



INCOSE logo Brand Guideline

Clear Minimum Space

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 100 pixels wide for digital materials and 1.25" wide minimum for print materials. For the logos, the area of isolation around the logos should be 150% (which is comparable to the height of the INCOSE word in the graphic).

Please refer to the downloadable logos at www.incose.org/brandguideline.



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

The INCOSE logos are always either Color. And never show the INCOSE logos in black or do not change any colors of the logos.

Okay, we do have one exception: some limitations with color printing may apply. This is the only time the logo is permitted to be displayed in black with prior permission from INCOSE.

Misuse

Do Not — Add Drop shadows



Do Not — Contain In A Shape



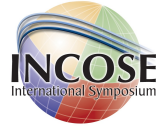
Do Not — Add Special Effects



Do Not — Skew, Rotate or Stretch



Do Not — Use Our Old Logo



Legal / INCOSE Guidelines

By using the INCOSE logos in these Brand Guidelines, you agree to follow these INCOSE Guidelines (the “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. 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, or adding or removing any elements from the INCOSE logo.
2. 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.
3. The INCOSE logos should not be placed in any way that that interferes with the readability or display of the entirety of the INCOSE logos.
4. You may not use the INCOSE logos in any manner that implies sponsorship or endorsement by INCOSE without an express written permission and license from INCOSE.
5. 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. You may not use the INCOSE logos to refer to any other product or service other than INCOSE.
7. 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. 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. Additions below the logo, in the instance of Chapter specific logos, must be approved by INCOSE prior to use.

Have any questions?

Contact us at marcom@incose.org