R10 Workshop on digital branding & user experience for IEEE Websites

Presented by IEEE Staff:

- Daivee Patel, Marketing, Sales, & Design
- Khanh Luu, Member & Geographic Activities

IEEE
Advancing Technology for Humanity

Agenda

- IEEE brand identity & R10 guidelines for digital branding
- IEEE digital & accessibility requirements for webmasters
- Resources for IEEE webmasters and IEEE Region volunteers
  - IEEE Virtual UX Lab
  - IEEE WordPress theme & website templates
  - Website hosting for IEEE entities
  - Domain registration
- Q&A

IEEE Brand Identity

https://brand-experience.ieee.org/guidelines/brand-identity/

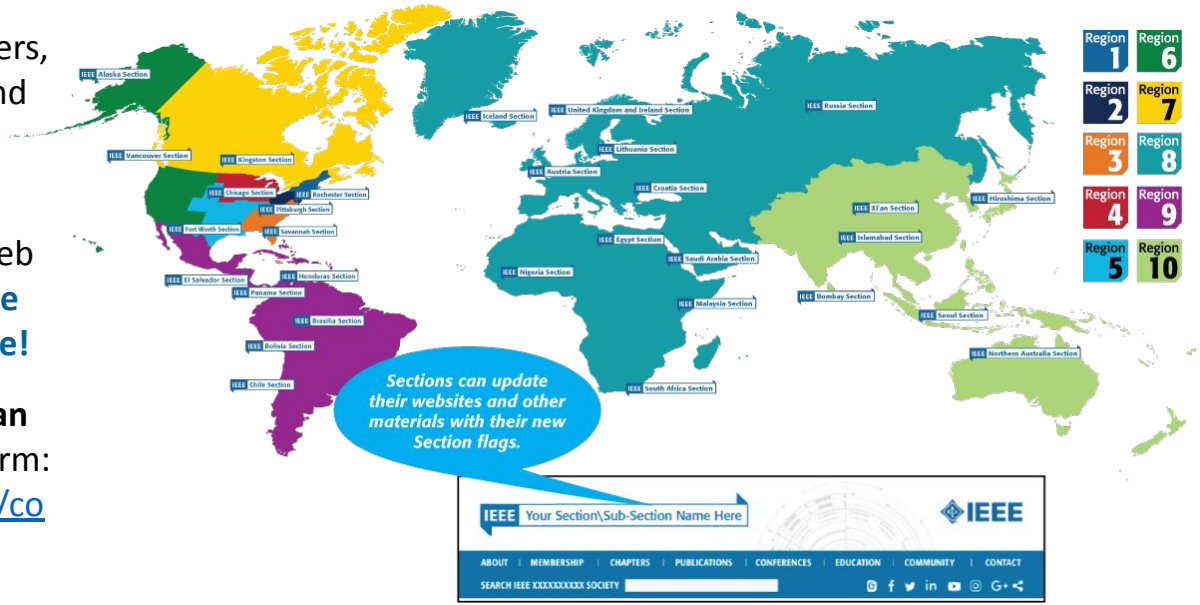
- Important to maintain brand integrity when making use of the IEEE trademarks and brand elements.
- Guidelines were created to unify these diverse communications and to help them to represent IEEE as a focused, forward-looking, dynamic organization.
- **Questions about the IEEE brand can be sent to:** IEEE Brand Inquiries Form: https://brand-experience.ieee.org/contact/brand-inquiries-form/
- **View frequently asked questions:** https://brand-experience.ieee.org/ieee-brand/frequently-asked-questions/#ieeetaglinefaqs
- **Become an IEEE Brand Ambassador:** https://brand-experience.ieee.org/ieee-brand/ieee-brand-ambassador-program/

IEEE

IEEE Geographic Communities Identity Guidelines

https://brand-experience.ieee.org/guidelines/sub-brand-resources/ieee-sections-raise-your-flags/

- Includes brand treatments for IEEE Regions, Sections, Technical Chapters, Student Branches and Chapters, and affinity groups.
- IEEE Sections can now download a Section flag for use on print and web materials. **Raise your flag and unite with IEEE Sections across the globe!**
- **Questions about the IEEE brand can be sent to:** IEEE Brand Inquiries Form: https://brand-experience.ieee.org/contact/brand-inquiries-form/



IEEE Region 10 digital branding

- **Download the IEEE Geographic Community Identity Guidelines for details:** https://brand-experience.ieee.org/guidelines/sub-brand-resources/ieee-sections-raise-your-flags/

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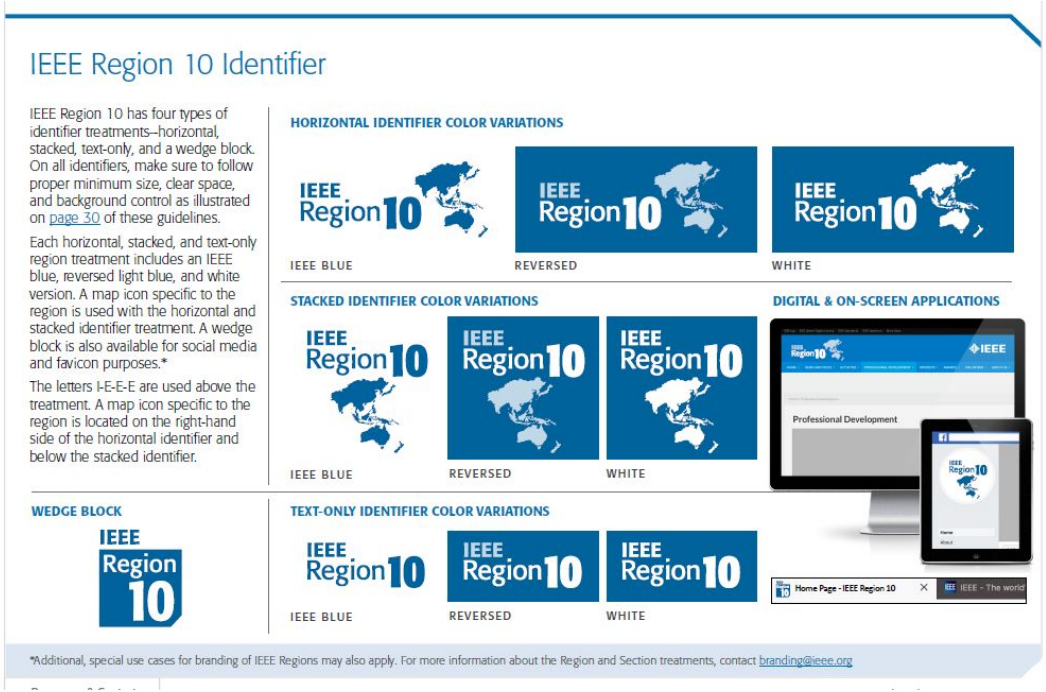


IEEE Region 10 digital branding - examples

Examples in Use

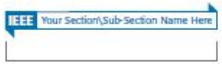
Sub-Brand Architecture and Alignment Group configurations and usage outside of established specifications and guidelines damage the IEEE Brand. Modifications and/or distortions are strictly prohibited.

The IEEE Master Brand can not be manipulated in any way. The kite icon and/or the letters "just the (Univers) IEEE" in the Master Brand should never be used separately or incorporated into any sub-brand marks.

Make sure to follow minimum size/clear space, background control, the Formata/Calibri font rules, and use lock-ups when needing to include the IEEE Master Brand on any digital or print collateral.

CORRECT USAGE

A clear space equal to or greater than the height of the identifier text is required on all sides surrounding all identifiers shown in this document. For digital and on-screen applications, a minimum clear space of ½ the height of the identifier text is allowed.



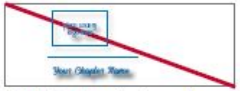
1.5 inches
38.1 millimeters

The minimum width for the IEEE identifiers shown in this document in print and non-screen based applications is 1.25 inches (31.75 millimeters) to ensure that the IEEE identifier is legible.

White IEEE identifier on a dark image (minimal detail in area behind the identifier).

INCORRECT USAGE

Do NOT use unapproved colors that are not in the IEEE color palette. Do NOT use unapproved fonts.



Do NOT apply reflections, glows, outlines, shadows, or other distortions to text.

Do NOT incorporate the IEEE Master Brand or kite icon into any sub-brand.

Do NOT use the old IEEE blue. The approved brand blue (Pantone 3015 or equivalent) should be used.

Do NOT use a busy background image that will interfere with the legibility of the logo.

Do NOT reinvent/recreate/ reimagine the kite of the IEEE Master Brand in any way.

Do NOT use images or graphics as letters in text.

Do NOT stretch or distort the sub-brand to make it fit a particular size or bounding box. Do NOT recreate/ rearrange the templates in any way.

IEEE digital & accessibility requirements for webmasters

https://brand-experience.ieee.org/guidelines/digital/style-guide/global-page-element-and-branding-requirements/

The IEEE Digital Style Guide offers an overview of digital-related requirements and style guidelines for IEEE employees, volunteers, and partners (vendors, consultants, or contract workers) involved in the development or enhancement of IEEE digital sites.

1. Enterprise-Wide Meta-Navigation
2. IEEE Master Brand
3. Site Identifier
4. Footer
5. GDPR Policy Adherence
6. Search Tools
7. IEEE Favicon
8. Accessibility

IEEE digital & accessibility requirements webmasters

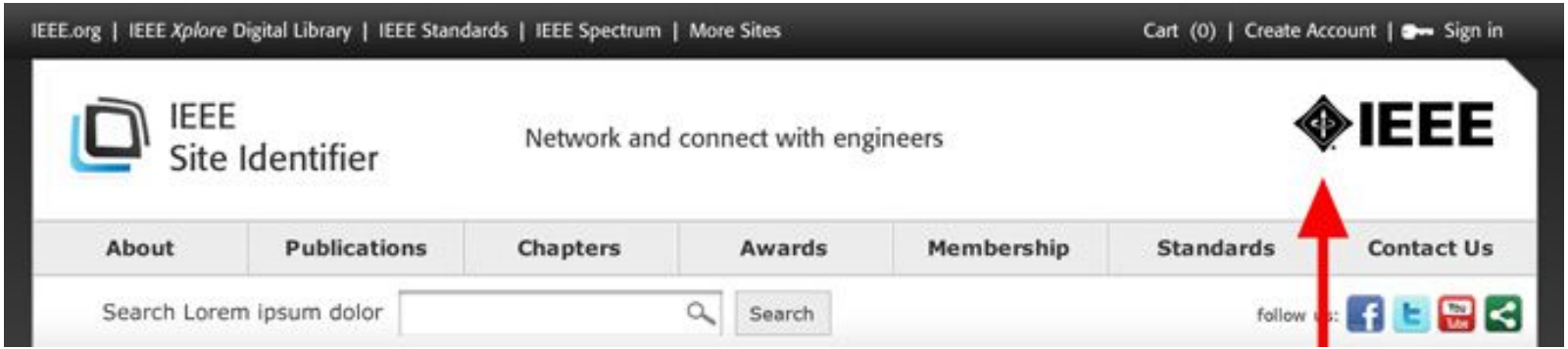
https://brand-experience.ieee.org/guidelines/digital/style-guide/global-page-element-and-branding-requirements/

1. Enterprise-Wide Meta-Navigation

IEEE digital & accessibility requirements webmasters

https://brand-experience.ieee.org/guidelines/digital/style-guide/global-page-element-and-branding-requirements/

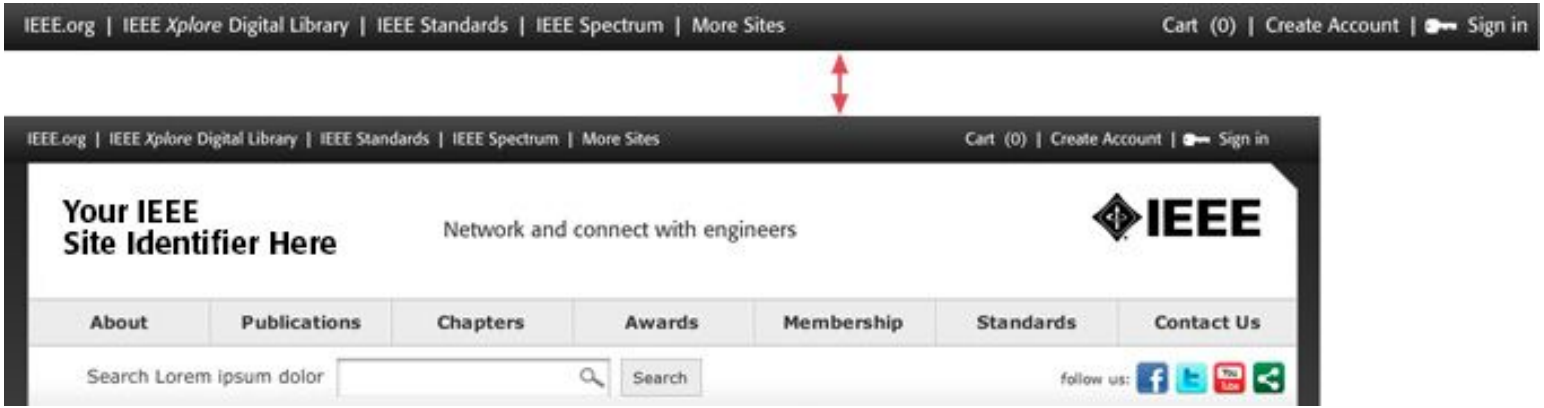
2. IEEE Master Brand



IEEE digital & accessibility requirements webmasters

https://brand-experience.ieee.org/guidelines/digital/style-guide/global-page-element-and-branding-requirements/

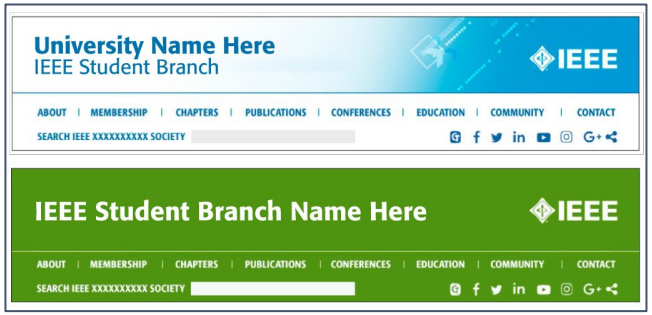
3. IEEE Site Identifier



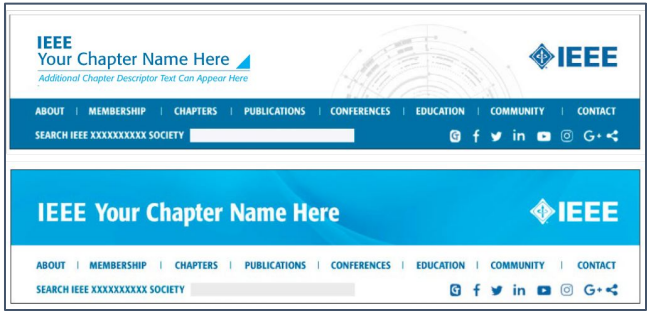
IEEE digital & accessibility requirements webmasters

3. Site identifiers - for IEEE entities

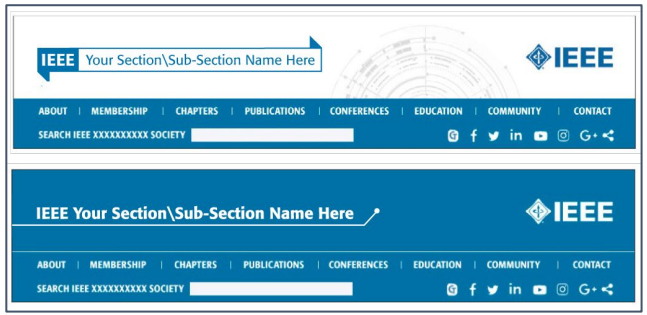
University & Student Branch identifiers



Chapter identifiers



Section & sub-section identifiers



- **Download the IEEE Geographic Community Identity Guidelines for details:** https://brand-experience.ieee.org/guidelines/sub-brand-resources/ieee-sections-raise-your-flags/
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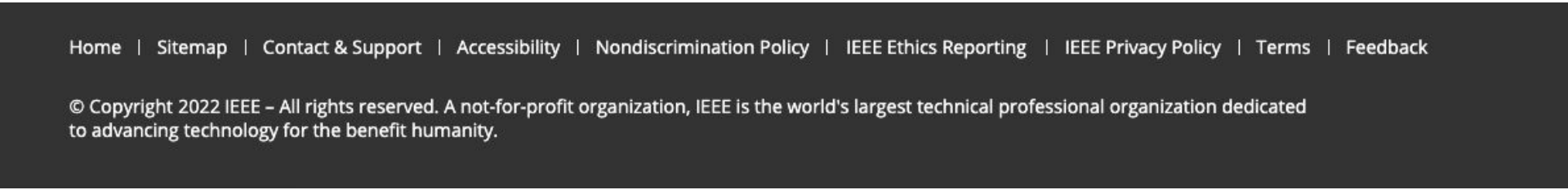
IEEE digital & accessibility requirements webmasters

https://brand-experience.ieee.org/guidelines/digital/style-guide/global-page-element-and-branding-requirements/

4. IEEE Footer



- Download an HTML sample of the IEEE footer code (ZIP, 1 KB)

IEEE digital & accessibility requirements webmasters

https://brand-experience.ieee.org/guidelines/digital/style-guide/global-page-element-and-branding-requirements/

5. GDPR Policy Adherence

Sites may not have a unique privacy policy unless it is more restrictive than the IEEE Privacy Policy. In these instances, permission for an exception must be approved by the IEEE Privacy Officer. **Review the IEEE privacy policy.**

- **Learn more about the IEEE privacy policy through the FAQ section of the IEEE Support Center**
- Questions related to the IEEE Privacy Policy should be emailed to the IEEE Privacy Officer at **privacy@ieee.org**.

IEEE cookie banner: In order to comply with the European Union (EU) regulation called the General Data Protection Regulation (GDPR), site managers must implement a banner to their websites that outlines our policy on cookie collection.

- **Instructions and support tools to apply the cookie banner**

IEEE digital & accessibility requirements webmasters

https://brand-experience.ieee.org/guidelines/digital/style-guide/global-page-element-and-branding-requirements/

6. Search Tools

Search tools help users find content on a site through the use of a search engine that indexes the content on the site. This tool is most useful when users do not want to browse for content or are unable to find content via browsing.

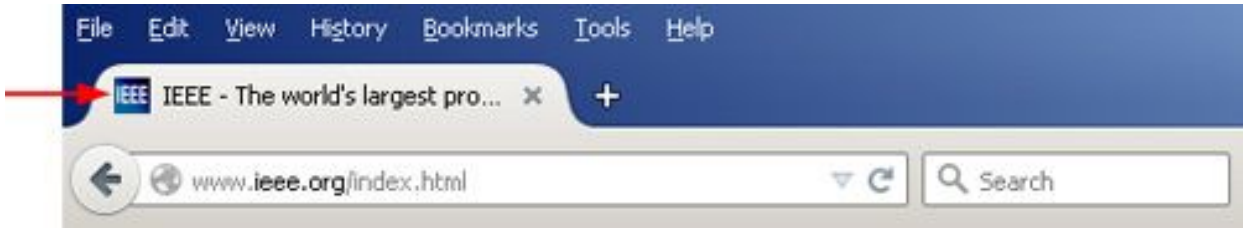
- **Check IEEE guidelines for search design & accessibility compliance**

  https://brand-experience.ieee.org/guidelines/digital/style-guide/global-page-element-and-branding-requirements/#searchtools

IEEE digital & accessibility requirements webmasters

https://brand-experience.ieee.org/guidelines/digital/style-guide/global-page-element-and-branding-requirements/

7. IEEE Favicon



- The IEEE favicon (short for "favorites icon") is a square icon that appears in the address bar for browsers, browser tabs, app icons within mobile and tablet devices, and browser bookmarks as an identifier for an IEEE web page.
- All official IEEE sites are required to use the IEEE favicon, or an approved IEEE sub-brand favicon, as a way to improve user experience and leverage the IEEE brand.
- **Download the IEEE favicon file set (ZIP, 108 KB)**

IEEE digital & accessibility requirements webmasters

https://brand-experience.ieee.org/guidelines/digital/style-guide/global-page-element-and-branding-requirements/

8. Accessibility

Digital accessibility is the ease with which people with disabilities (physical, cognitive, or technological) can understand, navigate, interact with, and contribute to digital experiences.

All IEEE sites must, at a minimum, comply with Section 508 (29 U.S.C. ‘ 794d) and Web Content Accessibility Guidelines (WCAG) 2.0, Level A. If complete compliance has not yet been reached, you must have a project plan to obtain completion and be actively working to complete it within a reasonable amount of time.

IEEE digital publishers are encouraged to deliver content at higher accessibility levels (Level AA or Level AAA) whenever possible. **View Web Content Accessibility Guidelines (WCAG) 2.0, Level A**

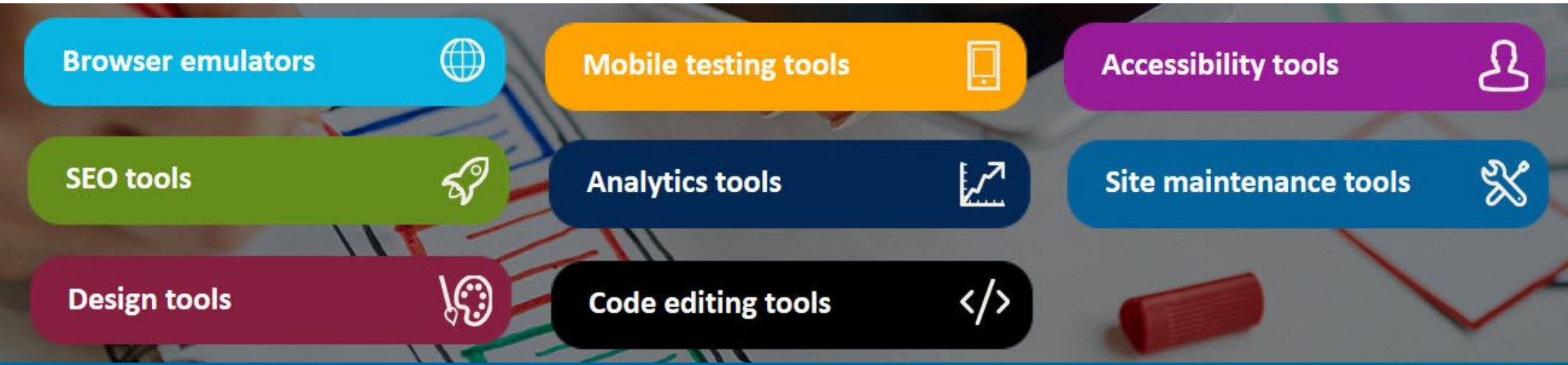
Resources for webmasters and Region volunteers

IEEE Virtual User Experience (UX) Lab

- FREE online tools for IEEE webmasters
- Test digital content virtually
- Design resources to enhance web content
- Collaboration opportunities with the Experience Design team on website maintenance efforts

Visit the IEEE Virtual UX Lab:
https://brand-experience.ieee.org/templates-tools-resources/virtual-ux-lab/

Please note: *The tools listed on this page are recommendations and not mandatory to use.*



Marketing templates for print & digital use

Pre-branded, self-serve templates

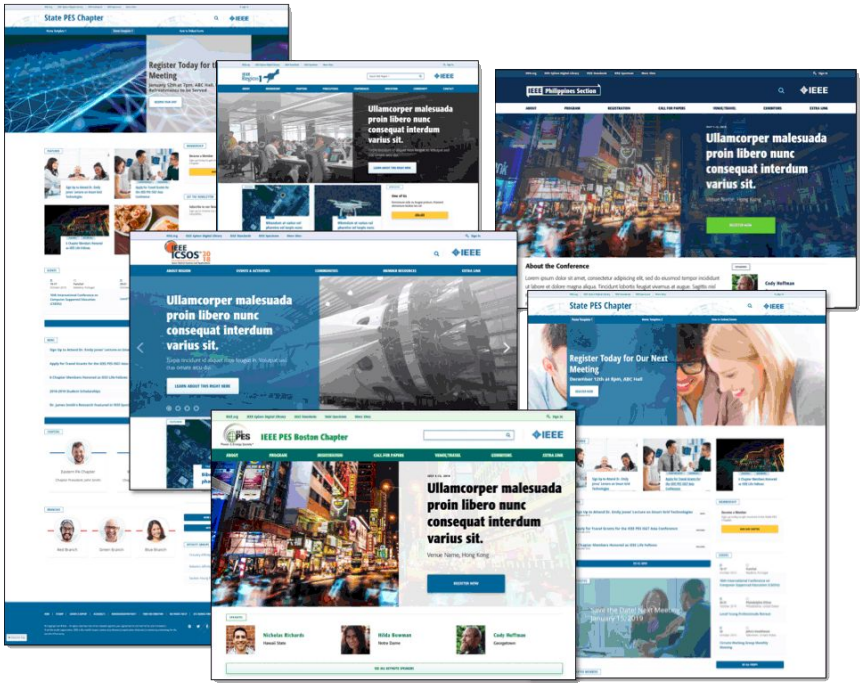
- **Print Templates** Access branded certificates, name badge templates, editable postcards, promotional items and giveaways, report templates, flyers and posters, event and trade-show components.
- **Digital Templates** Access email banner templates, email templates, the icon library, the online course template, PowerPoint templates, report templates, and visual backgrounds for video conferencing tools.
- **Promotional Advertising** Find general-use print ads, sub-brand print ads, general-use web ads, sub-brand web ads, and house ad templates.
- **Social Media Toolkit** Before getting started with any IEEE-associated social media page, ensure that you are familiar with the IEEE Social Media Guidelines.

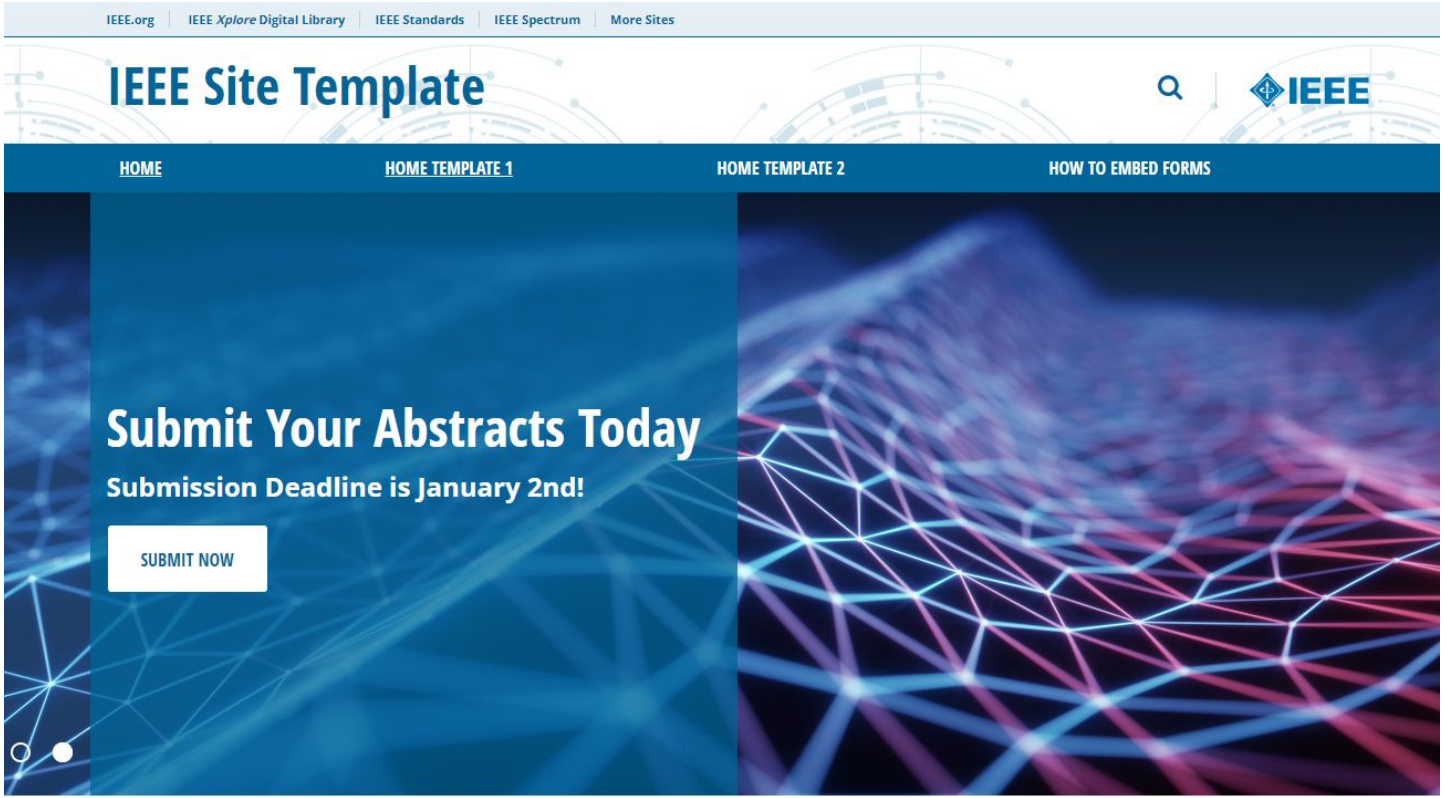
View these resources on the IEEE Brand Experience website:
https://brand-experience.ieee.org

IEEE WordPress Theme

Self-serve website templates available

- Easily customized by in-house staff expertise or contractors
- Significantly reduce the price for website design and development
- Offer a very wide range of design and content options
- Meet brand-compliance standards
- For IEEE Organizational Units (OUs) that request web hosting from IEEE, it is not necessary to download the IEEE WordPress theme. A website template with the theme enabled would be copied over to their website during the account-setup process.
- **Templates can be requested at** https://brand-experience.ieee.org/templates/website-templates/

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Submit Your Abstracts Today
Submission Deadline is January 2nd!
SUBMIT NOW

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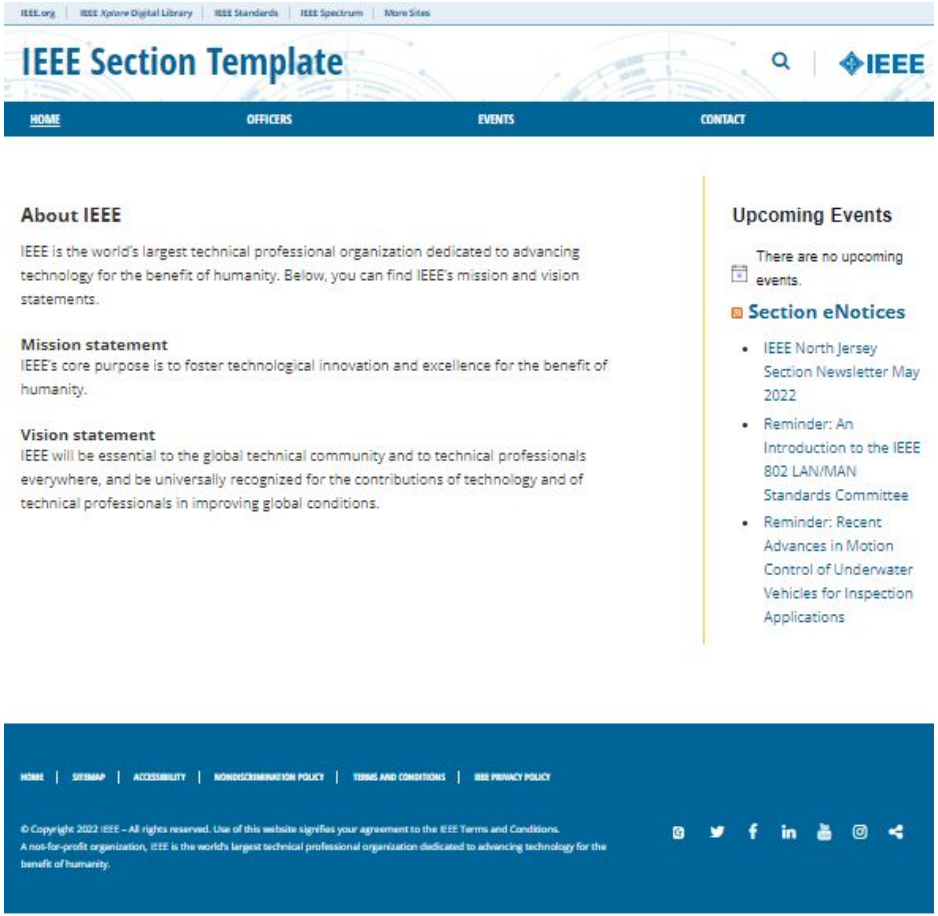
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Mission statement
IEEE's core purpose is to foster technological innovation and excellence for the benefit of humanity.
Vision statement
IEEE will be essential to the global technical community and to technical professionals everywhere, and be universally recognized for the contributions of technology and of technical professionals in improving global conditions.
Upcoming Events
There are no upcoming events.
Section eNotices
IEEE North Jersey Section Newsletter May 2022
Reminder: An Introduction to the IEEE 802 LAN/MAN Standards Committee
Reminder: Recent Advances in Motion Control of Underwater Vehicles for Inspection Applications
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A not-for-profit organization, IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity.

IEEE vTools WebInABox

Simple, automated website service

- IEEE OUs without webmasters can sign into the IEEE vTools WebInABox service with their IEEE Accounts and use the wizard to create a simple, automated website that includes an officers page, a calendar page, other units page (links) and a file repository.
- To get started, visit https://webinabox.vtools.ieee.org/ and click on the “Sign in” link at the top right corner.
- Events on the Calendar page are fed by vTools Events. To add a new event to the Calendar page, you would need to create a new event at https://events.vtools.ieee.org/

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WEBINABOX

IEEE

HOME CALENDAR OFFICERS OTHER UNITS LINKS

Welcome, Khanh Luu

Indonesia Section Joint Chapter, GRS29/AES10

Indonesia Section
IEEE AESS / GRSS Chapter

WELCOME

The Joint Aerospace & Electronics System Society and the Geoscience & Remote Sensing Society were approved to be established in Indonesia by the IEEE in May 2013. This joint chapter becomes a platform for members interested in Aerospace & Electronics as well as Geoscience & Remote Sensing.

We held various technical meetings including symposiums, conferences, seminars, workshops, tutorials, and so forth. Within a year there are one or two major engineering meetings, two tutorials, member gathering, and also member meetings for the election of the board. We also conduct international conferences independently or together with other chapters or with other national organizations such as the National Institute of Aeronautics & Space (LAPAN), Agency For The Assessment And Application Of Technology (BPPT), and also with other national professional organization.

Since 2013, 2014, 2015, 2018, 2019 we conduct several activities such as conferences, tutorial, workshops, etc. and four successful ICARES conferences which already published in IEEE XploreÂ® No. 7001437, 7429454, 8525355, and 8897536

In 2020, due to COVID-19 situation, we would like to announce that we will postpone the 5th IEEE International Conference on Aerospace Electronics and Remote Sensing Technology (ICARES) as a â€œlarge conferenceâ€□ under cooperation with National Institute of Aeronautics & Space (LAPAN) Indonesia at the end of 2021. This event becomes a large conference since the theme will be specifically on â€œSatellite Communication Constellation for Low Data Rate, especially for Disaster Mitigation Supportâ€œ. We hope that this event will be attended by Satellite experts, engineers, and practitioners around the world and could result in a recommendation for satellite development in Indonesia.

The event will be hosted in Bali, 2021. Stay tuned

Stay Healthyâ€¦and Looking forward to your active participationâ€¦

Dr. Arifin Nugroho,
Chair of Indonesia Section IEEE AESS/GRSS Chapter

Announcements RSS

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Date
Event Title
Speaker(s)
16 Jun 2022 08:00 PM
EXCOMM Weekly Meet
22 Nov 2022 08:00 AM
IEEE Creative Communication and Innovative Technology (ICCIT 2022)

CALENDAR

Date	Event Title	Speaker(s)
16 Jun 2022 08:00 PM	EXCOMM Weekly Meet	
22 Nov 2022 08:00 AM	IEEE Creative Communication and Innovative Technology (ICCIT 2022)	

Domain registration

https://brand-experience.ieee.org/guidelines/digital/site-registration-form/

- IEEE will register and manage domains for IEEE entities
- Domains should be in the format of ieee-myorgunit.org, or ieeemyorgunit.org. For example, ieee-pes.org
- **See domain naming guidelines for IEEE entities:** https://docs.google.com/document/d/11L95pl4W91Ishlhz5im6IZxWRbz3eGl6fPqkj3EuYtc/edit
- **To request a domain or submit questions on domain naming, visit:** https://brand-experience.ieee.org/guidelines/digital/site-registration-form/

Some websites using the IEEE WordPress Theme

- https://cn.ieee.org/
- https://r10.ieee.org/bangalore-pes/
- https://r10.ieee.org/beijing-wie/
- https://r10.ieee.org/bombay-wie/
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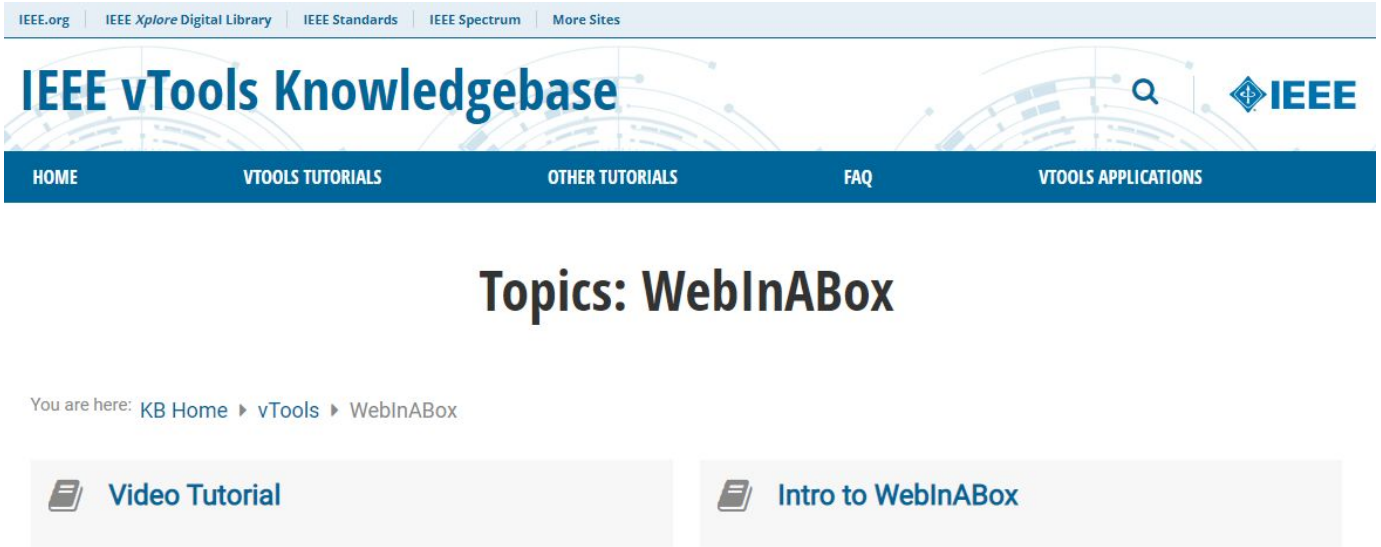
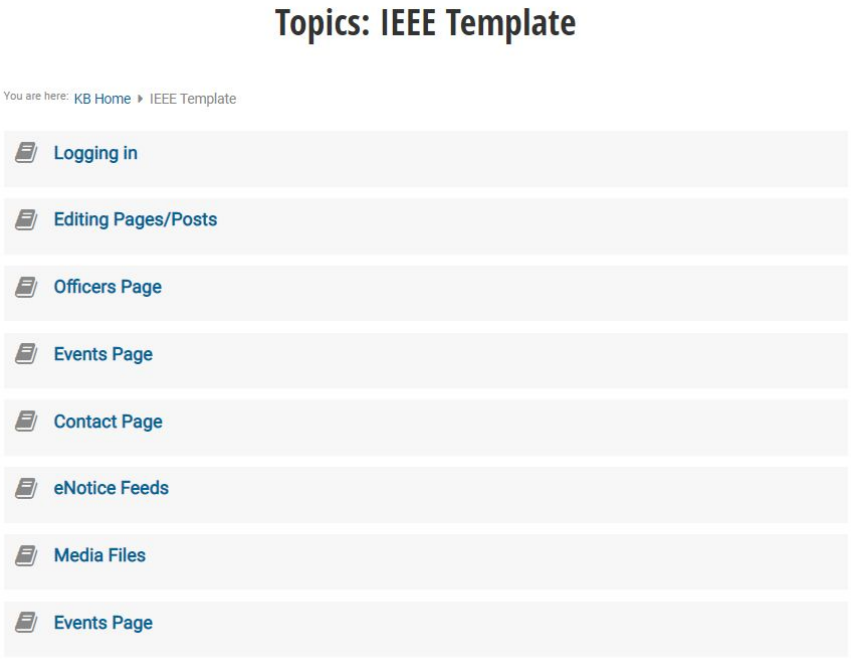
IEEE vTools WebInABox Tutorials

https://go.ieee.org/vtools-webinabox



IEEE WordPress Template Site Tutorials

https://go.ieee.org/ieee-template-tutorial



Q & A

Contact information:

IEEE Experience Design Team Contact Form:
https://brand-experience.ieee.org/contact/exd-contact-form/

IEEE Brand Inquiries Form:
https://brand-experience.ieee.org/contact/brand-inquiries-form/

IEEE Entity Hosting:

https://site.ieee.org/

ewh-webmaster@ieee.org

View these resources on the IEEE Brand Experience website:
https://brand-experience.ieee.org

Thank you for having us!