



## **COM-101: Use of INCOSE Name and Logo – 12 July 2018**

### **Purpose**

The proper usage of the INCOSE name and logotype is vital to maintaining a consistent public image of the organization and its various elements.

### **Applicability**

This policy applies to any individual, group, or organization using the INCOSE logo.

### **Definition**

The INCOSE logotype consists of the name INCOSE in the distinctive typeface appearing over a tilted routed globe with a motion swirl originating over the letter N and fading under the letter S. All elements contribute to the logotype's originality and shall not be amended or manipulated in any way. A registered trademark circle ® appears in a subscript position near the globe in the logotype. Only official versions of the logotype shall be covered by the following usage guidelines.

### **Policy Content**

The INCOSE name and logotype shall be used on:

1. All approved INCOSE products, in accordance with product format and labeling standards established by Technical Operations and Services Operations.
2. Working draft and review products, in accordance with product format and labeling standards enforced by Technical Operations and Services Operations.
3. All approved INCOSE informational materials, newsletters, and brochures.
4. The INCOSE website and electronic communications with the members.
5. Approved INCOSE groups on social media sites.
6. Signage or advertising materials used to promote an INCOSE event.
7. Formal communications from the INCOSE Administrative Office or by its officers conducting approved INCOSE business.
8. Applications and other forms used by INCOSE to collect information, such as membership or chapter charter applications.
9. Approved INCOSE business cards used by present and former directors, officers, chapter officers, employees, or other persons authorized by the Board of Directors. Business cards are intended for the conduct of approved INCOSE business.
10. Presentation materials and handouts for INCOSE meetings.
11. INCOSE awards.
12. Press releases and other communications conducted under media relations.

INCOSE Chapters, Sectors and Working Groups shall use the INCOSE name and logotype in the conduct of events, meetings, and activities, including:

1. Chapter/Sector/Working Group products, in accordance with product format and labeling standards enforced by Technical Operations and Services Operations.



2. Chapter/Sector/Working Group informational materials, newsletters, and brochures, explicitly identified as being produced by the Chapter/Sector.
3. On the Chapter/Sector/Working Group website, with a hot link from the logo to the INCOSE home page.
4. Signage and advertising for Chapter/Sector/Working Group events and meetings.
5. Presentation materials and handouts for Chapter/Sector/Working Group meetings.
6. Chapter/Sector/Working Group awards.
7. Letters to local sponsors, speakers, and other professional societies for official Chapter/Sector/Working Group business.

INCOSE Affiliate Organizations may use the INCOSE name and logotype as follows given that the usage is not inconsistent with the affiliation agreement.

1. Affiliate products, informational materials, newsletters, and brochures explicitly labeled as being produced by the affiliate organization.
2. On the Affiliate Organization's website, with a hot link from the logo to the INCOSE home page.
3. Signage and advertising for affiliate events and meetings.
4. Presentation materials and handouts for affiliate meetings.
5. Affiliate awards.
6. Letters to local sponsors, speakers, and other professional societies for official Affiliate business, under the following conditions:
  - a. the affiliation with INCOSE is clearly indicated;
  - b. usage of the logo could not reasonably be interpreted as purporting to represent INCOSE.

The INCOSE name and logotype may be used by members acting on the direction of the INCOSE Board of Directors. Members may request approval of the Board of Directors to use the INCOSE name or INCOSE logotype as follows:

1. The request for use of the INCOSE logo shall be submitted to the INCOSE Board of Directors indicating the name and nature of the work, the publisher or dissemination medium, and a copy of the work for review.
2. The Board of Directors shall assign the Director for Marketing and Communications to evaluate the request. The evaluation of the request shall be made against the following criteria and conditions:
  - Value added to the discipline of systems engineering,
  - Reputation of the editor and publisher, if any,
  - Presence of undue product liability to INCOSE,
  - Conditions related to royalties, product liability, and other trademark restrictions. If such conditions exist, the Director of Marketing and Communications will consult with other Board members as appropriate.

The ASEP, CSEP, and ESEP logos may be used as appropriate by currently certified Systems Engineering Professionals on their business cards or personal business stationery.



The INCOSE name and logotype may not be used by members acting independently:

1. In letters of endorsement from members acting on their own behalf,
2. In communications to other organizations and individuals that state or imply a position or an opinion of INCOSE that has not been approved by INCOSE,
3. On a business card that contains affiliation information not related to INCOSE, such as an individual's personal business or hiring organization.

Terms "Member of INCOSE" and "Fellow of INCOSE" may be used as appropriate by members on their business cards or personal business stationary. Other designations may be presented for BoD approval.

Only the Board of Directors may approve the integration of the logo globe with motion swirl to increase the recognition of INCOSE sponsored events or initiatives. The approved logos for the INCOSE international symposium, international workshop, certification, and working groups and their usage is governed by this policy. Current branding guidelines for the logos can be found at <https://www.incose.org/brandguideline>. Any desired customization must be approved by the Director for Marketing and Communication.

**SUPERSEDES: COM-101 dated 25 January 2012**

**APPROVED BY: INCOSE Board of Directors, Washington DC, July 12, 2018**

**POLICY OWNER (RACI Responsible R): Director for Marketing and Communications**

**MAINTAINED BY (RACI Accountable A): President-Elect**