



CAS

IEEE CIRCUITS AND SYSTEMS SOCIETY

LOGO SPECIFICATIONS

CLAR

Logo Mark

Our brand is an asset. It is a reflection of who we are and what we value. When properly used, the IEEE CASS brand conveys our culture, personality, and values. In working with constituencies across the organization, we see a shared commitment to the brand. These interactive guidelines exist to create and maintain a unified family of brands so that together, we can ensure that the IEEE CASS brand identity continues to be recognized and respected throughout the world. The cohesive guidelines are provided to ensure consistency in all of your collateral materials; technical and professional information, resources, services, conferences, and publications that reach professionals, students, prospective members, and organizations. Your adherence to these guidelines guarantees the continued integrity and leadership of the IEEE CASS brand in the global technology community.

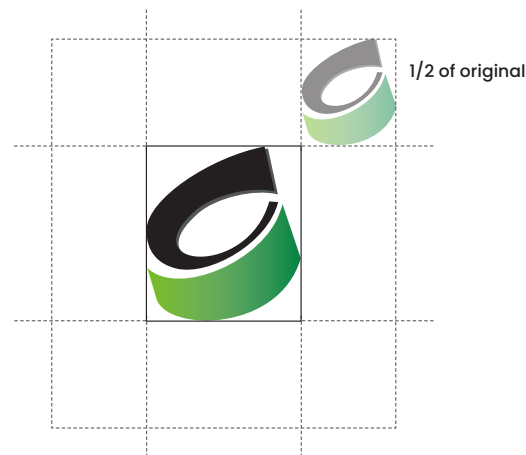




Clear Space

Please use the "C" in logo as a size reference to apply adequate padding for logo.

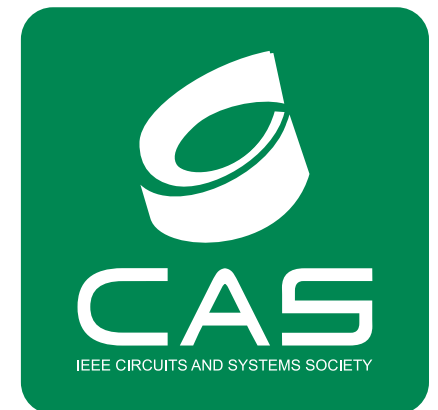
If mark is used with out the text please half the size of mark as reference for adequate padding.



Alternate Variations

The cornerstone of the CASS visual identity is the CASS logo. The CASS logo is instantly recognizable by those within the Circuits and Systems community.

Our brand logo comes in four approved versions. The preferred logo is the “Original Logo”. The alternate variations may be used, when necessary, at the user’s discretion. Alterations from the logo variations provided are not permitted.





Avoid reducing size of full logo
(see previous page for approved versions)



Avoid using logo over busy background



Avoid outlining logo



Do not distort original proportion



Do not respace logo



Do not recolor logo

Logo Usage

The CASS logo should never be altered.

Here are a few examples of what not to do with our logo.

COLOR & IMAGE SPECIFICATIONS

CLAR

Color Specifications

Use these color proportions in any layout or collateral design. Green, black and grey can be used as accent colors in the proportions shown on the right.

Use only white text on core colors as outlined on the right. Do not interchange the use of white text according to preference, as these color combinations are specifically chosen for accessibility.

Pantone 348 C

RGB 0 135 53
CMYK 100 0 85 24
HEX 008752

Pantone 368 C

RGB 122 193 67
CMYK 57 0 100 0
HEX 7ac143

Pantone 425 C

RGB 95 96 98
CMYK 0 0 0 77
HEX 5f6062

Black

RGB 35 31 32
CMYK 0 0 0 100
HEX 231f20

Secondary Colors

Secondary colors should only be used with green Pantone 348 C (hex #008752) in proportion as specified on the right. Do not use secondary colors for text. Use only black or white text as outlined on the right. Do not interchange the use of black and white text according to preference, as these color combinations are specifically chosen for accessibility.

Pantone 348 C

RGB 0 135 53
CMYK 100 0 85 24
HEX 008752

Golden Yellow

RGB 247 196 72
CMYK 3 23 83 0
HEX f7c448

Teal

RGB 0 121 136
CMYK 88 38 40 8
HEX 007988

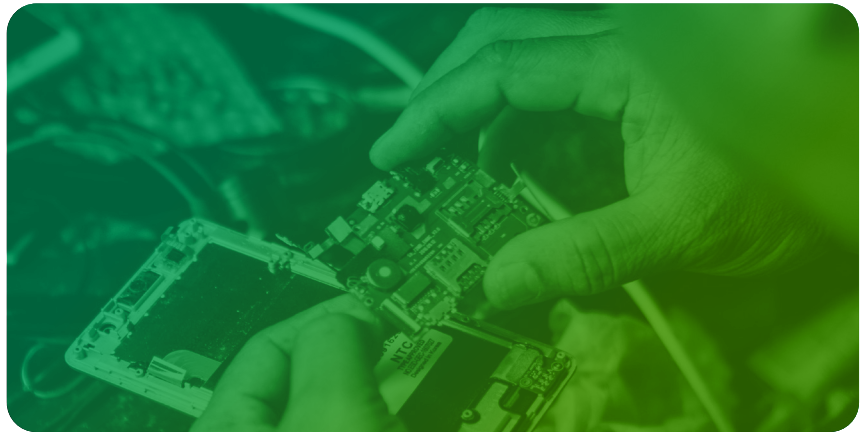
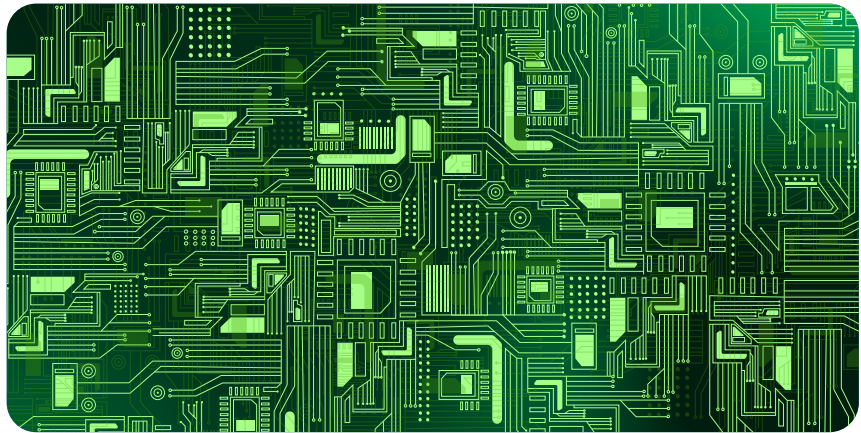
Navy Blue

RGB 34 40 78
CMYK 95 89 40 38
HEX 22284e

Image Specifications

Our background imagery is modern, fresh, and related to Circuits and Systems field, in green tones.

When using photography of a person or group of people always have breathing room with negative space around their head. Avoid cropping heads, hands and feet in a wide shot. And remember, our membership is global, it is important to be inclusive when selecting photos.



TYPOGRAPHY IN USE

CLAR

Poppins Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Voluptat. Tectist, aut veniti omnis dollo que everuptat incipisquam faccum eum ulparum fugit et que vent quamus, conse occum aciaesse volor aut fugit, ulliqua temporeperro magniss iminvel laborep errovit pe ditatem ex endebis similit res si bea que veles volorror autati orero magnam, si utem hitasincimi, nitat esent Eheni conet?

Poppins Semibold

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a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

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Poppins Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Voluptat. Tectist, aut veniti omnis dollo que everuptat incipisquam faccum eum ulparum fugit et que vent quamus, conse occum aciaesse volor aut fugit, ulliqua temporeperro magniss iminvel laborep errovit pe ditatem ex endebis similit res si bea que veles volorror autati orero magnam, si utem hitasincimi, nitat esent Eheni conet?

Typefaces

We use one sans serif for CASS brand-related design materials in three versions: Poppins Regular, Poppins Semibold and Poppins Bold. Poppins Regular is a tried-and-true typeface, designed for legibility and ease of use. Poppins Semibold is used for subheadings. Poppins Bold is used for headings or when our message needs to be loud and confident.



EXAMPLES OF LOGO APPLICATION

Q A

Application of logo



Application of logo



Application of logo


IEEE CIRCUITS AND SYSTEMS SOCIETY

12 Street Name, City
State - Country Name

00 111 123 1234

info@ieee-cas.com

ieee-cas.org

TO 7/1/2021

John Snow
Administration
Incorporation, INC.
123 Street Lane
OR, USA

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Michael Jones
Manager