

ONF Logo Usage Guidelines For Continuous Certification Program

These ONF Logo Usage Guidelines for Continuous Certification Program (“Guidelines”) describe the proper way to use and display the ONF Continuous Certification Program Marks (“ONF Marks”) defined and described below. These Guidelines are specifically and exclusively for use by ONF Members and licensed nonmembers who have a signed written agreement with ONF. ONF Members who have paid their membership dues and maintain their active membership in ONF are authorized to use the ONF Marks as per their ONF Continuous Certification Agreement.

For ONF Members, all use of the ONF Marks must comply with your Membership Agreement, the ONF Member Trademark Terms and Conditions, and these Guidelines. By using one or more of the ONF Marks, ONF Members agree to comply with and that they are bound by their Membership Agreement, the ONF Member Trademark Terms and Conditions, and these Guidelines. For licensed nonmembers, by using one or more of the ONF Marks, you agree to comply with and that you are bound by your written and signed agreement with ONF granting you the right to use one or more of the ONF Marks and with these Guidelines. Nothing in these Guidelines shall be deemed to grant you a license to use the ONF Marks, and you must have an express written license from ONF to use the ONF Marks. If you have questions about whether you have a right to use the ONF Marks or about proper use of the ONF Marks, please contact us at info@opennetworking.org.

1. ONF Continuous Certification Program Marks

ONF exclusively owns all rights in and to the following ONF Marks, which you may use only if you have written permission from ONF. Except for the limited license expressly granted by ONF to you, ONF reserves all rights, titles, and interests in and to the ONF Marks. The ONF Marks are symbols of the quality, performance, and ease of use that people and businesses have come to associate with the work of ONF. To ensure that the ONF Marks continue to symbolize these values, we must ensure that the ONF Marks are only used in ways that do not mislead people or cause them to confuse ONF’s work with that of other entities, ensure that the ONF Marks are not used by nonmembers to inappropriately represent themselves as affiliated with ONF or an ONF-associated project, and ensure that unlicensed nonmembers do not otherwise use the ONF Marks.

- i. You must restrict your use solely to the ONF Marks shown below if you have written permission from ONF to do so. You may not use any other ONF-owned trademark, service mark, trade name, logo or slogan without ONF’s prior written consent.
- ii. ONF has one mark for use in connection with the ONF Continuous Certification Program and certified devices. This Mark will be stamped with the relevant ONF Project and Release for each certification milestone. If you have been granted a written license from ONF to do so, you may use the ONF Continuous Certification Program Marks:

- (a) to identify ONF and discuss its activities, including the Continuous Certification Program;
- (b) to show your support of ONF and its activities and/or your commitment to the Continuous Certification Program and intended development of compliant devices; and
- (c) in connection with certified devices and/or services.

iii. ONF Members in good standing may use the ONF Continuous Certification Program Mark to reference their participation in the Continuous Certification Program on their company websites, on signage at industry events, in brochure material, in presentation material, in advertising, and in other similar promotional material.

iv. You may not use this ONF Mark in the sale and/or marketing of your company's products or services in any manner that could falsely suggest or imply compliance of any device or service with the ONF Continuous Certification Program.

v. You may only use the ONF Continuous Certification Program Mark stamped with the accurate ONF Project and Release as certified by the Project TST.

vi. The word portions of the ONF Marks should not be translated into any other language, even if the ONF Marks are used in non-English speaking countries, without the prior written permission of ONF.

vii. When an ONF Mark is used on a certified product, it shall be placed directly on the certified product, or on product packaging and user manuals included with the certified product. If the ONF Mark is used on product packaging, it is recommended that it be placed on the front or prominent side of the packaging.

viii. The ONF Marks may be used anywhere in electronic, broadcast, and print advertisements, and other promotional materials, such as product brochures and catalogues, which feature only the compliant product or service or multiple compliant products or services, as long as it is made clear that the ONF Mark is only associated with the products or services, as applicable, and not with any company. When used in connection with a textual reference to a compliant product or service, the applicable ONF Mark must be placed in a manner that does not lead a reader to believe the ONF Mark is part of the product or service name.

ix. If multiple products or services are featured in an advertisement or other promotional materials and some of them are not compliant, the applicable ONF Mark must be used only in conjunction with the compliant product or service and must be placed on, or directly adjacent to, an image of the compliant product or service or directly adjacent to a textual description of the compliant product or service. The ONF Mark must not be displayed in such a manner that creates an association with any non-compliant product or service or implies that any non-compliant product or service is in fact compliant.

x. Do not alter, change proportions, morph, rotate, shadow, stretch, animate, or otherwise distort the ONF Marks in perspective or appearance. You may not change the colors of the ONF Marks; provided, however, you may use the ONF Marks in black and white. The ONF Marks must be shown on a background that permits the viewer to clearly see the ONF Marks. You may only use the version of the applicable ONF Mark provided by ONF in electronic form; use of any artwork or graphic files from any other source is prohibited. JPEG files are pixel-based and should not be enlarged or scaled. Choose the correct size from the provided files and display it at 100%. Vector-based files may be sized while maintaining the aspect ratio.

xi. The ONF Marks shall never be used in any manner that would imply the entire brand or company is certified.



2. Prohibited Uses and Use Requirements

i. You may not use the ONF Marks in connection with the marketing, promotion, and/or sale of your products or services in a manner that might improperly indicate to consumers or others that your products or services are compliant with or certified in connection with the ONF Continuous Certification Program or any ONF project or protocol.

ii. You must avoid use of the ONF Marks in any confusing proximity to the name, brand, or likeness of your company's products or services. Further, you may not use the ONF

Marks in any manner that may imply that you are an agent of ONF; that may falsely imply any other affiliation or connection with ONF, the Continuous Certification Program, or any other ONF-related work. Therefore, a minimum amount of space must remain empty around each of the ONF Marks.

iii. You may not use the ONF Marks on any of your company letterhead, business cards, or other stationary.

iv. No Disparagement. You shall display the ONF Marks only in a positive manner. You may not use the ONF Marks in any way that disparages ONF, the ONF Continuous Certification Program, or ONF's services or certification programs or other projects, or in any manner that would diminish or otherwise damage ONF's goodwill, including, but not limited to, uses that could be deemed to be obscene, pornographic, excessively violent, or otherwise in poor taste or unlawful, or with the purpose of encouraging unlawful activities.

v. No Incorporation with Another Mark or Name. You may not incorporate the ONF Marks into any other trade name, business name, product name, service name, domain name, logo, slogan, or other trademark. Do not combine or merge the ONF Marks with other graphics or text or try to incorporate other graphical elements into the ONF Marks.

vi. No Ubiquitous Uses. You must avoid ubiquitous uses of the ONF Marks. Thus, for example, you should not incorporate the ONF Marks into a background to be used at a trade show booth or as a watermark or background underlying a PowerPoint® presentation. Further, the SNF Marks may not be used as a design feature in any of your company materials.

vii. If ONF notifies you that your use of an ONF Mark is detrimental to ONF or to the ONF Marks or is otherwise unacceptable, you must immediately cease using the ONF Marks (or, at ONF's request and in its discretion, modify the use of the ONF Marks).

3. Modification to Guidelines; Noncompliance

i. ONF reserves the right to modify these Guidelines at any time or to revoke any and all allowed uses set forth in these Guidelines.

ii. Compliance with these Guidelines is not optional. If you use the ONF Marks in violation of these Guidelines, ONF may, in its sole discretion, terminate your license to use the ONF Marks.

4. Legal Disclaimer

NOTHING CONTAINED IN THESE GUIDELINES SHALL BE DEEMED AS GRANTING YOU ANY KIND OF LICENSE, EITHER EXPRESSLY OR IMPLIED OR BY ESTOPPEL OR OTHERWISE, TO USE THE MARKS OR OTHER CONTENT DESCRIBED OR CONTAINED IN THESE GUIDELINES, OR TO ANY OTHER

INTELLECTUAL PROPERTY OWNED OR CONTROLLED BY ONF. THE INFORMATION CONTAINED HEREIN IS PROVIDED ON AN “AS IS” BASIS AND WITHOUT ANY REPRESENTATION OR WARRANTY OF ANY KIND. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, ONF HEREBY DISCLAIMS ALL REPRESENTATIONS, WARRANTIES AND CONDITIONS OF ANY KIND, WHETHER EXPRESS OR IMPLIED, STATUTORY, OR AT COMMON LAW, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND/OR FITNESS FOR A PARTICULAR PURPOSE, AND ALL WARRANTIES OF NONINFRINGEMENT OF THIRD-PARTY RIGHTS, OF TITLE, OF THE VALIDITY OF ONF’S RIGHTS IN THE MARKS SHOWN HERE, AND OF ACCURACY.

5. Questions. These Guidelines will often be the start of a dialogue, not the end. If you have a question regarding permissible or impermissible use, please contact us at info@opennetworking.org.

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