

Inspiring a better-engineered world

Mini brand guidelines

Version 3.0 | March 2026



Introduction

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 professionals advance their career to helping spark a new idea that improves society at large.

Our brand must support our ambition. It must help us build our relevance with everyone we touch. It must help explain our role within the sector and beyond with absolute clarity and extend our appeal throughout the engineering profession whilst capturing 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 institution with one identity ensuring we engage consistently yet fittingly with all of our audiences.

Welcome to our brand identity.

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Please note:

These guidelines cover only the fundamental elements of our **IET masterbrand**. If you require additional brand information, or other guidance please refer to the guides listed on p04.

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.

Our brand personality and idea

Whenever people come into contact with our brand we want them to have the same impression of who we are and what we are like.

Our four personality traits work together in balance. Each one can be dialled up or down depending on who you are talking to and what you are communicating.

For example, when being more authoritative and credible, we may speak in a slightly more formal and appropriate manner. When challenging stereotypes or outdated perceptions of engineers and technology professionals, we might dial up the inspirational approach a little more.

Our brand idea

We appeal to a wide range of people on a wide range of subjects. Our brand needs to work on different levels whilst inspiring, informing and influencing the engineering community.

Our ability to make a difference, no matter what we do or who we talk to, is a common thread behind all our different parts. It's the thought behind our brand and comes to life in how we express ourselves.

Our personality

Inspiring

We want people to stop and think differently about engineering.

Confident

We are measured, calm, quietly confident and not overbearing.

Inclusive

We adapt and appeal to a broad audience, without becoming bland or indistinct.

Credible

We champion engineering with relevance and appeal. We speak with authority.

The result of our impact

We create a positive impact on everything we do and touch.
That's why our role in helping engineer a better world is so significant.

Who can work with our brands

New

Our 'brands' encompass all IET brands, sub-brands, endorsed brands and related elements (including fonts, graphics, logos, and so on).

Our marketing team act as guardians of our brands, ensuring a consistent IET identity is delivered – regardless of audience or format.

They uphold our brand values, and receive guidelines, workshops and training to ensure they can comfortably and accurately reflect our brands (including graphical elements and tone of voice) in everything they produce.

Who can design on our brands?

Any custom assets produced within an IET brand should be created by an approved IET designer. However, if assets are produced by an external company, they must be reviewed and approved by our Brand Creative Team. This is to ensure brand standards and consistency are upheld.

For approval on producing brand visuals, mock ups or designs, please coordinate communications through an IET marketer, including brandenquiries@theiet.org.

Our other brand guidance

New

For further guidance on our masterbrand, please refer to the guides listed on this page.

There are also other specific guidelines for many areas of our brand, including, but not limited to, how Volunteers work with our brand, how we approach Equality, Diversity and Inclusion (EDI), IET Education; Sub-brands like IET India and IET Inspec, and Endorsed brands such as Venues from IET.

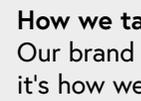
If you are in need of any of these other guides, please contact an IET marketer.

If you have any other brand queries, please refer to p22.



IET Brand guidelines

Our full version of our brand guides, inc brand applications, mainly for brand marketing use.



How we talk

Our brand is more than how we look - it's how we sound too. Both guides are used in conjunction with each other.



IET Tone of Voice Guidelines

How to write copy for the IET brand.



IET Writing Rules and Guidance

Summarises the common areas for consistent writing.

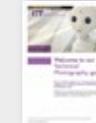


How to find free brand compliant photography

Helping you source on-brand imagery for presentations or complex topical areas.



IET Free Stock Photography List



IET Technical Photography Guide

For more technical topics ie Books, Journals, Standards, Codes and other reports.

Note

Thumbnails may not be representative of latest versions.

Logotype

Master logotype

Our master logotype consists of three elements; the IET monogram, the equals graphic device and the IET wordmark. The logotype is specially created with each element carefully balanced together. A monogram only logotype is also available (see page 13). Always use the master artwork available.

Our master logotype is shown here. It should be used for all master communications. Additional logotype versions are also available in different colour combinations for more general materials (see page 06-08).

Implementation

Clear space

When you place our logotype into a design, make sure you give it room to breathe. We call this 'clear space'. Always leave a clear space equal to the height of the 'E' from the IET monogram.

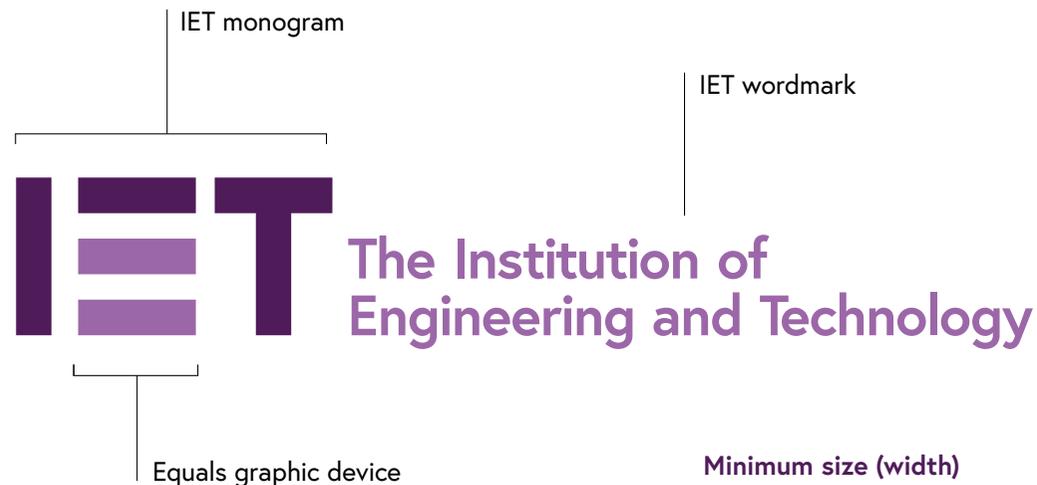
Minimum size

It is important that people can see our logotype across all our communications. Please observe the minimum sizes for print and digital applications detailed opposite.

Preferred sizes

We have established logotype sizes for typical documents. Use these wherever possible. For different sized documents, scale up or down proportionately.

Master logotype (Purple)



Clear space



Minimum size (width)

30mm / 160pixels



Monogram: Minimum size (width)

8mm / 30pixels



Details and rules about use can be found on page 13

Preferred sizes (width)

| | |
|----|--------|
| A3 | 110 mm |
| A4 | 80 mm |
| A5 | 60 mm |
| A6 | 40 mm |

Logotype

Secondary and mono versions

Secondary logotypes

Secondary logotypes can be used for any secondary communications.

Mono logotypes

Only ever use our mono logotypes when colour printing isn't an option. There are three versions, two for greyscale printing when tints of black are possible. If you cannot reproduce tints, please use the keyline version.

For colour breakdowns of our brand colours and greyscale grey - see p14.

Note

Please only use the keyline version if one colour printing or embossing is the only option.

Blue secondary logotype



Green secondary logotype



Orange secondary logotype



Mono logotype (Greyscale)



Mono logotype (Greyscale reversed)



Mono logotype (Keyline)



Logotype Colour background versions

White is our preferred background colour, but there will be situations where colour backgrounds are more appropriate to your communications. Please see the 'Applying our brand' section for more details.

Colour backgrounds

It is important that people can see our logotype clearly across all our communications. Therefore, we have created two further sets of logotypes for use in the following situations:

1. When placing the logotype on a bright colour from our palette.
2. When placing the logotype on a dark colour from our palette.

Only use these specific logotypes on the background colours from our colour palette as shown opposite. Never mix different colour combinations.

If sending to a third party, where you do not have control of the background, always send the master logotype in both the primary version for white or light backgrounds (positive version) and the dark purple background logotype (negative version) for dark backgrounds.

Bright background logotypes



Bright purple background



Bright blue background



Bright green background



Bright orange background

Dark background logotypes



Dark purple background



Dark blue background



Dark green background



Dark orange background



Black background

Logotype Merchandise production

New

When producing IET-branded merchandise, please ensure the merchandise itself is either white or black - not the closest match to our purple you can find!

For example, a generic purple pen is unlikely to match our exact brand colour. Instead of selecting a purple pen or shirt and struggling to get colour accuracy, please select a white or black one and print the appropriately coloured logo onto it.

Suppliers will be able to print the exact purples within our logo, but are unlikely to be able to manufacture the merchandise to our exact purple tone. Sticking with clear merchandise colours will ensure more consistency across materials used to represent our brand, especially the use of the colour purple.

Please find out whether the producer will require a CMYK or Pantone version of the logo before requesting any logos for merchandise production, and confirm if two-colour printing is available.

You can use any of our main logotypes on white/light material.



You can use any of our dark background logotypes on black material.



Note

If one-colour printing is the only option, or the logo is to be embossed, then our keyline mono logo can be used. Please seek prior approval from your marketing contact in these instances.

Logotype Image/coloured backgrounds

New

It is important that people can see our logotype clearly when placed on an image. Ensure the area around the logotype is clean, without too much detail that might make the logotype harder to read.

Where possible link our colours Purple, Blue, Green or Orange with a colour within the image.

For light background colours/imagery
Use the master and secondary logotypes.

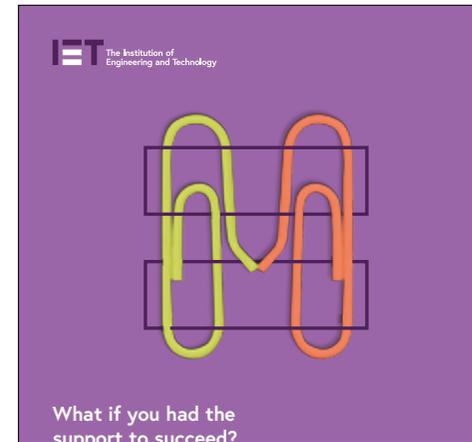
For bright background colours/imagery
Use the bright background logotype versions.

For dark background colours/imagery
Use the dark background logotype versions.

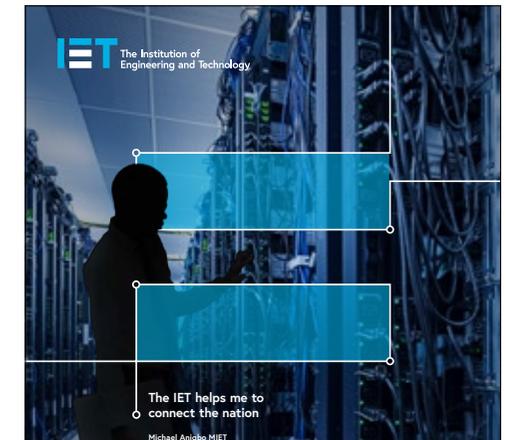
Light background logos



Bright background logos



Dark background logos



Logotype Positioning

Our logotype can be placed in different positions depending on the context and format of the communications.

Primary position

Our preferred logotype position is in the top left hand corner.

Secondary position

Our secondary logotype position is in the bottom left or right hand corner, acting as a sign-off. This is commonly used for posters or advertising.

Unique formats

For unique formats that are narrow, e.g. digital web banners or exhibition banners try to adhere to the primary or secondary position. Where space is restricted please use your discretion based on the layout.

Exceptions

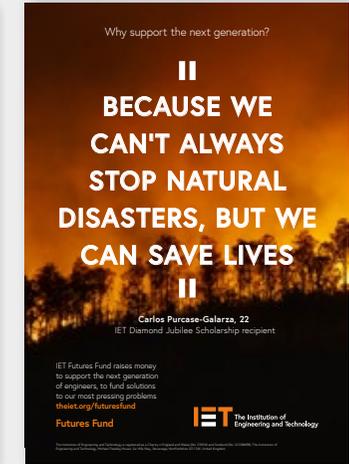
There will be occasions where the logo may be positioned to align with a particular feature of a design, e.g. the headline. In some extreme circumstances, such as static 'leaderboard' digital banners, where there is no room for the full logotype, just the monogram may be used instead. If you are unsure, please get in touch with the marketing team for advice.

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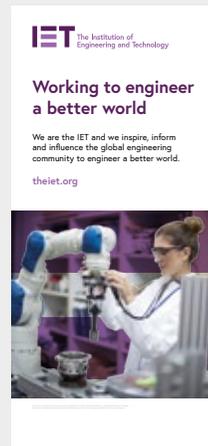
Primary logotype position



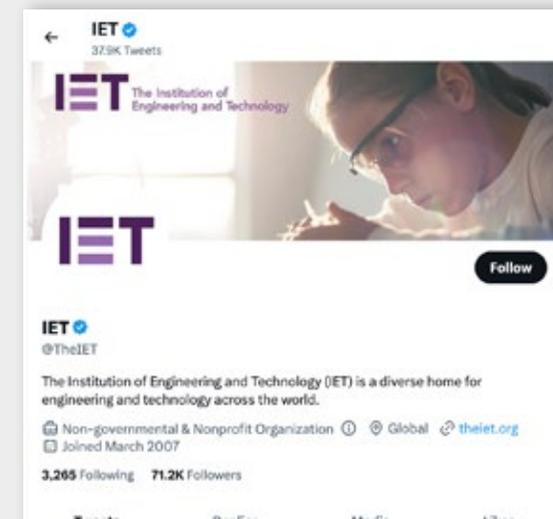
Secondary logotype position



Unique formats



Exception examples



Third party applications

Creative approach

– *The truest visual representation of our brand.*

When we are using our brand on third party applications, for example when sponsoring an event, we should always use the master logotype in full, adhering to the clear space and minimum size rules defined in these guidelines.

Implementation

Our master logotype (purple) should always be used in third party applications. Wherever possible, use our master (positive) version, on a white or very light background. When this is not possible, for example if the background colour is very dark or black, use our dark purple background logotype (negative) version.

If we own or lead a project, our logo or text name should appear first. If a third-party owns or leads the project, they can dictate the order in which our logo or text appears alongside other institutions or partners. By default, alphabetical rule should apply.

Positive logo version



Negative logo version



Logotype Don'ts

Our logotype is an important element of our brand, so please take care when you use it. Here are a few things to avoid.



Don't separate the elements.



Don't recreate any of the elements.



Don't recreate using non-IET colours.



Don't rearrange the logotype.



Don't distort the logotype.



Don't combine with other elements.



Don't place in containing shapes.



Don't use non-IET background colours.



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

Logotype Monogram

There are some applications where restricted spaces may compromise the logotype legibility. These are typically when our logotype needs to appear below the minimum size (30mm / 160 pixels wide).

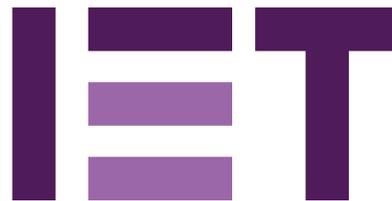
In these situations we use a shorthand version of our logotype, which we call our monogram. It consists of two elements; the IET lettering and the equals graphic device. Always use the artwork available. Different colour versions are available.

Examples include digital applications such as a social media profile picture, favicon icon or a 'skyscraper' banner, or small printed applications such as small items of merchandise.

Minimum size

It is important that people can see our monogram clearly across all our communications. Wherever possible, please observe the minimum size detailed opposite.

Monogram



Minimum size (width)



8 mm / 30 pixels

For details and rules about our Master logo, please see page 05.

Example of use



Colour palette Overview

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:

- The purple pairing is our default colour pairing, and used for all tier 1 communications.
- We also use the blue, green and orange pairings for tier 2 communications.

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

Tertiary palette

Tints of our colour palette can be used as background colours or for colours within infographics and charts and graphs. Where possible, keep to values of 80%, 60%, 40% and 20%.

Paper stocks

When printing, whether litho or digital, our preferred paper stocks are: Claro Silk (coated) 170 gsm and 300 gsm, and Arcoprint 1 EW (uncoated) 170 gsm and 300 gsm. Please choose the most appropriate stock for your application.

Note

Please always double check you have the correct purple colour codes in your document, as these have evolved since our January 2019 brand launch.

Purple pairing

Bright Purple

Pantone® 2081 C
 CMYK 46/67/0/0
 RGB 156/103/168
 HEX #9C67A8

Dark Purple

Pantone® 519 C
 CMYK 65/95/9/40
 RGB 79/27/89
 HEX #4F1B59

80% 60% 40% 20% 80% 60% 40% 20%

Blue pairing

Bright Blue

Pantone® 306
 CMYK 80/0/5/0
 RGB 35/188/225
 HEX #22BBE0

Dark Blue

Pantone® 2955
 CMYK 100/60/10/48
 RGB 0/58/102
 HEX #003A66

80% 60% 40% 20% 80% 60% 40% 20%

Green pairing

Bright Green

Pantone® 2292
 CMYK 43/0/92/0
 RGB 170/200/30
 HEX #AAC81E

Dark Green

Pantone® 567
 CMYK 98/33/69/72
 RGB 16/50/43
 HEX #10322B

80% 60% 40% 20% 80% 60% 40% 20%

Orange pairing

Bright Orange

Pantone® 158
 CMYK 0/62/95/0
 RGB 238/117/32
 HEX #EE7520

Dark Orange

Pantone® 1815
 CMYK 16/97/91/54
 RGB 103/31/32
 HEX #671F20

80% 60% 40% 20% 80% 60% 40% 20%

White

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

(Greyscale logo only)

Pantone®425 C
 CMYK 0/0/0/40
 RGB 155/155/155
 HEX #9b9b9b

Black

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

80% 60% 40% 20%

Colour palette

Colour pairings

Pairings

Our colour palette is organised into four colour pairings; purple, blue, green and orange. Our colour combinations should not be mixed.

Only use one pairing on any one piece of communication. The only exception is when we need more than two colours for navigational colour coding or for use in charts and graphs.

Usage

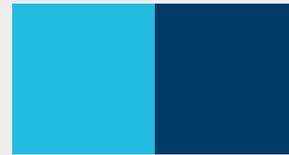
We have a flexible approach to colour use. Use any one of the colour pairings, but keep to one pairing for any one singular design, for example a spread or front cover. See examples opposite for guidance.

Pairings

Purple pairing



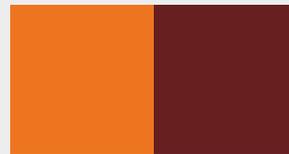
Blue pairing



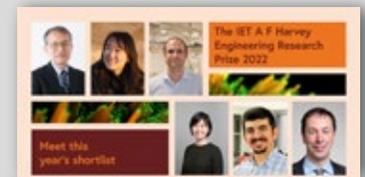
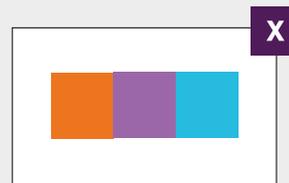
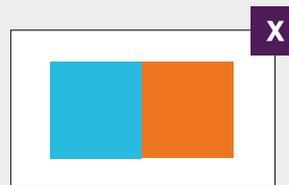
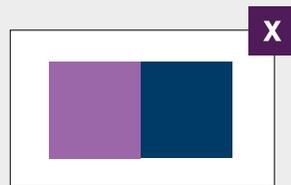
Green pairing



Orange pairing



Examples of incorrect colour usage



Typeface Primary and system

New

Primary typeface

Europa is our primary brand typeface. It has been chosen for its high level of legibility and open proportions.

Europa is available to all design professionals using Adobe Creative Cloud through Adobe Fonts.

Europa should be used in light, regular and bold weights. Italics are also available.

System typeface

There will be occasions when Europa is not available and you will need to use a system typeface instead, for example in Microsoft Office applications. In these instances, please use Arial instead of Europa.

Unavailable fonts

If you are using a platform where neither font is available, please speak to the Brand team, contact details can be found in the Contact Information section.

EuropaLight
abcdefghijklmnopqrstuvxyz
123456789@!&*
ABCDEFGHIJKLMN<div data-bbox="337 244 709 397" data-label="Text">

EuropaRegular
abcdefghijklmnopqrstuvxyz
123456789@!&*
ABCDEFGHIJKLMN<div data-bbox="337 444 724 599" data-label="Text">

EuropaBold
abcdefghijklmnopqrstuvxyz
123456789@!&*
ABCDEFGHIJKLMN<div data-bbox="752 266 854 287" data-label="Section-Header">

System typeface

ArialRegular
abcdefghijklmnop
qrstuvxyz123456789@!&*
ABCDEFGHIJKLMN
QRSTUVWXYZ

ArialBold
abcdefghijklmnop
qrstuvxyz123456789@!&*
ABCDEFGHIJKLMN
QRSTUVWXYZ

Europa

Equals graphic device

Overview

New

Our equals graphic device represents the result of our impact on our community and the wider world. It can be used in an active way by linking to a message or headline, or in a more graphic way to hold headlines or be part of a design composition. Primarily use the brighter colours for the equals graphic device and always use the master artwork.

We use the equals graphic in four ways:

1. Part of the messaging

Use as part of a lock-up with a headline, eg IET equals developing fresh perspectives.

2. Holding device for type

Use to hold a headline or message.

3. Colour filter over image

Use 'Bright' versions of the graphic device at much larger sizes by 'multiplying' them over an image, which allows the image to show through rather than obstruct it. Don't multiply a dark coloured equals graphic device over an image.

4. Interact with image

Use as a playful element interacting within an image, either appearing behind or in front of a cut-out element within a photograph.

Size and positioning

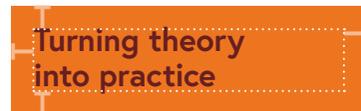
We take a flexible approach to the size and positioning of the equals graphic device. Please refer to the examples on this page for guidance. For proportions, see next page.

Equals graphic device

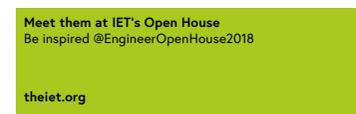


Placing type inside the equals graphic device

Large short headline example



Smaller call to action example



Note

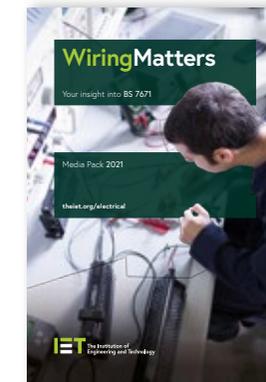
When you place type into the equals graphic device, make sure you give it enough of an inside margin. Always leave a space no smaller than the Cap height of the type placed inside.

We use the equals graphic in four ways

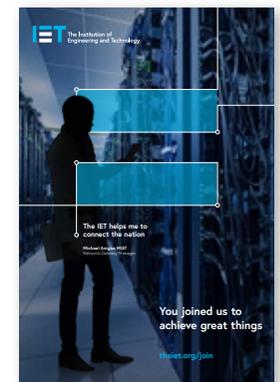
1. Part of messaging



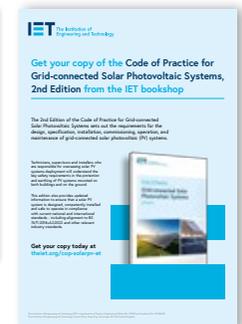
2. Holding device for type



3. Colour filter over image



4. Interact with image/cutouts or graphics



Equals graphic device

Don'ts

New

Our equals graphic device is a central element of our brand, so please take care when you use it. Here are a few things to avoid.

Proportional calculation

When you have to create our equals from scratch.

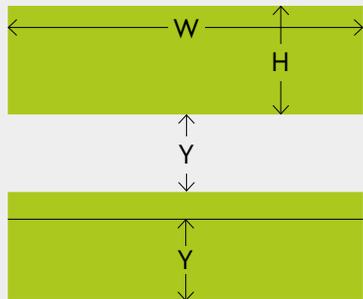
Bar dimensions: $W \div 3.33 = H$

Bar distance: $H \times 0.75 = Y$

Define your required width for the graphic. Divide your width by 3.33 to calculate the height of the bar.

Make a copy of this bar so you have two bars.

To calculate the distance (Y) between the two bars, take the height of the bar, multiply it by 0.75. Space your bars to the appropriate distance.



Don't separate the elements.



Don't recreate any of the elements.



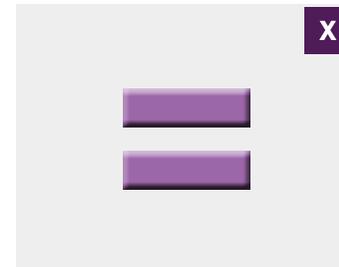
Don't recreate using non-IET colours.



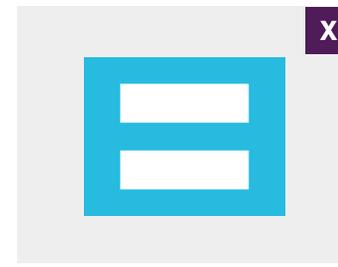
Only rotate the equals graphic device for quotes.



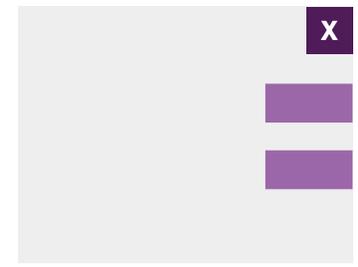
Don't use the full 'E' from the logotype.



Don't add special effects.



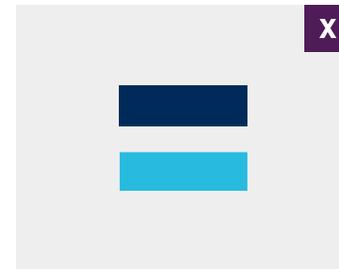
Don't place in containing shapes.



Don't crop the equals graphic device.



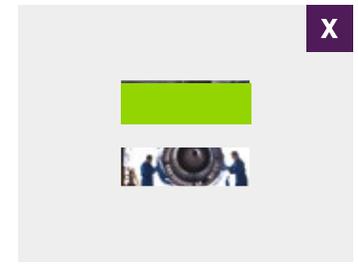
Don't use non-IET background colours.



Don't mix colours in the equals graphic device.



Don't obscure imagery, unless using the 'colour filter' overlay.



Don't fill any part of the graphic device with imagery.

Photography Overview

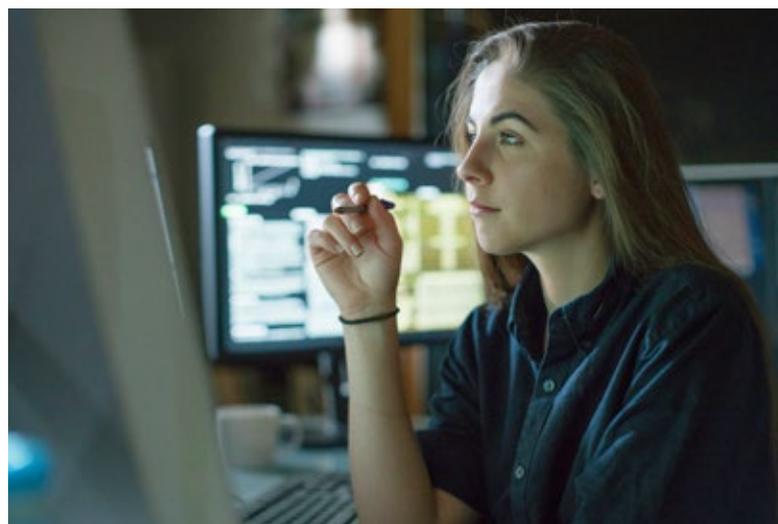
Photography is an integral part of our brand. We use it to bring stories to life and demonstrate how we are inspiring, informing and influencing our communities.

Key principles for all photography

- Capture engaging, natural, everyday moments
- Reflect the diversity of both the engineering community and the world at large
- Always have a clear subject and focal point
- Ensure large areas of clear space, to keep layouts uncluttered
- Wherever possible use natural lighting
- Generally use colour photography, with a desaturated tone
- It's not compulsory to use imagery of our members

Note

If using any photography from outside of our image library, please make sure you have permission to use any images – especially concerning minors.



Photography Don'ts

We work towards the highest level of service and professionalism, and we want our photography to express this.

Here are some examples of things to avoid when sourcing, commissioning and implementing our photography.



Don't use imagery that feels staged and unnatural.



Don't crop an image of a person so much that you can't see their face.



Don't use busy imagery without a single point of focus.



Don't overuse cut-out people, and never use on a white background.



Don't use black and white photography without approval from Corporate Marketing.



Don't over-use stereotypical engineering images, such as people in hard hats.



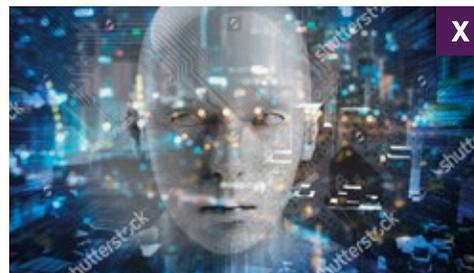
Don't use imagery with poor lighting.



Don't add unnatural effects.



Don't use obvious digital compositions.



Endorsement badges

New

Endorsement badges can denote Accredited & Approved Schemes, Award Winners/Sponsors, and Partnerships, Verified BS 7671 sellers etc. They comprise of a white panel containing the master logotype above an equal area of bright colour with Europa Bold lettering in dark colour for legibility. While longer titles may require a deeper badge, all badges should only be created using the artwork provided.

Badges should be used to promote a specific area of the brand. Use with the relevant accompanying text provided by the appropriate team. Please follow the details below if you would like a print and/or digital version of one of our endorsement badges.

Accreditation badges

Please contact the Accreditation team

Partnership badges

Please contact your Account Manager

Awards badges

Please contact awards@theiet.org

Accreditation badges



Usage
All accreditation badges should be used to promote specific accredited or approved schemes and programmes. Use with the relevant accompanying text as provided by the accreditation team.

Volunteer badges



Partnership badges



Verified BS 7671 seller badges



Usage
All verified seller badges should be used to promote official sellers of the BS 7671. These include the company name. Use with the relevant accompanying text as provided by the Codes and Guidance team.

Award badges



Usage
Here we use our masterbrand purple for the various IET award categories. The award name is in Europa Bold with the category and year in Europa Regular and is ranged left.

Who to contact for further help

New

If you have questions or queries regarding brand development, graphic design or photography, please contact the Brand Creative team.

We can also help with brand governance, creative strategy and messaging, copyright, trademarks products and services, or corporate marketing, and advertising.

Note

Our logo should never be shared with our members, since it implies IET endorsement or preference. This is alluded to in point 19 of the member rules of conduct: theiet.org/about/governance/rules-of-conduct/

Please email brandenquiries@theiet.org

The Institution of Engineering and Technology
Futures Place
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The Institution of Engineering and Technology is registered as a Charity in England and Wales (No. 211014) and Scotland (No. SC038698).
Futures Place, Kings Way, Stevenage, Hertfordshire, SG1 2UA, United Kingdom.

List of updates

This page highlights the main updates from the previous version of the guide:
Mini Brand guidelines November 2021.

What's new

| | |
|-------|--|
| 04 | New page added on who can work with our brands |
| 05 | New page added on our further brand guidance |
| 09 | Page added on merchandise production |
| 10 | Logotype image backgrounds updated |
| 17 | Page added on brand typeface |
| 18-19 | Page added on our equals graphic device |
| 22 | Page updated on our endorsement badges |
| 23 | Who to contact for further help updated |

Note

Minor tweaks not listed may have been made to other pages in these guidelines.

We update our suite of brand guidelines periodically to keep you up-to-date with our brand evolution. Make sure you are always following the latest version of our guidelines. For information on how to access them, see p04.

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