

Usage Instructions for the Wi-Fi Certified Logo and Standard Indicator Icons

1. **Introduction.** This document is an abridged version of Part I of the Wi-Fi Alliance Mark Manual (the “Manual”). It is intended to provide succinct usage instructions for the “Wi-Fi CERTIFIED” logo (the “Certification Mark” or the “Wi-Fi CERTIFIED Logo”) and Standard Indicator Icons (“SII”). This document is not intended as a substitute for the Manual, which provides important additional information regarding the Wi-Fi Alliance certification program and requirements for use of the Certification Mark.

2. Use Requirements for the Certification Mark and the SII.

(a) **Introduction.** Usage of the Certification Mark involves two distinct aspects: use of the Certification Mark itself and the associated use of the SII. As is noted below, if the member wishes to use the Certification Mark in connection with the certified product, it is required to include the SII with the Certification Mark on the front of the product packaging.

(b) **Inclusion of SII with the Certification Mark.** The Wi-Fi Alliance requires the use of the SII with the Certification mark on the front of the product packaging if a member wishes to use the Certification Mark in any manner in connection with its certified product. The Wi-Fi Alliance strongly recommends that SII be included with the Certification Mark in all other contexts. The following table summarizes required and recommended usage for the SII with the Certification Mark:

Certification Mark with SII Placement Location	
On package when Wi-Fi CERTIFIED logo is used	Mandatory
On the member Web site	Recommended
On the product data sheet	Recommended
On the product	Recommended
In the driver software	Recommended
In the product collateral and user manuals	Recommended

(c) **Formal Requirements.** The following formal requirements apply to the usage of the Certification Mark and the SII. In the discussion that follows, the Certification Mark with SII shall be regarded as variant forms of the Certification Mark:

(i) The member shall not alter, cut apart, separate, or otherwise distort the Certification Mark in perspective or appearance.

(ii) The member shall present the Certification Mark in a manner in which it stands alone. The Certification Mark shall not be combined with or incorporated into other words, phrases, or designs.

(iii) The member shall not translate the Certification Mark into other languages, even if the member is using the Certification Mark in countries outside of the United States. The member may, however, place an approved translation of the word “certified”

immediately under the Certification Mark to clearly indicate the meaning of the word “CERTIFIED” in the Certification Mark.

(iv) The presentation of the Certification Mark shall comply with the graphics usage guidelines described in the Appendix.

(d) **Proper Usage.** The Certification Mark shall be used on the certified product or in connection with the certified product in a manner that clearly associates the Certification Mark with the certified product and that displays the SII, when used, to accurately identify the standards or features that the Wi-Fi Alliance has certified. Usage in accordance with the following rules will satisfy this requirement:

(i) When the Certification Mark is used on a product, it shall be placed directly on the certified product or on product packaging and user manuals with which the certified product is sold.

(ii) Use of the Certification Mark on the product package shall include at least one prominent use of the appropriate SII with the Certification Mark in accordance with the mandatory usage requirements of this document. If the SII are included with the Certification Mark on the certified product or user manuals, that usage must comply with SII form and usage requirements in this this document.

(iii) The Certification Mark may be used on a certified product or product packaging and user manuals without the SII, but only after at least one instance of the Certification Mark with SII has been used on the product packaging.

(iv) The Certification Mark may be used in electronic and print advertisements and other promotional materials pertaining to the certified product as long as the Certification Mark is placed on or directly adjacent to the certified product and the usage of the SII, if included, complies with the requirements of this document.

(v) If multiple products are featured in an advertisement or other promotional materials and all products are certified, a Certification Mark may be placed anywhere in close proximity to the products. If the member uses the SII with any of these products, it must include the Certification Mark with the correct SII for each certified product. If the same certification applies to all of the products, this may be done using a single Certification Mark with SII anywhere in close proximity to the products. Otherwise, the correct Certification Mark with SII must be used in close proximity to each product.

(vi) If multiple products are featured in an advertisement or other promotional materials and some of them are not certified, the Certification Mark must be placed on or directly adjacent to the certified product on product packaging. If the member uses the SII with any of these products, it must include the Certification Mark with the correct SII for each certified product in close proximity to that product.

(vii) If included, the SII shall correctly reflect the capabilities for which the Wi-Fi Alliance has certified the member's product.

(e) **Placement Guidelines.** The following guidelines apply to the placement of the Certification Mark both with and without the SII.

(i) **Placement on Product Packaging.** The Certification Mark with SII shall be placed on the front of the packaging. The Certification Mark, with or without the SII may, in addition, be placed elsewhere on the packaging so long as the Certification Mark with SII is used once on the front of the packaging.

(ii) **Web Site Placement.** The Certification Mark, with or without SII, may be used in connection with the certified product on the member's Web site. Care should be taken to adhere to the requirements for proper usage outlined above.

(iii) **Placement on Product Itself.** It is recommended that the Certification Mark be placed on the product when this is possible. It is strongly recommended that this usage include the appropriate SII, especially if the frequency band is not already clearly specified on the product through other means. This includes, but is not limited to, PC cards, access points, USB clients, Compact Flash cards, or even embedded devices such as PCI, ISA, and mini PCI cards.

(iv) **Placement on Devices with Embedded Certified Components.** It is recommended that the Certification Mark be placed on devices, such as laptop computers and PDA's, that contain embedded certified components. The preferred placement for the Certification Mark on such devices is with other logos denoting product standards or capabilities.

(v) **Placement in Device Driver Applet.** It is recommended that the Certification Mark, or an active URL to it, be placed in the device driver applet, especially if the product by its nature does not otherwise make the Certification Mark easily available to the product end user.

(vi) **Placement on Product Collateral.** It is recommended that the Certification Mark be placed on collateral that is 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 or specifications section.

(f) **Prohibited Uses.** The Wi-Fi Alliance prohibits the following uses of the Certification Mark, whether with or without the SII:

(i) The Certification Mark may never be used or associated with products that the Wi-Fi Alliance has not certified.

(ii) The Certification Mark may never be used in any manner that would imply Wi-Fi Alliance endorsement of a specific company, its products, or its services.

(iii) The Certification Mark may not be used in any company name, product name, service name, domain name, Web site title, or the like.

(iv) The Certification Mark may never be used in a manner that would disparage the Wi-Fi Alliance.

(v) The Certification Mark may not be used on letterhead, business cards, or other stationery.

(vi) The Certification Mark may not be used on bumper stickers, coffee mugs, t-shirts, baseball hats, flying disks, tie clips, or other similar promotional items.

(vii) The Certification Mark may never be used with an inaccurate or unauthorized SII.

3. **Notice.** The member shall use the following notice conventions with the Certification Mark:

(a) The design portion Certification Mark is a registered mark of the Wi-Fi Alliance. Members shall therefore include the notice "®" to the upper right of the design to identify it as a registered mark.

(b) In text material relating to the Certification Mark, the statement, “The ‘Wi-Fi CERTIFIED’ logo is a certification mark of the Wi-Fi Alliance” may be used in addition to the appropriate notice symbol to indicate that the Wi-Fi Alliance owns the Certification Mark. The statement should be placed where normal explanatory information is found (e.g., the bottom of an advertisement or poster, the bottom of the relevant page in a manual or brochure, or on the product packaging). Translations of this statement into several languages are available at:

http://www.wi-fi.org/membersonly/pdf/Wi-Fi_Branding_Notice_Translations.pdf

4. **Related Use of “Wi-Fi CERTIFIED” Word Mark.** A member with certified products may use the word mark “Wi-Fi CERTIFIED” in association with those products. Such usage is not intended to be a substitute for usage of the Certification Mark, which is the Wi-Fi Alliance’s certification mark under its product certification programs, and the member shall not use the word mark in lieu of the Certification Mark. Subject to this restriction, the member may not use the word mark in a manner that is inconsistent with the usage requirements outlined in this document.

Appendix

Graphics Guidelines for the Certification Mark

Wi-Fi CERTIFIED Logo Graphics Guidelines. The Wi-Fi CERTIFIED Logo with Standard Indicator Icons must be displayed on product packaging. After at least one instance of the logo with SII appears on product packaging, the stand-alone Wi-Fi CERTIFIED Logo may be used. The following describes the graphical guidelines for the stand-alone Wi-Fi CERTIFIED logo, when it appears without the Standard Indicator Icons (SII).

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

Color. The Wi-Fi CERTIFIED logo is 100% black and white as shown at right. The artwork is available in two configurations depending upon whether you are featuring it in a positive or reverse application.

1. Logo Elements



2. Wi-Fi Color



Positive logo



Reverse logo



Recommended Clear Space. While it is not always possible to control the location and size of an area in which the Wi-Fi CERTIFIED logo is applied, please use the following clear space recommendation whenever possible.

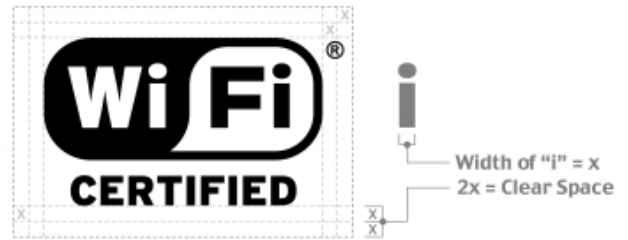
Clear space is the area surrounding the Wi-Fi CERTIFIED logo that should be kept free of other logos, graphics or text. This rule also applies when placing the logo near the edge of a surface. Minimum clear space equals $2x$ where “ x ” is defined by the width of the “i” in the logo as shown at right. Allowing additional clear space is always preferred.

Preferred Minimum Size Guidelines. Due to the variance in resolution between printed materials and web applications, two minimum size standards have been developed to preserve the integrity of the Wi-Fi CERTIFIED logo. The following minimum size standards should serve as recommendations to follow whenever possible.

When the Wi-Fi CERTIFIED logo appears without the Standard Indicator Icons (SII) in printed applications, the preferred minimum size standard is .25" and larger, however, displaying the logo at a larger size is always preferable.

On-screen resolution is low, therefore the minimum size standard is larger than that of the printed standard. In applications which display the Wi-Fi CERTIFIED logo on-screen without the Standard Indicator Icons (SII), the preferred minimum size standard is .5" and larger.

3. Clear Space



4. Minimum Size Standards





Graphics Guidelines for the Certification Mark with SII

SII Graphics Guidelines. The following describes the graphical guidelines for the inclusion of the SII with the Certification Mark.

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

Color. The Wi-Fi CERTIFIED logo is 100% black and white as shown at right. The corresponding Standard Indicator Icon (SII) colors are as follows (each as shown at right):

-a, Pantone Spot Color 1375C;

-b Pantone Spot Color 282C; and

-g, Pantone 390C.

The artwork is available in full color and two black and white configurations depending upon whether you are featuring it in a positive or reverse application. Full color artwork is only available in a positive application.



Position and Spacing. The position of each SII may not be altered and must always appear in its relative position as shown at right: centered under Certification Mark (portrait representation) or left justified against CERTIFIED mark (landscape orientation). Fixed spacing requirements for space between each SII must be maintained as shown at right.

Configurations. The SII are available in two approved configurations; portrait and landscape. The landscape SII must be the same height as the Wi-Fi CERTIFIED Logo, as shown at right. The portrait SII must appear directly below the Wi-Fi CERTIFIED Logo, as shown at right. (See Approved SII Configurations section below).



Recommended Clear Space. While it is not always possible to control the location and size of an area in which the Certification Mark with SII is applied, please use the following clear space recommendation whenever possible. Clear space is the area surrounding the Certification Mark and correctly positioned SII that should be kept free of other logos, graphics or text. This rule also applies when placing the Certification Mark near the edge of a surface. Minimum clear space equals 2x where "x" is defined by the width of the "i" in the logo as shown at right. Allowing additional clear space is always preferred.

Preferred Minimum Size Guidelines. Due to the variance in resolution between printed materials and web applications, two minimum size standards have been developed to preserve the integrity of the Certification Mark with SII. The following minimum size standards should serve as recommendations to follow whenever possible.

When the Certification Mark with SII appears in printed applications, the preferred minimum size standard is .25" and larger, however, displaying the logo at a larger size is always preferable. The SII must scale evenly with the Certification Mark and may not be individually resized.



On-screen resolution is low, therefore the minimum size standard is larger than that of the printed standard. In applications which display Certification Mark with SII on-screen, the preferred minimum size standard is .50" and larger.

Background and Borders. The Certification Mark with SII should be displayed with a clear background and without a border. If product packaging or collateral material colors do not blend with Mark colors, a border may be used to offset the logo as shown below.



Approved SII Configurations. The SII shall correctly reflect the capabilities for which the Wi-Fi Alliance has certified the member's product. The position of each SII should be centered under the CERTIFIED logo (portrait) or left justified against CERTIFIED logo (landscape). The SII may be used in either the available portrait or landscape configurations. If the "g" SII is used, the "b" SII must be used to reflect backwards compatibility. Examples of the presently approved variants are shown below in landscape form.

A. Indicators (shown in landscape only):





B. Black and White Presentation:



C. Reverse Black and White Presentation:

