.

IET The Institution of Engineering and Technology

Don't recreate using non-IET colours.

IET The Institution of Engineering and Technology

Don't rearrange the logotype.

IET The Institution of Engineering and Technology

Don't distort the logotype.

IET The Institution of Engineering and Technology
Academy

Don't combine with other elements.

IET The Institution of Engineering and Technology

Don't place in containing shapes.

IET The Institution of Engineering and Technology

Don't use non-IET background colours.

IET The Institution of Engineering and Technology

Don't use on a cluttered area of an image.

Our brand

Logotype
Monogram

There are some applications where restricted spaces may compromise the logotype legibility. These are typically when our logotype needs to appear below the minimum size (30mm / 160 pixels wide).

In these situations we use a shorthand version of our logotype, which we call our monogram. It consists of two elements; the IET lettering and the equals graphic device. Always use the artwork available. Different colour versions are available.

Examples include digital applications such as a social media profile picture, favicon icon or a 'skyscaper' banner, or small printed applications such as small items of merchandise.

Minimum size

It is important that people can see our monogram clearly across all our communications. Wherever possible, please observe the minimum size detailed opposite.

Monogram

Minimum size (width)

8 mm / 30 pixels

Example of use

Our brand

Colour palette
Overview

Our colour palette is vibrant and diverse, carefully chosen to provide flexibility and variety. We do not colour code, or use colour to signify subject areas or specialisms.

All our colours are important, but some have specific roles within our communications hierarchy:
– The purple pairing is our default colour pairing, and used for all tier 1 communications.
– We also use the blue, green and orange pairings for tier 2 communications.

Black is only used for small type, such as text in a brochure or on our website.

Tertiary palette
Tints of our colour palette can be used as background colours or for colours within infographics and charts and graphs. Where possible, keep to values of 80%, 60%, 40% and 20%.

Paper stocks
When printing, whether litho or digital, our preferred paper stocks are: Claro Silk (coated) 170 gsm and 300 gsm, and Arcoprint 1 EW (uncoated) 170 gsm and 300 gsm. Please choose the most appropriate stock for your application.

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White
CMYK 0/0/0/0
RGB   255/255/255
HEX   #FFFFFF

(Greyscale logo only)
Pantone®425 C
CMYK 0/0/0/40
RGB   155/155/155
HEX   #9b9b9b

Black
CMYK 0/0/0/100
RGB   0/0/0
HEX   #000000

80%	60%	40%	20%

Purple pairing

Bright Purple
Pantone® 2081 C
CMYK 46/67/0/0
RGB   156/103/168
HEX   #9C67A8

Dark Purple
Pantone® 519 C
CMYK 65/95/9/40
RGB   79/27/89
HEX   #4F1B59

80%	60%	40%	20%	80%	60%	40%	20%

Blue pairing

Bright Blue
Pantone® 306
CMYK 80/0/5/0
RGB   35/188/225
HEX   #22BBE0

Dark Blue
Pantone® 2955
CMYK 100/60/10/48
RGB   0/58/102
HEX   #003A66

80%	60%	40%	20%	80%	60%	40%	20%

Green pairing

Bright Green
Pantone® 2292
CMYK 43/0/92/0
RGB   170/200/30
HEX   #AAC81E

Dark Green
Pantone® 567
CMYK 98/33/69/72
RGB   16/50/43
HEX   #10322B

80%	60%	40%	20%	80%	60%	40%	20%

Orange pairing

Bright Orange
Pantone® 158
CMYK 0/62/95/0
RGB   238/117/32
HEX   #EE7520

Dark Orange
Pantone® 1815
CMYK 16/97/91/54
RGB   103/31/32
HEX   #671F20

80%	60%	40%	20%	80%	60%	40%	20%

Colour palette
Colour pairings

Pairings

Our colour palette is organised into four colour pairings; purple, blue, green and orange. Our colour combinations should not be mixed.

Only use one pairing on any one piece of communication. The only exception is when we need more than two colours for navigational colour coding or for use in charts and graphs.

Usage

We have a flexible approach to colour use. Use any one of the colour pairings, but keep to one pairing for any one singular design, for example a spread or front cover. See examples opposite for guidance.

Pairings

Purple pairing

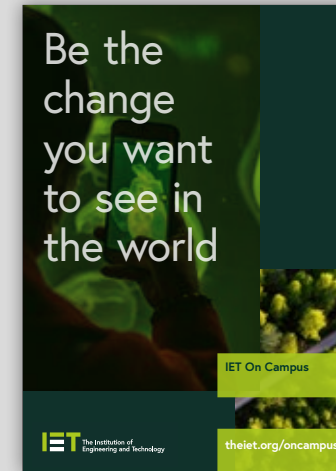**Blue pairing**

Green pairing

Orange pairing

Examples of incorrect colour usage

Be the change you want to see in the world

IET On Campus

IET The Institution of Engineering and Technology

theiet.org/oncampus

Engineering Open House Day

Ever wondered what it's like to work in engineering and technology?

Join us on 26 July 2019 and find out how you could engineer a better world.

Partner News

Assume again

Bedfordshire and Hertfordshire Network

© The Institution of Engineering and Technology
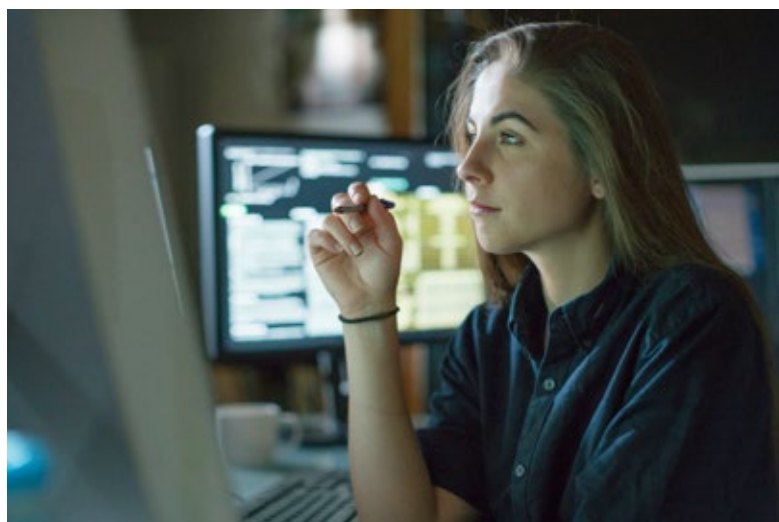
Photography
Overview

Photography is an integral part of our brand. We use it to bring stories to life and demonstrate how we are inspiring, informing and influencing our communities.

Key principles for all photography

– Capture engaging, natural, everyday moments

– Reflect the diversity of both the engineering community and the world at large

– Always have a clear subject and focal point

– Ensure large areas of clear space, to keep layouts uncluttered

– Wherever possible use natural lighting

– Generally use colour photography, with a desaturated tone

– It's not compulsory to use imagery of our members

Note

If using any photography from outside of our image library, please make sure you have permission to use any images – especially concerning minors.

Photography
Don'ts

We work towards the highest level of service and professionalism, and we want our photography to express this.

Here are some examples of things to avoid when sourcing, commissioning and implementing our photography.

Don't use imagery that feels staged and unnatural.

Don't crop an image of a person so much that you can't see their face.

Don't use busy imagery without a single point of focus.

Don't overuse cut-out people, and never use on a white background.

Don't use black and white photography without approval from Corporate Marketing.

Don't over-use stereotypical engineering images, such as people in hard hats.

Don't use imagery with poor lighting.

Don't add unnatural effects.

Don't use obvious digital compositions.

Our brand architecture

Endorsement badges
Accreditation, Partnerships & Awards

We have a range of logotype lock-ups that can be used to denote the relationship of our Accreditations & Approved Schemes, the relationship of our award winners/sponsors, and Academic, Corporate or Enterprise partners.

Usage
All endorsement badges should be used to promote it's specific area. Use with the relevant accompanying text as provided by the appropriate team.

If you require a print and/or digital version of one of the following endorsement badges please get in touch, following the details below.

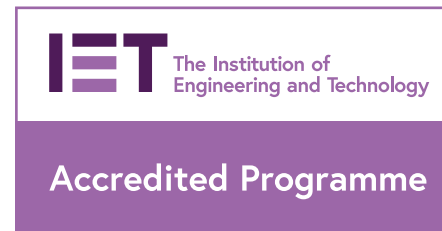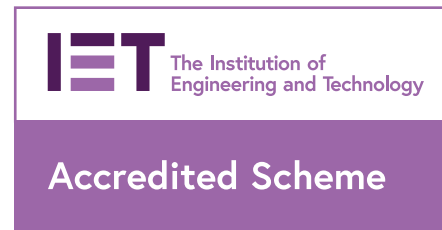**Accreditation badges**
Please contact the Accreditation team

Partnership badges
Please contact your Account Manager

Awards badges
Please contact **awards@theiet.org**

Accreditation badges

IET The Institution of Engineering and Technology
Accredited Scheme

IET The Institution of Engineering and Technology
Accredited Programme

IET The Institution of Engineering and Technology
Approved Scheme

Partnership badges

IET The Institution of Engineering and Technology
Academic Partner

IET The Institution of Engineering and Technology
Corporate Partner

IET The Institution of Engineering and Technology
Enterprise Partner

Award badges

IET The Institution of Engineering and Technology
Achievement Awards
Sponsor 2019

IET The Institution of Engineering and Technology
Innovation Awards
Winner 2019

IET The Institution of Engineering and Technology
Young Woman Engineer of the Year Awards
Finalist 2019

Our brand elements

Who to contact for further help

For any questions or queries about our brand, please get in touch using the following details.

Using our Brand Enquiries email address, please direct your questions and queries to one of the following people.

Please email
brandenquiries@theiet.org

The Institution of
Engineering and Technology
Michael Faraday House
Six Hills Way
Stevenage
SG1 2AY
United Kingdom

Chris Hird
Graphic Design
T   +44 (0) 1438 765 628

Design, layout, colour, imagery and related graphical enquires.

Simon Timmis
Head of Brand, Digital and Impact Marketing
T   +44 (0) 1438 767 417
M   +44 (0) 7710 320 764

High-level brand implementation, strategy and decisions, products, and services.

Natalie Boon
Marketing Campaign Manager
T   +44 (0) 1438 767 277
M   +44 (0) 7710 724 454

Corporate marketing, products and services, awards, advertising, and other queries.

Contact information

List of updates

This page highlights the main updates from the previous version of the guide:
Mini Brand guidelines September 2019 V1.

What's new

05	Dark purple background logo amended
06-07	Examples updated
11	Note added
12-13	Examples updated

We update our guidelines periodically to keep you up-to-date with our brand evolution.
Please ensure you are working to the most current version of our guidelines.
Contact the team at <u>brandenquiries@theiet.org</u> if you have any queries, see p16 for more information.

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Contact information

London, UK
T   +44 (0)20 7344 8460
E   faradaycentre@ietvenues.co.uk

Stevenage, UK
T   +44 (0)1438 313311
E   postmaster@theiet.org

Beijing, China*
T   +86 10 6566 4687
E   china@theiet.org
W   theiet.org.cn

Hong Kong SAR
T   +852 2521 2140
E   infoAP@theiet.org

Bangalore, India
T   +91 80 4089 2222
E   india@theiet.in
W   theiet.in

New Jersey, USA
T   +1 (732) 321 5575
E   ietusa@theiet.org
W   americas.theiet.org

@TheIET

theiet.org