N-Mark Usage Guidelines

Restrictions on Use

However, you may obtain a copy at the following page of Licensor's Website: **www.nfc-forum.org/N-Mark** after entering into and agreeing to such license terms as Licensor is then requiring. For press inquiries, please contact the NFC Forum.

Administration

The N-Mark Usage Guidelines is supported by:

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Wakefield, MA, 01880
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The Marketing Roundtable maintains this document.

Intellectual Property

The N-Mark Usage Guidelines conforms to the Intellectual Property guidelines specified in NFC Forum's Intellectual Property Rights Policy and outlined in the NFC Forum Rules of Procedure.

WHY NFC?

Near Field Communication (NFC) is the technology that makes smart devices smarter. Because NFC is capable of secure two-way communication, it brings intelligence to physical objects and unlocks the power of other technologies.

NFC-enabled phones, tablets, wearables, and other devices connect people to a world of convenience, information, and enhanced experiences at home, around town, or when they travel.

With just one tap, they can buy groceries, pay transit fares, exchange photos, track fitness stats, download product information, keep track of medical records, discover special retail offers, expedite travel, enjoy an interactive exhibit, or instantly pair their Bluetooth and Wi-Fi devices.

New uses for NFC technology are being developed every day, deepening people's relationships with iconic brands, and expanding opportunities for the world's most inventive companies and entrepreneurs.

In a crowded marketplace, a strong brand identity will set NFC technology apart. It will distinguish this proven platform and earn the trust and confidence of manufacturers, members, and consumers alike. The N-Mark is the most visible and identifiable symbol of NFC technology and should be treated with care so as not to disrupt this instant recognition.

The N-Mark must always be reproduced exactly as specified in the following pages. It should not be altered or recreated in any way. Adhering to these guidelines ensures that NFC technology will be promoted and protected in a consistent and meaningful way, all around the globe.

The N-Mark flexible system has been developed to allow companies options for integration within their products, packaging, marketing, etc. The system consists of four variations on the N-Mark which can be used interchangeably, depending on your needs and/or preferences. These four marks may be used to indicate an NFC touchpoint and/or to indicate when NFC has been activated, or is "on", in a device.

While you may choose to use any one of the four marks for this purpose, **Version 1** is recommended when there is limited space for the N-Mark, such as on a mobile phone. **Versions 3** and **4** are good choices in cases where having the NFC letters attached to the N-Mark helps to identify the technology for the consumer. See page 18-19 for suggestions on how to use and place the N-Mark on devices, as an NFC touchpoint or to show the "on" state.

Version 1

Version 2

Version 3

Version 4

The N-Mark symbol is a trademark. By adhering to the following regulations, guidelines, and recommendations, you will maintain the integrity of the N-Mark.

In jurisdictions where the N-Mark is registered, the N-Mark must always be accompanied by the registered trademark ® symbol. Elsewhere, it must appear with the trademark ™ symbol. If you employ the N-Mark in both registered and unregistered jurisdictions, use of the ™ symbol is permitted, unless otherwise advised by the NFC Forum.

When the N-Mark is displayed on a product or the packaging or label of a product, position the ® or ™ symbol to the upper right of the N-Mark in a size visible to the naked eye. If the N-Mark is smaller than 5mm in height, or if the means of display makes it infeasible to render the ™ or ® symbol legibly, the ™ or ® symbol may be omitted.

The N-Mark must only appear on a licensee's product, packaging, promotional literature, etc., when the licensee's own trademark is present. In addition, the N-Mark is to be applied in such a manner as to ensure that the N-Mark is not perceived as the product brand. The N-Mark may not dominate a licensee's own trademarks in any usage. A licensee's own trade name and trademarks must be easily recognizable and at least as prominent on the licensee's product packaging, promotional literature, etc. as the N-Mark, consistent with the specific requirements for use contained in this guidebook.

The following trademark attribution statement must accompany all uses of the N-Mark on product packaging, promotional literature, etc.: **"The N-Mark is a trademark or registered trademark of NFC Forum, Inc. in the United States and in other countries."**

In the event that the placement of the trademark attribution is not commercially feasible, you may include the trademark attribution on printed matter distributed together with the product, provided that the trademark attribution language is clearly visible and prominently displayed.

SIZE REQUIREMENTS AND RESOLUTION

The N-Mark, and its various versions within the flexible system, may be represented and applied in different sizes, depending on its application. The minimum acceptable height of the N-Mark (Versions 1 and 2 without the NFC letters) is 3mm. There is no regulation on the maximum size, provided that the N-Mark is never displayed larger, or more prominently, than your company's own marks.

The minimum acceptable height of the N-Mark Version 3 is 10mm. The minimum acceptable height of the N-Mark Version 4 is 4mm.

It is recommended, and strongly preferred, that the N-Mark appear in a size proportionate and appropriate to the format it's used on. The N-Mark should never be disproportionately large relative to the size of the piece or product it's placed on. Care should be taken to maintain clear space on all applications The N-Mark should always be displayed with the best possible quality and the highest possible resolution. When an N-Mark is shown on a computer or portable device screen, the lowest possible resolution allowed is 16 x 16 pixels at 72 dots per inch (dpi).

N-Mark Minimum Size Requirements
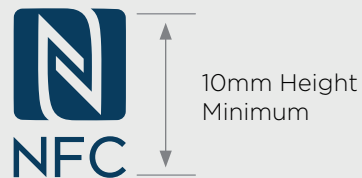
Version 1
3mm Height Minimum

3mm Actual Size =

Version 2
3mm Height Minimum

Version 3
10mm Height Minimum

10mm Actual Size =

Version 4
4mm Height Minimum

4mm Actual Size =

For the N-Mark to maintain its integrity and impact, the area surrounding the N-Mark must remain clear and free of extraneous graphical elements. This includes graphics, "busy" photography backgrounds, typography, and any other visual elements in both print and digital formats. The minimum clear space is equal to half the height of the N-Mark used on a piece or product (refer to the illustration below). The clear space requirement is designed to ensure a clear, readable, and legible symbol. The minimum space requirement is relative to the size of the N-Mark being reproduced, but regardless of the size of the reproduction, the minimum space shown must be maintained on all four sides of the N-Mark.

There is one exception to this rule, however. The N-Mark may be used in an illustration with the "interaction rings" near or around the symbol, to illustrate the "near field communication" between two devices. Within this context, the "interaction rings" may touch the N-Mark or be placed within this clear space zone.

Clearspace Minimum
(1/2 the height of the N-Mark)

Clearspace Minimum

Exception to Clear Space Rule

No clear space necessary when using the "interaction rings*" around the N-Mark to show the near field communication

Interaction rings is a term to describe the concentric circles that surround an N-Mark, in an illustration or photograph, that indicate the touchpoint on a device or that the consumer has activated an NFC experience.

The N-Mark color palette consists of one set of primary brand colors and three neutral colors. The primary color values are the same when using Hex, CMYK or RGB. When printing using Pantone inks, please use PMS 7463 on coated paper and PMS 2965 on uncoated paper. You may use any of these color options.

When using tints or shades of a color, please ensure that the N-Mark has enough contrast from the background color its placed on. See minimum tint percentages below.
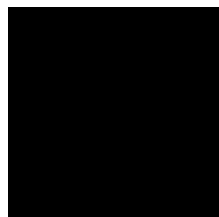
Primary Color:

Coated – Pantone 7463
Uncoated – Pantone 2965

HEX # 002e5f

C 100	R 0
M 77	G 46
Y 39	B 95
K 29	

Neutral Colors:

Black
HEX # 000000

C 0	R 0
M 0	G 0
Y 0	B 0
K 100	

50% Grey
HEX # 939598

C 0	R 147
M 0	G 149
Y 0	B 152
K 50	

White
HEX # ffffff

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	

Tints/Shades:

Minimum 40% White on PMS 7463 and PMS 2965 Background
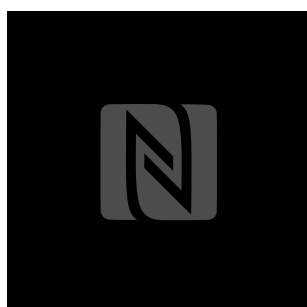
Minimum 30% White on Black Background

Minimum 50% White on Grey Background

Minimum 25% Black on White Background

The N-Marks below have been altered to illustrate the incorrect uses and unauthorized applications of the symbol. Any distortion to the N-Mark design, proportions, colors, typography, or orientation will invalidate its purpose and dilute the brand.

Never put N-Mark inside a small box or shape

Never condense or alter its proportions

Never add "shade" or a drop shadow

Never outline the mark

Never redraw or change the design

Never use it in unauthorized colors

Never orient the mark on its side

Never use the wrong file format or fuzzy mark

Never add elements, unauthorized words or different lettering styles to the N-Mark

NEAR FIELD TECHNOLOGY

The N-Mark may be displayed in combination with other proprietary marks or trademarks as long as it does not dominate those marks, create confusion, or convey a false endorsement by or affiliation with NFC technology or the NFC Forum.

Your company's trade name and trademarks must be easily recognizable and at least as prominent on the licensee's products, product packaging, product promotion literature, smart posters, etc. Do not integrate the N-Mark with any proprietary mark or trademark in a manner that creates the overall impression of a single, unitary mark.

APPROPRIATE example of N-Mark and a proprietary mark in an advertisement

New P1XOR Shoot 'N' Share 200 with NFC technology

PIXOR

INAPPROPRIATE example of N-Mark and a proprietary mark in an advertisement

New P1XOR Shoot 'N' Share 200 with NFC technology

PIXOR N

Using the N-Mark as a Touchpoint

On an NFC-enabled product, smart poster, wearable, tag, etc., the N-Mark should be used to indicate the location of that item's NFC touchpoint, whenever possible. For this application, you may use any of the four variations of the N-Mark from the N-Mark flexible system, described on page 9.

Example of N-Mark on a phone and laptop to identify the touchpoint area of the NFC antenna

(Images not to scale)

Example of N-Mark on a smart poster and camera to identify the touchpoint area of the NFC antenna

(Images not to scale)

The N-Mark should be displayed in system-level and application software of NFC-enabled devices. Uses of the N-Mark in software include:

• In the graphical user interface (GUI) to indicate if NFC technology is on or off

• As an NFC touchpoint in a GUI if the screen can act as an antenna

• In system settings dialogues and other device-specific low-level software related to the NFC functionality of an NFC-enabled device

• In preinstalled or user-installed application software programs that support NFC technology

The N-Mark may only be displayed in the GUI of an NFC-enabled device where NFC technology is supported. To indicate that a device is NFC-enabled, the N-Mark should be placed in a menu next to the switch or button to turn NFC technology on and off.

When used in a GUI to indicate that NFC technology is on or off, the N-Mark should appear in a similar size to the battery indicator or other technology indicator marks.

In an application, the N-Mark can be used to indicate that an application supports NFC technology. Please follow the size requirements within this guide for use in an application.

In application software, the N-Mark may be used to indicate which functions of the application use the device's NFC technology.

If an application supports NFC, but the device on which it is installed does not provide NFC services, then the N-Mark should either not be displayed or "greyed out" to indicate that NFC services are not available.

Example of N-Mark in a settings screen
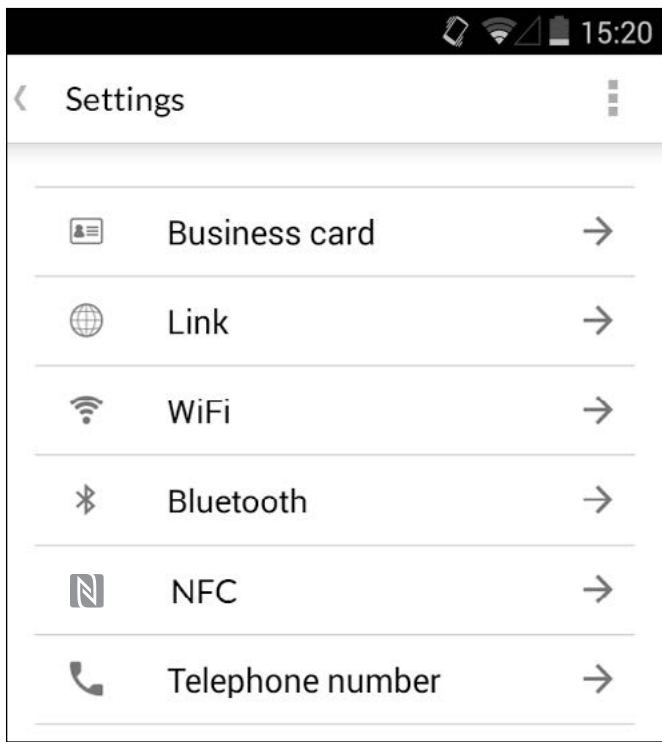
Examples of N-Mark in status bars on phone and in software interfaces
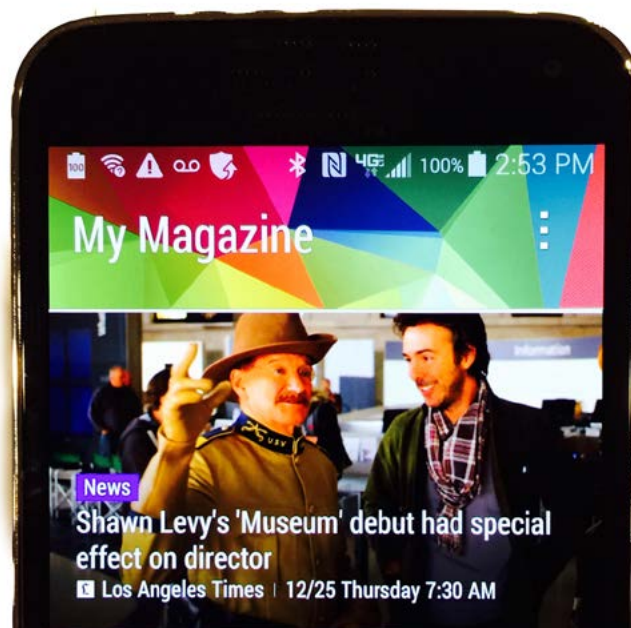
In NFC tag applications, the N-Mark is used to identify the position of an NFC tag. This is where a consumer can tap an NFC-enabled device to initiate an NFC interaction.

NFC tags may be applied to virtually any physical medium, including printed posters or advertisements, point-of-sale displays, counter cards, shelf signs, adhesive labels, and product packaging. Shown below are some examples of the N-Mark as the touchpoint for embedded tags on various media.

While the N-Mark may be displayed in combination with other proprietary marks and logos, the N-Mark must be the touchpoint indicator to access the information or service being offered.

Examples of N-Mark as NFC tag indicator/touchpoint (to initiate an interaction)

Key Message and Access

While the N-Mark is a powerful symbol on its own, it is often accompanied by messaging that defines or discusses specific products or services. What follows is suggested wording, which may be modified to fit your specific needs, products, or services.

For additional marketing messages, we encourage you to consult our NFC Toolkit at **www.nfc-forum.org/nfc-tool-kit**. This dynamic toolkit is filled with resources and inspiration for marketing your NFC-enabled products and services.

Explaining the N-Mark

This symbol means "tap here" to learn more or to activate an NFC experience, payment, or other transaction.

Shopping—look for the N-Mark

When you are shopping for a new smart phone, wireless speakers, headphones, fitness devices, or electronics (or other devices to be added here), look for the N-Mark symbol on packaging and store displays.

Explaining an NFC tag in greater detail

An NFC tag is an unpowered microchip that is embedded in a product label, retail display, a smart poster, or most places where you see this symbol (N-Mark). With just a tap from your smartphone or other NFC-enabled device, NFC tags deliver enhanced product information, activate special offers, or power interactive experiences.

Display or packaging for smart phone

This (brand name) device is NFC enabled. With just one tap you can connect to a world of convenience, information, and enhanced experiences, including easier set up of your Bluetooth and Wi-Fi connections.

Display or packaging for speakers, cameras, headphones, etc.

This (speaker, camera, headphones, etc) is NFC enabled. With just one tap you can connect to other NFC-enabled devices to (share pictures, play music, etc.) and more easily set up your Bluetooth and Wi-Fi connections.

Accessing the N-Mark

The N-Mark is available through a simple click-through license on the NFC Forum website. To download the N-Mark:

- Read the click-through license carefully at:
  www.nfc-forum.org/n-mark-license-agreement/
- To accept the terms and execute the license, fill in the fields at the bottom of the page and click "Accept". The N-Mark download page is displayed.
- Click the link to download the N-Mark zip file.

Enclosed in the zip file are all four versions of the N-Mark within the flexible system, in all four colors, and with and without the ™ and ® marks for your use, as outlined within this guidebook.

There is no cost associated with the N-Mark, and you do not need to be a member of NFC Forum to use it. Visit our N-Mark Frequently Asked Questions page for more information:
http://nfc-forum.org/nfc-frequently-asked-questions/

For more information about other NFC Forum brand marks, such as the Certification Mark, visit our NFC Branding page at:
http://nfc-forum.org/our-work/nfc-branding/

Registered Jurisdictions

The license agreement for the N-Mark provides limited indemnification for licensed users of the N-Mark in those jurisdictions where the N-Mark is registered. Licensed N-Mark users are not shielded from liability in jurisdictions where the N-Mark is not registered or in connection with products or services not specified in the registration of that jurisdiction.

As of March 14, 2012, the NFC Forum has registered the N-Mark trademark in the following jurisdictions:

- Australia
- Brazil
- Canada
- China
- Community Trade Mark, consisting of the following European Union jurisdictions: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, the United Kingdom
- Hong Kong
- India
- Israel
- Japan
- Mexico
- Russia
- Singapore
- South Korea
- Switzerland
- Taiwan
- United States of America

For the most recently updated list, please visit **http://www.nfc-forum.org/our-work/nfc-branding/n-mark/registered-jurisdictions-for-the-n-mark**.

For more information visit **www.nfc-forum.org/nfc-tool-kit**

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