INCOSE Systems Engineering Professional (SEP) Nomenclature and Logo Usage Guidelines

Introduction

This document is applicable to all individuals and organizations that wish to use the designations or logos of the International Council on Systems Engineering (INCOSE) Systems Engineering Professional (SEP) program. The purpose of this document is to define the guidelines for individuals and organizations to use the designations and logos of the INCOSE SEP program.

Background

The SEP program has been architected with three tiers of credentials and optional extensions. The original foundation-level Certified Systems Engineering Professional (CSEP) credential, introduced in 2004, was complemented by the addition of the entry-level Associate Systems Engineering Professional (ASEP) in 2008 and the senior-level Expert Systems Engineering Professional (ESEP) in 2010. An extension for Acquisition (Acq) was added in 2008 that provides recognition of additional systems engineering knowledge in the United States Department of Defense acquisition environment. Other extensions may be added in the future.

For guidance on usage of the INCOSE logo, please refer to INCOSE Policy **COM-101: Use of INCOSE Name**. Usage of the INCOSE SEP logo shall also be consistent with COM-101 where applicable. The INCOSE SEP Logos are trademarks of INCOSE.

Nomenclature Usage by Individual INCOSE SEPs

Every individual who has earned and kept current an INCOSE SEP credential is entitled to use the appropriate designation immediately after their name on correspondence, Emails, business cards, resumes/CVs, papers/articles, presentations, and other similar items. Once a credential has expired, for any reason, the individual is no longer authorized to use the designation.

The proper use of the base certifications is Name, xSEP, (e.g., ZHU Li, ESEP or Jane SMITH, CSEP). Note that an individual may only hold one designation of certification at any particular point in time (i.e., you are an ASEP, CSEP, or ESEP). Therefore, it is never appropriate to combine designations (e.g., A/CSEP, CESEP) or to include multiple base designations after your name.

If an extension has also been earned, the proper use is to add a hyphen and extension after the base designation (e.g., Jane SMITH, CSEP-Acq). If multiple extensions have been earned, the hyphen and extension is repeated (e.g., ZHU Li, ESEP-Acq-Rqmt). The individual is permitted to list the extensions in whatever order they choose.

The font used for the designation should match the surrounding text.

Nomenclature Usage by Organizations

Organizations are permitted to use the textual INCOSE SEP designations. When organizations reference the INCOSE SEP designations, the first usage should spell out the terms as follows:

Term	Definition
INCOSE	International Council on Systems Engineering
SEP	Systems Engineering Professional
ASEP	Associate Systems Engineering Professional
CSEP	Certified Systems Engineering Professional
ESEP	Expert Systems Engineering Professional
Acq	Acquisition Extension

The font used for the designation shall match the surrounding text.

Logo Usage by Individual INCOSE SEPs

Every individual who has earned and kept current an INCOSE SEP credential is entitled to use the appropriate SEP logo for individual usage strictly in accordance with the Graphical Requirements outlined below. Individual usage includes items such as personal business cards, signature blocks on correspondence and Emails, and on a resume/CV. Individual usage does not include placing the logo on products or services created or provided by the credential holder, with the exception of the credential logo being placed after the individual's name as part of author/instructor recognition (e.g., on the instructor introduction slide as part of a set of training materials) – but not on the cover page. Once a credential has expired, for any reason, the individual is no longer authorized to use the logo.

Logo Usage by Organizations

Unless specifically identified herein, the INCOSE SEP logos shall be used only with the prior written permission of INCOSE. Authorized users shall insure that all use of the logos is strictly in accordance with the Graphical Requirements outlined below and Table 1. In every case the logos shall appear with the following caveat, "^{TM} INCOSE SEP Logos are trademarks of INCOSE."

Table 1: Logo usage

User	Permission Granted	Remarks
Recognized INCOSE Entities	Unlimited usage for official INCOSE business consistent with these guidelines.	Includes Working Groups, Chapters, and other INCOSE entities recognized by the INCOSE BoD.

Official INCOSE Technical Products	Unlimited usage for official INCOSE business consistent with these guidelines.	
Organizations with which INCOSE has entered into a formal agreement related to certification.	Usage consistent with the agreement and these guidelines.	
Any other organization	Usage only upon written permission from INCOSE and for the purposes stipulated and consistent with these guidelines.	Must also include: "Usage does not imply INCOSE endorsement."

Graphical Requirements for the presentation of the INCOSE SEP Logos

All the elements contribute to the INCOSE SEP logos' originality and they shall be respected under all circumstances. The logo shall never be amended or manipulated. It must always be digitally reproduced through the use of electronic master files that can be obtained from the INCOSE Administrative Office.

To maintain each logo's visual integrity, it shall always be surrounded by a protective area at least equal to the thickness of the outer colored ring and clearly allowing visibility of the trademark symbol. Never place text or images in this area. In order to maintain the efficient use of the logos, they should be readable; therefore, it is recommended that the logo should be at least 3 cm in width whenever practicable.

Logo versions
- Whenever possible, the color logos should be used on a white background.
- However, color version on a color background and gray-scale versions can also be used for specific applications, provided the logo visual integrity is maintained.

Each logo is a single unit and its constituting elements cannot be separated from one another. The most common errors are given below:
- Change the color of a logo.

- Use of reverse color version on a color background.
- Use of the logo on a visual without the protective margin.
- Deformed logo.
- Removal of the trademark (™) symbol

Any questions as to its correct usage or presentation of the logo should be addressed to the INCOSE Administrative Office.

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MAINTAINED BY: INCOSE Certification Program Manager