Vision
We serve those who solve the complex and critical problems of the world.

Mission
A widely recognized, inclusive organization that advances, promotes, and unites the industrial and systems engineering profession worldwide.

Brand Statement
Industrial and systems engineers make things better in any industry - from automobile manufacturing and aerospace, to healthcare, forestry, finance, leisure, and education. The Institute of Industrial and Systems Engineers (IISE), founded in 1948, helps its members improve complex organizations around the world and across industries. Throughout their careers, members turn to IISE for tools and connections that provide an integrated and systemic perspective to business challenges. Solving complex problems is our common objective.
IISE Corporate Partner and IISE Organization logos are available by contacting Doug Long, IISE’s Global Director, Strategic Alliances, at dlong@iise.org.
BRAND GUIDELINES for the Institute of Industrial and Systems Engineers

MINIMUM SIZES
To maintain full legibility, never reproduce the logo at a width smaller than 1 inch for print and 90 pixels wide for digital.

Print

Digital

SAFE SPACE
Allow the logo room to breathe by maintaining an appropriate amount of safe space around the logo. Use half of the globe as a measuring tool to help maintain this space.

The primary color is IISE Blue (PMS 294C).

IISE Blue

PMS: 294C
CMYK: C100, M86, Y29, K22
RGB: R0, G46, B108
HEX: #002E6C

Gray is used as an accent color.

Gray

PMS: 424C
CMYK: C57, M47, Y48, K14
RGB: R112, G113, B112
HEX: #707170

Ideally, the logo should be reproduced in full color IISE Blue. It can also be used in black or reversed out to white for use on a dark background.

Full Color

One Color (Black)

One Color Reverse (White)
**BRAND GUIDELINES** for the **Institute of Industrial and Systems Engineers**

**Brand Architecture**
IISE is the primary brand, and has several sub-brands, including conferences, societies, divisions and chapters.

### PRIMARY BRAND

![IISE Logo](image)

### CONFERENCES

**LEAN SIX SIGMA & DATA SCIENCE CONFERENCE**
Presented by the Operational Excellence Division

![IISE Annual Conference Logo](image)

### DIVISIONS

**Construction Engineering and Management Division**

![IISE Division Logo](image)

### CHAPTERS

**Georgia Tech Chapter**

![Georgia Tech Chapter Logo](image)

**Georgia Tech Chapter 814**

[www.iise.org](http://www.iise.org)
We have provided two options for chapter logos. The first option features the IISE logo with the name of the chapter beneath it in gray in Myriad Pro font. The second option allows for the incorporation of your university or professional chapter symbol or logo with the name of the chapter beneath it in Myriad Pro font. When used in conjunction with chapter symbols or logos, the IISE logo should always appear on the left.

All chapter logos must be submitted to chapters@iise.org for approval before use.

All IISE brand guidelines apply to chapter logos.

If using the second option, your chapter symbol or logo must not appear in a way that visually competes with the IISE logo.

Your chapter name should appear in gray using Myriad Pro font. (A standard sans serif font is also acceptable such as Arial or Tahoma.) Do not use a bold typeface.

An Adobe Illustrator file of both logo templates is available to download on our website at http://www.iienet2.org/files/IISEChapterLogo_Template.zip.
DIVISIONS

- Data Analytics and Information Systems Division
- Manufacturing & Design Division
- Construction Engineering and Management Division
- Operations Research Division
- Engineering Economy Division
- Work Systems Division
- Operational Excellence Division
- Quality Control & Reliability Engineering Division
- Logistics & Supply Chain Division
- Sustainable Development Division
- Modeling & Simulation Division
- Energy Systems Division
Always use the official artwork files issued by IISE. Do not alter or add to the logo, or create your own version.

These illustrations show only a few of the common errors you must avoid when using the IISE logo. If you have any questions, please contact IISE prior to incorporating the logo into your design.