

## **IEEE and 802® Brand Identification**

IEEE 802 Plenary  
21 July 2003

Karen McCabe  
Senior Marketing Manager  
+1 732 562 3824  
k.mccabe@ieee.org



## **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™)



## IEEE and 802 Brand Identification

*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  
<http://standards.ieee.org/802news/>
- Keep the lines of communication open with relevant Alliances
- Use [www.ieee802.org](http://www.ieee802.org)

## IEEE and 802 Brand Identification

*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?

## IEEE and 802 Brand Identification *Resources*

- IEEE 802 News Bulletin  
[standards.ieee.org/802news/](http://standards.ieee.org/802news/)
- IEEE Standards Development Process backgrounder  
[standards.ieee.org/announcements/backgrounder.html](http://standards.ieee.org/announcements/backgrounder.html)
- IEEE-SA and IEEE backgrounders  
[standards.ieee.org/announcements/crpbackgrounders.html](http://standards.ieee.org/announcements/crpbackgrounders.html)
- Editor/media Interview Guide  
[standards.ieee.org/announcements/interviewguide.html](http://standards.ieee.org/announcements/interviewguide.html)
- Web templates
- IEEE Corporate Communications and IEEE-SA marketing staff  
[k.mccabe@ieee.org](mailto:k.mccabe@ieee.org); + 1 732 562 3834