



International Council on Systems Engineering
A better world through a systems approach

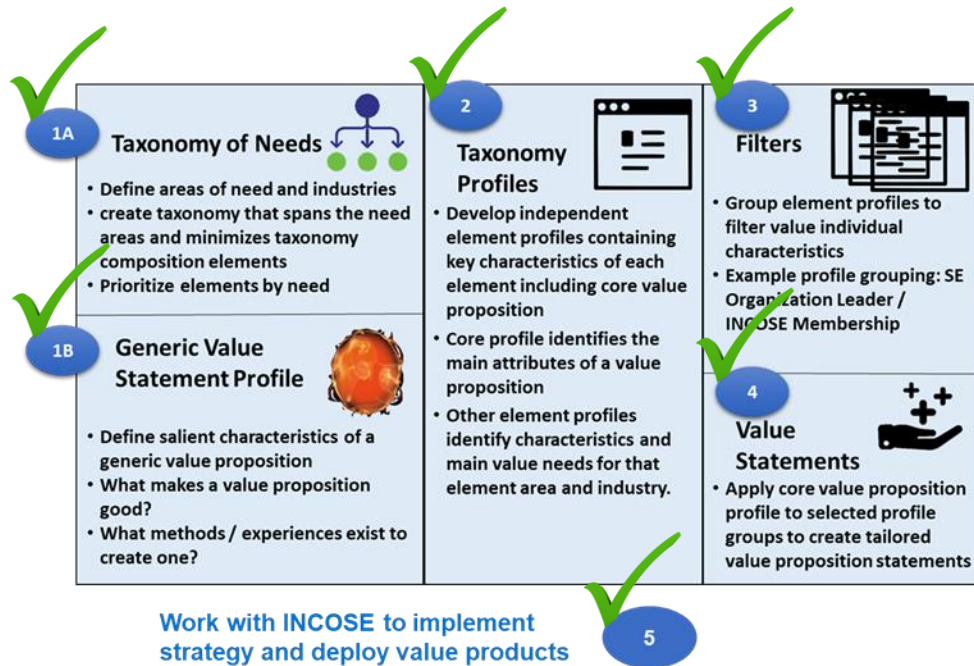
The Marketing Hub CAB Update



Overview

- Value Proposition Initiative Background
- Communication Channels
 - Social Media / Newsletter / eNote
- Recognition Badge
- Certificates
- New Member Session
- Draft CAB exNet / iNet

VPI Process Now Implemented

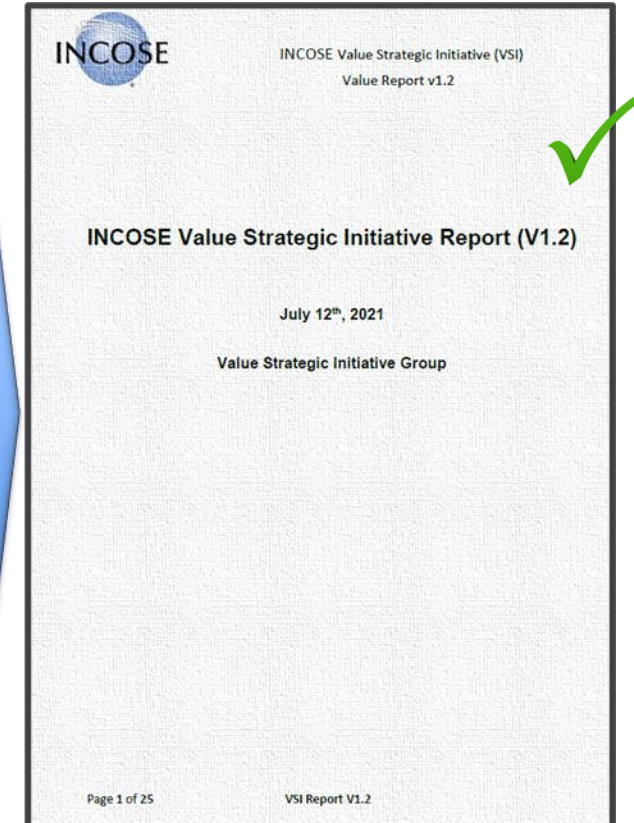


Process developed, implemented and transitioned 2021 with final report

		Audience				
		Individual Member	Organizational Member	SE Leadership / Community	Non-SE community / General Public	
Value Statements	Area					
	Individual Membership	X	X	X	Same as Ind.	3
	Organizational Membership		Common			1
	INCOSE Certification	Common across Audience				1
						5

		Industry			
		Government / Infrastructure / Aerospace / Defense	Commercial	Non-Profit / Research	
	Area				
	Systems Engineering	Common Across Audiences But Tailored to 3 Industry Categories			3
					3

8 Value Statements Documented in Final Report



- Value Proposition study established at IW17 in response to CAB identified need
- Study became INCOSE Initiative at IS18 in Washington DC

Social Media Recognition



CORPORATE ADVISORY BOARD

Welcome to the New and Renewing Corporate Advisory Board (CAB) Members

INCOSE is proud to welcome all the new and renewing Corporate Advisory Board Members since the Q3 2023 issue of this newsletter. Thank you for being a part of the CAB and helping to shape the future of systems engineering and global standards.



Corporate Advisory Board membership allows organizations to guide the direction of the SE discipline

- Members and Associates gain access to state-of-the-art products.
- Align with peers and fellow industry leaders, grow your global footprint, and learn about how other industry leaders are applying systems engineering to solve business problems.
- Gain better access to talent - find and hire competent, certified Systems Engineers through your INCOSE connection

 JOIN THE CAB TODAY



INCOSE
Corporate Advisory Board

**Welcome to the new and renewing
Corporate Advisory Board Members**

 **UMBC**
University of
Maryland,
Baltimore County


 **Ball**
Ball Aerospace

 **EMBRAER**
EMBRAER

www.incose.org/cab

Recognition Badge






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 or graphics. The exclusion zone is equal to the width of the tick graphics.




Badge Size

The minimum size for the badge is set at 10mm by 25mm for print and 40px by 100px 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


- 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 or effect
- Use as a watermark



Co-branding

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






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Co-branding

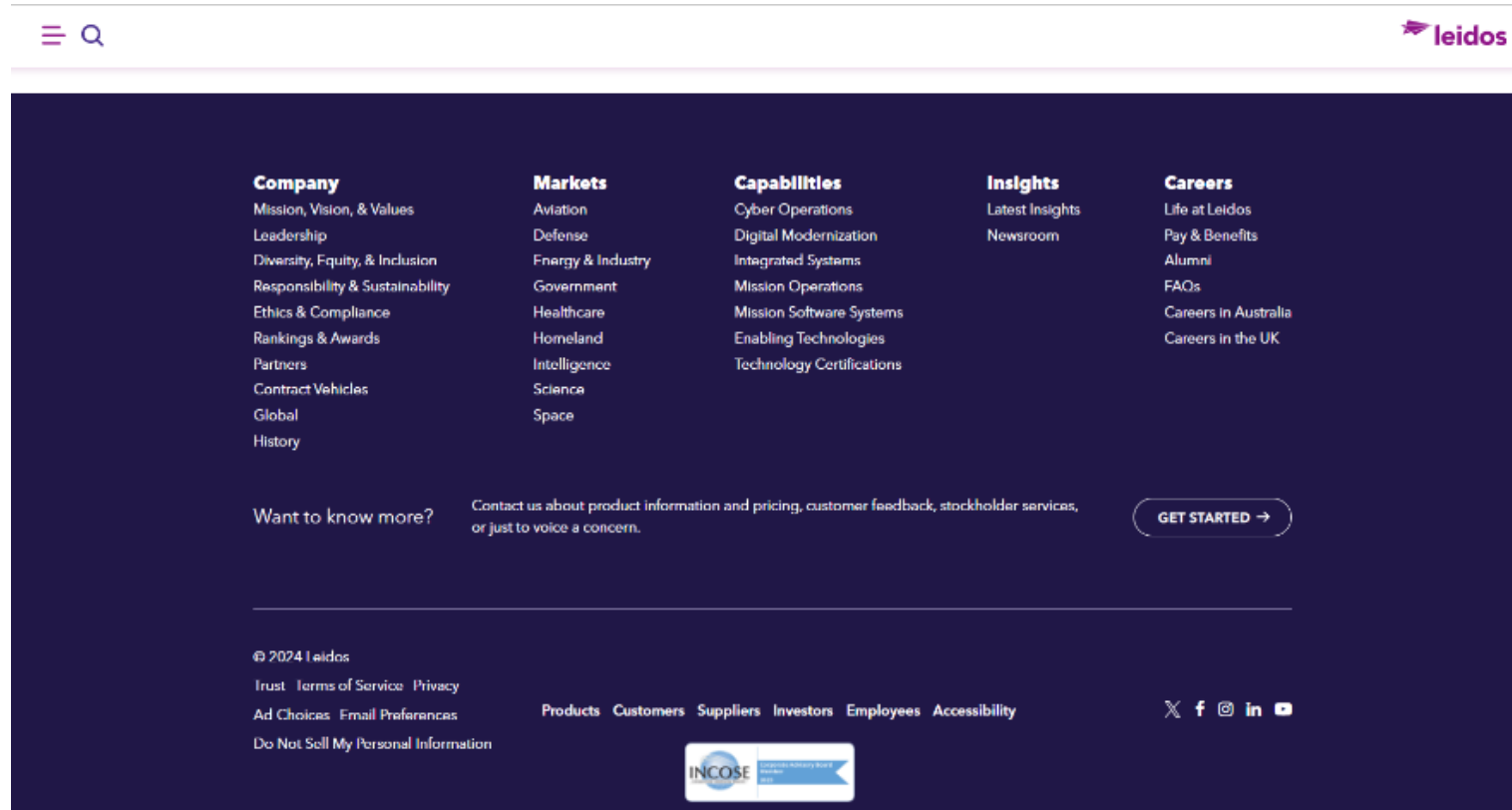
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Recognition Badge



Navigation icons: menu, search


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Company	Markets	Capabilities	Insights	Careers
Mission, Vision, & Values	Aviation	Cyber Operations	Latest Insights	Life at Leidos
Leadership	Defense	Digital Modernization	Newsroom	Pay & Benefits
Diversity, Equity, & Inclusion	Energy & Industry	Integrated Systems		Alumni
Responsibility & Sustainability	Government	Mission Operations		FAQs
Ethics & Compliance	Healthcare	Mission Software Systems		Careers in Australia
Rankings & Awards	Homeland	Enabling Technologies		Careers in the UK
Partners	Intelligence	Technology Certifications		
Contract Vehicles	Science			
Global	Space			
History				

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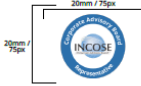







Representative Badge





INCOSE Corporate Advisory Board (CAB)
Representative Badge Usage Guideline

<p>Exclusion Zone</p> <p>There is a minimum isolation area around the logo that should always remain clear of other text or graphics. The logo exclusion zone is equal to the width of the tick graphics.</p> 	<p>Badge Size</p> <p>The minimum size for the logo is set at 20mm by 20mm for print and 75px by 75px for digital applications. To ensure legibility the logo should never be smaller than this.</p> 
<p>Usage on Color Backgrounds</p> <p>The logo works best on a white background however it can be used on plain color, gradient or duotone backgrounds.</p> 	<p>Do Not</p> <ul style="list-style-type: none"> • 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 or effect • Use as a watermark 
<p>Co-branding</p> <p>When using the CAB Representative Badge with other logos, the accompanying logo should appear in equal proportion to the badge.</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>	



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Representative Badge

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INCOSE Marketing and Communications Team
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Web: www.incose.org



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Certificates



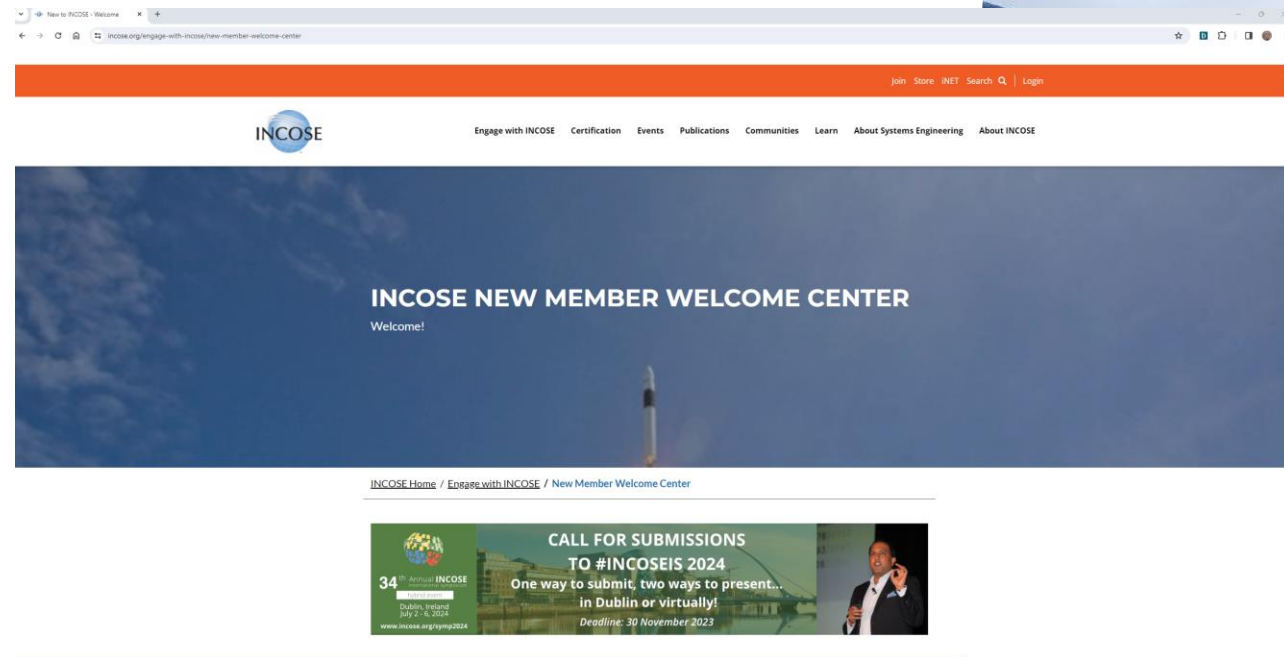
New Member Sessions

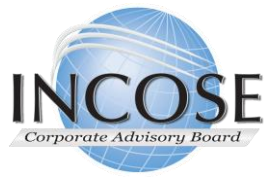
Welcome Aboard CAB
REPS and CAB Associates

A bi-monthly, live virtual
event onboarding new
CAB Members, CAB Reps
and CAB Associates:

- CAB Welcome Center Café
- Onboarding to CAB Resources
- CAB Website and iNET Resource page
- Welcome letter
- Roles and responsibilities
- Membership benefits
- The difference between a CAB REP and CAB Associate
- Why CAB Presentation to use and distribute
- Why Certification Presentation to use and distribute
- Why INCOSE Presentation to use and Distribute
- CAB Brochure
- CAB Recognition Certificate
- CAB Rep Badge and usage
- CAB Corporate Badge

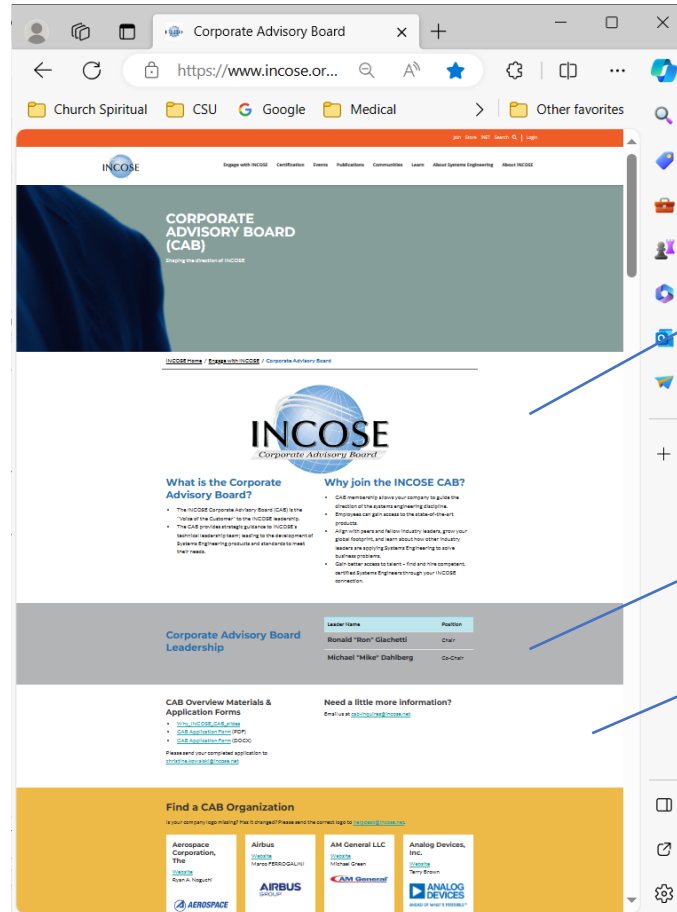
CAB Welcome Center Cafe





CAB exNet (Draft)

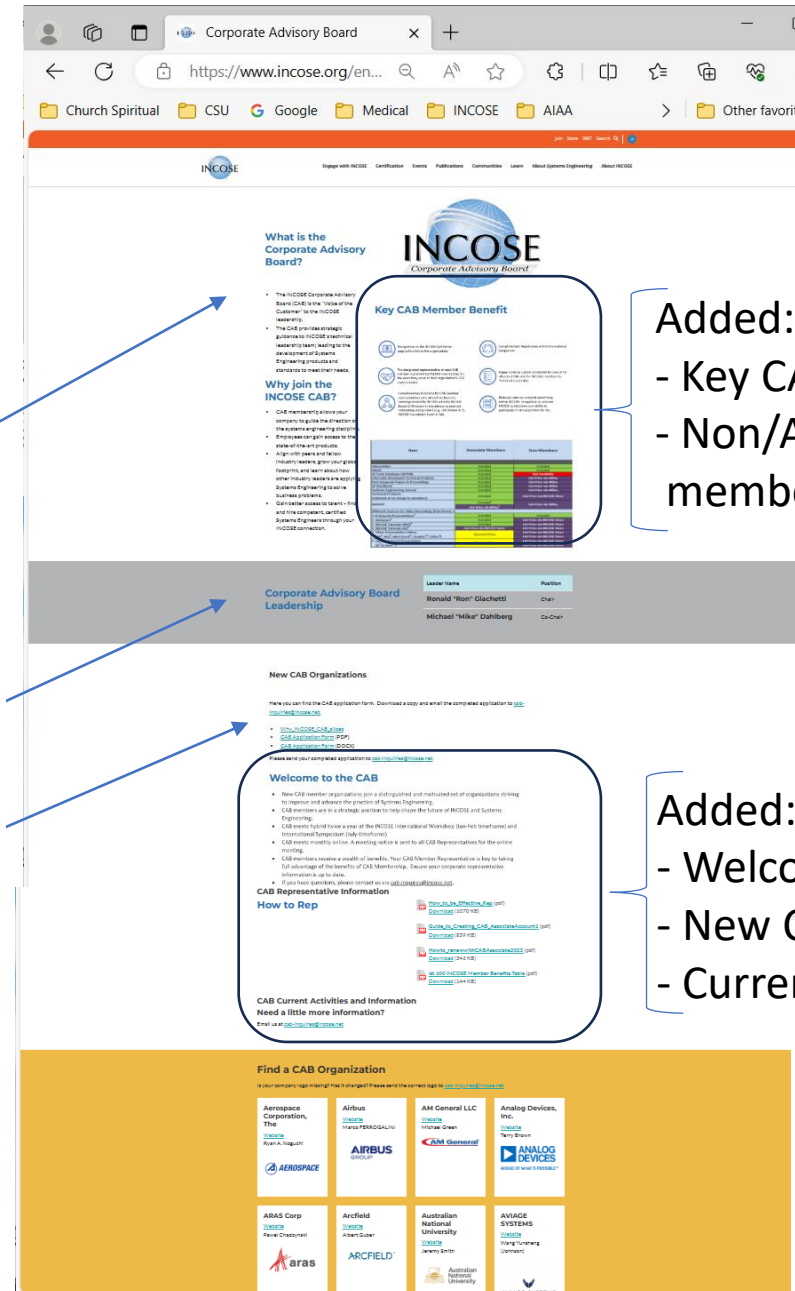
Current page



Same:

- What is CAB
- Why Join
- Link to CAB slides
- Application

Draft update



Added:

- Key CAB benefits
- Non/Associate member comparison

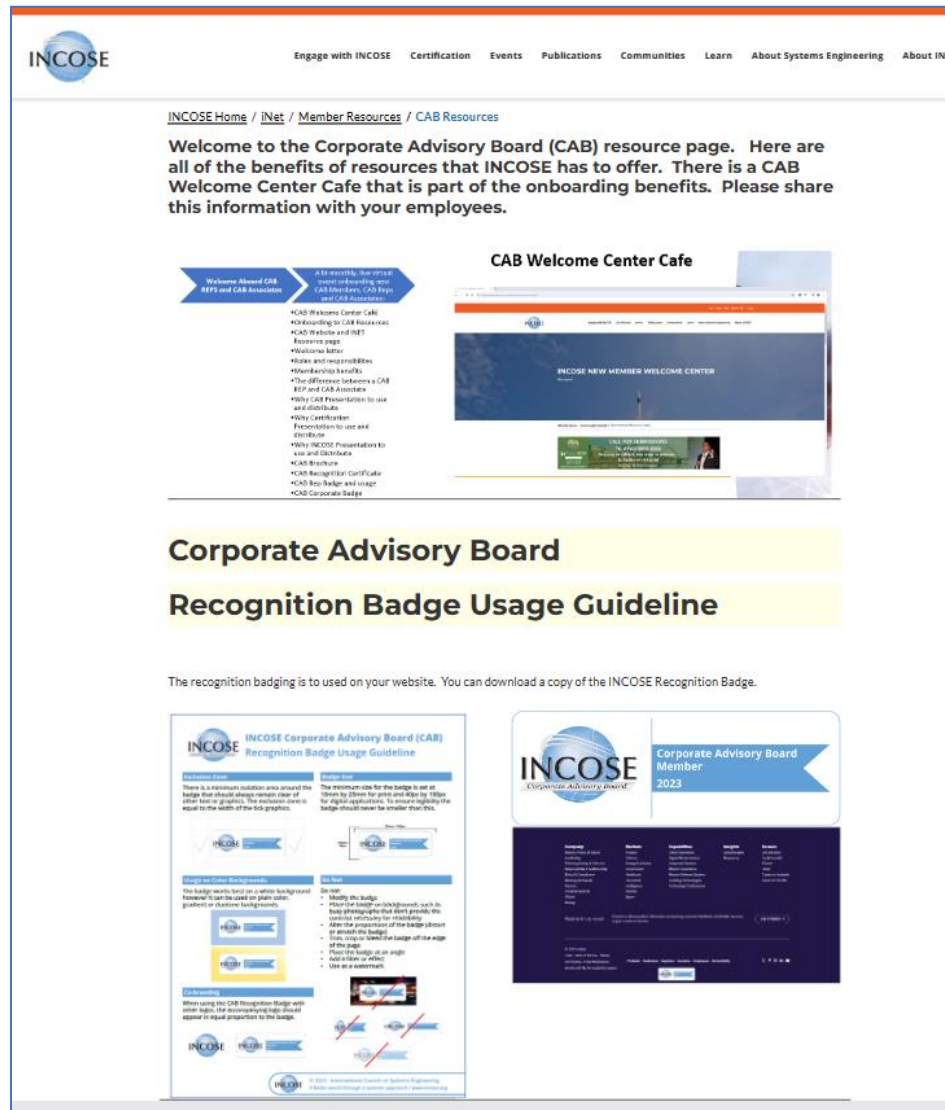
Added:

- Welcome to CAB
- New CAB Rep
- Current CAB info

Lower
half

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Analog Devices, Inc.
Website

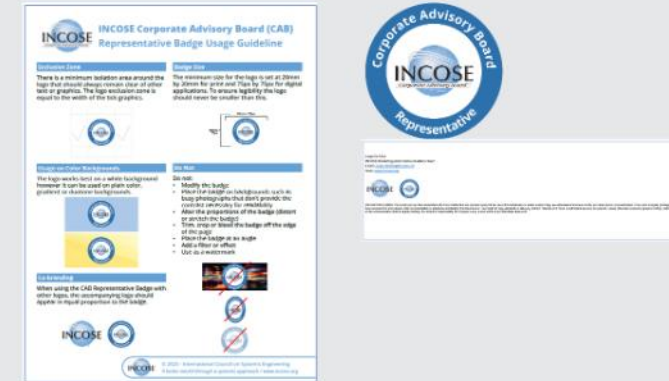


Corporate Advisory Board Recognition Badge Usage Guideline

The recognition badging is to be used on your website. You can download a copy of the INCOSE Recognition Badge.

Corporate Advisory Board Representative Badge Usage Guideline

The Corporate Advisory Board representative Badge is to be used with your signature for email. Download the image file to add to your email signature.



Certificates





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