IEEE Students has a new look!

by Shareyna Scott

We are bold. We are imaginative. We see the future of IEEE engineering in you. And now, we have a student visual identity that speaks to the same—serving all 100,000 of us at more than 2,000 Student Branches (SBs) throughout 100 countries, globally. Our new identity couples the IEEE core values and diversity of IEEE Student and Graduate Student Members for all IEEE designated fields of interest.

To create a consistent look and demonstrate the connection of SBs to the larger IEEE, we now have our own identity that can be used in a variety of ways. When using the new look, the IEEE core values, brand personality, and style (as well as the diversity, areas of study, and historical legacies of IEEE Students) should remain in tact.

By using this new look, your SB story can now be told and recognized by so many other members just like you. An easily recognizable identity provides our Student Members with a visual connection to not only the student program but to the larger IEEE as well.

While it will serve as the official mark, it also will be easily identifiable to help students connect with the valuable resources that the organization provides to students.

How is this accomplished? Students can show their IEEE pride by wearing “IEEE Students” on clothing, swag, and even labels for your accessories.

Tools of the trade
To assist with the use of the new identity, a tool kit has been developed that includes a variety of easily downloadable content including banners, guidelines, table covers, flyers, video screen frames, bumper stickers, and more. More information can be found at https://brand-experience.ieee.org/guidelines/brand-identity/sub-brand-guidelines-and-templates/students/.

We are looking for students to become ambassadors of the IEEE Students identity. If you are interested or have questions, please contact us at student-services@ieee.org.

About the author
Shareyna Scott (s.n.scott@ieee.org) is the IEEE Student Branch development specialist.