



IEEE Signal Processing Society Identity Guidelines

Sub-brand of IEEE
signalprocessingsociety.org

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THIS IS AN INTERACTIVE DOCUMENT: The table of contents section, tabs at the top and bottom of each page, as well as the page callouts throughout the document are all “clickable” so that you can navigate to that corresponding section and/or page.

Welcome to IEEE Signal Processing Society

Founded as IEEE's first society in 1948, **IEEE Signal Processing Society** is the world's premier association for signal processing engineers and industry professionals. Engineers around the world look to the Society for information on the latest developments in the signal processing field, connecting them to a membership base and dynamic global community of academics, industry professionals, and students spanning more than 120 countries.

The Society organizes dozens of conferences and workshops around the world every year and sponsors numerous archival journals, highlighting both the research and innovations shaping the future of signal processing and the future of our world.

SPS members have the opportunity to volunteer across a breadth of areas within society activities, including publications, conferences, membership, and more. Chapters and Student Branch Chapters serve members at the local level, connecting members through events and collaboration to shape what's next in signal processing. The Society also oversees publication of numerous periodicals, including *IEEE Signal Processing Magazine* and the *Inside Signal Processing eNewsletter*.

Join SPS today — visit [SIGNALPROCESSINGSOCIETY.ORG](https://signalprocessingsociety.org) to learn how SPS membership can kickstart your career and connect you with the tools, resources, and network for success.

Brand Elements

To the right are the core elements of **IEEE Signal Processing Society's** brand identity—logo, color specifications, and typography.

LOGO VARIATIONS | [PAGE 5](#)



COLOR SPECIFICATIONS | [PAGE 11](#)



TYPOGRAPHY | [PAGES 13–15](#)

Formata	Adobe Caslon Pro	Calibri	Open Sans	Cambria	Faricy New
abc	abc	abc	abc	abc	abc
ABC	ABC	ABC	ABC	ABC	ABC

IEEE WEDGE ELEMENT | [PAGE 16](#)



IMAGERY | [PAGES 17-18](#)



Logo Variations

IEEE Signal Processing Society
has 2 main logo options.

PRIMARY LOGO

The IEEE Signal Processing Society primary logo should be used in most instances.

LOGO WITH AFFILIATED OR CHAPTER IDENTIFIER

When adding your affiliated IEEE Society, Council, Affinity Group, or Local Chapter Identifier, use the node and line divider. The font for the group name should be Formata or Calibri. The text should be colored Pantone 3015C or equivalent match.

NOTE: No other version of the logo should be used without approval from the IEEE Branding Department.

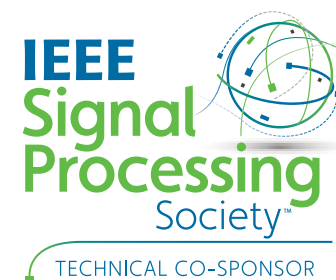
See [page 6](#) for all color variations.

See [page 8-10](#) for usage guidelines.

PRIMARY LOGO

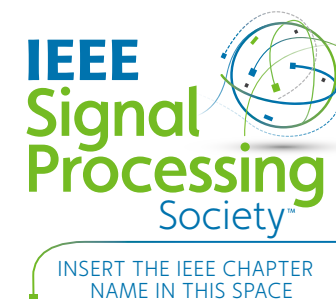


LOGO WITH AFFILIATED IDENTIFIER



FOR USE ONLY BY CONFERENCES OR EVENTS THAT HAVE BEEN
APPROVED BY SPS FOR TECHNICAL CO-SPONSORSHIP

LOGO WITH CHAPTER IDENTIFIER



FOR USE ONLY BY SPS CHAPTERS AND STUDENT
BRANCH CHAPTERS

Color Variations

The **IEEE Signal Processing Society** logo has 3 color variations.

The full color logo should be used in most instances making sure to keep a visible contrast between the logo and color backgrounds.

Black or white logo options are recommended on any applications where the full color logo cannot be used, such as on promotional items.

See [page 8-10](#) for usage guidelines.

FULL COLOR



BLACK



WHITE



IEEE Signal Processing Society logo placed on grey background for illustrative purposes only.

Minimum Size

The minimum size requirement for both print and digital ensures that the **IEEE Signal Processing Society** logo is legible.

PRINT & NON-SCREEN

The minimum width for the IEEE Signal Processing Society logo in print and non-screen based applications is .875 inches (22.225 millimeters).



.875 inches
22.225 millimeters

DIGITAL & ON-SCREEN

The minimum width for the IEEE Signal Processing Society logo in digital and on-screen applications is 100 pixels.



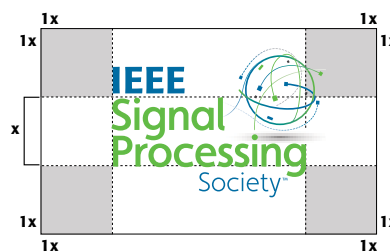
100 pixels

Clear Space

Clear space ensures that the type treatment does not compete with other images, graphics, and text. Do not place any text, images, or graphics inside the clear space.

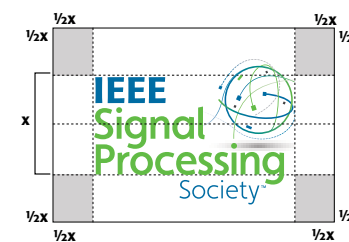
PRINT & NON-SCREEN

A clear space equal to or greater than "1x" is required on all sides surrounding the IEEE Signal Processing Society logo in printed applications.



DIGITAL, ON-SCREEN, & PROMOTIONAL ITEMS

A clear space equal to or greater than " $\frac{1}{2}x$ " is required on all sides surrounding the IEEE Signal Processing Society logo for digital and promotional applications.



Be sure to choose the appropriate file format, color mode, and proper resolution when utilizing the IEEE Signal Processing Society logo.

Background Control

When placing the **IEEE Signal Processing Society** logo on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and logo. When placing the logo over an image, adjust the position of the image or retouch the area as needed. Here are some examples of both high contrast (correct) and low contrast (incorrect).

CORRECT USAGE



Full color IEEE Signal Processing Society logo on light background.



Black IEEE Signal Processing Society logo on light background.

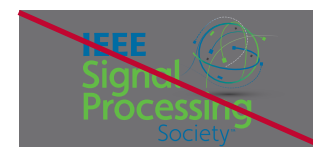


White IEEE Signal Processing Society logo on a dark background.



White IEEE Signal Processing Society logo on a dark image (minimal detail in area behind the logo).

INCORRECT USAGE



Do NOT put the color IEEE Signal Processing Society logo on a dark background.



Do NOT put the black IEEE Signal Processing Society logo on a dark background.



Do NOT put the white IEEE Signal Processing Society logo on a light background.

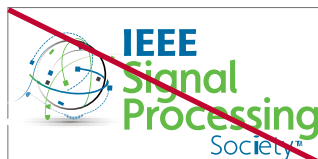


Do NOT place the IEEE Signal Processing Society logo on a dark/complex image.

Incorrect Usage

IEEE Signal Processing Society logo configurations and usage outside of established specifications and guidelines negatively impact the IEEE Signal Processing Society brand and, over time, can reduce the value of the brand.

Modifications and/or distortions are strictly prohibited.



Do NOT rearrange, reconfigure, change the size, and/or placement of the IEEE Signal Processing Society logo.



Do NOT use any colors other than the 4 approved colors: IEEE Blue (PMS 3015C), Green (PMS 368C) and PMS Black.



Do NOT make the IEEE Signal Processing Society logo different color combinations.



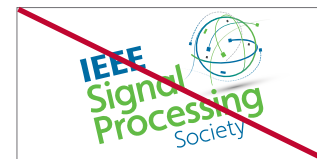
Do NOT distort, stretch, and/or squeeze the IEEE Signal Processing Society logo.



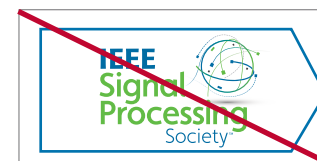
Do NOT use a white background inside the icon of the IEEE Signal Processing Society logo when using the black or white versions.



Do NOT outline, alter, add a drop shadow and/or recreate the IEEE Signal Processing Society logo in any way.



Do NOT place the IEEE Signal Processing Society logo at an angle.



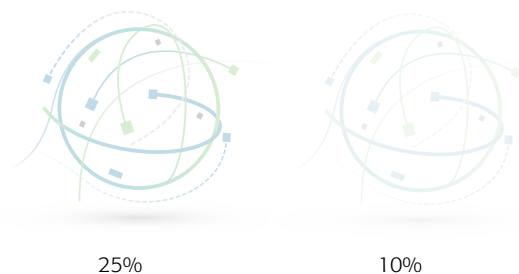
Do NOT add containment shapes to the IEEE Signal Processing Society logo.



Do NOT add any text to the IEEE Signal Processing Society logo. The IEEE Signal Processing Society tagline is the ONLY copy allowed to appear directly below the logo.

Brand Design Element

The globe can be used as a dynamic design element in **IEEE Signal Processing Society** communications. The globe, however, should never be used in place of the logo. Also, the color construction of the globe should never be manipulated unless the final piece will be produced in a solid color. In those cases, it is appropriate to utilize the solid black or knockout (white) version of the logo.



CORRECT USAGE



Colored globe may be used on a colored background provided there is enough contrast to clearly see the globe.



Full color 50% IEEE Signal Processing Society globe on light background.



Reversed 50% IEEE Signal Processing Society globe on green (PMS 368) background.



Reversed 50% IEEE Signal Processing Society globe on a dark background.



Reversed 50% IEEE Signal Processing Society globe on a dark image (minimal detail in area behind the logo).

INCORRECT USAGE



Do NOT rotate the IEEE Signal Processing Society globe.



Do NOT use the IEEE Signal Processing Society globe at 100% opacity.



Do NOT use the reversed/white IEEE Signal Processing Society globe on a light background.



Do NOT place the IEEE Signal Processing Society globe on a dark/complex image.

Primary Palette

A color palette, deriving from the colors used in the **IEEE Signal Processing Society** logo is provided for use on all collateral and communications.

- Recommended tints for use of these colors are included
- The recommended type color (black or white) is indicated in the percentage labels

Use **Pantone Spot colors** when printing with more than four colors or fewer than three colors. Use **CMYK colors** when 4-color printing is available.

Use **RGB colors** for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.

Use **Hexadecimal colors** when creating websites and any related applications, such as banner advertisements.

Use **RAL colors** for the European equivalent of Pantone for applications in signage and facility installations.

<div> <div>100%</div> <div>80%</div> <div>60%</div> <div>40%</div> <div>20%</div> </div>	<div> <div>100%</div> <div>80%</div> <div>60%</div> <div>40%</div> <div>20%</div> </div>
PANTONE (SPOT) PMS 3015 C	PANTONE (SPOT) PMS 368 C
CMYK C100 M35 Y3 K21	CMYK C65 M0 Y100 K0
RGB R0 G98 B155	RGB R120 G190 B32
Hexidecimal/Web #00629B	Hexidecimal/Web #78BE20
RAL 5007	RAL 6018
<div> <div>100%</div> </div>	<div> <div>100%</div> </div>
PANTONE (SPOT) PMS Process Black	COLOR White
CMYK C0 M0 Y0 K100	CMYK C0 M0 Y0 K0
RGB R0 G0 B0	RGB R255 G255 B255
Hexidecimal/Web #000000	Hexidecimal/Web #FFFFFF
RAL 9017	RAL 9016

Secondary Palette

Secondary colors should support the colors used in the **IEEE Signal Processing Society** logo. Secondary colors should be used as accents and should never have more coverage than the primary color palette. Only one accent color should ever be used with the primary color palette.

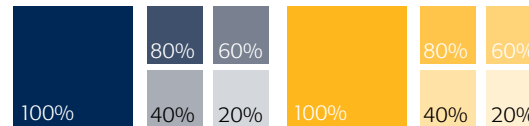
- Recommended tints for use of these colors are included

Use **Pantone Spot colors** when printing with more than four colors or fewer than three colors. Use **CMYK colors** when 4-color printing is available.

Use **RGB colors** for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.

Use **Hexadecimal colors** when creating websites and any related applications, such as banner advertisements.

Use **RAL colors** for the European equivalent of Pantone for applications in signage and facility installations.



PANTONE (SPOT)

PMS 295 C

CMYK

C100 M69 Y8 K54

RGB

R0 40 B85

Hexidecimal/Web

#002855

RAL

5026

PANTONE (SPOT)

PMS 123 C

CMYK

C0 M19 Y89 K0

RGB

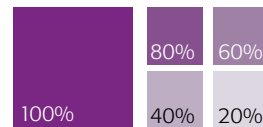
R255 G199 B34

Hexidecimal/Web

#FFC72C

RAL

1018



PANTONE (SPOT)

PMS 2612 C

CMYK

C67 M100 Y0 K5

RGB

R119 G37 B131

Hexidecimal/Web

#772583

RAL

4006

IEEE Master Brand Typography

IEEE typefaces have been carefully chosen for ease of communications and for their legibility, flexibility, and adaptability with the other design elements.

PRIMARY TYPEFACE

Formata is the IEEE as well as the **IEEE Signal Processing Society** primary typeface. Formata, a sans serif font, should be used predominantly on all print applications. This typeface is available in many weights and styles that are essential to create distinction across all communications.

When Formata is not available, use alternate typefaces specified on [page 14](#).

For the IEEE Signal Processing Society accent font, see [page 15](#).

Formata

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Formata Light

Formata Light Italic

Formata Regular

Formata Italic

Formata Medium

Formata Medium Italic

Formata Bold

Formata Bold Italic

Formata Condensed

Formata Condensed Italic

Formata Condensed Medium Italic

Formata Condensed Bold

Formata Condensed Bold Italic

SECONDARY TYPEFACE

Adobe Caslon Pro has been designated as the IEEE secondary typeface to complement the Formata font family. Adobe Caslon Pro, a serif font, is to be used sparingly, only for headlines or titles.

When Adobe Caslon Pro is not available, use the alternate typefaces specified on [page 14](#).

WEB TYPEFACE

Open Sans is the IEEE preferred Web font for use on all websites.

Adobe Caslon Pro

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Adobe Caslon Pro Regular

Adobe Caslon Pro Italic

Adobe Caslon Pro Semibold

Adobe Caslon Pro Semibold Italic

Adobe Caslon Pro Bold

Adobe Caslon Pro Bold Italic

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

PLEASE NOTE that use of the Formata and Adobe Caslon Pro fonts are governed by license agreements. Use of the fonts without a license or in opposition to the license terms is prohibited. For questions contact branding@ieee.org.

IEEE Master Brand Alternate Typography

Digital applications such as websites or internal documents such as corporate stationery, require alternate typefaces that are readily available throughout the organization.

ALTERNATE PRIMARY TYPEFACE

Calibri is the IEEE font to be used on all screen-based applications, such as PowerPoint, Microsoft Word, and websites.

If needed, the font Verdana may be used.

Calibri

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

ALTERNATE SECONDARY TYPEFACE

Cambria is an alternative to the secondary serif typeface (Adobe Caslon Pro) and should be used for letters, memos, and faxes.

If needed, Times New Roman may be used.

Cambria

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Cambria Regular
Cambria Italic
Cambria Bold
Cambria Bold Italic

What is the difference between a sans serif and serif font?

Abc
Sans serif font

Sans serif fonts do not have projections.

Abc
Serif font

Serif fonts have projections at the top and bottom or the beginning and end of a letter.

Accent Font

Accent fonts should be using sparingly to make branded material cohesive. Accent fonts should never replace primary IEEE fonts for body content in digital or printed materials. Master Brand rules should always be adhered to.

ACCENT TYPEFACE

Faricy New is the **IEEE Signal Processing Society's** accent typeface. The select font weights shown at right offer a range of expression.

In situations where Faricy New is not available, please use IEEE Master Brand fonts. Alternate fonts should never be used for the logo mark.

Faricy New

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Faricy New Light

Faricy New Light Italic

Faricy New Regular

Faricy New Italic

Faricy New Medium

Faricy New Medium Italic

Faricy New Bold

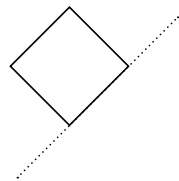
Faricy New Bold Italic

FARICY NEW IS AN ADOBE® FONT. [CLICK HERE](#) TO VIEW THIS FONT ON ADOBE'S WEBSITE. YOU CAN ALSO PURCHASE THIS FONT IF YOU DO NOT HAVE A CREATIVE CLOUD SUBSCRIPTION BY VISITING [LINOTYPE'S WEBSITE](#).

Use of the Wedge

In addition to the **IEEE Signal Processing Society** colors and typography, the IEEE Master Brand wedge is a key element of the IEEE design system. The wedge device, based on the graphic style of the kite emblem of the IEEE Master Brand, is streamlined to create a unique and dynamic look-and-feel system that can be applied across all IEEE-branded communications. The wedge should be incorporated in all materials, however it should be done so sparingly.

IEEE KITE



IEEE WEDGE



Angle & Ratio

In order to use the wedge correctly, the angle of the wedge is very important. The wedge must be at an approved angle of either 45° or 135°.

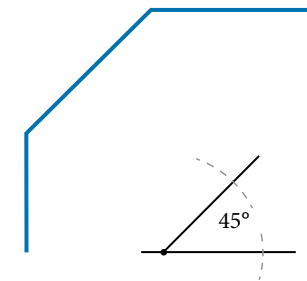
THE WEDGE CAN BE USED IN A FEW DIFFERENT WAYS:

- Within the frame of an image
- Within a graphic box that holds text
- As a background panel
- As a design accent

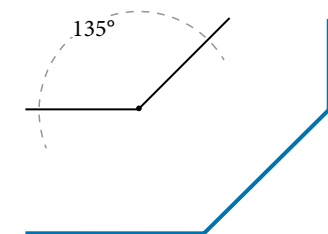
WEDGE RATIO

The dimensions of the wedge should increase or decrease in proportion to the size of the page layout.

THE WEDGE 45°



IEEE WEDGE 135°



Imagery Introduction

The 6 image themes—people, technology, knowledge, connections, global, and historical—are based on the key pillars of the IEEE Brand and reflect the Master Brand personality and style, as well as IEEE members, areas of expertise, and history. Original photographs that you own the copyright for (not clip art or stock images) should be used whenever possible. When original photographs are not available, stock photography and abstract or vector artwork is acceptable as long as it follows the same guidelines.

Use of photographs without appropriate licenses or permission is prohibited. Please note that all photographs are potentially subject to copyright. Use of an image obtained from a search engine or other source may violate the rights of the copyright owner and subject IEEE to liability.

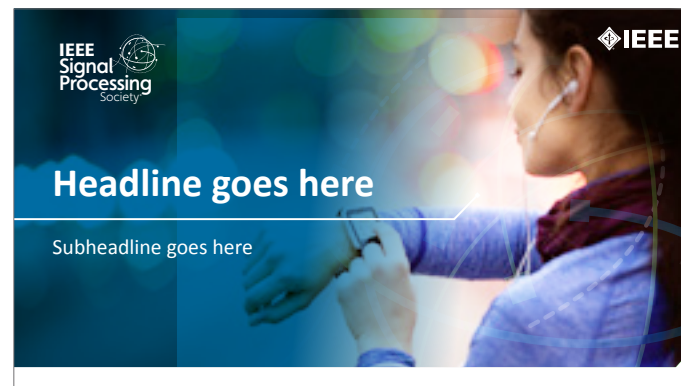


Royalty-free images are available to purchase from various stock photography collections on the Web for a one-time fee for usage in an unlimited number of applications, an unlimited number of times. The cost is based on file size, not usage. Pulling images from Google is not allowed. Any questions, please email branding@ieee.org.

General Imagery Usage

IEEE Signal Processing Society imagery should be shown in full color. When not using photography, abstract or vector art may be used. The IEEE brand imagery themes are your guide and reflect the IEEE core values, brand personality and style, and IEEE members, areas of expertise, and history.

- Original photography (not clip art or stock images) should be used whenever possible to convey the IEEE brand imagery themes. If original photography is not available, stock photos can be substituted as long as they convey real people, real environments, and real-world situations.
- When selecting photos for larger layouts or complex messages, look for opportunities to tell a simple story that supports the written content and helps the IEEE audience understand and engage with the message.
- Images should be cropped whenever possible and eliminate unnecessary details so the core message of the image is clear.
- Highlight diversity in the IEEE organization and in the IEEE marketplace through age, gender, race, dress, country of origin, and job responsibilities.



Video Guidelines

To keep the IEEE Brand consistent throughout all applications, follow these guidelines when producing any type of video.

WATERMARK

Using the IEEE Master Brand as a ghosted/translucent "watermark" is a good way to leverage the IEEE Brand (shown right). Be sure to maintain proper clear space, as well as enough room to allow for a video control bar that may appear below the watermark during playback.

If the **IEEE Signal Processing Society** logo or IEEE.tv logo is present, the IEEE Master Brand can appear in the opening and closing frames, rather than throughout.

IEEE WEDGE DESIGN SYSTEM

Consider using a branded "wedge" accent color bar along the bottom of the screen with reversed to white Master Brand for title and ending slides. This can be done in IEEE Blue or any IEEE color from the approved color palette.



Make sure to leave space clearance in the lower portion of the video frame for the IEEE.tv brand watermark. Anything intended for use in that space, please contact ieee.tv for further guidance.



Consider use of the IEEE Wedge element as a design accent. The wedge may be shown in any of the colors from the approved IEEE color palette.



When using more than one logo on the endslate of a video, consider using a vertical line to separate the two logos.

When there is an IEEE.tv watermark, or when multiple sub-brands are involved, the IEEE Master Brand does not have to appear throughout, *but should appear* in the opening and closing frames.

Animation Guidelines

When animating the **IEEE Signal Processing Society** logo, it is important to maintain the integrity of the logo. If the logo animation loops, the logo should stop for a minimum of 1.5 seconds so the viewer can see the full logo in its intended form.



LOGO ANIMATION IS IN PROGRESS.



LOGO ANIMATION IS IN PROGRESS.



LOGO ANIMATION IS COMPLETED AND PAUSES TO REVEAL FULL LOGO.

Social Media Guidelines

All social media brands (Facebook, Twitter, Instagram, etc.) have their own sets of guidelines. When using the **IEEE Signal Processing Society** logo and the IEEE Master Brand for these applications, follow the minimum size (100 pixels) and clear space ($\frac{1}{2}x$) for digital and on-screen applications.

If the minimum size and/or clear space cannot be met, the IEEE Signal Processing Society logo and IEEE Master Brand should be as large as possible within the given space.

Make sure that the Master Brand, sub-brand logos and/or tagline (if used) are legible when resized for mobile optimization.

Size and Font

- Clear Space: Equal to or greater than $\frac{1}{2}x$
- Master Brand Minimum Width: 100 pixels
See [page 7](#) for minimum size and clear space
- Font: Formata or Calibri

Color

- Must be from approved IEEE color palette



FACEBOOK PROFILE IMAGE

The IEEE Signal Processing Society logo is placed within bounding box dimensions allowed by Facebook guidelines. The profile icon is 180 pixels x 180 pixels.

COVER IMAGE

The optimal size for a Facebook cover photo is 828 pixels wide and 465 pixels tall. The Facebook cover image area is 851 pixels wide and 315 pixels tall for desktop, 640 pixels wide by 360 pixels tall for mobile. Use this area to further personalize the individual IEEE Signal Processing Society group, with use of related graphics or photographic imagery.

When combining the IEEE Signal Processing Society logo with another logo to identify your group, such as an IEEE Signal Processing Society Region, Section, or Chapter logo, do NOT alter established brand logos. Refer to the examples on page 4 and 16 of this document for using multiple logos. You can also find more brand-compliant examples of how to use multiple logos together on page 10 of the main **IEEE Brand Identity Guidelines**, available for download on the IEEE Brand Experience site.



TWITTER PAGE (MOBILE)

The timeline cover photo uses approved colors from the IEEE color palette.

The font is Formata.

The IEEE Social Media Policy can be found on the IEEE Brand Experience site under Digital Guidelines at <https://brand-experience.ieee.org/guidelines/digital/social-media/>. Any questions, please email branding@ieee.org.

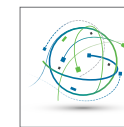
Quick Tips

- 1 **"IEEE Signal Processing Society"** is the official name of the organization.
- 2 Always bold the first use of "Signal Processing Society" in body copy.
- 3 Whenever writing "Signal Processing Society" in text, always use initial caps for "Signal Processing" and "Society." E.g., Signal Processing Society.
- 4 The logo should be used on all print and digital communications referring to the "Signal Processing Society" organization.
- 5 The globe icon should be used in place of the logo for social media profile images and favicons only. The entire "Signal Processing Society" logo will be too small to read in these applications.
- 6 Any stereotypes about engineering are not desired in the images or copy.

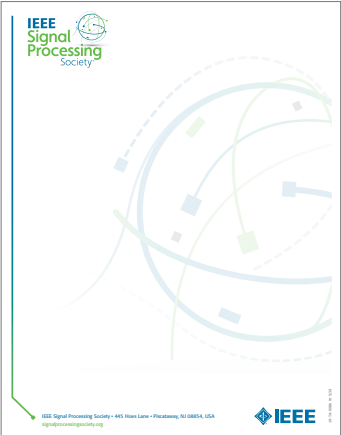
About IEEE Signal Processing Society:

Founded as IEEE's first society in 1948, **IEEE Signal Processing Society** is the world's premier association for signal processing engineers and industry professionals. Engineers around the world look to the Society for information on the latest developments in the signal processing field, connecting them to a membership base and dynamic global community of academics, industry professionals, and students spanning more than 100 countries.

IEEE
Signal
Processing
Society™



Print & Non-Screen Applications



LETTERHEAD



PULL-UP BANNER



PULL-UP BANNER



PREMIUM ITEMS

When using the IEEE Signal Processing Society logo in print materials, follow the brand guidelines for the IEEE Master Brand, found at ieee.org/about/toolkit/tools/index.html. Any questions, please email branding@ieee.org.

Digital & On-Screen Applications

WEBSITE



SOCIAL MEDIA



DESKTOP BACKGROUND



When using the IEEE Signal Processing Society logo in digital materials, follow the brand guidelines for the IEEE Master Brand, found at ieee.org/about/toolkit/tools/index.html. Any questions, please email branding@ieee.org.

IEEE Resources & Contact

IEEE Brand Identity Tools

[IEEE Brand Identity Toolkit](#)

[IEEE Master Brand and Logos](#)

[IEEE Brand Identity Guidelines](#)

[IEEE SPS Branding Materials](#)

About IEEE

[Understanding the IEEE Brand](#)

[IEEE Corporate Brochure](#)

[IEEE Brand Overview Video](#)

Contact

Questions or Comments

branding@ieee.org

