LOGO SPECIFICATIONS
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.
The CASS logo should never be altered. Here are a few examples of what not to do with our logo.

- 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
COLOR & IMAGE SPECIFICATIONS
## 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.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone 348 C</th>
<th>Pantone 368 C</th>
<th>Pantone 425 C</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>0 135 53</td>
<td>122 193 67</td>
<td>95 96 98</td>
<td>35 31 32</td>
</tr>
<tr>
<td>CMYK</td>
<td>100 0 85 24</td>
<td>57 0 100 0</td>
<td>0 0 0 77</td>
<td>0 0 0 100</td>
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<tr>
<td>HEX</td>
<td>008752</td>
<td>7ac143</td>
<td>5f6062</td>
<td>231f20</td>
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</tbody>
</table>
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.

- **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

- **Pantone 348 C**
  - RGB: 0 135 53
  - CMYK: 100 0 85 24
  - HEX: 008752
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.
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.
Application of logo
Application of logo
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