



EnOcean Alliance Brand Guidelines

V 2.0, Jan 2017

EnOcean Alliance

The EnOcean Alliance is a consortium of companies working to further develop and promote self-powered wireless sensor for sustainable and smart buildings by formalizing the interoperable wireless standard. The EnOcean Alliance has the largest installed base of field-proven wireless building automation networks in the world.

Our mission is to promote and enable intelligent green buildings through creation of a broad range of interoperable self-powered wireless products based on the wireless standard ISO/ IEC 14543-3-1X. Our vision is to create a better, safer, cost & energy efficient environmentally friendlier world through intelligent self-powered wireless sensor systems.

EnOcean Alliance logos may be used only under the following guidelines from EnOcean Alliance Inc.

EnOcean Alliance reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that you modify or delete any use of the Logo that, in EnOcean Alliance's sole judgment, does not comply with these guidelines, or might otherwise impair EnOcean Alliance's rights in the logo. EnOcean Alliance further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

For more information please contact: **info@enocean-alliance.org** or visit our website **www.enocean-alliance.org**.

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1 ENOCEAN ALLIANCE TECHNOLOGY LOGO (=INGREDIENT LOGO)

The EnOcean Alliance technology logo (=ingredient logo) consists of two components:

- the logo, a graphical element
- the EnOcean Alliance logotype and the name “EnOcean” in its unique type treatment

The EnOcean Alliance technology logo (=ingredient logo) and logotype, and their relationships to each other, were developed to express the EnOcean Alliance technology's name and brand image. They may not be re-created, redrawn or reconfigured under any circumstances.

Please use only approved master reproduction art, and follow all standards and specifications outlined in the guidelines.



1.1 Usage of the EnOcean term

EnOcean is a trademarked term and can be used by EnOcean Alliance, EnOcean Alliance member and other third parties as an adjective to describe the EnOcean Alliance or its intellectual property.

1.2 Usage of the EnOcean Alliance technology logo

When promoting EnOcean radio standard and self-powered wireless sensor solutions, the EnOcean Alliance **technology logo** (=ingredient logo) and graphics can be **used by the EnOcean Alliance and EnOcean Alliance members**. Press and media may use the EnOcean Alliance logo without a license. In this case, the EnOcean Alliance ingredient logo can be used on collateral material, such as documentation, print advertising, and web advertising, to communicate a relationship with the EnOcean Alliance and to distinguish from other standards in the marketplace.

When promoting final products or technology platforms, the EnOcean Alliance **technology logo** (=ingredient logo) and graphics can **only be used by EnOcean Alliance members who have certified the specific product or platform in accordance with the EnOcean Alliance Certification policy as described in the Certification Handbook**. The EnOcean Alliance technology logo (=ingredient logo) does not replace any regulatory certification necessary. In this case, the EnOcean Alliance technology logo (=ingredient logo) can be used on final products based on wireless standard ISO/ IEC 14543-3-1X and EnOcean Alliance's intellectual property (e.g. EnOcean Equipment Profiles) and on product-related or platform-related documentation (e.g. data sheets, user manual, application notes) to communicate a certified product or platform with the EnOcean Alliance and to distinguish from other standards in the marketplace.

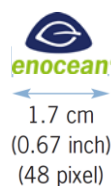
The EnOcean Alliance technology logo (=ingredient logo) must always be used pursuant to the specifications below to identify EnOcean Alliance, or EnOcean Alliance member products or services. Any use that falls outside of these specifications is strictly prohibited.

1.3 Marking with ®

The name tag "enocean" must always be accompanied by the registered symbol. Every appearance of EnOcean Alliance technology logo (=ingredient logo) in stylized form should always be marked with the appropriate ® symbol after the name tag "enocean".

1.4 Minimum size

The logo must always be at least 17 mm in width and it can only appear in horizontal position.





1.5 Color guidelines

Color is an important element in the EnOcean Alliance identity. Consistent and correct usage of our EnOcean Alliance color palette will help ensure that we present a cohesive, high-quality image to the world. The colors shown here, dark blue (PANTONE® PMS 2757) and green (PANTONE® PMS 376 U), represent the EnOcean Alliance color palette. Use them against background colors that provide sufficient contrast to attain optimum readability.

The primary corporate colors may be used in spot-color (PANTONE®), four-color process (CMYK), RGB, and Web (hexadecimal) applications. Use the RGB colors for broadcast and computer presentations, and hexadecimal values for Web-safe applications. In spot-color situations, refer to the standards shown in the current edition of the PANTONE® (PMS) Color Formula Guide.*

* The colors shown in this section and throughout this guide have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standard. For accurate standard, please refer to the current edition of the PANTONE Color Formula Guide.

Primary Colors	Pantone	Process	RGB	Web
	PMS 2757	C 100 M 90 Y 20 K 30	R 0 G 44 B 96	002C60
	PMS 376 U	C 50 M 0 Y 100 K 0	R 151 G 191 B 13	97BF0D

1.6 EnOcean Alliance typography

The typeface News Gothic™ (Linotype) conveys a sense of modernity, friendliness and it's easy to read. Its consistent use is key to building recognition of the EnOcean brand. In cases where this font is not available, such as in electronic media, Verdana should be used as the default typeface.

The correct spelling of our brand name EnOcean Alliance is with an E, O and A majuscule: EnOcean Alliance.

News Gothic

News Gothic Italic

News Gothic Bold

News Gothic Bold Oblique

OUR TYPEFACE plays an essential role in our communication.

News Gothic regular for headlines, also to use in majuscules

Typefaces provide orientation and divide texts into segments that **are easy to understand.**

News Gothic regular for longer body texts

News Gothic bold for highlighting and subhead lines (not for headlines)

www.enocean-alliance.org

News Gothic bold oblique for highlighting

We use it to clearly express information that the viewer needs to digest quickly.

Typefaces provide orientation and divide texts into segments that are easy to understand.

News Gothic oblique for margin notes, captions and legends

1.7 Color and one color logo usage

When using the logo, please use the color version on white background. For occasions when the primary EnOcean Alliance colors cannot be used, the one-color version of the EnOcean Alliance technology logo (=ingredient logo) is preferred for single-color applications. On all vivid backgrounds the EnOcean Alliance technology logo (=ingredient logo) is positioned on a white square.

When using the logo on EnOcean Alliance color P 376 U, take the color version blue/white of the EnOcean Alliance technology logo (=ingredient logo). Do not use the logo on any other color without white square.

Please note that these versions of the logo, just as the color version, may not be altered in any way.

4c/2c color version



color version blue/white



one color black



one color white



1.8 Collateral applications

In advertising and collateral, the EnOcean Alliance member’s company logo and/or brand logo must be present and more than 50 percent larger in size than the EnOcean Alliance technology logo (=ingredient logo). Also, be sure that the EnOcean Alliance technology logo (=ingredient logo) remains distinct and separate from text, landmarks, or any other graphic elements.

Follow the established guidelines for color usage, size relationships, and minimum size. In advertising, the EnOcean Alliance technology logo (=ingredient logo) should be placed in association with relevant content of the ad.



Example advertising, alliance logo on vivid background



Example advertising, alliance logo on white background



Example advertising, alliance logo on green P 37611 background

2 ENOCEAN ALLIANCE LOGO

The unique EnOcean Alliance logo has been created for use in print and digital media, on products, and in signage. The EnOcean Alliance logo is a custom drawing in a configuration that is not to be altered. Use only the artwork provided. Do not attempt to recreate the logo.

The EnOcean Alliance signature consists of three main components:

- the logo, a graphical element that captures the spirit and essence of the EnOcean Alliance
- the EnOcean Alliance logotype and the name “EnOcean Alliance” in its unique type treatment
- the claim “No Wires. No Batteries. No Limits.”

All three elements combine to form the EnOcean Alliance signature. The EnOcean Alliance logo, the logotype, the claim and their relationships to each other were developed to express the EnOcean Alliance’s name and brand image. They may not be recreated, redrawn or reconfigured under any circumstances. Please use only approved master reproduction art, and follow all standards and specifications outlined in guidelines.



2.1 Usage of the EnOcean Alliance logo

As a general rule, the **EnOcean Alliance logo and graphics** are **reserved exclusively for use by the EnOcean Alliance Inc.** Press and media may use the EnOcean Alliance logo without a license. Any third parties, i.e. members or non-members of the EnOcean Alliance are not allowed to use the EnOcean Alliance logo or parts of it.

The logo must always be used pursuant to the specifications below to identify EnOcean Alliance, or EnOcean Alliance products or services. Any use that falls outside of these specifications is strictly prohibited.

2.2 Marking with ®

The name tag "enocean" must always be accompanied by the registered symbol. Every appearance of EnOcean Alliance logo in stylized form should always be marked with the appropriate ® symbol after the name tag "enocean".

2.3 Minimum size

The logo must always be at least 37 mm in width and it can only appear in horizontal position.



2.4 EnOcean Alliance Logo without claim

In case the marketing collateral is shorter than 37 mm the logo without claim can be used.

In case the marketing collateral is shorter than 25 mm (like imprint on ball-pen), the "noclaim_mini" Version can be used. Minimum size is for this version 20mm.



2.5 Color guidelines

Please refer to 1.4 .

2.6 EnOcean Alliance typography

Please refer to 1.5 .

2.7 Color and one color logo usage

When using the logo, please use the color version on white background. For occasions when the primary EnOcean Alliance colors cannot be used, the one-color version of the EnOcean Alliance logo is preferred for single-color applications. On all vivid backgrounds the EnOcean Alliance logo is positioned on a white square.

When using the logo on EnOcean Alliance color P 376 U, take the color version blue/white of the EnOcean Alliance logo. Do not use the logo on any other color without white square.

Please note that these versions of the logo, just as the color version, may not be altered in any way.

4c/2c color version



color version blue/white



one color version



one color white



2.8 Collateral applications

Follow the established guidelines for color usage, size relationships, and minimum size. In advertising, the EnOcean Alliance logo should be placed in association with relevant content of the ad.



Example advertising, alliance logo on vivid background



Example advertising, alliance logo on white background



Example advertising, alliance logo on green P 37611 background

3 ENOCEAN ALLIANCE MEMBER LOGO

The EnOcean Alliance member logo consists of three components:

- the logo, a graphical element that captures the spirit and essence of the EnOcean Alliance
- the EnOcean Alliance logotype and the name “EnOcean Alliance” in its unique type treatment
- the endorsement “MEMBER”

The EnOcean Alliance member logo and logotype, and their relationships to each other, were developed to express the EnOcean Alliance’s name and brand image. They may not be re-created, redrawn or reconfigured under any circumstances.

Please use only approved master reproduction art, and follow all standards and specifications outlined in the guidelines.



3.1 Usage of the EnOcean Alliance member logo

As a general rule, **only members of the EnOcean Alliance may use the EnOcean Alliance member logo**. Any use that falls outside of these specifications is strictly prohibited.

EnOcean Alliance members may only use the EnOcean Alliance member logo under the following limited circumstances: at advertising, marketing collateral, or a website that references the connection with EnOcean Alliance member provided that the area in which the EnOcean Alliance member logo is used includes the logos of one or more companies or organizations with which the EnOcean Alliance member has a similar relationship.

3.2 Marking with ®

The name tag "enocean" must always be accompanied by the registered symbol. Every appearance of an EnOcean Alliance member logo in stylized form should always be marked with the appropriate ® symbol after the name tag "enocean".

3.3 Minimum size

The logo must always be at least 37 mm in width and it can only appear in horizontal position.



3.4 Color guidelines

Please refer to 1.4 .

3.5 EnOcean Alliance typography

Please refer to 1.5 .

3.6 Color and one color logo usage

When using the logo, please use the color version on white background. For occasions when the primary EnOcean Alliance colors cannot be used, the one-color version of the EnOcean Alliance member logo is preferred for single-color applications. On all vivid backgrounds the EnOcean Alliance member logo is positioned on a white square.

When using the logo on EnOcean Alliance color P 376 U, take the color version blue/white of the EnOcean Alliance member logo. Do not use the logo on any other color without white square.

Please note that these versions of the logo, just as the color version, may not be altered in any way.

4c/2c color version



color version blue/white



one color version



one color white



3.7 Collateral applications

In advertising and collateral, the EnOcean Alliance member’s company logo and/or brand logo must be present and more than 50 percent larger in size than the EnOcean Alliance member logo. Also, be sure that the EnOcean Alliance member logo remains distinct and separate from text, landmarks, or any other graphic elements.

Follow the established guidelines for color usage, size relationships, and minimum size. In advertising, the EnOcean Alliance member logo should be placed in association with relevant content of the ad.



Example advertising, alliance logo on vivid background



Example advertising, alliance logo on white background



Example advertising, alliance logo on green P 37611 background

4 ICONS

EnOcean Alliance has introduced icons to help third parties understand the different benefits of member products using EnOcean technology.



Interoperable wireless standard

Interoperable technology and products. HVAC, monitoring and lighting control systems are readily available and wide-ranging product portfolio exists, based on an interoperable standard technology together with interfaces to established automation solutions.



Self-powered

EnOcean Alliance solutions make use of energy created from slight changes in motion, pressure, light, temperature or vibration. The self-powered wireless sensors help make buildings smarter, safer, more comfortable and more energy-efficient. No batteries - product manufacturers, building professionals and end-users can now realize the promise of battery-less and wire-free control systems. Because they are anchored by self-powered sensors and switches, EnOcean-enabled buildings are more flexible and cost-efficient to design, build and operate.



Proven technology for sustainable buildings

Tried, tested and true - EnOcean-enabled wireless networks have been installed in over 400,000 buildings; making it the most pervasive and field-tested wireless building automation standard in the world. The wireless standard for sustainable building - from retrofitting older structures to designing new buildings, the EnOcean Alliance is empowering the imagination and energizing creativity; helping to make sustainable buildings a reality.

4.1 Usage of the icons

As a general rule, **only EnOcean Alliance and EnOcean Alliance members may use the EnOcean icons**. Press and media may use the EnOcean Alliance logo without a license.

The icons must always be used pursuant to the specifications below. Any use that falls outside of these specifications is strictly prohibited.

4.2 Color guidelines

Please refer to 1.4 .

4.3 Color logo usage

When using the EnOcean icons, we prefer you use the color version on white background. Please note that these versions of the logo, just as the color version, may not be altered in any way.

4c- or 2c-color version



one color version black



Example calm bw-colored background

4.4 Collateral applications

In advertising and collateral, your company and/or brand name must be present and more than 50 percent larger in size than the EnOcean icons. Also, be sure that the EnOcean icons remain distinct and separate from text, landmarks, or any other graphic elements.

Follow the established guidelines for color usage, size relationships, and minimum size. In advertising, the EnOcean icons should be placed in association with relevant content of the ad.



Example advertising, icons on white background



Example advertising, icons on calm background



Example advertising, icons on green P 376U background

5 EDITORIAL GUIDELINES

5.1 *EnOcean Alliance naming conventions*

Organization name: EnOcean Alliance.

Legal name: EnOcean Alliance Inc. should be used where appropriate (such as on first reference in legal documentation).

5.2 *Trademark legal attribution statement*

Use the following trademark attribution statement when EnOcean Alliance and the EnOcean Alliance signature are included, as well as other EnOcean Alliance and non-EnOcean Alliance trademarks for which we are not obligated to list the specific trademark owner.

5.3 *Required statement*

EnOcean ®, EnOcean Alliance logo, EnOcean Alliance member logo and EnOcean Alliance technology logo (=ingredient logo) are registered trademarks of EnOcean GmbH and EnOcean Alliance Inc. All other product or service names are the property of their respective owners.

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6 CONTACT INFORMATION

All marketing communications must conform to the correct template and brand guidelines. If you have a guidelines question, please address your question to

EnOcean Alliance Inc.
Phone +1.925.275-6601
info@enocean-alliance.org