

ISTQB Logo Usage Guidelines v1.0

1. ISTQB Logo Usage

Member boards have discretion in the application of these logos in their region. If these logos are used, the supplied digital versions need to be used to ensure consistency and common look and field.



If new logos are needed, they will be examined and provided on an individual basis.


Note – these changes are not retrospective.


Digital logos will be provided.


Details of the logo fonts, colour and placements will be defined in the templates for the specific documents.

A more detailed style guide will be provided with more detail about logo usage and management when the digital versions of the logos have been generated.

LOGO	User	ISTQB	Member Board	Certified person	Accredited Training Provider	Exam Provider	Comments
General Logos							
	<p>The formal logo</p> <p>All to use - Used in templates/etc</p>	<p>All to use when publishing documents and formal communications</p>	<p>Yes - Used in templates/etc</p>	<p>No – not suitable for use by individual</p>	<p>Yes – marketing only.</p>	<p>Yes – marketing only.</p>	<p>This is the formal logo – to be used on cover pages and in formal documentation.</p> <p>This is the preferred logo for new markets and for published / printed material</p>
	<p>The casual logo</p> <p>All to use - Used in templates/etc</p>	<p>All to use in email signature blocks, websites, business cards</p>	<p>Yes - Used in templates/etc</p>	<p>Yes – at member board discretion</p>	<p>Yes – marketing only. Not on Certificates (refer to Certification Guidelines)</p>	<p>Yes – marketing only. Not on Certificates (refer to Certification Guidelines)</p>	<p>This is the casual logo – to be inserted into headers and footers of all communications and documents where appropriate.</p>
<p>Training Provider (online and in person)</p>	<p>Accredited training providers – accredited by a member board</p>				<p>Wording associated with the logo is to mention if the course is accredited classroom or online</p>		<p>Training providers cannot use these logos unless they are officially accredited.</p> <p>Member boards are to monitor their usage in the local area.</p>

LOGO	User	ISTQB	Member Board	Certified person	Accredited Training Provider	Exam Provider	Comments
	<p>Logo to be used for all accredited providers</p> <p>Accredited training provider, member boards on Training Provider information handouts.</p> <p>ISTQB website training provider list</p> <p>Use the same logo for each of the levels, different or list of titles depending on level of accreditation.</p> <p>Approved Titles: Accredited Training Provider – Foundation Level</p> <p>Accredited Training Provider – Full Advanced Level</p> <p>Accredited Training Provider – Advanced Test Analyst</p> <p>Accredited Training Provider – Advanced Test Manager</p> <p>Accredited Training Provider</p>	<p>No – but provided to member board</p>	<p>Supply to training providers upon accreditation</p>	<p>No – not suitable for their use</p>	<p>Available for use on Websites, documents, etc where appropriate.</p>	<p>On websites or documents where they are referring to Training Providers</p>	<p>change to blue text, red arch, - marketing working group to suggest?</p>

LOGO	User	ISTQB	Member Board	Certified person	Accredited Training Provider	Exam Provider	Comments
	<p>– Advanced Technical Test Analyst</p> <p>Accredited Training Provider – Expert Level – Security (for example)</p>						
Training Material (online and general)	No different logo for online versus class room						Training material providers cannot use these logos unless they have officially accredited material
	<p>Logo to be used for all accredited material</p> <p>Accredited training material, member boards on Training Provider information handouts.</p> <p>ISTQB website training material provider list</p> <p>Use the same logo for each of the levels, different or list of titles depending on level of accreditation.</p> <p>Approved Titles: Accredited Training Material</p>	No – but provided to member board	<p>Member board to provide the logo to the training material provider upon registration.</p> <p>Member board to mention the accreditation on the Member Board website and training material references.</p>	No – not suitable for their use	Available for use on Websites, documents, etc where appropriate.	On websites or documents where they are referring to Training Providers	When the material is sold or licensed the material owner/seller shall provide the “Accredited Training Material” logo for usage by the purchaser / licensee

LOGO	User	ISTQB	Member Board	Certified person	Accredited Training Provider	Exam Provider	Comments
	– Foundation Level Accredited Training Material – Full Advanced Level Accredited Training Material – Advanced Test Analyst Accredited Training Material – Advanced Test Manager Accredited Training Material – Advanced Technical Test Analyst Accredited Training Material – Expert Level – Security (for example)						
Certified Testers							
	Certified Test Professionals Add level of Certification in acronym or words below the logo CTFL or Certified Tester Foundation Level CTAL – Full or	No – individual person usage only	No – individual person usage only	Yes – used by an individual to augment their signature block or business card credentials	No – individual person usage only	No – individual person usage only	Note the word „tester“ has been removed from the original logo

LOGO	User	ISTQB	Member Board	Certified person	Accredited Training Provider	Exam Provider	Comments
	Certified Tester Advanced Level - Full CTAL – TA or Certified Tester Advanced Level – Test Analyst CTAL – TM or Certified Tester Advanced Level – Test Manager CTAL – TTA or Certified Tester Advanced Level – Technical Test Analyst CTEL – S or Certified Tester Expert Level – Security (for example)						

2. Change history

Version	Date	Author	Reviewed by	Change history
Draft		Horst Pohlmann	Marketing Working Party	Original Logo Usage Guidelines

Version	Date	Author	Reviewed by	Change history
V1	4 April 2010	Marketing Working Party		Logos updated, removed redundant logos, centralised wording, clarification of the logo usage by key stakeholders