

Policies & Procedures - 4.1.8 Logo Usage (IEEE and ComSoc)

- approved 12/02 : updated 4/08 -

When a Chapter organizes or cosponsors an event, the IEEE logo may be used. The following forms are suggested - Xxxx being the name of the IEEE Section.

A. IEEE logoXxxx Communications Chapter

**B. IEEE logo
Xxxx
Communications
Chapter**

**C. Sponsored by the IEEE Xxxx Communications
Chapter**

The IEEE logo must not be copied (or otherwise homemade) but should be requested from IEEE by a chapter officer. Permission is readily granted and logo files will be emailed in several formats for print or web-based publications. Go to the IEEE web site: www.ieee.org /About/ Identity Standards/ IEEE Master Brand Images for information.

When the IEEE logo is made available to third parties for print or other advertising, it should be made clear that the use of the logo is for a single event only; it cannot be reused unless the chapter agrees to support a future event. It is helpful to put this in writing (an email is satisfactory).

When a ComSoc chapter organizes/supports a local event, it is the IEEE logo that must be used (not the Communications Society logo), since the event belongs to the IEEE Section. Chapters are encouraged to sponsor lectures and conferences-as an IEEE-entity-therefore, when a chapter provides financial support for an event, that chapter must ensure that IEEE guidelines are followed. Go to IEEE web site for requirement details:

www.ieee.org / Conferences / for Organizers;
www.ieee.org

/ Volunteer Resources / for People Involved in Chapters

The ComSoc logo is reserved only for events approved by ComSoc's Meetings & Conferences (M&C); such events are normally international. The ComSoc logo must not be used until ComSoc sponsorship is formally approved. In addition (even though permission is anticipated), words or expressions such as "ComSoc sponsorship requested" may not be used.

Using IEEE and ComSoc logos achieves "brand recognition" and represents quality. There has been some confusion recently due to inappropriate usage of the ComSoc logo. If ComSoc support and its logo are marks of quality, M&C must review and approve conference applications if this is to have any meaning. (Note that M&C tries to ensure that two similar events do not compete for attendees.)

If/when ComSoc support of an event is obtained for a particular year, support and use of logo cannot be assumed for future years. Approval must be obtained from M&C for every event.

If you have questions about using IEEE or ComSoc logos, please contact Carole Swaim (c [dot] swaim [at] comsoc [dot] org (c.swaim(@)comsoc.org)) who may be able to answer your questions.

Source URL: <http://www.comsoc.org/about/documents/pp/4.1.8>