

## Brand Standards

A strong organizational identity is an important element in building a positive, globally recognized, and respected brand. This brand, logo, and trademark 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 organization.

# Table of Contents

- ONVIF Logos & Profile Symbols** ..... 3
  - ONVIF Logo ..... 3
  - ONVIF Logo with Tagline ..... 3
  - ONVIF Member Logo..... 3
  - ONVIF Profile Symbols..... 4
  - Logo and Profile Symbol Usage Summary ..... 6
- Reproduction & Color Standards** ..... 7
  - Clear Space..... 7
  - ONVIF Logo Do's and Don'ts ..... 7
  - Color Standards..... 8
- Typography**..... 8
- Incorrect Uses of the ONVIF Logo**..... 9
- ONVIF Word Mark Usage**..... 10
  - The Word Mark "ONVIF" ..... 10
  - Use of ONVIF Word Mark to Indicate Membership..... 10
  - Use of ONVIF Word Mark by ONVIF Members to Market Products ..... 10
- Incorrect Uses of the ONVIF Word Mark**..... 11
  - Specific Guidelines for Using the Word Mark "ONVIF" ..... 11
  - Use of the "®" Symbol With the ONVIF Word Mark..... 12
  - Spelling Requirement ..... 12
  - Format Requirement..... 12
  - No Possessives or Plurals or Hyphenations ..... 12
  - Not be Used as a Verb ..... 13
  - Product and Company Names ..... 13
- Contact Information**..... 13

# ONVIF Logos & Profile Symbols

The ONVIF logo consists of two elements: the graphic “O” image as part of the name “ONVIF” shown below. These elements have been carefully designed to fit together in a balanced form and the relationships may not be altered. The logo must always be reproduced fully, in a manner that ensures maximum clarity and provides sufficient white space/background on which it appears.

The ONVIF logos are registered trademarks, and may only be used by members, in accordance with the usage guidelines. ONVIF logos and profile symbols are available in the [ONVIF Member Portal](#). ONVIF members are permitted to use certain logos as described below. All others seeking to use the logos must obtain written permission from ONVIF by contacting [help@onvif.org](mailto:help@onvif.org).

## ONVIF Logo

The ONVIF logo below is used by the ONVIF organization for marketing and promotional activities in all types of documents and signage. ONVIF members may also use the ONVIF logo to promote the ONVIF organization. ONVIF members **may not** use the ONVIF logo to represent membership in ONVIF or to indicate ONVIF product conformance.

This logo has been registered in the United States, European Union, China, Japan and many other countries throughout the world. For the complete list of countries where ONVIF is registered, please see the ONVIF Global Trademark Status document, which is available on the [ONVIF Member Portal](#).



## ONVIF Logo with Tagline

The ONVIF logo with tagline is used by ONVIF for marketing and promotional activities in all types of documents and signage. ONVIF members may use the ONVIF logo to promote the ONVIF organization in general. ONVIF members **may not** use the ONVIF logo with tagline to represent membership in ONVIF or to indicate ONVIF product conformance.










## ONVIF Member Logo

ONVIF members that want to indicate their membership in ONVIF must use the ONVIF Member logo below. No other ONVIF logos can be used to indicate ONVIF membership. ONVIF members **may not** use the ONVIF Member logo to indicate ONVIF product conformance.







## ONVIF Profile Symbols

Qualified members that want to graphically indicate that their products are ONVIF conformant should use the profile symbols below in all types of documents and signage. The profile symbols can only be used by ONVIF and its members to communicate an ONVIF conformant product. These are products that have passed the ONVIF Conformance Process and possess a valid Declaration of Conformance (DoC). Current [ONVIF profiles](#):

-  For access control configuration
-  For door control and event management
-  For access control peripherals
-  For edge storage and retrieval
-  Metadata and events for analytics applications
-  For basic video streaming
-  For advanced video streaming

There are color, black and reversed versions of the ONVIF profile symbols and combinations of profiles:


## Logo and Profile Symbol Usage Summary

Artwork for use by ONVIF and its Members	Do's	Don'ts
	<ul style="list-style-type: none"> <li>For promoting ONVIF</li> </ul>	<ul style="list-style-type: none"> <li>Not for use in declaring ONVIF membership</li> <li>Not for use in denoting an ONVIF conformant product</li> <li>Not for use with any product</li> </ul>
	<ul style="list-style-type: none"> <li>For promoting ONVIF</li> </ul>	<ul style="list-style-type: none"> <li>Not for use in declaring ONVIF membership</li> <li>Not for use in denoting an ONVIF conformant product</li> <li>Not for use with any product</li> </ul>
	<ul style="list-style-type: none"> <li>For declaring ONVIF membership</li> </ul>	<ul style="list-style-type: none"> <li>Not for use in denoting an ONVIF conformant product</li> <li>Not for use with any product</li> </ul>
	<ul style="list-style-type: none"> <li>For declaring ONVIF product conformance to one or more ONVIF profiles</li> </ul>	<ul style="list-style-type: none"> <li>Not for use in declaring ONVIF membership</li> </ul>

# Reproduction & Color Standards

Enlargements and reductions should only be made from an official master vector logo (eps). ONVIF logos are available in the [ONVIF Member Portal](#).

## Clear Space

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.



## ONVIF Logo Do's and Don'ts

A quick reference for proper use of the ONVIF logos.

Do's	Don'ts
<ul style="list-style-type: none"><li>• Place the logo prominently, and keep it separate from other texts and symbols.</li><li>• In headlines or text, typeset the ONVIF name.</li><li>• With layouts where the ONVIF logo appears with groups of other logos, i.e., other brands or associations, a clear zone of at least 50% of the logo size should surround the logo.</li><li>• On text panels and banners, typeset the name in a style and size compatible with other copy.</li></ul>	<ul style="list-style-type: none"><li>• Do not pair the ONVIF logo with any text or join or concatenate it with another logo or symbol.</li><li>• Do not alter the logo proportionally in any way.</li><li>• Do not use portions of any logo or symbol.</li><li>• Do not translate the logo into other languages.</li><li>• Do not use the ONVIF logo in a manner that disparages ONVIF.</li></ul>

## Color Standards

The ONVIF logo must be reproduced using the approved colors. If these colors are not available or are inappropriate, the logo must appear in black.

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



Pantone®: Process Cyan C

CMYK: 100 0 0 0

RGB: 0 174 239

HEX: #00A3E6

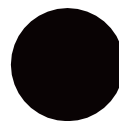


Pantone®: 2747 C

CMYK: 100 95 0 16

RGB: 35 46 131

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.

## Typography

The Arial family of typefaces is to be used for all ONVIF produced documents, PowerPoints and emails. The Proxima Nova family of typefaces has been selected as the style for signage, advertising and collateral. The preferred Proxima Nova typeface and Arial fonts are shown below.

### 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***



# Incorrect Uses of the ONVIF Logo

Incorrect use of the logo can tarnish the ONVIF brand image, so always use the logo correctly. Here are some issues to avoid when using the logo.



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



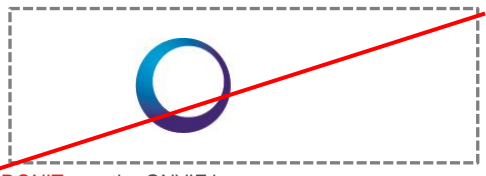
DON'T place any logo variation on busy backgrounds



DON'T create new logo colors



DON'T use any new colors on a dark background



DON'T crop the ONVIF logo

# ONVIF Word Mark Usage

## The Word Mark “ONVIF”

The primary trademark of ONVIF is the word, “ONVIF.” This trademark has been registered in the United States, European Union, China, Japan and many other countries throughout the world. For the complete list of countries where ONVIF is registered, please see the ONVIF Global Trademark Status document available on the [ONVIF Member Portal](#).

## Use of ONVIF Word Mark to Indicate Membership

ONVIF members may use the ONVIF word mark for member’s corporate, promotional and marketing purposes. Members may use the “ONVIF” word mark to describe the ONVIF organization and technology solution and within the following phrases, “ONVIF member” or “member of ONVIF.”

## Use of ONVIF Word Mark by ONVIF Members to Market Products

Only ONVIF profiles and ONVIF add-ons provide ONVIF conformance assurances. The words “conformance” or “conformant” can only be used in conjunction with a product that is conformant to an ONVIF profile or add-on. Additionally, such product conformance can only be claimed by an ONVIF member in good standing.

**Correct:** Conformant with ONVIF Profile [Letter]

**Example:** Conformant with ONVIF Profile T

**Example:** ONVIF Profile T conformant

**Correct:** Conformant with ONVIF [Use case name] Add-on [version no.]

**Example:** Conformant with ONVIF TLS Configuration Add-on v1.0

**Example:** ONVIF TLS Configuration Add-on v1.0 conformant

Members with non-conformant products **may not** reference ONVIF profiles or add-ons, but **may** reference the use of ONVIF specifications or protocols as long as the reference does not claim or lead the public to believe, or create a direct or indirect inference, that a non-conformant product has met the ONVIF conformance requirements. Incorrect and correct examples when referencing the use of an ONVIF feature, specification or protocol include but are not limited to:

**Incorrect:** ONVIF specification conformant; ONVIF protocol conformant

**Incorrect:** ONVIF specification certified; ONVIF protocol certified

**Incorrect:** ONVIF compatible; ONVIF protocol compatible

**Incorrect:** Complies with ONVIF specification; Complies with ONVIF protocol

**Incorrect:** Compatible with ONVIF; Compatible with ONVIF protocol

**Correct:** Implements/supports ONVIF [protocol or specification name and reference name of service specification document] – not ONVIF profile or add-on conformant.

**Example:** Implements ONVIF motion alarm event (Ref: ONVIF Service Imaging Specification) – not ONVIF profile or add-on conformant.

## Incorrect Uses of the ONVIF Word Mark

The ONVIF word mark may not be used within the member’s official product name.

ONVIF **shall not** be used in a way 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 conformant products. A non-conformant product that supports other ONVIF conformant products must make clear publicly that the product is not ONVIF conformant or has not met the ONVIF conformance requirements.

No one may use or associate any of the following terms, or the like, to describe a product:

- “ONVIF compliant”
- “ONVIF certified”
- “ONVIF compatible”
- “ONVIF Interoperable”
- “ONVIF registered”
- “ONVIF tested”

## Specific Guidelines for Using the 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).

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.

Only after a member’s product is officially registered as ONVIF conformant shall the member use any of the wording in the below List 1. 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.

<b>List 1</b> <b>Words and phrases <u>reserved for</u></b> <b>ONVIF conformant products</b>	<b>List 2</b> <b>Words and phrases that <u>may be</u> used by</b> <b>all ONVIF members</b>
Certain words and phrases have particular significance with respect to communicating the status of a conformant product based on the ONVIF profile or ONVIF add-on specifications. <b>Example:</b> “ONVIF conformant” <b>Example:</b> “Conformant with ONVIF Profile A” <b>Example:</b> “ONVIF Profile A and C conformant”	Members of ONVIF are encouraged to refer to their membership in their public communications:  <b>Example:</b> “ONVIF member” <b>Example:</b> “ONVIF Full/Contributing/User member” <b>Example:</b> “Member of ONVIF”

## 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 attribution statement:

“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 must 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

The ONVIF word mark should never be modified.

**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

The ONVIF word mark is a noun and should never be turned into 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

**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.

## Contact Information

### **ONVIF**

5000 Executive Parkway, Suite 302

San Ramon, CA 94583

Phone: 925 275 6621

FAX: 925 275 6691

[help@onvif.org](mailto:help@onvif.org)