



MTT-S
IEEE MICROWAVE THEORY &
TECHNOLOGY SOCIETY

The MTT-S Brand

IEEE MTT-S Brand Book



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 became 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 proud to complement this recently updated logo with its own IEEE compliant branding guideline document to ensure the next 50 years of use will do it justice as the past 50 have proven to do so.

Table of Contents

The Master Brand	2
Versions & Orientations	4-5
Colors	6
File Formats	7
Typography	8
Size and Spacing	9
Hierarchy and Placement	10-11
Sample Applications	12-13
Assets	14
Addendum	15-16
Contact	17

Society Name or Tagline Version, Horizontal or Vertical Orientation

HOW TO CHOOSE

The MTT-S brand is shown on page 3 with the full society name spelled out and also with the official tagline, “MHz to THz Community.” The tagline was incorporated in 2017.

In 2021, the society underwent a name change to the “Microwave Theory and Technology Society” as shown. The name change to technology from techniques aligns with the society’s evolution and continued commitment to delivering Microwave systems and solutions into the market.

Full Society Name

This version should be used in all outward facing materials and communications that are visible to the world at large to whom MTT-S has no immediate name recognition. As we introduce new audiences to the MTT-S brand we can’t assume that they will know what MTT-S stands for and therefore it is important to show the full society name and our affiliation with IEEE. Outward facing materials include:

- Promotional flyers and banners
- MTT-S social media channels and posts
- Conference websites, calls for papers and other promotional items
- DML’s slides and promotional materials

Tag Line

This version is for use when the intended audience consists of existing MTT-S members such that MTT-S is a known acronym; and affiliation to IEEE is readily understood.

Examples of inward facing would include:

- Chapter Meetings
- Other members-only meetings, events, communications

Orientation

Depending on the space available, either the **horizontal** or the **vertical** version* may be used.

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.

HOW TO CHOOSE *cont'd*

Horizontal



Full society name for all external audiences



Tagline version available only for internal audiences

Vertical



Full society name
for all external
audiences

*** Vertical orientation
with full society
name is also the
version to use for
social media, in
black, blue or white.**



Tagline version
available for
internal audiences
only

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
.jpg	raster	digital display
.svg	vector	video
.pdf	vector	scalable, professional

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 Logo Files with Full Society Name](#)

[Link to Logo Files with Tagline](#)

Typography

The typefaces that make up the MTT-S brand, are from the Franklin Gothic family. Acceptable font substitutions include:

- 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.



MTT-S
IEEE MICROWAVE THEORY &
TECHNOLOGY SOCIETY

Eurostile Extended Black

Franklin Gothic Condensed Medium

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

Whenever possible the MTT-S logo should appear no smaller than the examples shown here: .75 in. minimum width for the stacked version and .375 in. height for the horizontal version. This allows the society name to remain legible.

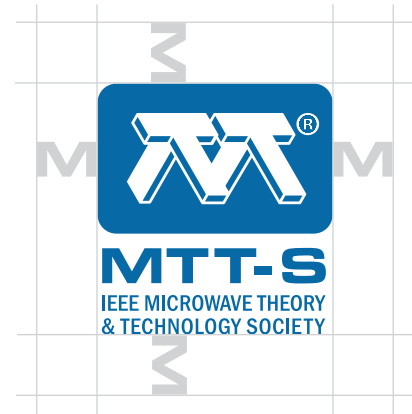
There should be space around the logo equal to the width the large block M.

Minimum Width

.75 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-S 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.



MTT-S
IEEE MICROWAVE THEORY
& TECHNOLOGY SOCIETY

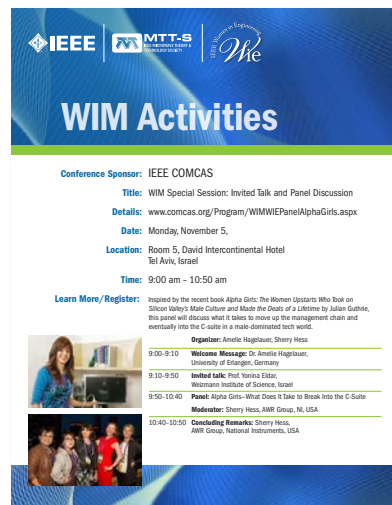


When applying the IEEE and MTT-S brands to flyers, brochures, slides etc. information hierarchy is communicated through size, position, and color/contrast. Therefore, three scenarios are addressed here regarding sub-brands that will, at times, appear with the IEEE and MTT-S brands. They are:

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 on page 12 are Microsoft PowerPoint files and also demonstrate appropriate use of brand assets.

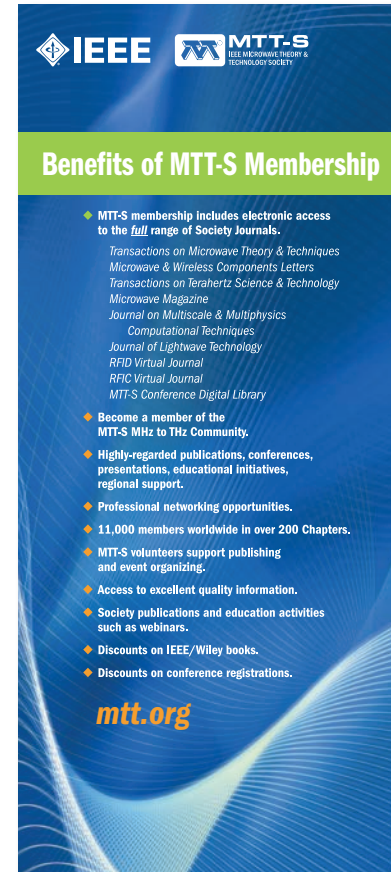
Example E shows how an Instagram post might look.

A



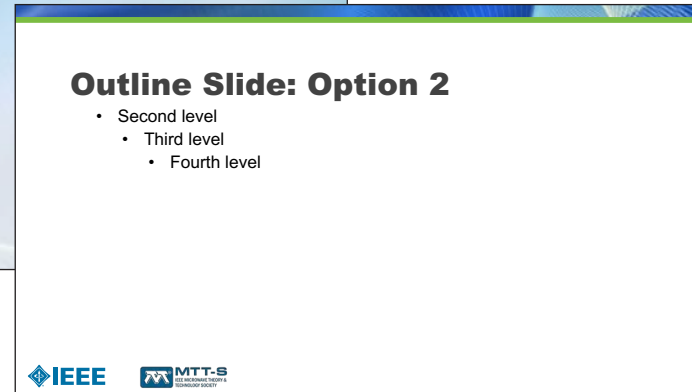
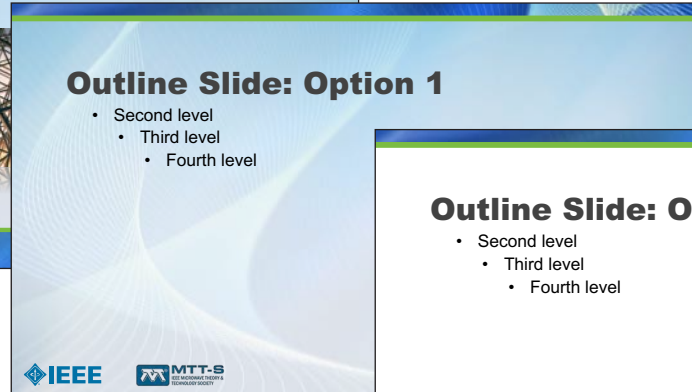
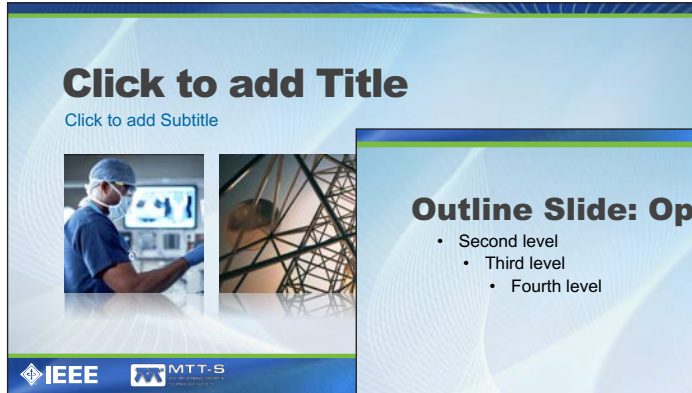
8.5 x 11 inch, US Letter Size, full bleed, full color
Event Flyer. Adobe InDesign file

B



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

D



C



E



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.



ADDENDUM

While the logos shown on page 5 are the preferred versions, an additional variation for limited special use is available upon request in black, MTT-S blue and white.



A special 70th Anniversary logo has been developed for use in 2022. It is also available upon request.



For minimum size and spacing requirements, see page 9.



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 email Amanda Scacchitti at a.scacchitti@ieee.org

