



Brand Style Guide

June 2023

Introduction

Wi-Fi Alliance® develops innovative technologies, requirements, and test programs that help ensure Wi-Fi® provides users the interoperability, security, and reliability they have come to expect. Select brands are available for public use, while certification marks are reserved for use only by Wi-Fi Alliance members. Please contact brandusage@wi-fi.org if you have any questions about Wi-Fi Alliance mark usage requirements.


Wi-Fi®, the Wi-Fi logo, the Wi-Fi CERTIFIED logo, Wi-Fi CERTIFIED 6®, the Wi-Fi CERTIFIED 6 logo, Wi-Fi CERTIFIED EasyMesh®, Wi-Fi Protected Access® (WPA), the Wi-Fi Protected Setup logo, Wi-Fi Direct®, Wi-Fi Alliance®, WMM®, Miracast®, Wi-Fi CERTIFIED Passpoint®, and Passpoint® are registered trademarks of Wi-Fi Alliance. Wi-Fi CERTIFIED™, Wi-Fi Protected Setup™, Wi-Fi Multimedia™, WPA2™, Wi-Fi CERTIFIED WPA3™, WPA3™, Wi-Fi CERTIFIED Miracast™, Wi-Fi ZONE™, the Wi-Fi ZONE logo, Wi-Fi Aware™, Wi-Fi CERTIFIED HaLow™, Wi-Fi HaLow™, Wi-Fi CERTIFIED WiGig™, WiGig™, Wi-Fi CERTIFIED Vantage™, Wi-Fi Vantage™, Wi-Fi CERTIFIED Location™, Wi-Fi Location™, Wi-Fi CERTIFIED Home Design™, Wi-Fi Home Design™, Wi-Fi CERTIFIED Agile Multiband™, Wi-Fi Agile Multiband™, Wi-Fi CERTIFIED Optimized Connectivity™, Wi-Fi Optimized Connectivity™, Wi-Fi EasyMesh™, Wi-Fi CERTIFIED Enhanced Open™, Wi-Fi Enhanced Open™, Wi-Fi CERTIFIED Easy Connect™, Wi-Fi Easy Connect™, Wi-Fi CERTIFIED Data Elements™, Wi-Fi Data Elements™, Wi-Fi CERTIFIED QoS Management™, Wi-Fi QoS Management™, Wi-Fi CERTIFIED 7™, the Wi-Fi CERTIFIED 7 logo, and the Wi-Fi Alliance logo are trademarks of Wi-Fi Alliance.

Revision History

Revision 1	January 2007
Revision 2	May 2007
Revision 3	May 2008
Revision 4	September 2009
Revision 5	June 2010
Revision 6	June 2012
Revision 7	July 2013
Revision 8	April 2014
Revision 9	October 2016
Revision 10	November 2016
Revision 11	February 2017
Revision 12	June 2017
Revision 13	September 2017
Revision 14	January 2018
Revision 15	June 2018
Revision 16	July 2019
Revision 17	June 2020
Revision 18	April 2023
Revision 19	June 2023

Brands for Public Use

Select brands and logos are offered license free and intended to be used widely throughout the Wi-Fi ecosystem by Wi-Fi Alliance members, non-members, industry partners, media, and analysts to describe products, technology, network deployments, and operating system support. The license-free logos may be downloaded at <https://www.wi-fi.org/who-we-are/our-brands>.

		
Wi-Fi®	Wi-Fi Easy Connect™	Wi-Fi QoS Management™
Wi-Fi 4	Wi-Fi EasyMesh™	Wi-Fi Vantage™
Wi-Fi 5	Wi-Fi Enhanced Open™	Wi-Fi ZONE™
Wi-Fi 6	Wi-Fi HaLow™	WiGig
Wi-Fi 6E	Wi-Fi Home Design™	WMM®
Wi-Fi 7	Wi-Fi Location™	WPA™
Wi-Fi Agile Multiband™	Wi-Fi Multimedia™	WPA2™
Wi-Fi Aware™	Wi-Fi Optimized Connectivity™	WPA3™
Wi-Fi Data Elements™	Wi-Fi Protected Access®	Miracast®
Wi-Fi Direct®	Wi-Fi Protected Setup™	Passpoint®

Prerequisites and Requirements for Use

The public brands may be used in the following ways to provide consistency across the ecosystem:

- Identify Wi-Fi Alliance development projects
- Identify the specification and underlying technology for Wi-Fi Alliance certification programs
- Describe devices that contain the technology
- Describe Wi-Fi networks that contain the technology
- Identify technology supported in OS user interface
- Describe field trials
- Incorporate into product names and promotional materials, and printed on products and product packaging

The public brands should always be used in their correct form as indicated in the table in this section of this Style Guide. For example, the “Wi-Fi®” mark should always be used with a capital “W” and “F”, lowercase “i”, with a hyphen between “Wi” and “Fi”. Users should not vary the spelling of any industry brand, including dropping “Wi-Fi” from the name, adding or removing hyphens, making one word two, or using a possessive or plural form of the name.

Authorized Users





- Wi-Fi Alliance members, non-members, industry partners, media, and analysts

Prohibited Uses

- The public brands may never be used to imply Wi-Fi Alliance certification. Only Wi-Fi Alliance members whose products have achieved certification may use the Wi-Fi CERTIFIED™ logo and Wi-Fi CERTIFIED certification marks.
- The public brands may never be translated into other languages
- The public brands may not be used in a context, such as in the phrase “Wi-Fi certifiable,” that implies that a product or product component will or may successfully pass certification testing in the future, or that a product component, when combined with other components or products, will result in a product that will or may successfully pass certification testing in the future

Wi-Fi Alliance Certification Marks

Wi-Fi CERTIFIED is an internationally-recognized seal of approval for products indicating that they have met industry-agreed standards for interoperability, security, and a range of application specific protocols. **A company must be a member of Wi-Fi Alliance and achieve certification to use the Wi-Fi CERTIFIED logo and Wi-Fi CERTIFIED certification marks.** Wi-Fi Alliance members are bound to follow the requirements of this Style Guide pursuant to the Certification Mark License Agreement.

   		
Wi-Fi CERTIFIED™	Wi-Fi CERTIFIED Home Design™	Wi-Fi CERTIFIED Wi-Fi Multimedia™
Wi-Fi CERTIFIED 6®	Wi-Fi CERTIFIED Location™	Wi-Fi CERTIFIED Wi-Fi Protected Access™
Wi-Fi CERTIFIED 7™	Wi-Fi CERTIFIED Miracast™	Wi-Fi CERTIFIED Wi-Fi Protected Setup™
Wi-Fi CERTIFIED Agile Multiband™	Wi-Fi CERTIFIED Optimized Connectivity™	Wi-Fi CERTIFIED WiGig™
Wi-Fi CERTIFIED Data Elements™	Wi-Fi CERTIFIED Passpoint®	Wi-Fi CERTIFIED WMM™
Wi-Fi CERTIFIED EasyMesh®	Wi-Fi CERTIFIED QoS Management™	Wi-Fi CERTIFIED WPA™
Wi-Fi CERTIFIED Easy Connect™	Wi-Fi CERTIFIED Vantage™	Wi-Fi CERTIFIED WPA2™
Wi-Fi CERTIFIED Enhanced Open™	Wi-Fi CERTIFIED Wi-Fi Aware™	Wi-Fi CERTIFIED WPA3™
Wi-Fi CERTIFIED HaLow™	Wi-Fi CERTIFIED Wi-Fi Direct™	

Prerequisites and Requirements for Use

- The company must be a Wi-Fi Alliance member in good standing
- If the company is an Affiliate Member of Wi-Fi Alliance, both the Affiliate Member and its parent company through which it derives its membership rights must be members in good standing
- The company must have executed, and be in compliance with the terms of, the Certification Mark License Agreement
- The product with which the Certification Mark is used must have successfully completed testing under the Wi-Fi CERTIFIED certification program and any additional programs corresponding to a particular certification program
- Subject to restrictions set forth elsewhere in this Style Guide or in the Certification Mark License Agreement:
 - Certification Marks may be placed directly on a certified product, on product packaging for a certified product, and in user manuals with which a certified product is sold
 - Certification Marks may be used in electronic and print advertisements and other promotional materials pertaining to the certified features as long as the Certification Mark appears on or directly adjacent to the certified product in the advertisement or promotional materials
 - If multiple products are featured in an advertisement or promotional materials and each of them has been certified under the relevant certification program, the appropriate Certification Mark may be placed anywhere in close proximity to the products
 - If multiple products are featured in an advertisement or other promotional materials and not all of them have been certified under the relevant certification program, the Certification Mark must be placed on or directly adjacent to the product or products that have been certified
- The company must comply with post-testing administrative requirements, including setting the certification record for any certified product to “publish” so that the product appears within the Wi-Fi Alliance certification database
- The company must comply with all post-certification requirements so that its product certification remains in force
- Certification Marks should always be used in their correct form as indicated in the table in this section of the Style Guide. For example, the “Wi-Fi” mark should always be used with a capital “W” and “F”, lowercase “i”, with a hyphen between “Wi” and “Fi”. Members may not vary the spelling of any Certification Mark, add or remove hyphens, make one word two, or use a possessive or plural form of the marks.

- Members must cease all use of Certification Marks upon termination of their membership in Wi-Fi Alliance

Authorized Users

Except as specifically provided in this Manual, the Certification Marks may only be used by the Wi-Fi Alliance member that certified the product.

- An Affiliate of the member that has been identified and formally registered through Wi-Fi Alliance's membership process ("Registered Affiliate Member") may use a Certification Mark that the primary member would be authorized to use if:
 - the Registered Affiliate Member is responsible for the manufacture or marketing of the certified product,
 - the Registered Affiliate Member executes the Certification Mark License Agreement,
 - both the member and the Registered Affiliate Member comply with the requirements in this Manual and such additional requirements as Wi-Fi Alliance may impose in connection with the use by the Registered Affiliate Member of the Certification Mark.
- A member or Registered Affiliate Member that is permitted to use a Certification Mark may authorize a third party to publish the Certification Mark as part of an advertisement for a certified product, provided that the use of the Certification Mark complies with all usage requirements set forth in this Manual and in the Certification Mark License Agreement. The member or Registered Affiliate Member, as applicable, will be solely responsible for the third party's use of Certification Mark and will be liable for any misuse of the Certification Mark by the third party. Once the member or Registered Affiliate Member is aware that a third party is incorrectly using the Certification Mark, the Registered Affiliate Member is required to immediately cause the third party to correct any use of the logos that are not in compliance with this Manual.
- Except as provided above, a member may not authorize a third party to use a Certification Mark. Neither a member nor a Registered Affiliate Member may "pass through" the right to use a Certification Mark to an unregistered subsidiary or affiliate, an OEM, a distributor, a reseller, a dealer, or any other person or entity without consent from Wi-Fi Alliance.

Prohibited Uses

- The Certification Marks may be used only by a member in good standing to indicate that a particular product has been certified under the relevant certification program(s) and may never be used in any manner that would otherwise imply Wi-Fi Alliance endorsement of a specific company, its products or its services
- The Certification Marks may never be used in a manner that would disparage Wi-Fi Alliance
- The Certification Marks may never be translated into other languages
- The Certification Marks may never be used in combination with the member's name or logo to convey or imply affiliation with Wi-Fi Alliance
- The Certification Marks may never be used or associated with products, product features, or product functions that Wi-Fi Alliance has not certified, including, without limitation, uncertified proprietary extensions
- The Certification Marks may never be used in any company name, product name, service name, domain name, website title, or the like
- The Certification Marks may never be used on letterhead, business cards or other stationery
- Members may not use Certification Marks on promotional items
- Members may not alter, cut apart, separate, or otherwise distort the appearance of Certification Marks
- Members shall present Certification Marks so that the Certification Mark stands alone. The Certification Marks may not be combined with or incorporated into other words, phrases, or designs
- The presentation of Certification Marks in logo form should comply with the graphics usage guidelines set forth in this Style Guide
- Certification Marks may not be used in a manner that is likely to weaken or dilute the strength and value of the Certification Mark, including by creating confusion as to the Certification Mark's status and function as a certification mark
- Certification Marks that relate to a specific set of certified capabilities should be used only in relation to the certification process to indicate that Wi-Fi Alliance has certified a particular product under the relevant certification program
- Certification Marks may not be used in conjunction with any word or phrase or in a context that could lead the public to believe that a non-certified product, product feature, product extension, or service has been certified by Wi-Fi Alliance. Examples of phrases that may be applied only to products certified by Wi-Fi Alliance include, but are not limited to,

“Wi-Fi CERTIFIED”, “Wi-Fi approved”, “Wi-Fi interoperable”, “Wi-Fi compliant”, “complies with the Wi-Fi standard”, and “complies with the Wi-Fi specification”.

- Certification Marks may not be used in a context, such as in the phrase “Wi-Fi certifiable,” that implies that a product or product component will or may successfully pass certification testing in the future, or that a product component, when combined with other components or products, will result in a product that will or may successfully pass certification testing in the future

The foregoing requirements and restrictions are cumulative with the requirements and restrictions imposed by the Certification Mark License Agreement.

Notice Convention

Trademark notice symbols (® or ™) should be used with the first and most prominent usage of the Certification Mark and again in the first appearance in the body of copy. Wherever possible, trademark notice symbols should be superscripted after Certification Marks in word form (e.g., Wi-Fi CERTIFIED Passpoint®). Once a Certification Mark is correctly attributed on a document or web page, it is not necessary to mark subsequent appearances of the mark in the same piece.











Please note that “Wi-Fi” bears the registration notice (“Wi-Fi®”) when standing on its own but not when combined to create the other Certification Marks in word form, such as “Wi-Fi CERTIFIED™”, “Wi-Fi CERTIFIED Passpoint®”, etc.

It is Wi-Fi Alliance’s policy that users of all its Certification Marks will correctly attribute Wi-Fi Alliance ownership of the marks by placing the information in a footnote.

If the Certification Mark is a registered trademark (®), please use the footnote: “_____ is a registered trademark of Wi-Fi Alliance®.”

If the Certification Mark is not registered (™), please use the footnote: “_____ is a trademark of Wi-Fi Alliance®.”

Logo Usage

	Logo	Public	Wi-Fi Alliance Members	Wi-Fi Alliance Authorized Test Laboratories
Generational Wi-Fi UI Visuals		●		
Wi-Fi and Hotspot Logos		●		
Horizontal Wi-Fi Protected Setup Logo		●		
Vertical Wi-Fi Protected Setup Logo		●		
Solo Wi-Fi Protected Setup Logo		●		
Wi-Fi CERTIFIED Logo			● Requires certification	
Wi-Fi CERTIFIED On-Product Logo			● Requires certification	
Wi-Fi CERTIFIED 6 and Wi-Fi CERTIFIED 7 Logos			● Dependent on type of certification	
Wi-Fi Alliance Member Logo			●	
Wi-Fi Alliance Authorized Test Laboratory Logo				●

Recommended Usage for License-Free, Public Logos

Generational Wi-Fi UI Visuals



Wi-Fi Alliance offers User Interface (UI) visuals to identify Wi-Fi generations for network connections. UI visuals may be used on a Wi-Fi device's display and are intended for use by device manufacturers and OS vendors, whether members or non-members of Wi-Fi Alliance. To learn more, review the [Generational Wi-Fi User Guide](#). Download the UI Visuals at <https://www.wi-fi.org/who-we-are/our-brands>.

Wi-Fi and Hotspot Logos



Do you need to indicate Wi-Fi functionality for your non-certified product or in a brochure or presentation? Would you like to advertise your Wi-Fi hotspot? Download the logos at <https://www.wi-fi.org/who-we-are/our-brands>.

Wi-Fi Protected Setup Logos



Wi-Fi Protected Setup is designed to ease the process of setting up and protecting a home or small office Wi-Fi network. These license-free logos are designed for usage on a product or within a user interface to improve the user's awareness of how to execute configuration. Download the logos at <https://www.wi-fi.org/who-we-are/our-brands>.

Recommended Placement Guidelines

Placement on Product Packaging

The logo may be used in either a horizontal, vertical, or solo layout depending on the packaging and space requirements. The solo mark is recommended for use only in situations where the text would not fit or would otherwise not be readable. It is recommended that the Wi-Fi Protected Setup Logo be placed on the front of the product packaging. The Wi-Fi Protected Setup Logo may also be placed elsewhere on the packaging.

Placement on Product Collateral

It is recommended that the logo be placed on collateral related to the product, such as product data sheets, product literature, and user manuals.

Graphics Guidelines

Logo Types

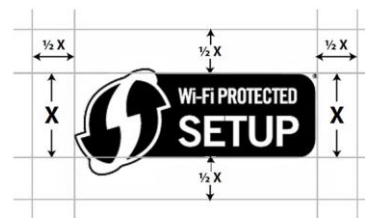
There are three types of logos, hereafter referred to as horizontal, vertical, and solo. The horizontal mark is preferred in all cases. It is recommended that the solo mark only be used in situations where the text would not fit or not be readable, and that when it is used, the meaning and description of the mark should be made available to the customer within the product collateral (e.g. sleeve, documentation, etc.).

Wi-Fi Protected Setup Logo Elements

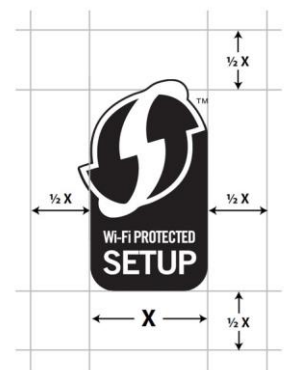
Always use the logos as provided electronically and do not attempt to change the configuration or proportion of any artwork.

Recommended Clear Space

For the horizontal mark, the recommended clear space on all sides is $\frac{1}{2}$ the height of the black rounded rectangle. For the vertical mark, the recommended clear space on all sides is $\frac{1}{2}$ the width of the black rounded rectangle.



Clear Space



Preferred Minimum Size Guidelines

The preferred minimum size standard for print applications is .25" in logo height.
For on-screen applications, the preferred minimum size standard is .5" in logo height.

Minimum Sizing

Print

The preferred minimum size standard for print applications is .25"



Web and Video

For web applications, the preferred minimum size standard is .5"



Preferred Maximum Size Guidelines

There is no preferred maximum size. However, the aspect ratio should be maintained at any size.

Background

The artwork is available in one configuration: Black and white positive signature for use on white or clear background. The logo should be displayed with a clear background and a border may be used. Dark colored or patterned backgrounds that interfere with the visibility of the logo are not recommended.

PIN Method Physical Labels – Guidelines

Guidelines for identifying PIN label values located on stickers, directly embossed on devices, included in paper documents and other physically printed locations for PIN values

The logo PIN method physical label should be placed in one of the following configurations:

- Left side of PIN with PIN placement oval centered vertically
- Top of PIN with PIN placement oval centered horizontally
- The oval may be omitted if a company wishes to use a different design element to set the PIN data aside
- The PIN font is at the discretion of the company



When an oval is used, PIN numerals should not overlap or touch the borders of the logo or the PIN placement oval. PIN numerals should always appear inside of the placement oval where it is used.

PIN Method Software Labels – Guidelines

Guidelines for identifying PIN label numeric codes in software applications that display device PIN codes to be entered into registrar devices

Software labels should replicate as closely as possible the layout of the physical labels. The logo should be placed in one of the following configurations:

- Left side of PIN with PIN placement oval centered vertically
- Top of PIN with PIN placement oval centered horizontally
- The oval may be omitted if a company wishes to use a different design element to set the PIN data aside
- The PIN font is at the discretion of the company

When an oval is used, PIN numerals should not overlap or touch the borders of the logo or the PIN placement oval. PIN numerals should always appear inside of the placement oval where it is used.

PIN Entry Field Labels

Guidelines for identifying PIN entry fields that are displayed during user prompt to enter a device PIN value

Either the horizontal or vertical mark may be used for PIN entry field. The logo should appear directly to the left of the PIN entry field, with at least 10 pixels of clear space separating the logo from the field. The solo mark may be used in cases where the text

on the logo would be rendered too small to read. If the solo mark is used, it is recommended the text “Wi-Fi Protected Setup” be used as a label next to the PIN entry field, separated by at least 10 pixels of clear space.

Hardware Button Guidelines

Guidelines for identifying a hard or physical button located on a device that will trigger the Push-Button Wi-Fi Protected Setup process

- It is recommended that the button be on the front of the device
- It is recommended that the logo be used on the face of the button
- The solo mark may be used on hard buttons with insufficient space to reproduce the full horizontal or vertical mark
- It is recommended that the words “Wi-Fi Protected Setup” be used as a label, where sufficient space exists on the face of the device



Software Button Guidelines

Guidelines for identifying a software-displayed button located within the user interface of a device that will trigger the Push-Button Wi-Fi Protected Setup process

- It is recommended that the logo be used on the face of the button
- It is recommended that the full logo be used if the logo is reproduced at a minimum size of 40 pixels high
- The blue background displayed above is not required



It is recommended that the solo mark be used if it is to be reproduced smaller than 40 pixels high. In this case, it is recommended the text “Wi-Fi Protected Setup” be used as a label with the button on the interface and should have a clear space of at least 10 pixels.

Additional Requirements for Certification Marks in Logo Form

Wi-Fi CERTIFIED Logo

Wi-Fi CERTIFIED is an internationally-recognized seal of approval for products indicating that they have met industry-agreed standards for interoperability, security, and a range of application specific protocols. When a product successfully passes testing, the manufacturer or vendor is granted the right to use the Wi-Fi CERTIFIED logo.



Obtaining the Logo

A member may obtain a high-resolution version of the Wi-Fi CERTIFIED Logo at https://www.wi-fi.org/members/logo_download. The member must agree to the terms of the Certification Mark License Agreement before receiving or commencing use of the Wi-Fi CERTIFIED Logo.

Notice Convention

In text material relating to the Wi-Fi CERTIFIED Logo, the statement, "The Wi-Fi CERTIFIED™ Logo is a registered trademark of Wi-Fi Alliance®." should be used in addition to the appropriate notice symbol to indicate that Wi-Fi Alliance owns the logo.

Graphics Guidelines

Logo Elements

Always use the logos as provided electronically and do not attempt to change the configuration or proportion of any artwork.

The Wi-Fi CERTIFIED Logo is a registered trademark of Wi-Fi Alliance. Member shall therefore include the notice "®" to the upper right of the design to identify it as a registered trademark.

Required Clear Space

The area surrounding the Wi-Fi CERTIFIED Logo must be clear of other logos, graphics, or text. This rule also applies when placing the logo near the edge of a surface.

The required clear space is 3x, where x is equal to the width of the "i".

Preferred Minimum Size Guidelines

The preferred minimum size standard for print applications is .25" in capsule height. For on-screen applications, the preferred minimum size standard is .5" in capsule height.

Preferred Maximum Size Guidelines

There is no preferred maximum size. However, the aspect ratio must be maintained at any size.

Clear Space

Width of "i" = x
3x = Clear Space



Minimum Sizing

Print

The preferred minimum size standard for print applications is .25"



Web and Video

For web applications, the preferred minimum size standard is .5"



Background

The artwork is available in two configurations:

1. Black and white positive signature for use on white or clear backgrounds
2. Reverse signature for use on black or dark color backgrounds



Reverse Usage



The logo should be displayed with a clear background and without a border. Dark colored or patterned backgrounds that interfere with the visibility of the logo are not permitted.

Background Misuse



Wi-Fi CERTIFIED On-Product Logo



Wi-Fi Alliance permits the use of the Wi-Fi CERTIFIED Logo on devices to identify certification.

Specific Product Requirements – Embedded Module

A product will qualify as an eligible product for use of the Wi-Fi CERTIFIED On-Product Logo if the product ships with an embedded or installed Wi-Fi CERTIFIED module that satisfies the special module requirements which are located at <https://www.wi-fi.org/members/certifications-testing/testing-information>.

Usage Requirements

The member should not alter, cut apart, separate, or otherwise distort the Wi-Fi CERTIFIED On-Product Logo in perspective or appearance. The “®” notice shall be included on the upper right of the Wi-Fi CERTIFIED On-Product Logo to the extent practicable. This may not be feasible due to the size of the Wi-Fi CERTIFIED On-Product Logo representation.

Implementation of the Logo

Manner of Illumination

The Wi-Fi CERTIFIED On-Product Logo can either be illuminated or can be printed on the product directly adjacent to an indicator light.

Significance of Illumination

The preferred implementation is for the indicator light/Wi-Fi CERTIFIED On-Product Logo to be illuminated continuously while a Wi-Fi CERTIFIED module that satisfies the special module requirements is present. It is an acceptable alternative, however, for the light to be illuminated intermittently as an indicator of transmit/receive activity. Product documentation should explain the significance of illumination.

Obtaining the Logo

A member may obtain a high-resolution version of the Wi-Fi CERTIFIED On-Product Logo at https://www.wi-fi.org/members/logo_download. The member must agree to the terms of the Certification Mark License Agreement before receiving or commencing use of the Wi-Fi CERTIFIED On-Product Logo.

Notice Convention

In text material relating to the Wi-Fi CERTIFIED On-Product Logo, the statement, “The Wi-Fi CERTIFIED™ Logo is a registered trademark of Wi-Fi Alliance®.” should be used in addition to the appropriate notice symbol to indicate that Wi-Fi Alliance owns the logo.

Wi-Fi CERTIFIED 6 and Wi-Fi CERTIFIED 7 Logos



Wi-Fi CERTIFIED 6 is the certification mark used for Wi-Fi Alliance's program based upon the 802.11ax standard. Wi-Fi CERTIFIED 7 is the certification mark used for Wi-Fi Alliance's program based upon the 802.11be standard. Member products that satisfy the certification testing requirements and comply with the program requirements may bear the respective logos, subject to the terms and conditions of the Certification Mark License Agreement.

Obtaining the Logos

A member may obtain high-resolution versions of the logos at https://www.wi-fi.org/members/logo_download. The member must agree to the terms of the Certification Mark License Agreement before receiving or commencing use of the logos.

Notice Convention

The ownership attribution language in materials where the Wi-Fi CERTIFIED 6 Logo appears should include the statement, "Wi-Fi CERTIFIED 6® and the Wi-Fi CERTIFIED 6 Logo are registered trademarks of Wi-Fi Alliance®."

The ownership attribution language in materials where the Wi-Fi CERTIFIED 7 Logo appears should include the statement, "Wi-Fi CERTIFIED 7™ and the Wi-Fi CERTIFIED 7 Logo are trademarks of Wi-Fi Alliance®."

Graphics Guidelines

Logo Elements

Always use the logos as provided electronically and do not attempt to change the configuration or proportion of any artwork.

The Wi-Fi CERTIFIED 6 Logo is a registered trademark of Wi-Fi Alliance. Member shall therefore include the notice "®" to the upper right of the design to identify it as a registered trademark.

The Wi-Fi CERTIFIED 7 Logo is a trademark of Wi-Fi Alliance. Member shall therefore include the notice "™" to the upper right of the design to identify it as a trademark.

Required Clear Space

The area surrounding the Wi-Fi CERTIFIED 6 Logo must be clear of other logos, graphics, or text. This rule also applies when placing the logo near the edge of a surface.

The required clear space is 3x, where x is equal to the width of the "i".

Width of "i" = x
3x = Clear Space

Clear Space



Preferred Minimum Size Guidelines

The preferred minimum size standard for print applications is .25" in capsule height. For on-screen applications, the preferred minimum size standard is .5" in capsule height.

Preferred Maximum Size Guidelines

There is no preferred maximum size. However, the aspect ratio must be maintained at any size.

Background

The artwork is available in two configurations:

1. Black and white positive signature for use on white or clear backgrounds
2. Reverse signature for use on black or dark color backgrounds



The logo should be displayed with a clear background and without a border. Dark colored or patterned backgrounds that interfere with the visibility of the logo are not permitted.



Minimum Sizing

Print

The preferred minimum size standard for print applications is .25"



Web and Video

For web applications, the preferred minimum size standard is .5"



Reverse Usage

Background Misuse

Wi-Fi Alliance Member Logo



The Wi-Fi Alliance Member Logo identifies member companies in order to promote public awareness of Wi-Fi CERTIFIED products and enable the growth of the Wi-Fi industry worldwide.

Prerequisites and Requirements for Use

- The company must be a Wi-Fi Alliance member in good standing
- If the company is an Affiliate Member of Wi-Fi Alliance, both the Affiliate Member and its parent company through which it derives its membership rights must be members in good standing
- The company must have executed, and be in compliance with the terms of, the Wi-Fi Alliance Member Mark License Agreement

Authorized Users

Only a Sponsor Member, Contributor Member, Implementer Member or Registered Affiliate Member may use the Wi-Fi Alliance Member Logo, and only for the purposes described in this Style Guide. A Registered Affiliate Member is an affiliate of the member that has been identified and formally registered through Wi-Fi Alliance's membership process. Neither a Sponsor Member, Contributor Member, Implementer Member nor a Registered Affiliate Member may "pass through" the right to use the Wi-Fi Alliance Member Logo to an unregistered subsidiary or affiliate, an OEM, a distributor, a reseller, a dealer, or any other person or entity.

Prohibited Uses

- The Member Logo may be used by a member only to accurately indicate that it is a member in good standing of Wi-Fi Alliance and may not be used in any manner that would otherwise imply or convey Wi-Fi Alliance endorsement of a specific company, its products or its services
- The Member Logo may never be used in a manner that would disparage Wi-Fi Alliance
- The Member Logo may never be translated into other languages
- The Member Logo may never be used in any manner that implies certification of a product or service
- The Member Logo may never be used on any device that may undergo Wi-Fi certification testing
- The Member Logo may never be used on letterhead, business cards or other stationery
- The Member Logo may never be used on promotional items, not including advertising
- The Member Logo may not be altered, cut apart, separated, or otherwise distorted in appearance
- The Member Logo shall be presented in a manner in which it stands alone and shall not be combined with or incorporated into other designs
- The use of the Member Logo must comply with the additional graphics usage guidelines set forth in this Style Guide

Obtaining the Logo

A member may obtain a high-resolution version of the Wi-Fi Alliance Member Logo at

https://www.wi-fi.org/members/logo_download. The member must agree to the terms of the Member Logo License Agreement before receiving or commencing use of the Wi-Fi Alliance Member Logo.

Notice Convention

In text material relating to the Wi-Fi Alliance Member Logo, the statement, "The Wi-Fi Alliance Member Logo is a logo of Wi-Fi Alliance®." should be used in addition to the appropriate notice symbol to indicate that Wi-Fi Alliance owns the logo.

Graphics Guidelines

Logo Elements

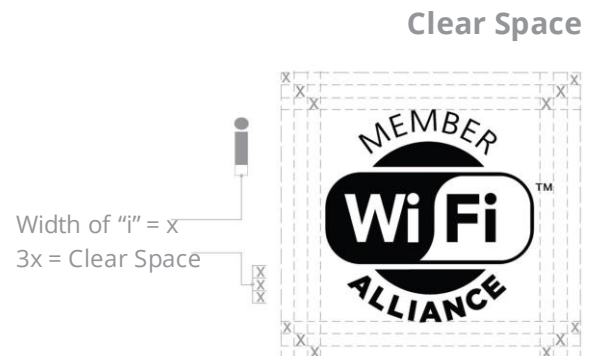
Always use the Wi-Fi Alliance Member Logo as provided electronically and do not attempt to change the configuration or proportion of any artwork.

Required Clear Space

The area surrounding the Wi-Fi Alliance Member Logo must be clear of other logos, graphics, or text.

This rule also applies when placing the Wi-Fi Alliance Member Logo near the edge of a surface.

The required clear space is 3x, where x is equal to the width of the “i”.



Preferred Minimum Size Guidelines

The preferred minimum size standard for print applications is .25” in capsule height.

For web applications, the preferred minimum size standard is .5” in capsule height.

Minimum Sizing Print

The preferred minimum size standard for print applications is .25”



Web and Video

For web applications, the preferred minimum size standard is .5”



Background

The artwork is available in two configurations:

1. Black and white positive signature for use on white or clear backgrounds
2. Reverse signature for use on black or dark color backgrounds

The logo should be displayed with a clear background and without a border. Dark colored or patterned backgrounds that interfere with the visibility of the logo are not permitted.

Reverse Usage



Background Misuse



Wi-Fi Alliance

Authorized Test Laboratory

Logo



Prerequisites, Requirements and Prohibited Uses

- The Authorized Test Laboratory Logo may be used by an Authorized Test Laboratory only to accurately indicate that it is a product testing laboratory authorized by Wi-Fi Alliance to perform certification testing services, and may not be used in any manner that would otherwise imply or convey Wi-Fi Alliance endorsement of a specific company, its products or its services
- The Authorized Test Laboratory Logo may be used only by an Authorized Test Laboratory whose status in Wi-Fi Alliance is active
- The Authorized Test Laboratory Logo may never be used in a manner that would disparage Wi-Fi Alliance
- The Authorized Test Laboratory Logo may never be translated into other languages
- The Authorized Test Laboratory Logo may never be used in any manner that implies certification of a product or service
- The Authorized Test Laboratory Logo may never be used on any device that may undergo Wi-Fi certification testing
- The Authorized Test Laboratory Logo may never be used on letterhead, business cards or other stationery
- The Authorized Test Laboratory Logo may never be used on promotional items, not including advertising
- The Authorized Test Laboratory Logo may not be altered, cut apart, separated, or otherwise distorted in appearance
- The Authorized Test Laboratory Logo shall be presented in a manner in which it stands alone and shall not be combined with or incorporated into other designs
- The use of the Authorized Test Laboratory Logo must comply with the additional graphics usage guidelines set forth in this Style Guide

Obtaining the Logo

An Authorized Test Laboratory may obtain a high-resolution digital image of the Wi-Fi Alliance Authorized Test Laboratory Logo by contacting Wi-Fi Alliance staff at brandusage@wi-fi.org. The Authorized Test Laboratory must agree to the terms of the appropriate License Agreement before receiving or commencing use of the Wi-Fi Alliance Authorized Test Laboratory Logo.

Notice Convention

In text material relating to the Wi-Fi Alliance Authorized Test Laboratory logo, the statement, “The Wi-Fi Alliance Authorized Test Laboratory Logo is a logo of Wi-Fi Alliance®.” should be used in addition to the appropriate notice symbol to indicate that Wi-Fi Alliance owns the logo.

Graphics Guidelines

Logo Elements

Always use the Authorized Test Laboratory Logo as provided electronically and do not attempt to change the configuration or proportion of any artwork.

Required Clear Space

The area surrounding the Authorized Test Laboratory Logo must be clear of other logos, graphics, or text.

This rule also applies when placing the Authorized Test Laboratory Logo near the edge of a surface.

The required clear space is 3x, where x is equal to the width of the “i”.

Width of “i” = x
3x = Clear Space



Clear Space

Minimum Sizing Print

Preferred Minimum Size Guidelines

The preferred minimum size standard for printed applications is .25” in capsule height.

For on-screen applications, the preferred minimum size standard is .5” in capsule height.

The preferred minimum size standard for print applications is .25”



Web and Video

For web applications, the preferred minimum size standard is .5”



Background

The artwork is available in two configurations:

1. Black and white positive signature for use on white or clear backgrounds
2. Reverse signature for use on black or dark color backgrounds

The logo should be displayed with a clear background and without a border. Dark colored or patterned backgrounds that interfere with the visibility of the logo are not permitted.

Reverse Usage



Background Misuse



Retired Certification Marks

Wi-Fi Alliance's certification marks have evolved over the years, along with its certification programs. As part of this evolution, certain Wi-Fi Alliance certification marks have been retired and should no longer be used by members.

Word Marks

Certification	Members Should Use:	Instead of:
Wi-Fi CERTIFIED WiGig™	Wi-Fi CERTIFIED WiGig™	WiGig CERTIFIED™

Logos

Certification	Members Should Use:	Instead of:
Wi-Fi CERTIFIED WiGig™		
Wi-Fi CERTIFIED™ for 802.11a		
Wi-Fi CERTIFIED™ for 802.11b		
Wi-Fi CERTIFIED™ for 802.11a/b		
Wi-Fi CERTIFIED™ for 802.11a/b/g		
Wi-Fi CERTIFIED™ for 802.11a/n		
Wi-Fi CERTIFIED™ for 802.11b/g/n		
Wi-Fi CERTIFIED™ for 802.11a/b/g/n		

Brand Elements

Color Palette

C2 M7 Y2 K0 HEX #F5ECF0 R245 G236 B240 PMS 7647 @ 10%	C9 M5 Y4 K0 HEX #E5E8ED R229 G233 B236 PMS 2163 @ 25%	C10 M1 Y6 K0 HEX #E3F1ED R227 G241 B237 PMS 563 @ 20%	C1 M7 Y13 K0 HEX #FBEBDA R251 G235 B218 PMS 7412 @ 15%	C2 M11 Y14 K0 HEX #F7E2D4 R247 G226 B212 PMS 7580 @ 20%
C27 M91 Y35 K3 HEX #B43A6D R180 G58 B109 PMS 7647	C36 M25 Y17 K3 HEX #A0A9B8 R160 G169 B184 PMS 2163	C28 M1.5 Y17 K0 HEX #B6DCD6 R182 G220 B214 PMS 563 @ 50%	C3 M21 Y42 K1 HEX #F1C898 R241 G200 B152 PMS 7412 @ 45%	C5 M41 Y53 K1 HEX #E8A179 R232 G161 B121 PMS 7580 @ 50%
C51 M100 Y41 K38 HEX #641246 R100 G18 B70 PMS 229	C65 M49 Y32 K6 HEX #66768C R102 G118 B140 PMS 2166	C46 M7 Y27 K1 HEX #88C0BB R136 G192 B187 PMS 623	C5 M39 Y76 K2 HEX #E7A153 R231 G161 B83 PMS 7412 @ 80%	C15 M65 Y85 K4 HEX #CC703D R204 G112 B61 PMS 7576
C48 M90 Y45 K57 HEX #501735 R80 G23 B53 PMS 7645	C81 M67 Y55 K34 HEX #37444F R55 G68 B79 PMS 432	C65 M16 Y42 K1 HEX #5BA69C R91 G166 B156 PMS 563	C15 M55 Y85 K4 HEX #CE803F R206 G128 B63 PMS 7412	C19 M77 Y100 K8 HEX #BE5627 R190 G86 B39 PMS 7580
C54 M94 Y46 K69 HEX #3C0127 R60 G1 B39 PMS 7645 + 45%K	C78 M67 Y53 K61 HEX #252C35 R37 G44 B53 PMS 432 + 33%K	C73 M17 Y42 K38 HEX #26716D R38 G113 B109 PMS 563 + 50%K	C8 M59 Y80 K47 HEX #8A4D26 R138 G77 B38 PMS 470	C19 M84 Y100 K37 HEX #8C3416 R140 G52 B22 PMS 7526
C64 M79 Y60 K78 HEX #250E19 R37 G14 B25 PMS 7645 + 70%K	C78 M69 Y61 K75 HEX #171B20 R23 G27 B32 PMS 432 + 60%K	C94 M28 Y44 K60 HEX #00474C R0 G71 B76 PMS 563 + 75%K	C19 M72 Y87 K68 HEX #5b2707 R91 G39 B7 PMS 477	C32 M88 Y100 K56 HEX #601E08 R96 G30 B8 PMS 7610

Typography

Primary Typeface—Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@?&%

Secondary Typeface—Arial (PowerPoint and MS Applications)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @ ? & %