IEEE and 802®
Brand Identification

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Value of the IEEE and 802 Name

What’s in a name?

- IEEE and 802® have strong name recognition throughout industry
- Represent integrity, quality and value
- Need to protect brand names to ensure their value
Protecting the Names

*Why it’s important*

- A corporate identity program is like a dress code—defined, sometimes inflexible and rich in symbolism
- However, it’s wise to exercise branding guidelines—but need to keep it simple
- Use of the IEEE Master Brand
  http://www.ieee.org/masterbrand
IEEE and 802 Brand Identification

Things we can do now

- Use “IEEE” when referencing standards or talking about them vs just using the standard number or “buzz word” name
- Use trademarks by standards’ numeric designations (IEEE 802.11g™ or IEEE Std 802.11g™, 802®)
- When referring to an approved standard, have “IEEE” precede its number (IEEE 802.3af™)
- When referring to a draft standard, have “IEEE” precede its number (IEEE P802.11F™)
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Things we can do now

- PR program to assist with standards groups publicity needs
  - Development and dissemination of news releases (IEEE and/or joint)
  - Development of media lists
  - Use of Business Wire and other news wire services
  - Development of standards groups’ backgrounders
  - Development and placement of articles in trades
- 802 e-News Bulletin
- Keep the lines of communication open with relevant Alliances
- Use [www.ieee802.org](http://www.ieee802.org)
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What can we do better?

- How to address false claims of compliance?
- How to address statements of conformance to “pre-standards” or draft standards?
- How to address “position statements”?
- How can we better support your standards group’s branding expectations and needs?
- How can we work to better support your industry and marketplace branding expectations and needs?
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Resources

- IEEE 802 News Bulletin
  standards.ieee.org/802news/
- IEEE Standards Development Process backgrounder
  standards.ieee.org/announcements/backgrounder.html
- IEEE-SA and IEEE backgrounders
  standards.ieee.org/announcements/crpbackgrounders.html
- Editor/media Interview Guide
  standards.ieee.org/announcements/interviewguide.html
- Web templates
- IEEE Corporate Communications and IEEE-SA marketing staff
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