



# INCOSE Corporate Advisory Board (CAB) Recognition Badge Usage Guideline

## Exclusion Zone

There is a minimum isolation area around the badge that should always remain clear of other text graphics. The exclusion zone is equal to the width of the tick graphics.



## Badge Size

The minimum size for the badge is set at 10 mm by 25 mm for print and 40 px by 100 px for digital applications. To ensure legibility, the badge should never be smaller than this.



## Usage on Color Backgrounds

The badge works best on a white background. However, it can be used on plain color, gradient, or duotone backgrounds.



## Do Not

Do not:

- Modify the badge
- Place the badge on backgrounds such as busy photographs that don't provide the contrast necessary for readability
- Alter the proportions of the badge (distort or stretch the badge)
- Trim, crop, or bleed the badge off the edge of the page
- Place the badge at an angle
- Add a filter of effect
- Use as a watermark

## Co-branding

When using the CAB Recognition Badge with other logo, the accompanying logo should appear in equal proportion to the badge.

