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Please note:
These guidelines cover IET Faraday® specific communications only.

For IET Education communications, or any of our masterbrand or other endorsed brands or sub-brands (such as IET Inspec, IET Venues etc), please contact our marketing team for their separate guidelines.

For more detail on our tone of voice, please see 'IET: Finding your voice’ guidelines.

For our writing principles, please refer to the IET writing rules and guidance.

These are all available on our branding and corporate marketing page

Sponsors:
Please follow the brand guidelines of the sponsors when using their logos on these materials.
Here you see a summary of the core brand elements that make up our visual identity.

Each element is described in more depth in these guidelines.

**Logotypes**

- IET: The Institution of Engineering and Technology

**Colours**

- Purple
- Pink
- Blue
- Green
- Black
- Red

**Fonts**

- Europa Light
- Europa Regular
- Europa Bold

**Equals graphic device**

**Photography**

**Iconography**
Logotype

Our 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. Always use the master artwork available.

Our logotype is shown here. It should be used for all IET Faraday® communications. Additional logotype versions are also available in different colour combinations.

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.

© The Institution of Engineering and Technology
White is our preferred background colour, but there will be situations where colour backgrounds are more appropriate to your communications.

### 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.

### 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
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 ‘skyscraper’ 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.

Minimum size (width)
8 mm / 30 pixels

Example of use
Animated 300x250 Banner

Animated 300x600 Banner
Signifier and tab device

For all IET Faraday® materials, the Education signifier should be used in the position and format shown on this page.

When a distinction needs to be made between Primary and Secondary levels, a tabbing device along the top of the 'Education' signifier is used. This follows the colour used in the logo, and aligns with the signifier text as shown below.

Signifier colour
On light or bright colour backgrounds, the colour of our Education signifier is white.

On dark colour backgrounds, the colour of our Education signifier is white.

The 'Education' signifier should sit on the same baseline as the logotype.

It should always be right aligned to the grid on the right hand side of the application.

The width of the signifier should be approximately that as 'The Institution of' line of text from the IET logo.
Equals graphic device
Overview

Our equals graphic device represents the result of our impact on our community and the wider world. It can be used in an active way by linking to a message or headline, or in a more graphic way to hold headlines or be part of a design composition. Primarily use the brighter colours for the equals graphic device and always use the master artwork.

We use the equals graphic in four ways:

1. **Part of the messaging**
   Use as part of a lock-up with a headline, e.g. IET equals developing fresh perspectives.

2. **Holding device for type**
   Use to hold a headline or message.

3. **Colour filter over image**
   Use ‘Bright’ versions of the graphic device at much larger sizes by ‘multiplying’ them over an image, which allows the image to show through rather than obstruct it. Don't multiply a dark coloured equals graphic device over an image.

4. **Interact with image**
   Use as a playful element interacting within an image, either appearing behind or in front of a cut-out element within a photograph.

**Size and positioning**

We take a flexible approach to the size and positioning of the equals graphic device. Please refer to the examples on this page for guidance. For proportions, see next page.

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Our equals graphic device is a central element of our brand, so please take care when you use it. Here are a few things to avoid.

**Don't use non-IET background colours.**

**Don't separate the elements.**

**Don't recreate any of the elements.**

**Don't recreate using non-IET colours.**

**Don't rotate the equals graphic device.**

**Don't use the full ‘E’ from the logotype.**

**Don't add special effects.**

**Don't place in containing shapes.**

**Don't crop the equals graphic device.**

**Don't use non-IET background colours.**

**Don't mix colours in the equals graphic device.**

**Don't obscure imagery, unless using the ‘colour filter’ overlay.**

**Don't fill any part of the graphic device with imagery.**

**Proportional calculation**

When you have to create our equals from scratch.

Bar dimensions: $W \div 3.33 = H$

Bar distance: $H \times 0.75 = Y$

Define your required width for the graphic. Divide your width by 3.33 to calculate the height of the bar.

Make a copy of this bar so you have two bars.

To calculate the distance ($Y$) between the two bars, take the height of the bar, multiply it by 0.75. Space your bars to the appropriate distance.
Fonts
Primary and system

Primary font
Europa is our primary brand font. It has been chosen for its high level of legibility and open proportions.

Europa is available to all design professionals using Adobe Creative Cloud through Adobe Fonts.

Europa should be used in light, regular and bold weights.

System font
There will be occasions when Europa is not available and you will need to use a system font instead, for example in Microsoft Office applications. In these instances, please use Arial instead of Europa.
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.

### Colour palette Overview

<table>
<thead>
<tr>
<th>White</th>
<th>Bright Blue</th>
<th>Dark Blue</th>
<th>Bright Green</th>
<th>Dark Green</th>
<th>Orange pairing</th>
<th>Purple pairing</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 0/0/0/0</td>
<td>CMYK 80/0/5/0</td>
<td>CMYK 100/60/10/48</td>
<td>CMYK 43/0/92/0</td>
<td>CMYK 98/33/69/72</td>
<td>CMYK 0/62/95/0</td>
<td>CMYK 65/95/9/40</td>
</tr>
<tr>
<td>RGB 255/255/255</td>
<td>RGB 35/188/225</td>
<td>RGB 0/58/102</td>
<td>RGB 170/200/30</td>
<td>RGB 16/50/43</td>
<td>RGB 238/117/32</td>
<td>RGB 79/27/89</td>
</tr>
<tr>
<td>HEX #FFFFFF</td>
<td>HEX #22BBE0</td>
<td>HEX #003A66</td>
<td>HEX #AAC81E</td>
<td>HEX #10322B</td>
<td>HEX #EE7520</td>
<td>HEX #4F1B59</td>
</tr>
</tbody>
</table>

**Note**

Please always double check you have the correct purple colour codes in your document, as these have evolved since our January 2019 brand launch.
IET Faraday® Challenge Days
– Each illustration uses only one of the brighter or darker colours
– The colour used for the equals device is the same as the brighter colour in the logo being used
– The background is always white
– No tints of the colours are used

Colour usage and application example

© The Institution of Engineering and Technology
Our colour palette is vibrant and diverse, carefully chosen to provide flexibility and variety.

We've ensured all the following colour combinations pass AA accessibility standard.

What is accessible for Headings and Paragraph body copy can differ, due to contrast ratio. In order to provide flexibility and vibrancy, headings can use the alternative colour from a pairing to help differentiate a heading from black or white body copy, ie dark purple text on a bright purple background.

However, if the heading and body copy need to be the same colour, always match the heading colour to the body copy colour, so either black or white.

Please do not use any unspecified colour combinations, as they may fail AA standard.

*The World Wide Web Consortium (W3C) is an international community that develops open standards to ensure the long term growth of the web. In their Web Content Accessibility Guidelines (WCAG 2.0) they identify success criteria for presenting content online, A being the minimum, AAA being the maximum.

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Hero photography styles

Within IET Faraday® we use cut-out portrait images of children that feel natural and engaged in learning. They are always looking and interacting with the illustration surrounding them and for main cover imagery/cut-outs, never directly looking at the camera. We use age appropriate children for the primary and secondary.

We use photography that has specifically been taken from the IET Faraday® Challenge Days events.

The background from each of the images has been cut out to allow space for the illustrations.

We ensure all images supplied by the IET feature the correct permissions of use on our artwork.
Here are some examples of things to try to avoid when sourcing and using our photography. Bear in mind that these rules only apply to imagery that appears on main cover pages and hero web pages where children are not directly looking at the camera, but feel engaged in educational activities.

The exception is for inside and secondary level pages on the website and in printed materials, where there will be pictures of young people looking at the camera and celebrating their work.

Always ensure that we have the correct permissions to use the photography. If you have to use this type of imagery, please run it past the brand creative team.

Don't use posed imagery with children looking directly at the camera.

Try to avoid using imagery that feels staged, posed or features children looking directly at the camera for main cover imagery cut-outs, where possible.

Don't use imagery where the people look disengaged.

Don't use imagery that is hard to crop out from the background.
Illustration style

IET Faraday® Challenge Days has a distinctive outlined illustration style.

Illustration content and style
- Illustrations within a scene should feel related, ie part of the same setting, and not a random arrangement of unrelated illustrations
- Illustrations are flat, 2D, vector graphics. There is no perspective in the illustrations
- They use coloured outlines with a white infill
- The weight of the outlined stroke used in the illustrations is consistent throughout the scene

Colour
- Each illustration uses only one of the brighter or darker colours, never a combination of two or more colours
- The colour used for the equals device is the same as the brighter colour in the logo being used
- The background is always white

Arrangement and scale
- Always have a contrast of smaller and larger scaled objects within an illustration
- Small clusters of illustrations help create a balanced and carefully composed scene
- Avoid scattered and sporadic arrangements

Use of equals graphic device
- On hero illustrations the equals device is used as the dominant feature within the scene, filling the width of the page
- The equals device holds all the copy

Note: These examples show hero illustrations (ie for a cover/web landing page). The same principles apply for individual illustrations used at lower levels (ie inside pages/lower level web pages) but with the removal of the equals device.

For smaller illustrations, a 1pt stroke weight is used on a 148x210mm (A5) format
Scale proportionally for different formats

For larger illustrations, a 1.2pt stroke weight is used when on a 148x210mm (A5) format
Scale proportionally for different formats

© The Institution of Engineering and Technology
We work with many different partners*, which means their logos appear alongside ours on a range of materials.

**Implementation**

**Placement, sizing and alignment**

When using a theme partner logo, we follow some general rules to ensure that no logo is too dominant and that sizing/placement reflects the equality of our partnerships.

If you’re using one main partner logo, this should sit in the bottom half of the creative. However, in some cases, the theme partner logo may need to sit top right of the page as per the example shown, and would replace our Education signifier.

Generally, landscape partner logos should be sized to the same width as our IET word-mark. Portrait partner logos should be sized at the same width as the IET monogram on the IET logo size used in that instance.

We sometimes have to consider that this general guidance does not work for some partner logos.

We top align both logos to the document margin. We may allow a partner logo to be centre or bottom aligned, depending on the partner logo and the creative.

*Partner logos indicative only. Please check with IET Education team for the latest partners to be included as necessary.

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Regional partner logos
Placement, sizing and alignment

We work with many different partners*, which means their logos appear alongside ours on a range of materials.

Regional delivery partners
An editable section will be added only into the digital PowerPoint templates, so that regional delivery partners can add their logo into the footer.
All logo placement, sizing and alignment will need to follow as stated on page 17.
The use of files should be as follows - for digital only assets: a PNG file, minimum 72ppi resolution in RGB. For print assets: a .eps or .ai vector file, 300dpi high resolution in CMYK.

Regional delivery partner logo positioning examples

Our IET Faraday® Challenge Days give teams the opportunity to research, design and make prototype solutions to real-world engineering challenges. Students will be introduced to engineering and inspired to think about it as a possible career. They also benefit by developing their practical and employability skills, including team working, problem solving and creative thinking.

IET Faraday® Challenge Days are designed as cross-curricular STEM activity days that are set up and run by our team of STEM professionals at no charge to UK schools.
The top teams from across the UK will be invited to the National Final at the end of the season to compete for a cash prize of up to £1,000 for their school to spend on STEM activities.

*Partner logos indicative only. Please check with IET Education team for the latest partners to be included as necessary.

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Tone of voice
Our charity statement

It is a legal requirement that we have one of the following charity statements featured at the bottom or end of all external facing material.

Implementation
Our charity statement should be styled in Europa Regular, no smaller than 6pt.

On light backgrounds, font colour should be 60% tint of black.

On coloured or dark backgrounds, the statement should be white.

On bright backgrounds, the statement should be black.

Note
Please always double check you have the correct charity statement in your document, as these have evolved since our January 2019 brand launch.

Default from Futures Place:
The Institution of Engineering and Technology is registered as a Charity in England and Wales (No. 211014) and Scotland (No. SC038698).
Futures Place, Kings Way, Stevenage, Hertfordshire, SG1 2UA, United Kingdom.

Charity statement on dark background
The Institution of Engineering and Technology is registered as a Charity in England and Wales (No. 211014) and Scotland (No. SC038698).
Futures Place, Kings Way, Stevenage, Hertfordshire, SG1 2UA, United Kingdom.

Charity statement on bright background
The Institution of Engineering and Technology is registered as a Charity in England and Wales (No. 211014) and Scotland (No. SC038698).
Futures Place, Kings Way, Stevenage, Hertfordshire, SG1 2UA, United Kingdom.
This demonstrates how all the elements – photography, illustration, typography and colour – come together to create a layout within IET Faraday®.

- The portraits of the children are the dominant feature of the layout
- The portraits of the children are always cut out from the background
- The background of the layout should be mainly white
- The illustrations should interact with the portraits so they don’t feel like disconnected elements within a layout
- The illustrations should have an outline style
- The copy is positioned within a clear space in the layout
- The equals device can be incorporated into the illustration where appropriate
Applying our brand

IET Faraday®
IET Faraday®
Brand examples

IET Faraday®
Challenge Days

These are our principles that make up our IET Faraday® Challenge Days collateral, and examples of what they look like:

- uses the distinctive style of illustrations for IET Faraday® Challenge Days
- ensures all the illustrations feel related (in content) to each other
- has a mix of different scaled illustrations
- identifies IET Faraday® Challenge Days clearly in the first line of copy, which is followed by an engaging and inspiring headline
- has all the copy contained in the equals device
- shows the colour of the equals device is the same as the brighter colour used in the logo
- uses the correct photography style for the IET Faraday® Challenge Days category
IET Faraday®
Brand examples

IET Faraday® DIY Challenge Days

These are our principles that make up our DIY Virtual IET Faraday® Challenge digital collateral, and examples of what our digital banners look like.

– digital text colour should always follow our Online digital text accessibility guide shown in our IET Brand Guidelines.
– ensures all the illustrations feel related (in content) to each other
– has a mix of different scaled illustrations
– has an engaging, inspiring headline that feels connected to the photography and illustration
– uses imagery of secondary level age children who are interacting with an illustration
– integrates the equals device within the illustration
Who to contact for further help

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

Please email brandenquiries@theiet.org

The Institution of Engineering and Technology, Futures Place, Kings Way, Stevenage, Hertfordshire, SG1 2UA, United Kingdom.

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

Chris Hird
Senior Graphic Designer
T: +44 (0) 1438 765 628

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

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