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.
BRAND GUIDELINES for the Institute of Industrial and Systems Engineers

PRIMARY LOGO

ALTERNATE LOGOS

IIESE Corporate Partner and IIESE Organization logos are available by contacting Doug Long, IIESE’s Global Director, Strategic Alliances, at dlong@iise.org.
**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.

**SAFEGE 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.

**COLOR**

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

PRIMARY BRAND

CONFERENCES

DIVISIONS

CHAPTERS

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.
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.

<table>
<thead>
<tr>
<th>Logo</th>
<th>Rule</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="IISE Logo 1" /></td>
<td>Do not stretch or condense.</td>
</tr>
<tr>
<td><img src="image2" alt="IISE Logo 2" /></td>
<td>Do not add effects (drop shadow, bevel, etc.).</td>
</tr>
<tr>
<td><img src="image3" alt="IISE Logo 3" /></td>
<td>Do not add graphics or elements of any sort.</td>
</tr>
<tr>
<td><img src="image4" alt="IISE Logo 4" /></td>
<td>Do not use unapproved colors.</td>
</tr>
<tr>
<td><img src="image5" alt="IISE Logo 5" /></td>
<td>Do not use on busy, complex backgrounds.</td>
</tr>
<tr>
<td><img src="image6" alt="IISE Logo 6" /></td>
<td>Do not use as a transparency. The colors should not be lightened or darkened.</td>
</tr>
<tr>
<td><img src="image7" alt="IISE Logo 7" /></td>
<td>Do not use in low resolution. Vector .eps and high resolution .jpg files are available.</td>
</tr>
<tr>
<td><img src="image8" alt="IISE Logo 8" /></td>
<td>Do not use the full color version on a bright or dark background. Use the one color black or white versions.</td>
</tr>
<tr>
<td><img src="image9" alt="IISE Logo 9" /></td>
<td>Do not enclose in any shape or outline.</td>
</tr>
<tr>
<td><img src="image10" alt="IISE Logo 10" /></td>
<td>Do not display the globe in other colors.</td>
</tr>
<tr>
<td><img src="image11" alt="IISE Logo 11" /></td>
<td>Do not remove parts of the logo or use the globe alone.</td>
</tr>
</tbody>
</table>