

The MTT-S Brand

IEEE MTT-S Brand Book



MTT-S

IEEE MICROWAVE THEORY &
TECHNIQUES SOCIETY

MHz TO THz COMMUNITY

The first IEEE Group on Microwave Theory and Techniques Newsletter (G-MTT) was published on 10 September 1954. Some 15 years later the newsletter announced the “G-MTT Symbol Contest.” Numerous entries were received and the entry with the most votes came from Raymond A. Patrin with a close second from Robert E. Putre’s “Magic Tee.”

Ultimately legal (trademark) conflicts made Patrin’s entry unfeasible and so Putre’s entry become the winning logo and thus the now infamous “Magic Tees” became the official logo and appeared on the cover of the G-MTT in October 1970.

Since that time, the logo has taken on great meaning and pride throughout the society and among its members. As such, we are now proud to complement this logo with its own branding guideline document to ensure the next 50 years of use will do it justice as the past 50 have proven to do so.

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Two Orientations:

The MTT-S brand is shown here with the official tagline, “MHz to THz Community,” which was incorporated in 2017.

Depending on the space available, either the **horizontal** or **stacked version** may be used. The tagline should be included wherever possible.

See page 7 for minimum size and spacing requirements.

In every use, the integrity of the logo must be preserved. For example:

- Only the complete, official logo may be used. Hand-drawn or distorted versions are not permitted.
- Neither the whole nor recognizable parts may be incorporated into another logo whether designed by an IEEE member or not.



A) Horizontal



B) Stacked



Symbol Options:

In addition to the options shown on page 2, the MTT-S brand is also available with the unenclosed “Magic Tees.”

Regardless of which symbol option is used, the ® should always appear adjacent to the “Magic Tees” and the symbol should never appear alone.



A) Horizontal



B) Stacked



Official Color

The MTT-S brand should always be reproduced in black, white or the official blue: Pantone 3015, or its CMYK or RGB equivalents.

Secondary Colors



C=50, M=0, Y=100, K=0
#7AB732



C=3, M=36, Y=75, K=0
#EA9E4D



C=68, M=78, Y=0, K=0
#67468D



C=0, M=94, Y=64, K=0
#E13644



Pantone 3015 C
(C=coated paper)



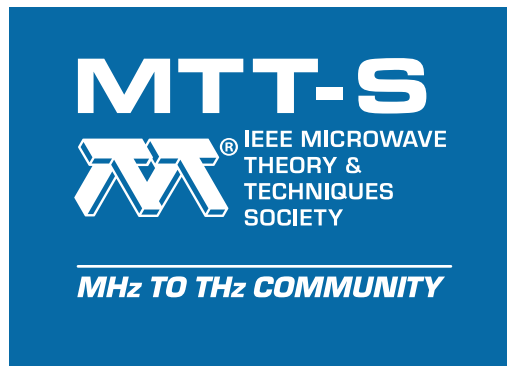
Pantone 3015 U
(U=uncoated paper)



C=89, M=51, Y=15, K=1



#236392



File Formats

The MTT-S brand is available for download in the following formats*:

File Extension	Format	Purpose
.png	raster	digital display
.svg	vector	video
.eps	vector	scalable, printed materials
.ai	vector	scalable, professional
.wmf	vector	compatible with MSOffice

Vector files are scalable to any size while maintaining sharp clean edges. Raster images are not scalable and should only be used for digital display—presentations, websites, etc. **They may be reduced in size but should NOT be enlarged more than 10 percent.**

Files Available for Download:

[Link to DropBox folder with .PNGs in three different sizes.](#)

[Link to DropBox folder with .JPGS.](#)

[Link to DropBox folder with .SVGs for use in video.](#)

[Link to DropBox folder with .EPS file containing all variations.](#)

[Link to DropBox folder with .AI, Adobe Illustrator master file.](#)

[Link to DropBox folder with .WMF, Windows Meta file.](#)

Typography

While the typefaces that make up the MTT-S brand, are from the Eurostile font family, it isn't necessary to use Eurostile in print or digital applications. Acceptable font families include (in order of preference):

- Franklin Gothic
- Arial
- Open Sans

Typography can work together with other design elements to make communications more readable, consistent, and visually appealing.

Digital-based applications and websites are encouraged to use Open Sans. Open Sans is one of the most widely accepted fonts in websites around the world because it was specially designed for screen readability and flexibility on different browsers.



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— Eurostile Extended Black
— Eurostile Bold
— Eurostile Black Italic

Franklin Gothic Book
Franklin Gothic Book Italic
Franklin Gothic Book Condensed
Franklin Gothic Book Condensed Italic
Franklin Gothic Book Compressed
Franklin Gothic Book Compressed Italic
Franklin Gothic Demi
Franklin Gothic Demi Italic
Franklin Gothic Demi Condensed
Franklin Gothic Demi Condensed Italic
Franklin Gothic Heavy
Franklin Gothic Heavy Italic

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic
Arial Black

Open Sans Light
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold

Size and Space

The MTT-S logo should never appear any smaller than the examples shown here: 1.25 in. minimum width for the stacked version and .65 in. height for the horizontal version. This allows the IEEE... to remain a legible 6 pt. type size.

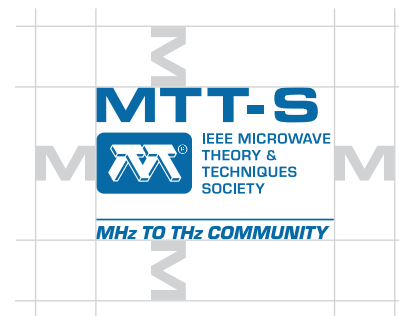
There should be space around the logo equal to the width the large block M.

Minimum Width

1.25 in.



Clear Space



Minimum Height



Hierarchy and Placement

The brand should not be obscured by any other design, lettering, etc. Nor, should it be used frivolously.

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.

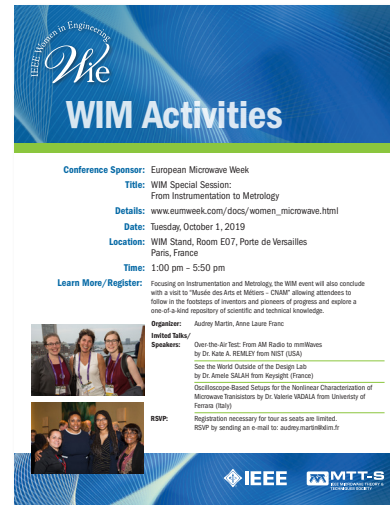
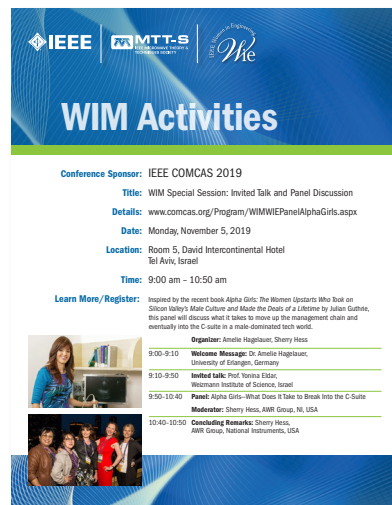


When applying the IEEE and MTT-S brands to flyers, brochures, slides etc. information hierarchy is communicated through size, position, and color/contrast. Therefore three scenarios are addressed here regarding sub-brands that will, at times, appear with the IEEE and MTT-S brands. They are:

A IEEE MTT-S is the single primary sponsor, organizer or “voice” of the event or program, therefore the two logos appear at the top left in proper size and relation to each other (see page 7 for details).

B IEEE MTT-S and a sub-brand with its own unique brand/identity are co-equal sponsors or organizers of an event or program and should therefore be displayed equally.

C A sub-brand with its own unique brand/identity, such as *Women in Engineering*, is the primary sponsor, organizer or “voice” of an event or program and therefore takes the prominent, upper left-hand corner position. The IEEE MTT-S brands appear at the bottom right-hand corner of the space.



Sample Applications

The following examples show the proper placement of the IEEE MTT-S logos. Example A shows the use of Franklin Gothic Book Condensed and Franklin Gothic Demi Condensed along with the "blue wave" background element and one of the approved accent colors, **green**: C=50, M=0, Y=100, K=0. The file template is an Adobe InDesign file. (See page 4 for additional secondary colors.)

Similarly, Example B shows proper use of the IEEE MTT-S brand logos and incorporates another secondary color, **orange**: C=3, M=36, Y=75, K=0

Examples C and D are Microsoft PowerPoint files and also demonstrate appropriate use of brand assets.

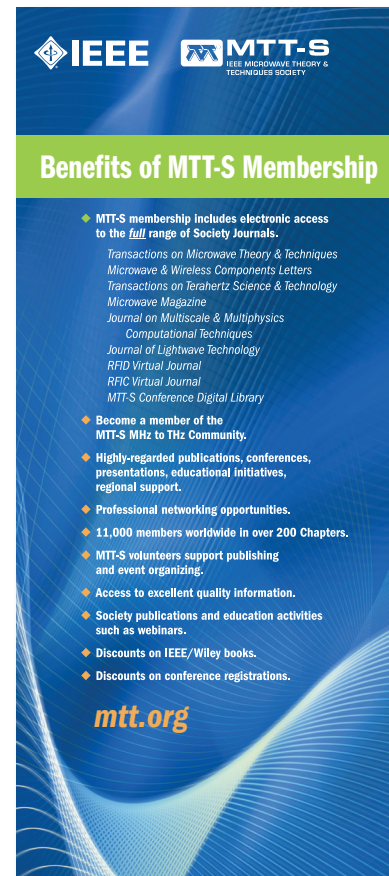
Example E shows how an Instagram post might look.

A



8.5 x 11 inch, US Letter Size, full bleed, full color
Event Flyer. Adobe InDesign file

B




38 x 87 inch, Pull-Up Banner. Adobe
Illustrator file.

D

Click to add Title

Click to add Subtitle



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Outline Slide: Option 1

- Second level
- Third level
- Fourth level

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Outline Slide: Option 2

- Second level
- Third level
- Fourth level

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C

IEEE young professionals

Join Us!

Sunday, June 28
02:00 PM UTC

LIVE facebook.com/pg/IEEEMTT

Microwave Enabled Quantum Computing



DAVID E. ROOT
Keysight Laboratories
PHYSICS AND ANALYSIS
IEEE FELLOW

This talk introduces the exciting potential, basic principles, and significant technical challenges of practical quantum computation. The emphasis is on the fundamental role of microwaves and innovative engineering in the design and physical realization of quantum technologies, and the implementation of quantum algorithms using classical microwave electronic control systems. The emergence of a new "quantum engineering" discipline represents an exciting opportunity for the present and next generation of physical scientists, computer scientists, and microwave engineers.

More Information: mtt.org

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E

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Become a member of the MTT-S MHz to THz Community

8.5 x 11 inch, US Letter Size, full bleed, full color Event Flyer. Microsoft PowerPoint file

Assets

The "Blue Wave" is available for use as a background, header or footer element at 100% opacity or tinted to an appropriate value for readability.

Photography should be high resolution (300 ppi) CMYK for print projects and 72 to 150 ppi RGB for digital projects. Subject should be clear and well focused and should be representative of IEEE MTT-S's diverse membership. Be mindful of copyright and required credits when choosing photos.



Contact

This publication is provided by the Marketing Communications SubCommittee (MarCom) of the Administration Committee (AdCom) of IEEE MTT-S.

For more information and/or clarification on a specific project, please contact the current MarCom chair. A committee directory can be found at <https://mtt.org/adcom-committees/>

