

VERSION

1.2

JAN

2018



Brand Guidelines



Brand Messaging

Vision

To guide and inspire individuals, leaders, and organizations with practices, principles, and values that create workplaces that are joyful, prosperous, and sustainable.

Mission

To Transform the World of Work

Inspire:

To inspire individuals, leaders, and organizations to adopt Agile mindsets that foster holistic Agile organizational transformation.

Enable:

To enable Agile journeys by becoming the most accessible and globally recognized resource and authority.

Guide:

To guide the application of Agile practices, principles, and values to cultivate Agile organizations throughout the world.

What is Scrum?

Built upon Agile values and principles, Scrum is a team-based framework for breaking down complex projects into smaller pieces, continuously delivering incremental value on a more frequent basis to customers while promoting higher productivity, employee engagement, and satisfaction.

Who is Scrum Alliance?

On the surface, Scrum Alliance is an organization that provides education, resources, and support to practitioners of Scrum and Agile. But dig deeper and you will find that Scrum, Agile, and Scrum Alliance are about more than simply getting things done in the workplace. Just as the Scrum and Agile frameworks comprise more of a movement and mindset than a business strategy, Scrum Alliance is more than just a membership organization. We offer advocacy, community development, research, and a focus on organizational change that is transforming the world of work all over the globe. What drives us isn't commerce or the bottom line; what drives us are the members that make up our global family, along with every person who seeks to achieve true work/life balance. From sponsoring worldwide gatherings of Agile practitioners to grassroots advocacy, Scrum Alliance is transforming the world of work every day — and encouraging others to do the same.

Brand Visualization



A successful brand message doesn't rely solely on words and written messaging. Images play a critical role in expressing feelings, attitudes, and personality.

When selecting or creating images for the development of all branding and marketing materials, please choose visual elements that honor these visual guidelines:

- > Show collaboration
- > Depict real-world situations
- > Represent mastery, expertise, and problem-solving
- > Show people who enjoy what they do
- > Bring complicated elements together in an artful but organized way
- > Use global images

Color Palette

PRIMARY



PMS Pro Cyan
C100 M0 Y0 K0
R0 G159 B218
HEX# 009FDA



PMS 165 C
C0 M68 Y98 K0
R255 G99 B25
HEX# F37323



PMS 485 C
C0 M93 Y95 K0
R213 G43 B30
HEX# D52B1E



PMS 361 C
C75 M0 Y100 K0
R52 G178 B51
HEX# 34B233

SECONDARY



PMS 7545 C
C55 M30 Y17 K51
R81 G98 B111
HEX# 51626F



PMS 7543 C
C23 M11 Y8 K21
R164 G174 B181
HEX# A4AEB5



PMS 422 C
C16 M11 Y11 K29
R162 G164 B163
HEX# D28E00

BODY TEXT



PMS 7540 C
C40 M30 Y22 K60
R94 G97 B103
HEX# 5E6167

Font Usage

Scrum Alliance typefaces

All Scrum Alliance collateral should now use the following fonts: Museo and Arial. Museo is used for headings, subheads, and body copy. Arial is the web-safe font and should only be used on emails, the website, and in PowerPoint/Keynote presentations. Headings use the sentence case capitalization structure.

Museo Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logo Identity Standards and Usage

Scrum Alliance has a single identity for the brand known as the primary identity. We want to use this in all cases that are subject to space allotment.

The Scrum Alliance identity has been meticulously crafted and should never be distorted, altered, or presented in any way other than those shown here.

All collateral should display the Scrum Alliance identity.

A registration mark ® must be used whenever the logo is present.



Primary full-color logo



To maintain the readability and impact of the Scrum Alliance logo, a minimum amount of clear space should be maintained around the logo in all applications.

Solid Black Logo



Reversed Logo



Identity Variations

Stacked Logo

When space is limited, the stacked logo is a preferred configuration for displaying the Scrum Alliance identity.

Horizontal with Tagline

This configuration can be used when the tagline needs to be locked into the primary logo. The tagline must be removed if it will appear under 7pt size.

Minimum Size

Tagline must be removed when identity is displayed at minimum size

Minimum Height: .32 in

Minimum Tagline: 7 pt



Incorrect Logo Usage

- > Do not bevel, emboss, or add a glow around the logo
- > Do not change the logo colors
- > Do not distort proportions
- > Do not tilt or rotate logo
- > Do not outline the logo
- > Do not use full-color logo on colored backgrounds
- > Do not place a white box around logo when placed on busy backgrounds
- > Do not recreate or replace mark with something else



Certification Marks

Certification Seal

The round certification seal, featuring the certification acronym (e.g., CSPO), is typically used on materials where a small icon is needed, such as:

- > Scrum Alliance profiles
- > Business cards
- > Business websites

Correct seal use:

- > Use the icons as provided.
- > Use the appropriate format.
- > Use the icons as evidence of certification.

Certified ScrumMaster Round Seal



Certification Marks

Formats

Certification seals are available in a variety of formats.

- > JPEG – compressed file, for use in print
- > PNG – compressed file with transparent background, for use in print
- > PNG RGB – compressed file with transparent background, best for digital use



Incorrect Seal Use

- > Do not change the icon colors.
- > Do not distort proportions.
- > Do not tilt or rotate icons.
- > Do not outline the icons.
- > Do not bevel, emboss, or add a glow around the icons.
- > Do not place a white box around the icons on busy backgrounds.
- > Do not recreate or replace with any other elements.



User Group Logo Standards and Usage

To establish brand recognition and consistency among Scrum User Groups, Scrum Alliance has created a logo that can be modified for individual user groups.

The user group logo consists of a mark, “Powered by Scrum Alliance” descriptor, and the user group name. The only element that should be customized is the user group name. The mark and descriptor should always appear without alteration. All elements must be used together. The trademark symbol on the mark and “Scrum User Group” must always be visible and readable.

The user group logo must be displayed at a size large enough to read the descriptor and the registered trademark. Thus, the user group logo should appear no smaller than 107 x 130px in electronic media.

To maintain the readability and impact of the logo, a minimum amount of clear space should be maintained around the logo in all applications. Clear space ensures the logo remains recognizable and does not become lost in other page elements.

The logos on this page and the previous are acceptable and approved usages of the Scrum Alliance brand. For this reason, the size, color, and spatial proportions of our identities are predetermined and should not be altered for any reason.

The logo may appear in only three color choices – full-color, solid black, or reversed. Do not use any other colors in presenting the logo or alter these color selections in any way.



Primary Full-Color Logo
For use on light backgrounds

Alternate Logos



Solid Black Logo
For use in black-and-white applications



Reversed Logo

- For use on dark backgrounds
- Use infrequently and only when quality reproduction is assured

Chapter Logo Standards and Usage

To establish brand recognition and consistency among Scrum Chapters, Scrum Alliance has created a logo that can be modified for individual chapters.

The only element that should be customized is the chapter group name. The mark and descriptor should always appear without alteration. All elements must be used together. The trademark symbol on the mark and “Scrum Chapter” must always be visible and readable.

The chapter logo must be displayed at a size large enough to read the descriptor and the registered trademark. Thus, the user group logo should appear no smaller than 130 x 130px in electronic media.

To maintain the readability and impact of the logo, a minimum amount of clear space should be maintained around the logo in all applications. Clear space ensures the logo remains recognizable and does not become lost in other page elements.

The logos on this page are acceptable and approved usages of the Scrum Alliance brand. For this reason, the size, color, and spatial proportions of our identities are predetermined and should not be altered for any reason.

The logo may appear in only three color choices – full-color, solid black, or reversed. Do not use any other colors in presenting the logo or alter these color selections in any way.



Primary Full-Color Logo
For use on light backgrounds

Alternate Logos



Solid Black Logo
For use in black-and-white applications



Reversed Logo

- For use on dark backgrounds
- Use infrequently and only when quality reproduction is assured

AgileCareers Brand Guidelines

OUR PERSONALITY

Knowledgeable, friendly, dependable, and respected.

AGILECAREERS POSITION

AgileCareers.com is dedicated to connecting Scrum and Agile organizations with qualified, passionate Agile professionals. Every job posted is an Agile position, and every employer listed on our site is seeking an Agile professional who will thrive in highly collaborative team environments. AgileCareers.com contributes to Transforming the World of Work by offering a platform that has the resources and technology to build those professional synergies.

GUIDELINES

- Use the AgileCareers logo on all communications when possible.
- Use the four-color version whenever possible.
- Always use the brand colors and the brand fonts.
- Never change the shape, alignment, rotation, outline, or proportions of the AgileCareers logo lockup.
- Whenever possible, use a gray or light-colored background when using the AgileCareers logo lockup.
- To ensure legibility, the logo should not be reduced to a size that is difficult to read.

For any questions about rules and guidelines, please refer to the AgileCareers website or contact Meghan Robinson at mrobinson@scrumalliance.org.

LOGO LOCKUP

The logo is the cornerstone of any identity system. Several variations of the logo lockup exist.



MINIMUM SIZE

The logo should not be reduced to a size that makes *by ScrumAlliance* difficult to read. In print pieces, do not reduce the logo below a measurement of 1.5" or 38 mm in length.



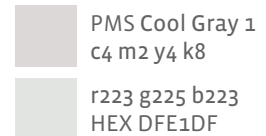
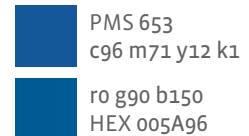
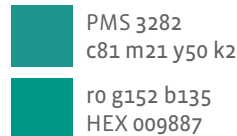
CLEAR SPACE

The safe area is the same as the letter "O" within the logo.



COLOR

AgileCareers Aqua (PMS 3282) and Blue (PMS653) are the primary colors. Secondary colors are used to complement. Choose these whenever possible. Other colors are acceptable when needed.



FONTS

These fonts have been specified and are the default choices.

Headlines = VistaSans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Subheads = VistaSans Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy = VistaSans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IMAGERY

Images reflecting our personality traits are preferred. Only use provided imagery when including photographs.





Style & Nomenclature Guidelines



Style & Nomenclature Guidelines

I. Our name: Scrum Alliance®

- > Follow with the registered trademark symbol.
- > Do not use “the” in front of the name unless necessary to make sense. For instance, it would be, “Scrum Alliance® is pleased to announce;” as well, it would be “the Scrum Alliance® website.”
- > Never use “SA” as an abbreviation (has negative meaning in Germany); always spell out Scrum Alliance®.

II. General use of our registration marks

Note: Additional registration marks cover use of some Scrum Alliance graphics. This document pertains only to text.

First, what’s the point?

The goal of using a trademark (aka service mark, registration mark, mark) is to identify the product or service as being ours and ours alone. They distinguish us from our competitors.

(If they seem like a nuisance to use properly, think of kleenex, whose company didn’t guard its trademark. It is now legally a generic term.)

How do we use them?

“Formal usage” means: Add the superscript registration mark: Scrum Alliance®

- > Applies to the *first mention* in a document.
- > Subsequent mentions do not require the registration mark.
- > Use in titles, headings, email subject lines, *in addition* to first mention in text. If graphic considerations make that awkward in headings, etc., and there’s no way to work around it with different writing, we can discuss/make an exception. These should be rare.

The registration mark itself (the ® symbol) should be *superscript*.

- > There are cases (e.g., newsletters) when superscript changes the line leading, in which case we can retain the registration mark but not put it in superscript. (Putting it into a smaller size font looks best.)
- > The superscript button in Word and many other applications looks like this: A2 or x2.

The registered phrase need not be in all caps. (Note that this is a change.)

Any needed punctuation follows the registration mark:

- > Take a CSM®, CSP®, or CST® course today.

Style & Nomenclature Guidelines

Properly used, registration marks (®) are put onto adjectives. Not nouns or verbs. So to best use them, our first instance would be like this:

- > **GOOD:** Take a Certified ScrumMaster® course. – **BAD:** Be a Certified ScrumMaster®. (In the good example, “Certified ScrumMaster®” is the adjective and “course” is the noun. In the bad example, “Certified ScrumMaster®” is a noun.)
- > Marks don’t take plural. **BAD:** There are two Certified ScrumMasters®.

Examples (note the difference between first mention and subsequent mentions, adjectives versus nouns, and singular versus plural):

Scrum Alliance®, the largest, most established and influential professional membership organization and certifying body in the Agile community, announces the launch of its new membership community in 2016. Scrum Alliance is committed to helping Scrum professionals add more depth to their Scrum expertise and be more competitive in the ever-adapting Agile work environment.

The Certified ScrumMaster® certification, or CSM® certification, helps you help your team. A Certified ScrumMaster aids project teams in properly using Scrum, increasing the likelihood of the project’s overall success. CSMs understand Scrum values, practices, and applications and provide a level of knowledge and expertise above and beyond that of typical project managers.

A Scrum Alliance Certified Team CoachSM (CTC) works with Scrum teams, stakeholders, and management to improve performance and outcomes. Organizations employ a CTC to provide coaching, facilitation, training, mentoring, impediment management, and leadership in support of collaboration, development consistency, and value delivery across multiple teams and departments.

Scrum Alliance® registered marks

Note: This list is ever-changing. If you don’t see a product name on this list, it means that name isn’t registered yet and should not be treated as such.

Agile Atlas®	CSD®
Certified Scrum Developer®	CSM®
Certified Scrum Product Owner®	CSP®
Certified Scrum Professional®	CSPO®
Certified ScrumMaster®	CST®
Certified Scrum Trainer®	

Style & Nomenclature Guidelines

Scrum Alliance® registered marks

Scrum Alliance®

Scrum Alliance REP®

Scrum Education Units®

Scrum Gathering®

- > Any modifier, such as Global or Regional, is not considered part of the trademark Scrum User Group®
- > Any modifier put in front of the trademark, such as a city location or user group name, is not considered part of the trademark

SEU®

Transforming the World of Work®

Scrum Alliance® current trademark filings:

AgileVox

AgileVoxTV

AgileCareers

Scrum Alliance Certified Team Coach^(SM)

Scrum Alliance Certified Enterprise Coach^(SM)

We will not trademark these acronyms:

CTC

CEC

CAL

III. Other common words we use

- Agile (always capitalized)
- Agile architecture
- Agile Manifesto
- Agile software development
- Agile testing
- agility
- Assistant Chair, Board of Directors or Assistant Chair of the Board of Directors
- backlog (one word, no capitalization needed)
- Board of Directors
- burn-down (noun)
- burn-down chart (adj.)
- build-out
- CAL I and CAL II (use roman numerals)
- Call for Papers (initial caps)
- Chair, Board of the Directors or Chair of the Board of Directors

Style & Nomenclature Guidelines

- colocate (to locate together; not co-locate; as in “colocated teams”)
- co-train, co-training
- Daily Scrum (used as a noun)
- decision making (noun)
- Definition of Done (DoD)
- dialogue
- email
- homepage
- kaizen
- keynote speaker (lower-case unless directly preceding a name [“hear Keynote Speaker Joe Justice”] or referring to capped tabs on an event page on the site)
- keyword
- Lean (always capitalize)
- life cycle (2 words)
- login (noun)
- log in (verb)
- methods – not “methodologies” (unless we’re specifically speaking of the scientific study of methods)
- nonprofit (no hyphen)
- OK (not “okay”)
- Product Backlog
- Product Owner
- project manager
- QA = quality assurance
- Registered Education Provider (REP)
- resume
- road map
- Scrum (name of the framework is always capitalized)
- Scrumban
- Scrum-But
- ScrumMaster
- Scrum Team
- setup (n), set up (vb)
- software development life-cycle (SDLC)
- Sprint
- stakeholders
- stand-up (in titles, cap this way: Stand-up)
- story owners
- system-development life cycle (SDLC)

Style & Nomenclature Guidelines

- throughput
- timeboxes, timeboxing
- T&M = Time & Materials
- U.K. (use periods)
- U.S. (use periods, do not use USA)
- user story/story – lower case
- Waterfall - CAP in opposition to another style (such as Agile); lower case when it's a generic term
- Web, World Wide Web
- Web page
- website
- whitepaper
- Wi-Fi
- wireframe (one word)

IV. Punctuation and formatting

- > **capitalization** – Capitalize prepositions of 5 or more letters in headlines (About, Through, etc.)
- > **titles and headers** – story titles are capitalized; subheads use sentence-style capitalization
- > **commas** – use serial commas (a comma precedes the conjunction before the final item in a list of three or more items, e.g. CSM, CSP, and CST)
- > **contractions** – use as appropriate in articles for friendly tone
- > **em dashes** – Open: —
- > **footnotes**: Avoid when possible, but put at end, this way:
 1. See [link on text].
- > **Heds and deks** – Story titles are title-style capped. Deks and internal subheads take sentence-style capitalization.
- > **numbers** – Write out numbers one through ten; use numerals for 11 and above. You can mix in a paragraph.
Exception: When discussing story points or percentages, use numerals (e.g. 5 story points, 8 percent)
- > **percents** – Percent is written out (e.g. 80 percent) unless the copy is heavily scientific (per Chicago); the number itself should always be a numeral (3 percent, 16 percent, etc.)
- > **quote marks/apostrophes** – Change smart (curly) quotes to straight ones
- > **registered trademarks** – Use the registered trademark with at least the first instance of a trademarked work within a document. For subsequent uses within the same document, capitalize the word but do not use the trademark symbol. An exception is made for the newsletter, where no registered trademarks are used as an overarching trademark statement is made at the end.
- > **time zones** – We usually use American time zones and the increasingly standard two-letter abbreviations with no

Style & Nomenclature Guidelines

periods and no “S” for “standard time”: PT, MT, CT, ET.

- Please be cognizant that there have been requests for UTC time zone usage when we are running events that play simultaneously around the world. This is an awkward construction to use in every message, but there may be times when it makes more sense than PT, MT, CT, ET.
- Put periods in “a.m.” and “p.m.”
- For readability, put a space between the hour and the “a.m.” or “p.m.” Hence “11:45 a.m.”
- Leave off :00 when possible (so: 11 am, 11:30 a.m.)
- Example: The event will run 10 a.m. – 5:30 p.m. MT.

> **titles and headers** – story titles are capitalized; subheads use sentence-style capitalization

V. Descriptions of Scrum Alliance®

Founded in 2001, SCRUM ALLIANCE® is the largest, most established and influential professional membership and certification organization in the Agile community. SCRUM ALLIANCE® is a nonprofit association with more than 500,000 practitioners worldwide. Its vision is to “Transform the World of Work.” Its mission is to guide and inspire individuals, leaders, and organizations with practices, principles and values that create workplaces that are joyful, prosperous, and sustainable. Scrum is at the foundation of all its products, services, and solutions. For more information, please visit www.scrumalliance.org.