

The Institute of Electrical and Electronics Engineers  
Box A, Lenox Hill Station, New York 21, New York

CONFIDENTIAL MEMO TO: IEEE Directors-Elect Only  
FROM: D.G. Fink, General Manager-Designate  
SUBJECT: IEEE Badge (Preliminary Sketch)

A preliminary sketch of the IEEE Badge has now been received and this sketch is reproduced below showing the actual size of the badge. Please note that this is a preliminary drawing, subject to changes or refinements, if necessary.



This sketch is not for publication or use, except in connection with the informal ballot mailed to the IEEE Directors-Elect on November 19, 1962, and is intended for your information only. Therefore, we request that you keep the contents of this memo confidential.

November 23, 1962.

2.11.124



14-Memo  
Met 9/25

# THE JOINT MERGER COMMITTEE

THE INSTITUTE OF RADIO ENGINEERS, INC.

THE AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS

## Co-Chairmen

Warren H. Chase for AIEE  
Patrick E. Haggerty for IRE

## Secretary

Donald G. Fink  
1 East 79 Street  
New York 21, N. Y.  
LE 5-5100

Lloyd V. Berkner  
Hendley Blackmon  
W. Russell Clark  
John T. Henderson  
Clarence H. Linder  
Ronald L. McFarlan  
Walter E. Peterson  
Haraden Pratt  
Elgin B. Robertson  
Lawrence M. Robertson  
John D. Ryder  
B. Richard Teare, Jr.

November 19, 1962

MEMORANDUM TO: IEEE Officers-Elect and Directors-Elect  
FROM: D. G. Fink, General Manager-Designate  
SUBJECT: Emblem for IEEE

The Joint Merger Committee has considered, at its Sixth Meeting, October 30-31, 1962, the proposals for the new IEEE emblem to be used as a badge, on stationery, banners, etc. The following extract from the minutes of that meeting gives the general specifications:

"Emblem for IEEE. The Secretary presented renditions of three alternative emblem outlines, as requested at the previous meeting. He reported that Mr. Hibshman had proposed that the new badge should not contain the letters "IEEE". This proposal was enthusiastically endorsed. The Committee then unanimously agreed that the new emblem should have an outline in the form of a modified hypocycloid, not necessarily in precisely the same shape as the AIEE badge but related thereto, and that the field of the badge should contain a straight arrow pointed vertically upward representing the conventional direction of a current flow (from a positive terminal to a negative terminal) and that this arrow should be surrounded by a curved arrow representing the conventional direction of the magnetic field associated with that current, i. e., counter-clockwise. The Secretary was directed to prepare several finished renditions meeting these specifications for the final selection of the Merger Committee. It was agreed that the IEEE Badge thus approved would not be officially used by any IEEE member or organization until its official adoption by the IEEE Board of Directors."

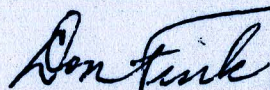


The Merger Committee, at its Seventh Meeting, November 14-15, 1962, voted that it would be highly desirable to have the new badge for sale at the IEEE Winter General Meeting late in January 1963. To make this date, a supplier must be selected, specifications finalized, and dies produced. Accordingly, although the official adoption of the badge must be made in a regular meeting of the IEEE Board of Directors (this item will be on the agenda for the meeting of January 8-9, 1963), it will be necessary to get an advance indication from the Directors-Elect concerning the acceptability of this design. The proposal was unanimously adopted by the twelve Directors-Elect who serve on the Merger Committee and also has the approval of President-Elect Weber and Vice President-Elect Oliver.

*yes  
11/21/62*

To permit immediate action on the procurement of badges, each Officer and Director-Elect is asked to return the enclosed unofficial ballot to the above address not later than November 30, 1962.

Very sincerely,



Donald G. Fink  
General Manager-Designate

Enc.





# AMERICAN INSTITUTE of ELECTRICAL ENGINEERS

345 EAST FORTY-SEVENTH STREET, NEW YORK 17, N. Y.

PLAZA 2-6800 (AREA CODE 212)

November 28, 1962

Messrs. W. H. Chase  
P. E. Haggerty  
B. H. Touse, Jr.  
E. Weber  
cc: D. G. Fink

cc: Messrs. E. B. Robertson  
L. M. Robertson  
C. H. Linder  
H. Blackman ✓

Gentlemen:

The IEEE Badge, as shown in Don Fink's note of November 23, 1962, is good in principle, but very poor in configuration; Don states that it is a preliminary drawing, subject to change. The design he presented with its square center part gives me the feeling of being blunt, dull, uninteresting, old fashioned, placid, ultra-conservative, and a square.

The conception should be one which creates a feeling of being sharp, keen, interesting, modern aggressive, progressive and alert. It should, in essence, reflect the society it represents.

I suggest something along the lines of the attachment as a design that creates the desired effect.

Yours sincerely,

W. R. Clark

/s/  
Att.

