

IET@150 Volunteer brand guidelines

October 2020 | Version 1

Welcome

Welcome to the IET@150 branding guidelines for volunteers.

We can trace our rich history back to the foundation of the Society of Telegraph Engineers, which held its first meeting in London back in May 1871. Our 150th anniversary, taking place in May 2021 (and being celebrated between October 2020 and September 2021), gives us a fantastic opportunity to celebrate our achievements over the past 150 years, as well as those from across our industry.

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 IET@150 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 IET@150 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 8 for details).

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

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Our 150th anniversary

It's not every year, or even every decade, that an institution reaches such an important milestone.

We're proud to use this momentous occasion to not only celebrate the impact made over the past 150 years by our members, volunteers, partners and colleagues around the world, but also to use this platform to make a lasting legacy for the next 150 years and beyond.

Our tagline and ambition give direction and focus for the year's activities, and should guide all messaging.

Our principles and framework provide a structure to align our plans to (both existing activities and those just for the anniversary year).

Our tagline

Making a difference for 150 years.

Our ambition

Use our anniversary year to challenge people – particularly outside the STEM bubble – to reimagine what engineering and technology is.

Inspire the next generation by changing the dialogue in unexpected ways, so engineering and technology is seen as a force for good and a force for the future.

Our framework: What are we doing?

1. Raising awareness with the general public
2. Inspiring the next generation
3. Creating impact through thinking
4. Celebrating our achievements
5. Leveraging business as usual (BAU)
6. Leaving a legacy

Our principles: How are we going to do it?

- Go outside the bubble
- Be unexpected
- Make ourselves and engineering accessible
- Leverage the link between technology and engineering
- Use the @150 to accelerate our strategy
- Balance ambition with pragmatism
- Look back to the achievements of the past; but place a strong focus on the challenges and opportunities of the future
- Be global in our ambition but look to deliver locally where possible

Writing style

When referring to our 150th anniversary year, our default phrase is 'IET@150'. For example, 'IET@150 activities taking place include...'

Otherwise, follow a common-sense approach depending on your sentence structure, and always ensuring grammatical accuracy. Some examples could include:

- 'The IET's 150th anniversary'
- 'The IET turns 150 in May 2021'
- 'The 150th anniversary of the Institution of Engineering and Technology'

Remember: we refer to ourselves in the first person as it's more inclusive and personable, and prefer to use 'the IET' or 'we' wherever possible. There are times 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.

Note: Other than our 150th anniversary, we do not use ordinal numbers (st, nd, rd, th). Refer to our Writing Rules and Guidance for further information.



IET@150 signifier

Overview

Our new =150 signifier has been developed to signify 150 years of the IET. Used in context with our logotype it demonstrates The Institution of Engineering and Technology =150, 1871-2021, giving context to our charity's long history. This badge should be used on all relevant applications when referring to our 150th anniversary.

Clear space

Our signifier should always have room to breathe. We call this 'clear space'. Clear space should always be at least equal to the height of the '150' from the signifier.

Minimum size

It is important that people can read the smallest type on our signifier across all our communications. So we've devised minimum sizes for print and digital applications detailed opposite for reference.

Positioning

You'll see on provided templates that our primary positioning for the signifier is the top right-hand corner, like many of our existing signifiers, such as Academy, Education and iet.tv.

If our IET@150 signifier is being applied to an asset where a regular signifier already sits, then our IET@150 signifier should be positioned in the bottom left or right hand corner.

IET@150 logotype and signifier

Alignment

- Our signifier height matches the height of the IET monogram
- Signifier top aligns to the logotype



Note: There is no set spacing between the logotype and signifier, it can be as far or need as needed, but clear space must be maintained.

Clear space



Minimum size (width)

47mm / 133pixels

Minimum size (width)

20mm / 57pixels





Colourways

We apply our IET@150 branding to our business as usual applications by applying the signifier in our masterbrand colours.

We actively encourage this, as it enables all areas of the IET (specifically activities outside of the IET@150 core activity set) to promote our anniversary and share in the celebrations.

Mono signifiers

Only ever use our mono logotypes when colour printing isn't an option.

For colour breakdowns of our master brand colours and greyscale grey - please refer to our main brand guidelines.

Logos

For use in volunteer communications



Mono greyscale version



Colours



Corporate use only



Exclusively for global volunteer engagement fund use only





Marketing toolkit IET@150 update

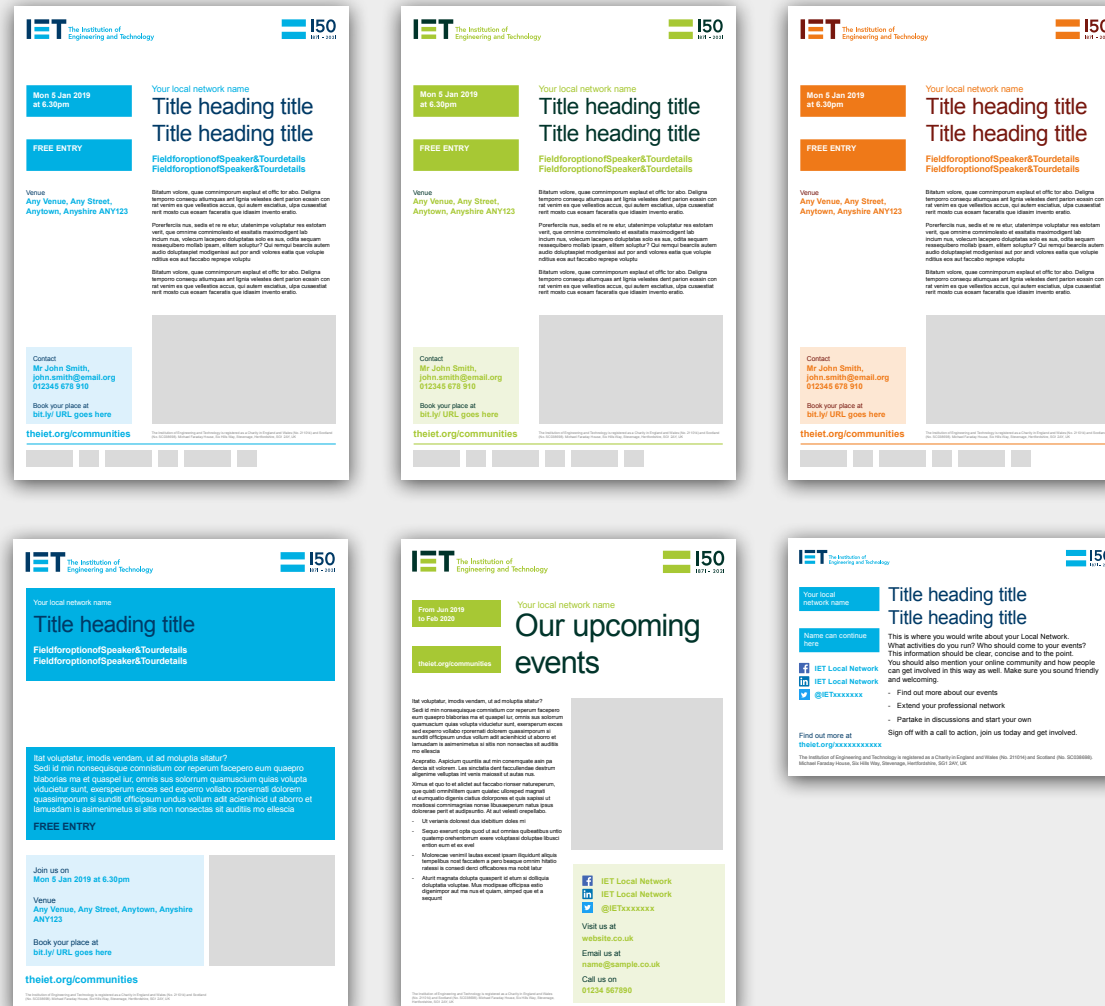
For those who have access to our Marketing toolkit, there are now updated versions of our template posters, flyers etc have been updated to include our IET@150 signifier, so you don't have to worry about placing it in any designs.

Please use these to create collateral for events and activities taking place during the anniversary year - from 1 October 2020 to 30 September 2021.

Templates will return to their previous versions (without the 150 signifier) after this period.

When producing collateral please refer to our IET volunteer brand guidelines.

Marketing toolkit templates with IET@150 signifier



Global volunteer engagement fund

Key activities taking place during IET@150 will be recognised through the use of the teal colourway, specifically developed for our anniversary year.

Activities and events supported by the Global Volunteer Engagement Fund can use the teal colourway, logo and signifier to promote themselves. Specific teal templates are available to those volunteers via the Marketing Toolkit. If you need access or have any questions, contact the Communities team.

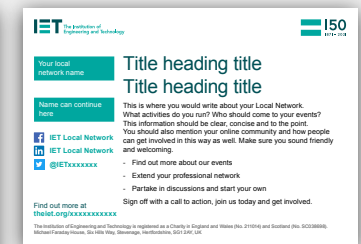
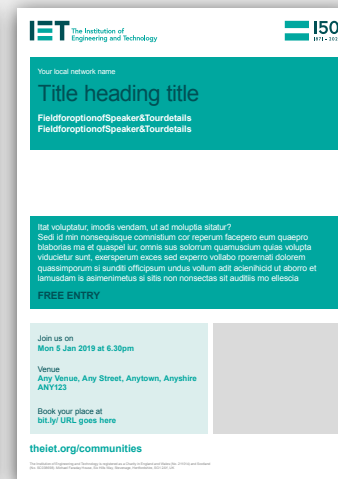
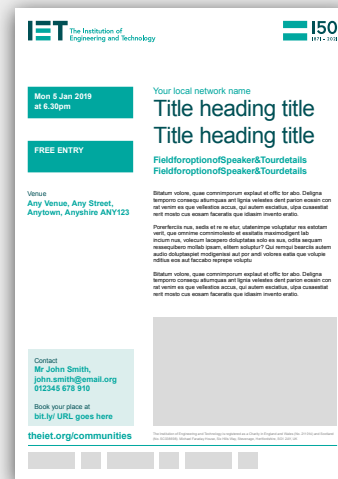
Exclusively for Global volunteer engagement fund use only



Teal pairing – used for IET@150 core activities only

Bright Teal Pantone® 326 C CMYK 85/0/45/0 RGB 0/171/151 HEX #00AB97	Dark Teal Pantone® 7722 C CMYK 90/0/35/65 RGB 0/64/68 HEX #004044
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IET@150 Core activity engagement fund templates



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

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Making a
difference
for 150 years.