



## **N-Mark Trademark Usage Guidelines for Tags and Media**

November 2010

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## Contents

<b>1</b>	<b>Introduction.....</b>	<b>1</b>
1.1	Understanding the NFC Forum Marks .....	1
1.2	Administration.....	1
1.3	Intellectual Property .....	1
<b>2</b>	<b>Usage Guidelines for Tags and Media.....</b>	<b>2</b>
2.1	Specifications .....	3
2.2	Placement and Design .....	3
<b>3</b>	<b>Jurisdiction .....</b>	<b>4</b>
<b>4</b>	<b>Basic Design of NFC Forum N-Mark.....</b>	<b>5</b>
4.1	General Regulations .....	5
4.2	Using Color .....	6
4.3	Using Other Colors.....	6
4.4	Minimum Height Requirement.....	7
4.5	Isolation Zone.....	7
<b>5</b>	<b>Use with Other Marks.....</b>	<b>8</b>
<b>6</b>	<b>Use of the NFC Forum N-Mark on Printed Materials and Websites .....</b>	<b>9</b>
<b>7</b>	<b>NFC Forum N-Mark Specifications.....</b>	<b>11</b>
<b>A.</b>	<b>Revision History .....</b>	<b>12</b>

## Figures

Figure 1:	NFC Forum N-Mark .....	2
Figure 2:	Examples of Inappropriate Usage .....	5
Figure 3:	Examples of Appropriate Usage .....	6
Figure 4:	Minimum Height Requirements .....	7
Figure 5:	Isolation Zone .....	7
Figure 6:	Example of N-Mark and Other Proprietary Mark.....	8
Figure 7:	N-Mark Incorporated Incorrectly into Another Logo .....	8
Figure 8:	Using the N-Mark on a White Background .....	9
Figure 9:	Using the N-Mark on a Colored Background .....	9
Figure 10:	Examples of Inappropriate Usage of Colored N-Marks .....	10

# 1 Introduction

These N-Mark Trademark Usage Guidelines for Tags and Media have been created by NFC Forum to ensure consistency in the manner in which the NFC Forum N-Mark is used and displayed. Consistency will build consumer confidence in NFC Forum and in products implementing NFC Forum specifications and increase consumer awareness of this global symbol.

The NFC Forum N-Mark (N-Mark) is a trademark that has been created to build marketplace understanding and awareness of the benefits of NFC technology. NFC Forum has developed the N-Mark trademark so that consumers can easily identify where their NFC-enabled devices can be used. The mark consists of a stylized “N” and indicates the spot where an NFC-enabled device can read an NFC-Forum-compatible tag to establish the connection. This mark will help advance the acceptance of NFC short-range wireless interaction between consumer electronics, mobile devices, and personal computers, and NFC-compatible tags.

The following trademark usage guidelines establish rules around how the N-Mark may be used in connection with tags and for promotional purposes. By providing these usage guidelines, NFC Forum will be able to create and ensure a strong visual presence and product credibility across the variety of NFC tags soon to be available in the marketplace. NFC Forum will continue to update these trademark guidelines as circumstances warrant.

## 1.1 Understanding the NFC Forum Marks

- **N-Mark for Tags and Media Guidelines** (this document): Describes how the N-Mark may be used in tags and media, such as smart posters.
- **N-Mark for Devices Guidelines**: Describes how the N-Mark may be used on NFC-Forum-certified devices.
- **Certification Mark Guidelines**: Describes how to use the NFC Forum Certification Mark on packaging and informational materials.

## 1.2 Administration

The N-Mark Trademark Usage Guidelines for Tags and Media are supported by NFC Forum, Inc., located at:

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Tel.: +1 781-876-8955

Fax: +1 781-610-9864

[www.nfc-forum.org/](http://www.nfc-forum.org/)

The Marketing Communications Working Group maintains this document.

## 1.3 Intellectual Property

The N-Mark Trademark Usage Guidelines for Tags and Media conform to the Intellectual Property guidelines specified in NFC Forum's *Intellectual Property Rights Policy* and outlined in the NFC Forum *Rules of Procedure*.

## 2 Usage Guidelines for Tags and Media



**Figure 1: NFC Forum N-Mark**

The NFC Forum N-Mark will become the most recognized mark within the NFC spectrum, due to the adoption of NFC Forum specifications and the display of the NFC Forum N-Mark on tags capable of NFC interactions and transactions. The following trademark usage guidelines have been developed to assist NFC Forum members and others in the use of the NFC Forum N-Mark for tags and media to enhance the consumer experience.

Consumers will feel more confident using their NFC-enabled devices when the devices are easy to use. The NFC Forum N-Mark should be placed in an easily-accessible area when using an information delivery device, such as a smart poster, to ensure that consumers can readily interact with the device.

Similarly, purchasers of tags may feel more confident in the authenticity of the tags if the N-Mark is placed on any marketing collateral or sales materials shipped with the tags, as well as on the tags themselves.

## 2.1 Specifications

- The NFC Forum N-Mark indicates that a tag is compatible with NFC Forum Specifications, and that data on the tag is stored in NDEF format according to the NFC Data Exchange Format (NDEF) Technical Specification.
- The NFC Forum N-Mark may not be used for the sole purpose of identifying that a product is compatible with NFC Forum Specifications. The N-Mark instead must indicate the placement over the RF antenna of a tag that complies with NFC Forum Specifications.
- You may use language such as “This tag is compatible with NFC Forum Specification [SPECIFICATION/VERSION].”
- Do not refer to any product or service as being NFC Forum-certified, NFC Forum-conformant, or NFC Forum-compliant, or use those terms in connection with any advertising or on product packaging unless and until (i) your device has completed the NFC Forum Certification Program, verifying your product’s successful implementation of NFC Forum specifications, and (ii) you have executed a certification agreement and received a certification mark license for the NFC Forum Certification Mark, which is a different mark than the NFC Forum N-Mark displayed above.

## 2.2 Placement and Design

- The NFC Forum N-Mark may only be used to identify the position over the tag where the consumer can align an NFC-compatible device to enable an NFC interaction.
- You shall mark each use of the NFC Forum N-Mark in a Registered Jurisdiction with the “R” symbol, and, in every other case, unless otherwise advised by NFC Forum, with the “TM” symbol. If you distribute products or services bearing the NFC Forum N-Mark in multiple jurisdictions where applications for the mark remain pending and where registrations are issued, you may use the “TM” symbol, unless otherwise advised by NFC Forum.

### **3 Jurisdiction**

The license agreement for the NFC Forum N-Mark provides limited indemnification for licensed users of the NFC Forum N-Mark in those jurisdictions where the N-Mark is registered. Licensed N-Mark users are not shielded from liability for trademark infringement in jurisdictions where the N-Mark is not registered or in connection with products or services not specified in the registration of that jurisdiction. Countries where registration has been completed or is pending can be found at [www.nfc-forum.org/N-Mark](http://www.nfc-forum.org/N-Mark).

## 4 Basic Design of NFC Forum N-Mark

You may replace the “TM” here with the “R” symbol as appropriate, contingent upon the registration status of the N-Mark in any given jurisdiction. For the current registration status for each jurisdiction, see [www.nfc-forum.org/N-Mark](http://www.nfc-forum.org/N-Mark).

### 4.1 General Regulations

- The NFC Forum N-Mark must be used as a single, integral design. Do not break it apart.
- The NFC Forum N-Mark should not be manipulated in any way that alters, skews or distorts the proportions of the N-Mark or the individual elements comprising the mark.
- Do not enclose the NFC Forum N-Mark in a rectangle or other shape (except as noted in Section 4.5).
- Do not arrange the NFC Forum N-Mark iteratively like tile blocks.
- Do not place the NFC Forum N-Mark on a background that renders the N-Mark unreadable.
- Do not use the N-Mark on anything but a solid color background.
- Do not tilt or rotate the N-Mark on its axis.
- Examples of inappropriate uses of the NFC Forum N-Mark include, but are not limited to, the following graphics.

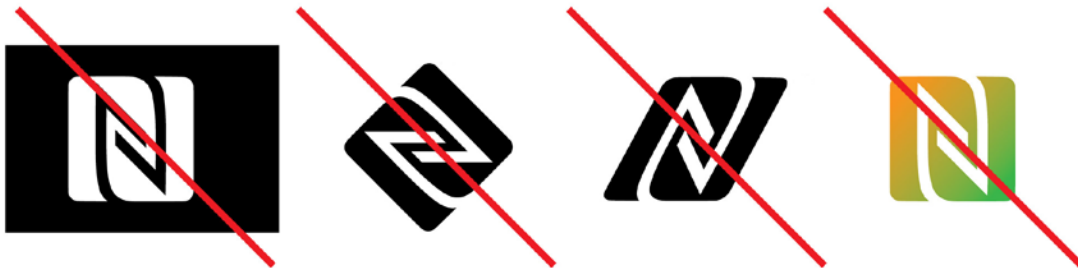


Figure 2: Examples of Inappropriate Usage

## 4.2 Using Color



### Basic Color (Gradation)

(Offset printing, on-screen display, etc.)

You may download the NFC Forum N-Mark image file in several file formats from the NFC Forum's website after you have executed an N-Mark license.



### Single-Color

(Silkscreen and uni-color printing)

The NFC Forum N-Mark must be in the following color or equivalents:

PANTONE 2935C or 293C



### Monochrome

(Silkscreen printing, monochrome prints, etc.)

The NFC Forum N-Mark must be printed in white, black, or a gradation of gray.



Figure 3: Examples of Appropriate Usage

## 4.3 Using Other Colors

While NFC Forum recommends that the PANTONE 2935C or 293C basic color (gradation) and single-color schemes above be used to enhance global recognition of the N-Mark, it is understood there may be limited occasions where other colors are more visually complementary to the overall design of a printed piece and are thus allowable. In these cases, permission to deviate from the recommended color schemes should be sought from NFC Forum.

## 4.4 Minimum Height Requirement

The height of the NFC Forum N-Mark should not be smaller than 3 mm. There is no regulation on the maximum size, provided that the NFC Forum N-Mark is never displayed larger or more prominently than the company's own marks.



Figure 4: Minimum Height Requirements

## 4.5 Isolation Zone

The NFC Forum N-Mark must be surrounded by an isolation zone as illustrated below. The purpose of this zone is to make the mark stand out on a poster; e.g., a dark poster with the NFC Forum N-Mark enclosed in a white border.

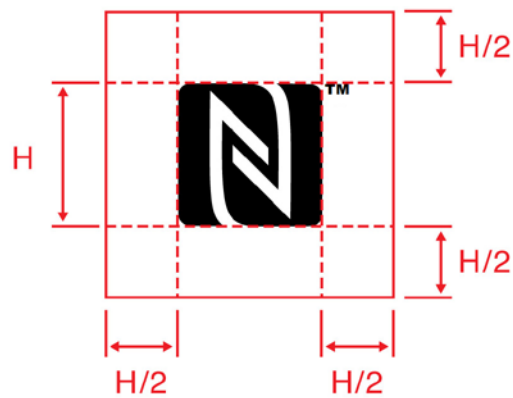


Figure 5: Isolation Zone

## 5 Use with Other Marks

The N-Mark may be displayed in combination with company-specific or other proprietary marks and logos, provided that the other marks are larger and more visually prominent than the N-Mark and provided that the display of the N-Mark in connection with other mark(s) does not in any way create a likelihood of confusion between NFC Forum's specifications and your own products and services or that conveys a false endorsement by or affiliation with NFC Forum.

- While the N-Mark can be displayed in combination with other propriety marks and logos (see Figure 1), the N-Mark must be the touchpoint indicator to enable the consumer to access the service.



Figure 6: Example of N-Mark and Other Proprietary Mark

- Do not integrate the NFC Forum N-Mark in any company-specific or other proprietary mark or logo in a manner that creates the overall impression of a single, unitary mark. (See Figure 2).



Figure 7: N-Mark Incorporated Incorrectly into Another Logo

## 6 Use of the NFC Forum N-Mark on Printed Materials and Websites

Use the following attribution language on any product packaging, advertisement or poster larger than 6”x 6” or website pages where the NFC Forum N-Mark appears.

The “N-Mark” logo is a trademark or registered trademark of NFC Forum, Inc.

When the NFC Forum N-Mark is printed or displayed on a white background, such as on product packaging or on a website, you must use the specified colors or gradations of gray (including solid black), as referenced in Section 4.2.



**Figure 8: Using the N-Mark on a White Background**

When the NFC Forum N-Mark is placed on a colored background, observe the following recommendations:

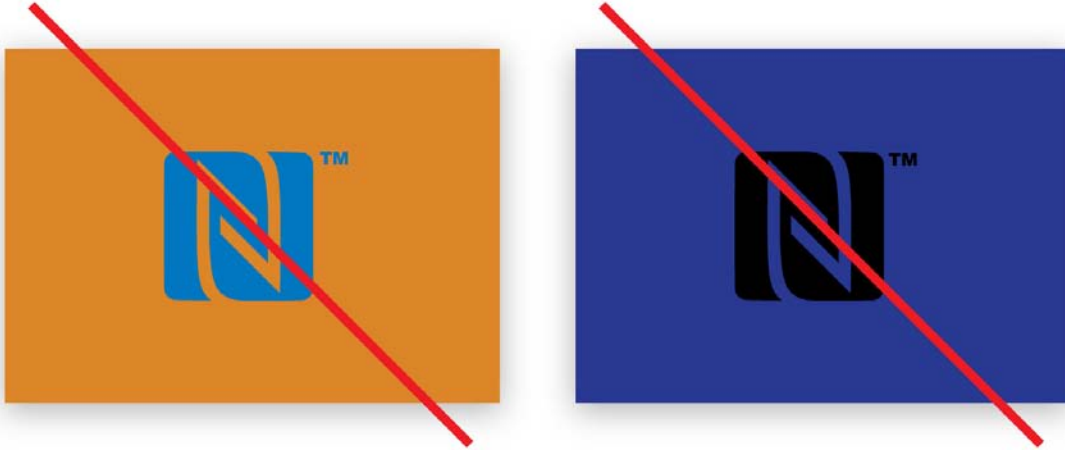


**Figure 9: Using the N-Mark on a Colored Background**

- Dark background color → N-Mark: White
- Light background color → N-Mark: Gray or black

To ensure that the NFC Forum N-Mark is clearly visible, do not use a colored NFC Forum N-Mark on a colored background.

- Examples of inappropriate uses of a colored NFC Forum N-Mark on a colored background include, but are not limited to, the following graphics.



**Figure 10: Examples of Inappropriate Usage of Colored N-Marks**

## 7 NFC Forum N-Mark Specifications

The minimum specification that must be used with the NFC Forum N-Mark is the NFC Data Exchange Format (NDEF) Technical Specification.

The following list shows additional NFC Forum Specifications that can be used in conjunction with the NFC Forum N-Mark. A current list of NFC Forum Specifications can be downloaded free of charge from the NFC Forum website at [www.nfc-forum.org/specs/](http://www.nfc-forum.org/specs/).

- NFC Record Type Definition (RTD) Technical Specification – refer to the NFC Forum website for the current version
- NFC Forum Tag Type Technical Specifications - refer to the NFC Forum website for a complete list
- Record Type Definition Technical Specifications - refer to the NFC Forum website for a complete list.

## A. Revision History

The following table shows the revision history of N-Mark Trademark Usage Guidelines for Tags and Media.

**Table 1: Revision History**

<b>Document Name</b>	<b>Revision and Release Date</b>	<b>Status</b>	<b>Change Notice</b>	<b>Supersedes</b>
N-Mark Trademark Usage Guidelines	June 2009			
N-Mark Trademark Usage Guidelines for Tags and Media	November 2010	Updated for launch of Certification Program		N-Mark Trademark Usage Guidelines for Tags and Media (June 2009)