



***enocean alliance***

*Building Smarter Connectivity*

# **EnOcean Alliance Brand Guideline**

V 5.0, April 2021

## **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](mailto:info@enocean-alliance.org) or visit our website [www.enocean-alliance.org](http://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 owned by EnOcean GmbH. It may be used by the 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. For any other usage of the term EnOcean please refer to the brand guidelines of EnOcean GmbH which can be obtained on request from [info@enocean.com](mailto:info@enocean.com).

### **1.2 Usage of the EnOcean Alliance technology logo**

When promoting EnOcean radio standard, 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 a license.



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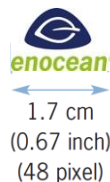
When promoting final products or technology platforms, **the EnOcean Alliance technology logo can only be used by EnOcean Alliance promoter or participant members who have certified the specific product or platform in accordance with the EnOcean Alliance Certification Policy as described in the [Certification 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 a horizontal position.



### 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 attaining optimum readability.

The primary corporate colours may be used in spot-color (PANTONE®), four-color 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 subheadlines (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**







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### 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, brand marks, or other graphic elements.

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

The image shows four variations of an advertisement for 'Building automation' by TEST COMPANY. Each ad features a background image of a modern building and the following text:

**Building automation**  
Your specialist for batteryless EnOcean wireless technology

We offer maintenance-free wireless solutions for commercial buildings, renovation and modernization. Project planning and installation of light management systems, automation systems and EnOcean wireless solutions – energy-autonomous and maintenance-free –

TEST COMPANY

I am a dummy copy. And I've been a dummy copy since my birth. It took me a long time to realize what it means to be a dummy copy. [www.testcompany.com](http://www.testcompany.com)

The four layouts illustrate different placements of the EnOcean Alliance logo:

- Top-left: Logo is small and placed in the bottom right corner of the ad.
- Top-right: Logo is small and placed in the bottom right corner of the ad, overlapping the main text.
- Bottom-left: Logo is small and placed in the bottom right corner of the ad, overlapping the main text.
- Bottom-right: Logo is large and placed in the bottom right corner of the ad, clearly separated from the text. A green arrow points to this layout as the correct application.

## **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 a 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.

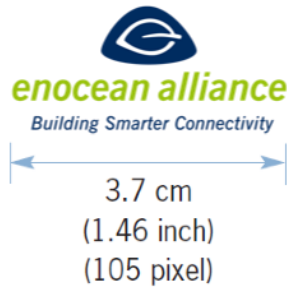


### **2.1 Usage of the EnOcean Alliance logo**

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 a 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.

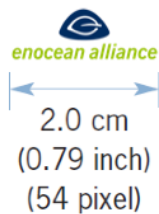
## **2.2 Minimum size**

The EnOcean Alliance logo must always be at least 37 mm in width and it can only appear in a 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. The 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 the 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**



### **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.

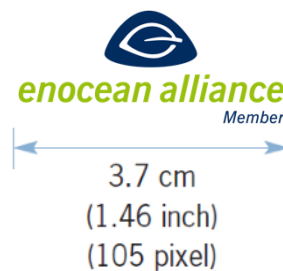


### **3.1 Usage of the EnOcean Alliance promoter/member logo**

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 a 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 the 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**



**one colour version**



**colour version blue/white**



**one colour white**





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### 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, brand marks or other graphic elements.

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

The image displays three examples of collateral applications for EnOcean Alliance members and promoters, illustrating correct logo placement and size relative to the member's content.

**Example 1 (Top Left):** A white background with a photograph of a modern building interior. The text reads "Building automation" and "Your specialist for batteryless EnOcean wireless technology". The EnOcean Alliance Member logo is placed in the bottom right corner of the photo area. The TEST COMPANY logo is in the bottom left. A green arrow points to the EnOcean Alliance Member logo.

**Example 2 (Top Right):** A dark blue background with a photograph of a modern building at night. The text reads "Building automation" and "Your specialist for batteryless EnOcean wireless technology". The EnOcean Alliance Member logo is placed in the bottom right corner. The TEST COMPANY logo is in the bottom left. A green arrow points to the EnOcean Alliance Member logo.

**Example 3 (Bottom):** A dark blue background with a photograph of a modern building at night. The text reads "Building automation" and "Your specialist for batteryless EnOcean wireless technology". The EnOcean Alliance Promoter logo is placed in the bottom right corner. The TEST COMPANY logo is in the bottom left. A green arrow points to the EnOcean Alliance Promoter logo.





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## 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 a claim (color version blue/white)
- the picture motif in four variations
- the EnOcean Alliance keywords



#### **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 the 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., 2021.

## **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](mailto:info@enocean-alliance.org)

**Thank you for following the EnOcean Alliance brand guideline!**