**Vision**
To be the premier organization that advances, promotes and unites the industrial and systems engineering profession worldwide.

**Mission**
To provide knowledge, training, networking opportunities and recognition to enhance the skills and effectiveness of the industrial and systems engineering profession and those individuals involved with improving quality and productivity.

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

**PRIMARY BRAND**

**CONFERENCES**

**DIVISIONS**

**CHAPTERS**
PRIMARY LOGO

ALTERNATE LOGOS

MINIMUM SIZES

There is no maximum size limit, but use discretion when sizing the logo. Never reproduce the logo at widths smaller than 1.25 inches. Be sure all parts of the logo remain legible.

SAFE SPACE

Allow the logo room to breath by maintaining an appropriate amount of safe space around the logo to ensure that it remains legible and does not get lost within the composition. Use half of the globe as a measuring tool to help maintain this space.

COLOR

The primary color is IISE Blue.

**IISE Blue**

- PMS: 294 C or 281 U
- CMYK: 100 / 86 / 29 / 22
- RGB: 0 / 46 / 108
- HEX: #1A2856

Blues used in the globe:

- IISE Blue
  - CMYK: 88 / 73 / 28 / 16 | RGB: 51 / 76 / 119
  - CMYK: 77 / 59 / 27 / 9 | RGB: 76 / 100 / 136
  - CMYK: 65 / 45 / 26 / 2 | RGB: 103 / 127 / 155

Gray is used as an accent color.

- PMS: 424C
  - CMYK: 57 / 47 / 48 / 14
  - RGB: 112 / 113 / 112
  - 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. Do not use the full color version on bright colored or dark backgrounds.

Full Color

One Color (Black)

One Color Reverse (White)
**MISUSE OF THE LOGO**

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.

- 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 colored background. Use the one color black or white versions.
- Do not enclose in any shape our outline.
- Do not color the globe other colors.
- Do not remove parts of the logo or use the globe alone.
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 the both logo templates is available to download on our website.