

# Brand Identity Manual

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## What is The Open Group Brand Identity and why is it important?

In its simplest form, The Open Group brand is represented by the promises we make and keep with our members and customers.

Brand Identity is the proprietary visual, emotional, and cultural image that surrounds The Open Group and its standards, certifications, products, brands, forums, events, etc. as well as each of us as representatives of The Open Group. It defines and represents who we are and how we act with respect to ourselves, our communities, and to the world as a whole. It is our best “sales pitch” and increases perceived value and reputation.

The Open Group Brand Identity is reinforced each time a member of The Open Group speaks, writes, or acts on behalf of the organization.

This Brand Identity Manual is designed to clearly and concisely define The Open Group Brand Identity so that it can be used consistently by its board, staff, and members to market and publicize The Open Group, and its standards, certifications, products, brands, forums, events, etc.

The Open Group Brand Identity consists of carefully chosen messages, imagery, and graphic designs, all based on extensive strategic research with members of The Open Group. The Brand Identity components may expand as our communication strategy evolves to include, for example, video and podcasts.

The Open Group Brand Identity consists of:

- The Open Group brand name and trademarks
- Logo and color palette
- Web site design
- Brochure and publication layouts
- Carefully chosen imagery as synthesized in the creative theme
- Positioning statements (most repeated messages)
- Key features and their associated tangible benefits
- Intangible brand attributes and associations such as “proud,” “confident”, and “safe and secure”
- Organizational values and brand archetype

Strict adherence to The Open Group brand and graphic identity standards is essential to maintaining a clear, consistent image for The Open Group in all our communications.

The brand name “The Open Group” is our primary trademark and “trustmark”. The Open Group brand name is one of our most valuable organizational assets. We need to do everything we can to increase the perceived value and effectiveness of our name. Each time you use any part of The Open Group Brand Identity, remember that you are safeguarding, protecting, and enhancing our integrity and reputation. Use The Open Group brand name thoughtfully, confidently, and frequently!

## How was The Open Group Brand Identity created?

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In creating The Open Group Brand Identity, extensive quantitative market research was conducted among key audiences of The Open Group, including:

1. More than 20 branding workshops with the management of The Open Group to “build the brand from the inside-out” and to gain an internal understanding of the major brands and products of The Open Group.
2. An online survey with members and prospective of The Open Group to determine the best features/purchase factors, positioning statements, and names for The Open Group products and brands.
3. A follow-up online survey of members of The Open Group to determine the most compelling and effective creative theme and imagery to use in marketing communications.

## How to use The Open Group trademarked brand name

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The Open Group communications programs should create an immediate, compelling, credible, and lasting impression on members and prospective members of The Open Group. To build and maintain a distinctive Brand Identity, it is important to be consistent in the use of The Open Group brand name, messages, images, colors, and every aspect of our visual identity.

We should use our organization’s complete brand name, The Open Group, frequently and proudly. In all communication programs, whether a web site, a letter or email, news release, social medium, or brochure, the positive associations of our brand need to be cemented in the minds of our internal audiences and the public. By doing this, we build awareness of our organization, our values, and our positive influence on all the markets we serve.

### Use of “The Open Group”

Always use the full brand name — “The Open Group” — in written and oral communication. Note that “The” has the capitalized “T” regardless of where it appears in a sentence. A similar example of this usage is The New York Times, which according to the company’s usage guidelines, never appears as “New York Times” or “the New York Times”.

Adhering to this usage of “The Open Group” requires occasional adjustment of common sentence structure to avoid phrases that may be odd or confusing, such as when the name is used as an adjective. For example, the sentence: “Your Open Group membership enhances credibility” reads clearly, but with the complete brand name, it becomes awkward as: “Your The Open Group membership enhances credibility”. This is easily addressed with a slight change of sentence structure to: “Your membership in The Open Group enhances credibility”.

# Trademarks

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The Open Group trademarks and service marks (“the Trademarks”) are valuable assets that The Open Group needs to protect. We ask you to help us by properly using and crediting the Trademarks in accordance with these guidelines.

## The Open Group Trademarks

The Open Group owns various registered and unregistered trademarks in certain territories.

The Open Group registered trademarks include:

- ArchiMate
- Jericho Forum
- Making Standards Work
- Motif
- OSF/1
- The Open Group
- TOGAF
- UNIX
- X Device

The Open Group unregistered trademarks include:

- The Open Group Certification Mark (“the open O”)
- Boundaryless Information Flow
- DirecNet
- FACE

## Trademark Usage Guidelines

Proper use of the Trademarks reinforces their role as brands and helps prevent them from becoming generic names that can be used by anyone. By adhering to the correct usage guidelines, you help protect The Open Group investment in its trademarks. However, of themselves, these guidelines do not grant permission to use any trademark.

Please note that the Trademarks may not be used:

- As a generic term
- In connection with products, unless the product is licensed to use the mark
- In any way that could cause confusion as to The Open Group sponsorship, affiliation, or endorsement

You also may not imitate The Open Group trade dress, type style, or logos.

When using the Trademarks:

- In editorial or articles, but not in advertising, the Trademarks may be used without prior permission, provided that the rules in our Trademark Usage Guidelines are followed. In all other cases, obtaining prior permission is required.
- Detailed guidelines referring to the visual presentation, graphical design, form, and manner of use must be followed. The Trademarks must always be used with white around them and must never be superimposed on or used in association with other graphics or trademarks.
- In print, whenever and wherever the Trademark appears, it must be distinguished from the surrounding text. This applies to all forms of printed media, including advertising copy, product packaging, brochures, manuals, internal memoranda, editorial, articles, correspondence, overhead projector slides and presentation materials, and to electronic displays. Methods of distinguishing the Trademark include printing it in UPPER CASE, italicized font, bold-faced font, Initial Capital Letters, or placing the Trademark in “quotation marks”.

The Trademark should always be followed by the common generic (the dictionary name) of the product:

Correct: A UNIX system is a .....

Incorrect: UNIX is a .....

Trademarks should be used as adjectives, not as nouns:

Correct: ABC Company's UNIX system

Incorrect: ABC Company's UNIX

Correct: The TOGAF framework is....

Incorrect: TOGAF is recognized

Never use a Trademark as a verb.

Never use a Trademark in the plural form:

Correct: ABC company and EFG company use the same UNIX systems

Incorrect: ABC company and EFG company use the same UNIXs

Never use a Trademark in the possessive form:

Correct: The UNIX system's programming interface specifications

Incorrect: UNIX's programming interfaces

Correct: The structure of the TOGAF documentation

Incorrect: The structure of TOGAF's documentation

Refrain from hyphenating a Trademark:

Correct: UNIX system-based

Incorrect: UNIX-based, UNIX-like

Correct: connecting PCs to UNIX systems

Incorrect: PC-to-UNIX

Correct: TOGAF Certified

Incorrect: TOGAF-Certified

The Trademarks should never be combined to form a new word, combined with other words, be hyphenated, or abbreviated:

Correct: UNIX

Incorrect: UN\*X

Correct: X/Open

Incorrect: Xopn

## Trademark Acknowledgment

An acknowledgment is required whenever a Trademark of The Open Group is used. The Trademark attribution is important as it reminds competitors, licensees, customers, and others that The Open Group claims exclusive rights in the marks. The correct acknowledgment is:

ArchiMate®, Jericho Forum®, Making Standards Work®, Motif®, OSF/1®, The Open Group®, TOGAF®, UNIX®, and the ``X''® device are registered trademarks and Boundaryless Information Flow™, DirecNet™, FACE™, and The Open Group Certification Mark™ are trademarks of The Open Group in the United States and other countries.

You should always mark the first or most significant occurrence of the Trademark as appropriate and must place the required attribution as a footnote. The attribution should use the ® symbol for a registered trademark and the ™ symbol for an unregistered trademark.

Please note that:

- It is acceptable to use an asterisk in place of the trademark symbol where the medium used (for example, electronic mail) cannot reproduce the ® or ™ symbols. However, this is not intended to authorize use of the asterisk as the norm.
- You may translate the trademark attribution to national language(s).
- Blanket or generic attributions (such as "All trademarks are the property of their respective owners") are not acceptable.
- Individual trademarks may be acknowledged.

## Copyrights

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The following copyrighted materials are owned and managed by The Open Group:

- Web site design templates
- Color palette
- Copy and content within various marketing communications materials, including but not limited to The Open Group website, brochures, presentation templates, advertisements, flyers, etc.

## Conclusions

These trademarks and copyrighted materials have been developed to preserve a unified and professional Brand Identity for The Open Group. The organization has invested substantial time and money in developing these trademarks and copyrighted materials.

To protect the trademarks and copyrighted materials, and the quality of the use and presentation of the trademarks and copyrighted materials, it is imperative that the use and quality of use of these trademarks and copyrighted materials be controlled and monitored.

## The Open Group positioning statement

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Our positioning statement is a simple, clear definition of what business The Open Group is in and the key benefits that we provide. This positioning statement was carefully tested with members of The Open Group. The positioning statement should be our most repeated message to the world.

The Open Group leads the development of open, vendor-neutral IT standards and certifications.

You should memorize this positioning statement and use it to answer the question: "What is The Open Group and what do you do?"

## The Open Group category descriptor

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We want to be able to describe our organization in the most concise and straightforward way possible.

The Open Group is:

"A vendor- and technology-neutral standards and certification consortium"

# The Open Group primary features and benefits

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Extensive and careful research was conducted with members to discover the most compelling and credible features — and their associated tangible benefits — offered by The Open Group.

Use these features and benefits consistently and repeatedly to describe what The Open Group does and what it provides. The imagery and graphic identity found later in this manual have been chosen to evoke the emotions listed under intangible emotional appeal.

## Target Audience: Users of IT products and services

### Feature #1: Be involved in and influence the definition of open IT standards and certifications

Tangible benefits:

- Provide the industry with a reliable assurance of interoperability and conformance to vendor-neutral IT standards
- Know what standards are coming
- Make it much easier to understand and comply with standards
- Protect against obsolescing current investments
- Be aligned with market demand
- Stay ahead — ensure that your organization doesn't lag behind

### Feature #2: Access to key peers, suppliers, and best practices

Tangible benefits:

- Get insight for future decisions from both major customers and suppliers of IT
- Share lessons learned and best practices
- Avoid expensive and futile paths of action
- Know where suppliers are going to ensure compliance and ease integration
- An open environment for organizations to work together

## Target Audience: Suppliers of IT products and services

### Feature #1: Open, vendor-neutral product standards and objective IT professional certifications

Tangible benefits:

- Give customers confidence that products will work well together
- Increase customer credibility
- Be more competitive
- Reliable certifications of product quality and IT skills and knowledge
- Unbiased
- Accepted and applicable worldwide

### Feature #2: Access to key influencers, customers, and best practices

Tangible benefits:

- Get insight for future decisions from both major customers and suppliers of IT
- Reduce time-to-market
- Access skilled talent outside your organization
- Build important relationships
- Understand future customer desires
- Gain unslanted, objective competitive insight

These features and benefits are what our members and target audiences want from The Open Group. Therefore, we need to associate these features and beliefs and their benefits with The Open Group. When people think of The Open Group, this is what we want them to think.

Consistent and repetitive use of these key messages is the way that we slowly, but surely, establish and shape perceptions about The Open Group and consciously build a compelling and memorable identity. To help people remember what The Open Group does and provides, we must consistently use and frequently repeat these messages in all communications. Your consistent and conscientious use and repetition of these messages will result in:

- Increased awareness and understanding of The Open Group mission, values, and benefits among current and prospective members, and the management of our member organizations
- Growth in membership and attendance at our events
- An increase in the reputation and perceived value of The Open Group

## The Open Group organizational values

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A true and trusted brand does not just comprise messages, but is based on shared values and integrity. These values define how The Open Group should act and behave as an organization.

Based on market research with The Open Group members, here are the fundamental values that are a part of our organizational culture and most valued by The Open Group members:

- Absolute honesty and integrity
- Credible expert
- Stable, established, solid reputation
- People are the source of our strength
- Lead with fairness and neutrality

Following are detailed descriptions of the value-based behaviors that each person, when acting as a representative of The Open Group, should keep in mind and emulate. The reasons why each value is important, and how The Open Group can prove it is following each value, are provided as a result of member market research.

### Absolute Honesty and Integrity

Why it's important:

- Trusted standards and certifications are essential to being a major force in the IT market
- If an organization is honest, the fairness and solid reputation will follow

What The Open Group can do to prove it is following this value:

- Be accepted and recognized as the leader in setting open standards and certifications
- Be fair and neutral in the development and deployment of professional standards and certifications
- Show no favoritism
- Lead the profession to a higher level

## Credible Expert

Why it's important:

- Standards and certifications only count if they come from a credible and respected source based on real expertise
- Credibility is crucial when dealing with IT
- The credibility of The Open Group is the biggest asset in selling its standards and certifications within member companies
- Helps increase the credibility of its members

What The Open Group can do to prove it is following this value:

- Deliver high-quality standards and certifications
- Maintain a solid reputation and stable organization

## The Open Group brand archetype

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Archetypes are forms or images of a collective nature that naturally establish meaning and relevance at a conscious and subconscious level. Characters in movies, novels, and other forms of entertainment are often based on archetypes. For example, in the movie Star Wars, Luke Skywalker is a Hero archetype and Darth Vader is an Outlaw archetype.

### The Open Group is a Leader

- The Open Group leads the development of open, vendor-neutral IT standards and certifications.
- The term "leads" was mentioned frequently by members in the market research.
- In addition, the top color palette from the market research included blues and grays, the colors most frequently used by ruler or leader brands.

### The Open Group is Disciplined

- We are focused on the development of open, vendor-neutral IT standards and certifications.
- Our approach is disciplined, rigorous, diligent, precise, fastidious, systematic, and methodical. These are the traits of the most successful companies. Reference the book Good to Great by Jim Collins.

### The Open Group is a Sage

- We are the experts in the development of open, vendor-neutral IT standards and certifications.
- We like to discover and disseminate truth.
- We are smart, confident, and credible experts.

## Brand Identity messages and how to use them

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Members and employees are the most effective ambassadors for communicating and living The Open Group Brand Identity. You are essential to our trust-based relationship with our target audiences.

The Open Group relates to its internal and external audiences through our people, programs, activities and events, advertising, public relations, and marketing communications.

The purpose of a Brand Identity message is to ensure a consistent, repeated set of messages in all communications:

- Talks and presentations
- Meetings with prospective or current members
- Web site
- Announcements
- Advertising campaigns
- News releases
- Media interviews
- Brochures
- Etc.

By using The Open Group Brand Identity messages (one set for users of IT and one set for suppliers of IT), which encapsulate what we stand for, you can confidently say: “I represent The Open Group”.

The Open Group Brand Identity has been created and researched to be relevant and compelling to both internal and target external audiences.

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### Users of IT products and services

#### The Open Group leads the development of open, vendor-neutral IT standards and certifications

Key features and benefits for large commercial enterprises:

- Be involved in and influence the definition of open IT standards and certifications:
  - Provide the industry with a reliable assurance of interoperability and conformance to vendor-neutral IT standards
  - Know what standards are coming
  - Makes it much easier to understand and comply with standards
  - Protect against obsolescing current investments
  - Be aligned with market demand
  - Stay ahead — ensure your organization doesn't lag behind
- Access to key peers, suppliers, and best practices:
  - Get insight for future decisions from both major customers and suppliers of IT
  - Share lessons learned and best practices
  - Avoid expensive and futile paths of action
  - Know where suppliers are going to ensure compliance and ease integration
  - An open environment for organizations to work together

## The Open Group leads the development of open, vendor-neutral IT standards and certifications

Key features and benefits for suppliers of IT products & services:

- Open, vendor-neutral product standards and objective IT professional certifications:
  - Give customers confidence that products will work well together
  - Increase customer credibility
  - Be more competitive
  - Reliable certifications of product quality and IT skills & knowledge
  - Unbiased
  - Accepted and applicable worldwide
- Access to key influencers, customers, and best practices:
  - Get insight for future decisions from both major customers and suppliers of IT
  - Reduce time-to-market
  - Access skilled talent outside your organization
  - Building relationships is important in this economy
  - Understand future customer desires
  - Gain unslanted competitive insight

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Here are some guidelines on how to use The Open Group Brand Identity messages.

1. Post the Brand Identity messages near your desk to help remind you how to talk and write about our organization.
2. Consistently, repetitively, and creatively use the Brand Identity messages in all marketing communications and presentations.
3. Don't use the Brand Identity messaging points by rote; rather, integrate them into your own personal style.

The following Brand Identity messaging is available on request:

- The Open Group Silver and Gold Memberships
- The Open Group Platinum Membership
- The Open Group Conferences and Events
- The Open Group Certification Programs
- The Single UNIX® Specification
- TOGAF®
- The Open Group Certified Architect (Open CA)
- The Open Group Certified IT Specialist (Open CITS)
- The Open Group Forums and Work Groups
- The Open Group Services for Industry Consortia
- The Open Group Cloud Computing Forum
- The Open Group Security Forum
- The Open Group Architecture Forum
- The Open Group Real-time and Embedded Systems Forum

## Strategic creative theme

Strategic use of imagery is a powerful tactic for brand differentiation. It is quite surprising how little imagery most organizations use and how poor it often is.

Imagery is actually more important and powerful in selling than messages. That is because we perceive reality through our senses. The first place a sense-signal goes (visual, auditory, etc.) is the amygdala, two lobes in the middle of the brain that are part of our Limbic system and the center of our emotions. We unconsciously evaluate what we are seeing or hearing, determine whether we like or believe it ... and then the sense signal goes to the pre-frontal Cortex brain where we come up with rationalizations for what we have already decided emotionally and unconsciously.

Imagery is the “entrance” to the customer’s mind. Through research, we find the best imagery that is a gateway to the customer’s mind to increase our perceived value and to become their preferred brand.

Five creative themes were developed and then tested to find the imagery and the best thematic and creative approach for communicating The Open Group Brand Identity and positioning statement.

A strategic creative theme presents a creative approach based on an organization’s positioning statement and top-ranked features and benefits. A strategic creative theme is not an advertising concept. It is a simple picture-collage designed to help find the best theme and images from which all of our marketing communications should be created and strategically assessed.

Each creative theme included our positioning statement with a thematic approach that was supported by several images. The goal: to identify the most effective theme and the best images for communicating the visual identity of The Open Group.

The final creative theme is depicted below.

The Open Group leads the development of open, vendor-neutral IT standards and certifications.

### Creative Theme: Focus on “Open” and the letter “O”.



Unbiased, impartial, accessible, clear,  
welcoming, true, trustworthy, visible,  
honest, credible, transparent

Explore ways to use the wide range of positive synonyms for “Open” as well similar words already in the Brand Identity maps to support The Open Group offerings and brand attributes.

# Imagery

Extensive market research was conducted with members to determine the best imagery to use in The Open Group marketing communications. Based on this research, here is the imagery we have compiled so far which best reflects The Open Group Brand Identity. We have licensed rights to these images and graphic elements.

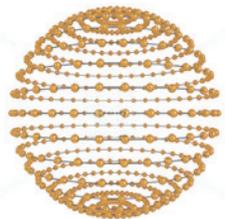


The Open Group members gain insight for future decisions from IT customers and vendors.

The Open Group Single UNIX® Specification ensures portability of software applications.

The Open Group services for industry consortia help you succeed and grow.

The Open Group certifications take the guesswork out of recruiting and purchasing.



# PEN

The Open Group leads the development of open, vendor-neutral IT standards and certifications



# PEN

The Open Group provides objective, reliable assurance of global interoperability



# PEN

The Open Group helps enterprises deploy cloud computing technology for greater scalability and ROI

### The Open Group logo

The Open Group logo has been re-styled to put more emphasis on the word “Open”, and the previous tagline, “Making standards work”, has been retired in order to equalize the emphasis on both standards and certifications. No new tagline has yet been generated to replace the previous one.

Old logo and tagline:



The re-styled logo is now available in two formats, a stacked version:



And a horizontal version:



The stacked version is the preferred version and should be used wherever the design space allows. The horizontal version may be used where the vertical design space is at a minimum.

The logo may also be reproduced in black only and reversed to white.



## The Open Group logo — “don’ts”

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NEVER reproduce the elements of the logo in any other size or placement relationship.



NEVER reproduce the logo in any other colors.



NEVER “cramp” the logo by placing other graphic elements too close to it. Always leave a space the size of the “E” in “THE” of the logo around all sides of it at least as large as the height of the letters in “THE” and “GROUP”.



## Other Open Group logos

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The guidelines applicable to The Open Group logo are also applicable to any other Open Group logo.

The Open Group Forum logos are as follows:



The Open Group certification checkmark logo is as follows:



The Open Group standalone "O" logo is as follows:

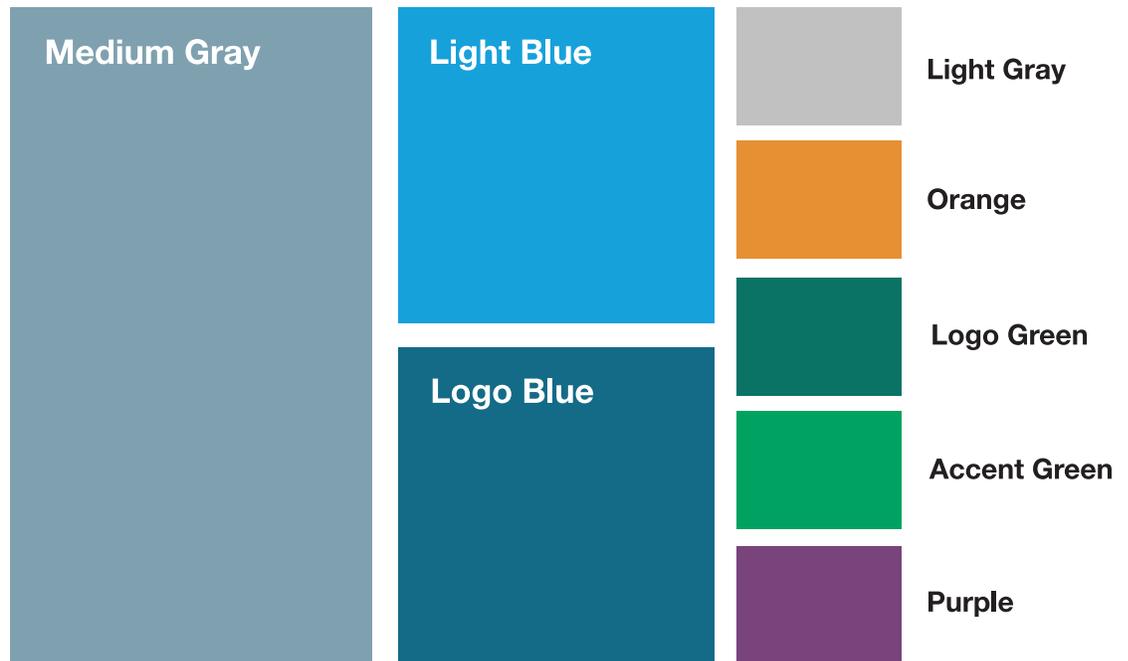


The Open Group TOGAF logo is as follows:



## Color palette

We want to be sure that our visual brand communicates with our target audiences and members in a way that resonates with them the most. Following is the color palette for The Open Group. This color palette is based on the color palettes tested in the market research.



<i>color</i>	CMYK	RGB	PMS
<b>Medium Gray</b>	C-20, M-4, Y-4, K-16	R-129, G-162, B-176	644
<b>Light Blue</b>	C-50, M-7, Y-0, K-0	R-0, G-166, B-222	2995
<b>Logo Blue</b>	C-86, M-25, Y-20, K-14	R-0, G-102, B-127	634
<b>Light Gray</b>	C-0, M-0, Y-0, K-16	R-195, G-194, B-194	643
<b>Orange</b>	C-8, M-33, Y-84, K-0	R-229, G-144, B-52	138
<b>Logo Green</b>	C-85, M-12, Y-53, K-9	R-0, G-124, B-102	341
<b>Accent Green</b>	C-72, M-0, Y-74, K-0	R-0, G-153, B-89	347
<b>Purple</b>	C-34, M-70, Y-0, K-8	R-121, G-68, B-123	2665

## Fonts

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To ensure brand consistency across The Open Group marketing materials, the following font should be used in all printed materials such as brochures, and in all advertising and publicity.

Headlines, subheads, secondary subheads, and short introductory copy:

### **Arial Bold**

Body copy:

Arial Regular

*Arial Oblique*

For examples of the proper use of fonts, see next page (Brochure and Publication Templates), and refer to Attachments.

## Language standards

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The following guidelines are provided for use when writing on behalf of The Open Group:

- Use standard US English for all corporate publications (print, presentations, web)
- Use the local standard or client preference for all custom documents such as letters, proposals, presentations, and other business communications
- For spelling, punctuation, capitalization, and grammar guidelines, refer to:
  - The Oxford Dictionary of American Usage and Style ([www.oxfordreference.com](http://www.oxfordreference.com))
  - The Elements of Style (Fourth Edition), William Strunk, Jr. and E.B. White
- NO acronyms or abbreviations are permissible, unless accepted as industry standard:
  - NOT permissible: TOG for The Open Group, BIF for Boundaryless Information Flow, ALP for Active Loss Prevention, etc.
  - Permissible: OS for Operating System, WAN for Wide Area Network, LAN for Local Area Network, RDBMS for Relational Database Management System, etc.

## File formats

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This section provides guidelines for choosing the appropriate file format for most applications. You can obtain logo files by sending an email to [graphics@opengroup.org](mailto:graphics@opengroup.org). If you are unsure of which file format to choose, please consult a graphics professional or contact The Open Group Marketing Department for guidance.

### Color (PMS) .eps

Output medium: Commercial printing when printing The Open Group corporate colors as spot (PMS) colors

Usage: Collateral materials, badges, direct mail, promotional items

Resizing options: When placed as a bitmap graphic in a desktop publishing program (e.g., Adobe InDesign, Microsoft Word), or when rasterized (e.g., in Adobe Photoshop), may only be used at 100% scale or reduced in size. Do not enlarge. When opened as vector art (not placed) in a drawing program (e.g., Adobe Illustrator), the .eps file may be enlarged and resaved for placement in a desktop publishing program.

### Color (CMYK) .eps

Output medium: Desktop color or color laser printing and commercial printing when representing The Open Group corporate colors in four-color process

Usage: Business communications, proposals, collateral materials, direct mail, print advertisements

Resizing options: As above.

### Color (RGB) .gif (standard or small)

Output medium: Internet or intranet

Usage: Standard for web pages and banners, HTML email; small for HTML, email signatures, etc.

Resizing options: May only be used at 100% scale. Do not enlarge. If a different size is needed, utilize the RGB .ai file, resize in a vector application, and save in the appropriate file format.

### Color (RGB) .png

Output medium: Computer and/or video display

Usage: Presentations (e.g., PowerPoint or SWF animations), film, video

Resizing options: May only be used at 100% scale or reduced in size. Do not enlarge.

### Color (PMS, CMYK, RGB) .ai

Output medium: For professionals only – you know who you are!

Usage: When the logo needs to be enlarged, when it needs to be reversed to white on a dark background, or for other special needs

Resizing options: Graphics professionals are encouraged to work with these vector files provided in the native Adobe Illustrator file format.

### Color at 300dpi (.eps, .ai, .ps, .pdf, .psd, .jpg)

Output medium: For promotional items, images should be at least 600dpi to be run through the image printing process (imprinting). All artwork should be vectorized and fonts should be flattened. Make sure to name the fonts in the file.

Usage: Mugs/cups, pens, etc. and apparel (e.g., caps/hats, shirts, etc.)

Resizing options: For mugs/cups, pens, etc., logo size limit of 4" wide and 2.25" high. Each letter to be at least 0.25" wide/tall to appear clean and legible. For apparel, the following guidelines should be followed to ensure a legible logo:

- On knit fabrics like mesh, logo must be 1/4 inch high or greater.
- On Polartec, logo must be 3/8 inch high or greater.
- On baseball caps, logo must be 1/4 inch high or greater.
- On luggage and sweaters, logo must be 3/8 inch high or greater.

### Black (BW) .eps

Output medium: Black-only desktop or laser printing or reproduction, facsimile, and commercial printing when logo will appear in black only

Usage: Business communications, proposals, collateral materials, direct mail, print advertisements

Resizing options: When placed as a bitmap graphic in a desktop publishing program (e.g., Adobe InDesign, Microsoft Word), or when rasterized (e.g., Adobe Photoshop), may only be used at 100% scale or reduced in size. Do not enlarge. When opened as vector art (not placed) in a drawing program (e.g., Adobe Illustrator), these .eps files may be enlarged and resaved for placement in a desktop publishing program.

### Black (BW) .ai

Output medium: For professionals only – you know who you are!

Usage: When the logo needs to be enlarged, when it needs to be reversed to white on a dark background, or for other special needs

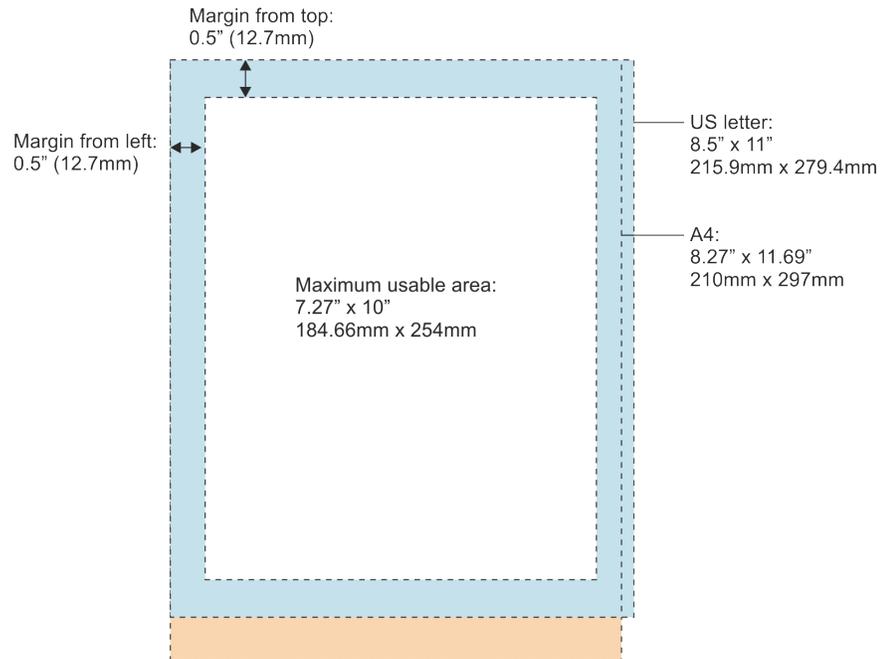
Resizing options: Graphics professionals are encouraged to work with this vector file provided in the native Adobe Illustrator file format.

# Print standards

## Documents

Our preferred page size is US Letter (8.5" x 11").

For print on-demand, design to accommodate both US Letter and Standard A4, by keeping the content width narrower than might be standard for US Letter and the content height shorter than might be standard for A4. To accommodate desktop printing and print on-demand, leave plenty of margin.



## Collateral

Our preferred paper stock for collateral materials is bright white only, as follows:

- White gloss 80# (216g) cover stock for single sheet (1 or 2-page documents), brochures (4-8 pages), and covers of longer documents
- White gloss 80# (119g) text stock for inside pages of brochures longer than 8 pages, where 80# cover stock is used for the cover

## Correspondence, Customized Proposals, and Business Communications

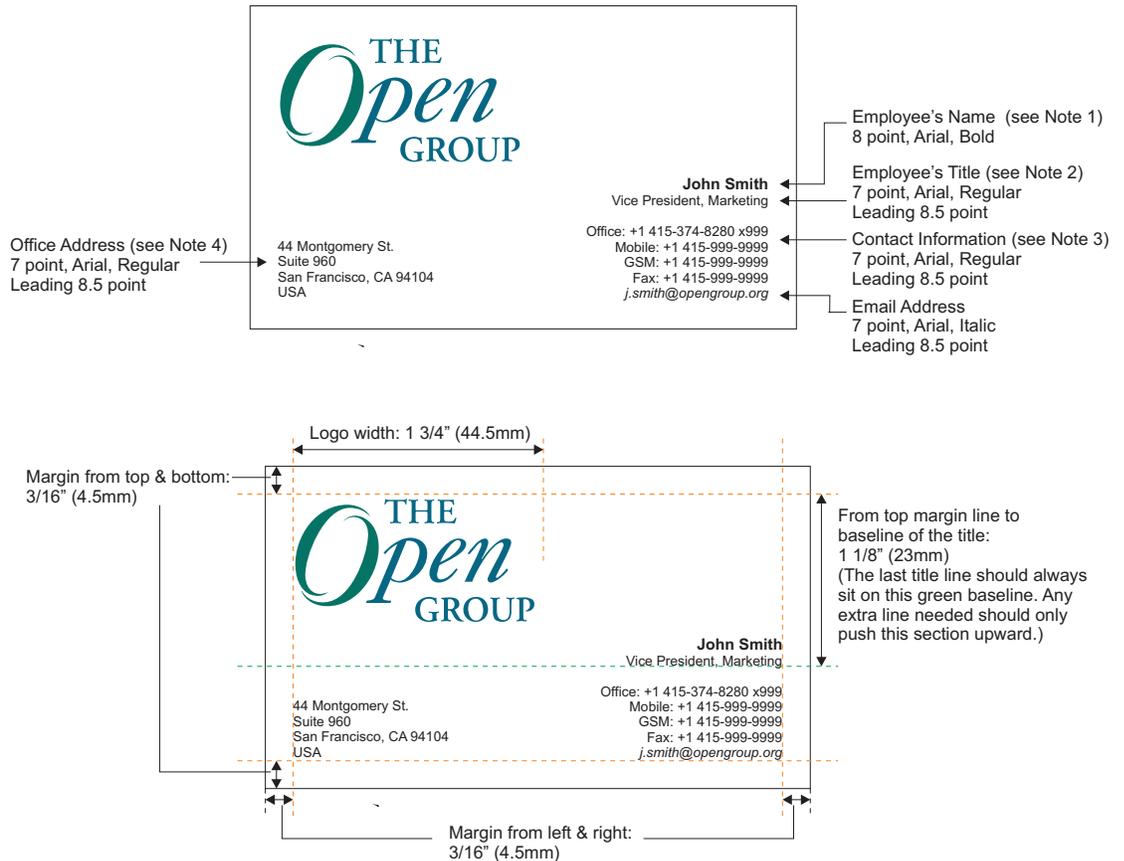
Our preferred paper stock for correspondence, customized proposals, and business communications is corporate letterhead for the first page of letters, and the title page of proposals or other multi-page documents, and corporate second sheets for the remainder of pages.

# Stationery templates

## Business Cards

The size and preferred paper stock for business cards are as follows:

- Card size is 3.5" x 2" (89mm x 50.5mm) on 100# board.
- Cards should be printed on bright white stock.



Note 1: Employee's Name - the first name should be listed first, followed by last name, with no comma (e.g., John Smith).

Note 2: Employee's Title - the title should be listed first, followed by department, separated by a comma (e.g., Vice President, Conformance). If the title is too long, it may be broken up into two lines, listing the title in the first line and the department in the line below, with no comma after the title.

Note 3: Contact Information - a maximum of four contact numbers may be listed. The order should be Office, Office (Remote), Mobile, GSM, Fax, followed by a colon. List the country code (+n) and area code in all numbers (e.g., +1 240 214 1063) and list an optional zero in international numbers where relevant (e.g., +44 (0)118 950 0110). You may use a space or hyphen to separate groups of digits. An extension should be listed as "x" followed by the extension number, with no space or hyphen (e.g., x2241).

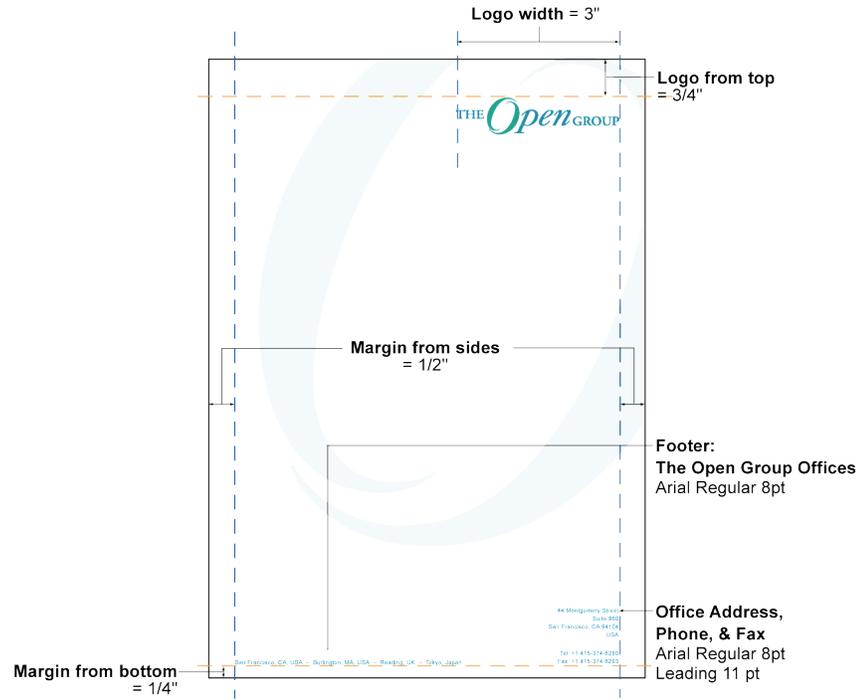
Note 4: Company Address - list in full, including name of street, number of suite or room, name of city, state/province, postal code, and country. The name of the country should always be listed separately on the last line of the address. For US addresses, list only the first five digits of the postal code (e.g., MA 01808).

## Letterhead

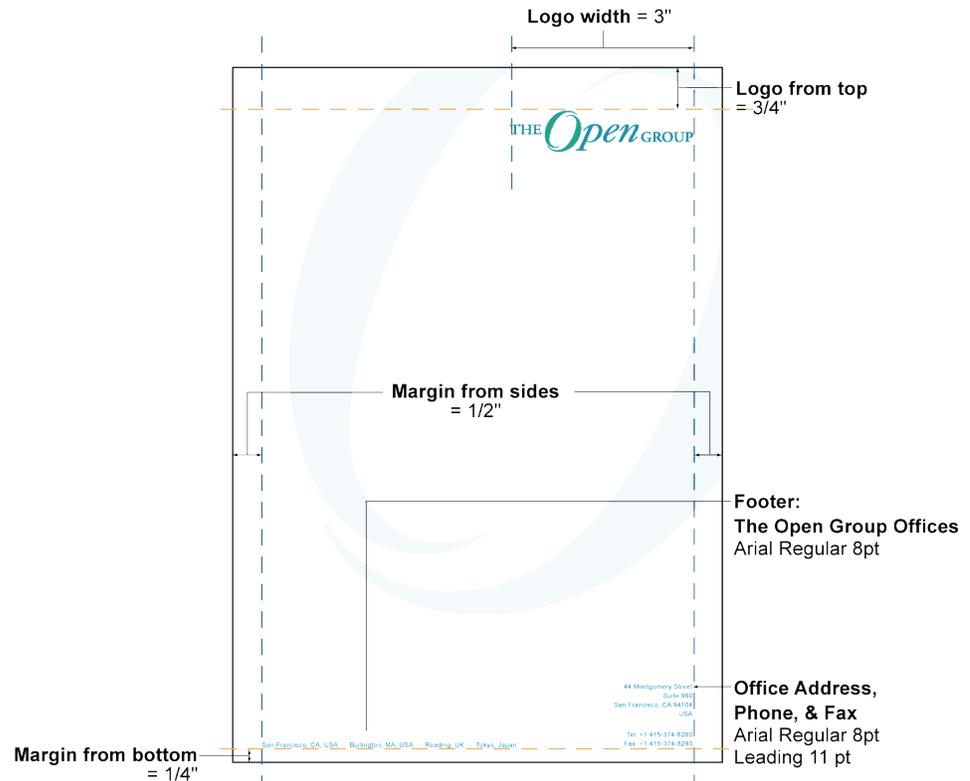
Corporate letterhead should be printed on bright white stock (24# bond preferred).

The background "O" symbol should be printed in 5% of spot color Blue PMS 634 or 4-color process as C:86 M:25 Y:20 K:14.

On US Letter (8.5" x 11"), the measurement and logo standard are as follows:

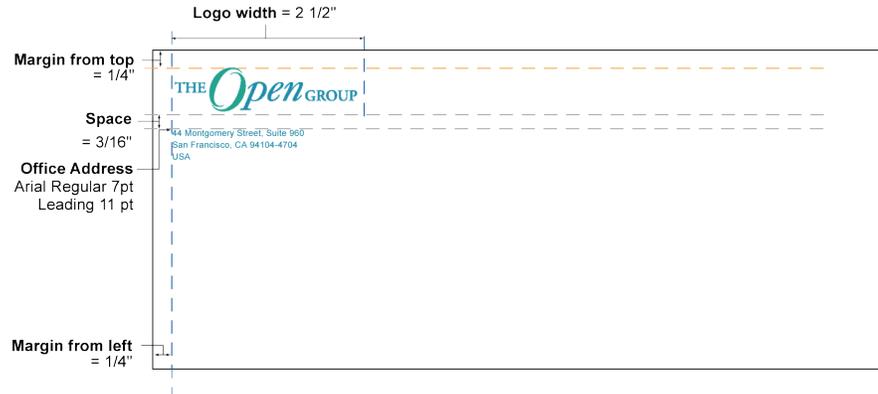


On Standard A4 (210mm x 297mm), the measurement and logo standard are as follows:

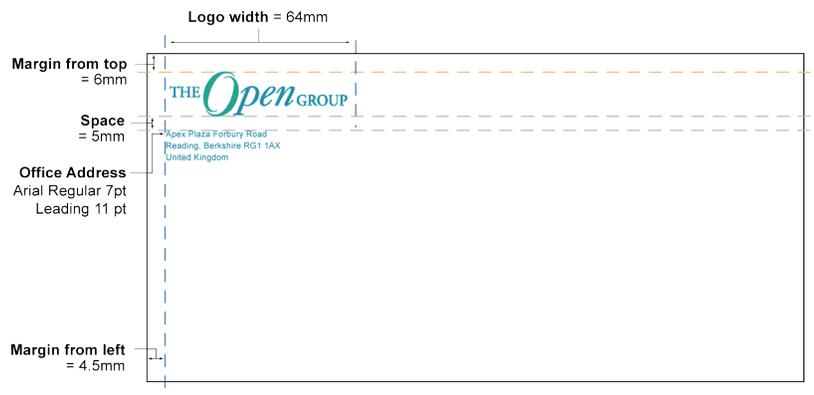


## Envelopes

The US No. 10 envelope (9.5" x 4.125") measurement and type standard are as follows:



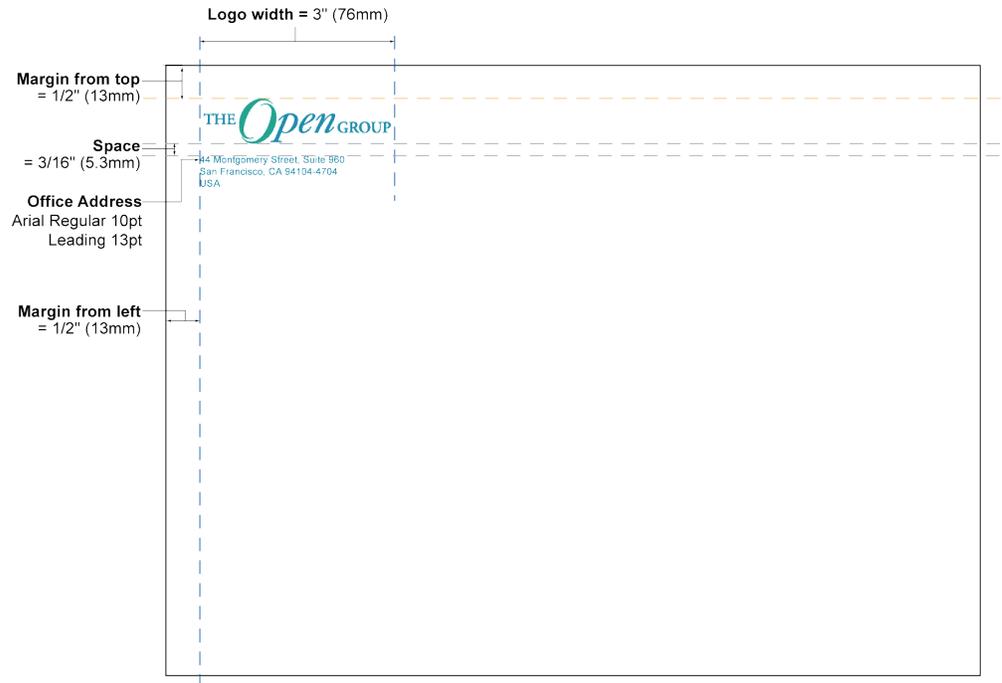
The UK DL envelope (22cm x 11cm) measurement and type standard are as follows:



The Booklet envelope (12" x 9" - US and UK) measurement and type standard are as follows:

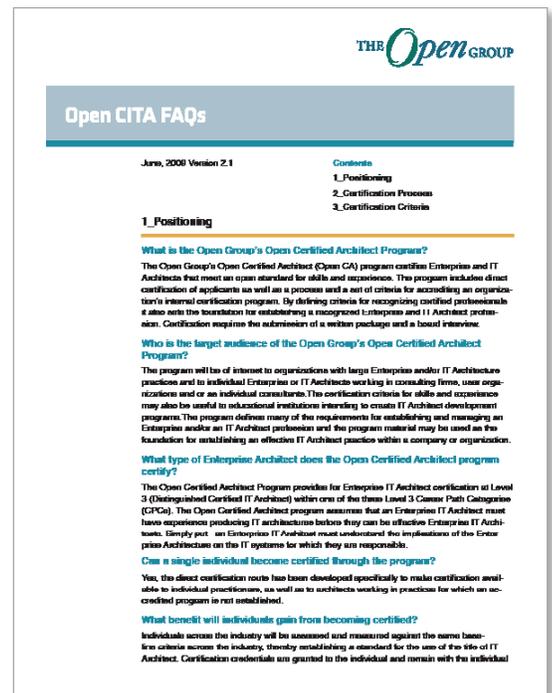
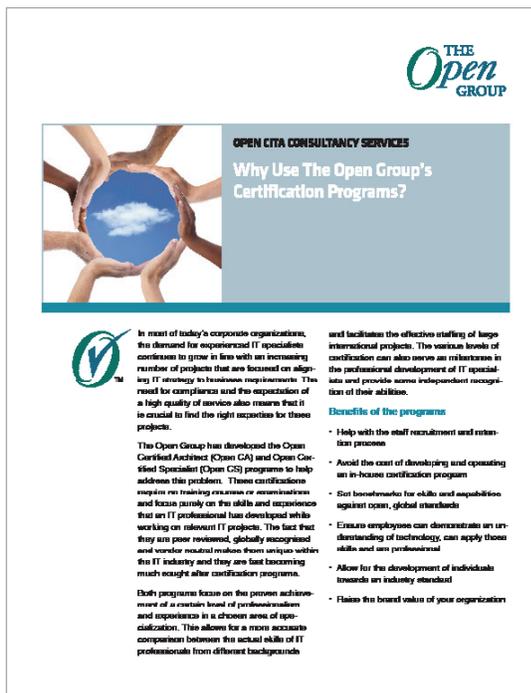
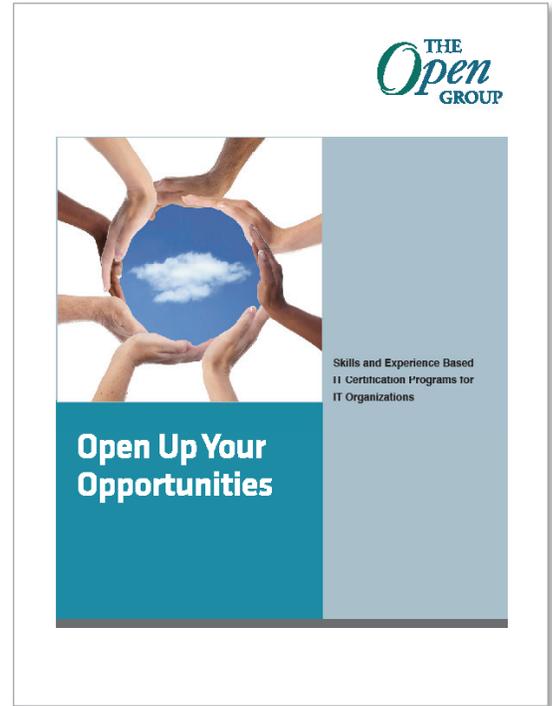
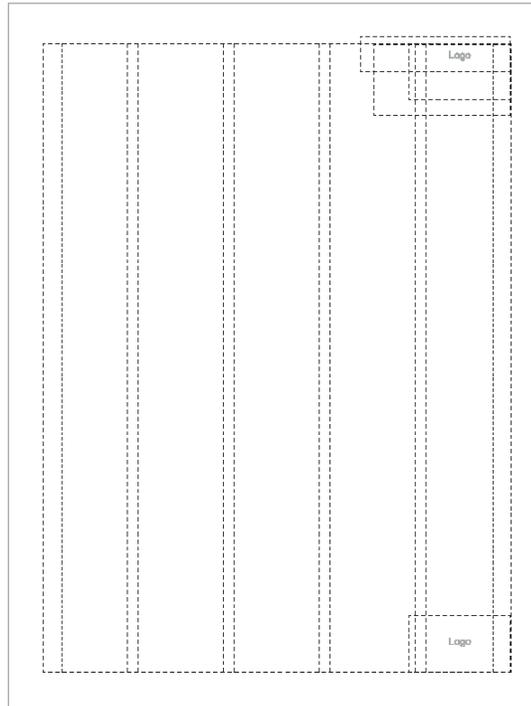


The Extra Large envelope (13" x 10" - US and UK) measurement and type standard are as follows:



# Brochure and publication templates

The Open Group uses a 5-column grid for the design of brochures and other documents and publications. The templates based on this grid are intended to allow designers considerable flexibility in designing documents, while creating a “family” look-and-feel across all publications. Below are some examples of how the grid, the fonts, and the color palette should be used to achieve brand consistency. For many more examples, please refer to Attachments.



## Conclusion

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Branding is the collection of the most powerful marketing and selling tools and tactics. These “best practice” marketing tools and techniques will help all products, brands, standards, certifications, events, forums, etc. of The Open Group to reach more people and serve more organizations.

Combining the components of our Brand Identity with our shared organizational values and ethics will establish a position for The Open Group in the hearts and minds of our members and prospective members that is trusted, consistent, distinctive, and memorable.



## Messaging rollout: talking points

**Note:** As these are intended to be talking points, the language is less formal than in other messaging documents where the content will typically appear in written form. Express these points as naturally as possible in your personal speaking style while consistently including the key differentiating qualities and member benefits of The Open Group included in the Brand Identity maps.

Q: What is The Open Group?

A: The Open Group is an international vendor- and technology-neutral consortium that organizations rely on to lead the development of IT standards and certifications, and to provide them with access to key industry peers, suppliers, and best practices. The Open Group provides guidance and an open environment in order to ensure interoperability and vendor-neutrality. Its vision is Boundaryless Information Flow™ achieved through global interoperability in a secure, reliable, and timely manner.

The Open Group includes more than 20,000 individuals representing more than 350 member enterprises from all sectors of the industry in more than 80 countries. The Open Group has offices in Reading in the UK., in San Francisco and Boston in the US, in Sao Paulo, Brazil, and in Japan, China, South Africa, France, UAE, Sweden, and Turkey.

Q: What services does The Open Group offer?

A: Standards:

The Open Group works with customers and suppliers of IT products and services, and with consortia and other standards organizations to capture, clarify, and integrate current and emerging requirements, establish standards and policies, and share best practices. Our standards ensure openness, interoperability, and consensus.

A: Product and Service Certifications and Accreditations:

For IT products, The Open Group certification programs offer a worldwide guarantee of conformance:

- UNIX®, an Open Group Certification
- UNIX®, an Open Group Standard
- TOGAF®, an Open Group Certification
- TOGAF®, an Open Group Standard
- Training for TOGAF®, an Open Group Certification

A: The Open Group Professional Certification Programs:

The Open Group offers the most credible certification programs in the industry for enterprise architects and IT professionals, as well as accreditation programs for the organizations that employ them. The Open Group professional certifications provide individual practitioners with unbiased, prestigious credentials that verify their skills, knowledge, and expertise, and which are recognized and respected worldwide. Our certifications also give those who recruit enterprise architects and IT practitioners an objective and consistent guide for selecting the most qualified professionals for critical roles and responsibilities.

A: The Open Group Forums:

All member organizations of The Open Group are entitled to participate in one or more of The Open Group Forums — vendor-neutral environments where members share knowledge and resources, and collaborate on developing open IT standards and certifications.

Collectively addressing a comprehensive range of technical, business, legal, and regulatory issues, each Open Group Forum and Work Group focuses on a specific functional area of work.

With their participation in The Open Group, members have the unique opportunity to:

- Influence industry standards and outcomes that benefit their organizations
- Get early access to information regarding standards and best practices
- Increase sales and customer confidence
- Give customers, vendors, analysts, and regulators meaningful assurance that products will work well together
- Understand and influence the competitive environment
- Have access to the relevant knowledge, resources, and experience of fellow members
- Network with a world-class community of experts and peers and grow professionally

A: The Open Group Work Groups:

The Open Group Work Groups are vendor-neutral environments where members share knowledge and resources, and collaborate on developing open IT standards and certifications. Formed at the request of at least two member organizations, most Work Groups are open to all members in addition to their Open Group Forum entitlements, and there is no limit to the number of Work Groups members may join.

The Open Group Work Groups tend to incubate and explore broad-reaching areas of interest, which extend across The Open Group main Forum activities and areas of focus. A Work Group may graduate to become a Forum, or conclude its lifecycle once exploration and activity is completed.

Members who actively participate in The Open Group Work Groups will benefit from the exchange of best practices with experts and peers, professional growth, and influence in the competitive environment.

A: The Open Group Conferences and Events:

The Open Group Conferences and Events provide business-relevant content and the opportunity to access a wide range of professionals and build relationships beneficial to your business, as well as to provide visibility to your ideas and expertise. We host a number of major and regional conferences, webinars, podcasts, and other events.

The Open Group Conferences provide a venue to gain valuable knowledge, and participate in Forums and Work Groups that are developing the next generation of open, vendor-neutral standards and certifications. Those who attend The Open Group Conferences benefit from the opportunity to leverage the expertise of other experts, learn from others' experiences, and delve into content most relevant to their jobs and organizations.

Conferences also present an opportunity for attendees to access a wide range of experts, practitioners, and specialists in a non-sales environment, and build professional relationships beneficial to you and your organization. The Open Group hosts four quarterly Conferences, as well as regional Conferences hosted by our local partners around the globe.

A: The Open Group Services for Industry Consortia:

The Open Group provides a cost-effective methodology to form and govern consortia involved with the development of standards and certification programs.

With decades of experience and a proven track record of launching and managing successful certification and standards programs, The Open Group experts tailor the process to each consortium's specific needs.

We partner with you to launch and manage certification programs with credibility and maximum market impact. Our internationally recognized process provides a commercially and legally sound foundation for the formation and governance of consortia and special interest groups that accelerates the path to success.

Q: What are the benefits of membership in The Open Group?

A: Membership in The Open Group brings involvement, information, and influence in open standards and certifications.

As the vendor-neutral, global consortium that leads the development of IT standards, certifications, and best practices worldwide, The Open Group offers its member organizations an effective platform to influence the competitive environment, drive the development of open IT standards and certifications, advance their companies' positions, and achieve enduring returns on their IT and enterprise investments.

Members of The Open Group:

- Have early access to the latest information on IT standards industry developments
- Network with a world-class community of peers, experts, and industry leaders
- Gain insight for future decisions from both major customers and suppliers of IT
- Influence outcomes that benefit their organizations
- Grow professionally, and enhance their credibility as industry thought-leaders

Q: What are some of the areas that The Open Group members are working on?

A: Enterprise Architecture:

- The Open Group provides an active environment for users and vendors to learn about and develop enterprise architecture standards that deliver business value
- Service Oriented Architecture (SOA)
- The Open Group Certified Professional Programs, which provide an objective, global, and vendor-neutral certification of IT and enterprise architecture skills, knowledge, and expertise:
  - TOGAF®, an Open Group Certification
  - The Open Group Certified Architect (Open CA) and The Open Group Certified IT Specialist (Open CITS) programs

A: Enterprise Management:

- Application Response Measurement (ARM)
- Common Manageability Programming Interface (CMPI)

A: Cloud Computing:

- Tools to improve business decisions regarding the deployment Cloud Computing technology

A: Semantic Interoperability:

- The Universal Data Element Framework (UDEF)

A: Platform:

- Single UNIX® Specification, an Open Group Standard

A: Real-time and Embedded Systems:

- Safety-Critical Java, an Open Group Specification
- Multiple Independent Levels of Security/Safety (MILS), a standard for an application programming interface for the development of high-assurance MILS middleware and applications
- Open Systems Architecture and Dependability for high-medium assurance environments

A: Security and Identity:

- The Open Group provides a vendor-neutral environment for IT security professionals to develop, influence, and learn about standards and best practices that reduce their organizations' IT risk
- Compliance
- Risk Management
- Security Architecture
- ISM3
- Cybersecurity

A: Product and Service Certification and Accreditation:

- UNIX®, an Open Group Certification
- TOGAF®, an Open Group Certification
- Open Trusted Technology Provider Framework (O-TTPF) accreditation

A: Professional Certification and Accreditation:

- The Open Group Certified Architect (Open CA)
- The Open Group Certified IT Specialist (Open CITS)
- TOGAF®, an Open Group Certification

Q: What are some recent accomplishments of The Open Group?

A: The Open Group is continually enhancing our certification programs and adding relevant member forums to address emerging industry developments. Recent highlights include:

- Formation of The Open Group Trusted Technology Forum (OTTF): The OTTF, a global standards initiative that will identify best practices for securing the global technology supply chain, was announced in late 2010. Operating under the stewardship of The Open Group, the OTTF is a proactive response to the changing cybersecurity landscape for technology companies, customers, government, and supplier organizations to shape global procurement strategies and policies to help reduce threats and vulnerabilities in the global supply chain. Members include: Atsec, Boeing, Carnegie Mellon SEI, CA Technologies, Cisco Systems, EMC, HP, IBM, IDA, Kingdee, Microsoft, MITRE, NASA, Oracle, and the US Department of Defense.
- Certification of knowledge of TOGAF®, an Open Group Standard: With more than 20,000 people certified around the world, TOGAF is the enterprise architecture methodology and framework used by the world's leading organizations to improve business efficiency. Now in version 9, TOGAF has been developed and continuously evolved since the mid-90s by its members in a vendor-neutral environment, and provides a clear path for professional development.
- The Open Group Certified Architect Program (Open CA): The Open Group Certified Architect (Open CA) program — formerly ITAC — is an independent global certification program for qualifying the skills, knowledge, and experience of IT and Enterprise Architects. Accepted and applicable worldwide, Open CA boasts more than 3,000 certified professionals from 160 companies in more than 60 countries worldwide.  
The program requires applicants to demonstrate skills and experience against a set of conformance requirements through written applications and peer interviews. There are no training courses to attend, and no written examinations to complete.

The Open CA certification program is:

- The most trusted independent benchmark for validating an IT, Business, and Enterprise Architect's skills and experience
  - A distinctive, peer-reviewed, vendor-neutral, globally recognized, portable credential
  - Used by the world's leading enterprises as an objective measure of capabilities
  - A proven guide for filling critical roles and responsibilities
  - An outstanding career move
- The Open Group Certified IT Specialist Program (Open CITS): The Open Group Certified IT Specialist (Open CITS) certification program — formerly ITSC — is an independent global certification program for qualifying the skills, knowledge, and experience of IT Specialists. Accepted and applicable worldwide, the program has certified nearly 2,000 certified professionals from a wide range of organizations in more than 50 countries worldwide.

The program requires applicants to demonstrate skills and experience against a set of conformance requirements through written applications and peer interviews. There are no training courses to attend, and no written examinations to complete.

The Open CITS certification program is:

- The most trusted independent benchmark for validating IT Specialist skills and experience
  - A distinctive, peer-reviewed, vendor-neutral, globally recognized, portable credential
  - Used by the world's leading enterprises as an objective measure of capabilities
  - A proven guide for filling critical roles and responsibilities
  - An outstanding career move
- The FACE™ Consortium develops open standards for the US military and avionics industry. In 2010, The Open Group launched The Open Group Future Airborne Capability Environment (FACE™) Consortium, managed by The Open Group Services for Industry Consortia, in order to develop the standards for a common operating environment allowing a more dynamic extension of capabilities across some US military avionics computer systems platforms.
  - POSIX® certification addresses predictability in real-time computing services. The POSIX certification program, operated jointly by IEEE and The Open Group, delivers assurance for Application Profiles PSE54 and PSE52, which are part of the IEEE 1003.13™-2003 standard, and complements the certification program for the base POSIX 1003.1™ standard.
  - The UDEF was established to develop a Universal Data Element Framework (UDEF) Registry. The Universal Data Element Framework (UDEF) is a framework for describing data to enable interoperability. Enterprise and standard specialist vocabularies can be related to each other within the UDEF. A particular feature is support for equivalent vocabularies in different languages. It is easy to use, and its definitions are readily available online.

# Messaging rollout: boilerplate positioning copy

## About The Open Group

The Open Group is an international vendor- and technology-neutral consortium upon which organizations rely to lead the development of IT standards and certifications, and to provide them with access to key industry peers, suppliers, and best practices. The Open Group provides guidance and an open environment in order to ensure interoperability and vendor-neutrality. Further information on The Open Group can be found at [www.opengroup.org](http://www.opengroup.org).

## Membership (General)

As the vendor-neutral, global consortium that leads the development of IT standards, certifications, and best practices worldwide, The Open Group offers its member organizations an effective platform to influence the competitive environment, advance their companies' positions, and achieve enduring returns on their business, IT, and enterprise investments.

Members of The Open Group:

- Have early access to the latest information on IT industry standards developments
- Network with a world-class community of peers, experts, and industry leaders
- Gain insight for future decisions from both major customers and suppliers of IT
- Influence outcomes that benefit their organizations
- Grow professionally, and enhance their credibility as industry thought-leaders

## Platinum Membership

The Open Group Platinum Membership is designed for premier organizations that want to influence and lead the direction of key global IT industry standards and certifications. Platinum members have a unique opportunity to:

- Place company representation on the Governing Board
- Significantly influence the direction and strategy of The Open Group and, as a result, the industry
- Demonstrate thought-leadership in the IT and enterprise architecture industry
- Gain a strong competitive advantage
- Represent the interests of their organizations by proposing and guiding initiatives and standards
- Network with and learn from other executive peers

Platinum members of The Open Group are industry leaders, with the Platinum entitlement to place company representation on the Governing Board. Here, Platinum members influence strategic direction of The Open Group, and hence the industry.

Platinum members are entitled to join any number of The Open Group Forums and Work Groups. They may join or initiate Forums and Work Groups reserved for Platinum members only, such as The Open Group Business Forum or The Open Group Open CA Work Group.

These are vendor-neutral environments where members share knowledge and resources, and collaborate on developing open IT standards and certifications. Collectively addressing a comprehensive range of technical, business, legal, and regulatory issues, each Open Group Forum and Work Group focuses on functional areas of work. Platinum members may fast-track standards through any of our Work Groups or Forums.

## Silver and Gold Membership

The Open Group Gold and Silver Membership provide organizations access to Forums and Work Groups, vendor-neutral environments where members share knowledge and resources, and collaborate on developing open IT standards and certifications. Depending on their membership level, members of The Open Group are entitled to participate in one or more of The Open Group Forums.

The Open Group Gold Membership is for organizations with a broad range of interests and requirements that want to participate in more than one of The Open Group Forums. You'll be among distinctive company with current Gold members from a broad range of industries, including: Eli Lilly & Company, Fujitsu Services, ING Group, Nationwide, Royal Philips Electronics, The Boeing Company, and more.

Silver members are entitled to join one Forum and any number of Work Groups open to all members of The Open Group. Silver members may opt for a second Silver Membership if they wish to join another Forum. Those with Silver Membership have a vote in choosing a representative to the Governing Board.

## The Open Group Forums

All member organizations of The Open Group are entitled to participate in one or more of The Open Group Forums — vendor-neutral environments where members share knowledge and resources, and collaborate on developing open IT standards and certifications.

Collectively addressing a comprehensive range of technical, business, legal, and regulatory issues, each Open Group Forum focuses on functional areas of work. With their participation in The Open Group, members are presented with the unique opportunity to:

- Influence industry standards and outcomes that benefit their organizations
- Get early access to information regarding standards and best practices
- Increases sales and customer confidence
- Give customers, vendors, analysts, and regulators meaningful assurance that products will work well together
- Understand and influence the competitive environment
- Have access to the relevant knowledge, resources, and experience of fellow members
- Network with a world-class community of experts and peers and grow professionally

Forums open to all members of The Open Group are:

- The Open Group ArchiMate® Forum
- The Open Group Architecture Forum
- The Open Group Enterprise Management Forum
- The Open Group Identity Management Forum
- The Open Group Jericho Forum®
- The Open Group Platform Forum/Base Working Group
- The Open Group Real-time & Embedded Systems Forum
- The Open Group Security Forum
- The Open Group Trusted Technology Forum

Forums open to Platinum members of The Open Group are:

- The Open Group Business Forum

## The Open Group Work Groups

The Open Group Work Groups are vendor-neutral environments where members share knowledge and resources, and collaborate on developing open IT standards and certifications. Formed at the request of at least two member organizations, most Work Groups are open to all members in addition to their Open Group Forum entitlements, and there is no limit to the number of Work Groups members may join. The Open Group Work Groups tend to incubate and explore broad-reaching areas of interest, which extend across the main Open Group Forum activities and areas of focus. A Work Group may eventually become a Forum, or conclude its lifecycle once exploration and activity is completed.

Members who actively participate in The Open Group Work Groups will benefit from the exchange of best practices with experts and peers, professional growth, and influence in the competitive environment.

Work Groups open to all members of The Open Group are:

- The Open Group Business Architecture Work Group
- The Open Group Cloud Computing Work Group
- The Open Group Quantum Lifecycle Management Work Group
- The Open Group Semantic Interoperability Work Group
- The Open Group Service-Oriented Architecture Work Group

Work Groups open to Platinum members of The Open Group are:

- The Open Group Certified Architect Work Group
- The Open Group Certified IT Specialist Work Group

## Services for Industry Consortia

The Open Group provides a cost-effective methodology to form and govern consortia involved with the development of standards and certification programs. With decades of experience and a proven track record of launching and managing successful certification and standards programs, The Open Group experts tailor the process to each consortium's specific needs.

We partner with consortia to launch and manage certification programs with credibility and maximum market impact. Our internationally recognized process provides a commercially and legally sound foundation for the formation and governance of consortia and special interest groups that accelerates the path to success.

The Open Group managed consortia:

- Support the development of The Open Group testing and certification programs
- Produce deliverables that need to be approved via the formal Open Group review process in order to carry The Open Group name, and so may be related to specific internal Open Group programs for review and approvals purposes

## Conferences and Events

The Open Group Conferences and Events provide business-relevant content and the opportunity to access a wide range of professionals and build relationships beneficial to your business. We host a number of global conferences, webinars, podcasts, and other events.

The Open Group Conferences provide a venue to gain valuable knowledge, and participate in Forums and Work Groups that are developing the next generation of open, vendor-neutral standards and certifications. Those who attend The Open Group Conferences benefit from the opportunity to leverage the expertise of other experts, learn from others' experiences, and delve into content most relevant to their jobs and organizations.

Conferences also present an opportunity for attendees to access a wide range of experts, practitioners, and specialists in a non-sales environment, and build professional relationships beneficial to you and your organization. The Open Group hosts four quarterly Conferences, as well as regional Conferences hosted by our local partners around the globe.

## Professional Certification Programs

The Open Group Professional Certification programs are the industry's most highly regarded, objective, and vendor-neutral certifications. Certifications provide IT professionals with an unbiased, prestigious credential that verifies skills, knowledge, and expertise. Those who recruit IT talent rely on The Open Group certifications as an objective and consistent guide for selecting the most qualified professionals for critical roles and responsibilities.

For IT professionals, The Open Group certifications are a globally recognized, credible, and portable validation that you have the knowledge, skills, and expertise to get the job done. It's the most reliable guide for selecting qualified professionals for critical roles, as well as a clear path for professional development and advancement.

For companies, having employees with The Open Group certifications assures their customers and partners of the company's commitment to vendor-neutral open standards and interoperability, and adherence to proven best practices in enterprise architecture.

Open Group certifications:

- Identify the best candidates for critical roles and responsibilities
- Provide an objective, reliable measure of candidate capabilities and qualifications
- Ensure a more efficient and successful recruiting process with consistently positive results

### The Open Group Certified Architect Program

The Open Group Certified Architect (Open CA) program — formerly ITAC — is an independent global certification program for qualifying the skills, knowledge, and experience of IT and Enterprise Architects. Accepted and applicable worldwide, the Open CA program has certified more than 3,000 certified professionals from 160 companies in more than 60 countries worldwide.

The program requires applicants to demonstrate skills and experience against a set of conformance requirements through written applications and peer interviews. There are no training courses to attend, and no written examinations to complete.

The Open CA program is:

- The most trusted independent benchmark for validating an IT and Enterprise Architect skills and experience
- A distinctive, peer-reviewed, vendor-neutral, globally recognized, portable credential
- Used by the world's leading enterprises as an objective measure of capabilities
- A proven guide for filling critical roles and responsibilities
- An outstanding career move

### The Open Group Certified IT Specialist Program

The Open Group Certified IT Specialist (Open CITS) certification program — formerly ITSC — is an independent global certification program for qualifying the skills, knowledge, and experience of IT Specialists. Accepted and applicable worldwide, the program has certified nearly 2,500 professionals from a wide range of organizations in more than 50 countries worldwide.

The program requires applicants to demonstrate skills and experience against a set of conformance requirements through written applications and peer interviews. There are no training courses to attend, and no written examinations to complete.

The Open CITS certification program is:

- The most trusted independent benchmark for validating IT Specialist skills and experience
- A distinctive, peer-reviewed, vendor-neutral, globally recognized, portable credential
- Used by the world's leading enterprises as an objective measure of capabilities
- A proven guide for filling critical roles and responsibilities
- An outstanding career move

### TOGAF® 9 Certification Program

TOGAF® 9 provides a clear path for professional development and credibility to employers. TOGAF®, an Open Group certification, is the open enterprise architecture standard used by the world's leading organizations to improve business efficiency. The TOGAF Certification program has enabled more than 20,000 enterprise architects and trainers around the globe to demonstrate their proven knowledge of the framework. Certification is achieved through a two-part examination, following a course of self-study or an Accredited TOGAF 9 Training Course.

The Open Group TOGAF 9 certification is:

- Used by the world's leading enterprises to certify a common body of core knowledge about the methodology and framework
- A trusted, vendor-neutral, globally recognized and portable credential
- Valuable in demonstrating to employers and peers your commitment to enterprise architecture as a discipline
- An outstanding career move and a foundational certification in the career of any enterprise architect

### Product Certifications

The Open Group has a proven track record of accelerating market adoption of standards through certification. Through user and industry participation, The Open Group produces standards that reflect practical market requirements, and establishes certification programs that provide a warranty of conformance for products, services, and business practices to industry standards or best practices.

### Single UNIX® Specification

The Single UNIX® Specification is managed by The Open Group on behalf of the industry. Only systems that are fully compliant and certified according to the Single UNIX Specification are qualified to use the UNIX® trademark.

The specification is the industry's most trusted and open system industry standard, ensuring that products conform to the most exacting criteria for portability, compatibility, and global interoperability. This enables buyers to specify UNIX conformance in procurements, facilitates Boundaryless Information Flow™, and enhances the perception of UNIX as a consistently stable, flexible, and reliable operating system.

### TOGAF®

TOGAF®, an Open Group Standard, is a proven enterprise architecture methodology and framework used by the world's leading organizations to improve business efficiency. It is the most prominent and reliable enterprise architecture standard, ensuring consistent standards, methods, and communication among enterprise architecture professionals. Enterprise architecture professionals fluent in TOGAF standards enjoy greater industry credibility, job effectiveness, and career opportunities. TOGAF helps practitioners avoid being locked into proprietary methods, utilize resources more efficiently and effectively, and realize a greater return on investment.

First developed in 1995, TOGAF was based on the US Department of Defense Technical Architecture Framework for Information Management (TAFIM). From this sound foundation, The Open Group Architecture Forum has developed successive versions of TOGAF at regular intervals and published them on The Open Group public web site.

## Attachments

The following attachments are provided with this Brand Identity Manual:

- Document templates (TOG\_Document\_Templates.pdf)
- Corporate slide template (corporate\_slide\_template.pptx)