



# INCOSE BRAND GUIDELINES

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*Adherence to these guidelines is essential for maintaining the integrity and consistency of the INCOSE brand. For clarifications or additional information, please contact us at [marcom@incose.net](mailto:marcom@incose.net).*

# INCOSE Logo Usage Guidelines

For use with a light background:



INCOSE Logo Color

	HEX	RGB	CMJN	PANTONE
<b>Deep Blue</b>	#13498B	19 73 139	86 48 0 45	7687 C

For use with a dark background:



# Clear Minimum Space

- Clear space around the logo is crucial to maintain its visibility and impact.
- Avoid clutter and visual interference by keeping this space free of other elements.
- The clear space should be at least equivalent to the height of the “I” in “INCOSE” on all sides of the logo.

## Misuse

Do Not - Add Drop Shadows



Do Not - Contain in a Shape



Do Not - Skew, Rotate, or Stretch



Do Not - Add Special Effects

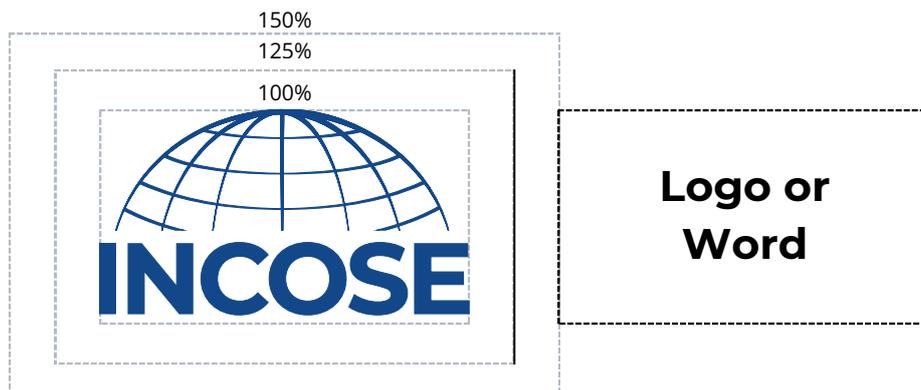


Do Not - Use our Old Logos



# Logo and Word Lock-up

To include another logo, conference name, or event name alongside the INCOSE logo, follow these guidelines to maintain consistency and alignment. Some exceptions may apply to chapters; see [Legal INCOSE Guidelines](#) (page 12, section 9) for details.



## 1. Vertical Line Addition:

- A vertical line shall be added to the right side of the INCOSE logo.
- The line weight of the vertical line shall be 1.

## 2. Position of the Vertical Line:

- The vertical line shall be positioned on the right side of the INCOSE logo, running parallel to the right border of the INCOSE logo.
- The vertical line shall be placed at the 125% border of the INCOSE logo.

## 3. Position of the Additional Logo or Word:

- The other logo, conference name, event name, working group name, or chapter name shall be placed to the right of the vertical line.
- The additional logo or word shall begin at the 150% border of the INCOSE logo and extend to the right.
- The additional logo or word should not exceed the 100% limit of the INCOSE logo.
- In the case of adding text, the preferred font is "Montserrat" to maintain consistency.

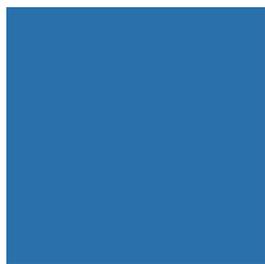
# INCOSE Color Palette

INCOSE's brand identity is built around a blue-focused palette, complemented by neutrals for balance and accent colors for emphasis. Below is the official color palette:

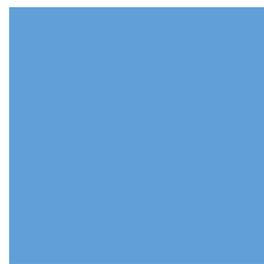
## PRIMARY COLORS



#13498B

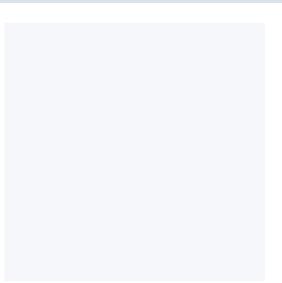


#2A71AB

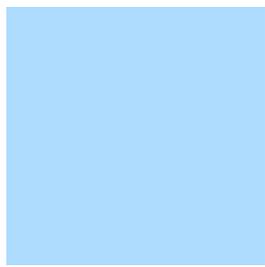


#62A1D7

## SECONDARY COLORS



#F5F7FA



#AEDCFF



#727E87

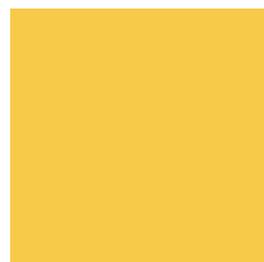
## ACCENT COLORS



#1F7A63



#8B2F3D



#F8CA4B

The INCOSE color palette is structured into primary, secondary, and accent colors to maintain a cohesive and professional visual identity across all materials.

## Primary Colors

*The foundation of the brand, these colors should be the most prominent in designs.*

- Deep Blue (#13498B) – The core color derived from the new logo.
- Mid-System Blue (#2A71AB) – A medium blue shade utilized to provide depth.
- Active Sky Blue (#62A1D7) – A mid-tone blue retained from the previous INCOSE logo.

## Secondary Colors

*Supporting colors that help structure content and maintain clarity.*

- Frost (#F5F7FA) – A cool-toned neutral used for backgrounds and clean layouts.
- Ether Blue (#AEDCFF) – A light blue tint used for secondary elements and highlights.
- Slate Gray (#727E87) – A deep gray suitable for text and structural elements.

## Accent Colors

*Used to highlight important elements and create visual interest.*

- Emerald (#1F7A63) – A green accent used for status and data indicators.
- Burgundy (#8B2F3D) – A bold accent that adds a dynamic touch without being overwhelming.
- Golden Yellow (#F8CA4B) – A bright, attention-grabbing color for emphasis and highlights.

This palette ensures a balanced, versatile, and effective approach to branding across various applications.

Additionally, black and white are versatile options that can be used as neutral elements in any design.

# Color Palette Usage Examples

Using the color palette effectively ensures clarity, consistency, and a visually appealing design. Below are examples of color combinations along with guidance on how to apply them.

## 1. Balanced & Professional

Mid-System Blue (#2A71AB) + Deep Blue (#13498B) + Slate Gray (#727E87)

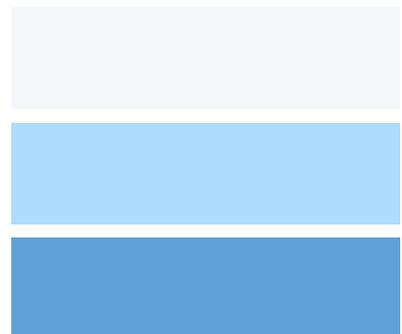
**Best for:** Presentations, reports, general layouts, and social media when a polished and structured look is needed.



## 2. Clean & Minimal

Frost (#F5F7FA) + Ether Blue (#AEDCFF) + Active Sky Blue (#62A1D7)

**Best for:** Backgrounds, layouts that require a clean and neutral design, and text, icons, or other elements on a dark background.



## 3. High Contrast & Impactful (Eye-Catching)

Emerald (#1F7A63) + Golden Yellow (#F8CA4B) + Burgundy (#8B2F3D)

**Best for:** Calls to action, key messages, marketing materials, and social media graphics where visibility is important.



Please note that the examples provided are intended to showcase various ways colors can be effectively applied across different materials and platforms. Keep in mind that these are not exhaustive, and other variations are always possible to suit specific design needs.

For designs with dark backgrounds, remember to use the inverted logo to ensure sufficient contrast and maintain brand visibility.



## Tips for Effective Color Usage

- **Use 2-3 colors per design:** Limiting the number of colors to 2-3 ensures clarity and helps maintain visual consistency throughout your design. This approach prevents the design from becoming too busy or overwhelming, keeping the focus on the key elements.
- **Pair light and dark shades for readability:** Achieving good contrast between light and dark shades is essential for readability. Ensure proper contrast by using light colors on dark backgrounds and vice versa.
- **Keep accents minimal:** Accents should be used sparingly to highlight important elements, such as calls to action or key messages. They should enhance the design, not dominate it. If there's a major focal point or a specific element that needs to stand out (e.g. a prominent button), an accent color can be used to draw attention.
- **Leverage whitespace:** Use empty space strategically to improve clarity and draw attention to key design elements.

# Imagery & Visual Examples

Imagery plays a vital role in reinforcing INCOSE's visual identity and effectively communicating our values. The following images are examples of how INCOSE uses imagery in various contexts to maintain consistency and professionalism across materials.



**Disclaimer:** The images provided are for illustrative purposes only and should not be used directly. **Always ensure that any imagery you incorporate into your materials is properly licensed and that you have the necessary permissions for its use.**

# INCOSE Taglines

INCOSE utilizes two taglines to communicate its value proposition effectively:

- **"The trusted authority in systems engineering."**
  - This tagline emphasizes INCOSE's position as the leading organization in the field of systems engineering. It is best suited for marketing materials emphasizing INCOSE's recognized expertise.
- **"A better world through a systems approach."**
  - This tagline highlights the positive impact that systems engineering can have on society. It is best suited for marketing materials promoting the benefits of systems engineering or materials emphasizing the societal value of INCOSE's work.

## Tagline Usage Guidelines

- **Strategic Use:** Taglines should be used strategically to enhance brand messaging, not as a mandatory element in every communication.
- **Consider the Context:** Evaluate if a tagline adds value and clarity to the specific message and audience. Avoid using taglines when they feel forced or redundant.
- **Consider the Space:** In situations where space is limited, prioritize key messages and calls to action over taglines. Similarly, if there is blank space in a material without a key message (brand-awareness-only materials), consider using a tagline.

# Legal INCOSE Guidelines

By using the INCOSE logos, you agree to follow these INCOSE 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. Alterations:** 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, adding or removing any elements from the INCOSE logo, or adding any text overlay onto the logo.

**2. Logo Placement:** 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 for the full-color logo and on dark backgrounds for the inverted logo, ensuring maximum contrast and visibility.

**3. Readability:** The INCOSE logos should not be placed in any way that interferes with the readability or display of the entirety of the INCOSE logos.

**4. Implications of Sponsorship or Endorsement:** You may not use the INCOSE logos in any manner that implies sponsorship or endorsement by INCOSE without express written permission and a license from INCOSE.

**5. Disparagement:** 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. Unauthorized Reference:** You may not use the INCOSE logos to refer to any other product or service other than INCOSE.

**7. Acknowledgment of Rights:** 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. Reservation of Rights:** 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. Chapter Specific Logos:** For regional chapters that are legally separate entities with a Memorandum of Understanding with INCOSE, the logo lockup may be reversed, placing the regional chapter logo to the left of the national association logo. However, the standard lockup is preferred whenever possible, and is required when creating materials related to INCOSE Headquarters events and efforts. Additions below the logo must be approved by INCOSE prior to use.

# INCOSE Brand Guidelines

## Who are we?

The International Council on Systems Engineering (INCOSE) is a not-for-profit membership organization that promotes international collaboration in systems engineering practice, education, and research.

Founded in 1990, INCOSE has more than 73 chapters and over 26,500 members and associates worldwide.

INCOSE fosters systems engineering knowledge exchange, application, education, and research. We are dedicated to being the world's trusted authority and forum for the practice, science, and art of systems engineering.

For additional information about INCOSE visit [www.incose.org](http://www.incose.org).

## Brand Guidelines Compliance

These guidelines are to be followed to ensure the consistent and professional use of the INCOSE brand across all materials. Adhering to these standards helps maintain the integrity and recognition of the INCOSE identity.

## Contact Information

For any inquiries or further clarification regarding the use of INCOSE's brand guidelines, please contact the MarCom Team at: [marcom@incose.net](mailto:marcom@incose.net).

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