

Guidelines on the Use of the MTT Logo

1. In every use, the integrity of the logo must be preserved. For example:
 - **(A)** Only the complete, official logo may be used. (Hand drawn or deformed versions are not permitted.)
 - **(B)** Neither the whole nor recognizable parts may be incorporated into another logo whether designed by an IEEE member or not.
 - **(C)** If the printing/display method allows, the logo should be displayed either in black and white, or in the same blue and white as used for the IEEE logo. If this is not possible, other colors may be used, but no more than two with one color being the background color. If needed for contrast with the background, the two colors can be reversed.
 - **(D)** When a bit-mapped (i.e., rasterized) version of the logo is used, an appropriate resolution (dots-per-inch, dpi) should be used. If one of the provided rasterized logos (e.g., .gif, .jpg, .tif) is not sufficient, then one of the vector format files (e.g., .eps, .ai) should be rasterized to the optimal dpi.
 - **(E)** The logo should not be obscured by any other design, lettering, etc.
 - **(F)** The logo should not be used frivolously.
2. If the MTT logo is used in conjunction with the IEEE Master Brand, then the IEEE Master Brand must be given equal or greater prominence in the design layout. Discretion is left to the designer to determine the size comparison based on any of several measurements including area, height, and width. For samples of acceptable size relationships and a copy of the IEEE Master Brand Reference Guide, please visit [IEEE Identity Standards](#).
3. All questions regarding IEEE Identity Standards should be directed to the [IEEE IPR Office](#).
4. The MTT logo should be used on all MTT-S wholly-owned publications, materials, publicity, meeting notices, programs and other promotional literature and products. On any of these, the logo should be displayed prominently at least once. On publications, it is recommended that the logo appear on the front cover and title page, if any.
5. When used with logos of other societies, normally all logos should be the same size. It can be acceptable to use logos in appropriately different sizes if society participation is unequal. Major events (e.g., a conference that uploads to IEEE Xplore, etc.) must be approved by the MTT-S Meetings and Symposia Committee on a case-by-case basis prior to logo use. Seek guidance from the Committee if you are uncertain if this applies for your event.
6. The logo shall be used only in connection with official business of the MTT-S, MTT Chapters, and MTT-S sponsored or co-sponsored conferences, and only in compliance with these Guidelines.
7. Use of the logo in any way that is detrimental to the MTT-S is not permitted.
8. If there is uncertainty as to whether these guidelines are being followed, please contact the appropriate MTT AdCom committee to seek guidance and permission to proceed. For example, MTT sponsored conferences should contact the Meetings and Symposia Committee, MTT chapters should contact Membership and Geographic Activities Committee, etc. Committees are listed on [mtt.org](#).
9. Special thanks to Region 8 and the IEEE Computer Society, whose logo guidelines were used as a template for this document.
10. Document created 14 October 2015 by JCR.