

# Corporate Identity Standards and Trademarks Manual

## Introduction

This standards manual was developed to guide the creation of products and marketing and communications materials for International Institute of Business Analysis™ (IIBA®). Compliance to the standards described in this manual ensures that the IIBA® distinct brand identity is maintained and that a uniform image is presented.

The IIBA logo is the cornerstone of our brand image and must be protected and leveraged. In addition to the logo, there are other elements that comprise the IIBA brand image. These elements must be used to ensure that all products and documents have a uniform look and comply with standards of quality.

Keep this manual for quick reference when creating products or communications materials for IIBA. The standards described in this manual apply to all products, documents and electronic communications, even if they are not specifically mentioned here.

Please review the Other Trademarks & Guidelines section in this document when using any of the IIBA trademarks.

**You must give public notice that our marks are owned by IIBA. It is a requirement that you always provide the following notice within each copy of the communication, document, packaging or other material referencing any of the marks:**

*“ IIBA®, the IIBA® logo, BABOK® Guide and Business Analysis Body of Knowledge® are registered trademarks owned by International Institute of Business Analysis. CBAP® and CCBA® are registered certification marks owned by International Institute of Business Analysis. Certified Business Analysis Professional™, Certification of Competency in Business Analysis™, Endorsed Education Provider™, EEP™ and the EEP logo are trademarks owned by International Institute of Business Analysis.”*

Professionals and Organizations, whether associated with IIBA or not, must be pre-approved by IIBA to use any of our trademarks.

Questions that are not answered by this standards manual can be directed to our Brand and Communications department at [Brand@iiba.org](mailto:Brand@iiba.org).

## Corporate Fonts

See Appendix A for Corporate font guidelines.

IIBA®, the IIBA® logo, BABOK® Guide and Business Analysis Body of Knowledge® are registered trademarks owned by International Institute of Business Analysis.

CBAP®, CCBA®, and the CBAP® and CCBA® logos are registered certification marks owned by International Institute of Business Analysis.

Certified Business Analysis Professional™, Endorsed Education Provider™, EEP™ and the EEP™ logo are trademarks owned by International Institute of Business Analysis.

Certification of Competency in Business Analysis™ is a trademark owned by International Institute of Business Analysis.

## All Logo Usage

- No changes can be made to the logo or the placement of the registration mark or trademark. Treat it as an image that may not be touched or changed.
- No text is to be placed above or below the logo within a quarter of an inch (1/4") or 6.35mm.
- Nothing is to be placed around the logo within a reasonable distance in order to maintain the integrity of the logo. The logo and logo with tagline may not be changed by adding any other elements.
- Nothing may touch the logo.
- All logos may not be smaller than half an inch in length (0.5") for readability.
- All tagline logos may not be smaller than an inch and a half in length (1.5") for readability.

## IIBA Logo and IIBA with Tagline Logo

Professionals and organizations must arrange with IIBA to use these logos for any purpose. The purpose for the use of the mark must be clearly stated in all media used, and the mark's ownership must be attributed to IIBA.

### IIBA Registered Trademarks and Trademarks

The first instance that the following IIBA Owned Mark appears in any publication (and/or any article/letter/signage etc.) it must be spelled out as follows and should be followed by its acronym in parentheses:

- "International Institute of Business Analysis™(IIBA®)"
- The trademark symbol (™) must be used with the first instance that "International Institute of Business Analysis™" appears in the text of any publication (and/or any article/letter/signage etc.). Subsequent instances of the IIBA Owned Mark should be written as "International Institute of Business Analysis".
- The registration symbol (®) must be used with the first instance that "IIBA®" appears on its own in the text of any publication (and/or any article/letter/signage etc.). Subsequent instances of the IIBA Owned Mark should be written as "IIBA".
- If the first use of the mark is in the headline, the registration mark and trademark symbols may be omitted, but instead it must appear with the first use of the mark in the body text.
- A trademark must be used as an adjective with the appropriate trademark symbol. It cannot be used in the plural or possessive (as in followed by "s," "'s," or "s'"). For example, you cannot say "IIBA's logos".
- Do not use the word "the" before IIBA or International Institute of Business Analysis.

## IIBA Chapter Logo

Individual IIBA chapters may use their IIBA chapter logo provided the guidelines are followed and use of the logo is properly licensed:

- Only IIBA Chapters may use this variation of the IIBA logo within their products and/or publications. If you are unsure of your status, please contact IIBA at [chapter@iiba.org](mailto:chapter@iiba.org).
- Please contact [chapter@iiba.org](mailto:chapter@iiba.org) for assistance in creating your logo.
- When a chapter name is added to the IIBA logo it must be to the side (either the left or right side). When placed on the right (preferred) it must be left aligned. When on the left it must be right aligned.
- The chapter name must be 1/2 the height of the IIBA logo. The top of the chapter name must line up with the top of the IIBA logo.
- The word "Chapter" must fit under the chapter name and the word "Chapter" must line up with the bottom of the IIBA logo. The word "Chapter" must begin with a capital "C."
- No other words, or images may be used.

## Academic Logos

### IIBA Academic Member Trademarks

The first instance that the following IIBA Owned Mark appears in any publication (and/or any article/letter/signage etc.) it must be spelled out as follows and should be followed by its acronym in parentheses:

- “International Institute of Business Analysis (IIBA) Academic Member”
- The trademark symbol (™) must be used with the first instance that the below mark appears in the text of any publication (and/or any article/letter/signage etc.).
- “International Institute of Business Analysis Academic Member™” “IIBA Academic Member™”
- If the first use of the mark is in the headline, the trademark symbol may be omitted, but instead it must appear with the first use of the mark in the body text.
- A trademark must be used as an adjective with the appropriate trademark symbol. It cannot be used in the plural or possessive (as in followed by “s,” “’s,” or “s”).

### IIBA Academic Member Logo Usage

An Academic Member may use the logo(s) provided the guidelines are followed and use of the logo is properly licensed:

- Only Academic Members for IIBA may use the logo within their products and/or publications.
- Academic Members are colleges and universities that have submitted applications for assessment and received written approval of their application from IIBA.
- If you are unsure of your status, please contact IIBA at [atacademic@iiba.org](mailto:atacademic@iiba.org).
- Make no statements or representation indicating or implying, in any manner, that IIBA has approved, certified, sponsored or guaranteed any of the provider’s products, publications or services. The following statement is authorized by IIBA for use in conjunction with the Academic Member:
  - <University Name> is an Academic Member of IIBA. This logo is not transferable to other institutions.
- The purpose for the use of the mark must be clearly stated in all media used, and the mark’s ownership must be attributed to IIBA.

## EEP logos

An Endorsed Education Provider™ (EEP™) may use the EEP logo provided the guidelines are followed and use of the logo is properly licensed:

- Only Endorsed Education Providers for IIBA may use the EEP logo within their products and/or publications. Endorsed Education Providers are training institutions/organizations that have submitted provider applications for assessment; received written approval of their provider application from IIBA and payment has been received and processed by IIBA.
- If you are unsure of your status, please contact IIBA at [EEP@iiba.org](mailto:EEP@iiba.org).
- Make no statements or representation indicating or implying, in any manner, that IIBA has approved, certified, sponsored or guaranteed any of the provider’s products, publications or services. The following statement is authorized by IIBA for use in conjunction with the EEP vendor:
  - <Company Name> is an endorsed education provider of IIBA
- Include proper notice of IIBA ownership of its copyrights, trade, service or certification marks with all uses of such copyrights and marks as instructed by the most current IIBA standards and guidelines under Other Trademark Requirements & Guidelines.
- This logo is not transferable to other institutions. If you have any questions regarding the use of this logo please contact [EEP@iiba.org](mailto:EEP@iiba.org).
- The purpose for the use of the mark must be clearly stated in all media used, and the mark’s ownership must be attributed to IIBA.

## Endorsed Education Provider Trademarks

The first instance that the following IIBA Owned Mark appears in any publication (and/or any article/letter/signage etc.) it must be spelled out as follows and should be followed by its acronym in parentheses:

- Endorsed Education Provider (EEP)
- The trademark symbol (™) must be used with the first instance that the below marks appear in the text of any publication (and/or any article/letter/signage etc.): “Endorsed Education Provider™, EEP™”
- Subsequent instances of the IIBA Owned Mark should be written as follows: Endorsed Education Provider, EEP
- If the first use of the mark is in the headline, the trademark symbol may be omitted, but instead it must appear with the first use of the mark in the body text.
- A trademark must be used as an adjective with the appropriate trademark symbol. It cannot be used in the plural or possessive (as in followed by “s,” “’s,” or “s’”).

## Sponsor Logos

Sponsors are institutions/organizations that have been accepted in the IIBA Headquarters Sponsorship program.

The purpose for the use of the marks must be clearly stated in all media used, and the mark’s ownership must be attributed to IIBA. If you are unsure of your status, please contact IIBA at [sponsorship@iiba.org](mailto:sponsorship@iiba.org).

Include proper notice of IIBA ownership of its copyrights, trade, service or certification marks with all uses of such copyrights and marks as instructed by the most current IIBA standards and guidelines under Other Trademark Requirements & Guidelines.

Contact [sponsorship@iiba.org](mailto:sponsorship@iiba.org) for information on the Sponsor logos. When the mark is requested you will be advised about the licensing process.

## Special Interest Group Logos

The Special Interest Group (SIG) is a community of IIBA Business Analysts focusing on business analysis within a specific industry. Unlike the IIBA chapters which are geographically based and span all industries, the SIG is a virtual community.

IIBA SIGs may use their IIBA SIG logo provided the guidelines are followed and use of the logo is properly licensed.

## Certification in Business Analysis Logos



Successful Entry Certificate in Business Analysis™ (ECBA™) recipients may use the ECBA® logo provided the guidelines are followed and use of the logo is properly licensed:

- The Entry Certificate in Business Analysis™ (ECBA™) is a certificate for students, recent graduates, new professionals and functional managers who are not BAs but manage BAs working in related fields.
- Only people who have successfully taken the ECBA™ exam may use this logo. If you are unsure of your status, please contact IIBA at [atcertification@iiba.org](mailto:atcertification@iiba.org)
- Other professionals and organizations must arrange with IIBA to use this logo for any purpose. Any arrangement that is made will not permit the professional or the organization to represent themselves as an ECBA™ recipient. The purpose for the use of the mark must be clearly stated in all media used, and the mark’s ownership must be attributed to IIBA.

## Entry Certificate in Business Analysis Trademarks

The first instance that the following IIBA Owned Mark appears in any publication (and/or any

article/letter/signage etc.) it must be spelled out as follows and should be followed by its acronym in parentheses:

- Entry Certificate in Business Analysis™ (ECBA™)
- The trademark symbol (™) must be used with the first instance that the below mark appears in the text of any publication (and/or any article/letter/signage etc.):
  - “Entry Certificate in Business Analysis™”
- Subsequent instances of the IIBA Owned Mark should be written as follows:
  - “Entry Certificate in Business Analysis”
- The registration symbol (®) must be used with **all** instances that the following mark appears in the text of any publication (and/or any article/letter/signage etc.):
  - “ ECBA™”
- If the first use of the mark is in the headline, the trademark symbol may be omitted, but instead it must appear with the first use of the mark in the body text.
- A trademark must be used as an adjective with the appropriate trademark symbol. It cannot be used in the plural or possessive (as in followed by “s,” “’s,” or “s”). For example, you cannot say “ECBA™ ‘s,” but must say “ECBA™ Recipients”.

The use of the ECBA™ mark needs to be attributed, but that does not provide an individual or organization a ECBA™ certificate. When a third party, including a ECBA™ recipient, is producing materials that use the ECBA™ certificate mark, the attribution statement should read:

***“ECBA™ is a trademark owned by International Institute of Business Analysis™ (IIBA®). This certification mark is used with the express permission of International Institute of Business Analysis.”***

#### **Entry Certificate in Business Analysis and ECBA Mark Usage**

- In the first instance of using Entry Certificate in Business Analysis™ (ECBA™), be sure to include both the ™ as indicated in this sentence. For subsequent uses, the first ™ may be dropped, but always include the ™ with ECBA™. The only exception to this rule is when it is used as part of a person's title - see below:
  - The ECBA™ certification does not need a ™ when it is part of a person's title. Notice is not required with the trademarks or certification marks that are ONLY displayed after an authorized individual's name:

**EXAMPLE: Joseph Bryant, ECBA**



Successful Certified Business Analysis Professional™ (CBAP®) recipients may use the CBAP® logo provided the guidelines are followed and use of the logo is properly licensed:

- The Certified Business Analysis Professional™ (CBAP®) designation is a professional certification for individuals with extensive business analysis experience.
- Only people awarded the CBAP® designation may use this logo. If you are unsure of your status, please contact IIBA at [atcertification@iiba.org](mailto:atcertification@iiba.org)
- Other professionals and organizations must arrange with IIBA to use this logo for any purpose. Any arrangement that is made will not permit the professional or the organization to represent themselves as a designated CBAP® recipient. The purpose for the use of the mark must be clearly stated in all media used, and the mark's ownership must be attributed to IIBA.

#### **Certified Business Analysis Professional Trademarks**

The first instance that the following IIBA Owned Mark appears in any publication (and/or any article/letter/signage etc.) it must be spelled out as follows and should be followed by its acronym in parentheses:

- Certified Business Analysis Professional™ (CBAP®)
- The trademark symbol (™) must be used with the first instance that the below mark appears in the text of any publication (and/or any article/letter/signage etc.):
  - “Certified Business Analysis Professional™”
- Subsequent instances of the IIBA Owned Mark should be written as follows:

- “Certified Business Analysis Professional”
- The registration symbol (®) must be used with **all** instances that the following mark appears in the text of any publication (and/or any article/letter/signage etc.):
  - “CBAP®”
- If the first use of the mark is in the headline, the trademark symbol may be omitted, but instead it must appear with the first use of the mark in the body text.
- A trademark must be used as an adjective with the appropriate trademark symbol. It cannot be used in the plural or possessive (as in followed by “s,” “’s,” or “s’”). For example, you cannot say “CBAP®’s”, but must say “CBAP® Recipients”.

The use of the CBAP® mark needs to be attributed, but that does not provide an individual or organization a CBAP® designation. When a third party, including a CBAP® recipient, is producing materials that use the CBAP® certification mark, the attribution statement should read:

***“CBAP® is a registered certification mark owned by International Institute of Business Analysis™ (IIBA®). This certification mark is used with the express permission of International Institute of Business Analysis.”***

### **Certified Business Analysis Professional and CBAP Mark Usage**

- In the first instance of using Certified Business Analysis Professional™ (CBAP®), be sure to include both the ™ and ® symbols as indicated in this sentence. For subsequent uses, the ™ may be dropped, but always include the ® with CBAP®. The only exception to this rule is when it is used as part of a person's title - see below:
  - The CBAP® designation does not need a ® when it is part of a person's title. Notice is not required with the trademarks, registered marks, or certification marks that are ONLY displayed after an authorized individual's name:

**EXAMPLE: Joseph Bryant, CBAP**



Successful Certification of Capability in Business Analysis™ (CCBA®) recipients may use the CCBA® logo provided the guidelines are followed and use of the logo is properly licensed:

- The Certification of Capability in Business Analysis™ (CCBA®) designation is a professional certification for business analysis practitioners who want to be recognized for all their expertise and skills by earning a formal recognition.
- Only people awarded the CCBA® designation may use this logo. If you are unsure of your status, please contact IIBA at [certification@iiba.org](mailto:certification@iiba.org)
- Other professionals and organizations must arrange with IIBA to use this logo for any purpose. Any arrangement that is made will not permit the professional or the organization to represent themselves as a designated CCBA® recipient. The purpose for the use of the mark must be clearly stated in all media used, and the mark's ownership must be attributed to IIBA.

### **Certification of Capability in Business Analysis Trademarks**

The first instance that the following IIBA Owned Mark appears in any publication (and/or any article/letter/signage etc.) it must be spelled out as follows and should be followed by its acronym in parentheses:

- Certification of Capability in Business Analysis™ (CCBA®)
- The trademark symbol (™) must be used with the first instance that the below mark appears in the text of any publication (and/or any article/letter/signage etc.).
  - “Certification of Capability in Business Analysis™”
- Subsequent instances of the IIBA Owned Mark should be written as follows: “Certification of Capability in Business Analysis”
- The registered symbol (®) must be used with **all** instances that the below mark appears in the text of any publication (and/or any article/letter/signage etc.):
  - “CCBA®”



- If the first use of the mark is in the headline, the trademark and registered symbol may be omitted, but instead it must appear with the first use of the mark in the body text.
- A trademark must be used as an adjective with the appropriate trademark symbol. It cannot be used in the plural or possessive (as in followed by “s,” “’s,” or “s’”). For example, you cannot say “CCBA®’s”, but must say “CCBA® Recipients”.

The use of the CCBA® mark needs to be attributed, but that does not provide an individual or organization a CCBA® designation. When a third party, including a CCBA® recipient, is producing materials that use the CCBA® certification mark, the attribution statement should read:

***“CCBA® is a registered certification mark owned by International Institute of Business Analysis™ (IIBA®). This certification mark is used with the express permission of International Institute of Business Analysis.”***

#### **Certification of Capability in Business Analysis and CCBA Mark Usage**

- In the first instance of using Certification of Capability in Business Analysis™ (CCBA®), be sure to include both the ™ and ® symbols as indicated in this sentence. For subsequent uses, the ™ may be dropped from Certification of Competency in Business Analysis, but always include the ® with CCBA®. The only exception to this rule is when it is used as part of a person's title--see below:
  - The CCBA designation does not need a ® when it is part of a person's title. Notice is not required with the trademarks, or certification marks that are ONLY displayed after an authorized individual's name: **EXAMPLE: Joseph Bryant, CCBA**



COMING SOON

#### **BABOK Trademarks**

- The first instance that the following IIBA Owned Mark appears in any publication (and/or any article/letter/signage etc.) it must be spelled out as follows and should be followed by its acronym in parentheses:
  - *“A Guide to the Business Analysis Body of Knowledge® (BABOK® Guide)”*
- The registration symbol (®) must be used with **all** instances that one of the following marks appears in the text of any publication (and/or any article/letter/signage etc.):
  - *“BABOK® Guide”,*
  - *“A Guide to the Business Analysis Body of Knowledge®”*
- If the first use of the mark is in the headline it may be omitted, but instead the registration symbol must appear with the first use of the mark in the body text.
- These registered marks must be treated as an adjective and must not be used in the plural or possessive (as in followed by “s,” “’s,” or “s’”).
- Both *“BABOK® Guide”* and *“A Guide to the Business Analysis Body of Knowledge®”* should always be written in italics.

## Other Trademark Requirements & Guidelines

In addition to the requirements set forth above, you must comply with the following requirements and guidelines when using IIBA marks:

1. If a text does not contain all of the above trademarks, list only the trademark used. For example:  
**"IIBA® is a registered trademark owned by International Institute of Business Analysis."**
2. When a third party (not IIBA) is producing materials that use any of the following trademarks, the attribution statement should read:  
**"IIBA®, the IIBA® logo, BABOK® Guide and Business Analysis Body of Knowledge® are registered trademarks owned by International Institute of Business Analysis. These trademarks are used with the express permission of International Institute of Business Analysis."**

If a text does not contain all of the above trademarked phrases, the trademarks should be noted individually. For example:

**"IIBA® is a trademark owned by International Institute of Business Analysis. This trademark is used with express permission of International Institute of Business Analysis."**

### 3. Maintain the integrity of IIBA marks.

Your use of our marks must not disparage IIBA, our marks, or our products or services, and you must not mislead anyone as to your own or your organization's affiliation with IIBA or the IIBA sponsorship or endorsement of you, your company, and/or your products or services.

### 4. Apply the trademark notice symbol correctly.

Use the symbol "TM" when referring to the marks (e.g., EEP™) and place it to the right of the mark and superscript. You must use this symbol and apply the symbol in every copy of the communication, document, packaging, or other material in which any IIBA owned mark appears, regardless of the medium.\*

5. **Apply the registered trademark and registered certification mark notice symbol correctly.** Use the symbol "®" when referring to the marks (e.g., IIBA®) and place it to the right of the mark and superscript. You must use this symbol and apply the symbol in every copy of the communication, document, packaging, or other material in which our mark appears, regardless of the medium.\*

### 6. Always display the marks correctly.

The marks must not be altered or modified in any way. The marks must not deviate from the form shown in this policy.

### 7. Keep IIBA marks separate and distinct.

IIBA owned marks must be used separately from other logos, trademarks, service marks, registered copyright marks and names.

## What "Not" To Do

To ensure that IIBA owned marks continue to fulfill their purpose of distinctively identifying our organization and its products and services, you may not:

- Develop, adopt, use, or register any name, logo, trademark, symbol, phrase, brand, domain name, or other business, product or service identifier that could be confused with any of IIBA owned marks.
- Use any of the IIBA owned marks as part of your business name, trade name, corporate name, domain name, URL, or email address, or to identify your own products or services.

### General Information

IIBA typically is unable to respond to specific requests for guidance pertaining to use of our marks. If you are not certain that intended use of any of our marks complies with this policy, please consult your legal counsel.

Any organization either knowingly or unknowingly failing to follow these guidelines may be subject to prosecution to the fullest extent of the law by IIBA. IIBA reserves the right to take legal action should any

IIBA mark be used inappropriately and not in accordance with this policy.

\*As IIBA owned marks become registered, IIBA will update this policy.





## Appendix A IIBA Fonts

IIBA has selected the Cambria font family. This font is to be used in all printed communications, including but not limited to brochures, flyers, advertisements, white papers, trade-show correspondence, presentations, and letters. Using this font in all printed material will help to establish a consistent look and feel for all of our communications. In addition, the Frutiger font family may be used for shorter publications such as brochures and presentations.

### Secondary Fonts for Web and Electronic Media

If the Cambria font is unavailable Open Sans <http://www.google.com/webfonts/specimen/Open+Sans> or <http://www.fontsquirrel.com/fonts/open-sans> is the first choice to be used in its place. If these fonts are unavailable Calibri, Arial (sans serif) and Times New Roman (serif) may be used in their place. These fonts should also be used by anyone who does not own Myriad Pro (sans serif) and Kepler (serif) when creating visual communications such as sales letters, presentations and e-mails.

## Appendix B IIBA Color Specs



IIBA Orange

**R: 255, G: 131, B: 0**  
**C: 0%, M: 60%, Y: 100% K: 0%**  
Hex#: ff8300



IIBA Blue

**R: 0, G: 62, B: 82**  
**C: 100%, M: 66%, Y: 48% K: 38%**  
Hex#: 003e52



IIBA Grey (process)

**R: 102, G: 105, B: 105**  
**C: 60%, M: 50%, Y: 50% K: 19%**  
Hex#: 666969



IIBA muted-brown (process)

**R: 116, G: 99, B: 88**  
**C: 44%, M: 49%, Y: 56% K: 30%**  
Hex#: 746358



**R: 220, G: 140, B: 39**  
**C: 12%, M: 50%, Y: 100% K: 1%**  
Hex#: dc8c27



**R: 173, G: 173, B: 173**  
**C: 34%, M: 27%, Y: 27% K: 0%**  
Hex#: adadad



**R: 196, G: 179, B: 86**  
**C: 25%, M: 24%, Y: 80% K: 0%**  
Hex#: c4b356



**R: 93, G: 105, B: 119**  
**C: 67%, M: 52%, Y: 41% K: 14%**  
Hex#: 5d6977

