

# Certified Business Intelligence Professional

## Logo Usage Guidelines

Candidates who complete TDWI's Certified Business Intelligence Professional (CBIP) certification requirements may use the CBIP logo.

The CBIP logo signifies that you have demonstrated (within your specialty) a working knowledge of concepts, skills, and techniques, as well as the ability to lead at both the project and team levels.

Please adhere to the following usage guidelines to help maintain the integrity of your certification and to ensure that credentials are not misrepresented. TDWI reserves the right to review any materials that bear the CBIP logo and may periodically send requests for samples. You must correct any deficiencies in your use of the logo. Refusal to correct such deficiencies or to cease publication or distribution could result in revocation of your right to use the logo.

### The CBIP Logo

#### CBIP Program Logo



#### CBIP Logo with Specialty



Administration & Technology



Data Integration



Business Analytics



Leadership & Management



Data Analysis & Design

#### CBIP logo with TDWI tagline



By popular request, we now offer a CBIP logo with an alternate tagline, "Certified by TDWI."

## Using the CBIP Logo

- You may use the CBIP logo on your business cards, letterhead, and resume to demonstrate that you have earned a Certified Business Intelligence Professional credential.

For information on using the logo on Web sites, marketing materials, books, and other publications, contact TDWI at [cbip@tdwi.org](mailto:cbip@tdwi.org).

- The CBIP logo may not be used in any manner that suggests or implies affiliation with TDWI or in a manner suggesting that TDWI or CBIP are part of your company name.
- Your name, trade name, or company name must appear on any materials where the CBIP logo is used. The logo must not be larger or more prominent than your product or service name, trademark or service mark, logo, or trade or company name.
- You may use the logo only as provided by TDWI, except for size, which is subject to the restrictions in these guidelines.
- You may not modify or alter the logo design in any way, including proportions, colors, and elements. The logo may not be animated, morphed, or otherwise distorted in perspective or dimensional appearance. The logo may not be translated or otherwise localized into any other language. Any localized versions of the logo must be provided by TDWI.
- You may not combine the logo with any other object, including but not limited to: other logos, icons, words, graphics, photos, slogans, numbers, design features, or symbols.
- You may not use the logo as a design feature on any of your materials.
- The logo should appear only once in any document.
- The logo may not be used in any manner that suggests a certification credential has been conferred upon an organization or company. The logo should be used only to signify certification by an individual.

- Apart from the logo, you may use the CBIP designation after your name, followed by your specialty, such as: Sandra Smith, CBIP, Leadership and Management.
- The CBIP credential remains current for three years. To maintain the credential, you must renew your certificate through ongoing professional development before the end of the third year, and again during each subsequent three-year period. For information on the recertification process, see Recertification Requirements on the ICCP Web site ([www.iccp.org](http://www.iccp.org)). If your certification expires or has been terminated, you must discontinue use of the logo immediately.

## If you have more than one credential

If you have been certified in two or more specialties, you may use multiple specialty logos, the program logo (without a specialty), or the logo with TDWI tagline. If you use the program logo or logo with TDWI tagline, please use the CBIP designation after your name, followed by all specialties. All logo guidelines apply.

## Minimum Clear Space Requirements

The logo must stand alone. A minimum amount of space must be left between the logo and any other object such as type, other logos, photography, borders, edges, and so on. The required border space around the logo must be X wide and X tall, where X equals the height of the check box element of the logo.



**X = the height of the check box element of the logo**

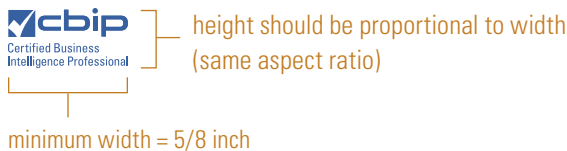
## Sizing the Logo

Please take care to maintain the correct proportions if you resize the logo. The logo type must always be legible. Do not use the logo if the minimum size requirements cannot be met. The CBIP logo should be smaller and less prominent than your company logo.

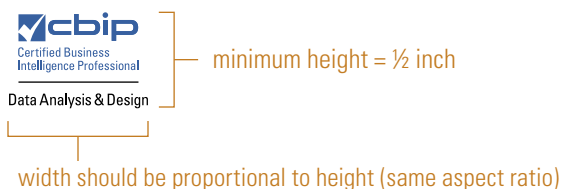
**Recommended size = 1" wide x 0.5" high**



**Minimum size = 0.625" wide x proportional height**



**Minimum size logo with specialty = 0.5" high x proportional width**



## Color Palette

The Certified Business Intelligence Professional logo can appear in color or black and white. When placing the logo on your materials, use the variation most appropriate for your audience and budget. The logo colors may not be changed or altered in any way.

### Two Color Logo (Black and Blue)

The two logo colors are black and blue (PMS 7462). Best matches to the PMS color are shown below:



**Blue**  
Pantone® = PMS 7462  
4-color process (CMYK) =  
c100+m50+y0+k10  
RGB = r0+g103+b172  
HEX = 0067AC

### One Color Logo (Black Only)



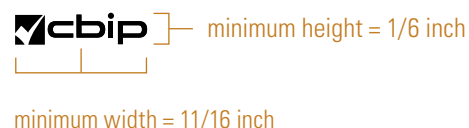
## Logo Exception

### For Business Card Use Only

In most cases, the CBIP logo with your specific certification credential should be used on all materials at the recommended size and per the minimum clear space requirements. An exception is allowed on a business card if there is not sufficient space for the minimum size and minimum clear space. In that case, a CBIP logo without the tagline or your specialty may be used (see example below). The minimum size for the logo exception is 0.6875" wide x 0.167" high. Minimum clear space requirements still apply. Please contact TDWI at [cbip@tdwi.org](mailto:cbip@tdwi.org) if you need the logo exception.

### CBIP logo without a tagline

(if space does not allow for minimum size and space requirements)



## Usage Examples

The following examples demonstrate various applications of the logo. Recommended placement is the lower left or lower right corner. All spacing, size, and usage requirements, as described in the Logo Usage Guidelines, must be followed.

### Business Cards (shown at actual size)



  
**ABC COMPANY**

1234 Ethel Street, Suite 101  
Hills Town, CA 98000-1234  
ABCcompany.com

**Sandra Smith**  
Director of Research

999.999.9999 direct  
888.888.8888 main  
777.777.7777 fax  
ssmith@company.com

  
Certified Business  
Intelligence Professional  
Leadership & Management

### Letterhead (shown at 50%)



  
**ABC**  
INCORPORATED

1234 Ethel Street, Suite 10  
Hills Town, CA 98000-1234  
phone 888.888.8888  
fax 777.777.7777  
abccompany.com

Richard Stevens  
XYZ Company  
421 Main Street  
Seattle, WA 98101

June 1, 2005

Dear Mr. Stevens:

Od tat et aliquis nismodignis er sequisit nummodignim velesse mod tet at er iureet, vel iure do odoluptat, sequatuer aut iurer sustin volortisit lum et, quat.

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Sincerely,

Sandra Smith  
Director of Research  
CBIP, Leadership and Management

  
Certified Business  
Intelligence Professional  
Leadership & Management

example of credential  
in signature block



  
**ABC**  
INCORPORATED

**Sandra Smith**  
Director of Research

direct 999.999.9999  
main 888.888.8888  
fax 777.777.7777  
ssmith@company.com

1234 Ethel Street, Suite 101  
Hills Town, CA 98000-1234  
abccompany.com

  
Certified Business  
Intelligence Professional  
Leadership & Management