



N-Mark Trademark Usage Guidelines for Software

November 2011

VERSION 1.0

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1 Introduction

These N-Mark Trademark Usage Guidelines for Software have been created by NFC Forum to ensure consistency in the manner in which the NFC Forum N-Mark is used and displayed on NFC-enabled devices. 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:

- When a device has NFC technology embedded
- Functions and menu items in device software that are related to NFC technology
- The spot where an NFC-enabled device can read an NFC-Forum-compatible tag to establish a connection
- The brand of NFC Forum technology to be used in media and promotional material

This mark will help advance the acceptance of NFC short-range wireless interaction between consumer electronics, mobile devices, personal computers and other electrical appliances, and NFC-Forum-compatible tags.

The following trademark usage guidelines establish rules around how the N-Mark may be used in connection with system level software and applications. 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 devices available in the marketplace. NFC Forum will continue to update these trademark guidelines as circumstances warrant.

1.1 Understanding the Different NFC Forum Guidelines

The NFC Forum publishes several different guidelines related to the use of the N-Mark:

- **N-Mark for Software Guidelines (this document):** Describes how the N-Mark may be used on NFC-enabled devices with a Graphical User Interface (GUI).
- **N-Mark for Tags and Media Guidelines:** 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 Software are supported by NFC Forum, Inc., located at:

401 Edgewater Place, Suite 600
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Tel.: +1 781-876-8955
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www.nfc-forum.org/

1.3 Intellectual Property

The N-Mark Trademark Usage Guidelines for Software 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 Software



Figure 1: NFC Forum N-Mark

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 software to enhance the consumer experience.

The NFC Forum N-Mark indicates that a device is capable of communicating using NFC Forum technology or that an application is making use of NFC Forum technology in its operations to ensure that consumers can readily interact with the device.

2.1 N-Mark Usage in Software

Usage of the N-Mark on system-level software or in an application will build the user's confidence in knowing what other devices it can interact with.

For both system-level software and applications, the NFC Forum N-Mark can only be displayed on the graphical user interface of the NFC-enabled device, and only when NFC functionality, as defined in this document, is supported.

2.1.1 System-level Software

System-level software applies to software that is part of the operating system. The NFC Forum N-Mark may be used as a technology indicator when such software includes NFC functionality. For example, the N-Mark can indicate when NFC functionality is switched on or off, or when NFC functionality has been implemented in system settings dialogs and other device-specific low-level software related to the NFC function of an NFC-enabled device.

The NFC-enabled device shall fulfill the requirements listed in the “NFC Forum Device Requirements” document (see http://www.nfc-forum.org/certification/certification_documents/). Adherence to these requirements is made via self attestation.

2.1.2 Application Software

Applications are programs that are installed on an NFC-enabled device.

- The NFC Forum N-Mark may be used in conjunction with an application's icon to identify an application with NFC functionality.
- The NFC Forum N-Mark may be used in conjunction with an application's icon to distinguish between an NFC version of an application and a “plain” version of the same application.
- The application shall use either the Master/Slave Communication or the Peer-to-Peer Communication (as referenced in NFC Forum Device Requirements), or both.

2.2 Placement and Design

- When the NFC Forum N-Mark is used to indicate that a device has NFC capability, the N-Mark may be used as a switch indicator to turn NFC functionality on and off.
- The N-Mark may also be used on a graphical user interface to indicate that NFC functionality is active. In this case, it shall be a similar size to the battery indicator or other technology indicator marks.
- In an application, the N-Mark shall be used at a maximum of 25% of an application's icon to indicate that the application uses NFC technology.
- In the application, the N-Mark may be used to indicate which functions within the application use the device's NFC functionality.
- When the application is developed to support NFC, but the device it is installed on does not provide NFC services, the N-Mark shall either not be displayed or it shall be "grayed out" to indicate that the NFC services are not available.
- Implementers shall, where feasible, mark each use of the NFC Forum N-Mark in a Registered Jurisdiction (see Section 3) with the "R" symbol, and, in every other case, unless otherwise advised by NFC Forum, with the "TM" symbol. If products or services are distributed bearing the NFC Forum N-Mark in multiple jurisdictions where applications for the mark remain pending and where registrations are issued, then you may use the "TM" symbol, unless otherwise advised by NFC Forum.

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

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.

4 Basic Design of NFC Forum 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 **Error! Reference source not found.**).
- Do not arrange the NFC Forum N-Mark iteratively (like tile blocks stacked partly on top of each other).
- Do not place the NFC Forum N-Mark on a background that renders the N-Mark unreadable.
- 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)

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

When used in single-color format, the NFC Forum N-Mark shall be in the following colors or equivalents:

RGB: 0, 81, 186 (Hex: #0051BA)

RGB: 0, 91, 191 (Hex: #005BBF)



Monochrome

The NFC Forum N-Mark may be printed in white, black, or a gradation of gray. These options may be ideal for identifying different modes (i.e., passive versus active).



Figure 3: Examples of Appropriate Usage

4.3 Height and Isolation Zone Requirements

The NFC Forum N-Mark shall be a similar size to other application icons and other technology indicator marks on the GUI. The isolation zone size shall also be similar to those isolation zones around other icons and indicators on the GUI.

5 Relevant Specifications and Other Documents

Relevant NFC Forum specifications and other documents are available on the NFC Forum public website at <http://www.nfc-forum.org>. In particular, implementers are suggested to review the NFC Forum Devices Requirements document, which is available at: http://certification.nfc-forum.org/docs/NFC_Forum_Device_Requirements.zip

A. Revision History

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

Table 1: Revision History

Document Name	Revision and Release Date	Status	Change Notice	Supersedes
N-Mark Trademark Usage Guidelines for Software	Version 1.0, November 2011	Final		