

Brand Styleguide

April 2014



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Introduction

Wi-Fi Alliance® is a global non-profit industry association – our members are the worldwide network of companies that brings you Wi-Fi®. The members of our collaboration forum come from across the Wi-Fi ecosystem and share a vision of seamless connectivity. Since 2000, the Wi-Fi CERTIFIED™ seal of approval designates products with proven interoperability, industry-standard security protections, and the latest technology. Wi-Fi Alliance has certified more than 18,000 products, delivering the best user experience and encouraging the expanded use of Wi-Fi products and services in new and established markets. Today, billions of Wi-Fi products carry a significant portion of the world's data traffic in an ever-expanding variety of applications.













Wi-Fi®, the Wi-Fi logo, the Wi-Fi CERTIFIED logo, Wi-Fi Protected Access® (WPA), WiGig®, the Wi-Fi ZONE logo, the Wi-Fi Protected Setup logo, Wi-Fi Direct®, Wi-Fi Alliance®, WMM®, and Miracast® are registered trademarks of Wi-Fi Alliance. Wi-Fi CERTIFIED™, Wi-Fi Protected Setup™, Wi-Fi Multimedia™, WPA2™, Wi-Fi CERTIFIED Passpoint™, Passpoint™, Wi-Fi CERTIFIED Miracast™, Wi-Fi ZONE™, WiGig CERTIFIED™, the Wi-Fi Alliance logo, and the WiGig CERTIFIED logo are trademarks of Wi-Fi Alliance.

Revision Log

Revision 1	January 2007
Revision 2	May 2007
Revision 3	May 2008
Revision 4	September 2009
Revision 5	June 2010
Revision 6	June 2012
Revision 7	July 2013
Revision 8	April 2014

Logo Usage

Quick Reference Guide

	Flat Version	Dimensional Version	Wi-Fi Alliance Members	Wi-Fi Alliance Members with Wi-Fi CERTIFIED Products	Wi-Fi Alliance Authorized Test Laboratories
Wi-Fi CERTIFIED Logo				●	
Wi-Fi CERTIFIED On-Product Logo				●	
Horizontal Wi-Fi Protected Setup Identifier Mark				● Dependent on type of certification	
Vertical Wi-Fi Protected Setup Identifier Mark				● Dependent on type of certification	
Solo Wi-Fi Protected Setup Identifier Mark				● Dependent on type of certification	
Wi-Fi Alliance Member Logo			●		
Wi-Fi Alliance Authorized Test Laboratory Logo					●

Prerequisites for Use

Wi-Fi CERTIFIED Logo, Wi-Fi CERTIFIED On-Product Logo, Wi-Fi Protected Setup Identifier Mark, and Wi-Fi Alliance Member Logo:

- The company must have completed an application for membership and have been admitted as a member
- The company must be a Wi-Fi Alliance member in good standing
- The company must have paid all dues and assessments that it is obligated to pay under Wi-Fi Alliance's Articles of Incorporation and Bylaws, as well as any other agreement that the company may have with Wi-Fi Alliance
- The company's membership status cannot be under suspension
- The company's membership status cannot have been terminated
- If the company is an Affiliate Member of Wi-Fi Alliance, all of the foregoing requirements apply both to the Affiliate Member and to its parent company through which it derives its membership rights
- The company must have executed the proper License Agreement
- The product must successfully pass certification testing
- The company must comply with post-testing administrative requirements
- The company must comply with all post-certification requirements so that its product certification remains in force
- The product must be Wi-Fi CERTIFIED
- The product must have Wi-Fi Protected Setup enabled as the default out-of-box configuration method (for Wi-Fi Protected Setup Identifier Mark usage)

Wi-Fi Alliance Authorized Test Laboratory Logo:

- The company must be a product testing laboratory authorized by Wi-Fi Alliance to perform certification testing services
- The company's status in the Wi-Fi Alliance database must be active

Authorized Users

Wi-Fi CERTIFIED Logo, Wi-Fi CERTIFIED On-Product Logo, Wi-Fi Protected Setup Identifier Mark:

Except as specifically provided in this Manual, the Wi-Fi Alliance logos and identifier marks may only be used by the Wi-Fi Alliance member that certified the product.

An Affiliate of the member that has been identified and formally registered through Wi-Fi Alliance's membership process ("Affiliate Member") may use the Wi-Fi CERTIFIED Logo, Wi-Fi CERTIFIED On-Product Logo, Wi-Fi Protected Setup Identifier Mark if:

- the Registered Affiliate Member is responsible for the manufacture or marketing of the certified product,
- the Registered Affiliate Member executes the proper Certification Mark License Agreement,
- both the member and the Registered Affiliate Member comply with the requirements in this Manual and such additional requirements as Wi-Fi Alliance may impose in connection with the use by the Registered Affiliate Member of the Wi-Fi CERTIFIED Logo, Wi-Fi CERTIFIED On-Product Logo, and Wi-Fi Protected Setup Identifier Mark.

A member or Registered Affiliate Member that is permitted to use the logos or identifier marks may authorize a third party to publish the logos or identifier marks as part of an advertisement for a certified product, provided that the use of the logos or identifier marks comply with all usage requirements set forth in this Manual. The member or Registered Affiliate Member, as applicable, will be solely responsible for the third party's use of the logos or identifier marks and will be liable for any misuse of the logos or identifier marks by the third party. Once the member or Registered Affiliate Member is aware that a third party is incorrectly using the logos or identifier marks, the Registered Affiliate Member is required to immediately cause the third party to correct any use of the logos or identifier marks that are not in compliance with this Manual.

No other users are authorized. Neither a member nor a Registered Affiliate Member may "pass through" the logos or identifier marks and usage rights to an unregistered subsidiary or affiliate, an OEM, a distributor, a reseller, a dealer, or any other person or entity without consent from Wi-Fi Alliance.

Wi-Fi Alliance Member Logo:

Only a Sponsor Member, Regular Member, Adopter Member or Registered Affiliate Member may use the Wi-Fi Alliance Member Logo for the purposes described in this Manual. A Registered Affiliate Member is an affiliate of the member that has been identified and formally registered through Wi-Fi Alliance's membership process. Neither a Sponsor Member, Regular Member, Adopter Member nor a Registered Affiliate Member may "pass through" logo usage rights to an unregistered subsidiary or affiliate, an OEM, a distributor, a reseller, a dealer, or any other person or entity.

Wi-Fi Alliance Authorized Test Laboratory Logo:

The company must be a product testing laboratory authorized by Wi-Fi Alliance to perform certification testing services, and their status in the Wi-Fi Alliance database must be active.

Prohibited Uses

Wi-Fi CERTIFIED Logo, Wi-Fi CERTIFIED On-Product Logo, Wi-Fi Protected Setup Identifier Mark:

- The logos and identifier marks may never be used in any manner that would imply Wi-Fi Alliance endorsement of a specific company, its products or its services
- The logos and identifier marks may never be used in a manner that would disparage Wi-Fi Alliance
- The logos and identifier marks may never be translated into other languages
- The logos and identifier marks may never be used in association with the member's name or logo to identify affiliation with Wi-Fi Alliance
- The logos and identifier marks may never be used or associated with products, or product features or functions that Wi-Fi Alliance has not certified, including, without limitation, uncertified proprietary extensions
- The logos and identifier marks may never be used in any company name, product name, service name, domain name, website title, or the like
- The logos and identifier marks may never be used on letterhead, business cards or other stationery
- The logos and identifier marks may never be used on promotional items, not including advertising, except by Wi-Fi Alliance
- The company shall not alter, cut apart, separate, or otherwise distort Wi-Fi Alliance logos or identifier marks in perspective or appearance
- The company shall present Wi-Fi Alliance logos and identifier marks in a manner in which it stands alone. Wi-Fi Alliance logos and identifier marks shall not be combined with or incorporated into other words, phrases, or designs.
- The company shall not translate Wi-Fi Alliance logos and identifier marks into other languages. The presentation of Wi-Fi Alliance logos and identifier marks should comply with the graphics usage guidelines.

Wi-Fi Alliance Member Logo, Wi-Fi Alliance Authorized Test Laboratory Logo:

- The logos may never be used in any manner that would imply Wi-Fi Alliance endorsement of a specific company, its products or its services
- The logos may never be used in a manner that would disparage Wi-Fi Alliance
- The logos may never be translated into other languages
- The logos may never be used in any manner that implies certification of a product or service
- The logos may never be used on any electronic equipment, which may undergo Wi-Fi certification testing
- The logos may never be used in any company name, product name, service name, domain name, website title, or the like
- The logos may never be used on letterhead, business cards or other stationery
- The logos may never be used on promotional items, not including advertising, except by Wi-Fi Alliance
- The company shall not alter, cut apart, separate, or otherwise distort Wi-Fi Alliance logos in perspective or appearance
- The company shall present Wi-Fi Alliance logos in a manner in which it stands alone. Wi-Fi Alliance logos shall not be combined with or incorporated into other words, phrases, or designs.
- The company shall not translate Wi-Fi Alliance logos into other languages. The presentation of Wi-Fi Alliance logos should comply with the graphics usage guidelines.

Wi-Fi CERTIFIED Logo

(flat and dimensional)



Wi-Fi Alliance certifies interoperability of Wi-Fi-enabled equipment. Wi-Fi Alliance administers the certification testing through independent authorized test laboratories. Products that satisfy the certification testing requirements and comply with the program requirements may bear the Wi-Fi CERTIFIED Logo (flat or dimensional). The Wi-Fi CERTIFIED Logo indicates the product has undergone rigorous testing by Wi-Fi Alliance and has demonstrated interoperability with other products, including those from other companies that bear the Wi-Fi CERTIFIED Logo. All Wi-Fi CERTIFIED products also support WPA2™, the latest version of Wi-Fi security.

Obtaining the Wi-Fi CERTIFIED Logo (flat and dimensional)

A member may obtain the Wi-Fi CERTIFIED Logo at https://www.wi-fi.org/members/logo_download. The member must agree to the terms of the Certification Mark License Agreement before receiving or commencing use of the Wi-Fi CERTIFIED Logo.

Notice Convention

In text material relating to the Wi-Fi CERTIFIED Logo, the statement, "The Wi-Fi CERTIFIED™ Logo is a certification mark of Wi-Fi Alliance®." should be used in addition to the appropriate notice symbol to indicate that Wi-Fi Alliance owns the logo.

Graphics Guidelines

(flat and dimensional)

Wi-Fi CERTIFIED Logo Elements

Always use the logos as provided electronically and do not attempt to change the configuration or proportion of any artwork.

The Wi-Fi CERTIFIED Logo is a registered trademark of Wi-Fi Alliance. Member shall therefore include the notice "®" to the upper right of the design to identify it as a registered mark.

Required Clear Space

The area surrounding the Wi-Fi CERTIFIED Logo must be clear of other logos, graphics or text. This rule also applies when placing the logo near the edge of a surface.

The required clear space is 3x, where x is equal to the width of the "i".



Preferred Minimum Size Guidelines

The preferred minimum size standard for print applications is .25" in capsule height (this includes the shadow on the dimensional version). For on-screen applications, the preferred minimum size standard is .5" in capsule height.

Preferred Maximum Size Guidelines

(flat version) There is no preferred maximum size for the flat version. However, the aspect ratio must be maintained at any size.

(dimensional version) The dimensional version may not be used larger than 100% (or less than 300 dpi) for print materials, and the aspect ratio must be maintained. If you need a version larger than 100% (or less than 300 dpi), contact the Wi-Fi Alliance marketing department.

Background

The artwork is available in two configurations for the flat version only:

1. Black and white positive signature for use on white or clear backgrounds
2. Reverse signature for use on black or dark color background

Dimensional version may not be reversed.

The logo should be displayed with a clear background and without a border. Dark colored or patterned backgrounds that interfere with the visibility of the logo are not permitted.



Minimum Sizing

Print

The preferred minimum size standard for print applications is .25"



Web and Video

For web applications, the preferred minimum size standard is .5"



Reverse Usage



Background Misuse

Wi-Fi CERTIFIED On-Product Logo

(flat and dimensional)



Wi-Fi Alliance permits the use of the Wi-Fi CERTIFIED Logo on devices to identify Wi-Fi CERTIFIED functionality.

Specific Product Requirements – Embedded Module

A product will qualify as an eligible product for use of the Wi-Fi CERTIFIED On-Product Logo if the product ships with an embedded or installed Wi-Fi CERTIFIED module that satisfies the special module requirements which are located at <https://www.wi-fi.org/members/certifications-testing/testing-information>.

Usage Requirements

The member should not alter, cut apart, separate, or otherwise distort the Wi-Fi CERTIFIED On-Product Logo in perspective or appearance. The “®” notice shall be included on the upper right of the Wi-Fi CERTIFIED On-Product Logo to the extent practicable. This may not be feasible due to the size of the Wi-Fi CERTIFIED On-Product Logo representation.

Implementation of Wi-Fi CERTIFIED On-Product Logo

Manner of Illumination

The Wi-Fi CERTIFIED On-Product Logo can either be illuminated or can be printed on the product directly adjacent to an indicator light.

Significance of Illumination

The preferred implementation is for the indicator light/Wi-Fi CERTIFIED On-Product Logo to be illuminated continuously while a Wi-Fi CERTIFIED module that satisfies the special module requirements is present. It is an acceptable alternative, however, for the light to be illuminated intermittently as an indicator of transmit/receive activity. Product documentation should explain significance of illumination.

Notice Convention

In text material relating to the Wi-Fi CERTIFIED On-Product Logo, the statement, “The Wi-Fi CERTIFIED™ Logo is a certification mark of Wi-Fi Alliance®.” should be used in addition to the appropriate notice symbol to indicate that Wi-Fi Alliance owns the logo.

Wi-Fi Protected Setup Identifier Mark



(flat and dimensional)

Wi-Fi Protected Setup is an optional certification program from Wi-Fi Alliance designed to ease the process of setting up and protecting a home or small office Wi-Fi network. The Wi-Fi Protected Setup Identifier Mark (flat or dimensional) may be used in addition to the Wi-Fi CERTIFIED Logo to identify this special feature. This mark is designed for usage on a product or within a user interface to improve the user's awareness of how to execute configuration using Wi-Fi Protected Setup. Adherence by members to these guidelines adds to the overall success of Wi-Fi Protected Setup within the industry, and just as importantly, will add to the end-user satisfaction of the shared customers of members of Wi-Fi Alliance.

Obtaining the Wi-Fi Protected Setup Identifier Mark (flat or dimensional)

A member that wishes to use the identifier mark with a Wi-Fi CERTIFIED product may obtain the identifier mark at https://www.wi-fi.org/members/logo_download. The member must agree to the terms of the Certification Mark License Agreement before receiving or commencing use of the identifier mark.

Proper Usage & Placement Guidelines

Packaging Guidelines for Use of the Identifier Mark (flat or dimensional)

- The identifier mark (flat or dimensional) must not be used as a replacement for the Wi-Fi CERTIFIED Logo
- The identifier mark (flat or dimensional) must be used in close proximity to the Wi-Fi CERTIFIED Logo in at least one instance on the product packaging or documentation in order to indicate that the product is Wi-Fi CERTIFIED
- The identifier mark (flat or dimensional) may be used on packaging to indicate that the device is certified for Wi-Fi Protected Setup; however, this is not considered best practice.
- The identifier mark (flat or dimensional) may be used in either a horizontal, vertical or solo layout depending on the packaging and space requirements. The solo mark is recommended for use only in situations where the text would not fit or would otherwise not be readable.
- For the horizontal mark, the minimum size is .25" tall by .578" wide
- For the vertical mark, the minimum size is .25" wide by .47" tall
- For the horizontal layout, the identifier mark must be no wider than the word "CERTIFIED" on the Wi-Fi CERTIFIED Logo
- For the vertical layout, the entire identifier mark must be no taller than the entire Wi-Fi CERTIFIED Logo



Placement on Product Packaging

It is recommended that the Wi-Fi Protected Setup Identifier Mark (flat or dimensional) be placed on the front of the product packaging. The Wi-Fi Protected Setup Identifier Mark (flat or dimensional) may also be placed elsewhere on the packaging. If the certified product is bundled with a non-certified product, the packaging must clearly identify which product is certified for Wi-Fi Protected Setup. This may be achieved by use of appropriate explanatory text on the packaging. It may also be achieved by using a picture of the certified product on the product packaging and following the product collateral guidelines described below. The member may also choose a different method as well, so long as the certified product is clearly identified and distinguished from the non-certified product.

If the identifier mark is used in any location, the Wi-Fi CERTIFIED Logo must also be used.

Website Placement

The member may place the Wi-Fi Protected Setup Identifier Mark (flat or dimensional) on its website in a manner that associates the mark only with the certified product.

The Wi-Fi Protected Setup Identifier Mark (flat or dimensional) may not be used in a way that could indicate that multiple or all the products of a member are certified. If multiple or all products are certified, the website must display the Wi-Fi Protected Setup Identifier Mark (flat or dimensional) in a manner that is completely and factually accurate in associating the identifier mark only with certified products. The ideal location for the Wi-Fi Protected Setup Identifier Mark (flat or dimensional) is directly adjacent to the product listing and picture.

All website usage of the Wi-Fi Protected Setup Identifier Mark (flat or dimensional) must include the Wi-Fi CERTIFIED Logo. It is recommended that the identifier mark be placed on web pages that are related to the certified product, such as product data pages and user information.

If the identifier mark is used, the Wi-Fi CERTIFIED Logo must also be used.

Placement on Product Collateral

It is recommended that the identifier mark be placed on collateral related to the certified product, such as product data sheets, product literature, and user manuals. The preferred placement in these materials is in the compliance section, specifications section or installation instructions of the user manual.

If the identifier mark is used, the Wi-Fi CERTIFIED Logo must also be used.

Notice Convention

In text material relating to the Wi-Fi Protected Setup Identifier Mark, the statement, "The Wi-Fi Protected Setup™ Identifier Mark is a certification mark of Wi-Fi Alliance®." should be used in addition to the appropriate notice symbol to indicate that Wi-Fi Alliance owns the mark.

Graphics Guidelines

(flat and dimensional)

Identifier Mark Types (flat and dimensional)

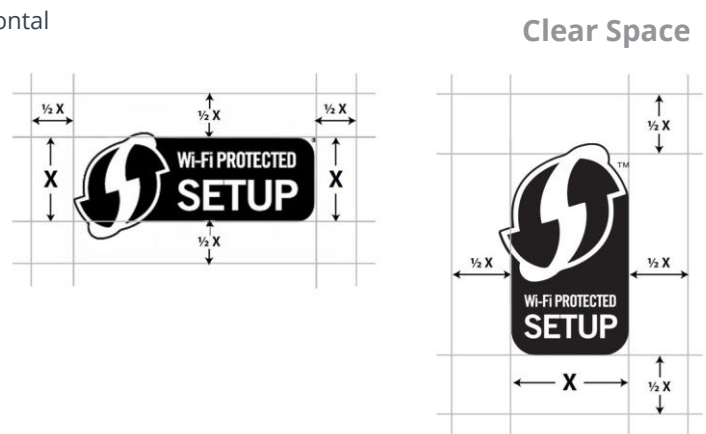
There are six types of identifier marks, hereafter referred to as horizontal (flat and dimensional), vertical (flat and dimensional) and solo (flat and dimensional). The horizontal mark is preferred in all cases. It is recommended that the solo mark only be used in situations where the text would not fit or not be readable, and that when it is used, the meaning and description of the mark must be made available to the customer within the product collateral (e.g. sleeve, documentation, etc.).

Wi-Fi Protected Setup Identifier Mark Elements (flat and dimensional)

Always use the identifier marks (flat and dimensional) as provided electronically and do not attempt to change the configuration or proportion of any artwork.

Required Clear Space (flat and dimensional)

For the horizontal mark, the required clear space on all sides is $\frac{1}{2}$ the height of the black rounded rectangle. For the vertical mark, the required clear space on all sides is $\frac{1}{2}$ the width of the black rounded rectangle.



Preferred Minimum Size Guidelines (flat and dimensional)

The preferred minimum size standard for print applications is .25" in logo height (this includes the shadow on the dimensional version). For on-screen applications, the preferred minimum size standard is .5" in logo height.

Preferred Maximum Size Guidelines

(flat version) There is no preferred maximum size for the flat version. However, the aspect ratio must be maintained at any size.

(dimensional version) The dimensional version may not be used larger than 100% (or less than 300 dpi) for print materials, and the aspect ratio must be maintained.

If you need a version larger than 100% (or less than 300 dpi), contact the Wi-Fi Alliance marketing department.

Background

The artwork is available in one configuration: Black and white positive signature for use on white or clear background. The Wi-Fi Protected Setup Identifier Mark may not be used in reverse.

The identifier mark should be displayed with a clear background and a border may be used. Dark colored or patterned backgrounds that interfere with the visibility of the identifier mark are not permitted.

PIN Method Physical Labels (flat or dimensional) – Guidelines

Guidelines for identifying PIN label values located on stickers, directly embossed on devices, included in paper documents and other physically printed locations for PIN values.

The identifier mark PIN method physical label should be placed in one of the following configurations:

- Left side of PIN with PIN placement oval centered vertically
- Top of PIN with PIN placement oval centered horizontally
- The oval may be omitted if a member company wishes to use a different design element to set the PIN data aside
- The PIN font is at the discretion of the member company



When an oval is used, PIN numerals must not overlap or touch the borders of the identifier mark or the PIN placement oval. PIN numerals should always appear inside of the placement oval where it is used.

PIN Method Software Labels – Guidelines

Guidelines for identifying PIN label numeric codes in software applications that display device PIN codes to be entered into registrar devices.

Software labels should replicate as closely as possible the layout of the physical labels. The identifier mark should be placed in one of the following configurations:

- Left side of PIN with PIN placement oval centered vertically
- Top of PIN with PIN placement oval centered horizontally
- The oval may be omitted if a member company wishes to use a different design element to set the PIN data aside
- The PIN font is at the discretion of the member company

Minimum Sizing

Print

The preferred minimum size standard for print applications is .25"



Web and Video

For web applications, the preferred minimum size standard is .5"



When an oval is used, PIN numerals must not overlap or touch the borders of the identifier mark or the PIN placement oval. PIN numerals should always appear inside of the placement oval where it is used.

PIN Entry Field Labels (flat or dimensional)

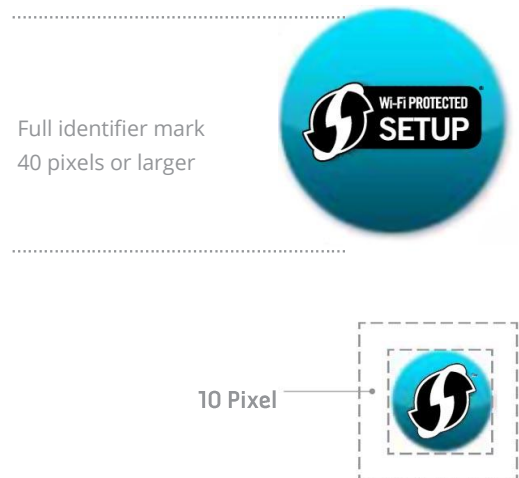
Guidelines for identifying PIN entry fields that are displayed during user prompt to enter a device PIN value.

Either the horizontal or vertical mark may be used for PIN entry field. The identifier mark (flat or dimensional) should appear directly to the left of the PIN entry field, with at least 10 pixels of clear space separating the identifier mark from the field. The solo mark may be used in cases where the text on the identifier mark would be rendered too small to read. If the solo mark is used, it is recommended the text “Wi-Fi Protected Setup” be used as a label next to the PIN entry field, separated by at least 10 pixels of clear space.

Hardware Button Guidelines

Guidelines for identifying a hard or physical button located on a Wi-Fi Protected Setup-enabled device that will trigger the Push-Button Wi-Fi Protected Setup process.

- It is recommended that the button be on the front of the device
- It is recommended that the identifier mark (flat or dimensional) be used on the face of the button
- The solo mark may be used on hard buttons with insufficient space to reproduce the full horizontal or vertical mark (flat or dimensional)
- It is recommended that the words “Wi-Fi Protected Setup” be used as a label, where sufficient space exists on the face of the device



Software Button Guidelines

Guidelines for identifying a software-displayed button located within the user interface of a Wi-Fi Protected Setup-enabled device that will trigger the Push-Button Wi-Fi Protected Setup process.

- It is recommended that the identifier mark (flat or dimensional) be used on the face of the button
- It is recommended that the full identifier mark be used if the identifier mark is reproduced at a minimum size of 40 pixels high
- The blue background displayed above is not required
- It is recommended that the solo mark be used if it is to be reproduced smaller than 40 pixels high. In this case, it is recommended the text “Wi-Fi Protected Setup” be used as a label with the button on the interface and should have a clear space of at least 10 pixels.

Wi-Fi Alliance Member Logo

The Wi-Fi Alliance Member Logo identifies member companies in order to promote public awareness of Wi-Fi CERTIFIED products and services, and enable the growth of the Wi-Fi industry worldwide.



Obtaining the Wi-Fi Alliance Member Logo

A member may obtain the Wi-Fi Alliance Member Logo at https://www.wi-fi.org/members/logo_download.

The member must agree to the terms of the Member Logo License Agreement before receiving or commencing use of the Wi-Fi Alliance Member Logo.

Notice Convention

In text material relating to the Wi-Fi Alliance Member Logo, the statement, "The Wi-Fi Alliance Member Logo is a logo of Wi-Fi Alliance®." should be used in addition to the appropriate notice symbol to indicate that Wi-Fi Alliance owns the logo.

Graphics Guidelines

Wi-Fi Alliance Member Logo Elements

Always use the Wi-Fi Alliance Member Logo as provided electronically and do not attempt to change the configuration or proportion of any artwork.

Required Clear Space

The area surrounding the Wi-Fi Alliance Member Logo must be clear of other logos, graphics or text.

This rule also applies when placing the Wi-Fi Alliance Member Logo near the edge of a surface.

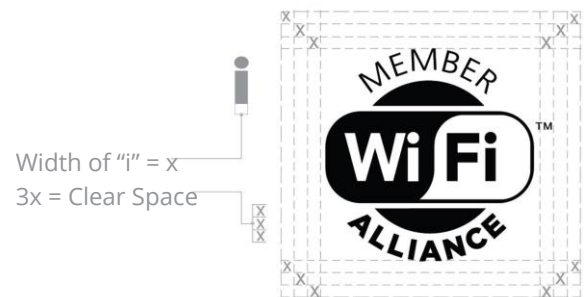
The required clear space is 3x, where x is equal to the width of the "i".

Preferred Minimum Size Guidelines

The preferred minimum size standard for print applications is .25" in capsule height.

For web applications, the preferred minimum size standard is .5" in capsule height.

Clear Space



Minimum Sizing

Print

The preferred minimum size standard
for print applications is .25"



Web and Video

For web applications, the preferred minimum
size standard is .5"



Background

The artwork is available in two configurations:

1. Black and white positive signature for use on white or clear backgrounds
2. Reverse signature for use on black or dark color background

The logo should be displayed with a clear background and without a border. Dark colored or patterned backgrounds that interfere with the visibility of the logo are not permitted.



Reverse Usage

Background Misuse



Wi-Fi Alliance Authorized Test Laboratory Logo



Obtaining the Wi-Fi Alliance Authorized Test Laboratory Logo

An Authorized Test Laboratory may obtain the Wi-Fi Alliance Authorized Test Laboratory Logo by contacting Wi-Fi Alliance staff at brandusage@wi-fi.org. The Authorized Test Laboratory must agree to the terms of the appropriate License Agreement before receiving or commencing use of the Wi-Fi Alliance Authorized Test Laboratory Logo.

Notice Convention

In text material relating to the Wi-Fi Alliance Authorized Test Laboratory logo, the statement, "The Wi-Fi Alliance Authorized Test Laboratory Logo is a logo of Wi-Fi Alliance®." should be used in addition to the appropriate notice symbol to indicate that Wi-Fi Alliance owns the logo.

Graphics Guidelines

Authorized Test Laboratory Logo Elements

Always use the Authorized Test Laboratory Logo as provided electronically and do not attempt to change the configuration or proportion of any artwork.

Required Clear Space

The area surrounding the Authorized Test Laboratory Logo must be clear of other logos, graphics or text.

This rule also applies when placing the Authorized Test Laboratory Logo near the edge of a surface.

The required clear space is 3x, where x is equal to the width of the "i".

Preferred Minimum Size Guidelines

The preferred minimum size standard for printed applications is .25" in capsule height.

For on-screen applications, the preferred minimum size standard is .5" in capsule height.

Clear Space



Minimum Sizing

Print

The preferred minimum size standard for print applications is .25"



Web and Video

For web applications, the preferred minimum size standard is .5"



Background

The artwork is available in two configurations:

1. Black and white positive signature for use on white or clear background
2. Reverse signature for use on black or dark color background



Reverse Usage

The logo should be displayed with a clear background and without a border. Dark colored or patterned backgrounds that interfere with the visibility of the logo are not permitted.

Background Misuse



Wi-Fi Alliance Word Marks

In 1999, Wi-Fi Alliance created the mark “Wi-Fi” for use as a certification mark in certain contexts. Wi-Fi Alliance has devoted significant resources to obtaining registrations for this mark both in the United States and other countries and in protecting the mark against inappropriate and unauthorized use. Wi-Fi Alliance has also developed certification marks to designate that a Wi-Fi CERTIFIED product contains special features or capabilities that have also been certified under Wi-Fi Alliance interoperability and performance standards.

Word Mark Usage Requirements

Always Use the Word Marks as Indicated

The word marks should always be used in their correct form as indicated in the table on this page. For example, the term “Wi-Fi” should always be used with a capital “W”, lowercase “i” and a hyphen between the “i” and the “F”. The marks may be used in any font that is capable of differentiating between uppercase and lowercase characters.

Do Not Alter the Word Marks

When using the word marks, never vary the spelling, add or remove hyphens, make one word two, or use a possessive or plural form of the marks.

Do Not Combine the Word Marks

Do not combine a mark with or incorporate it into other words, phrases or designs.

Always Spell Out Word Marks

Always spell out the first usage of the word marks. The abbreviation “WPS” is never permitted when referencing Wi-Fi Protected Setup.

Prohibited Uses

No Use of a Word Mark Without an Executed License Agreement

A word mark or any combination of that word mark with any other word, design or other element may not be used unless the user has entered into a written agreement with Wi-Fi Alliance permitting that usage.

The word marks may not be used in any company name, product name, service name, domain name, website title, or the like.

No Use if Likely to Cause Confusion Regarding Certification Status

A word mark or any combination of that word mark with any other word, design or other element may not be used in a manner that would weaken the strength and value of any Wi-Fi Alliance word mark by creating confusion regarding its significance.

The word marks may not be used in conjunction with any word or phrase or in a context that could lead the public to believe that a non-certified product, product feature, product extension, or service has been certified. Examples of phrases that may only be applied to certified product include, but are not limited to “Wi-Fi CERTIFIED”, “Wi-Fi approved”, “Wi-Fi interoperable”, “Wi-Fi compatible”, “compatible with Wi-Fi”, “Wi-Fi compliant”, “complies with the Wi-Fi standard”, and “complies with the Wi-Fi specification”.

The word marks may not be used in a context, such as in the phrase “Wi-Fi certifiable,” that implies that a product or product component will or may successfully pass certification testing in the future or that a product component, when combined with other components or products, will result in a product that will or may successfully pass certification testing in the future.

Word Marks
Wi-Fi®
Wi-Fi CERTIFIED™
Wi-Fi Protected Access®
Wi-Fi Multimedia™
Wi-Fi ZONE™
Wi-Fi Alliance®
WMM®
WPA™
WPA2™
Wi-Fi Protected Setup™
Wi-Fi Direct®
Passpoint™
Wi-Fi CERTIFIED Passpoint™
Miracast™
Wi-Fi CERTIFIED Miracast®
WiGig®
WiGig CERTIFIED™

No Use as Indicator of Affiliation or Endorsement

The word marks or any combination of the word marks with any other word, design or other element may be not used in a manner that would imply that Wi-Fi Alliance endorses a specific company, its product or its services.

No Disparagement

The word marks or any combination of the word marks with any other word, design or other element may not be used in a manner that would disparage Wi-Fi Alliance.

Accurate Application

No Interchangeability with Descriptive Terms

The word marks that relate to a specific set of certified capabilities should be used only in relation to the certification process and certified products. The word marks are not interchangeable with the general descriptive terms for the capabilities, such as IEEE 802.11i for WPA2.

Use with Product

The word marks are available to denote certified capabilities. Except for placement on the Interoperability Certificate, there is no mandatory requirement to use the word marks. If they are used, however, they shall be used on or in connection with the Wi-Fi CERTIFIED product as follows:

- The word marks may be placed directly on the product or on product packaging and user manuals with which the certified product is sold
- The word marks may be used in electronic and print advertisements and other promotional materials pertaining to the certified features as long as they are placed on or directly adjacent to the certified product
- If multiple products are featured in an advertisement or other promotional materials and all products have the certified features, the word mark may be placed anywhere in close proximity to the products
- If multiple products are featured in an advertisement or other promotional materials and some of them do not have the certified features, word marks must be placed on or directly adjacent to the product or products with the certified features

License Agreement Required

The Certification Mark License Agreement governing the use of the logo also governs the use of the word marks. The word marks shall not be used unless the member has executed the Certification Mark License Agreement.

The word marks may not be used on letterhead, business cards, or other stationery.

The word marks may not be used on promotional items, except in advertisement for certified products.

Notice Convention

Trademark notice symbols (® or ™) should be used with the first and most prominent usage of the word mark and again in the first appearance in the body of copy. Wherever possible, trademark notice symbols should be superscripted after word marks. Once a word mark is correctly attributed on a document or web page, it is not necessary to mark subsequent appearance of the trademark in the same piece.

Please note that “Wi-Fi” bears the registration notice (“Wi-Fi®”) when standing on its own but not when combined to create the other word marks, such as “Wi-Fi CERTIFIED™”, “Wi-Fi Protected Access®”, etc.

It is Wi-Fi Alliance’s policy that users of all of its word marks and logos will correctly attribute Wi-Fi Alliance ownership of the word marks by placing the information in a footnote.

If the word mark is a registered trademark (®), please use the footnote: “_____ is a registered trademark of Wi-Fi Alliance®.”

If the word mark is a trademark (™), please use the footnote: “_____ is a trademark of Wi-Fi Alliance®.”

Brand Elements

Color Palette

<p>C2 M7 Y2 K0 HEX #F5ECF0 R245 G236 B240 PMS 7647 @ 10%</p>	<p>C9 M5 Y4 K0 HEX #E5E8ED R229 G233 B236 PMS 2163 @ 25%</p>	<p>C10 M1 Y6 K0 HEX #E3F1ED R227 G241 B237 PMS 563 @ 20%</p>	<p>C1 M7 Y13 K0 HEX #FBEBDA R251 G235 B218 PMS 7412 @ 15%</p>	<p>C2 M11 Y14 K0 HEX #F7E2D4 R247 G226 B212 PMS 7580 @ 20%</p>
<p>C27 M91 Y35 K3 HEX #B43A6D R180 G58 B109 PMS 7647</p>	<p>C36 M25 Y17 K3 HEX #A0A9B8 R160 G169 B184 PMS 2163</p>	<p>C28 M1.5 Y17 K0 HEX #B6DCD6 R182 G220 B214 PMS 563 @ 50%</p>	<p>C3 M21 Y42 K1 HEX #F1C898 R241 G200 B152 PMS 7412 @ 45%</p>	<p>C5 M41 Y53 K1 HEX #E8A179 R232 G161 B121 PMS 7580 @ 50%</p>
<p>C51 M100 Y41 K38 HEX #641246 R100 G18 B70 PMS 229</p>	<p>C65 M49 Y32 K6 HEX #66768C R102 G118 B140 PMS 2166</p>	<p>C46 M7 Y27 K1 HEX #88C0BB R136 G192 B187 PMS 623</p>	<p>C5 M39 Y76 K2 HEX #E7A153 R231 G161 B83 PMS 7412 @ 80%</p>	<p>C15 M65 Y85 K4 HEX #CC703D R204 G112 B61 PMS 7576</p>
<p>C48 M90 Y45 K57 HEX #501735 R80 G23 B53 PMS 7645</p>	<p>C81 M67 Y55 K34 HEX #37444F R55 G68 B79 PMS 432</p>	<p>C65 M16 Y42 K1 HEX #5BA69C R91 G166 B156 PMS 563</p>	<p>C15 M55 Y85 K4 HEX #CE803F R206 G128 B63 PMS 7412</p>	<p>C19 M77 Y100 K8 HEX #BE5627 R190 G86 B39 PMS 7580</p>
<p>C54 M94 Y46 K69 HEX #3C0127 R60 G1 B39 PMS 7645 + 45%K</p>	<p>C78 M67 Y53 K61 HEX #252C35 R37 G44 B53 PMS 432 + 33%K</p>	<p>C73 M17 Y42 K38 HEX #26716D R38 G113 B109 PMS 563 + 50%K</p>	<p>C8 M59 Y80 K47 HEX #8A4D26 R138 G77 B38 PMS 470</p>	<p>C19 M84 Y100 K37 HEX #8C3416 R140 G52 B22 PMS 7526</p>
<p>C64 M79 Y60 K78 HEX #250E19 R37 G14 B25 PMS 7645 + 70%K</p>	<p>C78 M69 Y61 K75 HEX #171B20 R23 G27 B32 PMS 432 + 60%K</p>	<p>C94 M28 Y44 K60 HEX #00474C R0 G71 B76 PMS 563 + 75%K</p>	<p>C19 M72 Y87 K68 HEX #5b2707 R91 G39 B7 PMS 477</p>	<p>C32 M88 Y100 K56 HEX #601E08 R96 G30 B8 PMS 7610</p>

Typography

Primary Typeface—Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@?&%

Secondary Typeface—Arial (PowerPoint and MS Applications)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@?&%