



INSTITUTE OF
**INDUSTRIAL
& SYSTEMS**
ENGINEERS

Intellectual Property and Branding Guidelines

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.

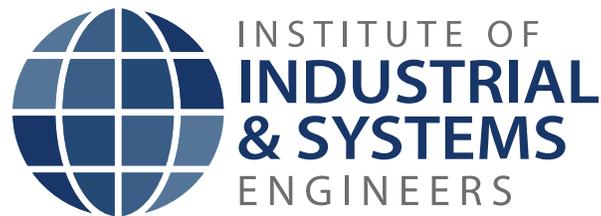
Purpose of Intellectual Property and Branding Guidelines

As IISE gains international recognition and notoriety, it has now proven essential to convey a unified and consistent approach in the use of the IISE's intellectual property, including all trademarks, content, domain names and URLs by all partners and university chapters. By adhering to these Guidelines, each partner and chapter will help foster the success of our vision and mission throughout the world.

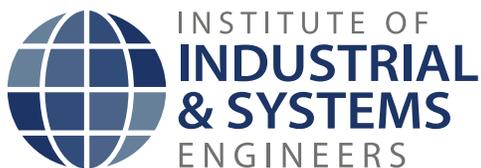
INTELLECTUAL PROPERTY AND BRANDING GUIDELINES

The primary and alternative IISE logos set forth below as well as the sub-brands identified herein, may be used by each partner, organization or chapter in facilitating communications about IISE to one's individual members and to the public. At no time should a partner incorporate the IISE name or logos to designate the partner's trade or corporate name. Nor shall the "IISE" designation or any of IISE's sub-brands be incorporated into the partner's domain name and/or URL in whole or in part. Such a requirement is necessary to avoid confusion with www.iise.org and its members, unless such authorization is first obtained in writing by contacting kbarnett@iise.org. A university chapter may incorporate the primary and alternative logos into their respective name in accordance with the guidelines specified herein.

PRIMARY LOGO



ALTERNATE LOGOS



Solving complex & critical problems of the world.



Solving complex & critical problems of the world.

An Adobe Illustrator file for IISE's primary and alternative logos and sub-brands are available for download at: iise.org/files/iise_logos.zip

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

INTELLECTUAL PROPERTY AND BRANDING GUIDELINES

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.



All other elements must remain outside of 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.

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)



INTELLECTUAL PROPERTY AND BRANDING GUIDELINES

Brand Architecture

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

PRIMARY BRAND



CONFERENCES



DIVISIONS



CHAPTERS



CHAPTERS

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.



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

MISUSE OF THE LOGOS AND INTELLECTUAL PROPERTY

MISUSE OF LOGOS

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.

Each partner and university chapter acknowledges that IISE is the sole owner of the various marks, names and brands identified herein, and agrees that at no time will it attempt to register with its respective governmental agency, the IISE designation, the name “Institute of Industrial and Systems Engineers” or any of the logos and marks otherwise identified in this Guideline and owned by IISE .



✗ Do not stretch or condense.



✗ Do not add effects (drop shadow, bevel, etc.)



✗ Do not add graphics or elements of any sort.



✗ Do not use unapproved colors.



✗ Do not use on busy, complex backgrounds.



✗ Do not use as a transparency. The colors should not be lightened or darkened.



✗ Do not use in low resolution. Vector .eps and high resolution .jpg files are available.



✗ Do not use the full color version on a bright or dark background. Use the one color black or white versions.



✗ Do not enclose in any shape or outline.



✗ Do not display the globe in other colors.



✗ Do not remove parts of the logo or use the globe alone.

MISUSE OF THE LOGOS AND INTELLECTUAL PROPERTY

MISUSE OF DOMAIN NAMES/URLS

For the purposes of these Guidelines, the term ‘domain name’ means any alphanumeric designation which is registered with or assigned by any domain name registrar, domain name registry, or other domain name registration authority as part of an electronic address on the Internet.

Each partner or university chapter agrees that it will not use any domain name or URL that is confusingly similar to or which depicts in whole or in part the “IISE” designation, or any designation that appropriates the IISE’s brands as identified in this Guideline, unless authorization is first obtained in writing from IISE by contacting kbarnett@iise.org.

Examples:

Misuse involving country codes and generic top-level domains such as:

(i) www.iise.ca or www.iise.de [country code TLDs]

(ii) www.iise.com or www.iise.net [generic TLDs]

Misappropriation of other brands owned by IISE, such as:

(iii) www.instituteofindustrialandsystemsengineers.com

(iv) www.aes.ca

(v) www.appliedergonomicsociety.net

MISUSE OF COPYRIGHTED CONTENT

IISE maintains an ongoing claim to copyright protection for all content that appears on its websites at www.iise.org and www.iisesolutionsinc.com. Each partner and chapter agree that it will not, at any time, appropriate in whole or in part any such content for use on its respective website unless it first obtains authorization in writing from kbarnett@iise.org. Nothing prohibits the partner or university chapter from linking to www.iise.org and/or to www.iisesolutionsinc.com, or from disseminating announcements, promotions, and other content directly produced and authorized by IISE.



COLORS

-  PMS: 7687 C
CMYK: 100 / 95 / 5 / 0
HEX: #2A388F
-  PMS: 7579 C
CMYK: 0 / 80 / 95 / 0
HEX: #F05A28
-  PMS: 715 C
CMYK: 0 / 50 / 100 / 0
HEX: #F7931D



COLORS

-  CMYK: 0 / 61 / 98 / 0
HEX: #f58024
-  CMYK: 69 / 63 / 59 / 51
HEX: #3a3a3c



SOCIETY FOR HEALTH SYSTEMS
LEADING HEALTHCARE IMPROVEMENT

COLORS

-  PMS: 7733 C
CMYK: 100 / 91 / 0 / 42
HEX: #006F3C
-  PMS: BLACK
CMYK: 75 / 68 / 67 / 90
HEX: #000000

**HEALTHCARE SYSTEMS
PROCESS IMPROVEMENT**
CONFERENCE

Sponsored by:  SOCIETY FOR HEALTH SYSTEMS
LEADING HEALTHCARE IMPROVEMENT



IISE Solutions
INC.
BUSINESS CONSULTING

COLORS

-  PMS: 7462 C
CMYK: 100 / 58 / 0 / 21
HEX: #005596
-  PMS: 7488 C
CMYK: 49 / 0 / 100 / 0
HEX: #8FC73E