Brand guidelines:
logos rules of use

May 2018

Logos rules of use

Sigfox Partners logo
Enabled by Sigfox logo
Sigfox Verified
Sigfox Ready
Sigfox logo
Other general rules

REQUIREMENT

The “Sigfox Partner” logo can be used by any entity which has signed a partnership agreement with Sigfox SA or a Sigfox Operator, and/or engaged in a Sigfox Ready/Verified certification program.

AUTHORIZED

The logo can be used on collaterals and websites in respect of the associated graphic charter (authorized color versions). The « Sigfox Partner » terms can be used in any editorial content.

NOT AUTHORIZED

It must not be used for any product or service. Anything that could lead to confusion with Sigfox, i.e. anything that would suggest that Sigfox Partner communication materials comes from Sigfox.

General notice

Any use which is not authorized under the above conditions shall be deemed forbidden. All the logos shall be strictly used according to official Sigfox graphic charter (provided on brand.sigfox.com website). All these logos contain protected items which are Sigfox exclusive property and are part of Sigfox intellectual property. Sigfox solely grants a right of use on these logos under the conditions above and the terms of the contracts potentially signed with Sigfox.

Contacts for any questions regarding Sigfox branding: communications@sigfox.com

REQUIREMENT

The “enabled by Sigfox logo” should be used by any company buying directly or indierectly Sigfox connectivity to sell a solution or to deliver a packaged service offer.

AUTHORIZED

The logo can be used on collaterals, packaging and websites describing **the solution and/or or the service** embedding Sigfox connectivity, in respect of the associated graphic charter (authorized color versions).
The « enabled by Sigfox » terms can be used in any editorial content.

NOT AUTHORIZED

It must not be used specifically for a device (they can only be labeled Sigfox Ready).
Anything that could lead to confusion with Sigfox, i.e. all that would suggest that the user communication materials comes from Sigfox.

General notice

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REQUIREMENT

The “Sigfox verified” label is dedicated to Sigfox partners’ **products** that meet the requirement (Sigfox protocol and Sigfox radio modulation requirements) of the Sigfox Verified module or Sigfox Verified reference design certification program (passed the conducted tests).

AUTHORIZED

This label can be affixed on certified modules and reference designs (not mandatory).
The logo can be used on products, packages, collaterals and websites, and must systematically be associated with the certified product.

The « Sigfox Verified» terms can be used in any editorial content.

NOT AUTHORIZED

It must not be used when the certification is not yet delivered.

In addition, partner products names **mustn’t refer to any term that could lead to a confusion with “Sigfox” in any way.**

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REQUIREMENT

The “Sigfox Ready” label is dedicated to Sigfox partners’ products that meet the requirements of the Sigfox Ready certification program (conducted tests and radiated tests, or radiated tests only).
Sigfox Ready label is also dedicated to **web platforms** that meet the requirement of the Sigfox PaaS program.

AUTHORIZED

This label CAN be affixed on certified end products and certified IoT platforms (and labelled affixed on theses products). The logo MUST be used on packages, collaterals and websites, and must systematically be associated with the certified product.
The « Sigfox Ready» terms can be used in any editorial content.

NOT AUTHORIZED

It must not be used when the certification is not yet delivered. In addition, partner products names mustn’t refer to any term that could lead to a confusion with “Sigfox” in any way.

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REQUIREMENT

Providers, suppliers and R&D partners are allowed to use this logo when mentioning Sigfox as a company and for a customer reference or a R&D partnership, **except for any entity which contributes to Sigfox service and network infrastructure security.**

AUTHORIZED

These logos can be used for reference only on collaterals and websites

NOT AUTHORIZED

It must not be used by any entity which contributes to Sigfox service and network infrastructure security except with Sigfox written prior approval.

General notice

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ALL BRAND AND VISUAL IDENTITY ASSETS

REQUIREMENT
Sigfox branding assets remain Sigfox entire property

AUTHORIZED
Sigfox branded materials to be provided to any kind of partners must be those sourced on the official Sigfox brand hub https://brand.sigfox.com

NOT AUTHORIZED
Sigfox branded materials and visual identitiy mustn't be modified nor be appropriated by any company.
Anything that could lead to confusion with Sigfox, i.e. all that would suggest that user communications materials comes from Sigfox.

"MAKE THINGS COME ALIVE" BASELINE

REQUIREMENT
The baseline is associated with Sigfox SA logo

AUTHORIZED
This base line must be associated exclusively with Sigfox SA logo, and must only be used by Sigfox

NOT AUTHORIZED
Mustn't be used by anyone except Sigfox SA

WEB & SOCIAL MEDIA

REQUIREMENT
Sigfox is mentioned in domain names bundles and usernames of social media accounts exclusively for those detained by Sigfox

NOT AUTHORIZED
Sigfox mustn't be used in bundles and usernames of social media accounts, nor in root URL adress of any website that is not detained or managed

PRESS

REQUIREMENT
Any press release mentioning Sigfox in any way must be submitted for prior approval to Sigfox (Communications Dep).

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sigfox ready

Brand guidelines

November 2016

sigfox ready

Summary

Introduction

4 **Overview**

Sigfox Partner

7 **Label**
8 **Clearspace**
9 **Positioning**
10 **Minimum size**
11 **Variations**
12 **Application**

Introduction

Overview

You become a Sigfox Partner when you sign our Ecosystem Partner Agreement. This entitles you to use the Sigfox Partner logo. If you complete one of the Sigfox certification programs, you are further entitled to use the appropriate Sigfox Verified or Sigfox Ready label, depending on product type certified. Rules and Guidelines to use Sigfox Partner Label are detailed in this document.

If you pass the certification program for modules & reference design (P1 certification), you will have to affix or display the Sigfox Verified label on your certified product.

If you pass Sigfox Ready Program for devices with antennas (P2 certification) or API connection interfaces & IoT platforms (P3 certification), you will have to affix the Sigfox Ready label on your devices.

Sigfox Partner

Label
Clearspace
Positioning
Minimum size
Variations
Application

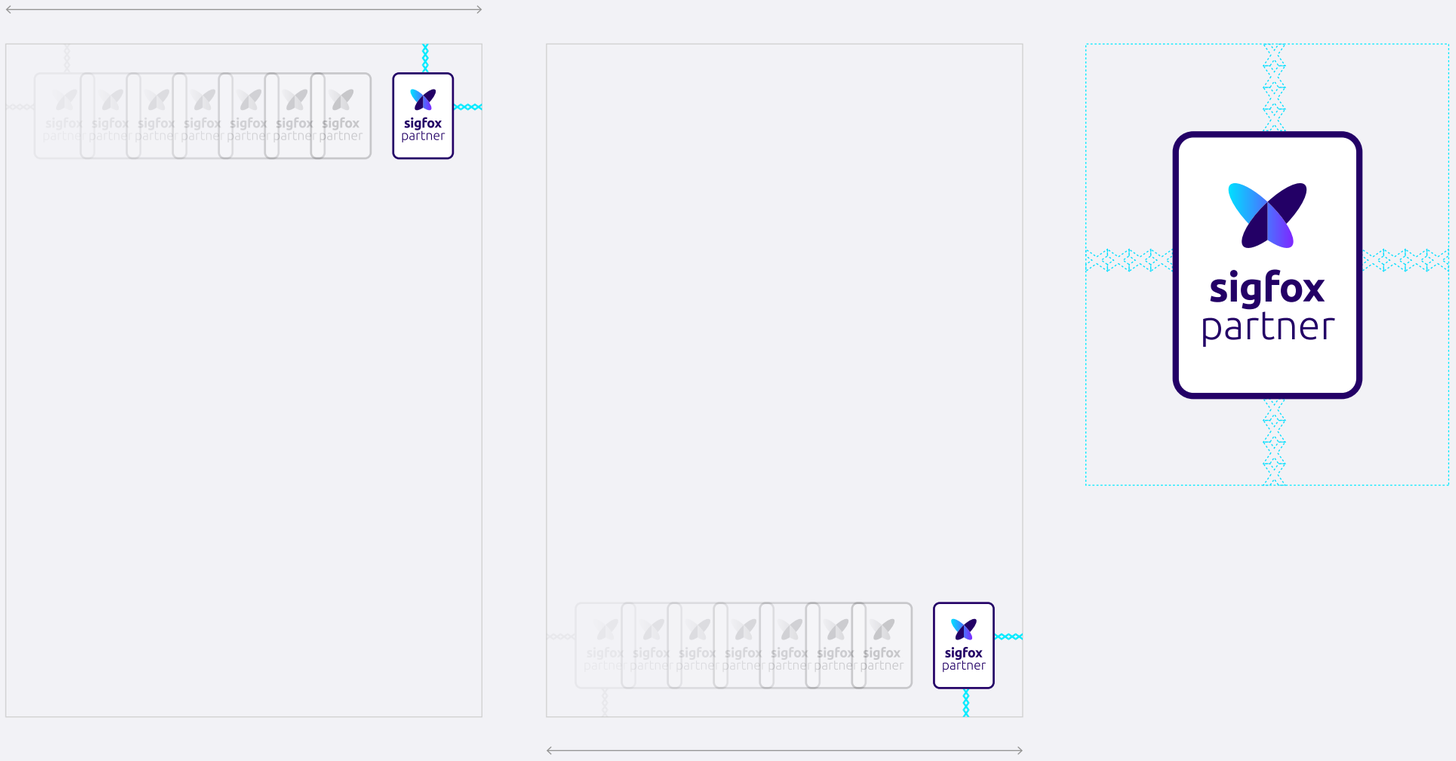
sigfox
partner

Our Label

Sigfox Partner is the recognition for everyone who sign the Partner Certification Agreement.
This label acts as a commitment for the signatory which means that it will have to pass the Sigfox Ready or Verified certification.

Space is of the essence

We ensure the label's visibility by giving it some space.
The preferred clearspace around the label is equivalent to the width of 3 "X".



Using our label

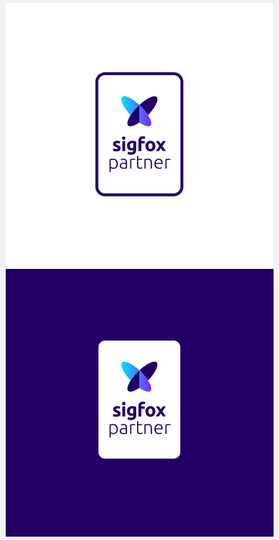
The label is positioned on the top or at the bottom of the document.
Its distance from the edge must be equivalent to 4 “X”.

50 px / 12 mm

Ensure the label is visible

The label ensures Sigfox visibility on its communication supports.
The minimum size is 50 px / 12 mm.

Color Gradient



Reference logotype,
to use when the material
or the printing technology
allow it.

Monochrome Gradient

When four-color printing
is not available,
like newspapers.

Monochrome Flat

Specific supports
like faxes or engraving.

The metamorphosis of the butterfly

There are many versions of our label for different uses.
This page explains how to choose the right label according to the level of printing constraints.

Brand guidelines

October 2016

Endorsement

Endorsement
Clearspace
Positioning
Minimum size
Variations
Use

enabled by
sigfox

Endorsing innovation
Each time our technology is used,
we proudly display our involvement in the process.

Space is of the essence

We ensure the edorsement visibility by giving it some space.
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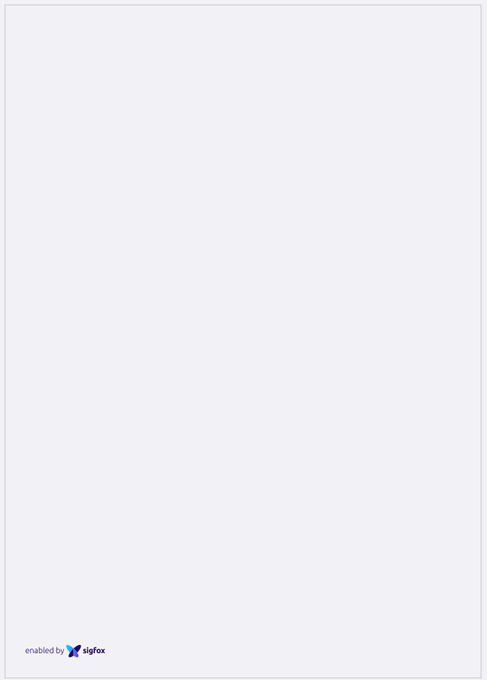
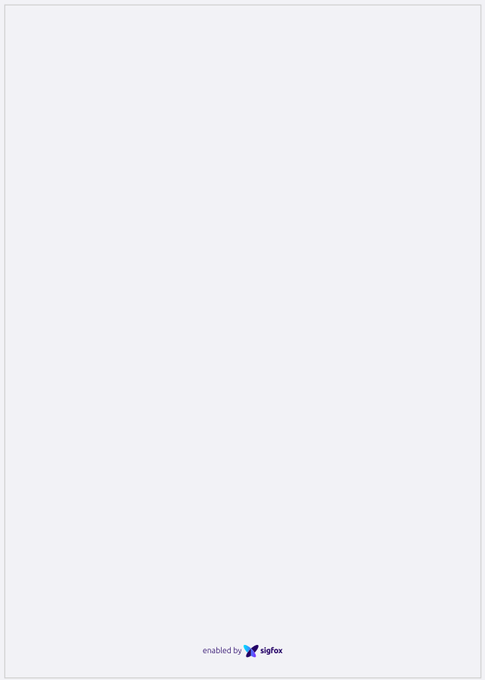
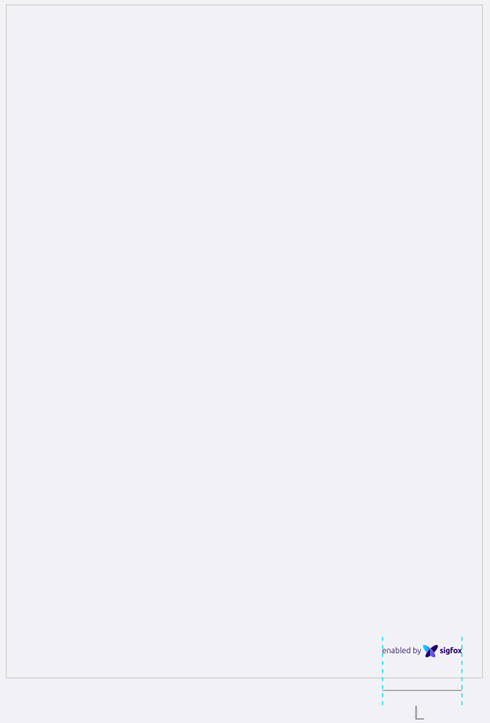






A5	L = 30 mm
A4	L = 42 mm
A3	L = 59 mm
Leaflet	L = 20 mm
Kakemono 800x2000 mm	L = 200 mm

Using our endorsement

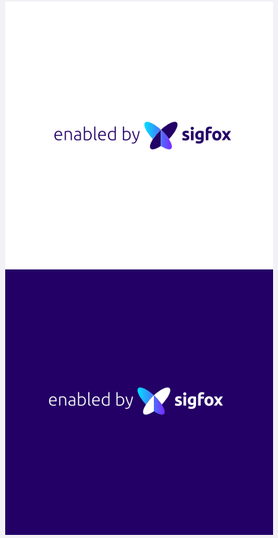
Our endorsement is always installed at the bottom of the document,
as a reminder of our commitment to help makers giving life to the physical world.

35 px / 25 mm

Ensure the logo is visible

The logo represents our identity. It must be visible on all the communication supports.
The minimum size is 35 px / 25 mm.

Color Gradient

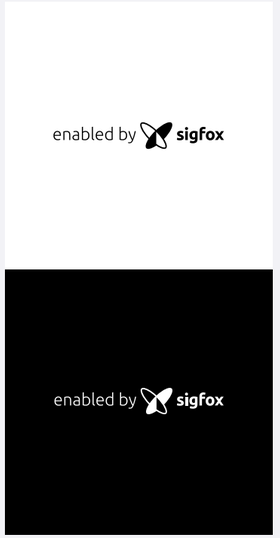


Reference logotype,
to use when the material
or the printing technology
allow it.

Monochrome Gradient

When four-color printing
is not available,
like newspapers.

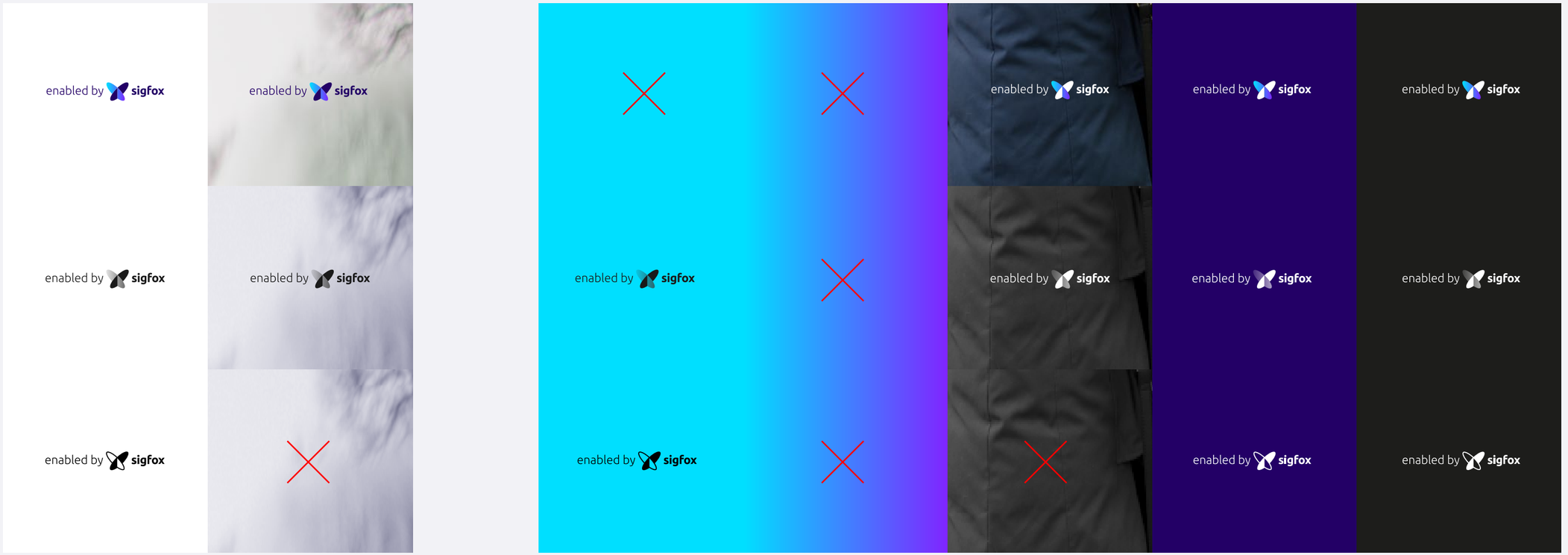
Monochrome Flat



Specific supports
like faxes or engraving.

The metamorphosis of the butterfly

There are many versions of our logotype for different uses.
This page explains how to choose the right logotype according to the level of constraints.

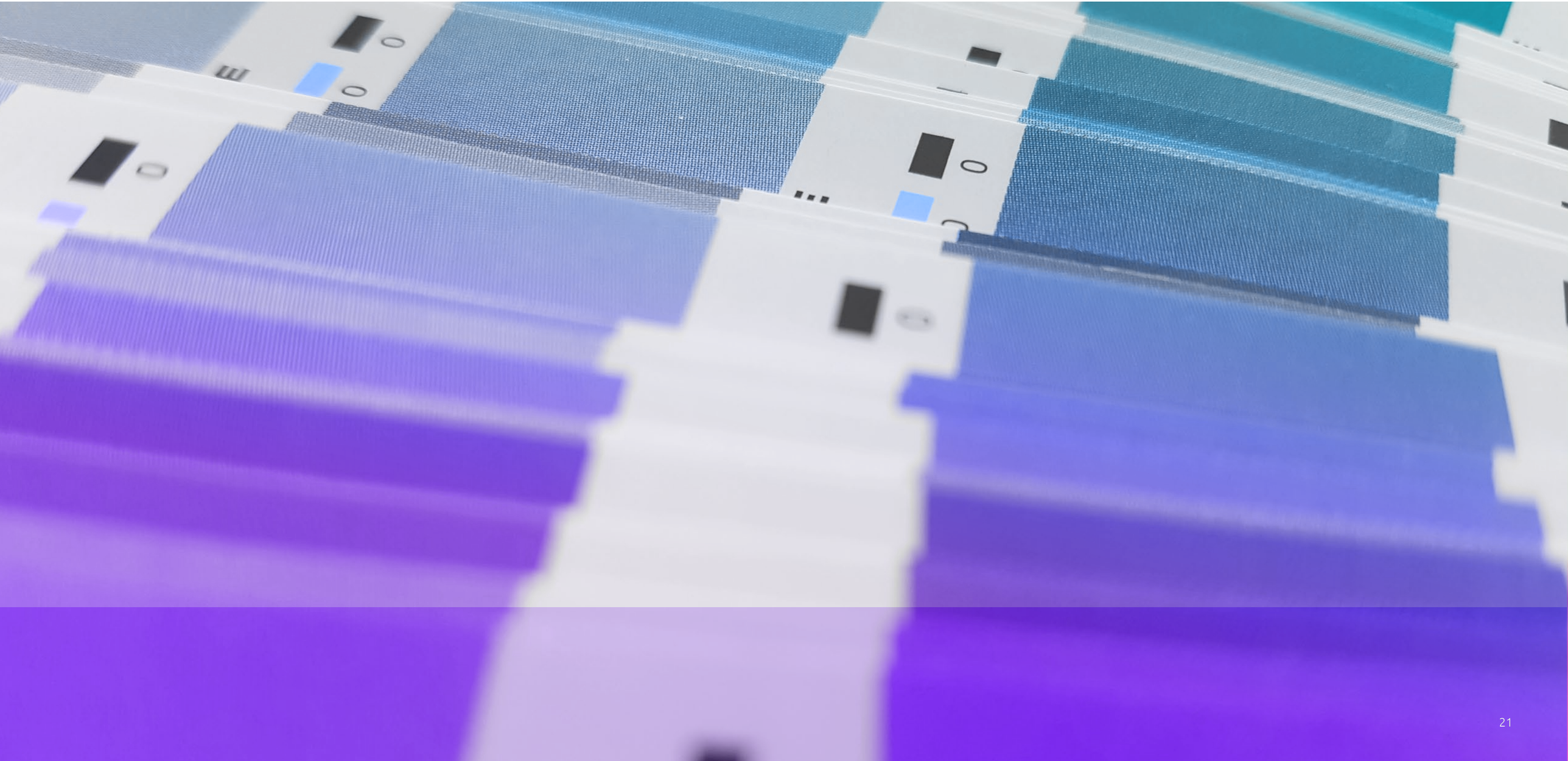


Where the butterfly lives

This page shows how you can use the various versions of the logotype on different colored background.
When you have the choice, always prefer the colored version of the logotype on a white background.

Colors

Primary colors
Secondary colors
Use



Lagoon
PANTONE 305 C
CMYK 60 00 13 00
#00DFFF
RGB 0 223 255
RAL DESIGN 220 70 35

Lavender
PANTONE 267 C
CMYK 79 100 00 00
#8024FF
RGB 128 36 255
RAL DESIGN 310 40 40

Cosmos
PANTONE 2119 C
CMYK 100 89 00 45
#230066
RGB 35 0 102
RAL DESIGN 290 20 30

Lagoon
PANTONE 305 C
CMYK 60 00 13 00
#00DFFF
RGB 0 223 255
RAL DESIGN 220 70 35

Sky
PANTONE 660 C
CMYK 75 40 00 00
#4182FF
RGB 65 130 255
RAL DESIGN 260 40 40

Lavender
PANTONE 267 C
CMYK 79 100 00 00
#8024FF
RGB 128 36 255
RAL DESIGN 310 40 40

Primary use

Our primary colors are for general use, for communication and advertising.
The dark blue and gradient are used in our logotype.
Contrast them with white space.

sigfox ready

Brand guidelines

November 2016

Summary

Introduction

4 **Overview**

Sigfox Ready

7 **Label**
8 **Clearspace**
9 **Positioning**
10 **Minimum size**
11 **Variations**
12 **Applications P2**
13 **Applications P3**

Sigfox Verified

16 **Label**
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18 **Positioning**
19 **Minimum size**
20 **Variations**
21 **Applications P1**

Introduction

Overview

You become a Sigfox Partner when you sign our Ecosystem Partner Agreement.
This entitles you to use the Sigfox Partner logo.
If you complete one of the Sigfox certification programs, you are further entitled to use the appropriate Sigfox Verified or Sigfox Ready label, depending on product type certified.

If you pass the certification program for modules & reference design (P1 certification), you will have to affix or display the Sigfox Verified label on your certified product. Rules and Guidelines to use Sigfox Verified Label are detailed in this document.

If you pass Sigfox Ready Program for devices with antennas (P2 certification) or API connection interfaces & IoT platforms (P3 certification), you will have to affix the Sigfox Ready label on your devices. Rules and Guidelines to use Sigfox Ready Label are detailed in this document.

Sigfox Ready

Label
Clearspace
Positioning
Minimum size
Variations
Applications P2
Applications P3

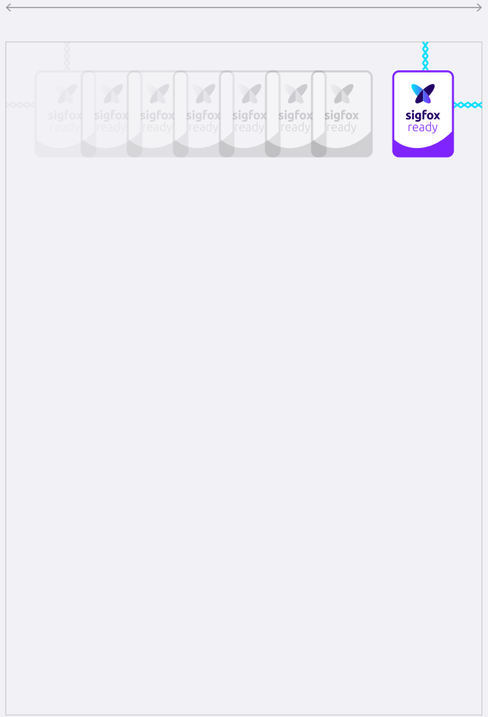
sigfox
ready

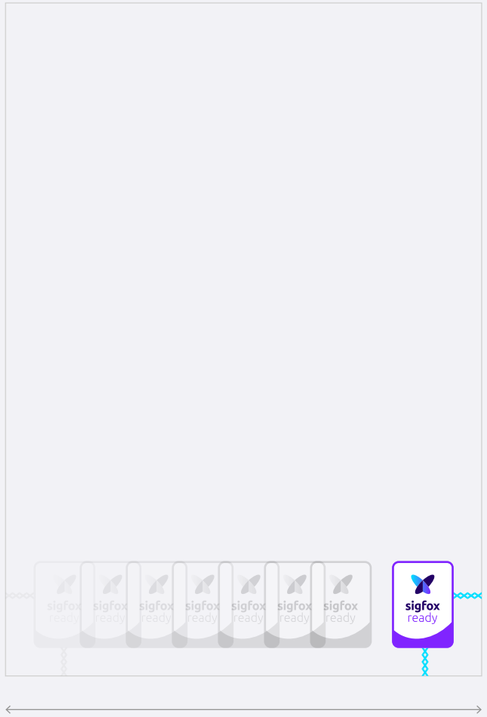
Our label

Sigfox Ready label is dedicated to Sigfox Partner Products that have passed P2 and P3 certification.
This label must be affixed on certificated devices with antennas and API connection interfaces & IoT platforms.

Space is of the essence

We ensure the label’s visibility by giving it some space.
The preferred clearspace around the label is equivalent to the width of 3 “X”.





Using our label

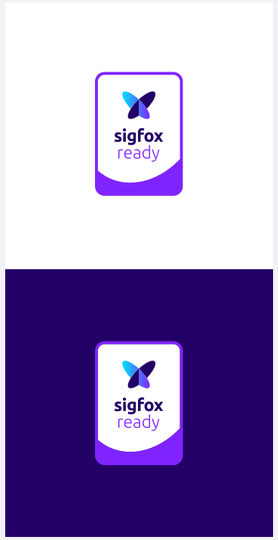
The label is positioned on the top or at the bottom of the document.
Its distance from the edge must be equivalent to 4 “X”.

50 px / 12 mm

Ensure the label is visible

The label ensures Sigfox visibility on its partner's supports.
The minimum size is 50 px / 12 mm.

Color Gradient



Reference label,
to use when the material
or the printing technology
allow it.

Monochrome Gradient

When four-color printing
is not available,
like newspapers.

Monochrome Flat

Specific supports
like faxes or engraving.

The metamorphosis of the butterfly

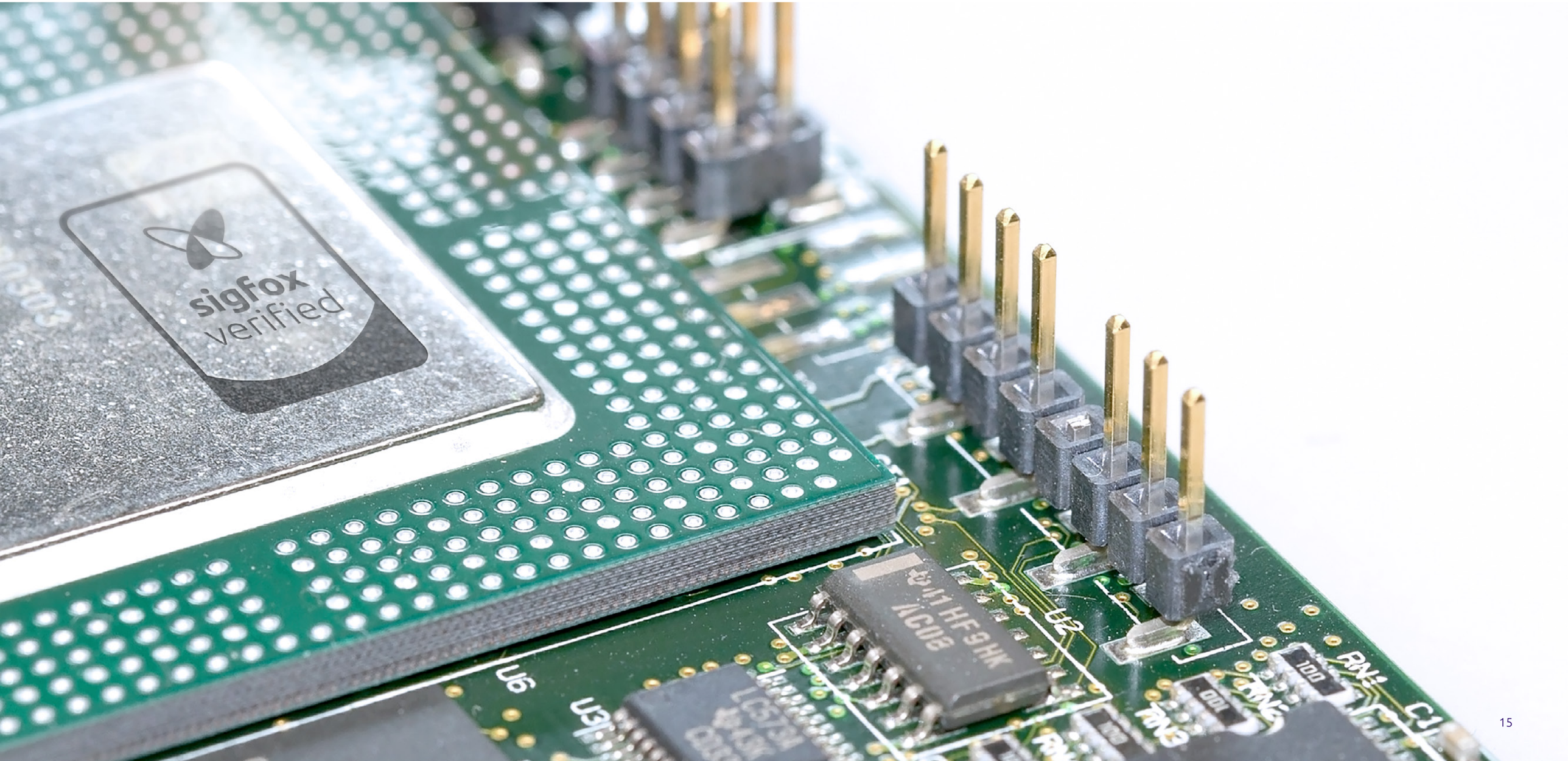
There are many versions of our label for different uses.
This page explains how to choose the right label according to the level of printing constraints.

Examples of usage. All third-party product names, logos, and brands shown in these examples are property of their respective owners. Use of these names, logos, and brands does not imply endorsement and are for illustration purposes only.

Examples of usage. All third-party product names, logos, and brands shown in these examples are property of their respective owners. Use of these names, logos, and brands does not imply endorsement and are for illustration purposes only.

Sigfox Verified

Label
Clearspace
Positioning
Minimum size
Variations
Applications P1

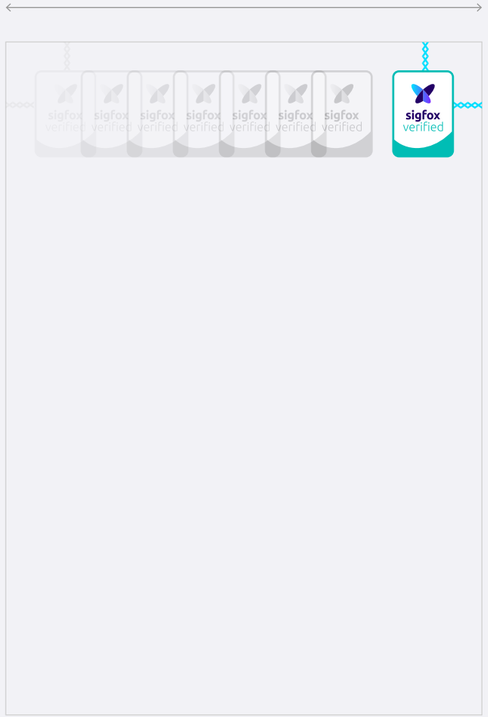

sigfox
verified

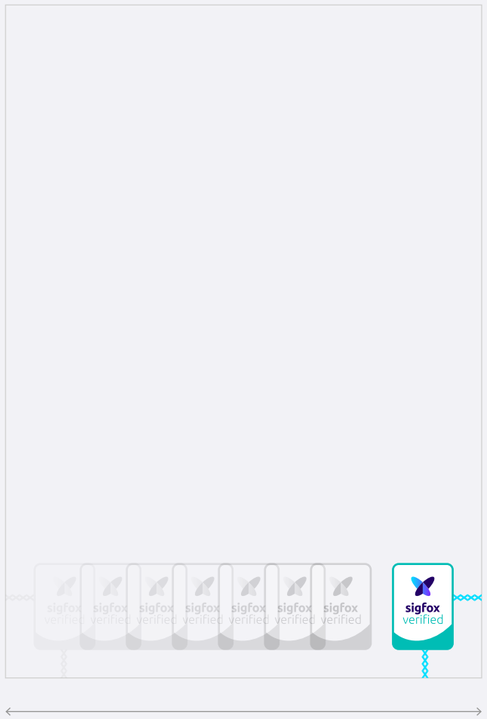
Our label

Sigfox Verified Label is dedicated to Sigfox Partners with products that have passed P1 certification.
This label must be affixed on certificated modules and reference designs.

Space is of the essence

We ensure the label’s visibility by giving it some space.
The preferred clearspace around the logo is equivalent to the width of 3 “X”.





Using our label

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50 px / 12 mm

Ensure the logo is visible

The label ensures Sigfox visibility on its partner's supports.
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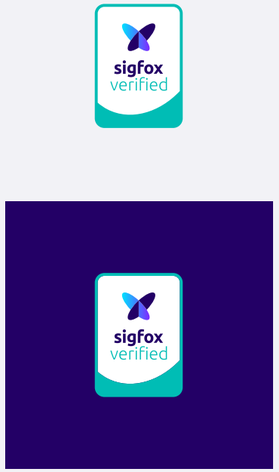
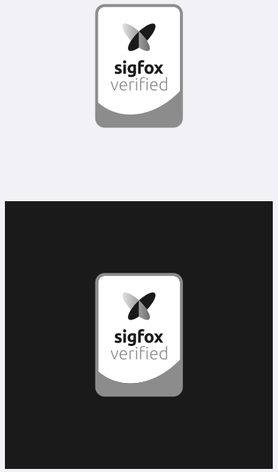
Color Gradient



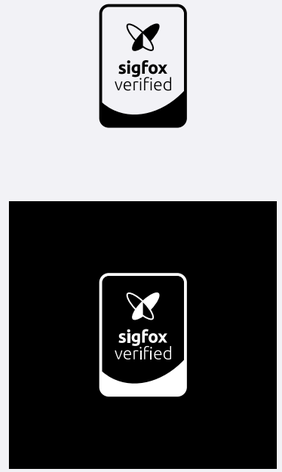
Reference label,
to use when the material
or the printing technology
allow it.

Monochrome Gradient



When four-color printing
is not available,
like newspapers.

Monochrome Flat



Specific supports
like faxes or engraving.

The metamorphosis of the butterfly

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