EnOcean Alliance Brand Guideline

V 4.0, December 2019

enocean alliance

Building Smarter Connectivity

Welcome to the EnOcean Alliance!

The EnOcean Alliance is an international association of leading companies in the building and IT industries founded in 2008. The open, non-profit organization is committed to enabling and promoting interoperable eco-systems for smart homes, intelligent buildings, and smart spaces based on the wireless maintenance-free standard (ISO/IEC 14543-3-10/11).

As a professional global network, the members of EnOcean Alliance co-create truly interoperable, maintenance-free and proven eco-systems based on the global EnOcean radio standard. With our decades of experience we are committed to enabling a healthier, safer and sustainable environment in smart homes, intelligent buildings and smart spaces for the benefit of all.

Our **vision** is to create a healthier, safer and environmentally friendly world by utilizing the infinite potential of our energy harvesting based wireless standard.

This brand guideline provides you with information and orientation about our brand (including logos and lead images) and its usage.

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

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1   THE ENOCEAN ALLIANCE TECHNOLOGY LOGO

The EnOcean Alliance technology logo consists of two components:
- the logo, a graphical element
- the EnOcean Alliance logotype and the name "EnOcean"

Please use only approved master reproduction art, and follow all standards and specifications outlined in the guidelines. The EnOcean Alliance technology logo may not be re-created, redrawn or reconfigured.

1.1   Usage of the EnOcean term

EnOcean® is a trademarked term. It may be used by EnOcean Alliance, EnOcean Alliance promoters and members as well as 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 can be **used by the EnOcean Alliance and EnOcean Alliance promoters/members** in collateral materials (note – on specific products, datasheets or product descriptions – see below) to show the connection to the EnOcean Alliance and to distinguish from other radio standards in the market.

Press and media may use the EnOcean Alliance technology logo without license.

When promoting final products or technology platforms, **the EnOcean Alliance technology logo can only be used by EnOcean Alliance promoter or participant members who have certified the specific product or platform in accordance with the EnOcean Alliance Certification Policy as described in the Certification Handbook**. Please note that the EnOcean Alliance technology logo does not replace any regulatory certification.

1.3   Marking with ®

In the technology logo, the name tag "enocean" must always be accompanied by the registered symbol ® symbol after the name tag "enocean", unless for practical reasons, namely if the size would be too small to print etc., then the ® symbol may be eliminated.

1.4   Minimum size

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

1.7 cm
(0.67 inch)
(48 pixel)
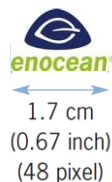
1.5 Colour guidelines

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

The primary corporate colours may be used in spot-colour (PANTONE®), four-colour process (CMYK), RGB, and Web (hexadecimal) applications. Use the RGB colours for broadcast and computer presentations, and hexadecimal values for web applications.

	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

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1.6   EnOcean Alliance typography

The typeface News Gothic™ (Linotype) used in the EnOcean Alliance (technology) logo conveys a sense of modernity, friendliness and it's easy to read. Its consistent use is key to building recognition of the EnOcean Alliance 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 Colour and one colour logo usage

When using the logo, please use the 4c/2c colour version on white background. For occasions when the primary EnOcean Alliance colours cannot be used, the one-colour version of the EnOcean Alliance technology logo is preferred for single-colour applications. On all vivid backgrounds the EnOcean Alliance technology logo is positioned on a white square.

When using the logo on EnOcean Alliance colour P 376 U, take the colour version blue/white of the EnOcean Alliance technology logo.

Please note that the logo versions may not be altered in any way.

4c/2c colour version

colour version blue/white

one colour black

one colour white

1.8   Collateral applications

In advertising and collaterals, the EnOcean Alliance promoter's/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. Also, be sure that the technology logo remains distinct and separate from text, brandmarks, or other graphic elements.

In ads, the EnOcean Alliance technology logo should be placed in association with relevant content of the ad.

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2   ENOCEAN ALLIANCE LOGO

The EnOcean Alliance logo has been created for use in print and digital media, on products, and in signage. It 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"
- the claim "Building Smarter Connectivity"

The EnOcean Alliance logo as a whole is internationally registered as word-picture-mark. Therefore, the name tag "enocean" must not be accompanied by the registered ® symbol.

The EnOcean Alliance logo was developed to express the EnOcean Alliance's brand image. It may not be recreated, redrawn or reconfigured. Please only use the artwork provided and do not attempt to recreate the logo.

2.1   Usage of the EnOcean Alliance logo

As a general rule, the **EnOcean Alliance logo is reserved exclusively for use by the EnOcean Alliance Inc**. Press and media may use the EnOcean Alliance logo without license. Promoters/members of the EnOcean Alliance are kindly asked to use the promoter/member logo. All other third parties are not allowed to use the EnOcean Alliance logos.

2.2 Minimum size

The EnOcean Alliance logo must always be at least 37 mm in width and it can only appear in horizontal position.
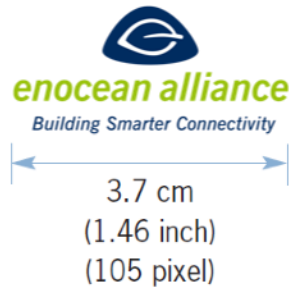
2.3 EnOcean Alliance Logo without claim

In marketing collateral shorter than 37 mm (e.g. imprint on ball-pen), the logo without claim can be used. Minimum size for this version is 20mm.

2.4 Colour guidelines

Please refer to 1.5.

2.5 EnOcean Alliance typography

Please refer to 1.6.

2.6 Colour and one colour logo usage

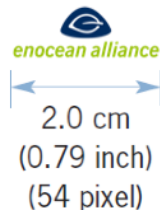The 4c/2c colour version on white background is the main version of the EnOcean Alliance logo. Please use it whenever possible. The one-colour logo version is preferred for single-colour applications. When using the logo on colour P 376 U, please select the colour version blue/white. On any other colours or on vivid backgrounds the EnOcean Alliance logo is positioned on a white square.

Please note that the logo versions may not be altered in any way.

4c/2c colour version

colour version blue/white

one colour version

one colour white

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3   ENOCEAN ALLIANCE PROMOTER/MEMBER LOGO

The EnOcean Alliance promoter/member logo consists of three components:
- the logo, a graphical element that captures the spirit of the EnOcean Alliance
- the EnOcean Alliance logotype and the name "EnOcean Alliance"
- the endorsement "Promoter" or "Member"

The EnOcean Alliance promoter/member logo was developed to express the EnOcean Alliance's brand image. It may therefore not be re-created, redrawn or reconfigured.

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

enocean alliance
Promoter

enocean alliance
Member

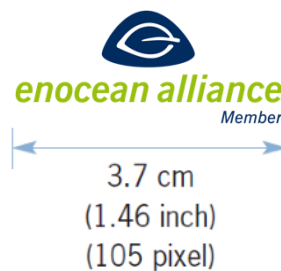## 3.1 Usage of the EnOcean Alliance promoter/member logo

As a general rule, only promoters and members of the EnOcean Alliance may use the EnOcean Alliance promoter/member logo.

3.2 Minimum size

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

3.3 Colour guidelines

Please refer to 1.5.

3.4 EnOcean Alliance typography

Please refer to 1.6.

3.5 Colour and one colour logo usage

The 4c/2c colour version on white background is the main version of the EnOcean Alliance promoter/member logo. Please use it whenever possible. The one-colour logo version is preferred for single-colour applications. When using the logo on colour P 376 U, please select the colour version blue/white. On any other colours or on vivid backgrounds the EnOcean Alliance promoter/member logo is positioned on a white square.

Please note that the logo versions of the logo may not be altered in any way.

4c/2c colour version

colour version blue/white

one colour version

one colour white

3.6 Collateral applications

In advertising and collateral, the EnOcean Alliance promoter's/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. In addition, the EnOcean Alliance promoter/member logo has to remain distinct and separate from text, brandmarks or other graphic elements.

Please follow our guideline for color usage, size relationships and minimum size. In advertising, the EnOcean Alliance promoter/member logo should be always placed together with relevant content of the ad.

4 LEAD IMAGES

EnOcean Alliance has introduced lead images to ensure recognition and to summarize the main features and benefits of the EnOcean Alliance and its eco-system.

The lead images consist of three components:
- the EnOcean Alliance logo with claim (color version blue/white)
- the picture motif in four variations
- the EnOcean Alliance keywords

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4.1 Usage of the lead images

As a general rule, only EnOcean Alliance and EnOcean Alliance promoters or members may use the EnOcean Alliance lead images for marketing and communications purposes. In general, the EnOcean Alliance lead images should not be changed or altered. Please contact us to discuss exceptions to this rule.

5 MARKETING MATERIAL

More marketing material about the EnOcean Alliance and the EnOcean radio standard such as international use cases, presentations and videos can be found on our website.

6 EDITORIAL GUIDELINES

6.1 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).

6.2 Trademark legal attribution statement

Use the trademark attribution statement in 6.3. when EnOcean Alliance and the EnOcean Alliance logo 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.

6.3 Required statement
EnOcean®, EnOcean Alliance logo, EnOcean Alliance technology and promoter/member logo are registered trademarks of EnOcean GmbH and EnOcean Alliance Inc. All other product or service names are the property of their respective owners.

© EnOcean Alliance Inc., 2019.

7 LEGAL NOTE

All marketing communications must conform to the EnOcean Alliance brand guideline.

Please note that EnOcean Alliance reserves the right in its sole discretion to terminate or modify permission to display the logo and the lead images, 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.

8 CONTACT INFORMATION

If you have a question about our brand guideline or further inputs or proposals, please don't hesitate to contact us at:

EnOcean Alliance Inc.
5000 Executive Parkway, Suite 302
San Ramon, CA 94583
info@enocean-alliance.org

Thank you for following the EnOcean Alliance brand guideline!