



## **COM-101: Use of INCOSE Name and Logos – 15 July 2021**

### **Purpose**

The proper usage of the INCOSE name and logotype and associated logos (those logos designed for Chapters, Initiatives, Products, Sectors Working Groups, etc.) 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 and/or an associated 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. All associated logos must be paired with the official INCOSE logo for any use external to INCOSE, and preferably within INCOSE.

### **Policy Content**

The INCOSE name and logotype and associated shall be used on:

1. All approved INCOSE products, in accordance with product format and labeling standards established by Technical Operations and Services Operations with support from MarCom.
2. Working draft and review products, in accordance with product format and labeling standards enforced by Technical Operations and Services Operations with support from MarCom.
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, Initiatives, Products, Sectors and Working Groups shall use the INCOSE name and logotype and may use associated logos in the conduct of events, meetings, and activities, including:

1. Chapters, Initiatives, Products, Publications, Sectors and Working Groups products, in accordance with product format and labeling standards enforced by Technical Operations and Services Operations with support from MarCom.
2. Chapters, Initiatives, Products, Publications, Sectors and Working Groups informational materials, newsletters, and brochures explicitly identified as being produced by the Chapters, Initiatives, Products, Publications, Sectors and Working Groups.
3. On the Chapters, Initiatives, Products, Publications, Sectors and Working Groups website and/or or web pages, with a link from the logo to the INCOSE home page and/or if appropriate the associated logo home page.
4. Signage and advertising for Chapters, Initiatives, Products, Publications, Sectors and Working Groups events and meetings.
5. Presentation materials and handouts for Chapters, Initiatives, Products, Publications, Sectors and Working Groups meetings.
6. Chapters, Initiatives, Products, Publications, Sectors and Working Groups awards.
7. Letters to local sponsors, speakers, and other professional societies for official Chapters, Initiatives, Products, Publications, Sectors and Working Groups business.

INCOSE Affiliate Organizations may use the INCOSE name and logotype, and associated logos 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 link from the logo to the INCOSE home page and/or the associated logo 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; and
  - b. usage of the Official INCOSE Logo or associated logos could not reasonably be interpreted as purporting to represent INCOSE.

The INCOSE name and associated logos 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 and associated logos as follows:

1. The request for use of the INCOSE logo and/or associated logos shall be submitted to the INCOSE Director of MarCom indicating the name and nature of the work, the publisher or dissemination medium, and a copy of the work for review.



2. The Director for MarCom and/or their contractor or volunteer delegate will 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 MarCom will consult with other Board members as appropriate.

The Academic Equivalency, 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 and/or associated logos 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 stationery. Other designations may be presented for BoD approval.

Only the Board of Directors may approve the integration of the Official INCOSE Logo globe with motion swirl and/or associated logos 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 official and associated logos can be found at <https://www.incose.org/brandguideline>. Any desired customization or logo creation must be approved by the Director for MarCom and/or their contractor or volunteer delegate.

### **Related Policies**

COM-100

COM-102

**SUPERSEDES: COM-101 dated 12 July 2018**

**APPROVED BY: INCOSE Board of Directors, Virtual, 15 July 2021**

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

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