INCOSE

International Council on Systems Engineering

A better world through a systems approach

INCOSE LOGO
BRAND GUIDELINES

INCOSE LOGO USAGE GUIDELINES

INCOSE International Council on Systems Engineering *A better world through a systems approach*	**FULL COLOR LOGO WITH TAGLINE** • Features the INCOSE trademark logo icon in its official color palette and includes the organization name and the tagline. • Ideal for contexts with a light background. The use of this logo is recommended when targeting individuals, corporations, or organizations outside of INCOSE.
INCOSE International Council on Systems Engineering	**FULL COLOR LOGO WITHOUT TAGLINE** • Consists of the INCOSE trademark logo icon and the organization name in the official color palette, excluding the tagline. • Ideal for contexts with a light background. Usage of this logo is recommended when the font size of 'International Council on Systems Engineering' is 9 points or greater.
INCOSE	**FULL COLOR TRADEMARK LOGO ICON ONLY** • Solely features the INCOSE trademark logo icon in the official color palette, excluding text elements. • Optimal for scenarios characterized by limited space and complex background graphics. The use of this logo is recommended when targeting individuals, corporations, or organizations that are familiar with INCOSE.

INCOSE LOGO USAGE GUIDELINES

INVERTED LOGO WITH TAGLINE

- The logo icon, the organization name, and tagline are rendered in white to contrast with darker backgrounds.

- Ideal for contexts with a dark background, requiring a white representation for contrast. The use of this logo is recommended when targeting individuals, corporations, or organizations outside of INCOSE.

INVERTED LOGO WITHOUT TAGLINE

- Comprises the INCOSE trademark logo icon and the organization name in white, excluding the tagline.

- Ideal for contexts with a dark background. Usage of this logo is recommended when the font size of 'International Council on Systems Engineering' is 9 points or greater.

INVERTED TRADEMARK LOGO ICON ONLY

- Presents the INCOSE trademark logo icon rendered in white, excluding text elements.

- Optimal for scenarios characterized by limited space and complex background graphics. The use of this logo is recommended when targeting individuals, corporations, or organizations that are familiar with INCOSE.

LOGO COLOR

INCOSE Logo

	HEX	RGB	CMJN	PANTONE
Blue	#62a1d7	98 161 215	60 25 0 0	284 C
light blue	#adc9e9	173 201 233	30 13 0 0	2708 C
Black	#231f20	35 31 32	0 0 0 100	P PROCESS BLACK C
Silver	#b0bbb9	176 187 185	8 0 6 28	5507 C

Symposium Logo

	HEX	RGB	CMJN	PANTONE
Red	#eb0029	235 0 41	1 100 92 0	122 C
Green	#acdb90	172 219 144	34 0 57 0	358 C
Blue	#0071ce	0 113 206	91 53 0 0	285 C
Yellow	#ffd13f	255 209 63	0 17 85 0	185 C
Black	#231f20	35 31 32	0 0 0 100	P PROCESS BLACK C
Dark Gray	#414042	65 64 66	68 62 58 46	BLACK 3 C

Workshop Logo

	HEX	RGB	CMJN	PANTONE
Blue	#0071ce	0 113 206	91 53 0 0	285 C
Black	#231f20	35 31 32	0 0 0 100	P PROCESS BLACK C
Dark Gray	#414042	65 64 66	68 62 58 46	BLACK 3 C

LEGAL INCOSE GUIDELINES

By using the INCOSE logos, you agree to follow these INCOSE Guidelines as well as our Terms of Service and all other INCOSE rules and policies. INCOSE reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice.

These Guidelines apply to your use of the INCOSE logos. You may use the INCOSE logos solely for the purposes expressly authorized by INCOSE. Strict compliance with these Guidelines is required at all times, and any use of the INCOSE logos in violation of these Guidelines will automatically terminate any license related to your use of the INCOSE logos.

1. Alterations: You may not alter the INCOSE logos in any manner, including, but not limited to, changing the proportion, color, or shape of the INCOSE logos, adding or removing any elements from the INCOSE logo, or adding any text overlay onto the logo.

2. Logo Placement: The INCOSE logos must appear by themselves, with reasonable spacing between each side of the marks and other visual, graphic, or textual elements. This includes setting the logo on backgrounds with images or colors that would obstruct the visibility of the INCOSE lettering. Best practices would be to place the logo on white or very light backgrounds for the full-color logo and on dark backgrounds for the inverted logo, ensuring maximum contrast and visibility.

3. Readability: The INCOSE logos should not be placed in any way that interferes with the readability or display of the entirety of the INCOSE logos.

4. Implications of Sponsorship or Endorsement: You may not use the INCOSE logos in any manner that implies sponsorship or endorsement by INCOSE without express written permission and a license from INCOSE.

5. Disparagement: You may not use the INCOSE logos to disparage INCOSE, its products, or services, or in a manner which, in INCOSE's sole discretion, may diminish or tarnish INCOSE's goodwill in the INCOSE logos.

6. Unauthorized Reference: You may not use the INCOSE logos to refer to any other product or service other than INCOSE.

LEGAL INCOSE GUIDELINES

7. Acknowledgment of Rights: You acknowledge that all rights to the INCOSE logos are the exclusive property of INCOSE, and all goodwill generated through your use of the INCOSE logos will inure to the sole benefit of INCOSE. You will not take any action that is in conflict with INCOSE's rights in, or ownership of, the INCOSE logos.

8. Reservation of Rights: INCOSE reserves the rights, exercisable at its sole discretion, to modify these Guidelines, the Brand Guidelines, and/or the INCOSE logos at any time and to take appropriate action against any unauthorized or non-conforming use of the INCOSE logos.

9. Chapter Specific Logos: Additions below the logo, in the instance of Chapter specific logos, must be approved by INCOSE prior to use.

CLEAR MINIMUM SPACE

- Clear space around the logo is crucial to maintain its visibility and impact.
- Avoid clutter and visual interference by keeping this space free of other elements.
- The clear space should be at least equivalent to the height of the "I" in "INCOSE" on all sides of the logo.

MISUSE

Do Not — Add Drop shadows

Do Not — Contain In A Shape

Do Not — Add Special Effects

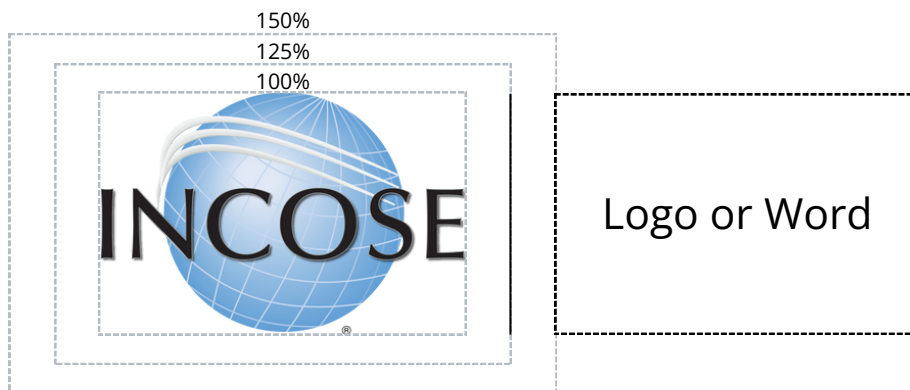**Do Not — Skew, Rotate or Stretch**

Do Not — Use Our Old Logo

LOGO AND WORD LOCK-UP

To include another logo, conference name, event name, working group name, or chapter name alongside the INCOSE logo, follow these guidelines to maintain consistency and alignment:

1. Vertical Line Addition:
- A vertical line shall be added to the right side of the INCOSE logo.
- The vertical line shall be the same height as the INCOSE logo.
- The line weight of the vertical line shall be 1.

2. Position of the Vertical Line:
- The vertical line shall be positioned on the right side of the INCOSE logo, running parallel to the right border of the INCOSE trademark logo.
- The vertical line shall be placed at the 125% border of the INCOSE trademark logo.
- The vertical line shall start at the top edge of the INCOSE logo and extend down to the bottom edge of the INCOSE logo, covering the full height of the INCOSE logo.

3. Position of the Additional Logo or Word:
- The other logo, conference name, event name, working group name, or chapter name shall be placed to the right of the vertical line.
- The additional logo or word shall begin at the 150% border of the INCOSE trademark logo and extend to the right.
- The additional logo or word should not exceed the 100% limit of the INCOSE trademark logo.
- In the case of adding text, the preferred font is "Open Sans" to maintain consistency.

EXAMPLE OF LOGO LOCK-UP

Logo or Word
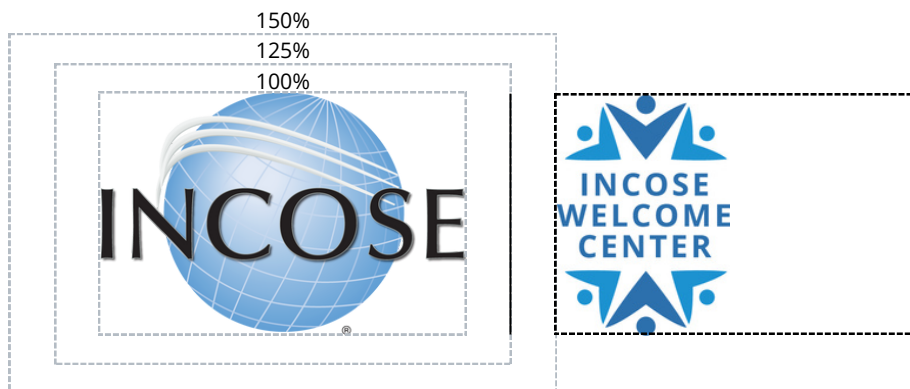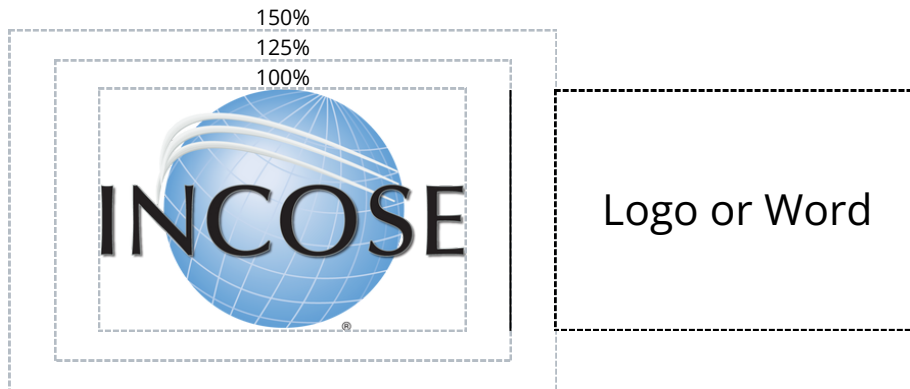
INCOSE LOGO USAGE GUIDELINES FOR SOCIAL MEDIA

1. Logo Placement: The INCOSE logo and tagline can be placed at the bottom of the social media post or ad. For flyers and other marketing content, it is suggested to position the INCOSE logo and tagline at the top to ensure optimal visibility and impact.

2. Tagline Position: Insert "International Council on Systems Engineering" to the left of the logo. Insert the INCOSE tagline, "a better world through a systems approach," and "www.incose.org."

3. Banner Placement: Insert a rectangular banner that spans from the right to the left at the bottom of the social media post.

4. Transparency Adjustments: Adjust the transparency of the banner as follows:
- For complex backgrounds, maintain a high transparency level, preferably above 90% to ensure the logo and tagline are clearly visible.
- For less complex backgrounds, adjust the transparency as needed based on the graphics, but ensure that the logo and tagline remain legible.

Example of a Social Media Post Layout

Insert a rectangular banner that spans from the right to the left at the bottom of the social media post as shown below.

INCOSE
International Council on Systems Engineering
A better world through a systems approach/ www.incose.org