



# **BRAND STANDARDS + IDENTITY GUIDELINES**

EFFECTIVE AUGUST 2024

PUB00036R11

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## Brand Standards + Identity Guidelines

Publication Number: PUB00036R11

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## About the Publication

The standards and guidelines contained herein immediately supersede any previous revisions of this publication, as defined by its Publication Number above.

## Warranty Disclaimer Statement

The right to make, use, or sell product or system implementations based upon the Common Industrial Protocol (CIP) is granted only under separate license pursuant to a Terms of Usage Agreement. The ODVA Terms of Usage Agreement is available, at standard charges, over the Internet at [www.odva.org](http://www.odva.org). NOTE: Because the technologies described in the ODVA Final Specifications may be applied in many diverse situations and in conjunction with products and systems from multiple vendors, the user and those responsible for specifying these technologies must determine for themselves their suitability for the intended use. ALL INFORMATION PROVIDED BY ODVA IS PROVIDED "AS IS" WITH NO WARRANTIES WHATSOEVER, WHETHER EXPRESS, IMPLIED, STATUTORY, OR OTHERWISE, AND ODVA AND ITS MEMBERS, PARTICIPANTS, SPECIAL INTERESTS GROUPS, EXECUTIVE DIRECTOR, OFFICERS AND BOARD OF DIRECTORS EXPRESSLY DISCLAIM ANY WARRANTY OF MERCHANTABILITY, NONINFRINGEMENT, FITNESS FOR ANY PARTICULAR OR INTENDED PURPOSE, OR ANY OTHER WARRANTY OTHERWISE ARISING OUT OF THE SPECIFICATIONS. ODVA AND ITS MEMBERS, PARTICIPANTS, SPECIAL INTERESTS GROUPS, EXECUTIVE DIRECTOR, OFFICERS AND BOARD OF DIRECTORS DO NOT WARRANT THAT USE OF THE SPECIFICATIONS (INCLUDING, WITHOUT LIMITATION, THE MANUFACTURE, DISTRIBUTION AND SALE OF PRODUCTS THAT COMPLY WITH THE SPECIFICATIONS) WILL BE ROYALTY-FREE. The user should always verify interconnection requirements to and from other equipment, and confirm installation and maintenance requirements for their specific application. IN NO EVENT SHALL ODVA, ITS OFFICERS, DIRECTORS, MEMBERS, AGENTS, LICENSORS, OR AFFILIATES BE LIABLE TO YOU, ANY CUSTOMER, OR THIRD PARTY FOR ANY DAMAGES, DIRECT OR INDIRECT, INCLUDING BUT NOT LIMITED TO LOST PROFITS, DEVELOPMENT EXPENSES, OR ANY OTHER DIRECT, INDIRECT, INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES.



## SECTION 1: INTRODUCTION

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ODVA is an international trade and standards development organization whose 400+ corporate members comprise the world's leading suppliers of products and systems for industrial automation applications. The common interest of ODVA's Members is the development and promotion of open and interoperable information and communication technologies for these applications. The key ingredient of its technologies is the Common Industrial Protocol, commonly called "CIP™," a media independent protocol that is used by EtherNet/IP™, the world's leading industrial Ethernet network, as well as by DeviceNet™, ControlNet™ and CompoNet™.

The ultimate goal of ODVA's activities is to create a greater market opportunity for all of its Members and Licensed Vendors by building and promoting a comprehensive ecosystem of Vendors and interoperable products for industrial automation applications.

The uniform and correct use of the identity elements which represent ODVA's brands – by all participants in ODVA's ecosystem – is essential to the realization of ODVA's ultimate goal. The Brand Standards + Identity Guidelines publication ("Identity Guidelines") provides standards and guidelines on the proper use of the various identity elements for ODVA's brands as well as on the proper use of ODVA copyrighted material contained in the ODVA specifications that may need to be reproduced by Vendors in order to provide complete and accurate documentation to users.

The audience for this publication is the organization's Licensed Vendors and Members.

# ODVA Brands

ODVA's brands are the essential element in communicating the bond shared among the organization's stakeholders to industry. Because of this bond, ODVA and its greater community of stakeholders have a shared obligation to protect the equity of these brands and to increase their business value over time. To that end, ODVA's logo marks have been optimized for a variety of use cases, including products, collateral, and websites. Most important, ODVA's trademark for its certification of products has been standardized as a single "ODVA CONFORMANT" logo and word mark, which will aid end users seeking compliant solutions for ODVA technologies.

ODVA brands are communicated with trademarks that always take the form of a word mark (that is, the trademark in writing rather than graphic format) and sometimes take the form of a logo mark. Correct use of both forms is essential to maintaining and building brand equity. Usage of the following trademarks is described on the following pages:




BRAND CATEGORY	TRADEMARKS
Technology	EtherNet/IP™, DeviceNet®, ControlNet®, CompoNet®
Conformance	ODVA CONFORMANT™
Technology Ingredients	CIP™ and distinctive CIP Services including CIP Safety™, CIP Energy™, CIP Sync™, CIP Security™ and CIP Motion™
Organization	ODVA®
Associates	ODVA MEMBER™

Furthermore, proper usage of these trademarks requires that their ownership is credited to ODVA by use of the relevant mark ("TM" or "®") as appropriate for the word or logo form. When using the word mark form of an ODVA trademark, it is permitted to append the "®" or "TM" when the word mark appears in a title and at its first appearance in the main body of text. Thereafter, the "®" and "TM" may be removed to aid in readability. See page 7, ODVA Brand Registrations, for additional information on proper usage of the ® registration mark. **Specific to EtherNet/IP, care should be taken to ensure that the "/" in the trademark does not cause a line break when used in text. "EtherNet/IP" shall never be broken across two lines.**

These Identity Guidelines supersede all previous published Identity Guidelines. Persons using trademarks or copyrighted materials are instructed to update all word and logo mark forms of ODVA's trademarks at the earliest possible convenience. Directions are provided within these Identity Guidelines on timing of such updates based on common use cases. Requests for graphics files of the logos described within the guidelines or further guidance regarding these guidelines shall be submitted via email to [odva@odva.org](mailto:odva@odva.org).

## ODVA Brand Registrations

ODVA has registered many of its trademarks initially in the United States, and as of July 2021, is proceeding with registration with the World Intellectual Property Organization and/or specific countries. The following brands are currently registered trademarks of ODVA in the United States of America through the US Patent and Trademark Office. Throughout this Brand Standards + Identity Guidelines document, ODVA has used the registered trademark where applicable; however, logomarks are available to Members and Licensed Vendors upon request with either the TM symbol for general use or with the registered trademark symbol for use in the United States and in other countries in which registration has been successfully completed.

Case Number	Country	Registration No.	Registration Date	Status	Trademark
8576.046	United States of America	5134066	31-Jan-2017	Registered	COMPONET (Stylized with Color Claim) 
8576.047	United States of America	5064713	18-Oct-2016	Registered	CONTROLNET (Stylized with Color Claim) 
8576.048	United States of America	5206514	16-May-2017	Registered	ETHERNET/IP (Stylized with Color Claim) 
8576.049	United States of America	5050263	27-Sep-2016	Registered	DEVICENET (Stylized with Color Claim) 
8576.050	United States of America	5151583	28-Feb-2017	Registered	ODVA CONFORMANT (Stylized with Color Claim) 
8576.051	United States of America	4969364	31-May-2016	Registered	ODVA (Stylized with Color Claim) 
8576.052	United States of America	5315298	24-Oct-2017	Registered	COMPONET
8576.054	United States of America	5279951	05-Sep-2017	Registered	ODVA
8576.055	United States of America	5279950	05-Sep-2017	Registered	CONTROLNET
8576.056	United States of America	5255312	01-Aug-2017	Registered	DEVICENET
8576.057	United States of America	5284379	12-Sep-2017	Registered	ODVA CONFORMANT (Stylized/Design B&W ) 





### 2.1 Use Cases for Licensed Vendors

ODVA technologies are defined in Final Specifications published by ODVA. The right to make and sell products using ODVA technologies is conveyed under license from ODVA to entities pursuant to a Terms of Usage Agreement (TOU). Provided that the licensee fulfills its “User Responsibilities” under the TOU, it becomes a Licensed Vendor (or Vendor) for the ODVA technology covered by the TOU.

Vendors may be licensed for one or more of the following technology brands:

- **EtherNet/IP**
- **DeviceNet**
- **ControlNet**
- **CompoNet**

In addition, a Vendor may be licensed for CIP Safety if it is already a Vendor for EtherNet/IP, DeviceNet or Sercos III. (Sercos III is a trademark of Sercos International.) In general, distinctive CIP Services – CIP Safety, CIP Energy, CIP Sync, CIP Motion and CIP Security – are licensed inclusive with one or more technology brands. CIP and these distinctive CIP Services are treated as Ingredient brands within ODVA's Brand Standards. Correct uses of the Ingredient brands will be first introduced in the section describing the ODVA CONFORMANT trademark.

The acronym CIP stands for the “Common Industrial Protocol” and, when used alone (i.e., not paired as it is for distinctive CIP Services), it may be referred to using its full name or abbreviated to its acronym either with, or without, explanation of the meaning of the acronym.

#### 2.11 Naming of Products

A Vendor may use an ODVA technology trademark and product name provided that credit is given to ODVA. For example, a Vendor may name a product:

- “DeviceNet® Smart I/O Module” where DeviceNet is credited to ODVA and the rest of the name is descriptive; or
- “DeviceNet® I/O-MOD™” where DeviceNet is credited to ODVA and IO-MOD is credited to the Vendor.

Several scenarios are **not allowed** including:

- Combinations which could lead to a confusion about the entity controlling the ODVA technology used in a product, such as

“{insert company name} CIP Safety I/O Module”

## (Naming of Products continued)

- Combinations of words that explicitly or implicitly create a third-party combination such as "DeviceNet Smart I/O Module™" or "DeviceNet I/O\_MOD™";
- Spelling and/or punctuation of ODVA's technology brand that differs from that approved by ODVA such as "Devicenet® Smart I/O Module" or "EtherNetIP™ Smart I/O Module";
- Derivatives of ODVA's trademarks which may be confusingly similar as a result of being formed from syllables, punctuation or spelling used in ODVA's word marks.
- Product names should not imply that ODVA Ingredient Brands or testable features are included if that is not the case. For example, if a product is described as a Motor Controller for EtherNet/IP with CIP Security, it must hold a Declaration of Conformity for both EtherNet/IP and CIP Security.

Abbreviations of ODVA's technology brands such as "EIP" or "DN" are allowed within product names but are strongly discouraged. However, in no case may an abbreviation in a product name result in a combination which could lead to a confusion about the entity controlling the ODVA technology used in a product. In addition, abbreviations are never permitted in written collateral when explicitly referencing ODVA's technology brands. (That is, if the collateral is referencing the DeviceNet network, "DeviceNet" shall not be abbreviated in any way. See Section 2.13 for further information.)

*Vendors shall comply with these Guidelines pertaining to Naming of Products at all times including, but not limited to, the string reported in the product's firmware in the CIP Identity Object (attribute 7), pursuant to Section 2.3.*

## 2.12 Labeling on Products and Components

### 2.12.1 Products with CIP Objects and Services

Once a product with CIP object and services has received a Declaration of Conformity ("DOC") and ODVA has published the DOC on its website, it is deemed to be a "Compliant Product" (Product) and the Vendor may use certain marks on the product that has received the DOC.

#### Use of Technology Brands EtherNet/IP, DeviceNet, CompoNet and ControlNet Logo Marks

To help promote the overall market for products using ODVA technologies, Vendors of Products with CIP objects and services are encouraged to use the logo marks for the relevant technology brand(s) in a place that will be visually prominent when the product is installed in the field, if possible. Reproduction of the logo mark on Products is allowed in the approved colors of ODVA, in all white or in all black, subject to the requirements described in Section 3.

**Reproduction of the word mark form of the trademark is not allowed for this use case with the exception of the use of the trademark in sizes smaller than the allowable minimum size for the logo mark. In this case, approval should be requested from ODVA.** The logo marks approved for that Product are those shown on the DOC for the Product.

#### Use of ODVA CONFORMANT Certification Mark

Once a Product has received DOC, and once ODVA has published the DOC on the ODVA website, ODVA also provides a certification mark for use on the Product. Vendors may affix the ODVA CONFORMANT logo mark ("conformance tested logo mark") on any Product which has received a DOC. If used, this logo mark shall be placed on the informational Product label (if a label is present) and in conjunction with other certification marks (if any are present). Reproduction of the logo is allowed in all white or all black, subject to the requirements described in Section 3. **Reproduction of the word mark form of the trademark is not allowed for this use case.** When used, the ODVA CONFORMANT logo mark shall be used in its entirety at a minimum.

#### Use of the ODVA Icons

For use with the ODVA CONFORMANT certification mark, ODVA's identity elements include icons to indicate which distinctive CIP Services are in the Product – CIP Safety, CIP Energy, CIP Sync, CIP Motion and/or CIP Security. In all cases the DOC for the Product will indicate which icons may be used with the ODVA CONFORMANT logo mark on the Product. The use of a trademark indicating that a Product holds a valid Declaration of Conformity (e.g., "ODVA CONFORMANT") shall be consistent between the Declaration of Conformity, the Product Labeling and any Related Written Material for Products. The icons used with the ODVA CONFORMANT certification mark, if used, shall be exactly identical (including order) to those shown on the DOC for the Product.

(Labeling on Products and Components continued)

## 2.12 Labeling on Compliant Products

### 2.12.2 Components and Component Assemblies without CIP Objects and Services

The Final Specifications define Requirements for connector and cable components for use in EtherNet/IP, DeviceNet, ControlNet and CompoNet systems. ODVA currently does not issue DOCs for components and/or assemblies of components and therefore a Vendor shall not use ODVA's marks for its technology brands and/or certification on such components and/or component assemblies. However, a Vendor may use the technology brands in connection with written collateral material for Products and components as described in Section 2.13.

### 2.12.3 Software without CIP Objects and Services

ODVA currently does not issue DOCs for software that cannot be classified as a CIP Device, such as software interfaces between ODVA networks and enterprise systems. Therefore, a Vendor shall not use ODVA's marks for its technology brands and/or certification within such software. However, a Vendor may use the technology brands in connection with written collateral material for Products and components as described in Section 2.13.

## 2.13 Written Collateral Material for Products and Components

A Vendor is allowed and encouraged to use relevant ODVA trademarks in both their logo mark and word mark forms in conjunction with marketing collateral and documentation for the Product and/or a Component, provided that the trademarks used are properly credited to ODVA and their usage conforms to the requirements for ODVA trademarks in text as defined in Section 3.

### Product Documentation

In addition to trademarks in their logo mark and word mark forms, a Vendor is also allowed to use and reproduce discrete portions of ODVA's Final Specifications within its documentation in order to provide reasonably complete and accurate information to its customers. Whenever such discrete portions are reproduced, the Vendor shall include the following copyright notice(s) referencing the appropriate citation:

**The <technology> Specification, The CIP™ Networks Library, , Volume <insert>, Edition <insert>, pages <insert>. ©ODVA, Inc. <20xx>. For more information regarding ODVA, visit [www.odva.org](http://www.odva.org).**

For the avoidance of doubt, the ODVA specifications that may be cited are:

- The EtherNet/IP™ Specification
- The DeviceNet® Specification
- The ControlNet® Specification
- The CompoNet® Specification
- The CIP Safety™ Specification

### Marketing Collateral

In addition to trademarks in their logo mark and word mark forms, Vendors are also given the option to use the composite logo mark that pairs a given technology brand with the ODVA logo within its marketing collateral to help promote the relationship between ODVA and its vendor-independent, open and interoperable technologies.

### General Usage Requirements for ODVA Trademarks in Text

Set trademarks apart from other words or the nouns they modify. The common way to do this is to properly capitalize the Product name and designate the trademarks with the appropriate symbol - e.g., <sup>TM</sup>.

**CORRECT:** By installing DeviceNet<sup>®</sup> on the plant floor...

**INCORRECT:** By installing devicenet on the plant floor...

**CORRECT:** By installing EtherNet/IP<sup>™</sup> on the plant floor...

**INCORRECT:** By installing EtherNet/IP on the plant floor...

Use the appropriate trademark symbol in the proper place and give proper attribution.

**CORRECT:** DeviceNet is a trademark of ODVA, Inc.

**INCORRECT:** DeviceNet is a trademark of XYZ Company.

Do not use trademarks in the possessive or plural form.

**CORRECT:** The application used DeviceNet<sup>®</sup>

**INCORRECT:** The application used DeviceNet's<sup>®</sup>

Do not shorten, abbreviate or create acronyms out of trademarks.

**CORRECT:** This product works with EtherNet/IP<sup>™</sup> and DeviceNet<sup>®</sup>

**INCORRECT:** This product works with EIP and DNet.

### Additional Usage Requirements in Conjunction with Text Pertaining to Components

Do not use a technology word mark to describe the Component.

**CORRECT:** This cable is designed for use in EtherNet/IP<sup>™</sup> systems

**INCORRECT:** This EtherNet/IP<sup>™</sup> cable is designed for use in industrial automation systems

Do not use the certification word mark, or variations that imply that the Component is ODVA CONFORMANT, to describe the Component.

**CORRECT:** This cable is designed in accordance to The EtherNet/IP<sup>™</sup> Specification for use in industrial automation systems using EtherNet/IP.

**INCORRECT:** This cable is ODVA CONFORMANT according to The EtherNet/IP<sup>™</sup> Specification.

**INCORRECT:** This cable is designed in compliance with The EtherNet/IP Specifications for use in industrial automation systems using EtherNet/IP.

### Additional Usage Requirements in Conjunction with Text Pertaining to Software Interfaces Not Classified as CIP Devices

Do not use a technology word mark to describe the Software.

**CORRECT:** This software can be used to interface with devices implementing EtherNet/IP<sup>™</sup>.

**INCORRECT:** This EtherNet/IP<sup>™</sup> interface software is designed to connect to automation devices.

Do not use the certification word mark, or variations that imply that the Software is ODVA CONFORMANT, to describe the Software.

**CORRECT:** This software is designed to interface with devices implementing EtherNet/IP<sup>™</sup>.

**INCORRECT:** This software is ODVA CONFORMANT according to The EtherNet/IP<sup>™</sup> Specification.

**INCORRECT:** This software is designed in compliance with The EtherNet/IP<sup>™</sup> Specification for use in automation systems using EtherNet/IP.

## 2.2 Additional Use Cases Reserved for ODVA Members

Since each ODVA Member (Member) is also a Vendor, all previously defined use cases apply to each Member. However, because each Member has made an additional commitment to support the mission of the organization and its technologies through its participation and dues, ODVA recognizes that there are additional use cases for a Member in both internal and external marketing materials that aim to promote the strength of the ODVA community and/or the world-class nature of ODVA technologies. The same guidelines that apply to marketing materials for Compliant Products (Section 2.1) pertain to this general use.

### **Promotion of ODVA**

A Member may use the ODVA logo alone or in connection with material that aims to describe the organization and/or its affiliation with it, provided that proper credit is given to ODVA for logo trademark and the guidelines described in Section 3 are followed.

### **Promotion of ODVA Membership**

A Member may use the “ODVA MEMBER” logo alone to indicate its affiliation with ODVA, provided that the guidelines described in Section 3 are followed.

## 2.3 Transition from Legacy Trademarks by Licensed Vendors and Members

For the benefit of all stakeholders in the ODVA ecosystem and to remain compliant with their Terms of Usage Agreement, Vendors and Members shall use the trademarks as released by ODVA in August 2014. The transition from trademarks in use by ODVA prior to August 2014 should be complete as of the publication of this revision of this document. Legacy products that are still in production but no further enhancements are planned are waived from the requirement to discontinue use of the legacy trademarks, provided that the legacy products are not advertised in current marketing collateral.

ODVA Members may request an updated Declaration of Conformity at no charge to reflect the use of the ODVA CONFORMANT mark. As indicated in section 2.12, the use of a trademark indicating that a product holds a valid Declaration of Conformity (e.g., "ODVA CONFORMANT") shall be consistent between the Declaration of Conformity, the Product Labeling and any Related Written Material for Products. Proof of changes to Product Labeling and Related Written Material shall be submitted with the request for an updated Declaration of Conformity.

**Designated Representatives of ODVA Members should contact ODVA for information on how to submit the request.**





The ODVA family of logo marks is built based on a common, specialized font style combined with particular spelling, punctuation and coloration. When produced in the organization colors as defined in Section 3.1, the family is further unified. ODVA's endorsement of its brands is reinforced through composite logo marks that pair a given technology brand with the ODVA brand. The family of ODVA logos is the property of ODVA and shall be used only in accordance with these specifications to protect the equity of the brands for the benefit of all stakeholders. Use these approved guidelines exclusively, and use only the approved electronic artwork. Never alter, add to or redraw the logo in any way.

### 3.1 Logo Color Specifications

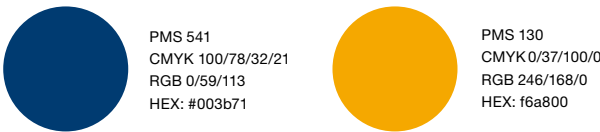
The following are the only permitted color variations for the family of ODVA logos. No additional color variations are authorized.

**SPOT COLOR REPRODUCTION**

The Pantone Matching System (PMS) is the standard in the printing industry. **Pantone 541** (Blue) and **Pantone 130** (yellow) are the match colors for the ODVA logo.

**PROCESS COLOR REPRODUCTION**

When the corporate logo is to be reproduced using the four-color process (cyan, magenta, yellow, black), the CMYK ink values typically produce the spot colors. In order to achieve the closest color match, we suggest you use these values. Always use the Pantone (PMS) chip for absolute color matching accuracy.



Dependent upon the use case, logos may also be reproduced in solid black or solid white. Logos shall be produced in solid black only on light backgrounds and shall be produced in solid white only on dark backgrounds.

### 3.2 ODVA Technology Logo Marks

Technology-Only Logos



MINIMUM CLEARSPACE

The preferred amount of clearspace is equal to the height of the first letter in the respective trademark at the size at which the trademark is reproduced.



MINIMUM SIZE

EtherNet/IP



3/8" .95 cm

The logo shall not be reproduced smaller than 3/8" or .95 cm in width.

MINIMUM WEB SIZE

EtherNet/IP

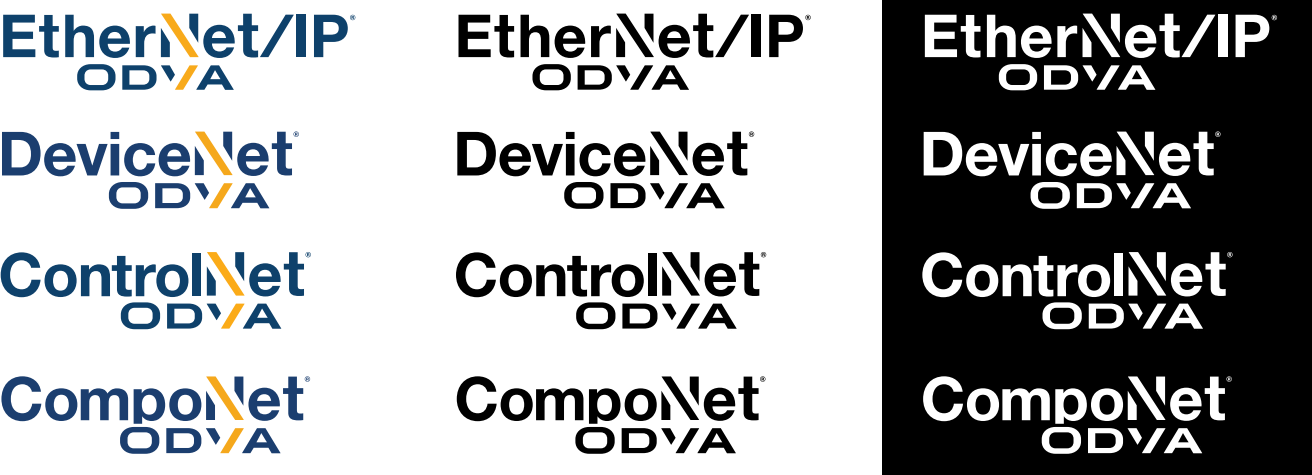


86x32 pixels

The logo shall not be reproduced smaller than 86 pixels in width or 32 pixels in height.

For approval to reprint this trademark in sizes smaller than this, please contact ODVA. If the trademark symbol would be illegible due to available area on which the logo will be placed, the trademark symbol may be removed; however, the logo with the trademark symbol shall be included with product materials (package insert, technical sheet, etc.).

Composite Logo Pairing Technology with ODVA

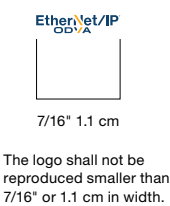


MINIMUM CLEARSPACE

The preferred amount of clearspace is equal to the width of the “E” in EtherNet/IP at the size at which the trademark is reproduced.



MINIMUM SIZE



MINIMUM WEB SIZE



For approval to reprint this trademark in sizes smaller than this, please contact ODVA. If the trademark symbol would be illegible due to available area on which the logo will be placed, the trademark symbol may be removed; however, the logo with the trademark symbol shall be included with product materials (package insert, technical sheet, etc.).

### 3.3 ODVA CONFORMANT Logo Mark for Compliant Products

The logo design of the ODVA CONFORMANT logo mark and its specialized font are built on deliberate, consistent angles that are carried from the conformance mark through to the ODVA organization logo itself. Collectively these reinforce and extend the brand equity of both marks. Although a color version of the conformance mark is offered for ODVA's company use and for use in the marketing collateral of Vendors, it is required to be used in monotone on products (all white or all black).



#### Additional Icons for Distinctive CIP Services

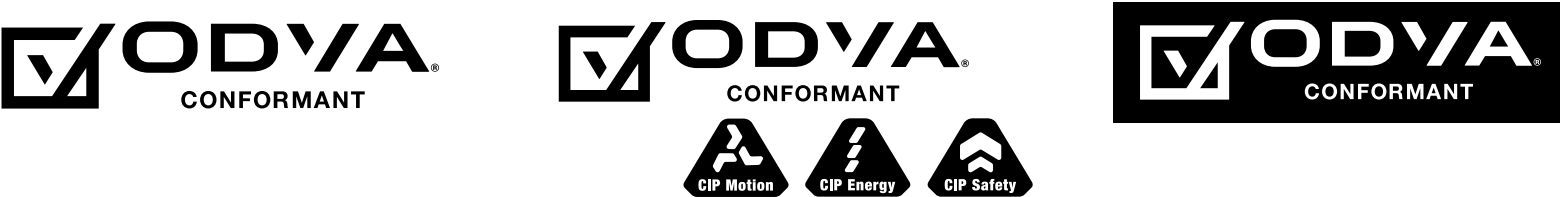
**The right to use CIP Services marks is granted only by ODVA.** Logo marks with the appropriate combinations of CIP Services for a particular Product will be provided by ODVA to Vendors who hold a Declaration of Conformity based upon a test of these CIP Services. Vendors shall not create independent combinations of the ODVA CONFORMANT mark with the CIP Service Icons.

The design framework shown provides a visual aid for users to easily identify the distinctive CIP Services contained within any particular devices. (The logos marks below are not a comprehensive list of combinations of possible CIP Services.)

#### CIP SERVICE ICONS



3.31 Application on Product



MINIMUM CLEARSPACE

The preferred amount of clearspace is equal to the width of the “O” in ODVA at the size at which the trademark is reproduced.



MINIMUM SIZE



11/16" 1.75 cm

The logo shall not be reproduced smaller than 11/16" or 1.75 cm in width.

MINIMUM SIZE



15/16" 2.4 cm

The logo shall not be reproduced smaller than 15/16" or 2.4 cm in width.

For approval to reprint this trademark in sizes smaller than this, please contact ODVA. If the trademark symbol would be illegible due to available area on which the logo will be placed, the trademark symbol may be removed; however, the logo with the trademark symbol shall be included with product materials (package insert, technical sheet, etc.).

For products holding a DOC indicating CIP Services, if the available area on which the logo will be placed is too small to include both the ODVA CONFORMANT mark with its CIP Services, the Vendor may request approval from ODVA to use only the CIP Services mark on the product. If approved, the full ODVA CONFORMANT mark with its CIP Services must be included in product materials.

### 3.32 In Use on Marketing Collateral

A version of the ODVA CONFORMANT logo is offered in color for its use by Vendors in documentation and marketing collateral for a Product.



### 3.33 CIP Service Icons Used Alone

Icons for the distinctive CIP Services may be used without the ODVA CONFORMANT mark in marketing collateral when discussing ODVA Vendor and product capabilities. A Vendor must have an ODVA CONFORMANT Product incorporating the technology represented by the trademark in order to use the trademark. See 3.31 Application on Product for approval for usage of CIP Service Icons on a product.



### 3.4 The ODVA Logo Mark

The ODVA logo is the capstone of the ODVA visual brand identity. Its consistent application according to these guidelines is essential to maintaining brand recognition and recall among all stakeholders. The simplicity and boldness of the letterforms that make up ODVA's logo mark convey strength and expertise, and are intended to symbolize ODVA's commitment to help its Members achieve the full potential of industrial automation through reliable, open standards-based communication and information technologies.



The deep blue color characteristically symbolizes integrity, depth, stability and trustworthiness as an authority in the industrial automation information and technologies field appropriate to ODVA's brand position. The contrasting yellow is representative of the intellect and energy of the ODVA community – its passion and drive to advance open, interoperable technologies in industrial automation. Overall, the identity is stable – the perfect balance between sound reasoning and ODVA's spirit of advancement.

The logo design provides a flexible and dynamic foundation from which to protect and manage ODVA's premier technology brands, as well as the communication process surrounding compliance with those technologies. The preferred logo is the two-color ODVA logo shown. This logo may also be printed in black or in white, pursuant to the guidelines in Section 3.1. No additional variations are authorized.



Clearspace + Minimum Size

When used alone, the ODVA logo shall always be surrounded by a field of clear space to ensure legibility and impact. This isolates the signature and protects it from competing visual elements such as text and supporting graphics.

As shown in the exhibit, the absolute minimum amount of clear space that can surround the signature in any application is equal to the width of the “O” in the ODVA wordmark.

The ODVA logo can be scaled to a variety of sizes. However, at extremely smaller sizes, the readability becomes compromised. To ensure that the signature is always legible, it should never be reproduced smaller than 3/4" or 1.9 cm in width.

MINIMUM CLEARSPACE

The preferred amount of clearspace is equal to the width of the “O” in ODVA at the size at which the trademark is reproduced.



MINIMUM SIZE

ODVA



3/4"  
1.9 cm

The logo shall not be reproduced smaller than 3/4" or 1.9 cm in width.

MINIMUM WEB SIZE

ODVA



86x32  
pixels

The logo shall not be reproduced smaller than 86 pixels in width or 32 pixels in height.

For approval to reprint this trademark in sizes smaller than this, please contact ODVA.

### 3.5 The ODVA MEMBER Logo Mark

The ODVA MEMBER logo is an exclusive designation, available for use only by ODVA Members in good standing. The ODVA MEMBER logo may be used electronically or in print on a Member’s marketing collateral, including a Member’s website, brochures, trade show exhibits, and other promotional pieces, to indicate and promote the Member’s affiliation with ODVA. Additionally, ODVA may use this logo in conjunction with a description of its members. The logo shall be reproduced in the color variation noted below and shall not be altered.

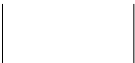


**MINIMUM CLEARSPACE**

The preferred amount of clearspace is equal to the width of the “O” in ODVA at the size at which the trademark is reproduced.



**MINIMUM SIZE**



11/16" 1.75 cm

The logo should not be reproduced smaller than 11/16" or 1.75 cm in width.

**MINIMUM WEB SIZE**



86x32 pixels

The logo should not be reproduced smaller than 86 pixels in width or 32 pixels in height.

For approval to reprint this trademark in sizes smaller than this, please contact ODVA.

### 3.6 Incorrect Uses of the Logo Mark



Do not place the color logo on a dark solid background.



Do not change the custom letter and wordmark configuration or proportions of the logo.



Do not change the color of the symbol or wordmark.



Do not use the custom letter without the wordmark.



Do not create your own composite mark by violating the clearspace with any text or images that are not part of the logo.



Do not place any version of the logo on a photo.



Do not position logo on an angle.



Do not add special effects like a drop shadow.



Do not alter the wordmark typeface.



Do not use the custom letter to create a pattern.



Do not distort the logo.



SECTION 4: PROPER ATTRIBUTION OF ODVA'S TRADEMARKS

For the benefit of all stakeholders in the ODVA ecosystem, when referencing ODVA's trademarks, Vendors and Members shall, at all times, provide proper attribution of ODVA's trademarks currently in use within industry. As Section 2.3 recognizes, ODVA expects that legacy trademarks, especially those used in conjunction with products and their written documentation, will remain in use for some time. In fact, as the useful life of many of these products is quite long, ODVA's legacy trademarks may remain in use for many years. Therefore, vendors and members shall continue to recognize all of ODVA's trademarks – including its legacy trademarks – as trademarks of ODVA whenever they use them. A comprehensive list of ODVA's trademarks is contained in the table below including a list of word marks that are in use but are not discussed on the preceding pages because they are outside of the use cases described.

Proper attribution of ODVA's trademarks, in either their word mark or logo mark form, will include the following language:

{insert trademark name} is a trademark of ODVA, Inc.

For the avoidance of doubt, "ODVA, Inc." is ODVA's full legal name. The letters do not represent any short form notation of a longer legal name.

ODVA Trademarks Referenced in These Identity Guidelines	Additional ODVA Trademarks Not Referenced in These Identity Guidelines	ODVA Trademarks to be Succeeded by ODVA CONFORMANT Trademark (These trademarks continue to be property of ODVA.)
CIP	EZ-EDS	CIP Safety on DeviceNet CONFORMANCE TESTED
CIP Energy	QuickConnect	CIP Safety on EtherNet/IP CONFORMANCE TESTED
CIP Motion	XDS	CIP Safety on Sercos III CONFORMANCE TESTED
CIP Safety		CompoNet CONFORMANCE TESTED
CIP Security		ControlNet CONFORMANCE TESTED
CIP Sync		DeviceNet CONFORMANCE TESTED
CompoNet		EtherNet/IP CONFORMANCE TESTED
ControlNet		
DeviceNet		
EtherNet/IP		
ODVA		
ODVA CONFORMANT		
ODVA MEMBER		



## SECTION 5: FREQUENTLY ASKED QUESTIONS

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### WHAT IS THE DIFFERENCE BETWEEN CMYK AND RGB?

CMYK refers to Cyan, Magenta, Yellow and Black. RGB refers to Red, Green, Blue. A commercial printer (not color copying or desk-top printing) needs CMYK versions of the logo in order to print in full-color process. RGB type files are used on-screen and when printing on a color copier or a desk-top printer.

### WHY CAN'T I VIEW AN EPS FILE ON MY PC?

EPS files are primarily used on Apple computers. Generally, you can't view an EPS file unless you have the appropriate software such as Adobe Illustrator or Adobe Photoshop.

### DPI AND PPI – WHAT'S THE DIFFERENCE?

DPI or “dots per inch” specifically refers to how many dots of ink will print per inch. The higher the number, the sharper the image will be. Most ink jet printers today are capable of printing 1200 to 4800 DPI; this means great results for images with 200-300 PPI. PPI or “pixels per inch” is the term you will see most often when selecting a resolution for your images in photo editing software. Pixel is an abbreviation for “picture element.” Millions of pixels make up the images and text viewed on your screen.

### WHAT IS RASTER?

Raster refers to an image built out of pixels (small blocks of color) which when reduced create an image. Pixel is an abbreviation for “picture element.” A low resolution file is made up of less pixels per inch (PPI). Your computer screen shows images at a resolution of 72 PPI, so while sometimes an image looks crisp on screen, it might look blurry/pixelated when you print the image out since your printer prints things at 300 PPI to look crisp.

### WHAT IS VECTOR?

Vector is a type of file that is built with solid lines and shapes – like a logo. The advantage is that you will never have to worry about resolution or the file getting blurry when you increase its size.

A vector file, like a typeface, is scalable to any size and will stay crisp. We will provide you with the logo in a vector format, a low-resolution jpeg to use on the Web (the Web creates everything from pixels), and a high-resolution jpeg in the event that someone cannot view a vector format logo on their computer and needs to print it, or if a printer or partner specifically asks for it for any reason.