

Brand Identity Standards

A strong organization identity is an important element in building a positive, globally recognized and respected brand. This identity standards guide will be your key resource when creating any representation of the ONVIF® visual identity.

Adherence to standardized visual guidelines is essential to help build and sustain a strong brand image. As such, all materials developed for public distribution are to follow the standards outlined within this document to maintain effective, consistent visual communication throughout the alliance.

Corporate Logo

The ONVIF logo consists of two elements: the graphic “O” image as part of the name “ONVIF” shown below followed by the ONVIF profile icons. 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.



Logo with Tagline



Correct Color Reproduction

The company’s logo must be reproduced using the approved colors wherever possible. When these colors are not available or are inappropriate, the logo should appear in black.



Control Area

The logo must be surrounded by a generous amount of open or “white” space, free from interference or close association with any other graphic elements.



Designated “clear space” equal to the value of the “O” icon.

Minimum size

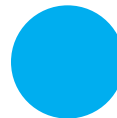
The logo can be scaled up as large as needed, but it should not be used at sizes smaller than the recommended minimum shown here, based on the overall width of the logo.



Print minimum size: 2 in
Digital minimum size: 150 px

Color Standards

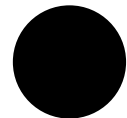
Specific colors have been approved for reproducing the ONVIF logo. The primary colors for the logo are Pantone®: Process Cyan C, Pantone®: 2747 C and Pantone®: Black C. Wherever practical, the corporate colors must be used. To ensure consistency across media, color swatches and special conversion formulas are provided below.



Pantone®: Process Cyan C
CMYK: 0 0 0 100
RGB: 100 0 0
HEX: #00A3E6



Pantone®: 2747 C
CMYK: 100 95 0 16
RGB: 0 26 114
HEX: #001A72



Pantone®: Black C
CMYK: 0 0 0 100
RGB: 0 0 0
HEX: #000000



The ONVIF “O” is made of a gradient consisting of Pantone®: Process Cyan C and Pantone®: 2747 C. For print, use PMS or CMYK values. For digital, use RGB or HEX values.

Incorrect Uses of the Logo

Incorrect use of the logo can tarnish the ONVIF brand image, so be sure to always use the logo correctly. These are some things to avoid when applying the logo to communications.



DON'T stretch or distort the logo



DON'T change the angle of the logo



DON'T reposition logo components



DON'T add drop shadows or other special effects



DON'T outline logo



DON'T crop the logo



DON'T scale logo components individually



DON'T place image inside logo



DON'T create new logo gradient variations



DON'T place any logo variation on busy backgrounds



DON'T create new logo colors



DON'T use any new colors on a dark background

Who May Use the ONVIF Logo and Graphics

The ONVIF logo and graphics are registered trademarks, and can only be used by authorized licensees, in accordance with the usage guidelines. All members of ONVIF are permitted to use the logo and ONVIF graphics. All others seeking to use the logo and graphics must obtain written permission from ONVIF by contacting help@onvif.org.

Permission is also granted for members to display the ONVIF logo with profile icons on their websites. This permission does not imply endorsement of your organization, its activities or its members and no such endorsement should be construed or stated.

How to Use the ONVIF Logo and Profile Icons

Enlargements and reductions should only be made from an official master vector logo (eps). Copies of the master graphics and logos are also available through ONVIF or on the ONVIF Members Only page.

The logo and graphics should not be altered proportionally in any way, and they must not be used in an outline form.

A clear zone of at least 50% of the logo size should surround the logo or the ONVIF graphic and elements. No text, color (except as outlined in this document) or graphics should appear in this area. Do not pair with any type or join or concatenate it with another logo or symbol.

Place the ONVIF logo at a distance of at least a half of the page width (or width of the screen, banner, etc.) from your corporate logo, and balance it visually with other elements.

With layouts where the ONVIF logo appears with groups of other logos, i.e., other alliances or associations, a clear zone of at least 50% of the logo size should surround the ONVIF logo.

Never translate the logo into other languages.

Presentation and Press Material

Place the logo prominently, and keep it separate from the other type and symbols. In headlines or text, typeset the ONVIF name. Do not use the logo artwork. Place the graphic prominently, and keep it separate from other types and symbols.

Exhibits/Promotional Items

On text panels and banners, typeset the name in a style and size compatible with other copy. On text panels and banners, the graphic must be compatible with other copy.

Typography

The Arial family of typefaces is to be used for all internally produced documents, PowerPoints and emails. The Proxima Nova family of typefaces has been selected as the market-facing type style for ONVIF. The preferred Proxima Nova typeface and Arial fonts are shown below. The coordinated use of the Proxima Nova typeface through signage and advertising/promotion will create a unified look for all ONVIF communications.

Internal use:

Arial
Arial Italic
Arial Bold
Arial Bold Italic

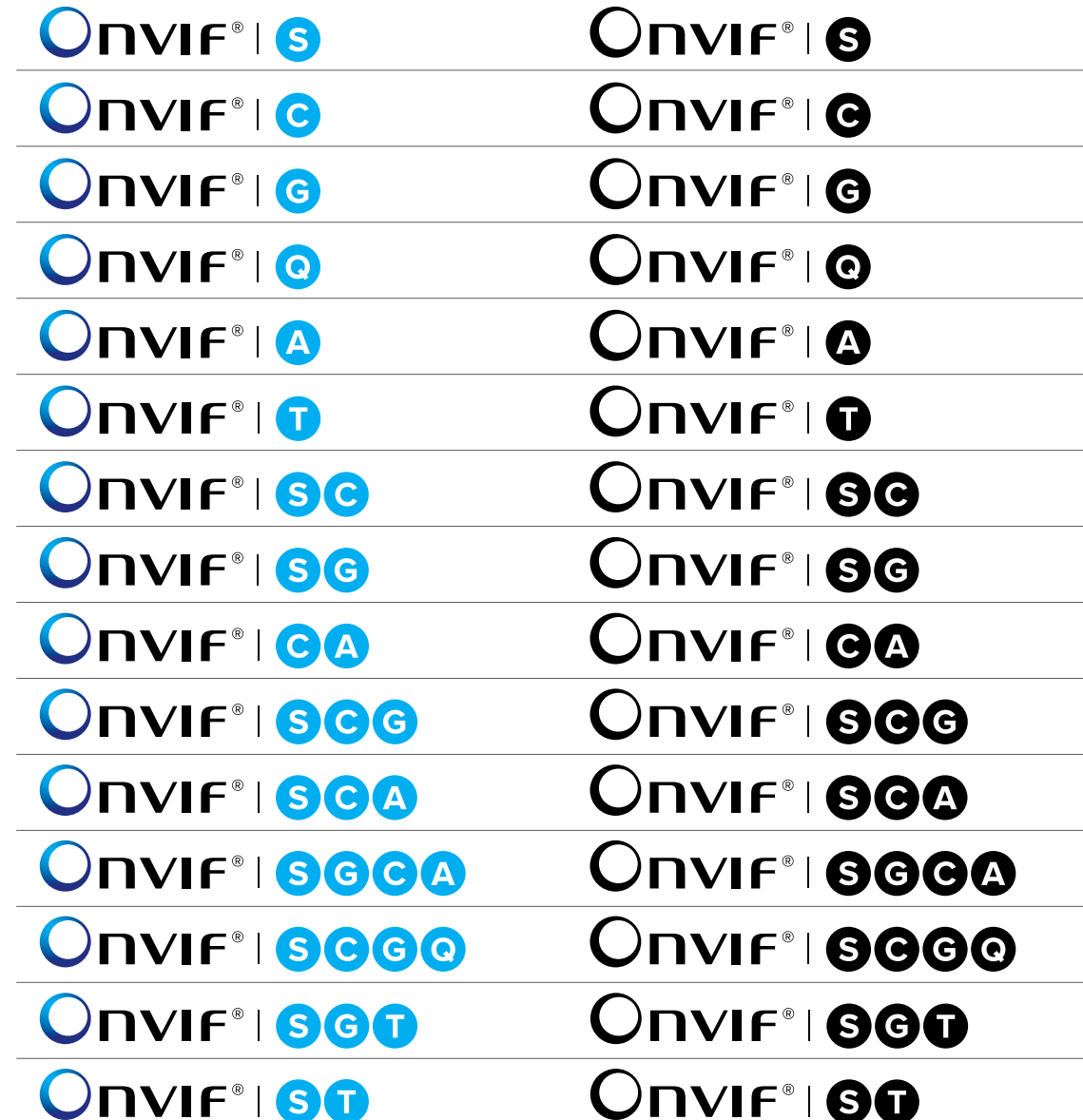
Market-facing font:

Proxima Nova Regular
Proxima Nova Italic
Proxima Nova Bold
Proxima Nova Bold Italic

ONVIF Profile Logos

These logos are used only by ONVIF members to promote their products that have been approved as ONVIF conformant – that is, have passed the ONVIF Conformance Process as evidenced by having been issued a valid Declaration of Conformance (DoC). Qualified members are encouraged to use this logo for marketing and promotional activities and in all types of documents and signage when describing their ONVIF conformant products.

There are color and black versions of the ONVIF Profile logos:



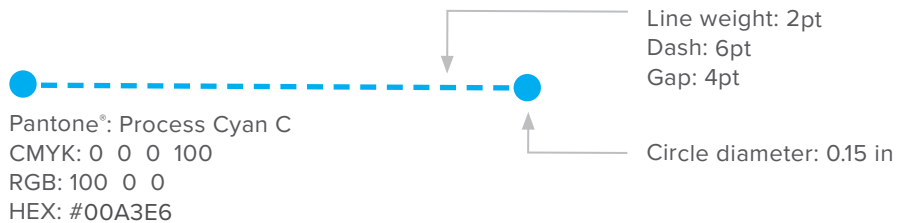
Graphic Elements

Introduction

To keep the brand look consistent, graphic elements have been created to assist in developing layouts. Use good judgment when pairing colors together and graphic elements. Be judicious regarding its use and avoid too much repetition on a single surface.

Connecting Lines

The ONVIF connecting lines represent a web of products connected by the ONVIF interface.



Incorrect Uses of the Connecting Lines

The scale of lines and circles should be proportional at all times. Do not scale lines or circles individually.

Do not change color of connecting lines.

Lines can't be less than 1.5pt weight and circle diameter can't be less than 0.1125 inches.

Gradients

Use gradient bar as a graphic element or as an organizational device to highlight information in text-heavy materials. Text should never cross or extend beyond the box or frame's edges. For print, use PMS or CMYK values. For digital, use RGB or HEX values.



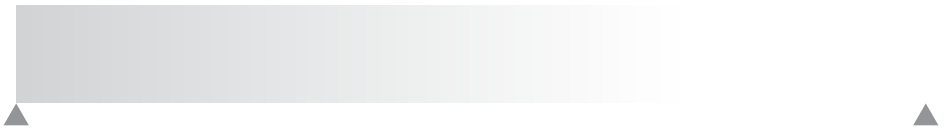
Pantone®: 2747 C
CMYK: 100 95 0 16
RGB: 0 26 114
HEX: #001A72

Pantone®: Process Cyan C
CMYK: 0 0 0 100
RGB: 100 0 0
HEX: #00A3E6



Pantone®: Process Cyan C
CMYK: 0 0 0 100
RGB: 100 0 0
HEX: #00A3E6

0% Transparent



20% Black

0% Transparent

Ellipse

The ellipse is used over photos with busy backgrounds and where instant recognition of the ONVIF logo is required.



ONVIF® Trademark Usage Policy

Introduction

Incorrect use of the logo can tarnish ONVIF's brand image, so be sure to always use the logo correctly. These are some things to avoid when applying the logo to communications.

ONVIF trademarks and logos are to be used per the guidelines established in this and other ONVIF policies and documents including the ONVIF Rules of Membership and the ONVIF Logo Guidelines.

Generally, the ONVIF Trademarks are to be used:

- (a) By ONVIF for marketing and promotional purposes, its technologies, conferences, and any events it deems necessary; and
- (b) By ONVIF members for promotional and marketing purposes of membership and affiliation with ONVIF, and to indicate, if applicable, that the member company's Product and/or end-product has been registered and accepted by ONVIF as ONVIF conformant.

In general, a governing rule is that neither the ONVIF name nor any ONVIF trademark, slogan, logo or phrase (collectively, the "**ONVIF Marks**"), nor any combination of an ONVIF Mark with any other word, design or other element may be used in a manner that would weaken the strength and value of any ONVIF Mark (including, without limitation, an ONVIF Mark related to certification, compliance or interoperability) by creating confusion regarding its significance.

ONVIF Marks and the word "ONVIF" **CANNOT** be used in conjunction with any word or phrase that could lead the public to believe, or create a direct or indirect inference, that a non-conformant Product has met the ONVIF conformance requirements or interoperates with other ONVIF Products. A "**Product**" is hardware, software or a combination thereof using, incorporating or implementing any Draft or Final Specification or Code.

Please review this policy carefully. If you still have any questions that are not addressed (for example, doubt with regard to wording of press release or any other public communications wording), please forward questions to the ONVIF Communications Committee.

NOTICE: Failure to comply with the policies established in this document will be assessed on a case-by-case basis based on the nature of the violation, whether the member had been previously notified, and other similar factors. Non-compliance with the policies may result (at the discretion of ONVIF), in one or more of the following: (a) ONVIF revoking such member's rights to use ONVIF name and ONVIF Marks; (b) ONVIF revoking or terminating a member's membership in ONVIF; and/or (c) other appropriate action given the facts and circumstances surrounding the non-compliance.

What are the ONVIF Marks?

The word mark, "ONVIF"

Currently, the ONVIF primary trademark is the word, "ONVIF." This trademark has been registered in the United States, European Union, China, Japan and other countries throughout the world.



The ONVIF logo

This logo is used frequently by ONVIF for marketing and promotional activities. It appears in all types of documents and signage. This logo is also used by ONVIF members to indicate their membership in ONVIF.

The ONVIF Profile logos

These logos are used only by ONVIF members to promote their products that have been approved as ONVIF conformant – that is, have passed the ONVIF Conformance Process as evidenced by having been issued a valid Declaration of Conformance (DoC). Qualified members are encouraged to use this logo for marketing and promotional activities and in all types of documents and signage when describing their ONVIF conformant products.

Other ONVIF Marks established by ONVIF from time to time

ONVIF Marks not included in this "What are the ONVIF Marks?" may only be used by ONVIF members upon the determination of the ONVIF Steering Committee or the consent of ONVIF. Such ONVIF Marks may include restrictions, including, without limitation, restrictions on use only in certain contexts.

How can ONVIF members use the ONVIF Marks?

ONVIF member companies may use the ONVIF Marks for member's corporate, promotional and marketing purposes subject to the terms of this policy and other ONVIF policies and guidelines. Members may use the ONVIF Member logo and the "ONVIF" word mark within the phrases "ONVIF Member" and "Member of ONVIF" to indicate membership.

Usage of ONVIF Marks by ONVIF members to market and promote their Products

Members may use the "ONVIF" word mark with a Product only if: (a) such Product has been accepted by ONVIF as ONVIF Conformant – that is, has passed the ONVIF Conformance Process resulting in a valid Declaration of Conformance; and (b) the member remains a member in good standing of ONVIF as long as the Product is commercially available. Additionally, the ONVIF word mark may not be used within the member's official product name but it may be used within a product description.

Conversely, a member may **not** use or associate the term "ONVIF Conformant" or "ONVIF Compliant" or the like with a product unless the product has been accepted by ONVIF as ONVIF Conformant. ONVIF Conformance is defined in the ONVIF Conformance Process Specification (available on the ONVIF public website).

Specific Guidelines for Using the ONVIF Word Mark "ONVIF"

This section begins by establishing what is permitted and not permitted, depending on the status of completion of the conformance process for a member company's Product(s).

Only after a member company Product is officially registered as conformant by ONVIF can the member use any of the wording in the below List 1. However, all members – including those who have products that they expect to eventually complete the ONVIF conformance process but have not yet completed it – may refer to their ONVIF membership in their public communications using the below List 2.

Note: The following phrases have not been defined by ONVIF and may not be used to describe any products whether or not they are ONVIF conformant:

- "ONVIF tested"
- "ONVIF certified"
- "ONVIF interoperable"

List 1: Words and phrases reserved for ONVIF Conformant Products:

Certain words and phrases have particular significance with respect to communicating the status of a Product based on the ONVIF specifications.

Words and phrases that may only be applied to **ONVIF Conformant** products include but are not limited to:

- "ONVIF conformant,"
- "Conformant with ONVIF,"
- "ONVIF compliant,"
- "Compliant with ONVIF,"
- "(Meets/complies/conforms with) the ONVIF (standards/specifications),"
- "Compliant," "registered," "conformant" or similar in any combination with the word "ONVIF."

List 2: Words and phrases that may be used by all ONVIF members:

Members of ONVIF are encouraged to refer to their membership in their public communications:

Example: "ONVIF member,"

Example: "ONVIF Full/Contributor/Adopter member,"

Example: "Member of ONVIF."

The ONVIF word mark may not be used in any context, such as in the phrase "ONVIF conformance candidate," that implies that a Product or component will or may successfully complete conformance in the future or that a Product or component, when combined with other components or Products, will result in a Product that will or may successfully complete the conformance process in the future.

Use of the "®" symbol with the ONVIF word mark

The registered trademark symbol "®" must be added in superscript format immediately following the word mark wherever the word mark first appears on product packaging, products, web pages and marketing pieces and in textual information.

Example: ONVIF[®] conformant

Example: Member of ONVIF[®]

Then, as a footnote on the page where the ® symbol is first used, you should include the text "ONVIF is a trademark of Onvif, Inc."

Consistent and positive use of ONVIF trademarks benefits all ONVIF members; do not portray the ONVIF word mark in a negative manner or in any way that weakens, creates confusion or otherwise depreciates any ONVIF Mark.

Spelling requirement

The ONVIF word mark is a registered trademark, and as such its spelling cannot be changed.

Correct: ONVIF®

Format requirement

The ONVIF word mark is a trademark, and as such its spelling cannot be changed. The ONVIF word should always be displayed in all capital (uppercase) letters.

Incorrect: the Onvif® word mark...

Incorrect: the onvif® word mark...

Incorrect: the OnVif® word mark...

Correct: the ONVIF® word mark...

No possessives or plurals or hyphenations

Incorrect: The world is becoming increasingly dependent on ONVIF to achieve interoperability

Correct: The world is becoming increasingly dependent upon products that are ONVIF conformant to achieve interoperability

Incorrect: ONVIF's specification includes...

Correct: The specification for ONVIF conformance includes...

Incorrect: ONVIF-conformant products...

Correct: ONVIF conformant products...

Not be used as a verb

Incorrect: ONVIF your next video surveillance system...

Correct: Build your next video surveillance system with ONVIF conformant products...

Product and Company Names

The ONVIF word mark must not be incorporated as part of a company, business, product or trade name. Only ONVIF is permitted to use the word mark in such a manner.

Incorrect: ONVIF Consultants

Incorrect: ONVIF Partners

Incorrect: ONVIF Enterprises

Incorrect: MyONVIF, Inc.

Incorrect: XYZ Product for ONVIF

Incorrect: XYZ ONVIF Product Name

References to ONVIF

Use of the term “ONVIF” by a member to reference the ONVIF organization is not permitted unless the full name – ONVIF – is used in the first instance of its use in a public document.

Example: “The name of the organization is ONVIF.
The charter of ONVIF is...”

Websites

The ONVIF word mark is not to be used in a domain name or as a URL. The only exceptions to the rule are for the domain names owned by ONVIF. For example, www.ONVIF.org.

Incorrect: www.ONVIF.co.uk

Incorrect: www.unpluggedONVIF.com

Incorrect: www.ONVIF.biz.com

Incorrect: www.ONVIFMember.org

Correct: www.NotDot11.com/ONVIF

Correct: www.NotSoFastWireless.com/ONVIF/solutions

ONVIF Logo Guidelines

Any use of the ONVIF logos must comply with the ONVIF Logo Guidelines maintained by the ONVIF Communications Committee and located on pages 2, 3 and 4 of this document.