IET Volunteers
Helping us engineer a better world

IET
The Institution of
Engineering and Technology

Volunteer brand guidelines

August 2019 | Version 1.0

Welcome

Welcome to the IET branding guidelines for volunteers.

As a volunteer you are part of our family and play a significant role in promoting engineering and encouraging more people into the profession. Part of this involves presenting the IET in a clear, consistent and coherent way. We appreciate how busy you are so we have created this quick reference guide to help you create your own marketing materials using our newly refreshed identity.

This document covers the minimum guidance. If you would like further guidance, then please refer to our **branding and corporate marketing page**, or for those who prefer a more prescriptive way of working, templates are available via our marketing toolkit (see page 16 for details).

Thank you for your continued support as a volunteer and for taking the time to read these guidelines.

IET Volunteer brand guidelines

Introduction and contents

We are the IET and we exist to inspire, inform and influence the global engineering community to engineer a better world.

The impact we have is far and wide, from helping current and future members advance their careers to helping spark a new idea that improves society at large.

Our brand supports our ambition, and as a volunteer you do too. Together, you help build our relevance with everyone we touch, extend our appeal throughout the profession, and help capture the imagination of future generations.

We have a proud history and an important future. Our brand captures the best of who we are and allows us to move forward as one company with one identity ensuring we engage consistently yet fittingly with all of our audiences.

Welcome to our brand identity.

Please note:

These guidelines cover only IET volunteer specific communications.

For IET masterbrand communications, or any of our other sub-brands (such as IET Inspec), please email our marketing team for their separate guidelines at **brandenquiries@theiet.org**

For more detail on our tone of voice please see **'IET: Finding your voice'** *guidelines.*

For our writing principles please refer to the **'IET Writing Rules and Guidance'**.

For guidelines on education please refer to the **'IET Education'** *guidelines.*

These are all available on our **branding and corporate marketing page**

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IET Volunteer brand guidelines

Our brand

Here is an overview of the IET brand.

Our brand communication is split into two tiers.

– Tier 1 comprises our core corporate communications.

– Tier 2 is used when we are communicating with a more specific audience, or about a specific product or service. Volunteer communications are part of tier 2.

Examples of how we apply our brand across both areas in detail, using our two-tiered communications hierarchy, are shown in our **main brand guidelines**. If you specifically need to access these full guidelines, contact **brandenquiries@theiet.org**

Tier 1 communications
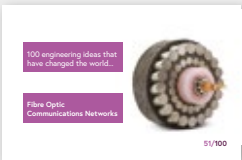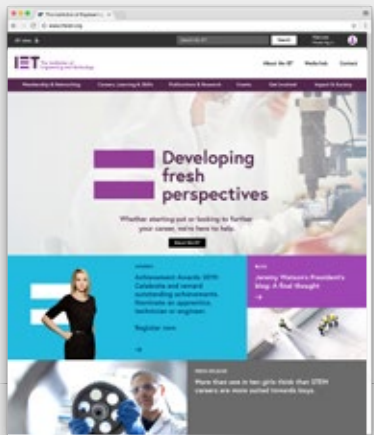
Tier 2 communications

Professional development course advert

Professional registration advert

Marketing toolkit A4 poster template

FIRST® LEGO® League brochure

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Our Institution

Our vision and mission are the foundations for our organisation.

They inform what we do, how we do it and who we partner with.

A key strategic objective of the IET is about the value of teamwork – One-Team Working – and this is achieved as we:

– Encourage staff and volunteers to work together

– Recognise the value of talented individuals working in teams

– Partner with other organisations

They're the starting point for how we express ourselves through our identity.

Our vision

Working to engineer a better world

Our mission

To inspire, inform and influence the global engineering community, supporting technology innovation to meet the needs of society.

Our values	Our supporting behaviours
Integrity	Operate professionally and ethically to gain trust. Be open and honest with each other. Respect everyone and value each other's contribution.
Excellence	Work towards the highest level of service and satisfaction. Use agile methods and seek innovative solutions to add value. Continually improve and adopt best practices.
Teamwork	Encourage staff and volunteers to work together. Recognise the value of talented individuals working in teams. Be collaborative and partner with other organisations.

Tone of voice

Tone of voice matters – because people will judge what we say by the way we say it.

We can only start to inspire, inform and influence if we have something relevant or interesting to share.

How we share this will determine how our audiences feel about us. Our tone of voice is therefore essential in how our audiences access what we have to say, and with the support of our brand values, will inform how people feel about us.

We will inspire, inform and influence by being:

– Straightforward and precise

– Refreshing and insightful

– Personable and relevant

Here is an example of an email showing how we might rework content to make it more in line with our tone of voice.

For our full tone of voice guidelines please refer to **'IET: Finding your voice'**, for our writing principles please refer to the **'IET writing guide'.** Both documents can be found on the **branding and corporate marketing page**.

Before:

Dear [Member Name],

Attention to all members of IET Singapore Network

There is an upcoming event organised by IET Singapore.

IET#SG Extraordinary General Meeting & Presentation

Amit K. Gupta holds a Bachelor Degree in electrical engineering from the Indian Institute of Technology (IIT)-Roorkee in 2000 and a Ph.D. in Electrical Engineering from National University of Singapore (NUS). During 2000-12, he worked for Bechtel Corporation, Samsung Heavy Industries, Delphi Automotive Systems and Vestas Wind Systems. Since August 2012, he is working with Rolls-Royce Singapore Pte. Ltd as Chief of Rolls-Royce Electrical. He would give an introduction on how electrification will evolve flight.

Please note: This presentation replaces the formerly advertised presentation due to the original speaker being unable to attend the event. We regret any inconvenience caused and extend our gratitude to our speaker, Dr Amit Gupta for being able to present at short notice.

After:

Dear [Member Name],

Discover how electrification will evolve the world of flying

On 30 July 2018, IET Singapore is delighted to host Amit K. Gupta who will share his experiences as Chief of Rolls-Royce Electrical and talk about the impact of electrification on flight.

Amit holds a Bachelor Degree in electrical engineering from the Indian Institute of Technology (IIT)-Roorkee in 2000 and a Ph.D. in Electrical Engineering from National University of Singapore (NUS). During 2000-12, he worked for Bechtel Corporation, Samsung Heavy Industries, Delphi Automotive Systems and Vestas Wind Systems before joining Rolls-Royce Singapore in 2012.

Please note this presentation replaces the previous event. We look forward to seeing you there.

Using our name and charity statement

There are some basic rules around the use of the IET name and our charity statement, to ensure consistency across all of our communications.

Our name

We refer to ourselves in the first person – it's more inclusive and personable.

There are times, however, when we need to refer to our name in full. When we do, we write it out in full the first time with IET in brackets at the end: *The Institution of Engineering and Technology (IET)*. Any subsequent mentions can then use the abbreviation, although using 'we' is preferable.

The IET is singular, not plural: *the IET is,* not *the IET are*. 'We', however, is plural.

When used adjectively, we drop the 'the': *IET CES Nigel Fine...*

An ampersand should never be used for the Institution of Engineering *and* Technology.

Our charity statement

All IET marketing collateral and communications must include the IET charity statement below.

The Institution of Engineering and Technology (IET) is registered as a Charity in England and Wales (No. 211014) and Scotland (No. SC038698).
The Institution of Engineering and Technology, Michael Faraday House, Six Hills Way, Stevenage, Hertfordshire SG1 2AY, United Kingdom.

Our brand elements

Here you see a summary of the core brand elements that make up our visual identity.

Details of the logo, colours and fonts are shown on the following pages.
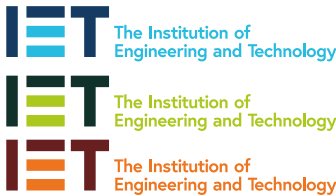
Photography
Photography is an integral part of our brand. We use it to bring stories to life and demonstrate how we are inspiring, informing and influencing our communities.

Our photography is split into two distinct styles – core and secondary.

We have a list of free stock images that you can use, or you may source your own imagery. For more on photography, see page 14.

Logos

For use in volunteer communications

IET The Institution of Engineering and Technology

IET The Institution of Engineering and Technology

IET The Institution of Engineering and Technology

IET The Institution of Engineering and Technology

Colours

Fonts

Arial Regular
Arial Bold

Europa

Photography

Core photography (used on all IET marketing communications)

Secondary photography (used on tier 2 communications only)

Dark silhouette   Metaphoric   Portrait

Logotype (logo)

Volunteer communications use our secondary logos only, as shown opposite. The equals graphic that makes up part of the 'E' represents our impact on our communities and the wider world.

Secondary logos for use in volunteer communications
The orange, blue and green secondary logos, shown here, can be used for any volunteer communications (tier 2).

Mono logo
If you ever need to print in black and white, please use the mono logo provided.

Master logo (purple)
This is used for tier 1 core communications and so must not be used in volunteer communications.

Clear space
When you place our logo into a design, always make sure you leave a clear space equal to the height of the 'E' from the IET logo above, below and on either side.

Minimum size
It is important that our logo is visible across all our communications. Please observe the minimum size shown here.

Secondary logos for use in volunteer communications:

Blue logo

IET The Institution of Engineering and Technology

Green logo

IET The Institution of Engineering and Technology

Orange logo

IET The Institution of Engineering and Technology

Mono logo

IET The Institution of Engineering and Technology

Master logo (purple)

IET The Institution of Engineering and Technology

Clear space

IET The Institution of Engineering and Technology

Minimum size (width)

30mm / 160 pixels

IET The Institution of Engineering and Technology
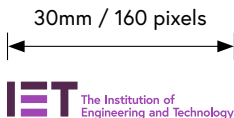
For more information, you can request our **main brand guidelines,** along with logos by contacting brandenquiries@theiet.org

Logo
What to do and not to do

Our logo is an important element of our brand, so please take care when you use it.

Here are a few things to do and to avoid.

Remember only our orange, blue or green logos should be used for volunteer communications.

Do use our orange, blue or green logos.

Do place on clear part of an image.

Do ensure logo is legible.

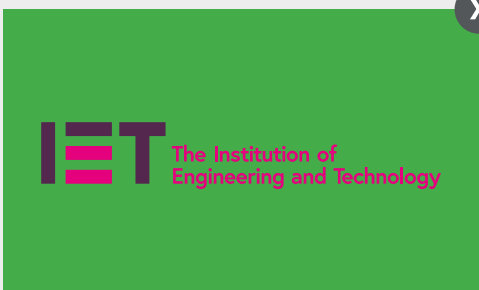**Don't** use purple logo.

Don't recreate any of the elements.

Don't separate the elements.

Don't place in containing shapes.

Don't recreate using non-IET colours.

Don't use on a cluttered area of an image.

IET Volunteer brand guidelines

Colour palette

Our colour palette is vibrant and diverse, carefully chosen to provide flexibility and variety. We do not colour code, or use colour to signify subject areas or specialisms.

All our colours are important, but some have specific roles within our communications hierarchy:

– We use the blue, green and orange pairings (as highlighted opposite) for tier 2 communications, such as volunteers and communities.

– We only use the purple pairing for our core corporate communications (tier 1).

White is an important colour in our brand. It should be used as our main background colour, with the bright and dark colour pairings being used for text or graphics.

Black is only used for small type, such as text in a brochure or on our website.

Colour pairings for use in volunteer communications:

Blue pairing

Bright Blue	Dark Blue
Pantone® 306	Pantone® 2955
CMYK 80/0/5/0	CMYK 100/60/10/48
RGB 35/188/225	RGB 0/58/102
HEX #22BBE0	HEX #003A66

Green pairing

Bright Green	Dark Green
Pantone® 2292	Pantone® 567
CMYK 43/0/92/0	CMYK 98/33/69/72
RGB 170/200/30	RGB 16/50/43
HEX #AAC81E	HEX #10322B

Orange pairing

Bright Orange	Dark Orange
Pantone® 158	Pantone® 1815
CMYK 0/62/95/0	CMYK 16/97/91/54
RGB 238/117/32	RGB 103/31/32
HEX #EE7520	HEX #671F20

Purple pairing – used for masterbrand collateral

Bright Purple	Dark Purple
Pantone® 2593	Pantone® 262
CMYK 38/75/0/0	CMYK 48/92/12/54
RGB 160/70/180	RGB 83/39/78
HEX #a046b4	HEX #53274E

PLEASE NOTE: OUR PURPLE COLOUR VALUES ARE CURRENTLY BEING REVIEWED

White
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

Black
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

Colour palette
What to do and not to do

How we use our colour palette is another important element of our brand, so please take care when you use it.

Here are a few things to do and to avoid.

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Integrity of Offshore Wind Structures

Do use only one colour pairing.

Integrity of Offshore Wind Structures

This presentation examines how offshore support structures are currently designed and fabricated and explores ways in which with better understanding steel foundations might be optimised for effective life-cycle operation.

Do use black for small body copy.

IET The Institution of Engineering and Technology

Integrity of Offshore Wind Structures

Do use white backgrounds.

IET The Institution of Engineering and Technology

Integrity of Offshore Wind Structures

Don't mix different colour pairings.

IET The Institution of Engineering and Technology

Integrity of Offshore Wind Structures

Don't use tints of our brand colours.

Integrity of Offshore Wind Structures

Don't use brand colours as backgrounds.

Integrity of Offshore Wind Structures

This presentation examines how offshore support structures are currently designed and fabricated and explores ways in which with better understanding steel foundations might be optimised for effective life-cycle operation.

Don't use brand colours in body copy.

IET The Institution of Engineering and Technology

Integrity of Offshore Wind Structures

Don't use black text in headlines.

IET The Institution of Engineering and Technology

Integrity of Offshore Wind Structures

Don't combine colours in one headline.

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Fonts

Volunteer (system) font
Please use Arial Regular or Bold for any locally produced volunteer communications. Materials developed via the marketing toolkit will also use Arial.

Primary (marketing) font used for main brand corporate communications
Europa is our primary brand font. It has been chosen for its high level of legibility and open proportions. We use Europa in light, regular and bold weights.

Please think about font size. Most materials are created with an 11 point font size as a minimum.

Volunteer (system) font

ArialRegularbcdefghijklmnop
qrstuvwxyz123456789@!&*
ABCDFGHIJKLMNOP
QRSTUVWXYZ

ArialBoldbcdefghijklmnop
qrstuvwxyz123456789@!&
ABCDFGHIJKLMNOP
QRSTUVWXYZ

Primary (marketing) font

abcdEuropaLightfghijklmnop
qrstuvwxyz123456789@!&*
ABCDFGHIJKLMNOP
QRSTUVWXYZ

abcdEuropaRegularfghijklmnop
qrstuvwxyz123456789@!&*
ABCDFGHIJKLMNOP
QRSTUVWXYZ

abcd**EuropaBold**fghijklmnop
qrstuvwxyz123456789@!&*
ABCDFGHIJKLMNOP
QRSTUVWXYZ

Photography

Core photography is used on all communications (see page 4). It features people at the heart of the composition, plenty of bright light and a colour palette of soft, neutral hues.

Secondary photography should only be used on tier 2 communications (see page 4) and might involve a series of portraits, a dark silhouette style, cut-out objects or metaphoric images.

Both core and secondary photography styles may be used in volunteer communications.

A list of free stock images that covers core and secondary photography styles that you can use in your IET branded collateral is available on our **branding and corporate marketing page**.

Access to this imagery is also available on the marketing toolkit when creating your collateral. If you need access to our marketing toolkit, see page 16 for contact details.

If sourcing your own imagery, please ensure you have the correct rights to use the images you select.

Please also refer to the **Photography and Filming at Events policy** for volunteers on the Volunteer hub.

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Core photography (used on all IET marketing communications)

Secondary photography (used on tier 2 communications only)

Dark silhouette

Metaphoric

Portrait

What to avoid

Avoid stereotypical engineering images, such as people in hard hats

Avoid busy imagery without a single point of focus

Avoid obvious unnatural digital compositions

Applying our brand

These are examples of how you can promote your own events and activities, on posters or on social media such as Twitter.

– We can use any of our secondary logos and colour pairings, but not the purple pairing.

– For communities that have specific names, such as local or community networks, please include your name at the top right of your communication to signify your network, as shown at the bottom of this page.

– We should follow our core photography guidelines in terms of style, but with specific imagery relating to the subject matter.

– Any materials developed via the marketing toolkit will use Arial. For applications you create locally, Arial should also be used.
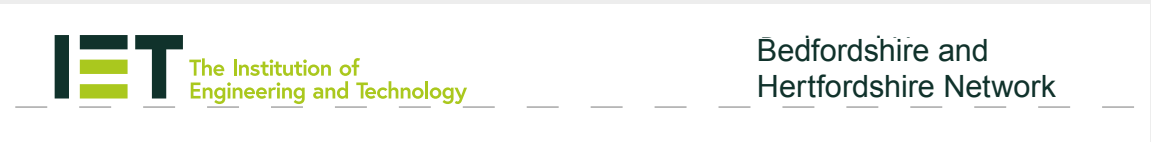
Event poster template

Twitter homepage

Community name – signifying specific names

When you include your specific name, it should sit to the right of the logo, along the same line as shown above. It should be in the darker colour of the logo colour pairing.

Contact and marketing toolkit information

The IET has created a marketing toolkit which includes tools and templates for developing marketing collateral including posters, flyers and programmes. The toolkit also includes corporate IET marketing materials which you can order to support your events. You can also order corporate stationery and branded promotional items.

Any community volunteer can be given access to use the marketing toolkit. Just contact the community operations team to request a user account: **communities-support@theiet.org**

For any questions or queries about our brand, please speak to your staff contact or email **volunteer@theiet.org**