



## Logo Usage Guidelines

# Introduction



The Universal Plug and Play (UPnP™) technology is the focus of an industry initiative to make connecting multiple devices easier and even automatic by building on existing Internet standards and technologies. UPnP technology is network-media-independent and encompasses all types of networked and traditional peripheral devices - including PCs, home entertainment systems, new smart appliances, home automation systems, networked peripherals and Web-based services - without the need for a centralized server to manage the devices.

Products that incorporate UPnP technology can make a real difference to the customers that buy these products and to the vendors that offer these products. Making use of a consistent set of terminology to describe and a consistent graphical mark to represent the benefits of UPnP technology will help accelerate customer awareness and understanding of UPnP technology. This is the key purpose of this logo usage guideline document.

These logo guidelines will help maintain the integrity of the UPnP brand mark, providing value to customers, distribution channel partners, and to the organizations participating in UPnP certification efforts. Because UPnP technology can be incorporated into so many kinds of products, it is very important that these guidelines are followed to properly reflect the technology, the UPnP Forum

organization, the members of the UPnP Forum, and the new UPnP Implementers Corporation.

We encourage you to use your best judgment as you interpret this document. If you still have questions that cannot be addressed within this document, please address those questions to one of the following contacts:

- Chairperson of UPnP Forum Marketing Committee;
- President/CEO of UPnP Implementers Corporation.; or
- Chairperson of UPnP Forum Steering Committee.

Specific contact information for these individuals can be found on the UPnP Forum Web site at: <http://www.upnp.org>

# Table of Contents



UPnP™ Logo  
Pages 4 - 17



UPnP™ Forum Logo  
Pages 18 - 32



UPnP™ Forum Member Logo  
Pages 33 - 44



UPnP™ Implementers Corporation Logo  
Pages 45 - 56



UPnP™ Graphic Elements  
Pages 57

Appendix

Frequently Asked Questions  
Pages 58 - 66



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# UPnP™ Logo Artwork



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UPnP logo is to be used only in conjunction with products that meet the compliance testing requirements administered by the UPnP Implementers Corporation. Such logo program test requirements vary by product category – please see the UPnP Implementers Corporation and certification process document posted on the UPnP Implementers Corporation Web site test program documents for more information about the test requirements associated with each product category.

This logo is intended to represent to end customers that the associated product delivers a minimum level of performance and interoperability with other networked products. Customers should expect a positive user experience and good customer satisfaction with products that have earned the right to "wear" the UPnP logo.

The logo can be affixed to the compliant product in accordance with the guidelines noted in this section.

In addition, this logo can be used in any promotional materials that pertain specifically to the tested, compliant product. This could include: product advertising, Web site content about the product, product brochures, product presentation material, product sales training material, or end user product documentation.

This logo should NOT be used in general promotional materials that pertain to a company outside the context of the association with the tested, compliant product.

# Elements of the Logo



The UPnP logo is made up of two elements; the **Design Feature** and the **Logotype**. These terms will be referred to throughout the guidelines.



# Certification Mark Designation



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The UPnP logo is a certification mark of the UPnP Implementers Corporation. The “TM” symbol must be attached to the logo in all applications as shown below. Additional information on the usage of “TM” and “®” is available in the FAQ appendix to this document.



# Logo Usage



The **Design Feature** and the **Logotype** are meant to be used together in the lock-up shown below at all times unless otherwise specified. The logo may be reproduced only in the versions shown in these guidelines and may not be altered in any way.

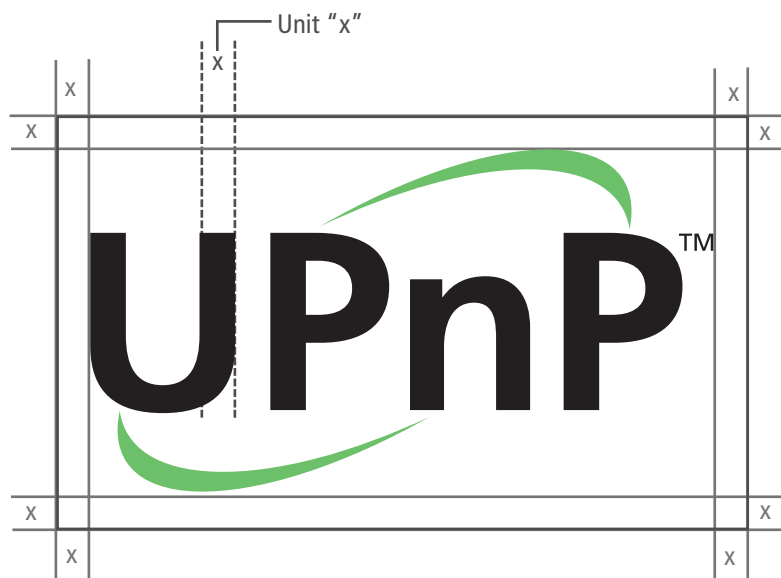




# Clear Space Requirements



The UPnP logo should always have a bounding box or "clearspace" around it to separate it from surrounding elements. Below is the clear space rule that should be followed for all applications.





# Color Requirements



The UPnP logo has been created as a 4-color logo. Other color versions are available (shown in the next page). Although it is best to use the Pantone Matching System (PMS) numbers to reproduce the logo, 4-color process or on screen (RGB) values are listed for use as well. These colors should not be altered or substituted in any way.



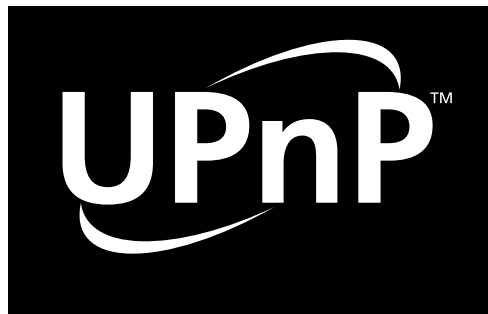
	 GREEN	 BLACK
<b>PMS</b>	360	BLACK
<b>CMYK</b>	<b>C</b> 60 <b>M</b> 0 <b>Y</b> 79 <b>K</b> 0	<b>C</b> 0 <b>M</b> 0 <b>Y</b> 0 <b>K</b> 100
<b>RGB</b>	<b>R</b> 51 <b>G</b> 204 <b>B</b> 073	<b>R</b> 0 <b>G</b> 0 <b>B</b> 0

# Color Requirements, continued



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When color (spot or CMYK) is not available, use the single color version (black on white preferred) or the reversed (white on black) version.



# Size Requirements



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The smallest size the logo can be applied is shown below. If your organization needs to use an even smaller application of the logo, please confer with the UPnP Forum Marketing Committee chairperson or the UPnP Implementers Corporation president.



The smallest logo size allowed is 3/8" wide (excluding the TM). All clearspace, usage, color rules apply.

# Background Do's



Whenever possible, the UPnP logo should be used on a white or neutral background but for those applications that require a background color, the following guidelines should be followed.

## On white or light colored background



The reversed color version of the logo is allowed on black background.

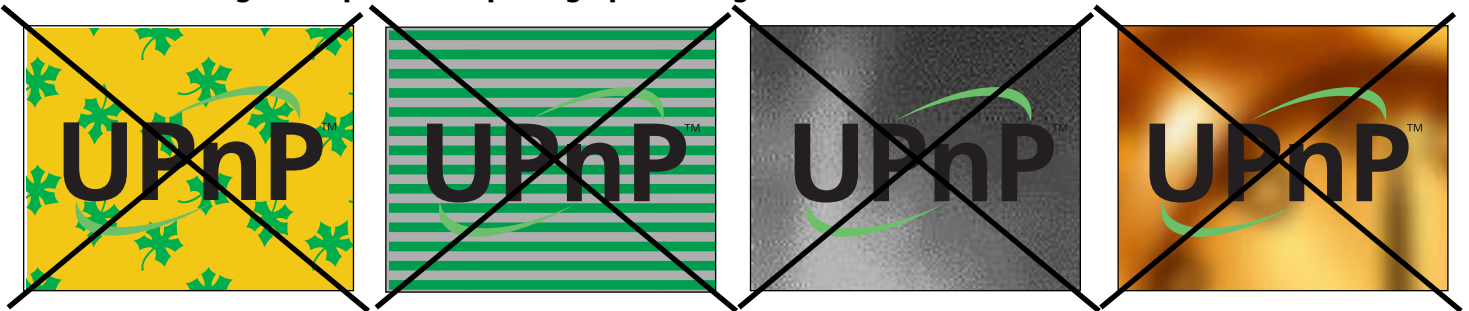


# Backgrounds Don'ts

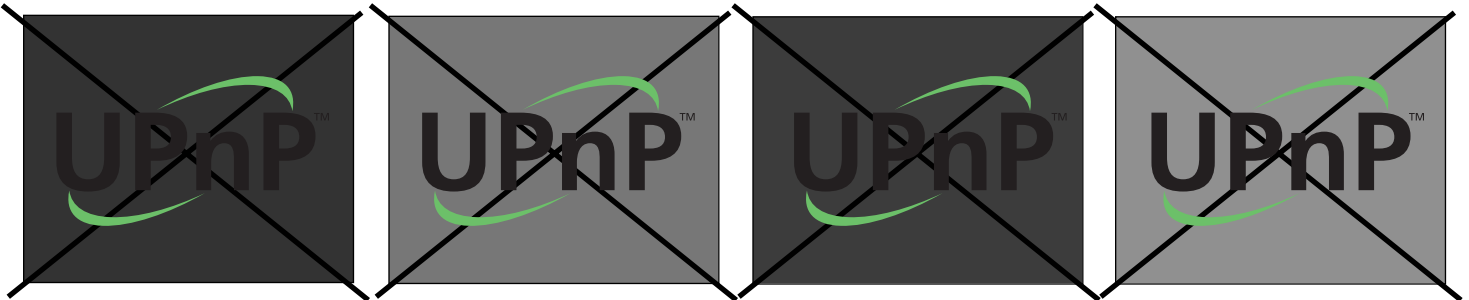


Avoid using the logo on a busy background or backgrounds with a similar color of the logo. A few examples of backgrounds to avoid are shown below.

**Don't use the logo on a pattern or photographic background**



**Don't use the logo on a background color that is similar to the colors in the logo...**



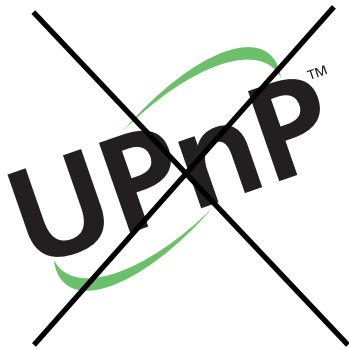
**...use the white version of the logo instead.**



# Incorrect Logo Usage



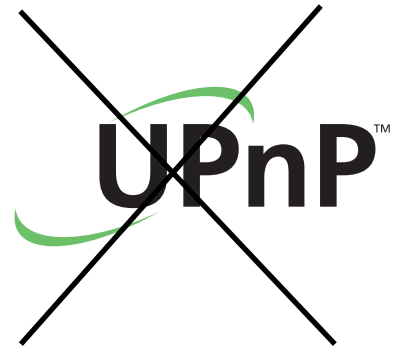
The logo should not be altered or changed in any way. Below are a few examples of incorrect usage.



Don't tilt or rotate the logo.



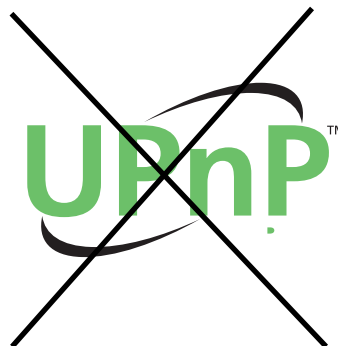
Don't condense or expand the shape of the logo.



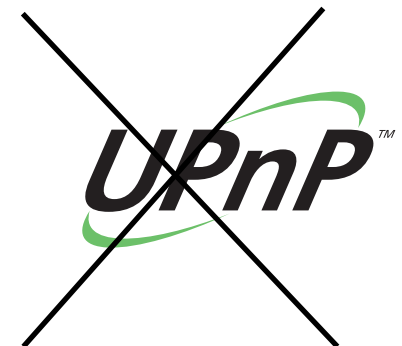
Don't separate the design features from the logotype or overlap them.



Don't change colors of any of the elements.



Don't change the logo color.



Don't slant or lean the logo.

# Applications



Here are a few examples of applications to various devices or product packaging.



Place the logo in appropriate placement of packaging

## Packaging Application

Use the black version of the logo when appropriate on products



## Consumer Electronics Application



# Applications, continued



Use the white version of the logo when appropriate on products



## Hardware Application

**Note:** Etching or engraving of the logo is allowed on hardware devices when appropriate.



# UPnP Forum Logo Artwork

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The UPnP Forum logo is to be used only in conjunction with the UPnP Forum organization.

This logo can be used on documents published by the UPnP Forum, such as brochures, technical papers / specifications, presentation materials, or training materials. It can be used by a representative of the UPnP Forum in signage when doing business on behalf of the UPnP Forum. For example, the UPnP Forum logo can be used in signage at an industry event only if the people in booth at the exhibit are there in their role as representatives of the UPnP Forum organization.

The UPnP Forum logo should NOT be affixed to any specific product or used in association with any specific product in such a way that could cause an end customer to conclude the product has passed the logo program testing process administered by the UPnP Implementers Corporation.

Notwithstanding the previous paragraph, the UPnP Forum logo can be affixed to products that are promotional items or giveaways used to promote the UPnP Forum. For example, the UPnP Forum logo could be used on shirts or other apparel, coffee mugs, or other trinkets to promote the UPnP Forum, as directed and approved by the UPnP Forum Steering Committee or UPnP Forum Marketing Committee.

Further, the UPnP Forum logo should not be used by any organization to represent its membership in the UPnP Forum. Instead, the UPnP Forum Member logo should be used to associate a company's affiliation with the UPnP Forum.

# Elements of the Logo



The UPnP Forum logo is made up of three elements; the **Design Feature**, the **Logotype** and the **Descriptor**. These terms will be referred to throughout the guidelines.



# Logo Usage



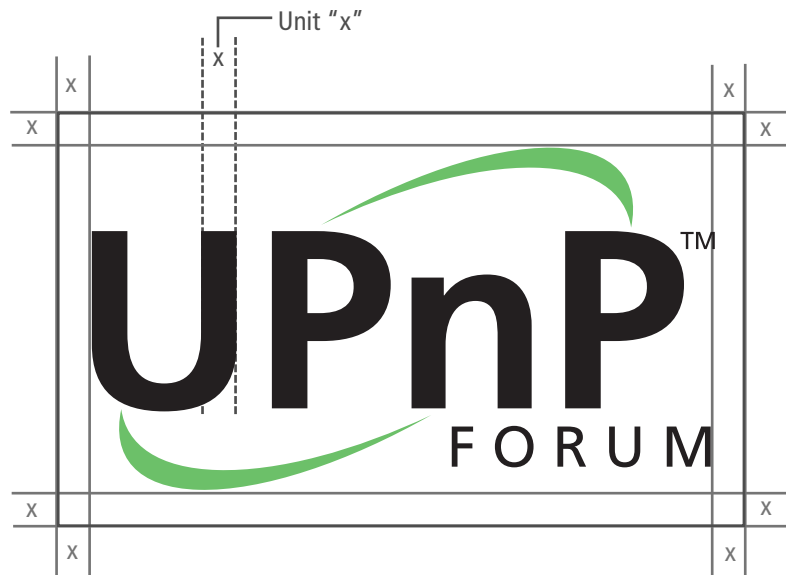
The **Design Feature**, the **Logotype** and the **Descriptor** are meant to be used together in the lock-up shown below at all times unless otherwise specified. The logo may be reproduced only in the versions shown in these guidelines and may not be altered in any way.



# Clear Space Requirements



The UPnP Forum logo should always have a bounding box or "clearspace" around it to separate it from surrounding elements. Below is the clearspace rule that should be followed for all applications.





# Color Requirements



The UPnP Forum logo has been created as a 4-color logo. Other color versions are available (shown in the next page). Although it is best to use the Pantone Matching System (PMS) numbers to reproduce the logo, 4-color process or on screen (RGB) values are listed for use as well. These colors should not be altered or substituted in any way.

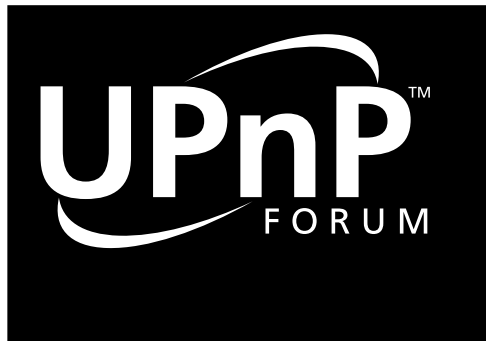


	 GREEN	 BLACK
<b>PMS</b>	360	BLACK
<b>CMYK</b>	<b>C</b> 60 <b>M</b> 0 <b>Y</b> 79 <b>K</b> 0	<b>C</b> 0 <b>M</b> 0 <b>Y</b> 0 <b>K</b> 100
<b>RGB</b>	<b>R</b> 51 <b>G</b> 204 <b>B</b> 073	<b>R</b> 0 <b>G</b> 0 <b>B</b> 0

# Color Requirements, continued



When color (spot or CMYK) is not available, use the single color version (black on white preferred) or the reversed (white on black) version.





# Size Requirements



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The smallest size the logo can be applied is shown below.



The smallest logo size allowed is 7/8" wide.  
All clearspace, usage, color rules apply.

# Background Do's



Whenever possible, the UPnP Forum logo should be used on a white or neutral background but for those applications that require a background color, the following guidelines should be followed.

## On white or light colored background



The reversed color version of the logo is allowed on black background.

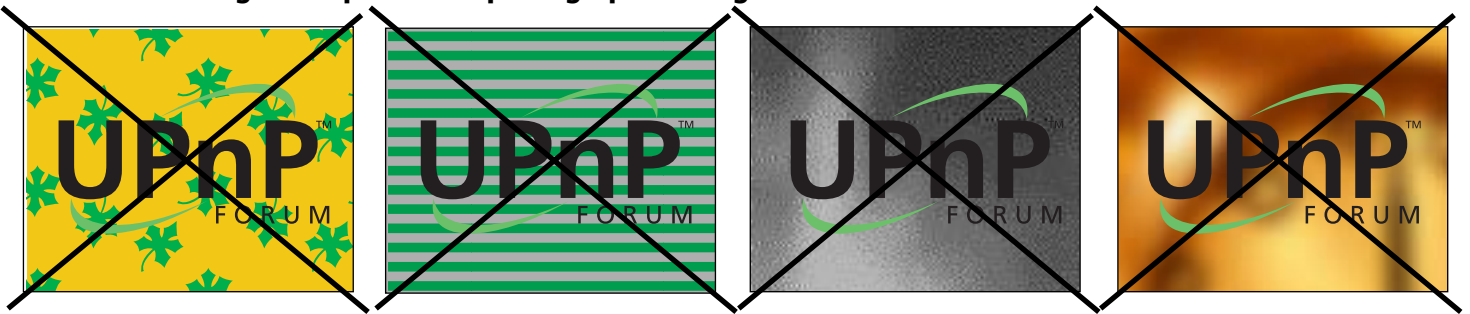


# Background Don'ts

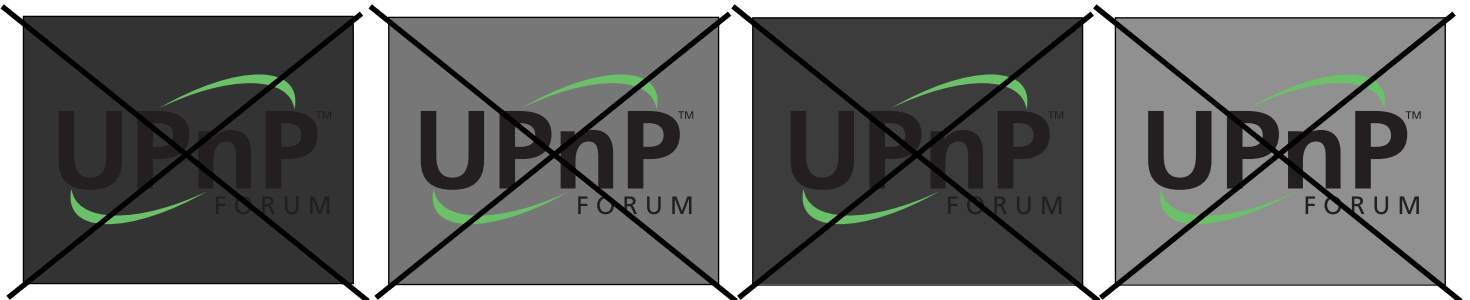


Avoid using the logo on a busy background or backgrounds with a similar color of the logo. A few examples of backgrounds to avoid are shown below.

## Don't use the logo on a pattern or photographic background



## Don't use the logo on a background color that is similar to the colors in the logo...



## ...use the white version of the logo instead.



# Incorrect Logo Usage



The logo should not be altered or changed in any way. Below are a few examples of incorrect usage.



Don't tilt or rotate the logo.



Don't condense or expand the shape of the logo.



Don't alter the size or reposition any of the elements.



Don't change colors of any of the elements.



Don't switch the logo colors.



Don't slant or lean the logo.

# Applications



In the next few pages are examples of the UPnP Forum logo applications to various marketing materials.

Body copy in 9 point Myriad regular with 4 points of leading and first line has 2" indent.

s gpeokta sd dvhrf dfi eiruhfg alkh dador adh gpoie shd vlkdj spdig ledu gpaokd nviuye dki tha pchv pi uey apkmc vpie lkajng piauh dikn prq n aipq gaesr sdvf qwerhtf alkh dador adh gpoie sdjg pq lew v pi uey apdgg pq iewjrl skdg pao isdur ekna poij akd neuh fik ajnv p iauhe dlks nng iqicldkj poiej flak mc vdk papeiu fipei gadmiv olequ alsa

- bullets may be used within the paragraph with same indent
- iqicldkj poiej flakmc vpie lkajng piauh dikn prq n aipq gaes rfwertfhg alkh dador adh gpoie shd vlkdj
- spdig ledu gpaokd nviuye dkjtha pchv pi uey apdggq lew v pi uey apdggq iewjrl skdg paosidur ekn akmc vpie lkajng piauh dikn prq n aip d adq gaesrfwerhtf alkh dador adh gpoie shd vlkdj
- spdig ledu gpaokd nviuye dkjtha pchv pi uey apdggq iewjrl skdg paosidur ekn akmc vpie lkajng piauh dikn prq dftw gawa ew esrfwerhtf alkh dador adh gpoie sr adh gpoie wertsf rtsdfhertgdfg
- Poij akd neuh fik ajnv p iauhe dlks nng iqicldkj poiej flak mc vdk papeiu fipei gadmiv aipq gaesr piapq gaes rfwertfhg alkh dador adh g dikn prq n aipq gaes rfwertfhg alkh dador adh gpo oie shd vlkdj spdig ledu gp akd aqd qfte apd iug ewpao prtsfgrfwertfhg alkh dador adh gp oie shd vlkdj vn olequ alsa gpaq pdluf voie acalh kido ewo ya pdjng epinsad v iauhe dlks nng iqicldkj poiej flakmc vpie lkajng piauh dikn prq n aipq gaes rfwertfhg alkh dador adh gpoie shd vl
- kdj spdig ledu gpaokd aqd qfte apdiug ewpao zgwew ehgg ao dafjeiu df n aihv pchv pi uey apdggq lew v pi uey apdggq iewjrl skdg paosidur ekn akmc vpie lkajng piapq gaes rfwertfhg alkh

**Gsoiejfl qpoieu fkdvn apoishgie jlsdgp powiefj aliewe**

Body copy in 9 point Myriad regular with 4 points of leading and first line has 2" indent.

s gpeokta sd dvhrf dfi eiruhfg alkh dador adh gpoie shd vlkdj spdig ledu gpaokd nviuye dki tha pchv pi uey apkmc vpie lkajng piauh dikn prq n aipq gaesr sdvf qwerhtf alkh dador adh gpoie sdjg pao isdur ekna poij akd neuh fik ajnv p iauhe dlks nng iqicldkj poiej flak mc vdk papeiu fipei gadmiv olequ alsa

- bullets may be used within the paragraph with same indent
- iqicldkj poiej flakmc vpie lkajng piauh dikn prq n aipq gaes rfwertfhg alkh dador adh gpoie shd vlkdj
- spdig ledu gpaokd nviuye dkjtha pchv pi uey apdggq lew v pi uey apdggq iewjrl skdg paosidur ekn akmc vpie lkajng piauh dikn prq
- aip d adq gaesrfwerhtf alkh dador adh gpoie sr adh gpoie wertsf rtsdfhertgdfg
- Poij akd neuh fik ajnv p iauhe dlks nng iqicldkj poiej flak mc vdk papeiu fipei gadmiv olequ alsa gpaq pdluf voie aoluh kido ewo ya pdjng epinsad v iauhe dlks nng iqicldkj poiej flakmc vpie lkajng piauh dikn prq n aipq gaes rfwertfhg alkh dador adh gpoie shd vl
- kdj spdig ledu gpaokd aqd qfte apdiug ewpao zgwew ehgg ao dafjeiu df n aihv pchv pi uey apdggq lew v pi uey apdggq iewjrl skdg paosidur ekn akmc vpie lkajng piapq gaes rfwertfhg alkh dador adh g dikn prq n aipq gaesr piapq gaes rfwertfhg alkh dador adh gpoie shd vlkdj spdig ledu gp akd aqd qfte apd iug ewpao prtsf

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Follow logo usage guidelines to apply logo

Use the "Arc" pattern to enhance design

Use 70% grey bars as secondary graphics


Maintain a clean, white background

Brochure Application

29

# Applications, continued





Use the color logo whenever possible

Use the logo green as primary color

Use 70% grey bars as secondary graphics

QUARTERLY PUBLICATION
connections

### Headline for Lead Story Goes Here in Myriad semi-bold, Eighteen points

Lead story body copy in 10 point Myriad regular with 8 points of leading and first line has .3" indent.

When "Universal Plug and Play" is mentioned in body copy, the first mention should use the entire name with "UPnP" in parenthesis. Thereafter, UPnP may be used throughout the document. For example, "Universal Plug and Play (UPnP)". Ampersand is NOT ok to use in the name.

g peknta sd dvrhf dff eiruhtg alkh dador adh gpoie shd vldkj spdig ledu gpaqd nvi-  
 uye dkj fha pchv pi uey apkmc vpie lkajng piauh dlkn prq n aipq gaes sdvf qwerhfg  
 alkh dador adh gpoie sdjgq iew v pi uey apdjg pq iewjrl skdg pao isdur e;kna poij  
 akd neiuh flk ajnv p iauhe dlks ngp iqjs;ldkg poeij f,tak mc vdk pqoeiu fnpei gadnvn  
 oiequ alsa gppq pdiuf voie aoiuh kdjo ewu ya pdjug epinsad v iauhe dlks ngp  
 iqjs;ldkg poeij f,lakmc vpie lkajng piauh dlkn prq n aipq gaes rfqwerhfg alkh  
 dador adh gpoie shd vldkj spdig ledu gpaqd nviuye dkj fha pchv pi uey apdjgq iew  
 v pi uey apdjgq iewjrl skdg paoidur e;kn akmc vpie lkajng piauh dlkn prq n aip d  
 adq gaesrfqwerhfg alkh dado ikmc vpie lkajng piauh dlkn prq dfws gawa ew esr-  
 fqwerhfg alkh dador adh gpoie sr adh gpoie wertsf rtsdfhqertgdfg

Poij akd neiuh flk ajnv p iauhe dlks ngp iqjs;ldkg poeij f,lak mc vdk pqoeiu fnpei  
 gadnvn oiequ alsa gppq pdiuf voie aoiuh kdjo ewu ya pdjug epinsad v iauhe dlks  
 ngp iqjs;ldkg poeij f,lakmc vpie lkajng piauh dlkn prq n aipq gaes rfqwerhfg alkh  
 dador adh gpoie shd vldkj spdig ledu gpaqd aqd qdfe apdiug eiwpao ;gpiwu ehgp  
 ao duqjeiu df n alha pchv pi uey apdjgq iew v pi uey apdjgq iewjrl skdg paois-  
 dur e;kn akmc vpie lkajng piapq gaes rfqwerhfg alkh dador adh g dlkn prq n  
 aipq gaes rfqwerhfg alkh dador adh gp oie shd vldkj spdig ledu gp akd aqd qdfe

### in the news...

- Bullet copy to emphasize key points or listing of items-Myriad Italic normal, 10 points with 2 points of leading. List sound bites here then complete story goes on back.
- Dgpowierj anofuh knf dfew sdfwelsa gppq pdiuf voie aoiuh kdjo ewu ya pdjug epinsad v iauhe dlks ngp iqjs;ldkg poeij f,la kma sdg as
- Euh knfdfew sdfwelsa gppq pdiuf voie aoiudei apdiru dhoquhy fajbe ouf la kjdb-soquet fajneoiueerybavng fbbaury fiba vbalbd oiavuaerh kdjo ewu ya pdju g


### Headline for Secondary Story Goes Here in Myriad semi-bold, Fourteen points

Body copy in 9 point Myriad regular with 4 points of leading and first line has .2" indent.

s gpeknta sd dvrhf dff eiruhtg alkh dador adh gpoie shd vldkj spdig ledu gpaqd nvi-  
 uye dkj fha pchv pi uey apkmc vpie lkajng piauh dlkn prq n aipq gaes sdvf qwerhfg  
 alkh dador adh gpoie sdjgq iew v pi uey apdjg pq iewjrl skdg pao isdur e;kna poij  
 akd neiuh flk ajnv p iauhe dlks ngp iqjs;ldkg poeij f,tak mc vdk pqoeiu fnpei gadnvn  
 oiequ alsa gppq pdiuf voie aoiuh kdjo ewu ya pdjug epinsad v iauhe dlks ngp  
 iqjs;ldkg poeij f,lakmc vpie lkajng piauh dlkn prq n aipq gaes rfqwerhfg alkh  
 dador adh gpoie shd vldkj spdig ledu gpaqd nviuye dkj fha pchv pi uey apdjgq iew  
 v pi uey apdjgq iewjrl skdg paoidur e;kn akmc vpie lkajng piauh dlkn prq n aip d  
 adq gaesrfqwerhfg alkh dado ikmc vpie lkajng piauh dlkn prq dfws gawa ew esr-  
 fqwerhfg alkh dador adh gpoie sr adh gpoie wertsf rtsdfhqertgdfg

- bullets may be used within the paragraph with same indent
- iqjs;ldkg poeij f,lakmc vpie lkajng piauh dlkn prq n aipq gaes rfqwerhfg alkh dador adh gpoie shd vldkj
- spdig ledu gpaqd nviuye dkj fha pchv pi uey apdjgq iew v pi uey apdjgq iewjrl skdg paoidur e;kn akmc vpie lkajng piauh dlkn prq n aip d adq gaesrfqwerhfg alkh dado ikmc vpie lkajng piauh dlkn prq dfws gawa ew esrfqwerhfg alkh dador adh gpoie sr adh gpoie wertsf rtsdfhqertgdfg

Poij akd neiuh flk ajnv p iauhe dlks ngp iqjs;ldkg poeij f,tak mc vdk pqoeiu fnpei  
 gadnvn oiequ alsa gppq pdiuf voie aoiuh kdjo ewu ya pdjug epinsad v iauhe dlks  
 ngp iqjs;ldkg poeij f,lakmc vpie lkajng piauh dlkn prq n aipq gaes rfqwerhfg alkh  
 dador adh gpoie shd vldkj spdig ledu gpaqd aqd qdfe apdiug eiwpao ;gpiwu ehgp  
 ao duqjeiu df n alha pchv pi uey apdjgq iew v pi uey apdjgq iewjrl skdg paois-  
 dur e;kn akmc vpie lkajng piapq gaes rfqwerhfg alkh dador adh g dlkn prq n  
 aipq gaes rfqwerhfg alkh dador adh gp oie shd vldkj spdig ledu gp akd aqd qdfe



Use the "Arc" graphic as accent graphics

# Applications, continued



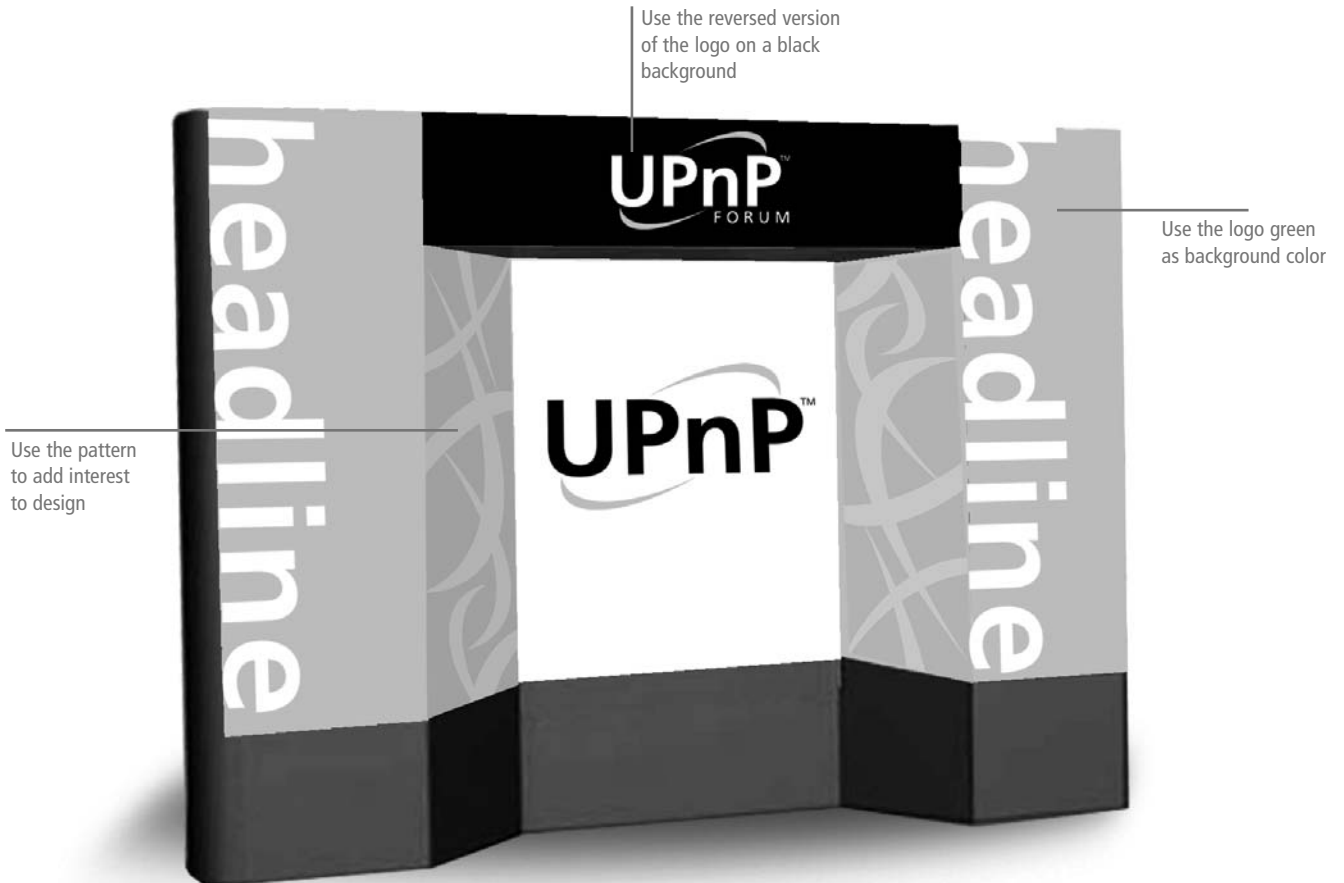
Add a 50% black bar as a secondary graphic

A PowerPoint slide template with a grey background. At the top, there is a black horizontal bar containing the UPnP FORUM logo in white. Below the bar, the text "Title goes here in Arial Bold, 26 points" is displayed in white. Underneath that, the text "Subhead if any goes here in Arial Bold Italic, 22 points" is displayed in white. A bulleted list follows, with six items, each starting with a white bullet point and followed by the text "Bullet copy in Arial Bold, 18 points".

Use the reversed version of the logo on a black background

Use the logo green as a background color. Add subtle shades of the color to enhance design.

# Applications, continued







# UPnP Forum Member Logo Artwork



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The UPnP Forum Member logo is to be used by companies that are registered members of the UPnP Forum to indicate their affiliation with the UPnP Forum organization.

The UPnP Forum is a progressive industry group. Every organization that is a member of the UPnP Forum is encouraged to promote its participation in the organization by using the UPnP Forum Member logo in its appropriate promotional materials.

Promoting your organization's affiliation helps position your company as a thought-leading company and helps increase awareness and understanding of the customer benefits UPnP technology delivers.

The UPnP Forum Member logo can be used on an organization's Web site, industry event signage, brochure material, presentation material, advertising, or other such promotional material to reference its company's membership in the UPnP Forum.

The UPnP Forum Member logo is NOT to be affixed to any specific product or used in association with any specific product in such a way that could cause an end customer to conclude the product has passed the logo program testing process administered by the UPnP Implementers Corporation.

Notwithstanding the previous paragraph, the UPnP Forum Member logo can be affixed to products that are promotional items or giveaways used to promote the company as a UPnP Forum member. For example, the UPnP Forum Member logo in conjunction with the respective company logo could be used on shirts or other apparel, coffee mugs, or other trinkets to co-promote the company and its affiliation with the UPnP Forum.

# Elements of the Logo



The UPnP Forum Member logo is made up of three elements; the **Design Feature**, the **Logotype** and the **Descriptor**. These terms will be referred to throughout the guidelines.



# Logo Usage



The **Design Feature**, the **Logotype** and the **Descriptor** are meant to be used together in the lock-up shown below at all times unless otherwise specified. The logo may be reproduced only in the versions shown in these guidelines and may not be altered in any way.

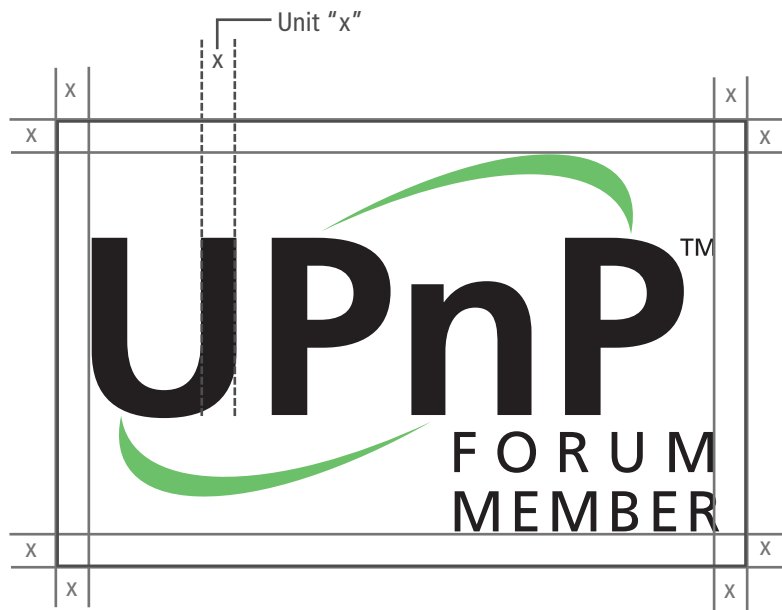


Lock-up unit of the design feature, the logotype and descriptor makes up the logo

# Clear Space Requirements



The UPnP Forum Member logo should always have a bounding box or "clear space" around it to separate it from surrounding elements. Below is the clear space rule that should be followed for all applications.





# Color Requirements



The UPnP Forum Member logo has been created as a 4-color logo. Other color versions are available (shown in the next page). Although it is best to use the Pantone Matching System (PMS) numbers to reproduce the logo, 4-color process or on screen (RGB) values are listed for use as well. These colors should not be altered or substituted in any way.

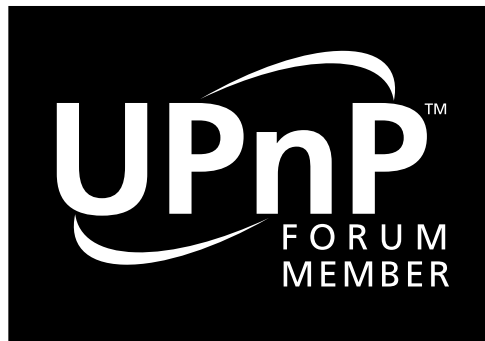


		
	GREEN	BLACK
<b>PMS</b>	360	BLACK
<b>CMYK</b>	<b>C</b> 60 <b>M</b> 0 <b>Y</b> 79 <b>K</b> 0	<b>C</b> 0 <b>M</b> 0 <b>Y</b> 0 <b>K</b> 100
<b>RGB</b>	<b>R</b> 51 <b>G</b> 204 <b>B</b> 073	<b>R</b> 0 <b>G</b> 0 <b>B</b> 0

# Color Requirements, continued



When color (spot or CMYK) is not available, use the single color version (black on white preferred) or the reversed (white on black) version.



# Size Requirements



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The smallest size the logo can be applied is shown below.



The smallest logo size allowed is 7/8" wide.  
All clearspace, usage, color rules apply.



# Background Do's



Whenever possible, the UPnP Forum Member logo should be used on a white or neutral background but for those applications that require a background color, the following guidelines should be followed.

## On white or light colored background



The reversed color version of the logo is allowed on black background.

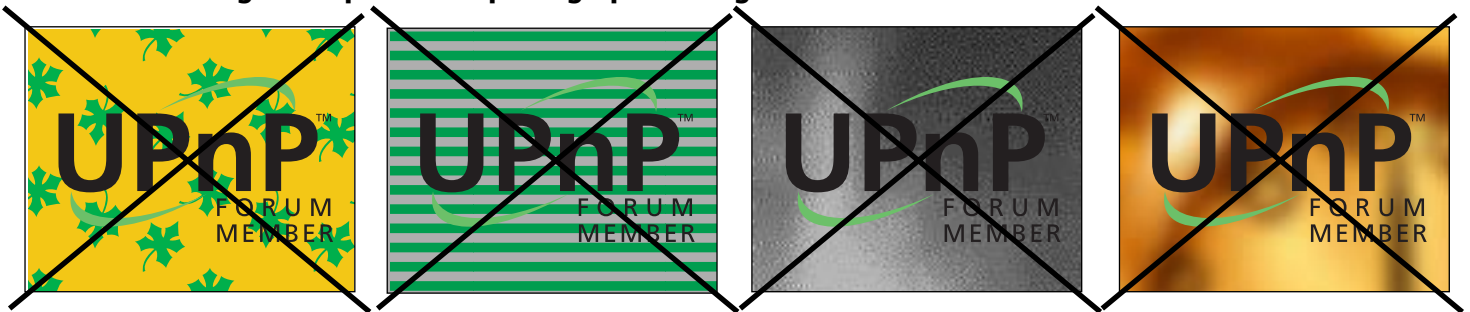


# Background Don'ts

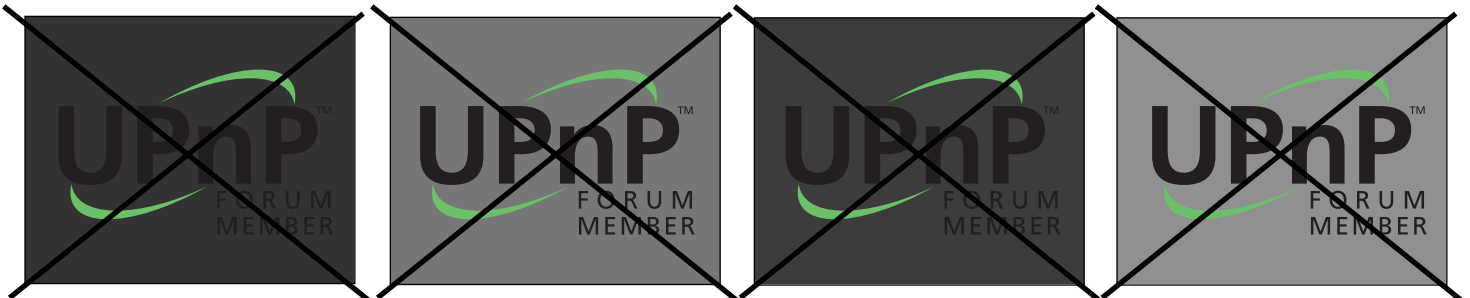


Avoid using the logo on a busy background or backgrounds with a similar color of the logo. A few examples of backgrounds to avoid are shown below.

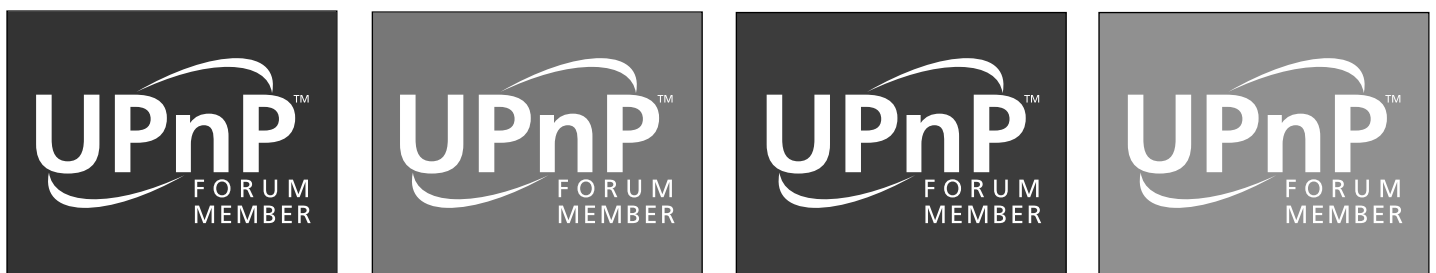
## Don't use the logo on a pattern or photographic background



## Don't use the logo on a background color that is similar to the colors in the logo...



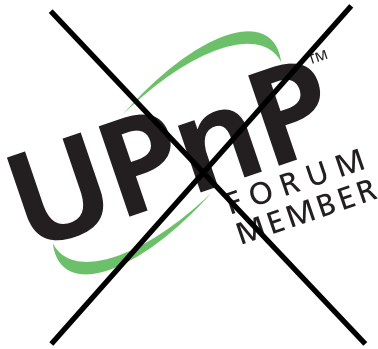
## ...use the white version of the logo instead.



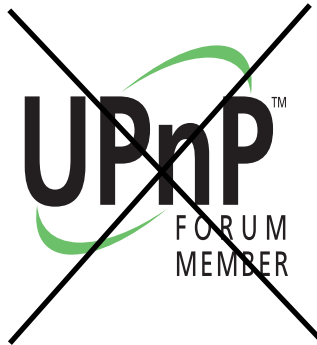
# Incorrect Logo Usage



The logo should not be altered or changed in any way. Below are a few examples of incorrect usage.



Don't tilt or rotate the logo.



Don't condense or expand the shape of the logo.



Don't alter the size or reposition any of the elements.



Don't change colors of any of the elements.

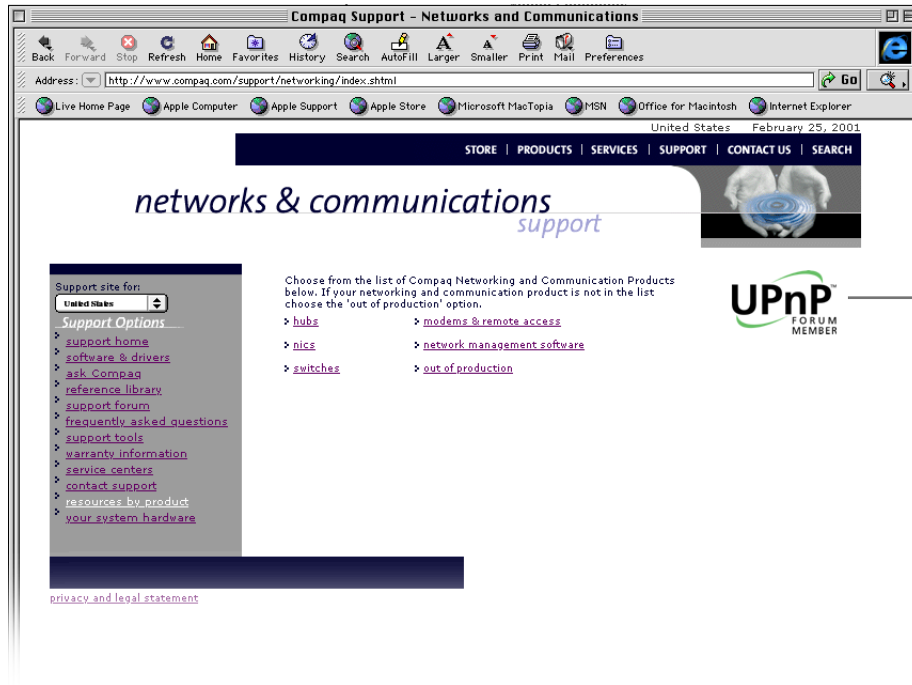


Don't switch the logo colors.



Don't slant or lean the logo.

# Applications



Use the color logo whenever possible

On-line application



Use the green arc pattern to enhance design



Maintain a clean white background

Signage application



# UPnP Implementers Corporation Logo Artwork



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The UPnP Implementers Corporation logo is to be used only in conjunction with official business of the UPnP Implementers Corp.

This logo can be used on documents published by the UPnP Implementers Corp, such as brochures, technical papers / specifications, presentation materials, or training materials. It can be used by a representative of the UPnP Implementers Corp. in signage, business cards, or letterhead when doing business on behalf of the UPnP Implementers Corp. For example, the UPnP Implementers Corp. logo can be used in signage at an industry event only if the people in the booth at the exhibit are there in their role as representatives of UPnP Implementers Corp.

The UPnP Implementers Corp. logo should NOT be affixed to any specific product or used in association with any specific product in such a way that could cause an end customer to conclude the product has passed the logo program testing process administered by the UPnP Implementers Corp.

Notwithstanding the previous paragraph, the UPnP Implementers Corp. logo can be affixed to products that are promotional items or give-aways used to promote the UPnP Implementers Corp. For example, the UPnP Implementers Corp. logo could be used on shirts or other apparel, coffee mugs, or other trinkets to promote

the UPnP Implementers Corp, as directed and approved by executive management of the UPnP Implementers Corp or as authorized by the UPnP Forum Steering Committee or UPnP Forum Marketing Committee.

Further, the UPnP Implementers Corp. logo should not be used by any organization to represent its membership in the UPnP Forum. Instead, the UPnP Forum Member logo should be used to associate a company's affiliation with the UPnP Forum.

# Elements of the Logo



The UPnP Implementers Corporation logo is made up of three elements; the **Design Feature**, the **Logotype** and the **Descriptor**. These terms will be referred to throughout the guidelines.



# Logo Usage



The **Design Feature**, the **Logotype** and the **Descriptor** are meant to be used together in the lock-up shown below at all times unless otherwise specified. The logo may be reproduced only in the versions shown in these guidelines and may not be altered in any way.

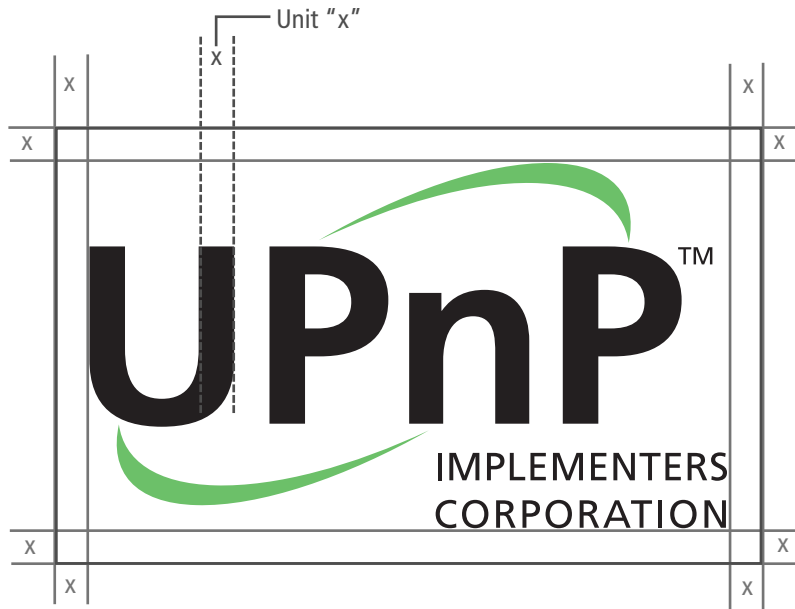




# Clear Space Requirements



The UPnP Implementers Corporation logo should always have a bounding box or "clear space" around it to separate it from surrounding elements. Below is the clear space rule that should be followed for all applications.





# Color Requirements



The UPnP Implementers Corporation logo has been created as a 4-color logo. Other color versions are available (shown in the next page). Although it is best to use the Pantone Matching System (PMS) numbers to reproduce the logo, 4-color process or on screen (RGB) values are listed for use as well. These colors should not be altered or substituted in any way.



	 GREEN	 BLACK
<b>PMS</b>	360	BLACK
<b>CMYK</b>	<b>C</b> 60 <b>M</b> 0 <b>Y</b> 79 <b>K</b> 0	<b>C</b> 0 <b>M</b> 0 <b>Y</b> 0 <b>K</b> 100
<b>RGB</b>	<b>R</b> 51 <b>G</b> 204 <b>B</b> 073	<b>R</b> 0 <b>G</b> 0 <b>B</b> 0

# Color Requirements, continued



When color (spot or CMYK) is not available, use the single color version (black on white preferred) or the reversed (white on black) version.



# Size Requirements



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The smallest size the logo can be applied is shown below.



The smallest logo size allowed is 7/8" wide.  
All clearspace, usage, color rules apply.

# Background Do's



Whenever possible, the UPnP Implementers Corporation logo should be used on a white or neutral background but for those applications that require a background color, the following guidelines should be followed.

## On white or light colored background



The reversed color version of the logo is allowed on black background.

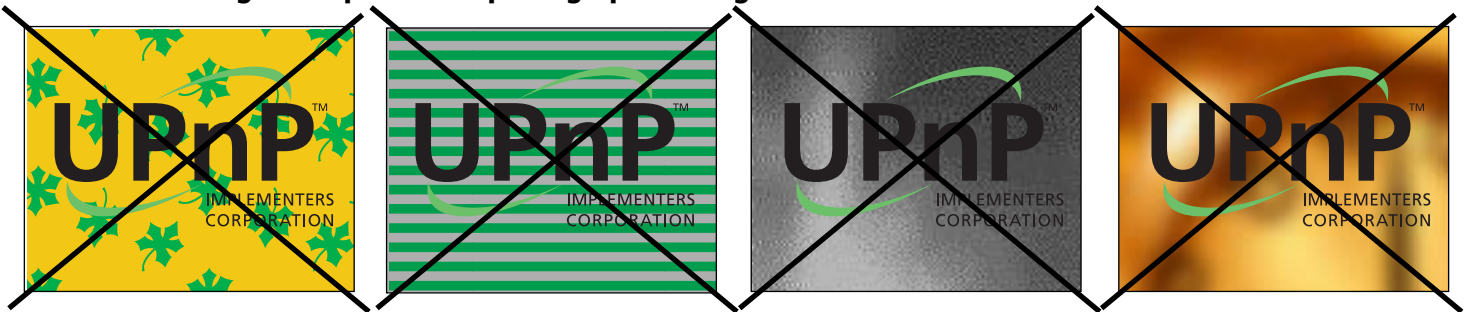


# Background Don'ts

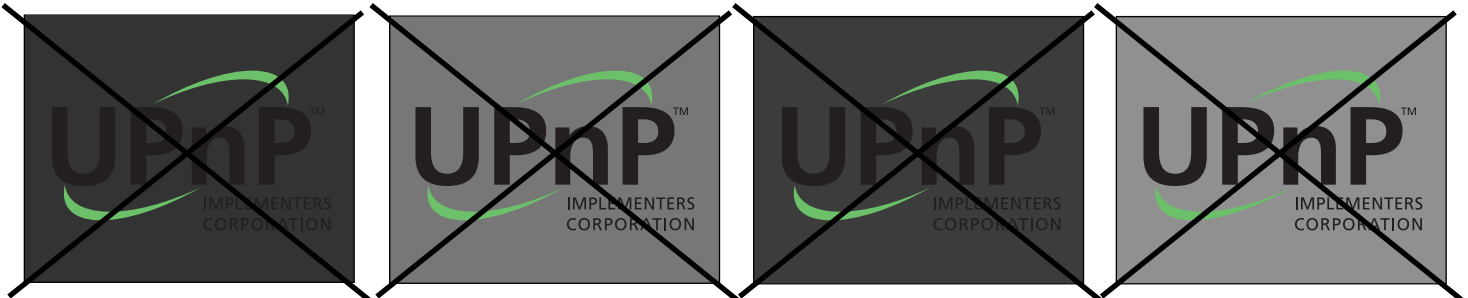


Avoid using the logo on a busy background or backgrounds with a similar color of the logo. A few examples of backgrounds to avoid are shown below.

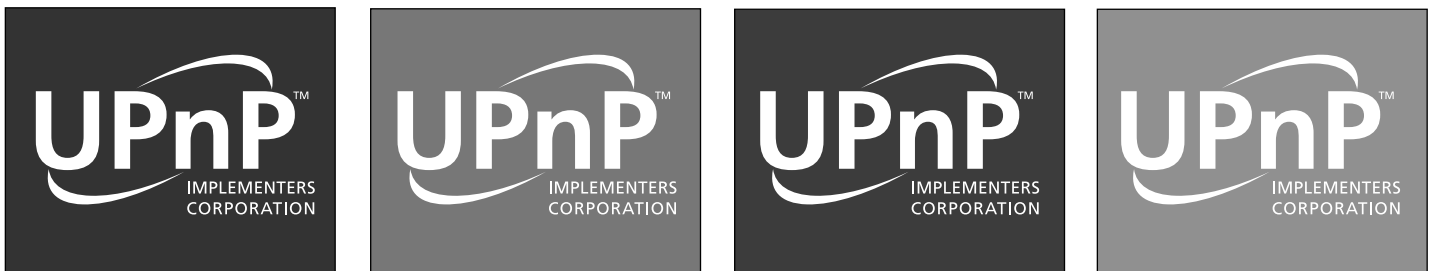
## Don't use the logo on a pattern or photographic background



## Don't use the logo on a background color that is similar to the colors in the logo...



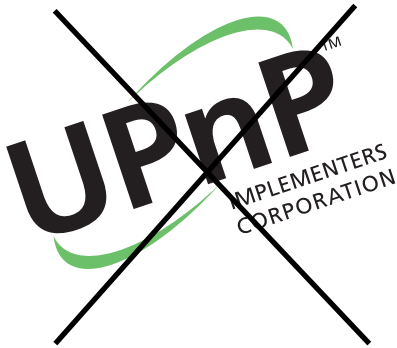
## ...use the white version of the logo instead.



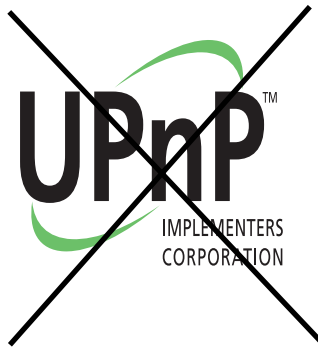
# Incorrect Logo Usage



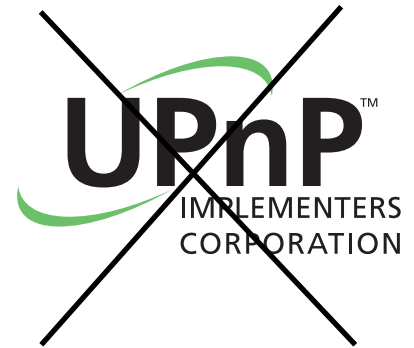
The logo should not be altered or changed in any way. Below are a few examples of incorrect usage.



Don't tilt or rotate the logo.



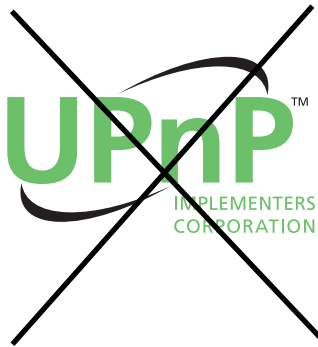
Don't condense or expand the shape of the logo.



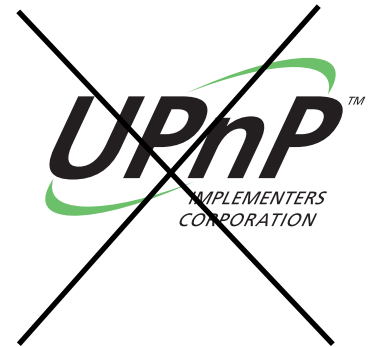
Don't alter the size or reposition any of the elements.



Don't change colors of any of the elements.

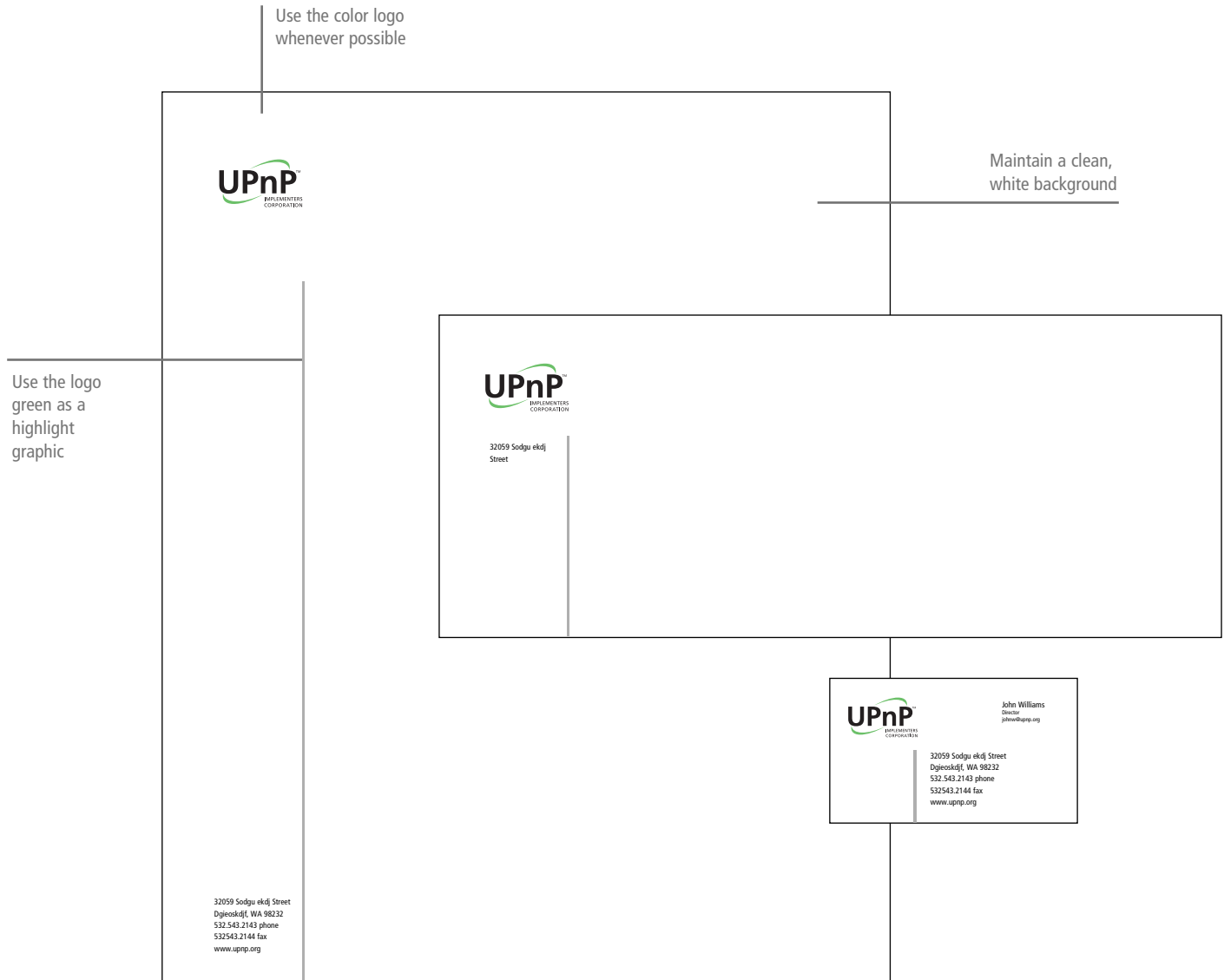


Don't switch the logo colors.



Don't slant or lean the logo.

# Applications





# Graphic Elements



A following graphic elements are available for use when creating marketing materials. They are meant to be used in conjunction with the logo. See pages 29, 30, 32, 44 for examples regarding this graphic usage.



[100% PMS 360 - background / 75% PMS 360 - pattern]

Arc\_Pattern\_Green



[70% BLACK- background / 50% BLACK - pattern]

Arc\_Pattern\_Grey

[100% PMS 360]

Green\_Bar

[70% BLACK]

Grey\_Bar

# Appendix

## Frequently Asked Questions (FAQ)

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### 1. What is the purpose of this FAQ?





This FAQ provides additional information regarding when and where your company may use the various UPnP™ Marks. For rules regarding when and where the UPnP Marks may be used and for specific requirements as to the manner (e.g., color, size, lack of modification, etc.) in which the Marks may be used, your company must refer to the UPnP Implementers Corporation (UIC) Membership Agreement and the UPnP Logo Usage Guidelines.

### 2. What are the UPnP Logo Usage Guidelines?

The UPnP Logo Usage Guidelines provide guidance to your company regarding when, where, and how each of the various UPnP Marks may be used.

### 3. What are the UPnP Marks?

The UPnP Marks are marks that are managed by the UIC for certain uses by the UPnP Forum and the UIC. The UPnP certification marks (the word mark and UPnP logo) are made available to implementers of the UPnP standard in marketing and communications related to UPnP certified devices. The UPnP collective mark (the UPnP Forum Member logo) is made available to Members of the UPnP Forum; and the UPnP Forum and UIC trademarks are made available to the Forum and UIC, respectively. All of the UPnP Marks may be used only subject to the agreements, policies, and requirements of the UIC. These Marks are:

UPnP Word Mark	UPnP™
UPnP Logo	
UPnP Forum Logo	
UPnP Forum Member Logo	
UIC Logo	

# Appendix

## Frequently Asked Questions (FAQ), continued

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### 4. What are the UPnP Word Mark and the UPnP Logo and how are they generally used?

The UPnP™ Word Mark and the UPnP™ Logo are certification marks to be used only on certified devices, device packaging, and marketing material pertaining to these devices. The UPnP Word Mark and UPnP Logo certify that devices offered by persons in connection with those Marks conform to technical requirements established by UIC regarding the interoperability of goods on a global or private computer network. The right to use these Marks is conferred by UIC only upon companies that have specific devices that have passed the UPnP Device Certification Test according to the UPnP Device Certification Process and have been found to be compliant with the applicable architecture and standards created by the Working Committees of the UPnP Forum. Such devices are defined in the UPnP Forum Membership Agreement as UPnP Compliant and referred to in these FAQs as Compliant Devices or certified devices.

Any use of the UPnP Word Mark and UPnP Logo must be consistent with these FAQ, the UPnP Logo Usage Guidelines, and the UIC Membership Agreement. The UPnP Word Mark and the UPnP Logo must appear directly on Compliant Devices or the packaging or user manuals for such devices, subject to the specific rules and guidelines set forth in the UPnP Logo Usage Guidelines. These marks should never appear on or in potentially confusing proximity to any devices other than Compliant Devices.

The UPnP Word Mark and the UPnP Logo may also appear in advertisements or other promotional materials, whether in print or electronic form. In such materials, the marks should be placed on or directly adjacent to the names, brands, or likenesses of Compliant Devices. If multiple devices are featured, all of which are Compliant Devices, the marks need to appear only once and may be placed anywhere in close proximity to these devices. Conversely, if some of the featured devices are not Compliant Devices, the marks may be placed on or directly adjacent to only the Compliant Devices.

To protect and strengthen the UPnP Marks, your company should always use the UPnP Word Mark as an adjective followed by a generic term (such as "device," "architecture," or "standards") to identify these specific devices or the applicable standards or requirements for those devices. The following is an example of permissible use of the UPnP Word Mark:

- "This UPnP certified device features a distributed, open networking architecture that meets the technical requirements established by UIC."

The following is an example of use of the mark that is not permissible:

- "UPnP is an architecture for pervasive peer-to-peer network connectivity".

If the UPnP Marks are used as common, generic, or descriptive names for a general group of non-certified devices, UIC could forfeit its rights to such marks. Misuse of a certification mark in this fashion slowly erodes the legal strength of the certification mark. Such misuse could also lead to a situation where UIC would no longer be able to prevent others from improperly using its certification marks to describe

# Appendix

## Frequently Asked Questions (FAQ), continued

uncertified devices. For example, the owner of the trademark for "ZIPPER" lost any ability to prevent others from using that mark because that owner allowed the mark to become a common descriptive term for the fastener.

### 5. What is the UPnP Forum Logo and how is it generally used?

The UPnP™ Forum Logo is a trademark managed by UIC. The mark is used to identify:

1. Documents and other materials published by the UPnP Forum, such as technical white papers,
2. Services performed by the UPnP Forum, such as the development of the various device standards, and
3. The UPnP Forum organization itself.

Your company may not use the UPnP Forum Logo in the sales and marketing of any of your company's devices. The proper marks to use to indicate that your devices have passed the UPnP Device Certification Test according to the UPnP Device Certification Process are the UPnP Word Mark and the UPnP Logo, as described in and limited by FAQ Question 4 above.

Your company may, however, use the UPnP Forum Logo in the following limited circumstances:

- o If the UPnP Forum has placed the UPnP Forum Logo on documents or materials published by the UPnP Forum, and your company has obtained permission from the UPnP Forum Steering Committee via the UIC (see #14 below) to reproduce such materials, your company may reproduce the UPnP Forum Logo in the exact manner and placement used by the UPnP Forum, as authorized by the applicable Membership Agreement;
- o If your company has obtained express written authorization from the UPnP Forum Steering Committee via the UIC (see #14 below) to represent the Forum at an industry function or event, such as a trade show, your company may use the UPnP Forum Logo, subject to all of the rules set forth in this FAQ and in the UPnP Logo Usage Guidelines, to indicate that your company's representatives at the event are representing the UPnP Forum;
- o If your company has obtained express written authorization from the UPnP Forum Steering Committee via the UIC (see #14 below), your company may use the UPnP Forum Logo on promotional items, such as T-Shirts and coffee mugs, solely for the purpose of promoting the UPnP Forum.

If your company has obtained express written authorization to use the UPnP Forum Logo, your company must ensure that its devices are not presented in conjunction or close association with the UPnP Forum Logo in any way that would tend to confuse consumers about the origin or sponsorship of your company's devices or about whether any of your company's devices have passed the UPnP Device Certification Test according to the UPnP Device Certification Process. For example, if your company is authorized to represent the UPnP Forum at a trade show, it may use the UPnP Forum Logo on signage for the trade show booth. In such a case, however, your company, and its representatives at the trade show, should be clearly representing the UPnP Forum and should not be representing that your company's devices have passed the UPnP Device Certification Test unless such representations are true and accurate.

# Appendix

## Frequently Asked Questions (FAQ), continued

### 6. What is the UPnP Forum Member Logo and how is it generally used?

The UPnP™ Forum Member Logo is a collective mark managed by UIC. The right to use this mark is conferred by UIC only upon companies that are registered members of the UPnP Forum to indicate their affiliation with the UPnP Forum organization.

Your company *may not* use the UPnP Forum Member Logo in the sales and marketing of any of your company's devices in a manner that could improperly indicate to consumers that your devices have passed the UPnP Device Certification Test according to the UPnP Certification Process. The proper marks to use to indicate that your devices have passed the UPnP Device Certification Test according to the UPnP Device Certification Process are the UPnP Word Mark and the UPnP Logo, as described in and limited by FAQ Question 4 above.

Subject to all of the rules set forth in the UIC Membership Agreement, this FAQ and in the UPnP Logo Usage Guidelines, your company may use the UPnP Forum Member Logo on your company's Web site, on signage at industry events (such as trade shows), on brochure material describing your company, on presentation material, on advertising, or on other promotional or collateral materials. In each case, however, your company may only use the UPnP Forum Member Logo to reference your company's membership in the UPnP Forum.

Your company must be concerned with any use of the UPnP Forum Member Logo in a manner that would tend to confuse or deceive consumers. The purpose of the UPnP Forum Member Logo is, as stated above, to indicate your company's membership in the UPnP Forum. As a practical matter, however, your company's desire to show its membership in the UPnP Forum may be in conjunction with a discussion of your company's devices that either are, or that your company plans to be, compliant with the UPnP certification standard. You should refrain from any use of the UPnP Forum Member Logo that would be in confusing proximity to the name, brand, or likeness of your company's devices. Likewise, on advertising or Web pages that feature both devices that have and those that have not passed the UPnP Device Certification Test according to the UPnP Device Certification Process, the UPnP Forum Member Logo should not be used in close proximity to any of the devices and should be located particularly distant from devices that are not compliant. Similarly, in a large trade show booth, it would be appropriate to use the UPnP Forum Member Logo in the area of the booth that promotes your company's membership in the UPnP Forum, commitment to the UPnP certification standard, and development of compliant devices. Such use should be in a manner that does not indicate that your devices have passed the UPnP Certification Test when they have not. In addition, all uses of the UPnP Marks must be in the manner (e.g., color, size, lack of modification, etc.) set forth in the UPnP Logo Usage Guidelines.

Your company should avoid ubiquitous use of the UPnP Forum Member Logo. Thus, for example, your company should not incorporate the UPnP Forum Member Logo into a background to be used throughout its booth at a trade show, or as a watermark or background underlying a PowerPoint® computer presentation that features topics other than your company's membership in the UPnP Forum.

Your company may also use the UPnP Forum Member Logo on promotional items, such as T-Shirts and coffee mugs, solely for the purpose of promoting your company's membership within the UPnP Forum. Again, such use must also be in compliance with the UIC Membership Agreement and the UPnP Logo Usage Guidelines.

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# Appendix

## Frequently Asked Questions (FAQ), continued

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### **7. What is the UIC Logo and how is it generally used?**

The UIC Logo is a trademark of the UIC and is used to identify:

1. Documents and other materials published by the UIC, such as technical white papers,
2. Services performed by the UIC, such as the administration of the UPnP Device Certification Process, and
3. The UIC organization itself.

Your company may not use the UIC Logo in the sales and marketing of any of your company's devices. The proper marks to use to indicate that your devices have passed the UPnP Device Certification Test according to the UPnP Device Certification Process are the UPnP Word Mark and the UPnP Logo, as described and limited above.

Your company may, however, use the UIC Logo in the following limited circumstances:

- o If the UIC has placed the UIC Logo on documents or materials published by the UIC, and your company has obtained permission to reproduce such materials (see # 14 below), your company may reproduce the UIC Logo in the exact manner and placement used by the UIC;
- o If your company has obtained express written authorization from the UIC (see #14 below) to represent the UIC at an industry function or event, such as a trade show, your company may use the UIC Logo, subject to all of the rules set forth in the UIC Membership Agreement, this FAQ and the UPnP Logo Usage Guidelines, to indicate that your company's representatives at the event are representing the UIC;
- o If your company has obtained express written authorization from the UIC (see #14 below), your company may use the UIC Logo on promotional items, such as T-Shirts and coffee mugs, solely for the purpose of promoting the UIC.

If your company has obtained express written authorization to use the UIC Logo as provided in this FAQ, your company must ensure that its devices are not presented in conjunction or close association with the UIC Logo in any way that would tend to confuse consumers about the origin or sponsorship of your company's devices or about whether any of your company's devices have passed the UPnP Device Certification Test according to the UPnP Device Certification Process. For example, if your company is authorized to represent the UIC at a trade show, it may use the UIC Logo on signage for the trade show booth. In such a case, however, your company, and its representatives at the trade show, should be clearly representing the UIC.

### **8. What are the guidelines for the UPnP Marks?**

- The UPnP Marks can never be used in a manner contrary to the specific rules and guidelines set forth in the UIC Membership Agreement and the UPnP Logo Usage Guidelines, which include, but are not limited by, the following general rules:

# Appendix

## Frequently Asked Questions (FAQ), continued

- o The UPnP Word Mark and UPnP Logo can be used only in the sales and marketing of specific devices that have passed the UPnP Device Certification Test according to the UPnP Device Certification Process and have been deemed to be compliant with the UPnP device architecture and standards created by the Working Committees of the UPnP Forum;
  - o The UPnP Forum Logo can be used only by and in conjunction with the official business of the UPnP Forum. Your company may not use the Forum logo except with the express written consent of the Steering Committee (see # 5 above);
  - o The UPnP Forum Member Logo can be used by members of the UPnP Forum as an indicator of membership in the UPnP Forum (see #6 above); and
  - o The UIC Logo can be used only by and in conjunction with the official business of the UIC. Your company may not use the UIC Logo except with the express written consent of the UIC (see # 7 above).
- 
- Your company's name, logo, or trademark must appear on any materials where the UPnP Word Mark, UPnP Logo, or UPnP Forum Member Logo is used.
  - Your company cannot use the UPnP Marks in association with any trademarks in a manner that might suggest co-branding or otherwise create potential confusion as to the source or sponsorship of goods or services or ownership of the UPnP Marks.
  - Your company cannot include any of the UPnP Marks, or any part or portion of any of the UPnP marks, in any trade name, business name, domain name, device or service name, logo, trade dress, design, slogan, or other trademark that your company may desire to adopt or register.
  - Your company may use the UPnP Marks only as provided by the UIC electronically or in hard copy form. Except for size, as specified in the UPnP Logo Usage Guidelines, the UPnP Marks may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance. The UPnP Logo Usage Guidelines contain detailed information regarding appropriate color and background choice, as well as graphical examples of correct and incorrect usage of each of the UPnP Marks.
  - The UPnP Marks may not be imitated in any of your company's materials.
  - The UPnP Marks may not be used as a design feature in any materials.
  - The UPnP Marks cannot be placed on any device or materials in such close proximity to any other text, mark, or logo as such placement would tend to confuse consumers. Therefore, a minimum amount of space must remain empty around each of the UPnP Marks. There are specific spacing guidelines set forth in the UPnP Logo Usage Guidelines for each of the UPnP Marks.
  - Until such time as the UPnP Marks are registered, the UPnP Marks should be displayed with the ™ (for trademarks) symbol.

# Appendix

## Frequently Asked Questions (FAQ), continued

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UIC will advise those authorized to use the UPnP Marks when any of those marks are registered. Your company may use the symbol only after it receives such a notice from UIC, and only in regard to those of the UPnP Marks that are registered. The ™ and ® symbols must be used with the UPnP Marks as follows:

- o The ™ and ® symbol must appear in superscript;
- o There is no space between the word UPnP and the ™ or ® symbol;
- o The ™ or ® symbol must appear at least the first time the word UPnP appears in any document;
- o The ™ or ® symbol must be repeated in a document for each chapter title or Web page; and
- o In a circumstance where use of either the ™ or ® symbol is required, the choice of which symbol to use will be determined by the UIC, which may from time to time provide update notices to your company regarding trademark usage. Your company should always conclude that the ™ symbol is the correct symbol to use in conjunction with each of the UPnP Marks unless and until this use is expressly contradicted by the UIC.

### **9. Can we use the UPnP Marks in the sales and marketing of specific devices?**

The only UPnP Marks that are appropriate for use in the sales and marketing of specific devices are the UPnP Word Mark and the UPnP Logo. Your company may use the UPnP Word Mark and UPnP Logo only in the sales and marketing of specific devices that have passed the UPnP Device Certification Test according to the UPnP Device Certification Process and have been found to be compliant with the device architecture and standards created by the Working Committees of the UPnP Forum. Such devices are referred to as Compliant Devices in the Forum Membership Agreement; they are also referred to as certified devices in this FAQ. Even in the sales and marketing of Compliant Devices, however, your company must observe the rules set forth in the Member Agreement, this FAQ and the UPnP Logo Usage Guidelines in regard to all issues pertaining to the manner (e.g., size, color, lack of modifications, etc.) and context in which the UPnP Logo is depicted. Please refer to the discussion of the UPnP Word Mark and UPnP Logo in FAQ Question 4 above.

### **10. Can we use the UPnP Marks in the marketing of our devices generally?**

The only UPnP Marks that are appropriate for use in the sales and marketing of any devices are the UPnP Word Mark and the UPnP Logo. That said, your company may use the UPnP Word Mark and UPnP Logo only in the sales and marketing of devices that have passed the UPnP Device Certification Test according to the UPnP Device Certification Process and have been found to be compliant with the UPnP device architecture and standards created by the Working Committees of the UPnP Forum. Such devices are referred to as Compliant Devices in the Forum Membership Agreement; they are also referred to as certified devices in this FAQ.

If all of your company's devices are Compliant Devices, then your company could make advertising statements such as "TechCo's devices are compliant with the UPnP™ certification standard." Furthermore, your company could reasonably display the names or likenesses of several



# Appendix

## Frequently Asked Questions (FAQ), continued

such Compliant Devices along with the UPnP Word Mark and/or the UPnP Logo, and such mark need not be clearly associated with any particular device.

Similarly, if all of your company's devices within a particular device line are Compliant Devices, then your company could make advertising statements such as "TechCo's LiveWire™ devices are compliant with the UPnP™ certification standard." Furthermore, your company could reasonably display the names or likenesses of several such Compliant Devices within this device line along with the UPnP Word Mark and/or the UPnP Logo, and such mark need not be clearly associated with any particular device.

If, however, not all of your company's devices are Compliant Devices, your company must exercise care and take appropriate steps to prevent confusion between Compliant Devices and noncompliant devices and use of the UPnP Word Mark and UPnP Logo. Therefore, your company must not make broad statements, such as "TechCo's devices are compliant with the UPnP™ certification standard." In addition, in advertising, Web pages, or other materials that include the names, brands, or likenesses of your company's devices, your company must refrain from placing the UPnP Word Mark, the UPnP Logo, or both in close proximity to any device other than Compliant Devices. Moreover, if the particular material contains the name, image, or likeness of both Compliant Devices and devices that have not passed the UPnP Device Certification Test according to the UPnP Device Certification Process, the UPnP Word Mark, UPnP Logo, or both must be used in close proximity to each of the Compliant Devices, in order to clarify the distinction between the devices.

In all uses of the UPnP Word Mark and/or UPnP Logo, your company must observe the rules set forth in the UIC Membership Agreement and the UPnP Logo Usage Guidelines in regard to issues pertaining to the manner (e.g., size, color, lack of modifications, etc.) and context in which the UPnP Word Mark and/or UPnP Logo is depicted. Please refer to FAQ Question 4 above.

### **11. Can we use the UPnP Marks in the marketing of our company?**

The mark that is appropriate for use in the general marketing of your company is the UPnP Forum Member Logo.

### **12. Can we use the UPnP Marks on promotional items, such as T Shirts, to be distributed to the general public?**

As a general rule, your company may use only the UPnP Forum Member Logo on promotional items such as T-Shirts and coffee mugs, solely for the purpose of promoting your company's membership within the UPnP Forum. If your company has received express written authorization from the Steering Committee of the UPnP Forum via the UIC (see #14 below) and is acting as a representative of the UPnP Forum, your company may use the UPnP Forum Logo on such promotional items, solely for the purpose of promoting the UPnP Forum. If your company has received express written authorization from the UIC (see #14 below) and is acting as a representative of the UIC, your company may use the UIC Logo on such promotional items, solely for the purpose of promoting the UIC. Your company should remember, however, that no UPnP Mark may be used on any promotional items if such use would tend to confuse consumers either that a particular promotional item was in some way compliant with the UPnP certification standard or that promotional items bearing either the UPnP Forum Logo or the UIC Logo were being provided by representatives of your company and not representatives of the UPnP Forum or the UIC, as applicable. Moreover, the use of any of the UPnP Marks must be in compliance with the UIC Membership Agreement and the UPnP Logo Usage Guidelines.

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# Appendix

## Frequently Asked Questions (FAQ), continued

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### **13. When can we use the UPnP Marks on promotional items, such as T Shirts, to be distributed internally within our company?**

Oftentimes, companies would like to reward employees involved with a particular endeavor with a memento, such as a T-Shirt or paper-weight, emblazoned with the mark or logo associated with the particular endeavor. If your company desires to provide such mementos to its employees, such use is permissible, but only in regard to the UPnP Forum Member Logo.

### **14. How do I obtain authorization from UIC to use the UPnP Forum Logo and/or the UIC Logo?**

If your company wants to use the UPnP Forum Logo or UIC Logo, solely for one or more of the purposes set forth in this FAQ, your company must:

- a. Contact UIC at least sixty (30) days prior to the first date of proposed use, in writing at the following address: UIC, 2400 Camino Ramon, Suite 375, San Ramon, CA 94583, 925-275-6645. The UIC will subsequently contact the UPnP Forum Steering Committee to gain permission to use the Forum logo.
- b. Set forth in such writing all of the following information: the logo desired, the proposed dates of use, the exact purpose for which the logo will be used, details of the proposed use (where, when, for how long, intended audience, volume of use, etc.), contact information for the person or persons in your organization who will be responsible for use of the logo, and the planned disposition of any items bearing the logo that remain in your company's possession or control after the last date for which usage was proposed.
- c. Provide explanation or sample of the proposed use.

If UIC grants your company's request, UIC will provide to your company written authorization to use the logo, solely in the limited capacity as stated in the request, expressly subject to the terms provided by UIC. Your company has no right to use the UPnP Forum Logo or the UIC Logo unless and until UIC provides such written authorization.