



*Certification Handbook*

## **The IIBA® guide to gaining the ECBA®**

**Effective at Launch of Exam**

**Note:** This handbook supports the launch of the new certification framework – it should only be used for preparing to apply and take the new competency based level 1 exam that is aligned with V3 of the *BABOK® Guide* - launch date still to be determined.

# Table of Contents

<b>1.0</b>	<b>About this Handbook .....</b>	<b>3</b>
<b>2.0</b>	<b>Fair &amp; Equitable Policy .....</b>	<b>3</b>
<b>3.0</b>	<b>IIBA BABOK® Guide Overview .....</b>	<b>3</b>
<b>4.0</b>	<b>IIBA Enhanced Certification Program .....</b>	<b>3</b>
4.1	IIBA Multi-Level Competency-Based Certification Framework .....	3
<b>5.0</b>	<b>About the ECBA® Level .....</b>	<b>4</b>
5.1	ECBA® Overview .....	4
5.2	Benefits of the ECBA® .....	5
<b>6.0</b>	<b>ECBA® Eligibility Requirements .....</b>	<b>5</b>
6.1	Professional Development Training Requirement .....	5
<b>7.0</b>	<b>Application and Exam Process .....</b>	<b>6</b>
7.1	Step 1: Applying for and Paying for ECBA® .....	7
7.2	Step 2: Paying for the Exam .....	8
7.3	Step 3: Registering for the Exam – to be determined .....	9
7.4	Step 4: Preparing for the Exam Launching on September 30 .....	9
7.5	Step 5: Takig the Exam Effective September 30 <sup>th</sup> 2016 .....	10
<b>8.0</b>	<b>Re-writing the ECBA® Exam .....</b>	<b>11</b>
<b>9.0</b>	<b>Suspending or Withdrawing ECBA® .....</b>	<b>11</b>
<b>10.0</b>	<b>Audit of Candidate and ECBA® Information .....</b>	<b>11</b>
<b>11.0</b>	<b>Resolution of Appeals &amp; Complaints .....</b>	<b>11</b>

## About this Handbook

The purpose of this handbook is to provide Entry Certificate in Business Analysis™ (ECBA®) applicants and exam candidates the information needed to understand the International Institute of Business Analysis (IIBA®) process to achieving their certificate.

## Fair & Equitable Policy

IIBA policies and procedures contribute to the development, oversight, evaluation and maintenance of fair and equitable certification and assessment. IIBA complies with all applicable laws and regulations, including the Americans with Disabilities Act.

## IIBA BABOK® Guide Overview

The *Business Analysis Body of Knowledge (BABOK®) Guide* is the collection of knowledge within the profession of business analysis and reflects current generally accepted practices. The *BABOK® Guide* is defined and enhanced by the business analysis professionals who apply it in their daily lives. The *BABOK® Guide* describes business analysis areas of knowledge, their associated activities and tasks, and the skills necessary to be effective in their execution.

Since the *BABOK® Guide* is growing and evolving, each release must be considered a move toward the complete body of knowledge. Additions will be made periodically based on feedback and changes to generally accepted practices. While specific business analysis techniques may be referenced in the *BABOK® Guide*, the criteria for including information in the guide are that it is proven, generally accepted and widely applied. The *BABOK® Guide* is a reference for professional knowledge for business analysis and provides the basis for the ECBA®.

## IIBA Enhanced Certification Program

### IIBA Multi-Level Competency-Based Certification Framework

To meet the growing demands of the global marketplace in the field of business analysis, IIBA® has actively engaged our community in developing our new BA Gold Standard Certification framework. The result? An enhanced, **multi-level** certification program that recognizes your knowledge and skills, and supports your lifelong BA career progression. Under the new framework, the **four levels** each have their own experience, professional development and other eligibility requirements as well as a **competency-based** assessment.



## IIBA 4 Level Certification Framework

<p><b>Level 1</b></p> <p>Recognizes individuals entering the field of business analysis.</p>	
<p><b>Level 2</b></p> <p>Recognizes BA professionals who have 2-3 years of BA experience.</p>	
<p><b>Level 3</b></p> <p>Recognizes BA professionals who lead and have over 5 years of BA experience.</p>	
<p><b>Level 4</b></p> <p>Recognizes BA professionals who advance the BA profession and have over 10 years of BA experience.</p>	

## About the ECBA® Level

The ECBA® includes demonstrating the required knowledge and competencies of a new practitioner of business analysis according to requirements designated by IIBA.

### ECBA® Overview

The ECBA® certificate is targeted at:

- Individuals entering the BA profession:
  - Students enrolled in BA academic programs
  - New graduates
- Professionals transitioning careers
- Functional managers who are not BAs but manage them

This certificate program has been carefully designed to be aligned with the International Standards Organization (ISO) 17024 standard for certifying the competence of personnel. The program is also intended to achieve ISO approval.

The certificate examination is offered in the English; other languages may be included in the future.



A certificate applicant is not required to be an IIBA member in order to take the certification examination, but IBA members receive discounts on certification exam fees.

## Benefits of the ECBA®

### Benefits to the individual may include:

- Demonstrated knowledge and understanding of the principles and industry best practices of business analysis as defined in the IIBA ECBA Competencies (details coming soon).
- Personal satisfaction of accomplishing the first step in their BA careers.
- Recognition can improve overall performance, remove uncertainty and widen market opportunities.

### Benefits to the organization may include:

- Provides advancement and recognition opportunities for staff.
- Demonstrates to customers, competitors, suppliers, staff and investors that you use industry-standard business analysis practices.
- Demonstrates to your stakeholders that your business is run effectively.
- Establishment and implementation of business analysis practices as outlined in the *Business Analysis Body of Knowledge® (BABOK®) Guide* by individuals recognized as being knowledgeable.
- Offers professional development and recognition for business analysts.
- Demonstrates commitment to the field of business analysis, increasingly recognized as a vital component of any successful project.

## ECBA® Eligibility Requirements

Each ECBA® applicant must meet the requirements specified in this section to be eligible to write the exam.

To earn the ECBA® designation, applicants must meet the following criteria:

- Minimum 21 hours of Professional Development Training in the past four years
- Signed Code of Conduct

### Professional Development Training Requirement

A minimum of 21 hours of professional development training in the last four years is required. The professional development training must be completed by the application submitted date and it must meet the following criteria to qualify:

1. It must be moderated/facilitated similar to a formal course (i.e., there must be a moderator for the session, or a facilitator/instructor who leads the group/individual through the material).



2. There must be a measurable learning objective (or set of objectives), and those must be directly applicable to business analysis (i.e., in terms of either changing behaviour or improving skills).
3. It cannot simply be a presentation on a specific topic:
  - a. There must be the opportunity for students to interact with the material (e.g., be able to ask questions, make the learning meaningful) AND
  - b. An opportunity to practice the task or objective being presented and, be assessed by the facilitator/moderator.
4. The subject matter must be directly related to business analysis, its underlying competencies or the perspectives as per the *BABOK® Guide*.

**NOTE:** IIBA endorsed courses as per the Endorsed Education Provider (EEP™) program automatically qualify towards the 21 hours of Professional Development training for initial certification because they have already been assessed to ensure they meet the above criteria.

One hour of classroom/contact time is equal to one hour of Professional Development training. Fractions of Professional Development hours may be reported in quarter (¼) hour increments after one full hour. If the Professional Development is less than one hour, it does not qualify for any credit.

## Application and Exam Process

Step 1: Applying for and Paying for Certification

Step 2: Paying for the Exam

Step 3: Registering for the Exam

Step 4: Preparing for the Exam

Step 5: Taking the Exam

*Summary of Fees – To Be Determined*

### Application and Exam

Fee	Member	Non-member
Application Fee (non-refundable)	Tbd	Tbd
Exam Fee – English only available	Tbd	Tbd

### Other fees

Fee	Member	Non-member
Exam Cancellation Fee (CBT)	Tbd	Tbd
Exam Re-write Fee – English only available	Tbd	Tbd

**NOTE:**

1. All fees are payable in U.S. dollars (USD) plus GST/HST if you are a Canadian resident or a GST/HST registrant.
2. The application fee is not refundable regardless of whether an application is approved or approved pending audit and if an application audit is not passed.
3. Additional transaction fees may apply (see details in the sections below).
4. For payments made by cheque or money order please mail to:

**Certification**  
**701 Rossland Road East, Suite 356**  
**Whitby, ON Canada L1N 9K3**

*Confidentiality of Information*

The ECBA® Application Form, exam results and all other ECBA® certification program-related materials are kept private and confidential. This information will not be disclosed to anyone other than the applicant without the applicant's consent.

To request the release of an exam result to a third party, IIBA must be provided with a written request identifying which exam result may be disclosed and the person or organization to which the result should be disclosed. Any violation of the IIBA Confidentiality Policy will be subject to disciplinary action(s) as described in the IIBA Constitution.

Requests should be submitted to the address listed on our website at [www.iiba.org](http://www.iiba.org).

**Notwithstanding any other confidentiality obligation owed by the IIBA to the applicant, in the event that the applicant's application fee and/or examination fee has been paid by a third party ("Sponsor"), the applicant hereby irrevocably authorizes and directs the IIBA to release Confidential Results Information to that Sponsor.**

**Step 1: Applying for and Paying for ECBA®**

To be eligible for the ECBA® designation, the applicant must:

5. Meet the above eligibility requirements.
6. Complete the online ECBA® application.
7. Agree to adhere to the ECBA® Code of Ethical Conduct & Professional Standards included in the online application.
8. Print a copy of the online application for recording purposes.
9. Submit the following:
  - a. The completed online application.

- b. The application fee for all applicants (IIBA member and non-member) payable online with the online application, or by cheque or international money order to “International Institute of Business Analysis”. This fee is not refundable regardless of whether an application is approved or approved pending audit or if an application audit is not passed.
10. When payment has been processed by IIBA, an email will be sent notifying you that your application is approved OR approved pending audit.
11. If your application is approved pending audit:
  - c. Your application will be audited within 1 month as long as work contacts and references validate information in a timely manner. If your audit is passed, your application will be approved and you will be able to move forward with next steps for taking your exam. If your audit is not passed, information on the reason will be communicated to you via email and your application will not be approved.
  - d. The applicant may reapply for ECBA® after the applicant has remedied the reasons for the audit not passing. The applicant may also appeal the Certification Body’s decision to fail the audit of the application; the Application Appeal process can be obtained by emailing [certification@iiba.org](mailto:certification@iiba.org).
12. If your application is **approved**, the applicant has a maximum of **one (1) year** from the date of their application approval email to successfully pass the exam. **It is the applicant’s responsibility to ensure the application does not lapse.**

## Step 2: Paying for the Exam

If paying a member fee, the applicant must be a member at the time of submitting their exam fee; otherwise, they must pay the non-member fee.

The exam fees pay for the exam sitting. If the applicant does not pass the exam, they will not be reimbursed the exam fee.

### *Special Accommodations*

A modification to the IIBA exam administration procedure may be requested due to disability, handicap or other condition that may affect the ability to sit for the exam. Special exam accommodation requests should be reasonable and not compromise the validity and reliability of the exam.

**If you require special accommodations to take the exam, please email [certification@iiba.org](mailto:certification@iiba.org) as soon as possible with the following:**

- **Identify the disability that significantly impairs your ability to arrive at, read or write the exam, or any other related skills required to complete the examination.**
- **Provide written documentation from an appropriate Health Care Professional to support the need for the accommodation.**



**Please do not pay your exam fee or schedule your exam until your request has been approved by IIBA via email.**

**Payment of the exam fee can be made:**

- e. Online via the shopping cart on the IIBA website OR
- f. By cheque or money order made payable to “IIBA” and mailed to the IIBA address found above. Please include the invoice when mailing in your payment.

*IIBA is a Canadian Corporation. Please note that IIBA does not levy any additional service charges or fees. However, additional fees may be applied to this purchase if you reside outside of Canada. These fees are initiated, collected and kept by your credit card provider and are not refundable by IIBA. Fees are charged in United States currency (USD) and your credit card provider will convert your purchase to your home currency on your credit card.*

**Step 3: Registering for the Exam – to be determined**

**Step 4: Preparing for the Exam Launch Date to be Determined**

The following are recommendations from IIBA on how to prepare for the ECBA® exam. Note that following these recommendations does not guarantee passing the exam.

- Review the IIBA **V3.0 BABOK® Guide**.
- Review the sample exam questions on the IIBA website.
- Review Frequently Asked Questions (FAQ) on the IIBA website.
- Review recommended resources on the IIBA website.
- Attend training, as needed.
- Join a study group.
- Attend local IIBA Chapter meetings.
- Review available study guide(s).

The ECBA® exam is 1.5 hours long and consists of 50 multiple choice questions. The questions are basic multiple choice that test the candidate’s knowledge and understanding defined by the competencies for this level 1 certificate in the IIBA Certification Framework.

Sample exam questions are provided on the IIBA website.

The exam blueprint is as follows. The exam will test the candidate’s knowledge and understanding of the components below within the **BABOK® Guide v3**, specifically:



## Business Analysis Knowledge

Business Analysis & the BA Professional	2.5%
Underlying Competencies	5%
Business Analysis Key Concepts	5%
Techniques	12.5%

## BABOK® Guide Knowledge Areas

Business Analysis Planning & Monitoring	5%
Elicitation & Collaboration	20%
Requirements Life Cycle Management	20%
Strategy Analysis	5%
Requirements Analysis and Design Definition	24%
Solution Evaluation	1%

### Step 5: Takig the Exam **Launch Date to be Determined**

The final step in the process is for the candidate to pass a comprehensive final examination, based on the **V3.0 BABOK® Guide** that is designed to objectively assess and measure business analysis knowledge and understanding as defined by the competencies for this level of the IIBA Certification Framework .

### Exam Rules

1. The candidate is allowed to take the exam up to 3 times within their 1 year application expiry period. There is no wait time between exam sittings.
2. If the candidate takes the exam all 3 times and is not successful in passing the exam and wants to take the exam again, the candidate must wait until after their application expiry date and must reapply for the certification.

#### *Exam Day Process – To Be Determined*

#### *Notification of Exam Results*

For CBT exams, immediate scoring is available so the candidate will see their results on the screen within minutes of submitting the exam.

Applicants who do not successfully pass the exam will be provided some guidance as to the Knowledge Areas that require attention in their results screen. In this case, the applicant is allowed to retake the exam two times (i.e. for a total of 3 times) within the one-year period from the date of application approval results email. In addition, there is no wait time required between exam sittings however, if the applicant takes and does not pass all 3 times, the applicant must wait until after their application expiry date before they can apply again to take the exam.

If the exam is passed, the applicant is granted the Entry Certificate in Business Analysis™ (ECBA®).



## **Re-writing the ECBA® Exam**

If the candidate does not pass the ECBA® exam, he or she is allowed to retake the exam twice within the one year period from the date of their application approval email. There is no wait time between exam sittings required. In addition:

- If paying a member fee, the applicant must be a member at the time of submitting their exam fee; otherwise, they must pay the non-member fee.
- The exam fees pay for the exam sitting. If the applicant does not pass the exam, they will not be reimbursed the exam fee.
- If the applicant does not take and pass the exam within the one-year period, they must reapply (and pay full application and exam fees).

## **Suspending or Withdrawing ECBA®**

The IIBA Certification Body reserves the right to revoke an IIBA ECBA® at any time after review of a reported professional misconduct or for a misuse of the ECBA® logo. The Certification Body also reserves the right to conduct random post-certification audits. All fees paid shall be forfeited in the event of a revoked or suspended certification. Those ECBA® recipients whose certification has been revoked will not be allowed to reapply for the ECBA® for a period of time.

## **Audit of Candidate and ECBA® Information**

Applicants and ECBA® recipients may receive a request from the IIBA Certification Body to validate any information on their application form. It is the applicant's or ECBA® recipient's responsibility to obtain and provide verification of any statements made within an application.

## **Resolution of Appeals & Complaints**

ECBA® recipients and applicants for ECBA® certification may request a review of an adverse IIBA Certification Body action, decision, or determination. IIBA will investigate the appeal or complaint and provide notification of their resolution. Please contact [certification@iiba.org](mailto:certification@iiba.org) for information.

# Corporate Identity Standards and Trademarks Manual

## Introduction

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

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

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

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

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

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

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

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

## Corporate Fonts

See Appendix A for Corporate font guidelines.

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

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

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

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

## All Logo Usage

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

## IIBA Logo and IIBA with Tagline Logo

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

### IIBA Registered Trademarks and Trademarks

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

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

## IIBA Chapter Logo

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

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

## Academic Logos

### IIBA Academic Member Trademarks

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

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

### IIBA Academic Member Logo Usage

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

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

## EEP logos

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

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

## Endorsed Education Provider Trademarks

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

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

## Sponsor Logos

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

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

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

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

## Special Interest Group Logos

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

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

## Certification in Business Analysis Logos



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

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

## Entry Certificate in Business Analysis Trademarks

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

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

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

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

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

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

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

**EXAMPLE: Joseph Bryant, ECBA**



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

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

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

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

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



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

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

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

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

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

**EXAMPLE: Joseph Bryant, CBAP**



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

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

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

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

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

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

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

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

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

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



COMING SOON

#### **BABOK Trademarks**

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

## Other Trademark Requirements & Guidelines

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

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

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

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

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

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

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

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

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

### 6. Always display the marks correctly.

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

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

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

## What "Not" To Do

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

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

### General Information

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

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

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

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



## Appendix A IIBA Fonts

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

### Secondary Fonts for Web and Electronic Media

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

## Appendix B IIBA Color Specs



IIBA Orange

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



IIBA Blue

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



IIBA Grey (process)

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



IIBA muted-brown (process)

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



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



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



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



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

