

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
<http://standards.ieee.org/802news/>
- Keep the lines of communication open with relevant Alliances
- Use 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?

IEEE and 802 Brand Identification *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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