



RESPECT™ Brand Architecture and Guidelines

March 2026

RESPECT™

Brand Architecture and Guidelines

A transparent certification ecosystem that identifies products, people, and organizations meeting verified standards in digital education.

Effective date: March 2026 | Spix Foundation | info@spixfoundation.org

What RESPECT™ Marks Mean

A transparent certification ecosystem that identifies products, people, and organizations meeting verified standards in digital education.

The RESPECT Platform as Digital Public Infrastructure

The RESPECT Platform is the first reference implementation of Africa's Digital Public Infrastructure for Education. Its certification marks help everyone in the ecosystem – developers, schools, governments, and implementers – identify products, people, and organizations that meet verified standards.

These marks aim to sustain the platform economically. Their integrity funds continued development as a public good. By protecting the value and trust embedded in RESPECT certification, we align commercial incentives with social impact.

FOR PRODUCTS: SOFTWARE & HARDWARE

Certification marks that identify software and hardware meeting RESPECT technical standards.

RESPECT Compatible™

Type: Certification Mark

What it certifies: A software product meets RESPECT's current standards and is ready for deployment in education systems.

State: Achievement – the product has completed verification and met all compatibility requirements.

RESPECT Committed™

Type: Certification Mark

What it certifies: A software product is in active, verified progress toward *RESPECT* compatibility.

State: Process – the product is developing toward our standards with transparent, verified milestones.

LearnTab™

Type: Certification Mark

What it certifies: A smart tablet meets the requirements of Spix's LearnTab Certification Program, ensuring hardware compatibility and durability for educational environments, and kid-safe restricted access to *RESPECT* Compatible material only.

Category: Hardware certification for devices in African schools.

FOR PEOPLE: PROFESSIONAL CREDENTIALS

Certification marks that verify individual professional qualifications in *RESPECT* implementation and digital education infrastructure.

Impletor™

Type: Certification Mark

What it certifies: A practitioner is competent to assist School Systems (e.g., Ministries of Education) in implementing and operating the *RESPECT* Platform – training educators, providing technical support, configuring deployments, and integrating with EMIS, SIS, LMS, and related systems.

Credential: A portable, professional signal of implementation competence, analogous to a professional certification in other fields.

DiPian™

Type: Certification Mark

What it certifies: An individual is certified to plan, design, construct, and maintain Digital Public Infrastructure. The DiPian credential is analogous to a Linux Foundation Certified Engineer (LFCE) certification.

Credential: Global DPI Engineer credential, validating readiness to perform software engineering roles.

GEOSor™

Type: Certification Mark

What it certifies: An individual is a Certified Standards Conformity Assessor who conducts conformity assessments against GEOS (Global Education Outcomes Standards). GEOSors evaluate whether education outcome artifacts meet published criteria and document findings using GEOS-defined audit procedures.

Scope: Assessment and conformity verification only – a GEOSor does not generate data, define standards, or make funding decisions.

FOR ORGANIZATIONS: INSTITUTIONAL CERTIFICATION

Certification mark that verifies organizational capacity and commitment to RESPECT implementation.

RESPECT Certified Partner™

Type: Certification Mark

What it certifies: A legal entity that meets all program requirements, including employing at least two certified Impletor professionals, ensuring organizational capacity for quality RESPECT implementation.

Category: Organization credential demonstrating verified implementation capability.

RESPECT Marks at a Glance

Complete overview of all eight marks in the RESPECT ecosystem, their types, and what they certify.

Mark	Type	Dimension	What It Certifies
RESPECT™	Traditional Trademark	Platform	Identifies the RESPECT Platform and ecosystem (not a certification mark)
RESPECT Compatible™	Certification Mark	Products (Software)	Software product meets RESPECT's current standards (achievement state)
RESPECT Committed™	Certification Mark	Products (Software)	Software product is in active, verified progress toward RESPECT compatibility (process state)
LearnTab™	Certification Mark	Products (Hardware)	Smart tablet meets LearnTab Certification Program requirements for education environments
Impletor™	Certification Mark	People	Practitioner certified to assist School Systems in implementing and operating the RESPECT Platform
DiPian™	Certification Mark	People	Certified DPI Engineer – qualified to plan, design, construct, and maintain Digital Public Infrastructure
GEOSor™	Certification Mark	People	Certified Standards Conformity Assessor against GEOS (Global Education Outcomes Standards)
RESPECT Certified Partner™	Certification Mark	Organizations	Legal entity meets all program requirements, including employing at least two certified Impletors (verified implementation capacity)

How RESPECT Marks Sustain the Ecosystem

The RESPECT Platform aims to be economically self-sustaining through the value these certification marks create. Organizations and individuals earn the right to use these marks only by meeting verified standards – creating measurable competitive advantage in the education technology market.

This economic model aligns incentives: Protecting the integrity and value of RESPECT certification marks funds continued platform development and availability as a public good. The more trusted these marks become, the more valuable they are to certificate holders, and the more resources flow back to supporting the entire ecosystem.

Rather than relying solely on grants or government funding, RESPECT creates a sustainable mechanism where commercial success in the market directly supports the public good of digital education infrastructure in Africa.

Visual Specifications

Logo Colors

Black #000000	White #FFFFFF
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All Spix Foundation logos use black and white only. The gold accent (#E9BA3C) belongs to the RESPECT.world website design, not to the logos themselves.

The Spix Foundation reserves the right to produce official color and pattern variations of its marks in future. Third parties may not create their own color or pattern variations.

Mark Architecture

Typeface & Skew Construction

Typeface: All RESPECT™ design marks (logos) are set in *Josefin Sans SemiBold Italic*. The font's native italic angle provides the internal 7° tilt, to which an additional 10° is applied – producing the characteristic 17° forward lean.

Visual Signature: All RESPECT mark logos are built with a double-skew construction that creates their characteristic 17° forward lean. This lean conveys that the letters are all moving in the same direction – moving forward, making progress, reaching for a shared goal, together.

TECHNICAL SPECIFICATION

Inner skew (from Josefin Sans Italic): 7° Outer skew (applied transform): skewX(-10°) Total lean: 17° combined

Why It Matters: The 17° lean is the distinctive visual signature of all RESPECT mark logos. Never remove or alter this skew – it is fundamental to mark recognition.

Word Mark Typography

Typographic Convention: All RESPECT word marks use **Josefin Sans SemiBold Italic** for consistent visual identity across materials. The ™ symbol appears on first use only within any given document.

Font Availability: RESPECT word marks are set in Josefin Sans SemiBold Italic from Google Fonts.

In Running Text: When using Spix's word marks in documents, presentations, web pages, and marketing materials, use the specified font (**Josefin Sans SemiBold Italic**) to maintain consistent brand identity, while not using that font elsewhere in said document.

Fallback Guide: Where Josefin Sans is unavailable, distinguish word marks by capitalization, bold weight, and/or italics.

Placement & Sizing

Always use the supplied design mark files (SVG, PNG, or EPS) – do not attempt to recreate the logos from scratch. When placing the marks in your layouts, observe the following guidelines:

- **Clear Space:** Maintain clear space around the mark equal to the height of one border stroke. Do not place other elements within this buffer zone.
- **Minimum Size:** To be specified per mark variant. Always render marks at sizes where all details remain crisp and legible.

Word Mark Display

All eight RESPECT word marks rendered in their correct typographic style.

RESPECT™	Primary Mark
RESPECT Compatible™	Compatible Product Certification
RESPECT Committed™	Committed Implementation
LearnTab™	Learning Platform Mark
RESPECT Certified Partner™	Partner Certification
Impletor™	Certified RESPECT Implementation Practitioner
DiPian™	Certified DPI Engineer
GEOSor™	Certified GEOS Standards Conformity Assessor

Trademark Attribution: RESPECT™, RESPECT Compatible™, RESPECT Committed™, LearnTab™, RESPECT Certified Partner™, Impletor™, DiPian™, and GEOSor™ are trademarks of the Spix Foundation.

Visual Do's & Don'ts

Each example shows the actual mark. Follow these guidelines to maintain brand integrity.

Color Usage

✓ Do

Use the standard mark on light backgrounds.

✗ Don't

Do not recolor the mark to match your brand palette.

Light Backgrounds

✓ Do

The normal variant (white letters on black parallelogram) is the default for light backgrounds. The inverted variant (black letters, white parallelogram with black border) also works on light backgrounds.

✗ Don't

Do not place the mark on backgrounds that reduce legibility.

Dark Backgrounds

✓ Do

The inverted variant (white letters, black border) is designed for dark backgrounds. The normal variant (black letters, white border) also works – the white border provides contrast.

✗ Don't

Do not use the mark on backgrounds with insufficient contrast.

Proportions & Geometry

✓ Do

Maintain original proportions and the 17° skew angle. The double-skew (7° from italic + 10° applied = 17° total) is the visual signature.

✗ Don't

Do not reverse the skew direction. The mark always leans forward (right). Do not remove the skew. The italic lean is the mark's visual signature.

Background & Effects

✓ Do

Place on clean, uncluttered backgrounds with sufficient contrast. Display each mark as a standalone element with clear space around it.

✗ Don't

Do not place on busy patterns or photographic backgrounds without contrast. Do not combine a RESPECT mark with another logo to create a composite mark.

ADDITIONAL RULES

Include ™ on first use of any mark in a document. Do not add drop shadows, outlines, glows, or other decorative effects to the marks. Do not use any mark as a verb or noun – always use as an adjective (e.g., "a RESPECT Compatible application," not "a RESPECT").

Mark-Specific Usage Notes

Guidance for different mark variants and credential marks.

RESPECT Committed™ Mark

This mark should always appear in association with the specific product it certifies. It identifies a software product that is in active, verified progress toward *RESPECT* compatibility – a process state, not a final achievement. The mark must not be used in generic promotional materials without specific product reference.

RESPECT Certified Partner™ Mark

This mark should appear in association with the certified organization, not individual products. Organizations carrying this certification demonstrate verified implementation capacity, including employing at least two certified Impletor professionals. Use in company profiles, organizational communications, and business materials.

People Marks – Impletor™, DiPian™, GEOSor™

These credential marks indicate specialized expertise and training. Use the word mark accompanied by the ™ symbol on professional credentials including:

- Curriculum vitae (CVs)
- LinkedIn profiles
- Business cards
- Email signatures

Always include the attribution: "Credential recognized by the Spix Foundation."

LearnTab™ Mark

This mark identifies a smart tablet that meets the requirements of Spix's LearnTab Certification Program. Use on packaging, product listings, and marketing materials for certified hardware. Maintain clear association between the mark and the specific certified device.

Background Guidelines

How to place marks on different background colors and contexts.

Light Backgrounds

Use the normal (dark) mark variant on white, light gray, and cream backgrounds. Ensure sufficient contrast for legibility.

Dark Backgrounds

Either variant works on dark backgrounds. The normal variant's white border provides contrast; the inverted variant uses white letters on a black border. Choose whichever best suits your layout.

Colored Backgrounds

On any colored background, choose whichever variant (normal or inverted) provides the strongest contrast. Always test legibility before finalizing.

CONTRAST & ACCESSIBILITY

Do not place marks on colored backgrounds that create insufficient contrast. Always test mark visibility and legibility on your chosen background before finalizing design layouts.

RESPECT, *RESPECT Compatible*, *RESPECT Committed*, *LearnTab*, *RESPECT Certified Partner*, *Impletor*, *DiPian*, and *GEOsor* are trademarks of the Spix Foundation.

Verify a RESPECT™ Mark

Confirm that a product, person, or organization holds a legitimate *RESPECT* certification.

Why Verification Matters

The *RESPECT* certification marks are designed to be trustworthy signals. When you see a mark on a product, a credential on a person's profile, or a designation on an organization, verification ensures that certification is current and legitimate. This protects certified holders and the communities they serve.

A strong verification ecosystem builds confidence in the *RESPECT* framework and helps prevent misuse of our marks. Whether you're a consumer, partner organization, or fellow practitioner, you can always verify that the *RESPECT* marks you encounter are authentic and current.

How to Verify

Currently, verification requests are handled directly by the Spix Foundation. Use the contact information below to submit your verification request.

SUBMIT A VERIFICATION REQUEST

Email: info@spixfoundation.org

Expected Response Time: Within 5 business days **What to include in your request:**

- The name of the product, person, or organization
- Which mark you want to verify
- Any supporting details or context

What Each Mark Guarantees

Each *RESPECT* mark represents verified compliance with specific standards and qualifications.

RESPECT Compatible™

Product meets current standards and has passed formal assessment. Represents full compliance with current technical standards.

RESPECT Committed™

Product is actively progressing toward compatibility. A process state recognizing verified progress and commitment to *RESPECT* standards.

LearnTab™

Smart tablet meets the LearnTab Certification Program requirements for hardware interoperability, durability, and security.

RESPECT Certified Partner™

Organization meets all program requirements, including employing at least 2 certified Impletor individuals, and has been verified to deliver *RESPECT*-aligned services.

Impletor™

Practitioner certified to assist School Systems in implementing and operating the *RESPECT* Platform – training educators, providing technical support, configuring deployments, and integrating with education systems.

DiPian™

Certified DPI Engineer – qualified to plan, design, construct, and maintain Digital Public Infrastructure. A global professional credential analogous to a Linux Foundation Certified Engineer (LFCE) certification.

GEOSor™

Certified Standards Conformity Assessor who evaluates whether education outcome artifacts meet published GEOS (Global Education Outcomes Standards) criteria.

Report Suspected Misuse

If you encounter a product, person, or organization displaying a *RESPECT* mark that you believe may be unauthorized or misrepresented, we encourage you to report it. Protecting the marks protects every certified holder and the communities they serve.

[SUBMIT A MISUSE REPORT](#)

Email: info@spixfoundation.org

Include in your report:

- What you observed (product name, person's name, organization name)
- Where you encountered the mark (website, product listing, social media, etc.)
- Any supporting details or documentation

For detailed information about trademark enforcement and rights, see our [Trademark Policy](#).

Trademark Policy

Rules and guidelines for using the RESPECT marks.

Effective date: March 2026

Ownership & Mark Categories

All RESPECT™ marks are owned and controlled by the Spix Foundation. We maintain two distinct categories of marks:

Traditional Trademark

RESPECT is a traditional trademark that identifies the RESPECT Platform and its broader ecosystem. The Spix Foundation controls its use directly and exclusively.

Certification Marks

Seven certification marks certify specific qualities about products, persons, or organizations that have earned the certification. The RESPECT mark itself is a traditional trademark (not a certification mark). Each certification mark has distinct meaning:

- **RESPECT Compatible™** – Software product meets RESPECT's current standards
- **RESPECT Committed™** – Software product is in active, verified progress toward RESPECT compatibility
- **LearnTab™** – Smart tablet meets the requirements of Spix's LearnTab Certification Program
- **RESPECT Certified Partner™** – Legal entity meets all program requirements, including employing at least two certified Impletors
- **Impletor™** – Practitioner certified to assist School Systems in implementing and operating the RESPECT Platform
- **DiPian™** – Individual certified to plan, design, construct, and maintain Digital Public Infrastructure
- **GEOSor™** – Certified Standards Conformity Assessor who conducts conformity assessments against GEOS Standards

Key distinction: Certification marks can only be used by entities that have earned and maintain that certification. The RESPECT trademark is controlled by the Spix Foundation and used to identify the platform itself.

Permission Framework

Use of RESPECT marks falls into three clear tiers. This framework reflects the nature of certification marks, where the central protection is against misrepresenting certification status.

Tier	Description	Examples
Always OK (Nominative use)	Referential use that does not imply certification or Spix Foundation endorsement beyond the facts	Writing about RESPECT in articles, academic papers, or conference talks; stating a product "is designed for RESPECT compatibility" without using a certification mark; discussing the ecosystem
Earned through Certification	Use of certification marks by certified holders only	Displaying RESPECT Compatible on a certified product; using the Impletor credential on a CV or business card; displaying RESPECT Certified Partner on organizational materials
Never OK	Uses that misrepresent certification status or violate trademark conventions	Displaying any certification mark on an uncertified product, person, or organization; modifying the marks; implying Spix Foundation endorsement beyond what certification conveys; using RESPECT in a company or product name

NOTE ON CERTIFICATION MARK SYSTEMS

This permission framework differs from standard trademark permissions. In a certification mark system, the central protection is against misrepresenting certification status.

If you are uncertain whether your intended use is authorized, please contact us at info@spixfoundation.org

Mark-Specific Usage Rules

Each certification mark has specific authorization conditions and required attribution. Review the rules for the mark you wish to use.

RESPECT Compatible™

Who is authorized: Holders of active RESPECT Compatible certification only.

Required attribution: [Product Name] is RESPECT Compatible™, certified by the Spix Foundation.

Conditions for loss of right to use: Failure to meet current standards; failure to pass periodic recertification; major version change.

RESPECT Committed™

Who is authorized: Holders of active RESPECT Committed certification only.

Required attribution: [Organization Name] is RESPECT Committed™, certified by the Spix Foundation.

Conditions for loss of right to use: Number of employed certified Impletors drops below two; failure to pass periodic compliance review; failure to maintain active certification status.

LearnTab™

Who is authorized: Manufacturers of smart tablets that hold active LearnTab certification only.

Required attribution: *[Device Name] is LearnTab™ certified by the Spix Foundation.*

Conditions for loss of right to use: Failure to meet current LearnTab Certification Program requirements; material hardware changes without recertification; withdrawal from the certification program.

RESPECT Certified Partner™

Who is authorized: Holders of active RESPECT Certified Partner status only.

Required attribution: *[Organization Name] is a RESPECT Certified Partner™ of the Spix Foundation.*

Conditions for loss of right to use: Number of employed certified Impletors drops below two; failure to maintain active employment relationship with certified Impletors.

Impletor™

Who is authorized: Individuals holding active Impletor credential only.

Required attribution: *[Individual Name], Impletor™, Spix Foundation*

Conditions for loss of right to use: Expiration of credential without renewal; failure to pass periodic recertification; failure to maintain required continuing education.

DiPian™

Who is authorized: Individuals holding active DiPian certification only.

Required attribution: *[Individual Name], DiPian™, Spix Foundation*

Conditions for loss of right to use: Expiration of credential without renewal; failure to maintain required continuing education; removal for violations of professional standards.

GEOSor™

Who is authorized: Individuals holding active GEOSor certification only.

Required attribution: *[Individual Name], GEOSor™, The GEOS Organization*

Conditions for loss of right to use: Expiration of credential without renewal; failure to maintain required continuing education; removal for violations of professional standards or audit procedures.

General Trademark Rules

The following rules apply to all Spix Foundation marks, including *RESPECT* itself:

1. Do Not Modify the Marks

Never rotate, recolor, distort, or combine *RESPECT* marks with other logos or marks. Marks must be used exactly as provided on the Brand Assets page. This preserves their integrity and recognizability across the ecosystem.

2. Use as an Adjective, Never as a Noun or Verb

- **Correct:** "a *RESPECT* Compatible application" or "use the *RESPECT* Platform"
- **Incorrect:** "a *RESPECT*" or "to *RESPECT* your data"

This preserves the distinctiveness of the mark.

3. Trademark Symbol Usage

Use the ™ symbol on the first use of a mark in a given document or communication. Subsequent uses in the same document do not require the symbol. Example: First use: *RESPECT* Compatible™; subsequent uses: *RESPECT* Compatible.

4. Attribution Notice

Include the following attribution notice in all materials that reference *RESPECT* marks, typically as a footnote or end-of-document statement: "*RESPECT*, *RESPECT* Compatible, *RESPECT* Committed, LearnTab, *RESPECT* Certified Partner, Impletor, DiPian, and GEOSor are trademarks of the Spix Foundation."

Typographic Convention

All Spix Foundation word marks should ideally be rendered in Josefin Sans SemiBold Italic. This typographic treatment distinguishes mark names from surrounding text and maintains consistent brand identity across all communications.

Where Josefin Sans is unavailable: Distinguish marks from surrounding text using one or more of the following: capitalization (already standard for these marks), bold styling, or italics. Font files are available for download on the Brand Assets page.

For textual uses: This convention applies not only to logos but to any textual reference to mark names. For example, when writing "The *RESPECT* Compatible standard requires...", the mark name should be rendered in the typographic convention.

Enforcement & Ecosystem Protection

The Spix Foundation is obligated to protect these marks because their integrity sustains the credibility and value of the *RESPECT* Platform and every certified holder's investment in that certification.

Why Enforcement Matters

Unauthorized use or misrepresentation of certification marks dilutes their value. When someone falsely displays *RESPECT* Compatible on an uncertified product, it:

- Undermines trust in the certification system
- Harms the competitive position of legitimate certified holders
- Exposes end users to products that may not meet standards

- Weakens the platform itself

Reporting Suspected Misuse

If you encounter unauthorized use of any RESPECT mark, please report it to: info@spixfoundation.org

Provide as much detail as possible: product name, URL, screenshot, or description of the misuse.

Enforcement Process

When unauthorized use is identified, the Spix Foundation may take the following steps:

1. Notice of unauthorized use: A formal notice explaining the violation and required corrective action
2. Request to cease: A deadline for removal or correction of the infringing material
3. Legal action: If necessary, formal legal proceedings to protect the mark and the ecosystem

OUR APPROACH

We frame enforcement as ecosystem protection, not punishment. We want to help partners succeed within legitimate boundaries. If you have questions about whether your use is permitted, ask us first at info@spixfoundation.org – we are happy to clarify.

Standards Versioning & Future Updates

The RESPECT certification standards are living documents. As the platform evolves, certification requirements will be updated to reflect new best practices, emerging security concerns, and ecosystem needs.

Current Standards Version

Version 1.0 (in development) – This page and the certification pages reflect the first official release of standards. Certification holders will be notified of any updates at least 90 days in advance.

How We Communicate Changes

- All changes will be communicated transparently on this page and via email to certification holders
- A change log will detail what has been added, modified, or deprecated
- Certification holders will have a transition period to comply with new requirements

Check back regularly for updates as the standards are finalized. If you would like to receive notifications about standards changes, contact standards@spixfoundation.org.

Trademark FAQ

Questions and answers about RESPECT certification marks, how they work, and how to use them.

About the Marks Generally

1. What is the difference between the RESPECT™ trademark and the RESPECT certification marks?

RESPECT™ is a traditional trademark that identifies the RESPECT Platform and ecosystem. It is owned and controlled by the Spix Foundation. The seven certification marks (RESPECT Compatible™, RESPECT Committed™, LearnTab™, RESPECT Certified Partner™, Impletor™, DiPian™, GEOSor™) are different – each certifies something specific about a product, person, or organization that has met defined standards.

2. What's the difference between RESPECT Committed and RESPECT Compatible?

They represent two stages. RESPECT Committed™ certifies that a software product is in active, verified progress toward meeting RESPECT's current standards – it's a process state. RESPECT Compatible™ certifies that the product has met those standards – it's an achievement state. Think of Committed as "on the way" and Compatible as "arrived."

3. What does it mean when I see the RESPECT Certified Partner mark on a company?

It means that organization meets all program requirements, including employing at least two certified Impletor™s – practitioners certified to assist School Systems in implementing and operating the RESPECT Platform. The mark signals verified implementation capacity.

4. How do the RESPECT marks fund the platform?

The RESPECT Platform aims to be economically self-sustaining through the commercial value its certification marks create in the marketplace. The integrity of these marks attracts investment in certification, which in turn funds the platform's continued development and availability as a public good. For a fuller treatment, see the Canon essay "Funding RESPECT."

For Product Teams

1. Can I call my product "RESPECT Compatible" before it's been certified?

No. The RESPECT Compatible™ mark may only be used on products that have completed the certification process and met all applicable standards. Using it prematurely misrepresents certification status, which is the central prohibition of certification mark law.

2. Can I display the RESPECT Committed mark while we're working toward compatibility?

Yes, if your product has been verified by the Spix Foundation as actively working toward compatibility. RESPECT Committed™ is designed for exactly this purpose – it signals genuine progress while being transparent that full compatibility has not yet been achieved.

3. What happens to the Committed mark once we achieve Compatible status?

You transition from RESPECT Committed™ to RESPECT Compatible™. The recipient's right to use the Committed mark is revoked for that product and replaced with the Compatible mark.

4. What happens if our product fails to achieve compatibility?

If a product's progress toward compatibility stalls or the product fails the assessment, the right to display the RESPECT Committed™ mark is withdrawn. The recipient's right to use the mark is revoked for that product.

5. If the RESPECT standard changes, do we need to recertify?

Standards will evolve over time, and recertification processes are being developed. Changes will be communicated transparently with reasonable transition periods. Details are forthcoming as standards versioning is finalized.

For Individuals

1. How do I become an Impletor?

The Impletor™ certification program is currently being developed. It will involve training and assessment in implementing RESPECT-compatible systems. For updates, contact info@spixfoundation.org or see the Canon document "17. Boots on the Ground" for background.

2. Can I use the Impletor mark on my personal website or LinkedIn?

Yes, if you hold a current Impletor™ certification. You may display the credential on your CV, LinkedIn profile, business cards, email signature, and personal website.

3. Does my certification expire?

Certification periods and renewal requirements are being finalized. The intention is that credentials remain valid for a defined period, with recertification to ensure skills remain current.

4. What's the difference between an Impletor, a DiPian, and a GEOSor?

Each certifies expertise in a different domain. Impletor™: Certified to assist School Systems in implementing and operating the RESPECT Platform – training educators, providing technical support, and configuring deployments. DiPian™: Certified to plan, design, construct, and maintain Digital Public Infrastructure. A global DPI Engineer credential analogous to a Linux Foundation Certified Engineer (LFCE) certification. GEOSor™: A Certified Standards Conformity Assessor who evaluates whether education outcome

artifacts meet published GEOS criteria. They are complementary credentials, and an individual may hold more than one.

For Organizations

1. How do we become a RESPECT Certified Partner?

Your organization must employ at least two certified Impletor™s. The verification process is being developed. Contact info@spixfoundation.org to express interest.

2. Do our Impletors need to be full-time employees, or can they be contractors?

The definition of "employ" for RESPECT Certified Partner™ purposes is being finalized. This is one of the policy details currently under development. Check back for updates.

3. What happens if one of our Impletors leaves and we drop below two?

If your organization's certified Impletor™ count drops below two, the right to display the RESPECT Certified Partner™ mark is lost until the requirement is again met.

About Using the Marks

1. Can I use the word "RESPECT" when writing about the project?

Yes. Nominative/referential use – writing about RESPECT in articles, papers, talks, or news coverage – is always permitted. You're referring to the project, not claiming certification. Just don't use it in a way that implies your product or organization is certified when it isn't.

2. Can I modify the RESPECT logo to match my company's color scheme?

No. The marks must not be modified – no recoloring, rotating, distorting, or combining with other logos. See the Brand Assets page for approved versions.

3. What attribution text do I need to include?

On first use of any Spix mark in a document, use the ™ symbol. Include a notice (typically as a footnote): "RESPECT, RESPECT Compatible, RESPECT Committed, LearnTab, RESPECT Certified Partner, Impletor, DiPian, and GEOSor are trademarks of the Spix Foundation."

About Enforcement

I found someone using the RESPECT Compatible mark on an uncertified product. What should I do?

Report it to info@spixfoundation.org Protecting the marks protects every certified product, person, and organization in the ecosystem. Community vigilance helps maintain the marks' value.

Why does the Spix Foundation enforce trademark usage?

Because the integrity of these marks is what funds the RESPECT Platform's continued existence as a public good. Unauthorized use doesn't just violate trademark law – it dilutes the value of every legitimate certification holder's investment and undermines the ecosystem that serves Africa's learners.

How to Earn a RESPECT™ Mark

Four pathways to certification, for individuals, software products, hardware devices, and organizations.

Certification Pathways

The RESPECT™ certification framework provides structured pathways for three dimensions: people, products, and organizations. Whether you're an individual practitioner, a software developer, a hardware manufacturer, or an organization, there's a certification path designed for you.

For Individuals <i>Professional credentials for practitioners</i>	For Software <i>Product certification journey</i>	For Hardware <i>Device compliance program</i>	For Organizations <i>Partner verification program</i>
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FOR INDIVIDUALS

Professional credentials certify that individuals have demonstrated competency in implementing, engineering, or designing systems aligned with RESPECT standards.

Impletor™

A practitioner certified to assist School Systems (e.g., Ministries of Education) in implementing and operating the RESPECT Platform effectively – training educators, providing first- and second-line technical support, configuring and maintaining local deployments, and integrating RESPECT with EMIS, SIS, LMS, and related systems.

Key Competencies

- Educator training and platform adoption support
- First- and second-line technical support
- Local deployment configuration and maintenance
- Integration with EMIS, SIS, LMS, and related systems

Entitlements

- Use of the Impletor mark on CVs, business cards, and professional profiles

- Eligibility for RESPECT Certified Partner organizations

Reference: Canon document "17. Boots on the Ground"

REQUIREMENTS BEING FINALIZED

Training and assessment requirements, certification period, and renewal procedures are currently under development. Check back soon for details.

DiPian™

A global professional credential certifying readiness to plan, design, construct, and maintain Digital Public Infrastructure – analogous to a Linux Foundation Certified Engineer (LFCE) certification.

Core Competencies

- Defining characteristics of Digital Public Infrastructures
- Interoperability, modularity, and system evolution
- FOSS collaboration and open-source development practices
- Backlog-driven development and infrastructure stewardship

Certification Structure

A Core DiPian certification assessing DPI-independent competence, combined with DPI-specific endorsement exams grounded in real, production DPLs.

REQUIREMENTS BEING FINALIZED

Training curriculum, assessment methodology, and recertification procedures are under development.

GEOSor™

A Certified Standards Conformity Assessor who conducts conformity assessments against GEOS (Global Education Outcomes Standards). GEOSors evaluate whether education outcome artifacts meet published criteria, document findings using GEOS-defined audit procedures, and issue assessment determinations.

Core Competencies

- Conformity assessment against GEOS Standards
- Evaluation of outcome artifacts against published criteria
- Documentation using GEOS-defined audit procedures
- Issuing assessment determinations via a GEOSor Certified Partner

Scope Boundaries

A GEOSor does not generate data, define standards, make funding decisions, or advocate for specific outcomes. The role is strictly assessment and conformity verification.

REQUIREMENTS BEING FINALIZED

Training modules, assessment frameworks, and professional development pathways are in development.

FOR SOFTWARE PRODUCTS

Software products follow a two-state certification journey: *RESPECT Committed* status recognizes active progress toward full compatibility, while *RESPECT Compatible* certification confirms that a product meets our current standards.

RESPECT Committed™

Certifies that a software product is actively pursuing and making verified progress toward *RESPECT* compatibility.

Certification State

A process state recognizing commitment and demonstrated progress. The mark may be displayed while actively working toward full compatibility.

Mark Status

If progress stalls or the product fails to achieve *RESPECT Compatible* status, the recipient's right to use the *Committed* mark is revoked.

REQUIREMENTS BEING FINALIZED

Verification process, progress milestones, and certification timeline are currently under development.

RESPECT Compatible™

Certifies that a software product meets *RESPECT's* current standards and has passed formal assessment.

Certification State

An achievement state confirming full compliance with current technical standards and specifications.

Recertification

Required as *RESPECT* standards evolve, ensuring ongoing compatibility with the latest frameworks.

TECHNICAL STANDARDS & VERSIONING

Technical standards and the assessment process are under development. As standards evolve, we will communicate all changes transparently and provide clear recertification guidance.

FOR HARDWARE DEVICES

Hardware devices can earn LearnTab certification by demonstrating compliance with the LearnTab Certification Program, which establishes standards for smart tablets and educational devices.

LearnTab™ Certification

Certifies that a smart tablet meets the LearnTab Certification Program requirements for hardware interoperability, durability, security, and kid-safe access to *RESPECT* Compatible content only.

Scope of Certification

- Technical interoperability compliance
- Security and privacy standards
- Hardware durability and build quality
- User experience standards
- Hardware-locked access to *RESPECT* Compatible services only

Recertification

Required as standards evolve or when new device models are submitted for certification.

REQUIREMENTS BEING FINALIZED

Assessment and verification processes are currently under development. Detailed technical requirements will be published soon.

FOR ORGANIZATIONS

Organizations can become *RESPECT* Certified Partners by meeting staffing and verification requirements, demonstrating their capacity to implement and support *RESPECT*-aligned systems.

RESPECT Certified Partner™

Certifies that an organization employs qualified practitioners and has been verified to deliver *RESPECT*-aligned implementation and support services.

Core Requirement

Organization must meet all program requirements, including paying a royalty on revenue from *RESPECT*-related activity and employing at least two certified Impletors.

Maintaining Certification

Certification is lost if the organization fails to meet program requirements.

Employment Definition

Details regarding contractors, part-time staff, and employment arrangements are TBD.

VERIFICATION PROCESS BEING FINALIZED

The verification methodology and ongoing compliance monitoring procedures are currently under development.

GETTING STARTED

Certification programs are currently being developed and refined to ensure they meet the highest standards of rigor and transparency. For questions, to express interest in certification, or to stay informed as programs launch, contact info@spixfoundation.org.

Contact

Trademark questions: info@spixfoundation.org

Standards inquiries: standards@spixfoundation.org

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