

**OCF[®] CERTIFICATION
MARK USAGE GUIDELINES**

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CERTIFICATION MARK

The Open Connectivity Foundation “OCF” is a group of industry leaders who are coming together to deliver a specification, and to promote an open source implementation to improve interoperability between the billions of devices making up the Internet of Things (IoT).

OCF has developed and owns the OCF Certification logos depicted here, which are used to indicate that a product bearing one of the OCF Certification logos meets one or more of the interconnectivity specifications defined by OCF. OCF Certification logos should always be shown exactly as you see them here. Do not alter or eliminate any elements from these marks.

Shown here are the two permitted OCF Certification logos. The WINDOW DESIGN CERTIFICATION LOGO and the WINDOW DESIGN + OCF CERTIFICATION LOGO.



WINDOW DESIGN
CERTIFICATION LOGO



OCF

WINDOW DESIGN +
OCF CERTIFICATION LOGO

USE OF TRADEMARK SYMBOL

The OCF Certification Logos are registered and unregistered trademarks and certification marks of OCF in several countries throughout the world. OCF owns trademark registrations in some countries and pending trademark applications in other countries to register the Window Design Certification Logo. If you are preparing to distribute product bearing the Window Design Certification Logo, please contact OCF to determine if the Window Design Certification Logo is registered in the country(ies) where you will distribute product. You should use the registered trademark symbol ® next to Window Design Certification Logo for all product distributed in countries where the Window Design Certification Logo is registered. Do not use the registered trademark symbol ® for the Window Design Certification Logo in any country in which the Window Design Certification Logo is not registered; falsely indicating that a mark is registered may trigger various civil and criminal penalties. For countries where the Window Design Certification Logo is not registered, you should use the unregistered trademark symbol ™ next to the Window Design Certification Logo for all product distributed in those countries.

OCF does not currently intend to apply to register the Window Design + OCF Certification Logo. When using this logo, however, for the Window Design portion, please follow the trademark notice symbol rules stated above.

If there is ever any doubt as to the appropriate trademark symbol to be used, you should use the unregistered trademark symbol ™. Ultimately, however, OCF has the right to determine which symbol is appropriate, and you may desire to confirm with OCF as to which symbol to use when in doubt. Certification Logo artwork provided by OCF will contain the ® symbol and the ™ symbol for your use, as described above. You are not permitted to modify the symbols in any way, except you may increase the size of the ® or ™ symbol for legibility, as described on page 5 of these guidelines.

The ® or ™ symbol, as appropriate, must appear in superscript format immediately following the Certification Logo, with no space in between the mark and the symbol. The ® or ™ symbol, as appropriate, should appear with every use of the Certification Logos on products, on product packaging, and on related materials."

USE OF TRADEMARK SYMBOL

The scale and proportion of the Certification logos should be determined by the available space, aesthetics, function and visibility; however, the registered trademark symbol ® or unregistered trademark symbol ™ must always appear in a size visible to the naked eye, regardless of the size of the applicable Certification logos themselves.

There is no preset maximum or minimum size for the Certification logos; however, if the Certification logo is smaller than 2.5 cm or 72 pixels in height, you must use the “small scale” version of the Certification logo, where the ™ symbol appears out of alignment with the logo. If the means of display of the Certification logos makes it unfeasible to render the ® symbol legible, the ™ symbol must be made large enough to be legible.



small scale use
2.5 cm / 72 px - downward



large scale use
4 cm / 113 px - upward

WINDOW DESIGN CERTIFICATION LOGO

The color version of the Certification logo should be used whenever possible on products, product packaging, advertisements, related marketing materials, and promotional, and informational materials.

If using the color version of the Certification logo is not commercially practicable or desirable, you may use the black and white, black and white negative or the knockout versions.



WINDOW DESIGN CERTIFICATION LOGO
Color



WINDOW DESIGN CERTIFICATION LOGO
Negative Color

— This usage shown on a black background



WINDOW DESIGN CERTIFICATION LOGO
Black and White



WINDOW DESIGN CERTIFICATION LOGO
Negative Black and White

— This usage shown on a black background

— This usage shown on a colored background



WINDOW DESIGN CERTIFICATION LOGO
Knockout

ALTERNATE WINDOW DESIGN + OCF CERTIFICATION LOGO

Consider these alternative usages when using the Window Design + OCF Certification logo.

These usages are shown as a positive color, negative color, positive black and white and a negative black and white.



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WINDOW DESIGN + OCF CERTIFICATION LOGO

Color



OCF

WINDOW DESIGN + OCF CERTIFICATION LOGO

Negative Color

— This usage shown on a black background



OCF

WINDOW DESIGN + OCF CERTIFICATION LOGO

Black and White



OCF

WINDOW DESIGN + OCF CERTIFICATION LOGO

Negative Black and White

— This usage shown on a black background



OCF

WINDOW DESIGN + OCF CERTIFICATION LOGO

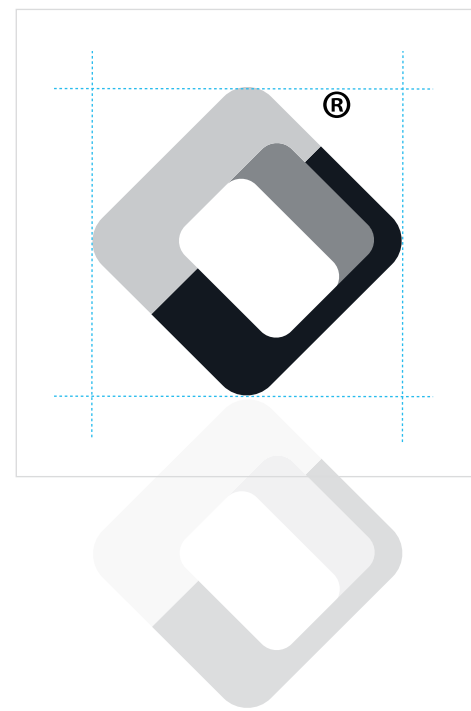
Knockout

— This usage shown on a colored background

CLEAR SPACE

To ensure maximum impact and preserve the integrity of the Certification logos, all uses of the Certification logos must include a bounding box or “clear space” around the logo that is equal to one fourth the width of the design or “diamond” portion of the Certification logos.

No other logos, type, or other graphic elements should infringe on the clear space around the Certification logos.



WINDOW DESIGN
CERTIFICATION LOGO



WINDOW DESIGN + OCF
CERTIFICATION LOGO

CERTIFICATION DO'S AND DONT'S

A quick reference for proper use of the Certification logo:

- Only use the Certification logos on certified products. For certified products, use the Certification logos on the body of the device, in software screens, and in product documentation.
- Do use the Certification logos on packaging, datasheets, and websites for certified products.
- Do use the Certification logos on product “family” website pages and catalogs containing both certified and non-certified products – ONLY if the certified product models are clearly identified using a footnote or identified in the individual product specifications and ONLY if the Certification logo are displayed in a manner that does not imply certification of non-certified products.
- The Certification logos must only appear on product, product packaging, promotional literature, and other materials, when your own trademark is also present. The Certification logos may not be used by themselves on products, product packaging, promotional literature, or other materials. In addition, the Certification logos must be applied in such a manner as to ensure that OCF is not perceived as the product brand or source of the product. The Certification logos may not dominate your own trade name and/or trademarks in any usage. Your trade name and trademarks must be easily recognizable and at least as prominent on the certified product, packaging, and other materials as the Certification logos.

CERTIFICATION DO'S AND DONT'S

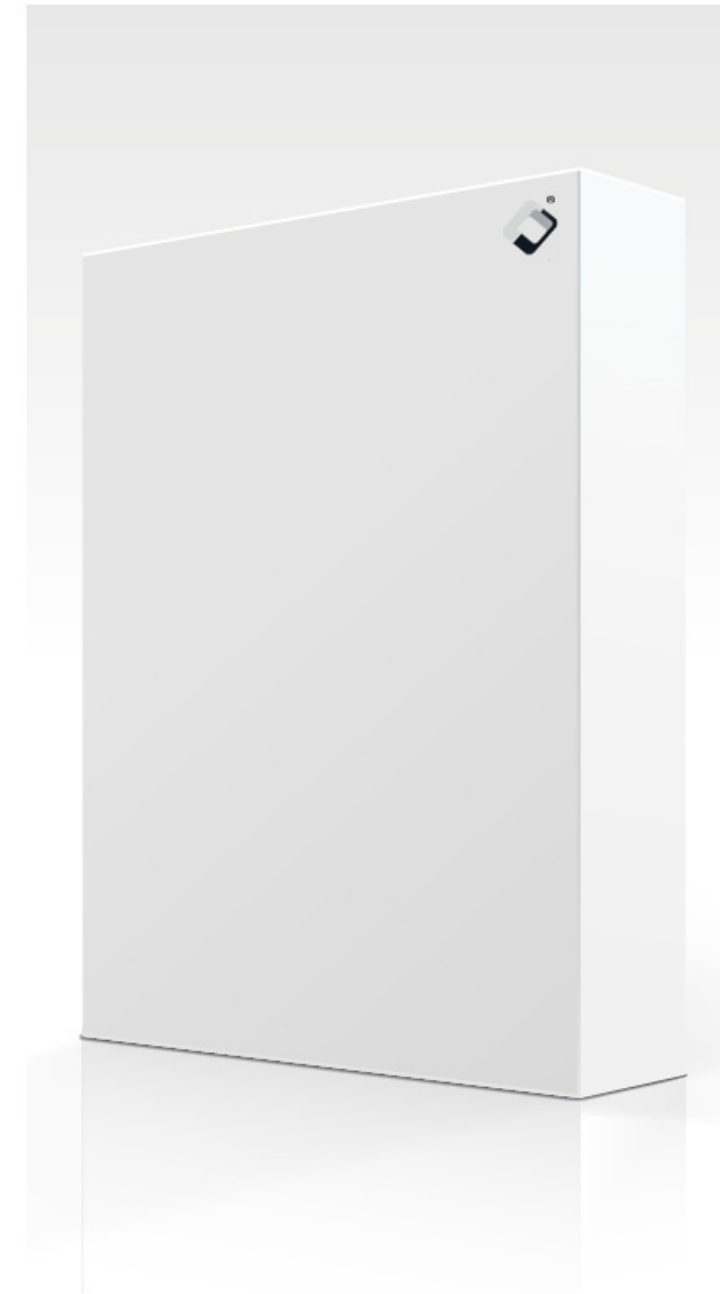
A quick reference for proper use of the Certification logos:

- Do not use the Certification logos to represent membership in OCF.
- Do not use the Certification logos in any manner that would imply OCF endorsement of a specific company, its products, or its services, except that you may use the Certification logos to indicate that your certified products have been certified as compliant with OCF's standards and specifications.
- Do not use the Certification logos, or any portion thereof, in any company name, product name (even for a certified product), service name, domain name, website name, trademark, service mark, certification mark, logo, design, or other name or image.
- Do not use the Certification logos on bumper stickers, T-shirts, pens, tie clips, or other similar promotional items.
- Do not use the Certification logos on letterhead, business cards, or other stationary.
- Do not use the Certification logos in a manner that disparages OCF, its specifications, or its certification program.

LOGO PLACEMENT

The Certification logos should be prominently placed on the front panel or information side panel of product packaging of certified products, and on the front, back, or side of a certified product.

The following are examples of how to position the Certification Logo on product packaging.



INCORRECT USAGE

The Certification logos should not be edited, stretched, rotated, cut apart, distorted in perspective or appearance, recolored, reconfigured, altered or changed in any way, and you must use the Certification logos exactly as they appear in the graphic files you are given by OCF.

The Certification logos should not be combined with or incorporated into other words, phrases, or designs.

You may not use graphic files you receive from any source other than OCF.



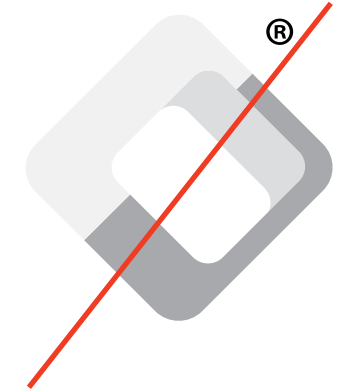
spin the “diamond”



modify shape



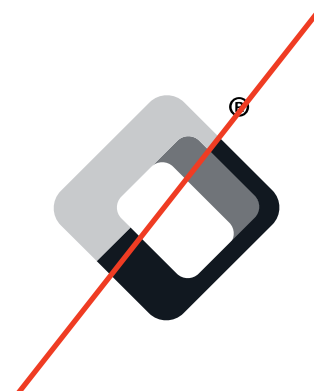
reconfigure



low contrast



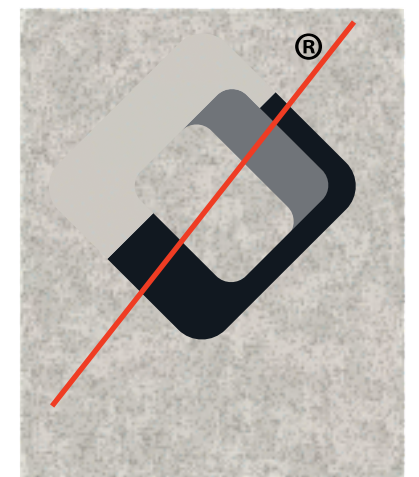
recolor



change proportions



distort



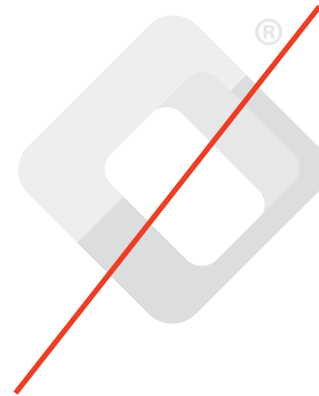
messy background

INCORRECT USAGE

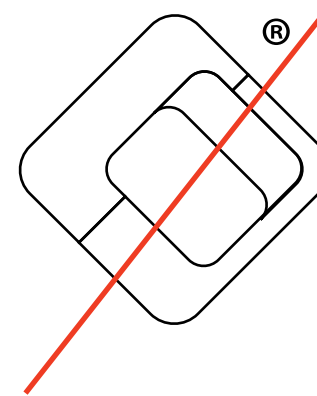
We've identified a few ways we don't want our Certification logos to appear, and the examples shown here illustrate possible misuses that should be avoided.

But these illustrations are not an exhaustive list of possible incorrect uses; again, you must use the Certification logos exactly as they appear in the graphic files you are given by OCF.

Though we've displayed misuses of the Window Design Certification Logo, the displayed misuses are also prohibited for the Window Design + OCF Certification Logo.



watermark



stroke



gradient



drop shadow



change position



delete elements

OWNERSHIP ATTRIBUTION

When using the Certification logos, a statement attributing ownership of the applicable Certification logos to OCF should be included. The attribution legend should be printed in legible type and placed in a location typically used for copyright and other legal notices.

You must use the following standard OCF legend in all materials (including products, product packaging, and product documentation) bearing one or both of the Certification logos:

“The OCF Certification logo(s) are registered and unregistered trademarks of Open Connectivity Foundation, Inc. in the United States and other countries. Used under license. Unauthorized use is strictly prohibited.”

LEGAL DISCLAIMER

Nothing contained in these guidelines shall be deemed as granting you any kind of license, either expressly or impliedly, in the content described or contained in these guidelines, or to any intellectual property owned or controlled by OCF, including without limitation the logos discussed in these Guidelines. The information contained in these Guidelines is provided on an “as is” basis, and, to the maximum extent permitted by applicable law, OCF disclaims all warranties and conditions, either express or implied, statutory or at common law, including without limitation implied warranties of merchantability and/or fitness for a particular purpose. OCF further disclaims any and all warranties of title, non-infringement, the validity of OCF's rights in the logos discussed in these guidelines, and/or accuracy.

The OCF Certification Logos, OPEN CONNECTIVITY FOUNDATION, and OCF are service marks and certification marks of Open Connectivity Foundation, Inc. in the United States and other countries.

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REFERENCES

The information in these guidelines is intended for Open Connectivity Foundation, Inc. and its members (and contractors or agencies who have been provided access by their OCF representative/account liaison). OCF members, contractors and agencies should not consider any of the information contained in these guidelines as legal advice but only information about how OCF approaches certain issues related to the treatment and use of its Certification logos.

For any questions, please email:

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