Design Brief

The IJCB logo incorporates modified concentric ellipses/shapes to embody the characteristics of fingerprints, reflecting "biometrics." To represent the conference brand, the letters of I, J, C, B are embedded into the fingerprint patterns in a subtly and interesting way. What's more, the conference name of IJCB is highlighted in red to not only enhance the concept of fingerprint recognition, but also to make the conference brand stand out. The outermost oval resembles the profile of a human face, illustrating that the IJCB conferences are biometrics-focused and human-centric. Therefore, the logo can provoke the viewer to consider rich experiences in a meaningful way. In general, the IJCB logo is designed to be modern, welcoming, inclusive and forward thinking. When placed over images, the design and visuals should communicate the invaluable and diverse experiences offered at the IJCB conferences. For examples of placements on imagery, please refer to page 3.

The IJCB logo has three variations to use on different platforms that are recognizable and versatile: a core logo, a two-color logo, and a one-color logo. For details on those variations, please refer to pages 2 and 3.

Last but not least, effectively utilizing the IJCB logo through merchandising materials can reinforce IJCB brand equity while introducing and promoting the IJCB conferences in new or previously untapped research communities. Refer to page 5 for promotional products examples.

A. Core Logo

IEEE International Joint Conference on Biometrics

A1. Core Logo with Conference Name

IEEE International Joint Conference on Biometrics

A2. Core Logo with Conference Name

Logo Variations & Placement on Imagery

B. Two-Color Logo

Photo by Headway on Unsplash

C. One-Color Logo

Photo by JJ Ying on Unsplash

Color Palette & Typography

	Pantone	CMYK	RGB	WEB
🔴	PMS 200 C	C3 M100 Y70 K12	R186 G12 B47	BA0C2F
⚪	PMS Process Black 60% PMS Process Black 20%	C0 M0 Y0 K60 C0 M0 Y0 K20	R0 G0 B0 60% R0 G0 B0 20%	000000
⚫	PMS Process Black 80% PMS Process Black 20%	C0 M0 Y0 K80 C0 M0 Y0 K20	R0 G0 B0 80% R0 G0 B0 20%	000000
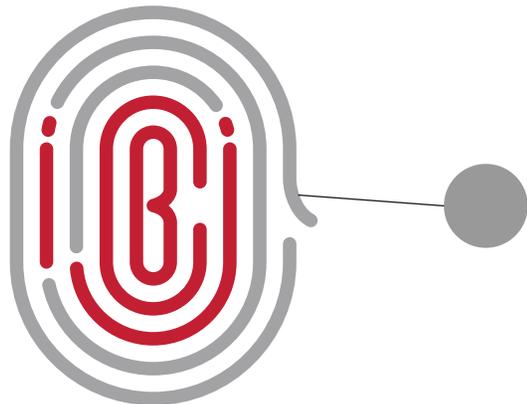
A. Core Logo

⚪	PMS Process Black 40%	C0 M0 Y0 K40	R0 G0 B0 40%	75787B

B. Two-Color Logo

International Joint Conference on Biometrics

Typography

Formata medium condensed

All colors incorporated into the logo variants strictly adhere to the color palettes specified by the IEEE Master Brand Guidelines. For comprehensive details and final decision-making criteria regarding design and branding parameters, please refer directly to the IEEE Master Brand Guidelines.

Beyond the Basics Merchandise Samples

Apparel

International Joint Conference on Biometrics

Promotional Products