OSGi Alliance Logo Usage Policy
Version 3.0

Who May Use OSGi Alliance Logos
OSGi™ is a trademark, and can only be used by authorized licensees, in accordance with these usage guidelines and the OSGi Alliance Trademark Policy. The family of OSGi Alliance logos and their license or authorization for use include:

• **OSGi Alliance Corporate Logo.** As part of an executed OSGi Alliance membership agreement, all members of the OSGi Alliance are granted a license to display the OSGi Corporate Logo. Further, anyone who downloads the OSGi Alliance Corporate Logo from the OSGi Media Kit is authorized to display the OSGi Alliance Corporate Logo when doing so in full compliance to the OSGi Alliance Trademark Policy.

• **OSGi Technology Logo.** Anyone who downloads the OSGi Technology Logo from the OSGi Media Kit is authorized to display the OSGi Technology Logo when referring to OSGi technology when doing so in full compliance to the OSGi Alliance Trademark Policy.

• **OSGi Alliance Membership Logos: Strategic, Principal, Contributing Associate, Supporter.** OSGi Alliance members and Supporters in good standing are granted a license to display their current OSGi Alliance membership level as part of an executed membership or Supporter agreement.

• **OSGi Alliance User’s Forum.** A qualified OSGi Alliance User’s Forum/Group may use the customized OSGi Alliance User’s Forum/Group logos per their OSGi Alliance licensing agreement.

• **OSGi Alliance Event Logos.** Anyone is authorized to use an OSGi Event Logo when referring to OSGi events if the logo is downloaded from the OSGi Media Kit or obtained by specific request from help@osgi.org when doing so in full compliance to the OSGi Alliance Trademark Policy.

• **OSGi enRoute.** Anyone is authorized to use the OSGi enRoute logo when referring to OSGi enRoute, when doing so in full compliance to the OSGi Alliance Trademark Policy and when using a logo obtained from the OSGi Media Kit.

• **OSGi Certified.** The OSGi Alliance grants (member access only) OSGi Alliance members whose service platform passes the OSGi Compliance and Certification program the right to use the OSGi certification mark for marketing purposes on its product website and in its collateral.

• **OSGi Enabled.** The OSGi Alliance offers a license for the “OSGi Enabled” logo for approved products or services that utilize components compliant with one or more OSGi specifications to display the OSGi Enabled mark for marketing purposes.

All others seeking to use any OSGi Alliance logos must seek written permission from the OSGi Alliance by obtaining approval from either the OSGi Liaison Executive Committee or the OSGi Board of Directors. This approval request can also be initiated by contacting help@osgi.org.
How To Use The OSGi Alliance Logo Family

To ensure proper usage of OSGi Alliance logos, we have provided guidelines, descriptions and illustrations of the trademarked OSGi Alliance logo and family of OSGi Alliance logos. All materials designed for advertising, promotion, direct mail or other purposes using the OSGi Corporate Logo or family of OSGi Alliance logos, must comply with these guidelines.

Please make note that your adherence to these guidelines is a requirement of use of the family of OSGi Alliance logos.

There are no other authorized OSGi Alliance logos. These OSGi Alliance logos and their variations illustrated in this guideline are the only logos currently approved for your use by the OSGi Alliance.

No OSGi Alliance Logos available to the public are to be used as a compliance seal.

Enlargements and reductions should only be made from an official master logo sheet or computer file. Copies of the master logos are available either from the OSGi Alliance Media Kit or on request from help@osgi.org.

Never obscure, cut off or place any design over the logo. The logo should not be altered proportionally in any way. It must not be used in an outline form.

Presentation and Press Material. Place the OSGi Corporate Logo prominently, and keep it separate from the other type and symbols. In headlines or text, typeset the OSGi name – do not use the logo artwork.

Exhibits/Promotional Items. On text panels and banners, typeset the name in a style and size compatible with other copy.

OSGi Corporate Logo Elements

The OSGi Corporate logo consists of three elements: the word “OSGi”, the word “Alliance” and artwork. These elements have been carefully designed to fit together in a balanced form and the relationships should not be altered.

The logo must always be reproduced in a manner that will ensure maximum clarity and provide sufficient background on which it appears. When the logo is reproduced in very large sizes for use in displays, signs, etc., special care must be taken that when enlarging that the integrity of the design is not lost.
Correct Color Reproduction
There are different versions of the logo available.

- Color version Print (CMYK) against a light background and a dark background
- Color version Print (Pantone) against a light background and a dark background
- Color version Web/PowerPoint (RGB) against a light background and a dark background
- Grey scale version against a light background and a dark background
- Black and white version against a light background and a dark background

Electronic and/or hard copy versions of each of these logos are available on request from help@osgi.org.

**CMYK (Print)**
dark orange 0/80/100/0, orange 0/55/100/0, halftone orange 50% – 0/55/100/0, blue 100/40/0/55

**Grey Scale (Positive)**
75% black, 50% black, 30% black, 100% black

**Pantone (3-Colored For Print)**
dark orange Pantone 173, orange Pantone 144, halftone orange 50% – Pantone 144, blue Pantone 2955

**Grey Scale (Negative)**
60% black, 40% black, 20% black, 100% black, white

**RGB (Web/PowerPoint)**
dark orange 232/82/19, orange 241/138/0, halftone orange 250/199/138, blue 0/67/112, white 55/255/255

**Black And White**
100% black, white
### OSGi Alliance Corporate Color

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<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Pantone</th>
<th>RGB</th>
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<tbody>
<tr>
<td>dark orange</td>
<td>0/80/100/0</td>
<td>173</td>
<td>232/82/19</td>
</tr>
<tr>
<td>orange</td>
<td>0/55/100/0</td>
<td>144</td>
<td>241/138/0</td>
</tr>
<tr>
<td>halftone orange</td>
<td>50% - 0/55/100/0</td>
<td>144</td>
<td>250/199/138</td>
</tr>
<tr>
<td>blue</td>
<td>100/45/0/55</td>
<td>2955</td>
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Minimum Margin of Clearance

The margin of clearance surrounding the OSGi logo has been established to ensure ease of legibility for all applications. No other elements, including typography, other logos, graphics or photos may intrude upon this margin of clearance Area.

The margin of clearance surrounding the logo is defined as “x”. The value x is equivalent to 1/5th of the height of the OSGi logo.

Note: The registration mark (“™”) is proportionally fixed to fit the logo. Do not pair with any type or join or concatenate it with another logo or symbol. In a document, for example, an approved press release, place the OSGi Corporate logo at a distance of at least a half of the page width (or width of the screen, banner, etc.) from your own corporate logo, and balance it visually with other elements.

Never translate the logo into other languages.
Prohibited Alliance Corporate Logo Usage

The logo must have the word “Alliance” beneath the OSGi title and symbol when referencing the OSGi Alliance. Otherwise, use the OSGi technology logo to refer to OSGi technology. Avoid manipulating the size or shape of the logo.

[Diagram showing correct and incorrect logo usage]
**Minimum Size**
The minimum reproduction size should be at least 1.5” in width. (enRoute minimum reproduction size should be at least 0.5” in width.)

**Contact**
For further information about the corporate design and/or specific logo requests and approvals please contact the OSGi Alliance at help@osgi.org.