



NFC Forum Certification Mark Trademark Usage Guidelines

April 2012

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1 Introduction

These NFC Forum Certification Mark Trademark Usage Guidelines have been created by the NFC Forum to ensure consistency in the manner in which the NFC Forum Certification Mark is used and displayed.

The Certification Mark can only be used for devices that have been certified by the NFC Forum.

1.1 Understanding the NFC Forum Marks

- **NFC Forum N-Mark Brand Guide:** Describes how to use the NFC Forum N-Mark on tags and media; in software; and on devices.
- **NFC Forum Certification Mark Trademark Usage Guidelines** (this document): Describes how to use the Certification Mark on packaging and informational materials.

1.2 Administration

The NFC Forum Certification Mark Trademark Usage Guidelines are supported by NFC Forum, Inc., located at:

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Wakefield, MA, 01880

Tel.: +1 781-876-8955

Fax: +1 781-610-9864

www.nfc-forum.org/

The Marketing Communications Working Group maintains this document.

1.3 Intellectual Property

The NFC Forum Certification Mark Trademark Usage Guidelines conforms to the Intellectual Property guidelines specified in the NFC Forum's *Intellectual Property Rights Policy* and outlined in the NFC Forum *Rules of Procedure*.

2 Certification Mark Usage Guidelines



Figure 1: Certification Mark

You may directly replace the “TM” in the Certification Mark with the “R” symbol as appropriate, contingent upon the registration status of the Certification Mark in any given jurisdiction. For the current registration status for each jurisdiction, see http://www.nfc-forum.org/members/certification_members/marks/.

2.1 Specifications

- The Certification Mark indicates that a device has been certified and complies with the NFC Forum Specifications in a given implementation package as set forth in the NFC Forum Certification Policy and the NFC Forum Device Requirements Policy (the “Certification Release”).
- Use of the Certification Mark is permitted only for so long as the device continues to comply with the Certification Release under which certification was granted.
- You may use language such as “This device has been certified by the NFC Forum as of <date>.”
- Do not refer to any product or service as being NFC Forum-certified, NFC Forum-conformant, or NFC Forum-compliant, or use those terms in connection with any advertising or on product packaging unless and until (i) your device has completed the NFC Forum Certification Program, verifying your product’s successful implementation of NFC Forum specifications, and (ii) you have executed a certification agreement and received a Certification Mark license for the Certification Mark.

2.2 Placement and Design

- The Certification Mark may only be used to identify that the device has passed the NFC Forum Certification Program.
- If a device has achieved NFC Forum Certification, it is recommended that the Certification Mark be placed on the packaging and supporting marketing materials in a location where it can be seen easily. When used on packaging, it is recommended that you give information about which NFC service(s) your organization is providing.
- The Certification Mark must always appear in the visual orientation shown above; it must never be flipped or rotated.
- Do not use the Certification Mark as a touchpoint to initiate NFC services.
- Where the Certification Mark is used, it is recommended that it is physically distanced and clearly differentiated from any touchpoint.

3 Geographic and Product Usage Restrictions

The Certification Mark License Agreement provides limited indemnification for licensed users of the Certification Mark. Please refer to the Certification Mark License Agreement for Products that Comply to NFC Forum, Inc. Device Requirements for the specific restrictions affecting the use of the Certification Mark.

4 Certification Mark Design Guidelines

4.1 General Regulations

- The Certification Mark must be used as a single, integral design. Do not break it apart.
- The Certification Mark should not be manipulated in any way that alters, skews, or distorts the proportions of the Certification Mark or the individual elements comprising the mark.
- Do not enclose the Certification Mark in a rectangle or other shape (except as noted in Section 4.3).
- Do not arrange the Certification Mark iteratively like tile blocks.
- Do not recolor the Certification Mark. Do not tilt or rotate the Certification Mark on its axis.
- The following statement must accompany all uses of the Certification Mark on marketing collateral or product packaging larger than the approximate dimensions of 6” x 6” (15cm x 15cm):

“The Certification Mark is a trademark or registered trademark of NFC Forum, Inc. in the United States and in other countries.”

You shall use best efforts in complying with these trademark attribution requirements, but in the event that the placement of the trademark attribution is not commercially feasible, you may include the trademark attribution on printed matter distributed together with the Product, provided that the trademark attribution language is clearly visible and prominently displayed.

Examples of inappropriate uses of the Certification Mark include, but are not limited to, the following graphics.



Figure 2: Certification Mark Broken Apart



Figure 3: Certification Mark Skewed or Altered



Figure 4: Certification Mark Inside a Circle



Figure 5: Certification Mark in a Tile Pattern



Figure 6: Certification Mark Rotated on its Axis



Figure 7: Certification Mark Too Small to be Legible

4.2 Minimum Height Requirement

The NFC Forum recommends that the Certification Mark should be rendered at a sufficient size to be legible in normal usage. There is no regulation on the maximum size, provided that the Certification Mark is never displayed larger or more prominently than the company's own marks.

4.3 Isolation Zone

The Certification Mark must be surrounded by an isolation zone as illustrated below. The purpose of this zone is to make the mark stand out on the package.

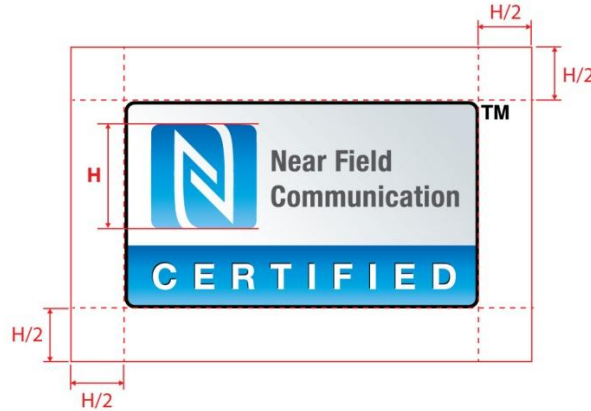


Figure 8: Isolation Zone

4.4 Use with Other Marks

The Certification Mark may be displayed in combination with company-specific or other proprietary marks and logos, provided that the display of the Certification Mark in connection with other mark(s) does not in any way create a likelihood of confusion between NFC Forum’s specifications and other products and services or that conveys a false endorsement by or affiliation with NFC Forum.

Do not integrate the Certification Mark in any company-specific or other proprietary mark or logo in a manner that creates the overall impression of a single, unitary mark (see Figure 9).



Figure 9: Certification Mark Incorporated Incorrectly into Another Logo

A. Revision History

The following table shows the revision history of NFC Forum Certification Mark Trademark Usage Guidelines.

Table 1: Revision History

Document Name	Revision and Release Date	Status	Change Notice	Supersedes
NFC Forum Certification Mark Trademark Usage Guidelines	Version 1, November 2010	Final		
NFC Forum Certification Mark Trademark Usage Guidelines	Version 1.1, April 2012	Final	Update terminology	Version 1