

Alliance Brand Guidelines

Version 2.6
May 2021

Welcome to the Alliance brand family

The purpose of this document is to help you understand and use the Alliance brands. When we act, look and speak consistently, we create a consistent and powerful experience for our audiences, while differentiating ourselves from our competition.

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1 Our role in the world

- 1.1 Introduction
- 1.2 Alliance fundamentals
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Understanding our unique offer and reason for being is the first step to understanding our brands.

We are the foundation and future of the IoT.

The Internet of Things is here, but it hasn't yet realized its full potential. Complexity and closed ecosystems have held back progress. The Alliance is leading the way to simplifying complexity and creating an open path to innovation.

1.2 Our role in the world

Alliance fundamentals

What we believe

We believe all objects can interact in a way that is useful.

Why we exist

We exist to spread light and life to the objects we rely on every day.

Our purpose

Our purpose is to ignite creativity and collaboration in the development of the Internet of Things, by establishing and maintaining universal open standards for the objects that improve the way we live, work, and play.

Reasons to believe

We're building on our success with blockbuster products to spread life to the rest of the objects in homes, businesses, and neighborhoods around the world.

1.3 Our role in the world

What we offer

Our offer consists of the brands that our partners and their consumers experience every day.

The Alliance is the creator and certifying body for all of our brands.

The Alliance is the standard bearer of the open IoT. Established in 2002, our wide-ranging global membership collaborates to create and evolve universal open standards for the smart networks in our homes, businesses, and neighborhoods.

dotdot 

Dotdot is the universal language of the Internet of Things, making it possible for smart objects to work together seamlessly and securely on any network, so consumers are free to choose the products that work for them. Certified by the Alliance.

 **zigbee**

Zigbee is the complete and interoperable IoT solution, from our open mesh network to the universal language that allows any smart objects to work together. Certified by the Alliance.

 **jupiterMesh** **rf4ce**

JupiterMesh is an open standard for wireless infrastructure, taking the promise of mesh networking from the living room to the city grid. Certified by the Alliance.

rf4ce is a point-to-point network protocol that gives consumers a more responsive and flexible remote control experience, securely connecting them with everything from a TV to an entire smart home. Certified by the Alliance.

2 Dotdot

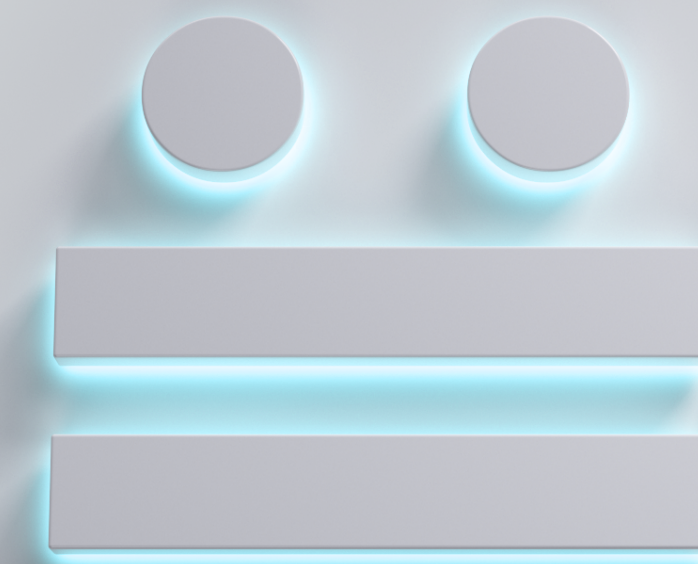
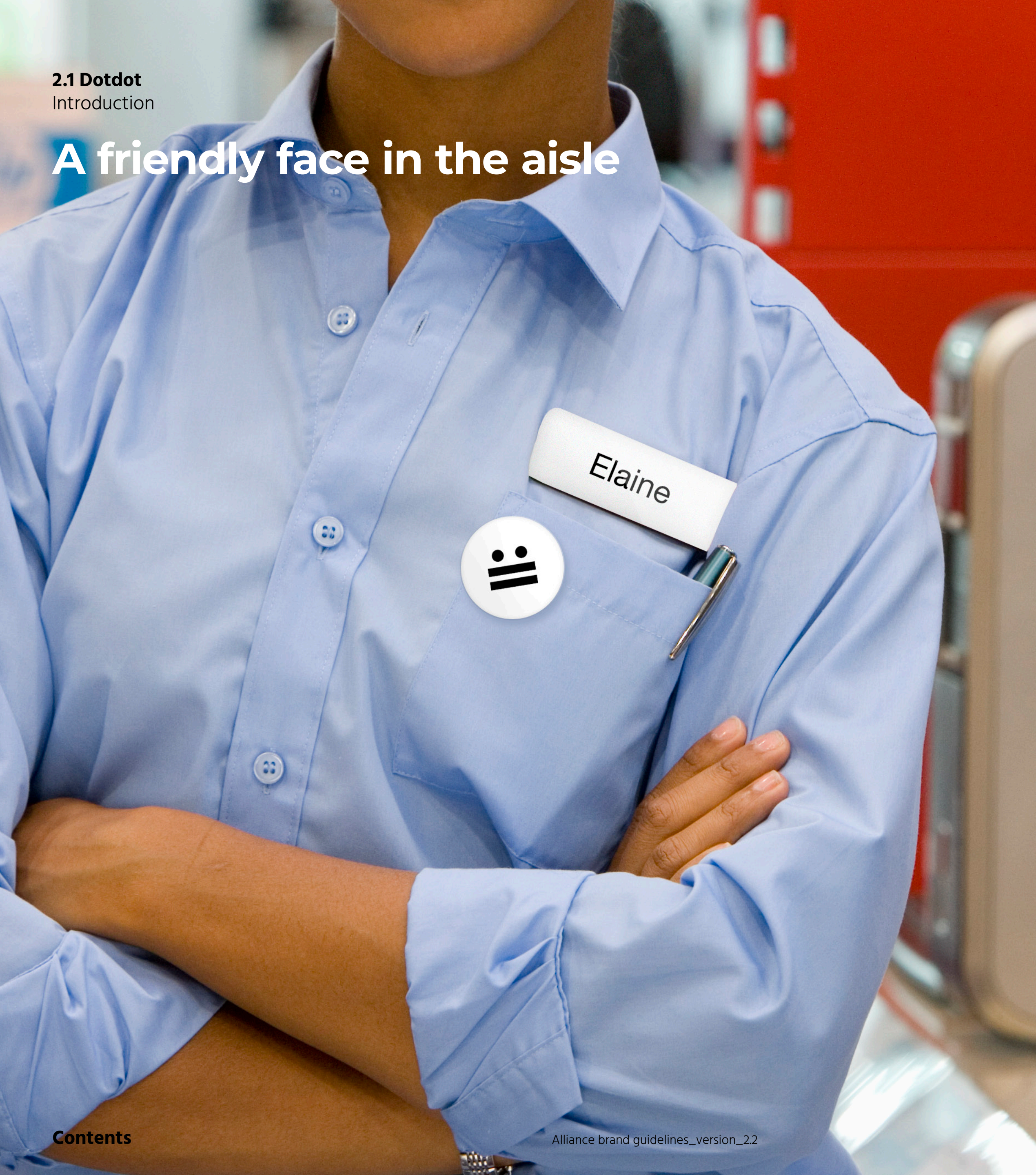
- 2.1 Introduction
- 2.2 Design guidance
- 2.3 Logo
- 2.4 Color
- 2.5 Pattern
- 2.6 Writing Dotdot
- 2.7 Messaging

This chapter shows you how to utilize the master visual system to bring the Dotdot brand to life for consumers.

Dotdot is a conversation between friends



A friendly face in the aisle



**Hi thermostat.
Hey bulb.**



Hue talks to Lyric
Find other things that
speak the same language.

An easy way to shop

Look for
the 



BRAND × 



Speculative packaging examples,
not packaging guidance

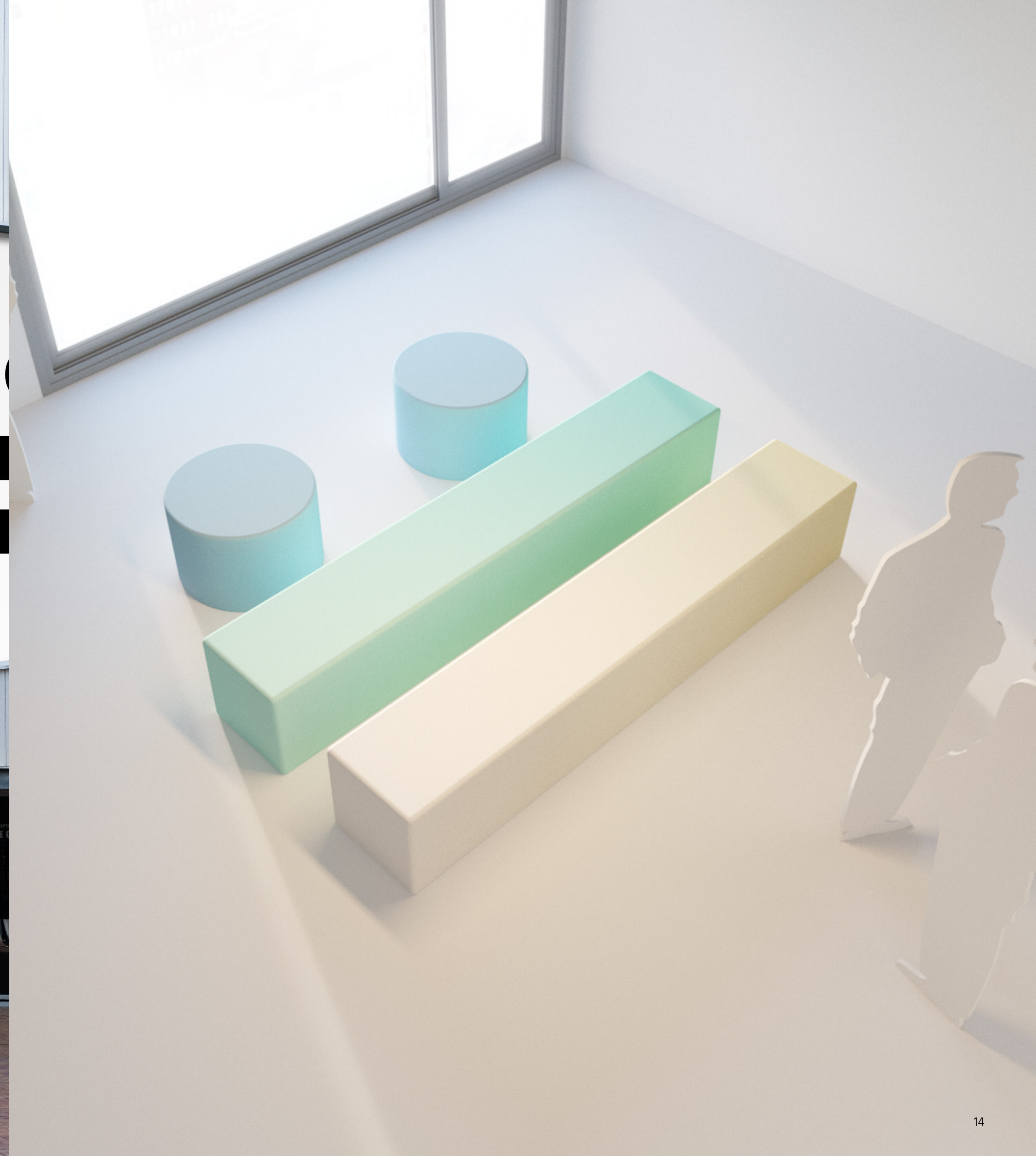
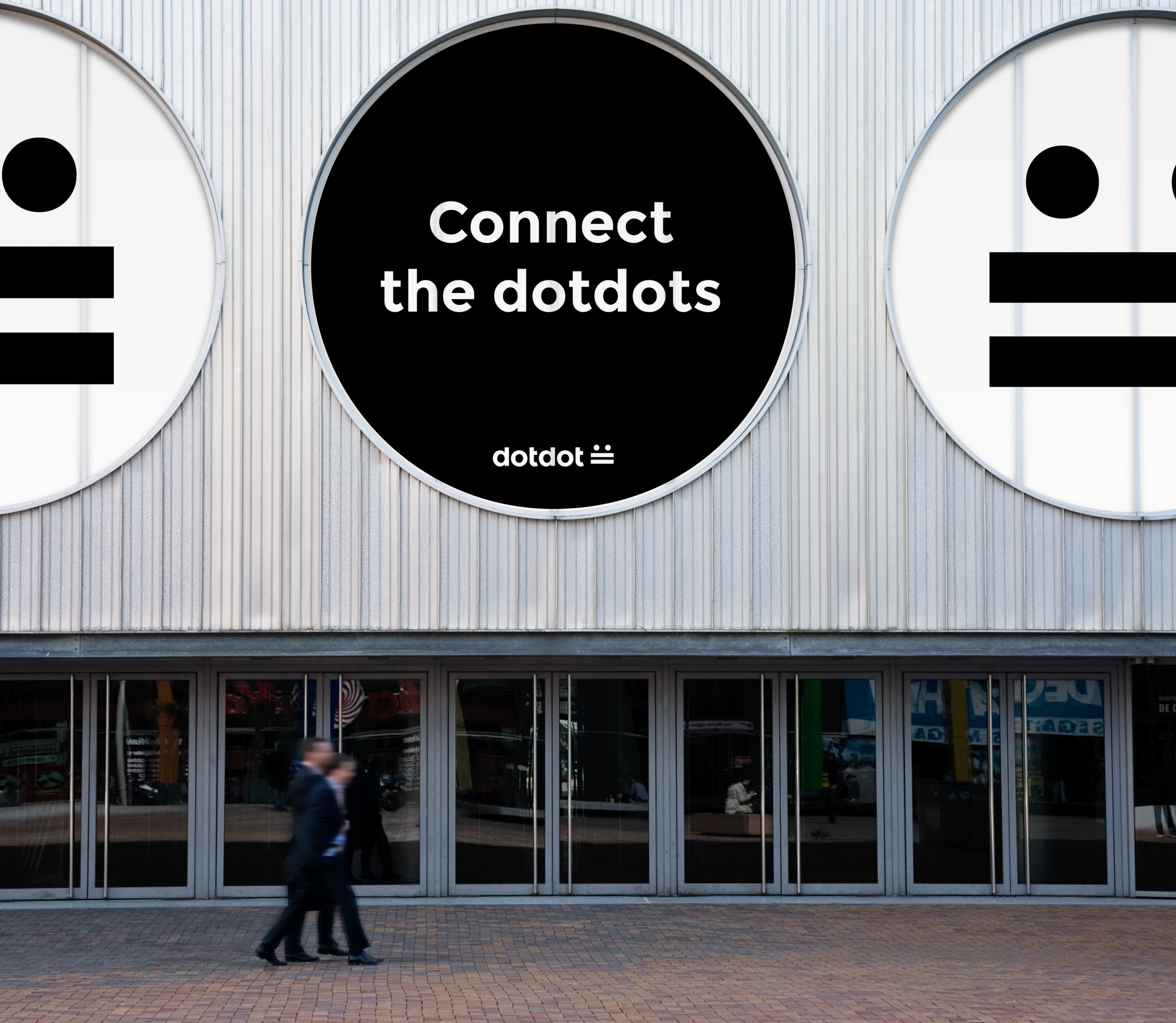
A smart new opportunity



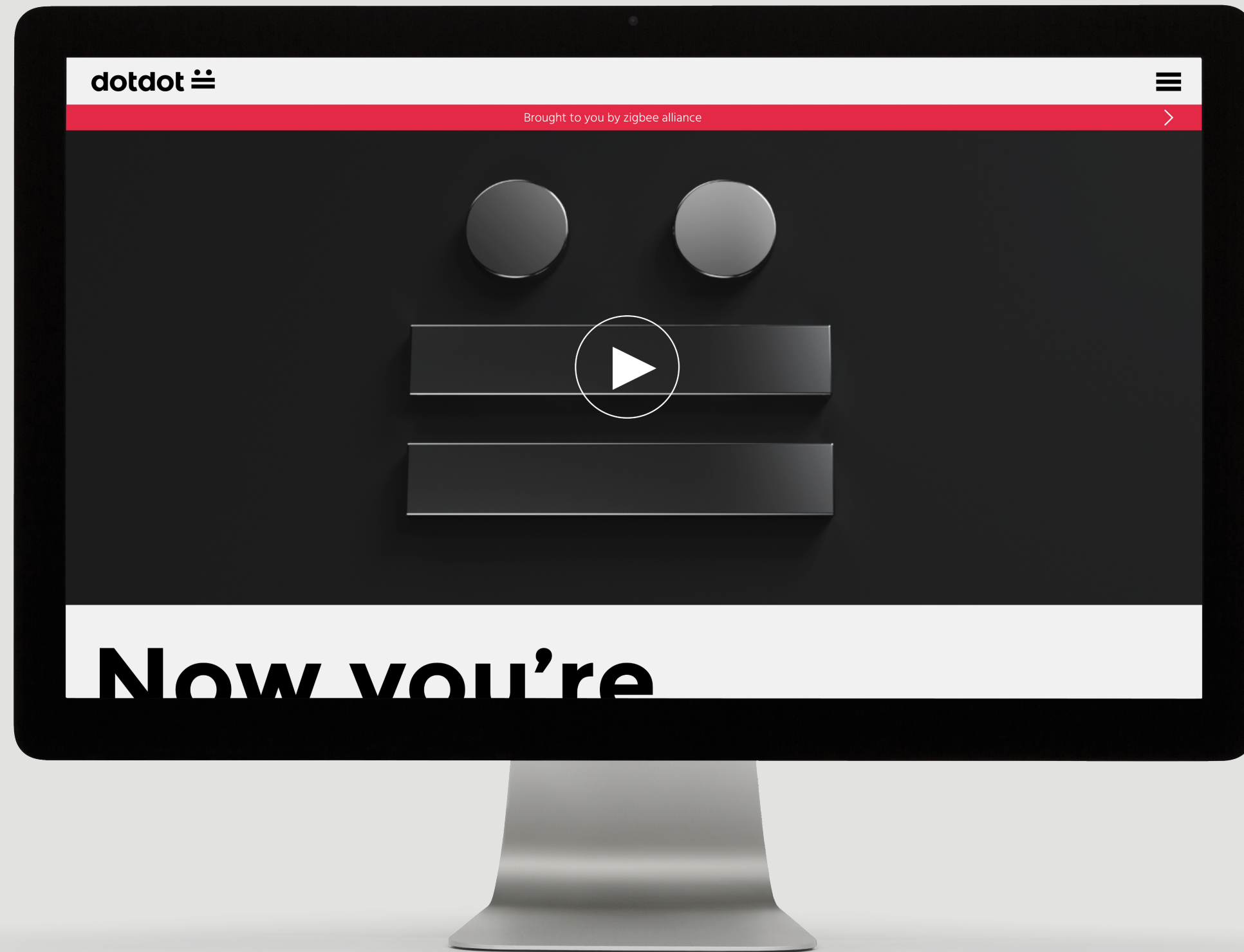
A mark of excellence



A space for creativity



And the start of a movement



Pleased to  you

dotdot 

Prince St Station
Downtown & Brooklyn

Give your devices something to about

dotdot 

2.1 Dotdot

Introduction

What it is

Dotdot is the universal language of the Internet of Things, making it possible for smart objects to work together seamlessly and securely on any network, so consumers are free to choose the products that work for them. Certified by the Alliance.

How it's expressed

Dotdot is bold, inspiring, and friendly, making the Internet of Things accessible to everyone. It meets consumers where they are, giving them the confidence to engage and the freedom to choose.

Our voice is clear, concise, and conversational without personifying our logo or getting overly familiar. It's easy to understand and fun to read.

The logo consists of the word "dotdot" in a bold, lowercase, sans-serif font, followed by a stylized icon. The icon is composed of two solid black circles stacked vertically above two horizontal black bars of equal length, creating a shape reminiscent of a Wi-Fi signal or a simplified face.

2.2 Dotdot

Design guidance

Here are a few pointers to consider as you use the master visual system with the Dotdot brand.

It's all black and white.

This is a bold, high-contrast brand: lots of white and black in equal measure, with no red. In a world full of visual noise, the absence of color is what makes us stand out.


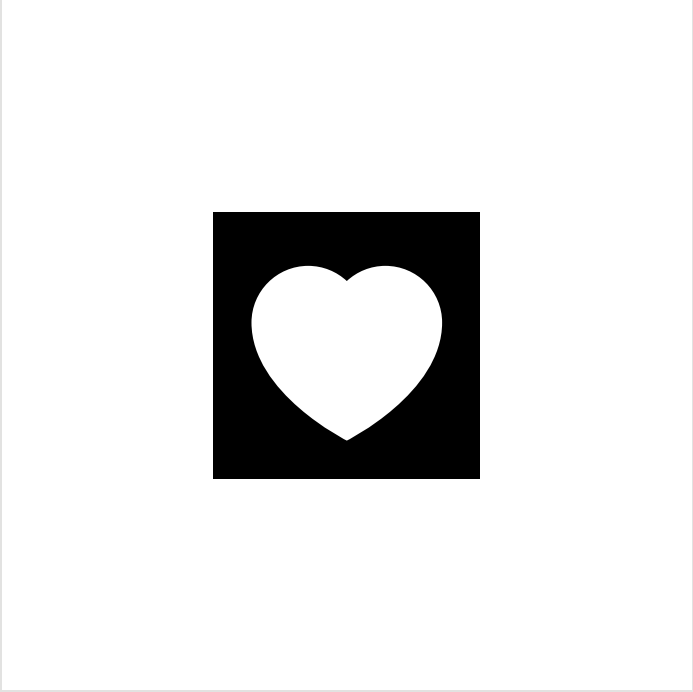
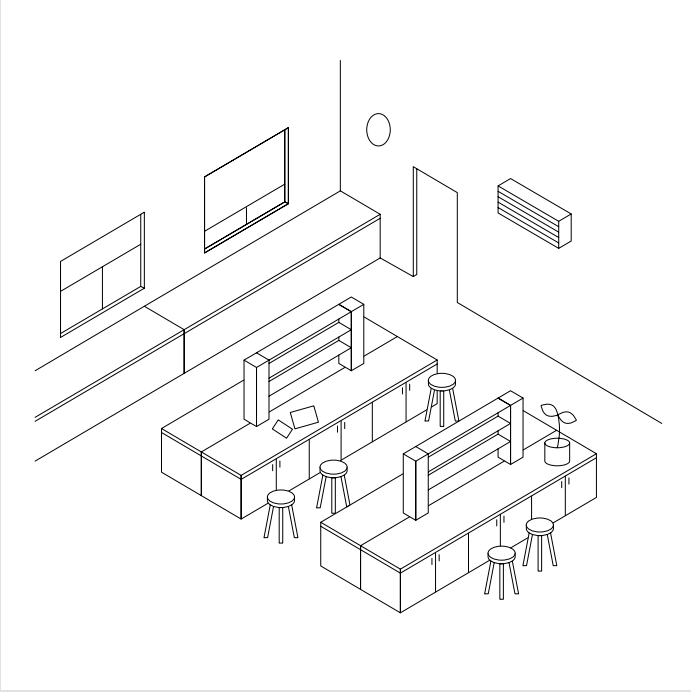
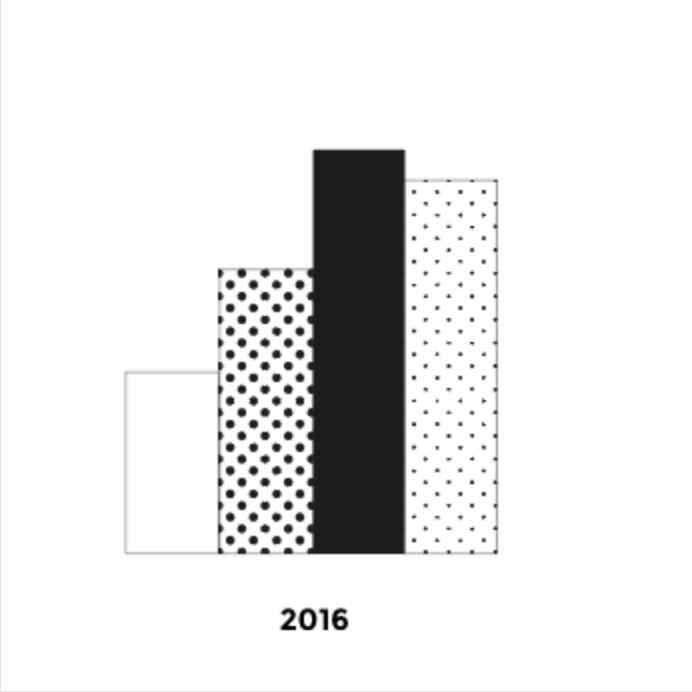
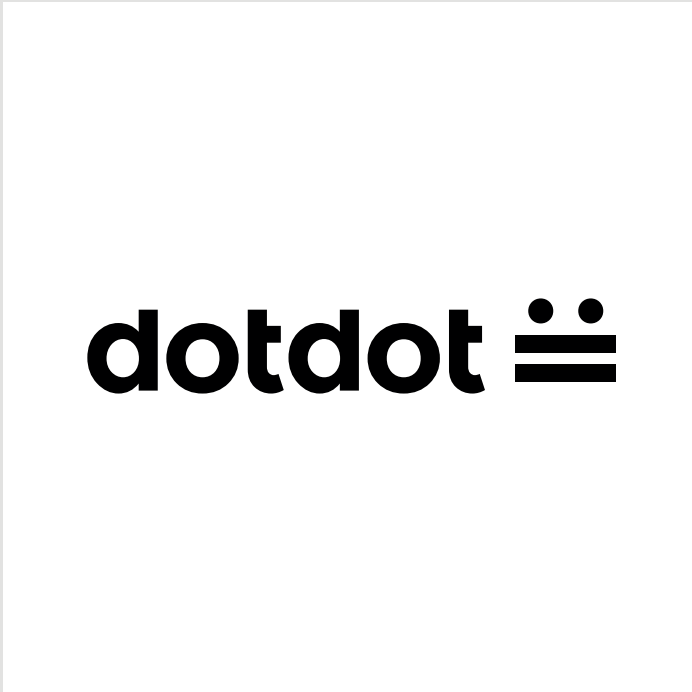
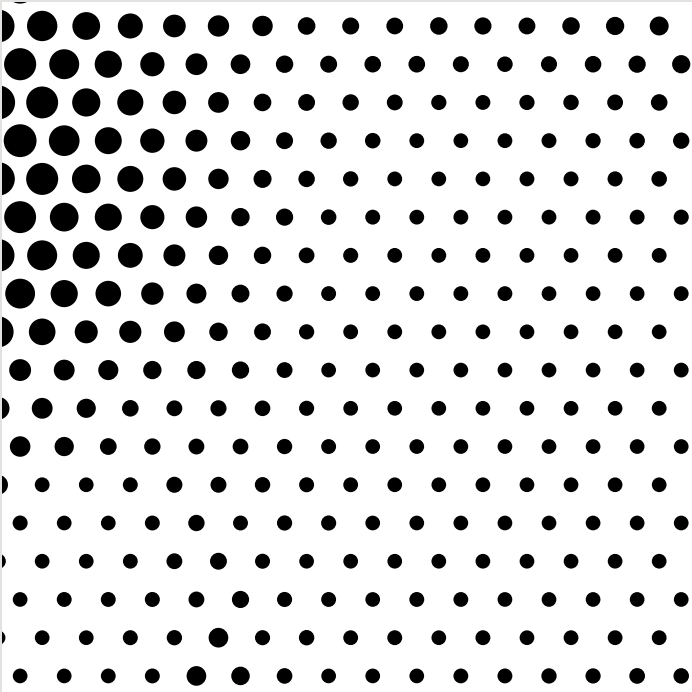
Make it pop.

This is a bold, high-contrast brand: lots of white and black in equal measure, with no red. In a world full of visual noise, the absence of color is what makes us stand out.

Get your dot on.

Dots are an exclusive and essential element of our brand language for Dotdot. They represent mutual understanding, sensing, simplicity, and ease. Use them often but thoughtfully.

Master visual system

 <p>Color</p>	<p>Montserrat bold</p> <p>Hind light</p>	 <p>Iconography</p>	 <p>Illustrations</p>	 <p>Infographics</p>
<p>Dotdot unique components</p>				
 <p>Logo</p>	 <p>Patterns</p>			

2.3 Dotdot Logo

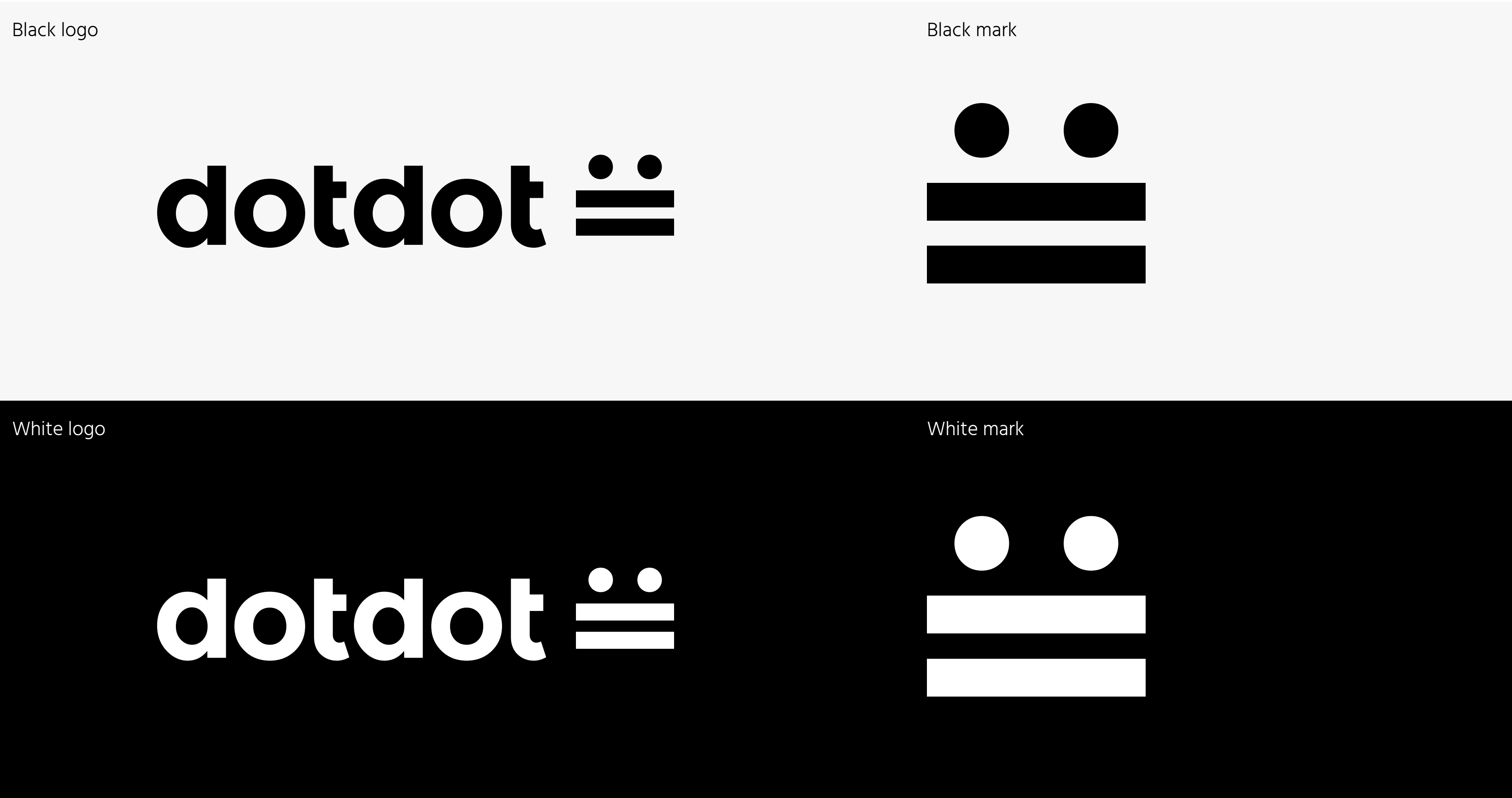
Our Dotdot logo combines a wordmark and a mark. It has been made from customizing the letters of our master font to feel active, modern, conversational, and truly unique.

Mark

Our mark is the shorthand for the name itself, giving emotional punch to our brand. It even functions like its own emoji, giving everyone a human language to talk about the IoT. Visually, it lives happily online or in print, and at any size.

Usage

The Dotdot wordmark and logo can ONLY be applied to Dotdot certified products. Use the rules in this chapter for proper application, and submit your work to the Alliance marketing department for approval.



2.3 Dotdot

Logo — in code

In the spirit of true openness we have built our mark in code, so it can be easily brought to life digitally. There are three versions you can use: CSS (recommended), JS and an SVG fallback.

[Get the code here](#)

Animate it.

Have fun. Play around to make it move and respond.

Readme

Within the code repository there is a Readme.md file that should be read before a developer works with the code.

```
#logo {
  position: relative;
  width: 10em;
  font-size: 1.25em;
}

#logo:after {
  content: "";
  position: absolute;
  left: 2.4em;
  right: 2.4em;
  top: 4.7em;
  width: 5.2em;
  height: 0.9em;
  background: black;
  box-shadow: 0 1.5em 0 0 black;
  -moz-box-shadow: 0 1.5em 0 0
black;
  -webkit-box-shadow: 0 1.5em 0 0
black;
}

#logo:before {
  content: "";
  position: absolute;
  left: 3.05em;
  top: 2.8em;
  width: 1.3em;
  height: 1.3em;
  background: black;
  border-radius: 100%;
  box-shadow: 2.6em 0 0 0 black;
  -moz-box-shadow: 2.6em 0 0 0
black;
```

2.3 Dotdot

Logo — exclusion zone and sizes

Exclusion

All the logos have exclusion zones around them to help them stand out. For the logo, the exclusion zone is equal to the height of the mark. For the mark, the exclusion zone is the height of the two bars.

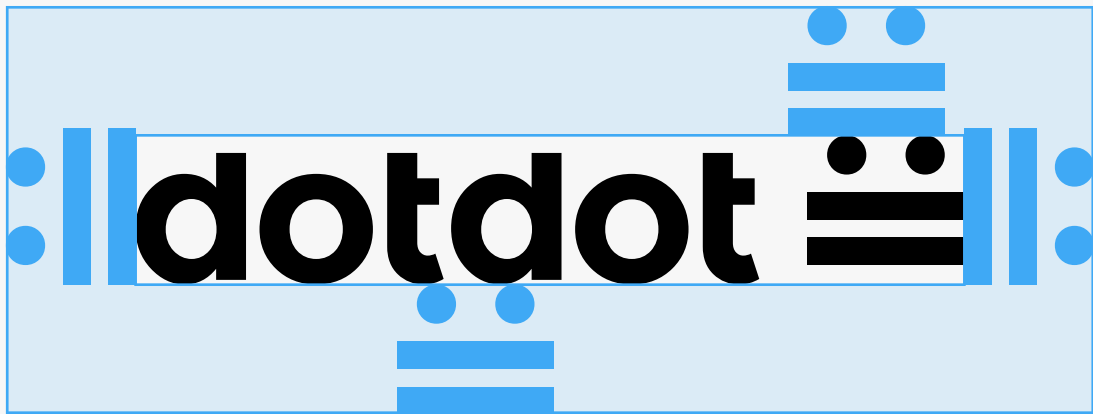
Other elements cannot be displayed within this logo exclusion zone.

Minimum logo sizes

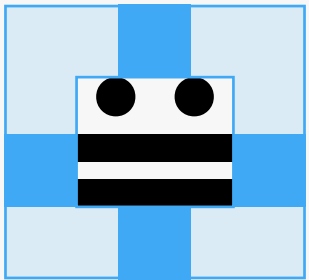
Logo
= 0.46 inch
= 67 pixels

Mark
= 0.09 inch
= 13 pixels

Logo



Mark



dotdot ≡
Min width 0.46 inch / 67px

≡
Min width 0.09 inch / 13px

Minimum size based on width

2.3 Dotdot

Logo — co-branding

We treat the Alliance as a support brand. Our product and service brands lead the co-branding lock up.

Color

We use a grey to visually 'knock it back'.
The color values are r157 g157 b157 / c0 m0 y0 k50.

Co-branded assets have been supplied and are available in Chapter 8.

On light backgrounds

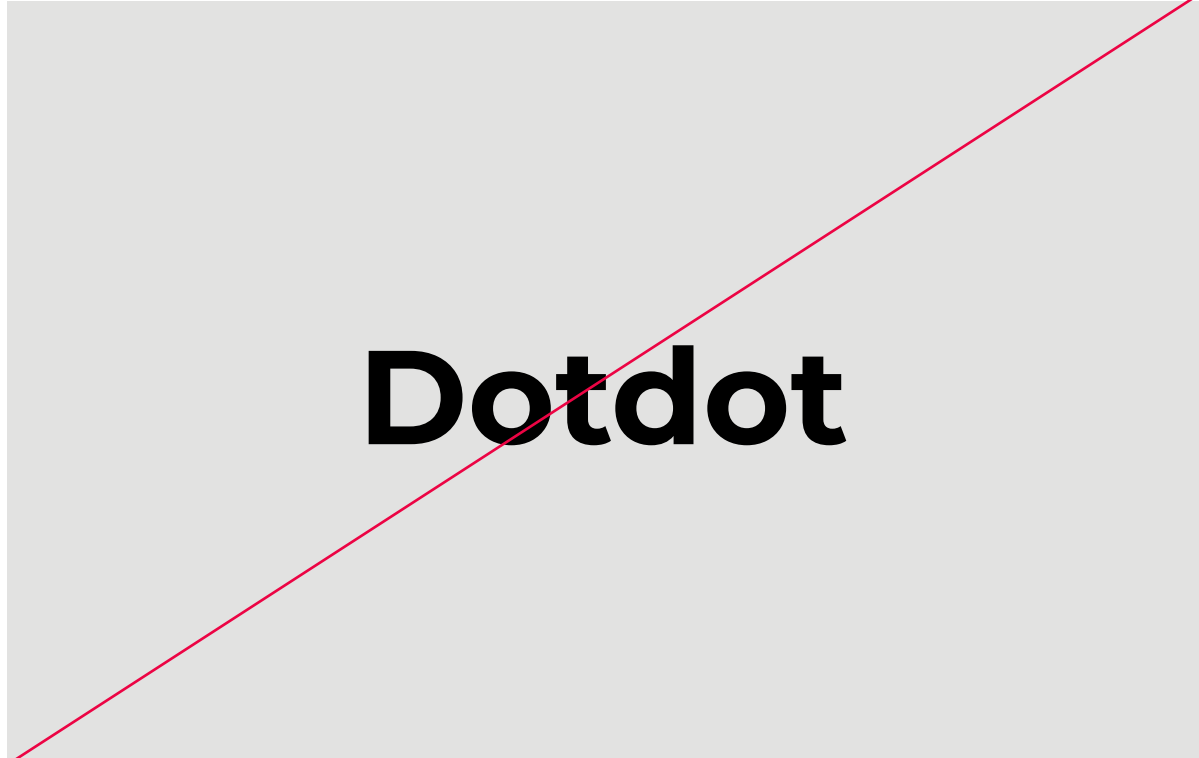
dotdot  **by zigbee alliance**

On dark backgrounds

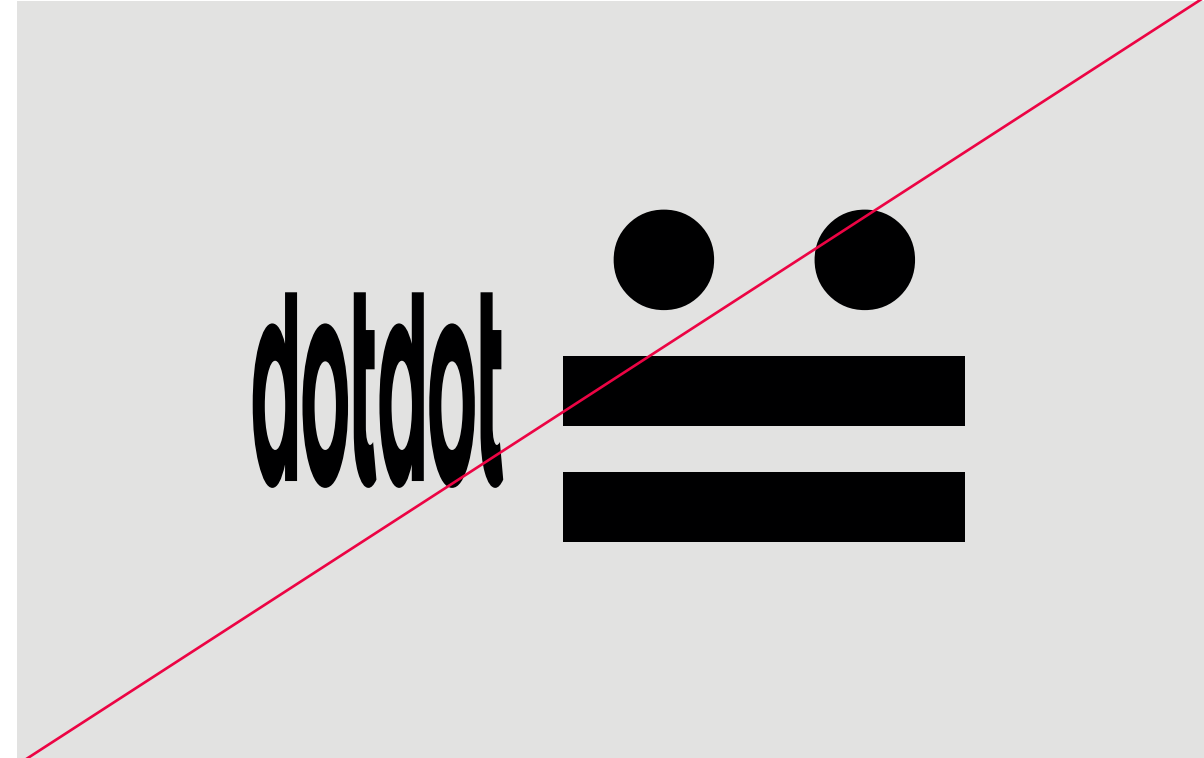
dotdot  **by zigbee alliance**

2.3 Dotdot

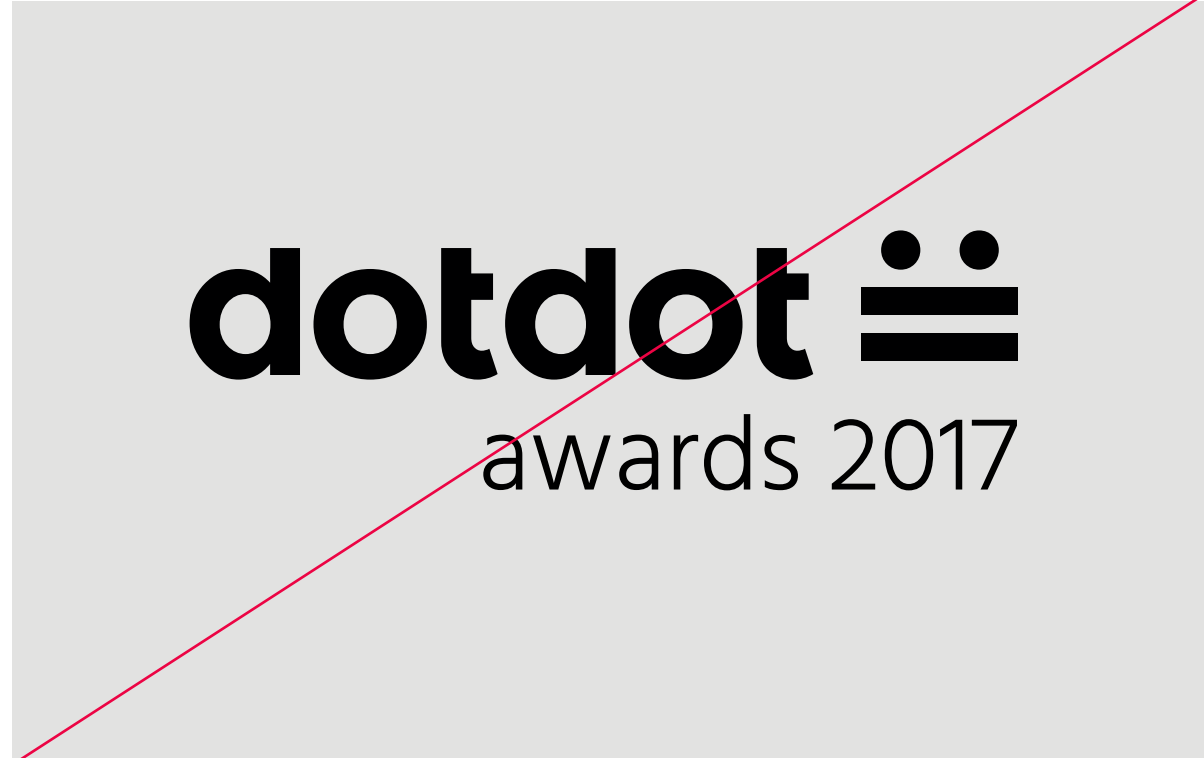
Logo — don'ts



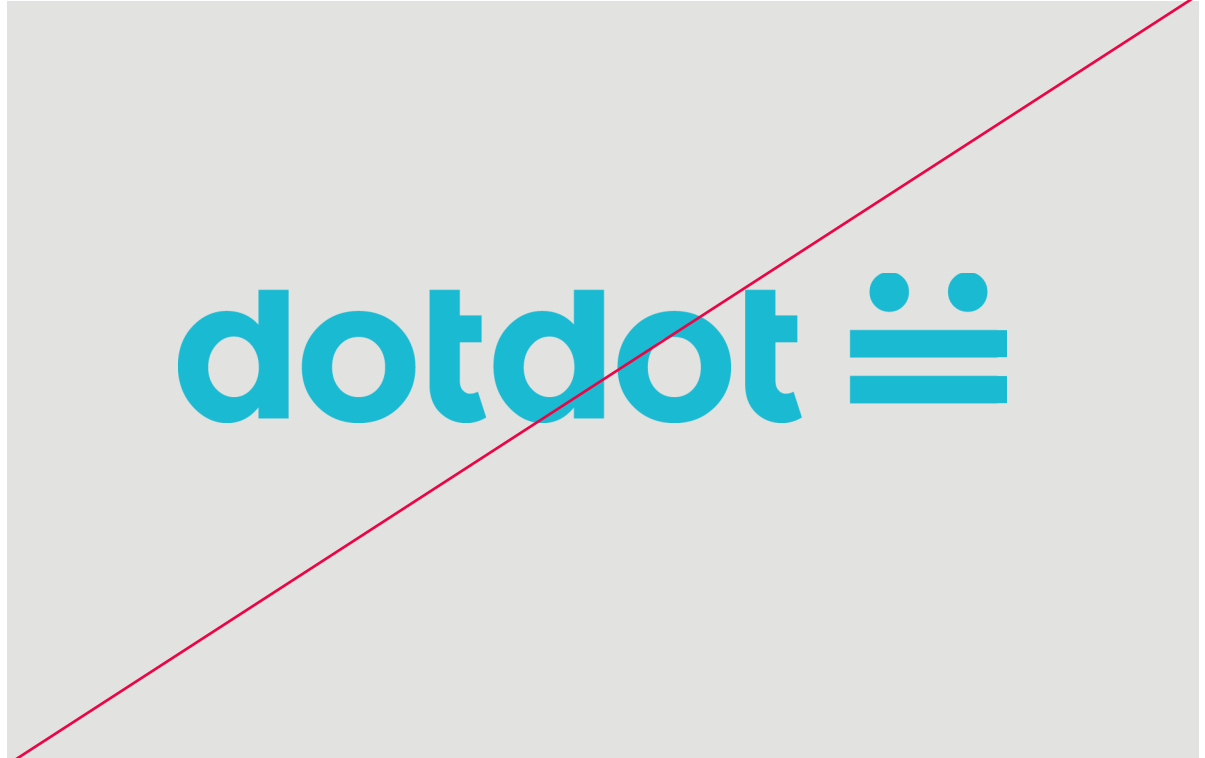
Don't type it out in Montserrat.



Don't distort, stretch, rotate or crop the logo and mark



Don't create your own sub-brands or logo lock-ups.



Don't change the color of the assets supplied.

2.4 Dotdot Color

Dotdot is a monochromatic brand. We use black and white in equal measure.

This high contrast allows us to stand out in cluttered retail environments. Only using two colors helps us play nicely with partner logos, and makes it easy for everyone to use and reproduce our brand

No red here

We don't use red in Dotdot communications — we save this for the Alliance and Zigbee. This makes our use of red focused and purposeful.

Rich black

Where possible we use a 'rich black' to achieve a more lustrous tone. When there are print restrictions, we default to 100% K values.

White

R255 G255 B255
#ffffff
CO MO YO KO

Black

R0 G0 B0
#000000
C60 M40 YO K100

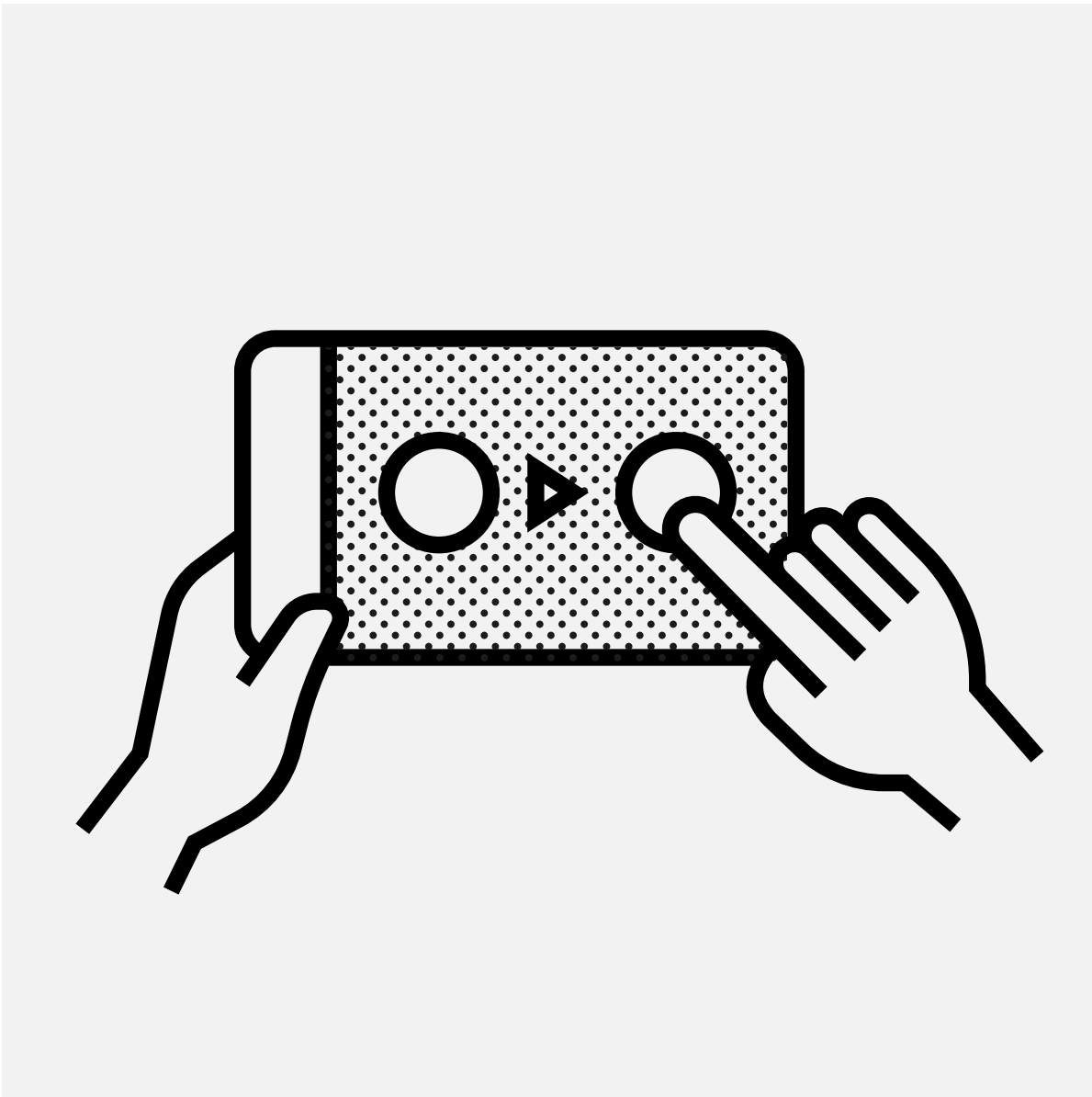
2.5 Dotdot

Pattern — dot pattern

The dot pattern is an abstract representation of devices coming together.

Assets

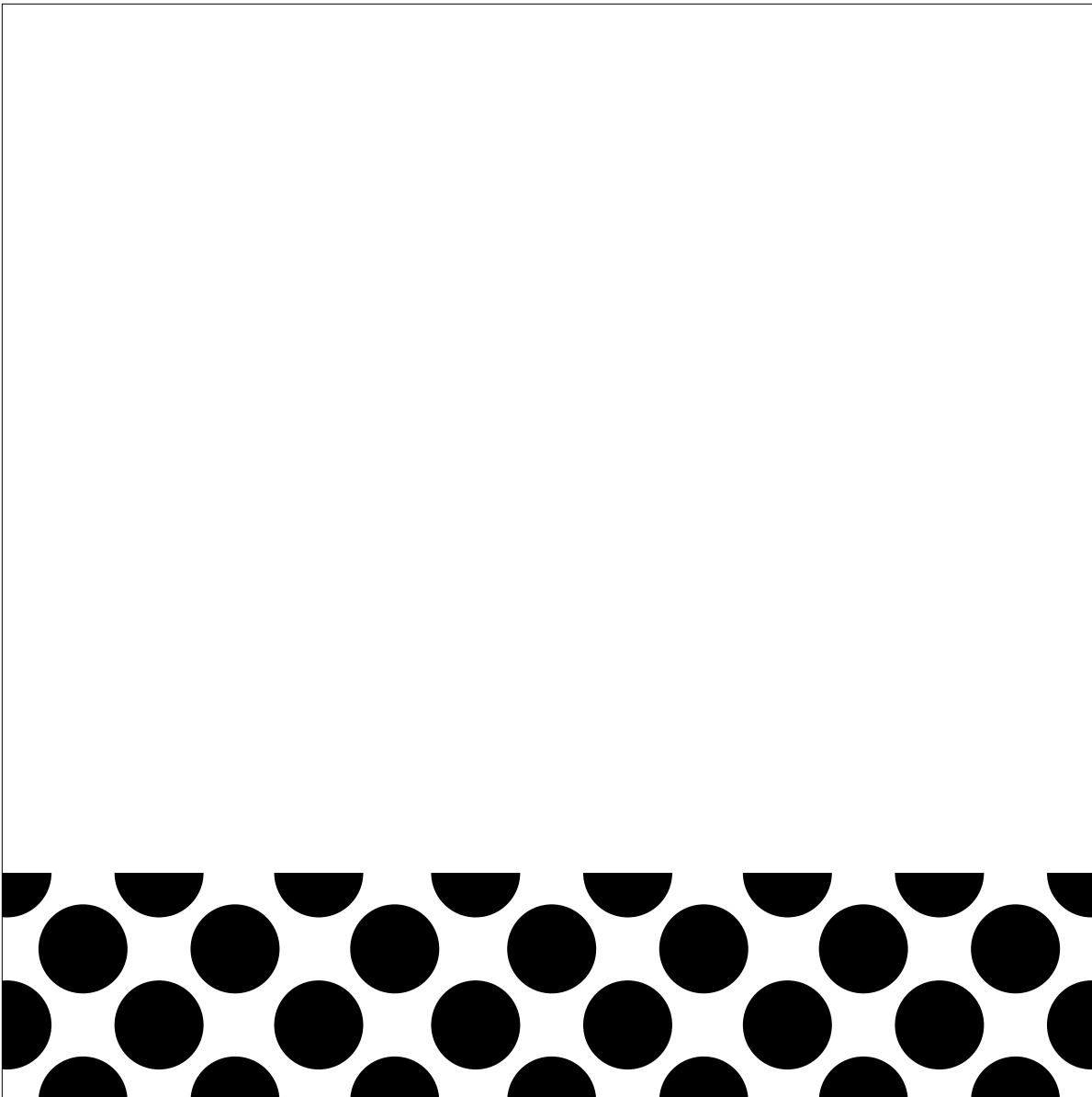
These three dot patterns have been supplied as eps vector assets to use. Please see Chapter 8 for the file reference.



Shading
Shading is great for adding depth to illustration and separating information in graphs and charts.



Environmental
The bold polka dots bring a space alive. Great for environmental graphics or even graphic panels online and in print.



How to pick polka dots
Polka dots can be used when we have a white application. The pattern shouldn't occupy more than 25% of the application. The remainder should be 75% white. You should never use dot pattern in the same visual space as the light pattern (next page).

2.5 Dotdot

Pattern — light pattern

We also have a light pattern that is an abstract reference to illumination. Using different scales and crops of it across applications create a responsive effect.

Usage

Use crops of the supplied pattern as a substitute for any photographic imagery you may need to use.

Effects and filters

Halftone filters and effects are not to be used on stock imagery.

Assets

This light pattern is supplied as and eps vector assets to use. Please see Chapter 8 for the file reference.



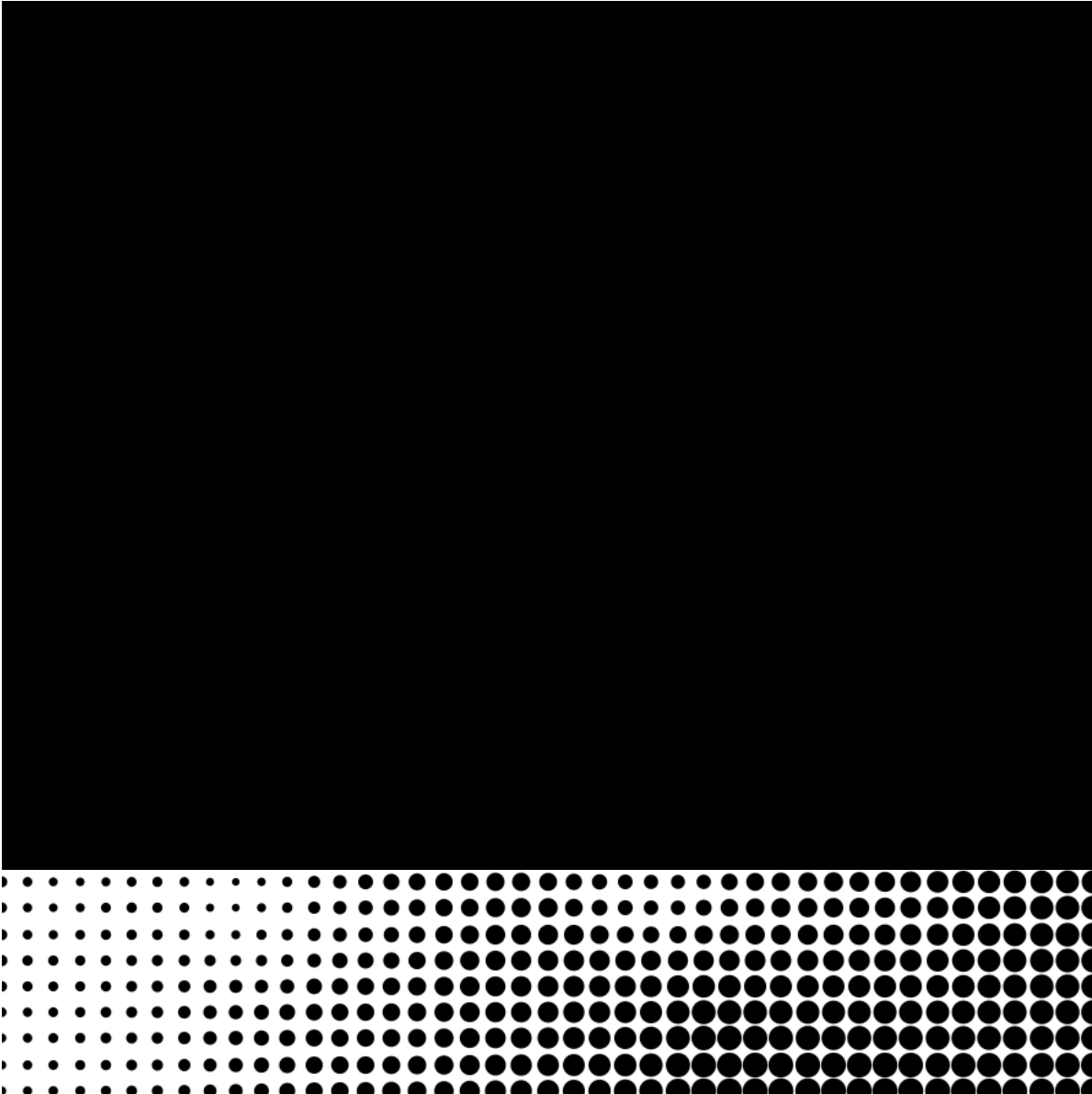
Graphic texture

The light pattern can be used in any application as a graphic texture to break up the use of solid black and white color blocks.



Environmental

The light pattern also works great in larger darker applications to bring the space alive and add a touch of lightness.



How to pick light pattern

Light pattern can be used when we have a black application. The pattern shouldn't occupy more than 25% of the application. The remainder should be 75% black. You should never use light pattern in the same visual space as the polka dot pattern.

2.6 Dotdot

Writing Dotdot

When writing Dotdot, we always capitalize the first D.

The only time Dotdot appears with a lowercase D is in the Dotdot logo.

The emoji

The Dotdot mark can also be used in text as an emoji. We encourage you to use it this way casually, in hopes that it catches on with consumers. But always use the mark in branded communications.

Capitalization

Always write Dotdot with a capital D.

In headlines

**When Dotdot is in a headline
we capitalize it as a proper noun.**

In body copy

Dotdot is written with a capital D regardless of where it falls in a sentence. Treat this as a proper noun.


As an emoji

We use our mark 🍌 whenever possible. Don't use :|| unless you're writing it casually, like texting it to a friend.

2.6 Dotdot

Writing Dotdot

Dotdot is the universal language for smart things everywhere. It's also the easiest way for consumers to talk about the Internet of Things.

In our communications, we can use "Dotdot" or our mark  as a way to communicate this idea of ease or connection. Here are three examples we encourage you to use wherever they make sense:

Look for the Dotdot
or
Look for the :||

Connect the Dotdots
or
Connect the :||

Dotdot and done
or
:|| and done

2.7 Dotdot Messaging

Our Dotdot messaging outlines our story and the main ideas we should always communicate to our audience. These words are a creative springboard for crafting marketing messages, not a script. The only verbatim message provided here is the PR boilerplate, which we encourage you to use as-is.

- 4.7 Messaging
 - Main message
 - Messaging for manufacturers
 - Messaging for developers and designers
 - Messaging for retailers and influencers
 - PR boiler plate

2.7 Dotdot

Messaging — main message

Our main message clearly and succinctly explains what Dotdot is and what it does. It is the starting point of any conversation or communication about Dotdot.

Dotdot makes smart homes and businesses work for everyone.

Dotdot is a common language for the smart objects we rely on every day, so they can speak to each other effortlessly on any network, and make themselves more useful to all of us.

2.7 Dotdot

Messaging — for manufacturers

Our audience-specific messaging supports our main message by adding more relevant depth and detail to appeal to that particular audience.

When we talk to this audience, these are the points we should cover.

Dotdot is the universal language

- More products, more possibilities for your platform
- We manage the mundane so you're free to focus on what you do best.
- Fewer headaches for future acquisitions
- Constant evolution means there's no dead end.
- Internet providers: Dotdot opens your gateway to the IoT.

Dotdot is from the Alliance

- Backed and supported by our global, cross-industry Alliance membership
- Benefit from a robust developer and engineering community.
- Maturity and momentum mean we're the safe bet.

Dotdot makes sense for consumers

- It just works: easy to buy and set up, seamless and reliable in use
- Freedom of choice: no more closed ecosystems
- The smart home is now accessible to all: no tech hurdles, low barrier to entry.
- Energy efficiency is on autopilot.

2.7 Dotdot

Messaging — for developers and designers

Our audience-specific messaging supports our main message by adding more relevant depth and detail to appeal to that particular audience.

When we talk to this audience, these are the points we should cover.

Dotdot fosters creativity

- We manage the mundane so you're free to develop fresh functionality.
- Access global experts who don't just know our library – they wrote it.
- Education and tools help you design and develop with ease.
- Designers: Let the world's best developers expand the possibilities of your product.

Dotdot is from the Alliance

- Backed and supported by our global, cross-industry Alliance membership
- Maturity, momentum, and endless evolution mean we're the safe bet.

Dotdot makes sense for consumers

- It just works: easy to buy and set up, seamless and reliable in use
- Freedom of choice: no more closed ecosystems
- The smart home is now accessible to all: no tech hurdles,
- Low barrier to entry.
- Energy efficiency is on autopilot.

2.7 Dotdot

Messaging — for retailers and influencers

Our audience-specific messaging supports our main message by adding more relevant depth and detail to appeal to that particular audience.

When we talk to this audience, these are the points we should cover.

Dotdot makes sense for consumers

- It just works: easy to buy and set up, seamless and reliable in use
- Freedom of choice: no more closed ecosystems
- The smart home is now accessible to all: no tech hurdles, low barrier to entry.
- Energy efficiency is on autopilot.

Retail: “just look for Dotdot”

- Easy to sell and cross-sell
- Easy to educate employees
- Maturity, momentum, and endless evolution mean we’re the safe bet.
- Open standards mean you win no matter which brand wins.

Editorial: Dotdot expands possibilities of the home — and your brand

- Be the first to add the “smart” to home decor.
- Fresh content: lighting recipes, decorating ideas, new applications for light
- Create and cross-sell: e.g. lighting / paint

Hospitality: Dotdot enhances your guest experience

- Add wow factor to your accommodations.
- Make frequent travellers feel at home whenever they’re with you.
- Expand your retail offering in an authentic way.
- Bonus: save energy across the board.

2.7 Dotdot

Messaging — PR boilerplate

Our PR boilerplate is the summary copy that sits at the end of every press release. It's meant to support our announcements and newsworthy events by clearly and succinctly encapsulating what the Alliance is and does.

There is only one version of our boilerplate because the aim is to create consistency — hence the word “boilerplate”. You should rely on whatever content that sits above the boilerplate to provide the correct audience orientation and context.

Dotdot makes smart homes and businesses work for everyone. This universal language of the Internet of Things lets smart objects speak to each other effortlessly on any network, so they can make themselves more useful to us. Built with the open standards and global membership of the Alliance, Dotdot gives us the freedom to choose the brands and products that transform the way we live, work, and play.

3 Zigbee

- 3.1 Introduction
- 3.2 Design guidance
- 3.3 Logo
- 3.4 Writing Zigbee
- 3.5 Messaging

This section outlines how to use the master brand elements for Zigbee communications.

3.1 Zigbee

Introduction

Zigbee is the only open and complete IoT solution, from our mesh network to the universal language that allows any smart objects to work together. Certified by the Alliance.


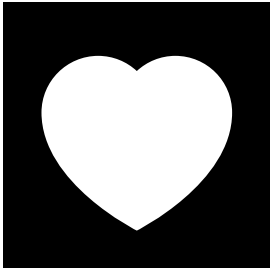
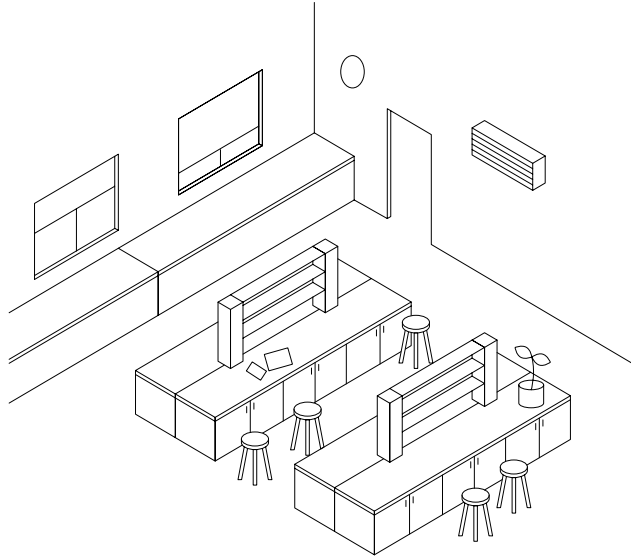
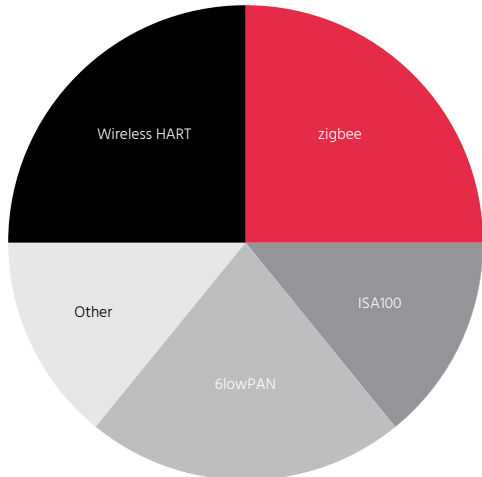


3.2 Zigbee


Design guidance

Here are a few pointers to consider as you use the master visual system with the Zigbee brand.

Master visual system

	<p>Montserrat bold</p> <p>Hind light</p>			<p>802.15.4 Market Share Projection - 2017</p> 
Color	Typography	Iconography	Illustrations	Infographics

Zigbee unique components


Logo

3.3 Zigbee







Logo

Our logo for Zigbee contains a wordmark that has been crafted by customizing the letters of our master typeface to feel simple, modern, welcoming, and truly unique. It also has a z-mark that is flat in color and form.

Uses

Our primary use logo is two color. Two secondary use versions have been created to ensure that there's a suitable option for any application.

If your design requires the use of the single color white version we do not have a red z-mark because we cannot be sure it will tonally stand out on the background.

<p>Horizontal (a)</p> 	<p>Vertical (b)</p> 
<p>Single color — white</p>  	<p>Single color — black</p>  

3.3 Zigbee

Logo — z-mark

Our z-mark is a short cut to our logo and should only be used in extreme circumstances.

Uses

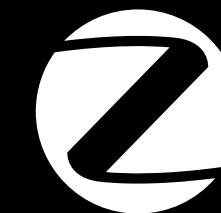
Only use the z-mark when applications definitely do not have space for the full logo (which includes the wordmark). Examples of this include app icons or a websites favicon.

It has not been supplied as an individual asset because it should not be used in isolation.

Single color — red



Single color — white



Single color — black



3.3 Zigbee

Logo — certification and compliance logos

We have a logo for Zigbee partners to use to show certification and compliance of their products.

Zigbee certified product logo use

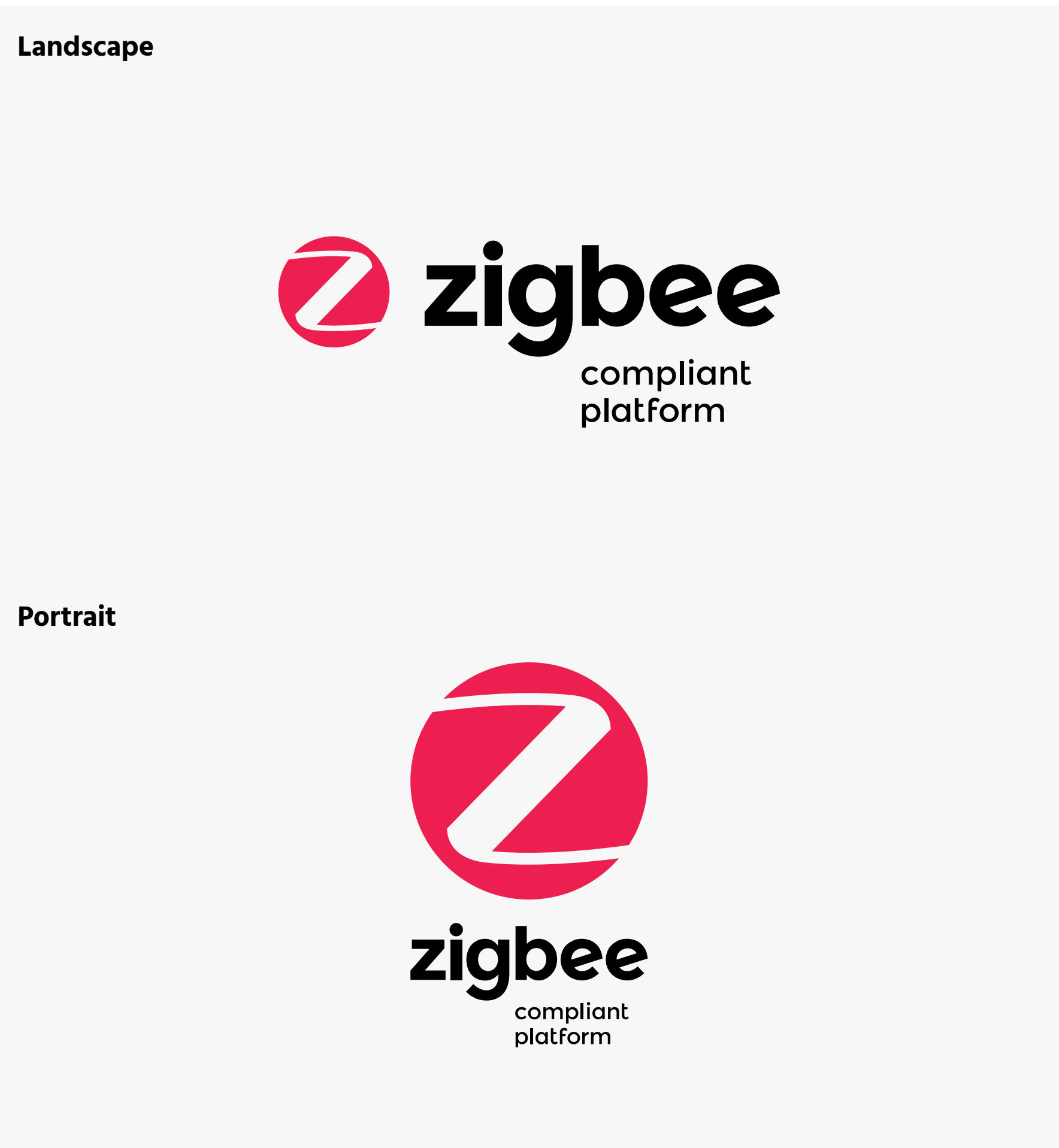
If your company produces a Zigbee Certified end product using an application standard, you are required to use the Certified Product logo on the product itself or packaging. It is recommended that the logo be used on both and in any documentation of the product.

Zigbee compliant platform logo use

The Compliant Platform program is intended to signify that a component or development platform is suitable for use in end products that will undergo Certification when complete. If your company produces a Zigbee Compliant Platform, you are permitted to use the Compliant Platform logo or state that your product is a “Zigbee Compliant Platform” on the packaging or collateral for any component or development tool that has achieved this certification. For clarity, the Compliant Platform mark is not to be used on any finished, end-user (e.g. consumer or commercial) product, as an indicator of interoperability.

All other products

If your company produces a product that does not complete Zigbee Certified Product or Compliant Platform, it may not use any Zigbee logo on the product, packaging or other collateral. You may not in any way imply certification.



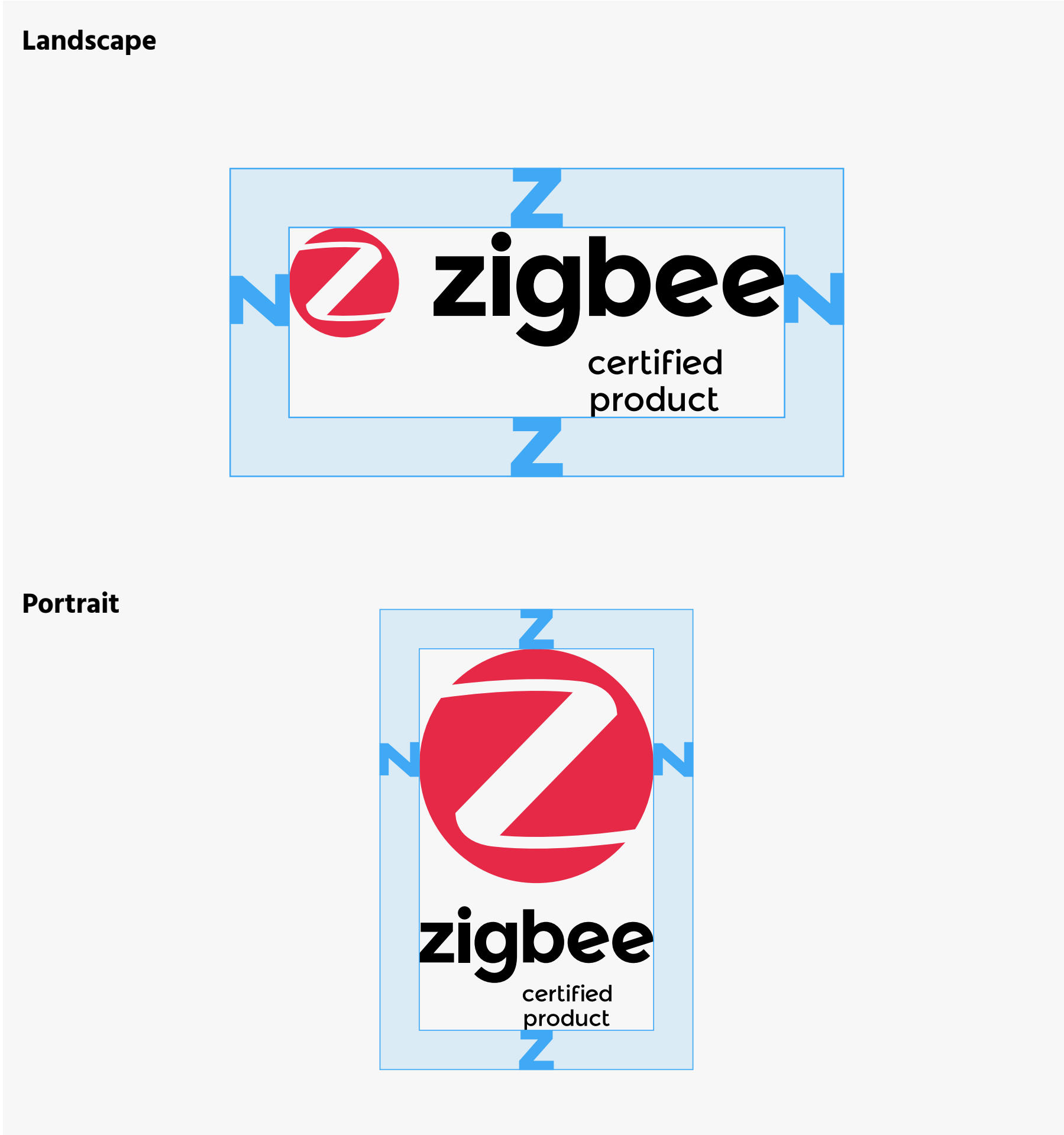
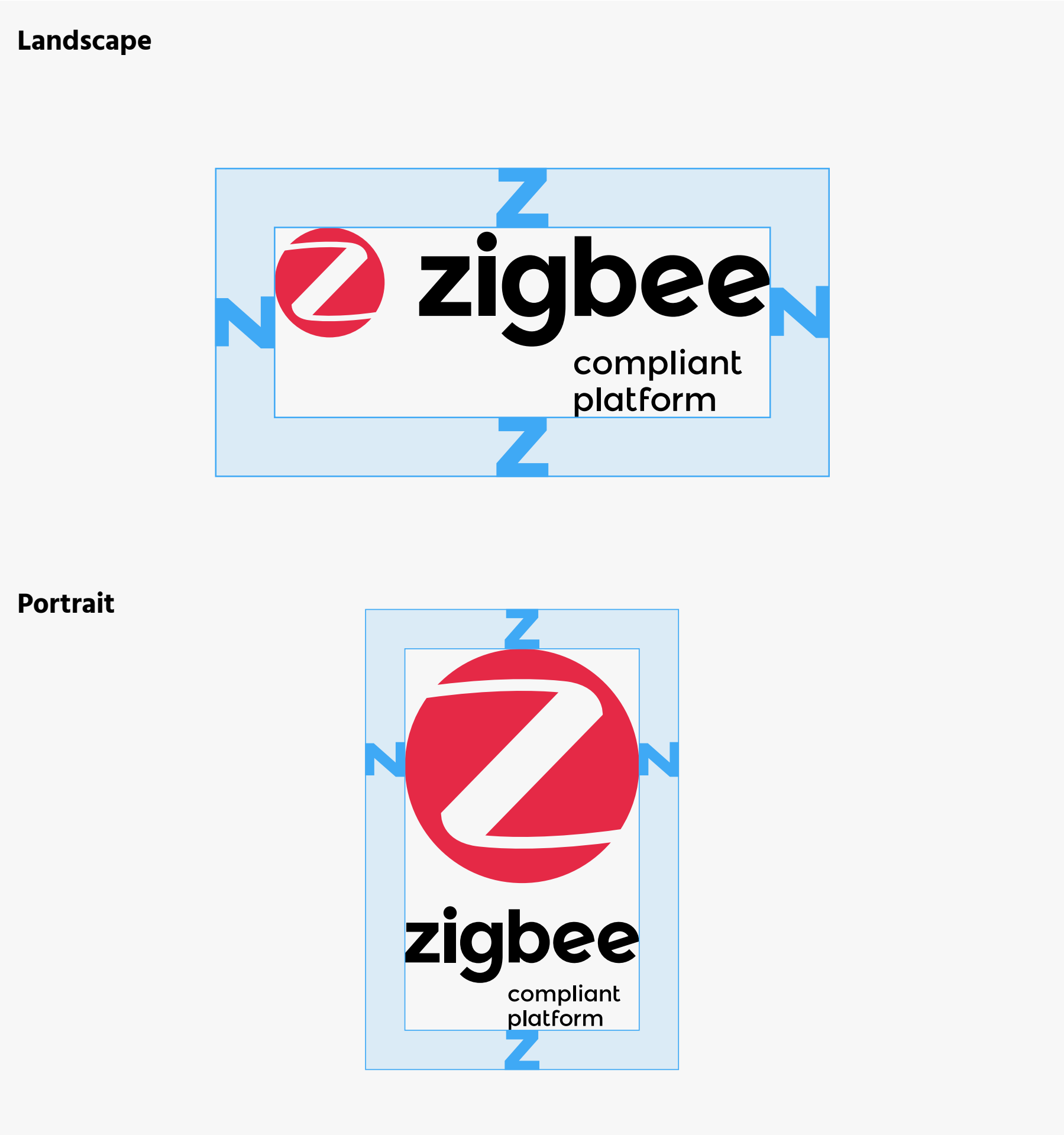
3.3 Zigbee

Logo — exclusion zone

Exclusion

All the logos have exclusion zones around them to help them stand out. The exclusion zone is equal to the height of the letter Z.

Other elements cannot be displayed within this logo exclusion zone.



3.3 Zigbee

Logo — minimum sizes

Minimum Zigbee logo size

Landscape
= 0.97 inch
= 70 pixels

Portrait
= 0.64 inch
= 50 pixels


Minimum Zigbee certified and compliant logo size

Landscape
= 1.53 inch
= 110 pixels

Portrait
= 0.55 inch
= 80 pixels


Zigbee

Landscape



Min width 0.97 inch / 70px

Portrait




Min width 0.64 inch / 50px


Minimum size based on width

Zigbee certified and compliant

Landscape




Min width 1.53 inch / 110px




Min width 1.53 inch / 110px

Portrait



Min width 0.55 inch / 80px



Min width 0.55 inch / 80px

3.3 Zigbee

Logo — don'ts



Don't type it out in Montserrat.



Don't distort, stretch, rotate or crop the logo and z-mark



Don't create your own sub-brands or logo lock-ups.



Don't change the color of the assets supplied.

3.4 Zigbee

Writing Zigbee

We write Zigbee with a capital Z.

The only time Zigbee appears with a lowercase Z is in the Zigbee logo.

No intercap

We never write Zigbee with a capital B in it.

In headlines

When Zigbee is in a headline, we capitalize it as a proper noun.

In body copy

Zigbee is capitalized regardless of where it falls in a sentence. Treat this as a proper noun.

3.5 Zigbee Messaging

- 3.5 Messaging
 - Main message
 - Reasons to believe
 - PR boiler plate (standard)

Our Zigbee messaging outlines our story and the main ideas we should always communicate to our audience. These words are a creative springboard for crafting marketing messages, not a script. The only verbatim message provided here is the PR boilerplate, which we encourage you to use as-is.

3.5 Zigbee

Messaging — main message

Our main message clearly and succinctly explains who we are and what we do. It is the starting point of any conversation or communication about the Zigbee.

One technology, a world of choice.

Zigbee is the only complete, open IoT solution, from network to application layer. Zigbee delivers full-stack interoperability certified by the Alliance, and backed by a global ecosystem of platforms, products, and support.

3.5 Zigbee

Messaging — reasons to believe

Choose from major products and brands

Retail / channel

- Multiple, interoperable vendors in every device category means you and your customers can choose the products that work best for them.
- Zigbee Certified interoperability delivers choice and reliability without integration costs.

Choose from a diverse supply chain

Product developers

- Zigbee is supported by a global ecosystem of vendors from silicon to services to products. It's the only full-stack solution with the go-to-market flexibility, and investment security of a diverse supply chain.

Choose a technology that works today and keeps up tomorrow

Product developers

- Zigbee is a mature technology, with wide deployment and industry support.
- The Alliance is bringing its application layer to other transports, so your investment today will be multiplied by new markets tomorrow.

Choose products that work for you

Consumers

- Zigbee is an open standard, with products that work with multiple systems today and tomorrow. Choose products that won't lock you into one ecosystem.

3.5 Zigbee

Messaging — PR boilerplate

Our PR boilerplate is the summary copy that sits at the end of every press release. It's meant to support our announcements and newsworthy events by clearly and succinctly encapsulating what the Alliance is and does.

There is only one version of our boilerplate because the aim is to create consistency — hence the word “boilerplate”. You should rely on whatever content that sits above the boilerplate to provide the correct audience orientation and context.

Zigbee is the only complete, open IoT solution, from mesh network to the universal language that allows smart objects to work together. Zigbee delivers full-stack interoperability certified by the Alliance, and backed by a global ecosystem of platforms, products, and support.

4 Smart Energy by the Alliance

- 4.1 Introduction
- 4.2 Logo
- 4.3 Writing Smart Energy
- 4.4 Design guidance

This section introduces the brand and logo for Smart Energy

4.1 Smart Energy

Introduction

Smart Energy is the world's leading standard for interoperable products that monitor, control, inform, and automate the delivery and use of energy, water, and gas.



4.2 Smart Energy

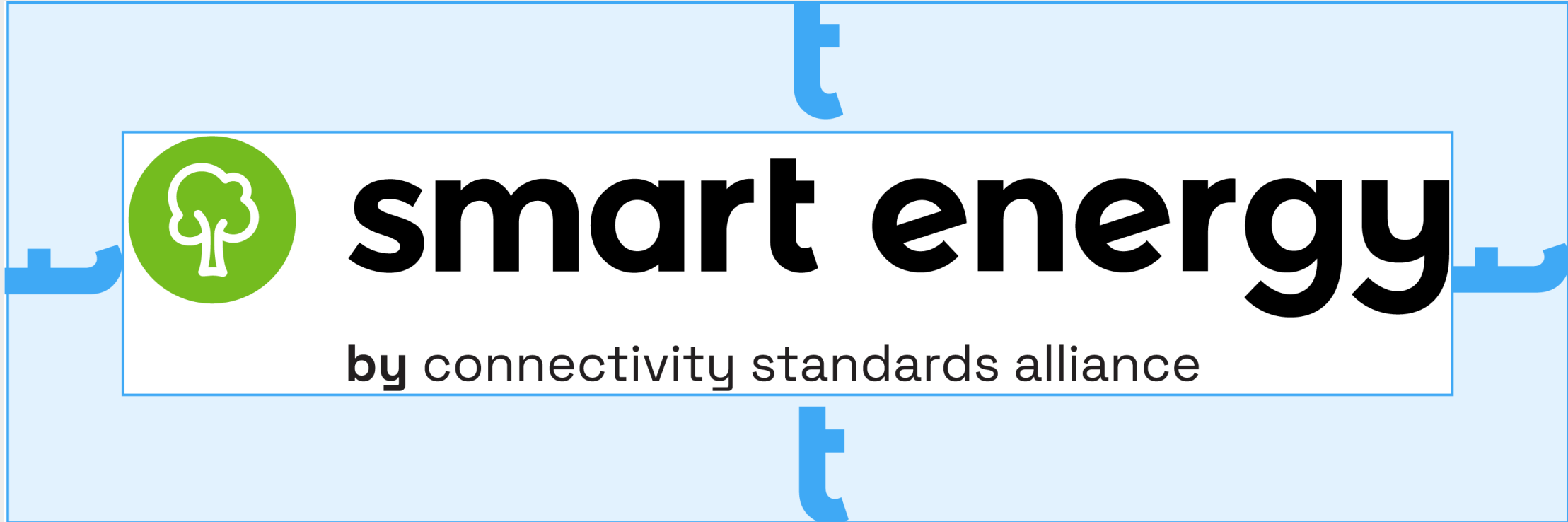
Logo — exclusion zone and sizes

Our logo is made from the same typeface as the rest of the Alliance family.

Exclusion
The logo has an exclusion zones around it to help it stand out. The exclusion zone is equal to the height of the lowercase t.

Other elements cannot be displayed within this logo exclusion zone.

Minimum logo size
= 1.8 inch
= 175 pixels



Min width 1.8 inch / 175px

Minimum size based on width

4.3 Smart Energy

Writing Smart Energy

The first instance of this mark in any piece of writing must be: Smart Energy by the Alliance.

Once the full name is stated, Smart Energy may be used to refer to the technology in shorthand.

In headlines

In a headline, we write out Smart Energy by the Alliance with a capital S and E.

In body copy

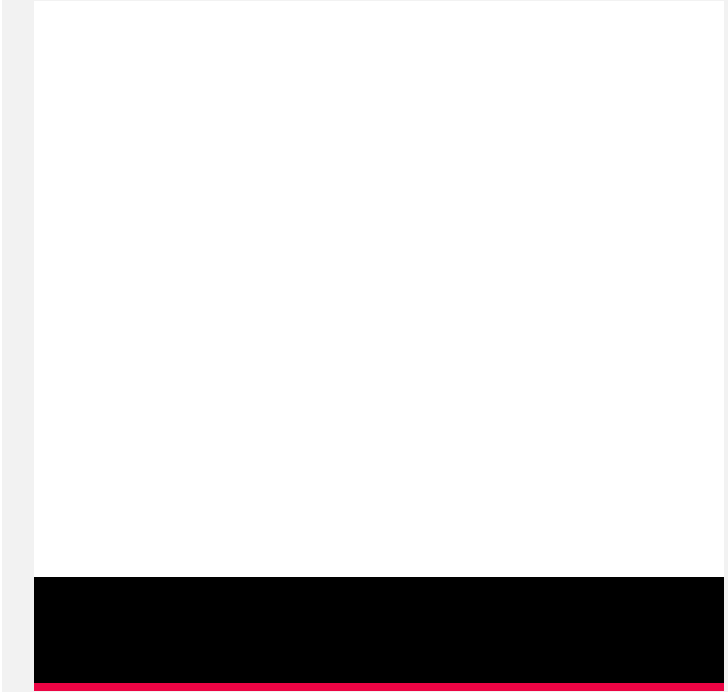
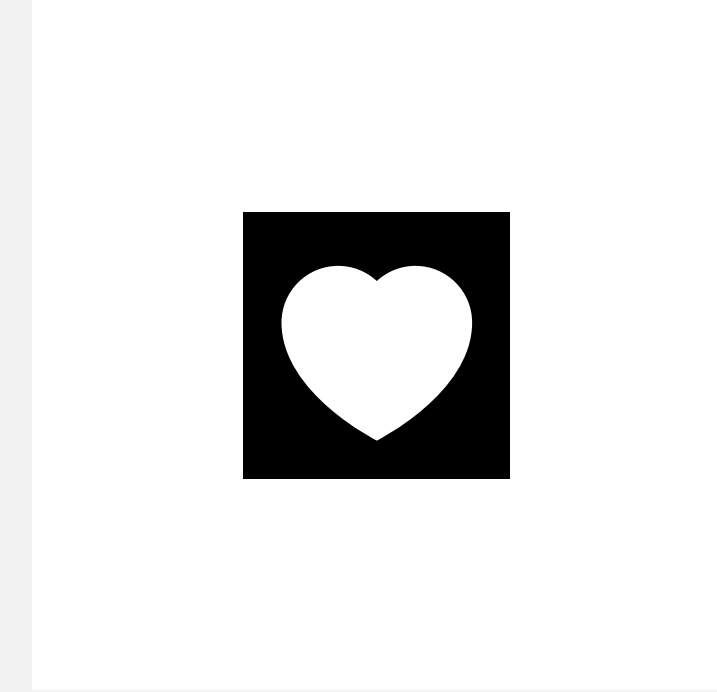
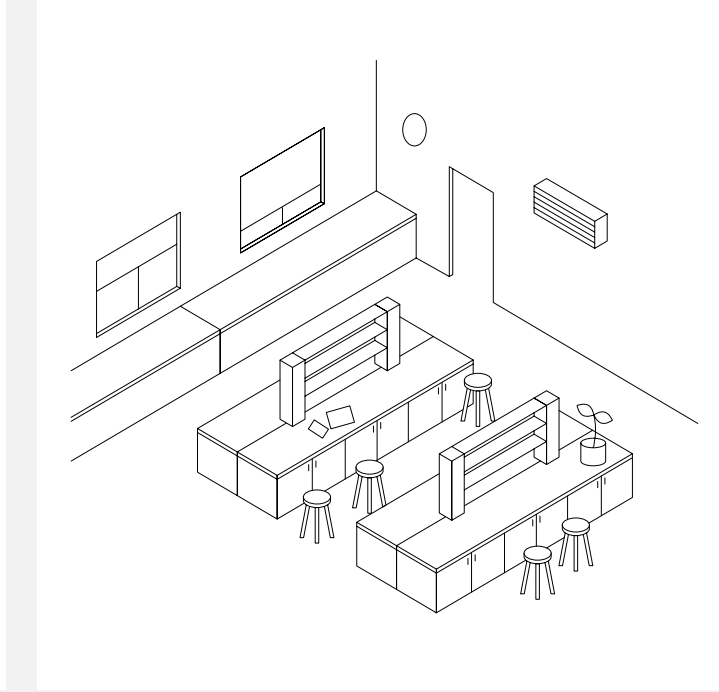
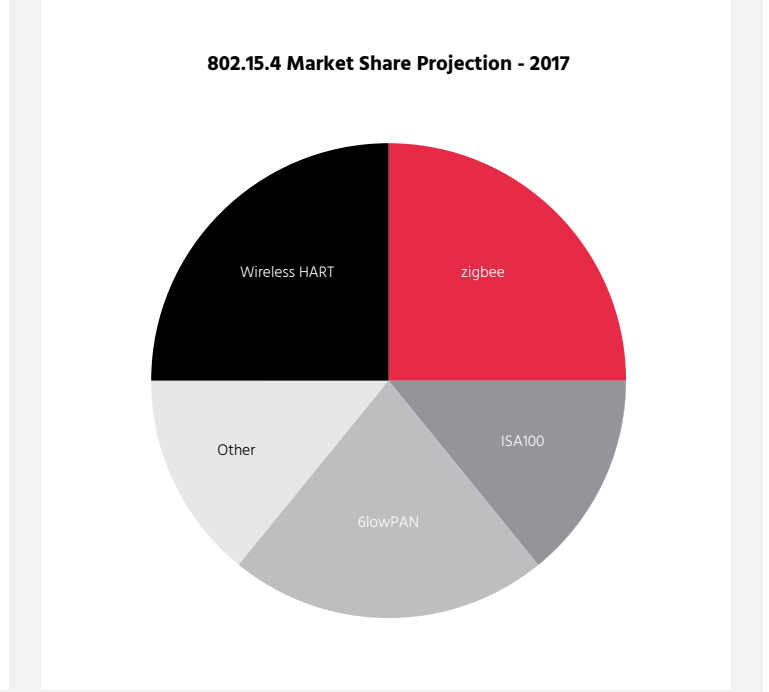
Once Smart Energy by the Alliance has been used once in the body of a text, it can be written in shorthand as Smart Energy.

4.4 Smart Energy


Design guidance

Here are the components we use from our master brand visual system.

Master visual system

	<p>Montserrat bold</p> <p>Hind light</p>			<p>802.15.4 Market Share Projection - 2017</p>  <table border="1"><caption>802.15.4 Market Share Projection - 2017</caption><thead><tr><th>Technology</th><th>Market Share</th></tr></thead><tbody><tr><td>Wireless HART</td><td>20%</td></tr><tr><td>zigbee</td><td>20%</td></tr><tr><td>ISA100</td><td>20%</td></tr><tr><td>6lowPAN</td><td>20%</td></tr><tr><td>Other</td><td>20%</td></tr></tbody></table>	Technology	Market Share	Wireless HART	20%	zigbee	20%	ISA100	20%	6lowPAN	20%	Other	20%
Technology	Market Share															
Wireless HART	20%															
zigbee	20%															
ISA100	20%															
6lowPAN	20%															
Other	20%															
<p>Colors</p>	<p>Typography</p>	<p>Iconography</p>	<p>Illustrations</p>	<p>Infographics</p>												

JupiterMesh unique components


<p>Logo</p>

5 JupiterMesh

- 5.1 Introduction
- 5.2 Logo
- 5.3 Writing JupiterMesh
- 5.4 Design guidance

This section introduces the brand and logo for JupiterMesh

5.1 JupiterMesh

Introduction

JupiterMesh is an open standard for wireless infrastructure, taking the promise of mesh networking from the living room to the city grid. Certified by the Alliance.



5.2 JupiterMesh

Logo — exclusion zone and sizes

Our logo is made from the same typeface as the rest of the Alliance family.

We use an intercap M to visually separate the two words.

Exclusion

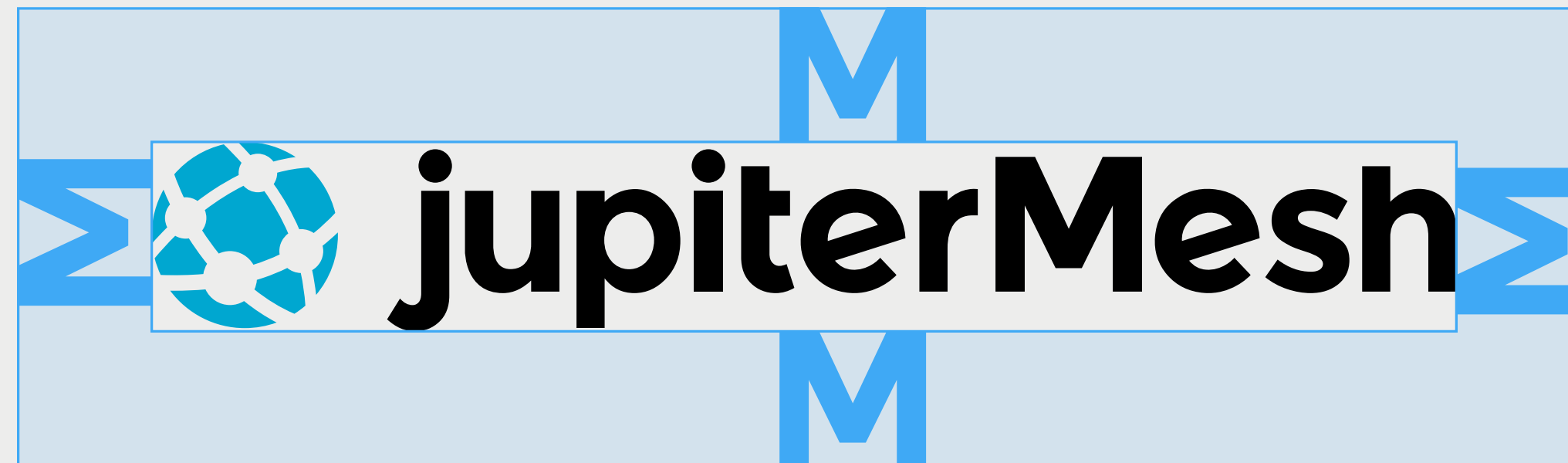
The logo has an exclusion zones around it to help it stand out. The exclusion zone is equal to the height of the capital M.

Other elements cannot be displayed within this logo exclusion zone.

Minimum logo size

= 0.64 inch

= 87 pixels



 jupiterMesh

Min width 0.64 inch / 87px

**Minimum size
based on width**

5.3 JupiterMesh

Writing JupiterMesh

We write JupiterMesh with a capital J and a capital M.

The only time JupiterMesh appears with a lowercase j is in the JupiterMesh logo.

Cap J

The J in JupiterMesh is always capitalized .

Intercap

The M in JupiterMesh is always capitalized to set the words apart.

In headlines

**When JupiterMesh is in a headline,
we write it with capital J and M.**

In body copy

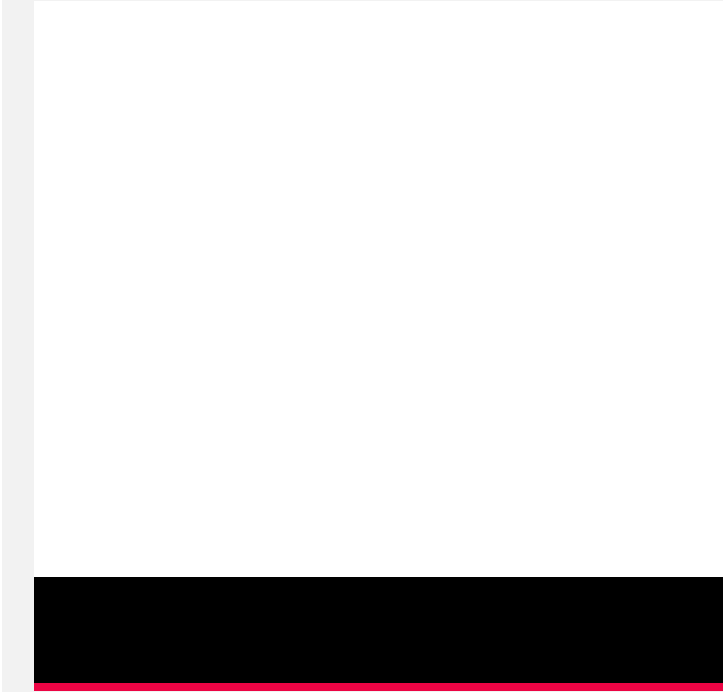
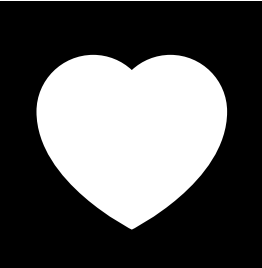
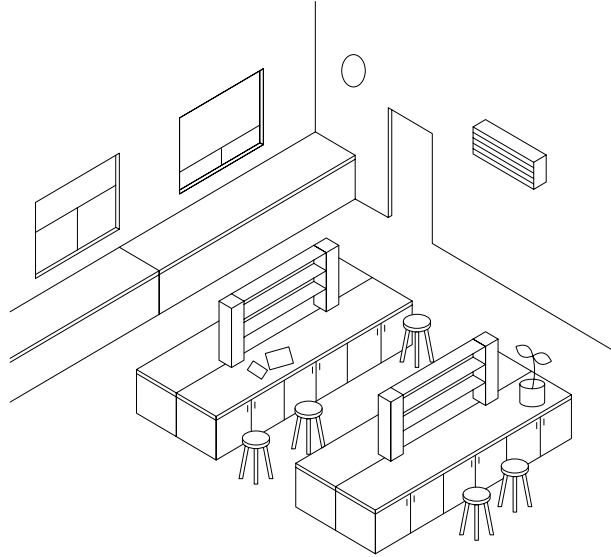
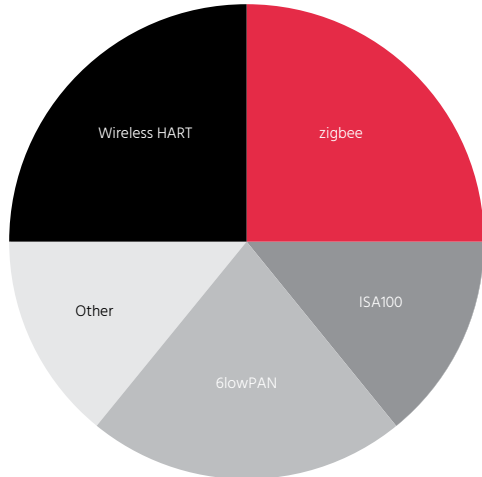
When JupiterMesh is in body copy, we write it with capital J and M.

5.4 JupiterMesh


Design guidance

Here are the components we use from our master brand visual system.

Master visual system

	<p>Montserrat bold</p> <p>Hind light</p>			<p>802.15.4 Market Share Projection - 2017</p>  <table border="1"><thead><tr><th>Category</th><th>Color</th></tr></thead><tbody><tr><td>Wireless HART</td><td>Black</td></tr><tr><td>zigbee</td><td>Red</td></tr><tr><td>ISA100</td><td>Grey</td></tr><tr><td>6lowPAN</td><td>Light Grey</td></tr><tr><td>Other</td><td>White</td></tr></tbody></table>	Category	Color	Wireless HART	Black	zigbee	Red	ISA100	Grey	6lowPAN	Light Grey	Other	White
Category	Color															
Wireless HART	Black															
zigbee	Red															
ISA100	Grey															
6lowPAN	Light Grey															
Other	White															
Colors	Typography	Iconography	Illustrations	Infographics												

JupiterMesh unique components


Logo

6 rf4ce

- 6.1 Introduction
- 6.2 Logo
- 6.3 Writing rf4ce
- 6.4 Design guidance

This section introduces the brand and logo for rf4ce.

6.1 rf4ce

Introduction

rf4ce is a point-to-point network protocol that gives consumers a more responsive and flexible remote control experience, securely connecting them with everything from a TV to an entire smart home. Certified by the Alliance.



rf4ce

6.2 rf4ce

Logo — exclusion zone and sizes

Our logo is made from the same typeface as the rest of the Alliance family.

We use lowercase to follow style set by our other brands.

Exclusion

The logo has an exclusion zone around it to help it stand out. The exclusion zone is equal to the width of the 4.

Other elements cannot be displayed within this logo exclusion zone.

Minimum logo sizes

- = 0.26 inch
- = 36 pixels



rf4ce

Min width 0.26inch /36px

Minimum size based on width

6.3 rf4ce

Writing rf4ce

Rf4ce is the only Alliance technology written with all lowercase letters.

Unless rf4ce begins a sentence, all letters must be written in lowercase.

In headlines

**When rf4ce is in a headline,
we write it in all lowercase.**

In body copy

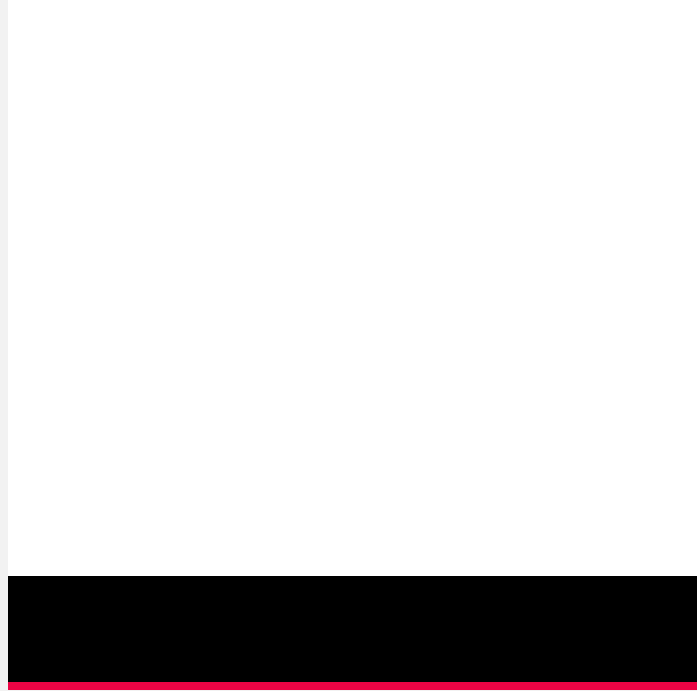
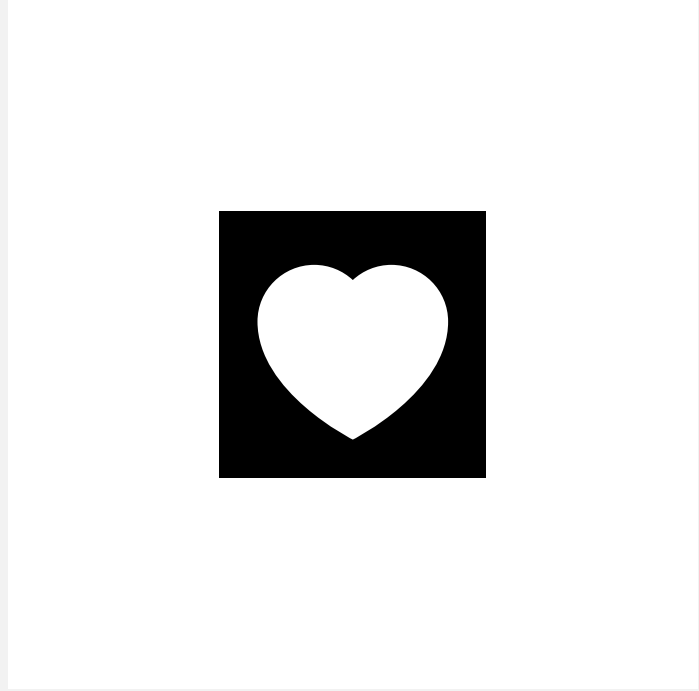
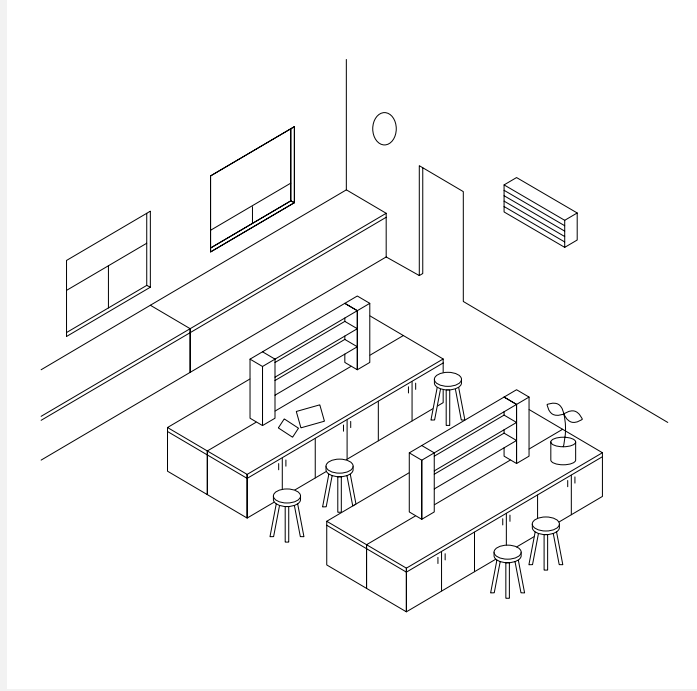
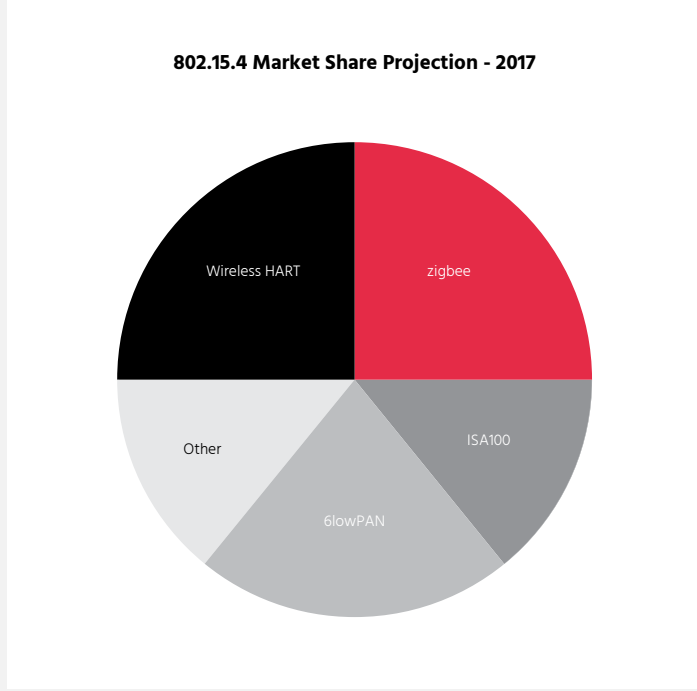
When rf4ce is in body copy, we write it all lowercase unless it is at the beginning of a sentence, in which case we would capitalize the R.

6.4 rf4ce


Design guidance

Here are the components we use from our master brand visual system.

Master visual system

	<p>Montserrat bold</p> <p>Hind light</p>			<p>802.15.4 Market Share Projection - 2017</p> 
Colors	Typography	Iconography	Illustrations	Infographics

Zigbee unique components


Logo

7 Green Power

- 7.1 Introduction
- 7.2 Logo
- 7.3 Writing Green Power
- 7.4 Design guidance

This section introduces the brand and logo for Green Power.

7.1 Green Power

Introduction

Green Power is a feature of Zigbee that allows for energy-harvesting technology to be used directly with the Zigbee stack. Green Power is the global wireless standard for large installations where changing batteries and accessing devices becomes costly.



7.2 Green Power

Logo — exclusion zone and sizes

Our logo is made from the same typeface as the rest of the Alliance family.

Exclusion

The logo has an exclusion zones around it to help it stand out. The exclusion zone is equal to the height of the lowercase t.

Other elements cannot be displayed within this logo exclusion zone.

Minimum logo size

= 1.8 inch
= 175 pixels



Min width 1.8 inch / 175px

**Minimum size
based on width**

7.3 Green Power

Writing Green Power

The first instance of this mark in any piece of writing must be: Green Power by the Connectivity Standards Alliance.

Once the full name is stated, Green Power may be used to refer to the technology in shorthand.

In headlines

In a headline, we write out Green Power by the Alliance with a capital G and P.

In body copy

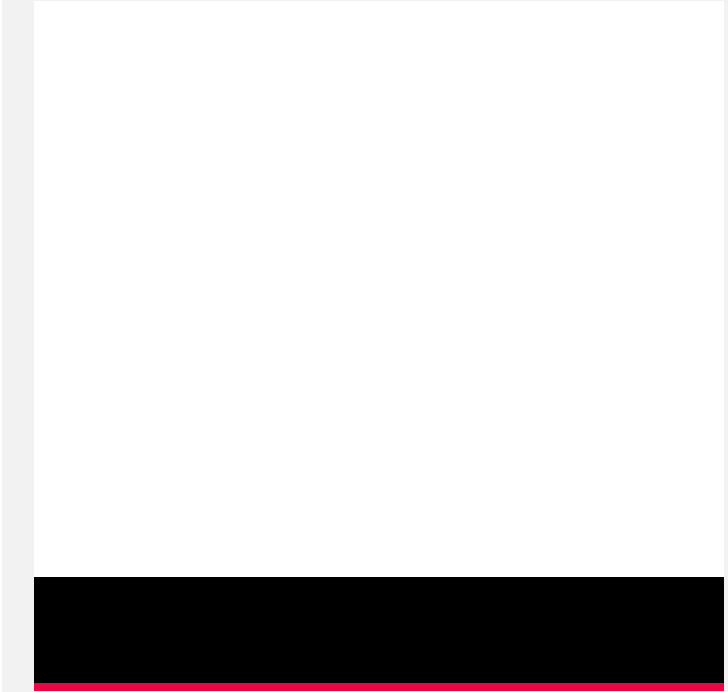
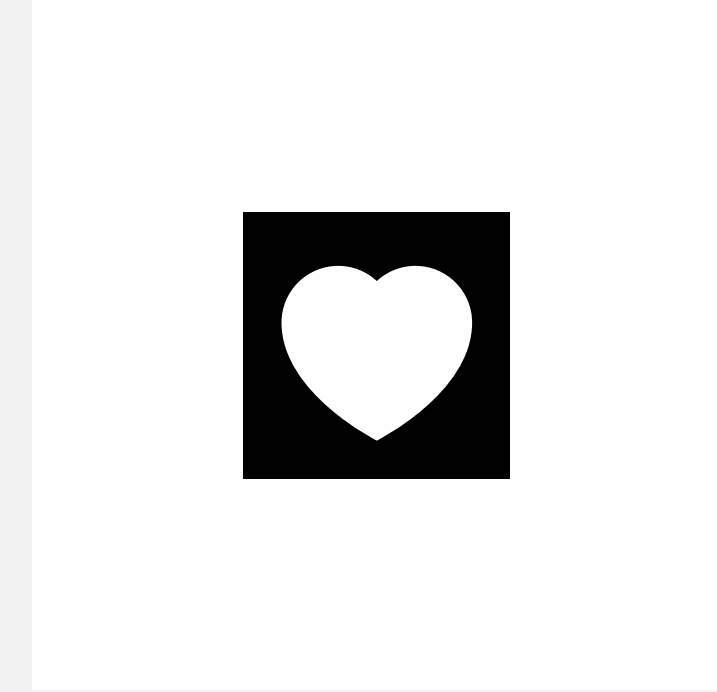
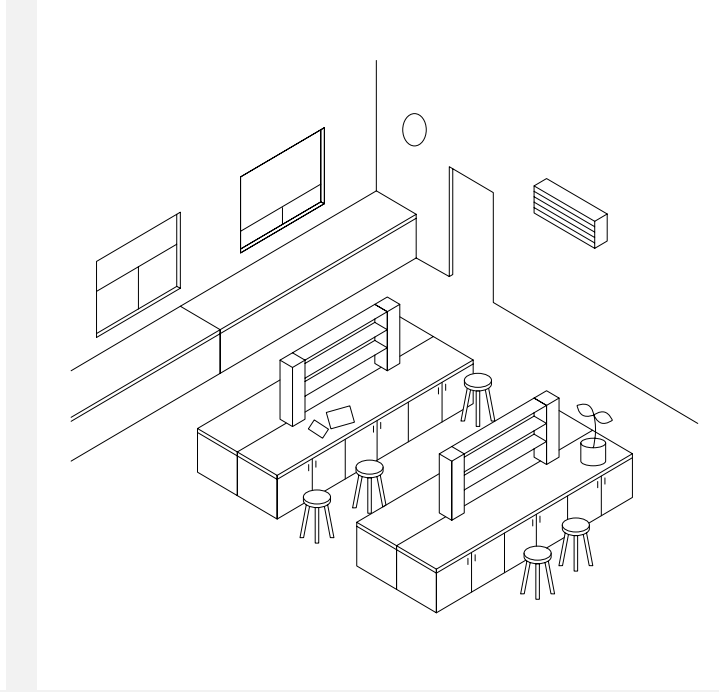
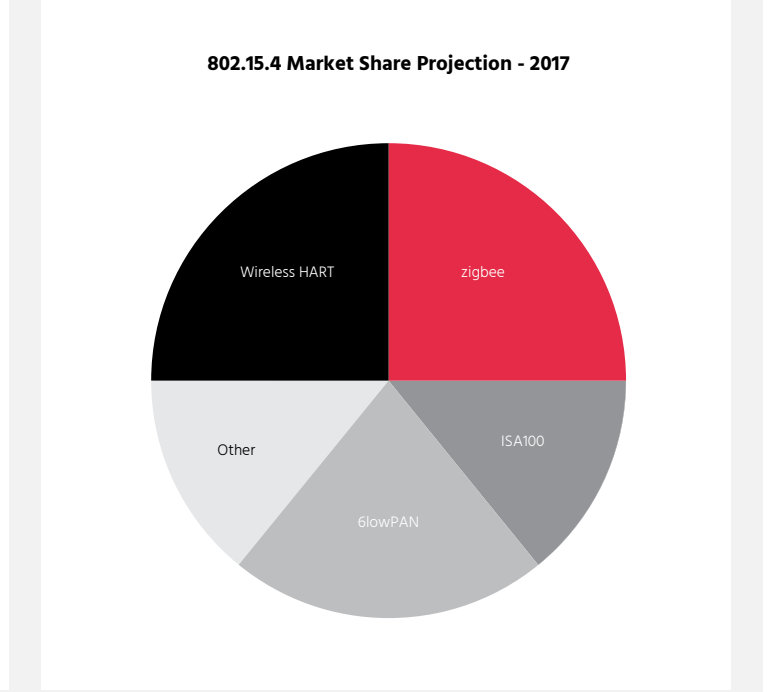
Once Green Power by the Connectivity Standards Alliance has been used once in the body of a text, it can be written in shorthand as Green Power.

7.4 Green Power


Design guidance

Here are the components we use from our master brand visual system.

Master visual system

	<p>Montserrat bold</p> <p>Hind light</p>			<p>802.15.4 Market Share Projection - 2017</p> 
<p>Colors</p>	<p>Typography</p>	<p>Iconography</p>	<p>Illustrations</p>	<p>Infographics</p>

Green Power unique components


<p>Logo</p>

8

Assets library

- 8.1 File naming
- 8.2 Logos
- 8.3 Colors
- 8.4 Typefaces
- 8.5 Patterns

To help everybody implement our brand effectively we have created a range of ready-to-use artworks and templates. Read on to see what's available, and how to find exactly what you need.

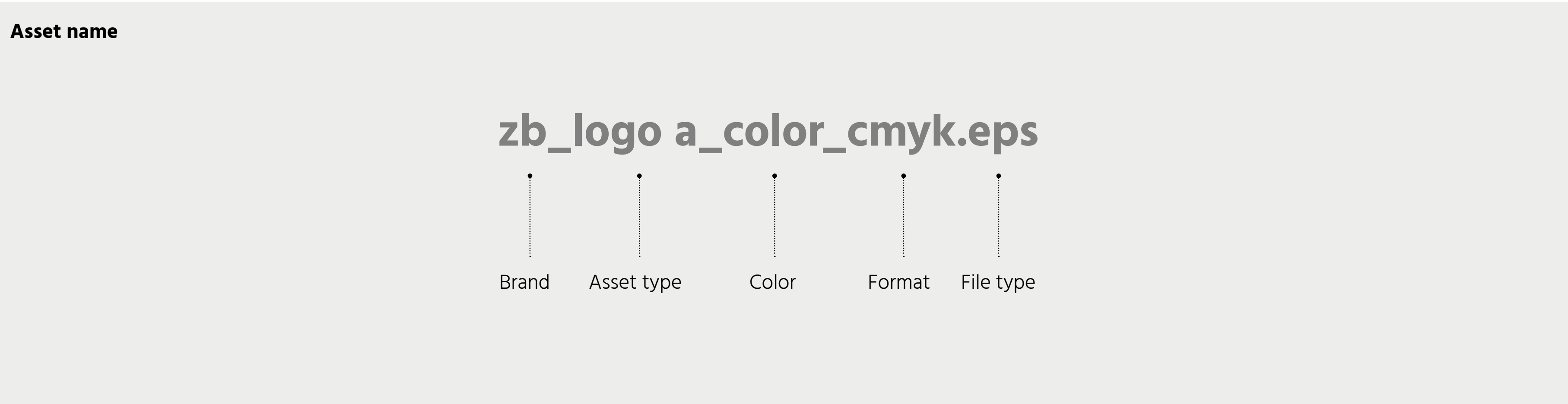
8.1 Assets library

File naming

To help you find the artwork you need, we've created a file naming system.

Top level asset reference

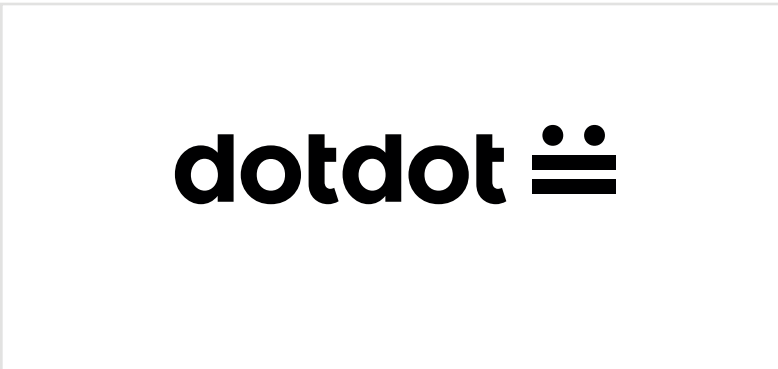


- dd = Dotdot
- ddza = Dotdot by the Alliance
- zb = Zigbee
- zbcpr = Zigbee Certified product
- zbcpl = Zigbee Compliant platform
- jm = JupiterMesh
- rf = rf4ce



8.1 Assets library

Logos — Dotdot

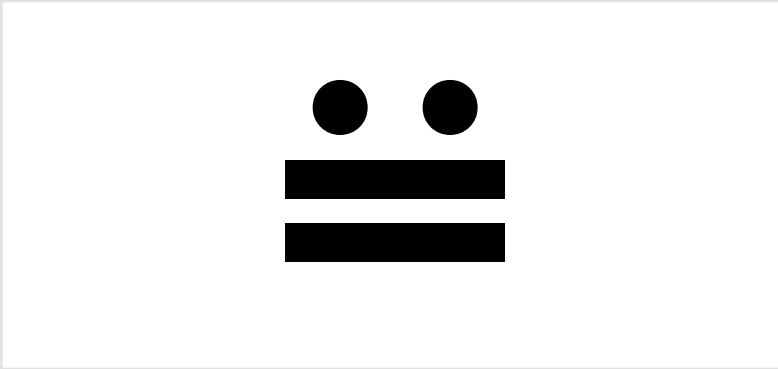
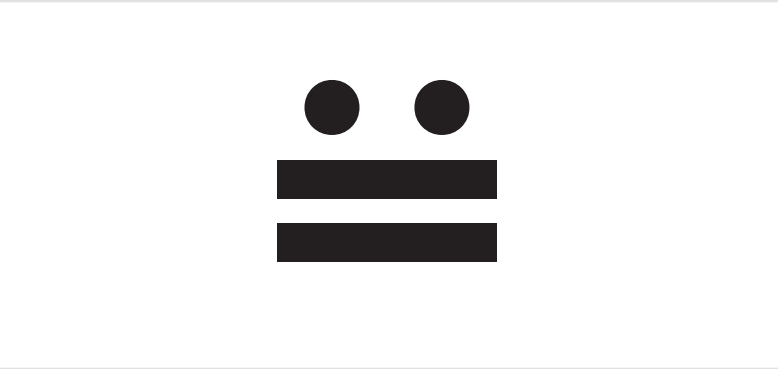
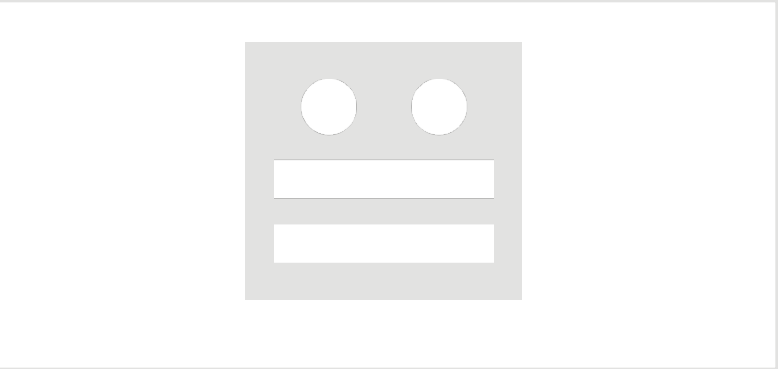
Single logo per artwork file.

	Rich Black logo	Mono Black logo (100%K)	White logo
			
CMYK For general printing	dd_logo_black_cmyk.eps CMYK scalable vector file dd_logo_black_cmyk.jpg CMYK image file	dd_logo_100k_cmyk.eps CMYK scalable vector file dd_logo_100k_cmyk.jpg CMYK image file	dd_logo_white_cmyk.eps CMYK scalable vector file dd_logo_white_cmyk.jpg CMYK image file
PMS For litho printing	—	—	—
RGB For screen	dd_logo_black_rgb.eps RGB scalable vector file dd_logo_black_rgb.png RGB image file dd_logo_black_rgb.jpg RGB image file	—	dd_logo_white_rgb.eps RGB scalable vector file dd_logo_white_rgb.png RGB image file dd_logo_white_rgb.jpg RGB image file

8.1 Assets library

Logos — Dotdot mark

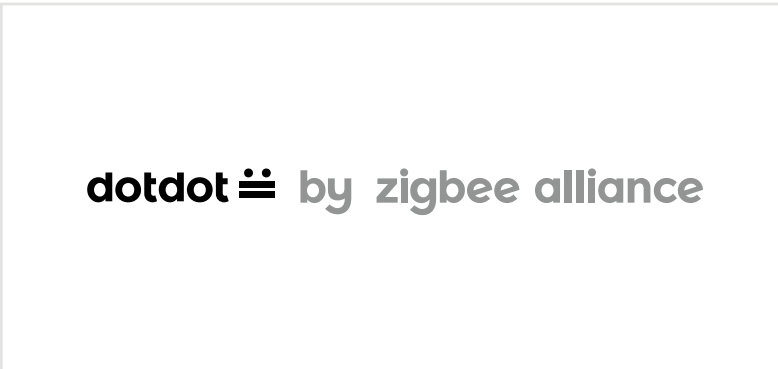
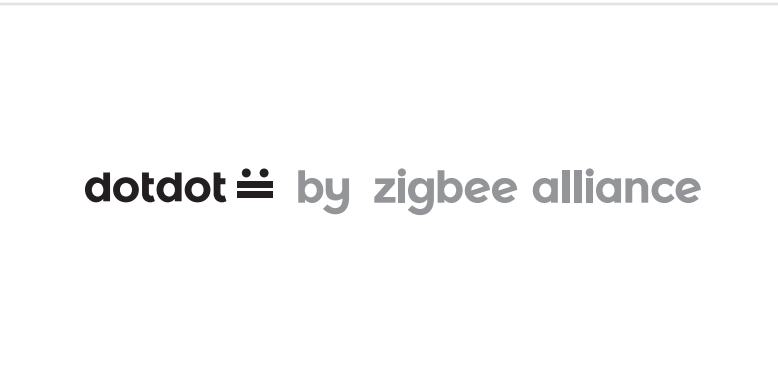

Single logo per artwork file.

	Rich Black logo	Mono Black logo (100%K)	White logo
			
CMYK For general printing	dd_mark_black_cmyk.eps CMYK scalable vector file dd_mark_black_cmyk.jpg CMYK image file	dd_mark_100k_cmyk.eps CMYK scalable vector file dd_mark_100k_cmyk.jpg CMYK image file	dd_mark_white_cmyk.eps CMYK scalable vector file dd_mark_white_cmyk.jpg CMYK image file
PMS For litho printing	—	—	—
RGB For screen	dd_mark_black_rgb.eps RGB scalable vector file dd_mark_black_rgb.png RGB image file dd_mark_black_rgb.jpg RGB image file	—	dd_mark_white_rgb.eps RGB scalable vector file dd_mark_white_rgb.png RGB image file dd_mark_white_rgb.jpg RGB image file

8.1 Assets library

Logos — Dotdot by the Alliance





Single logo per artwork file.

	Rich Black logo	Mono Black logo (100%K)	White logo
			
CMYK For general printing	ddza_logo_black_cmyk.eps CMYK scalable vector file ddza_logo_black_cmyk.jpg CMYK image file	ddza_logo_100k_cmyk.eps CMYK scalable vector file ddza_logo_100k_cmyk.jpg CMYK image file	ddza_logo_white_cmyk.eps CMYK scalable vector file ddza_logo_white_cmyk.jpg CMYK image file
PMS For litho printing	—	—	—
RGB For screen	ddza_logo_black_rgb.eps RGB scalable vector file ddza_logo_black_rgb.png RGB image file ddza_logo_black_rgb.jpg RGB image file	—	ddza_logo_white_rgb.eps RGB scalable vector file ddza_logo_white_rgb.png RGB image file ddza_logo_white_rgb.jpg RGB image file

8.1 Assets library

Logos — Zigbee horizontal (a)

Single logo per artwork file.

	Rich Black logo	Mono Black logo (100%K)	White logo	Color logo
				
CMYK For general printing	zb_logo a_black_cmyk.eps CMYK scalable vector file zb_logo a_black_cmyk.jpg CMYK image file	zb_logo a_100k_cmyk.eps CMYK scalable vector file zb_logo a_100k_cmyk.jpg CMYK image file	zb_logo a_white_cmyk.eps CMYK scalable vector file zb_logo a_white_cmyk.jpg CMYK image file	zb_logo a_color_cmyk.eps CMYK scalable vector file zb_logo a_color_cmyk.jpg CMYK image file
PMS For litho printing	—	—	—	zb_logo a_color_pms.eps Pantone scalable vector file
RGB For screen	zb_logo a_black_rgb.eps RGB scalable vector file zb_logo a_black_rgb.png RGB image file zb_logo a_black_rgb.jpg RGB image file	—	zb_logo a_white_rgb.eps RGB scalable vector file zb_logo a_white_rgb.png RGB image file zb_logo a_white_rgb.jpg RGB image file	zb_logo a_color_rgb.eps RGB scalable vector file zb_logo a_color_rgb.png RGB image file zb_logo a_color_rgb.jpg RGB image file

8.1 Assets library

Logos — Zigbee vertical (b)

Single logo per artwork file.

	Rich Black logo	Mono Black logo (100%K)	White logo	Color logo
CMYK For general printing	zb_logo b_black_cmyk.eps CMYK scalable vector file zb_logo b_black_cmyk.jpg CMYK image file	zb_logo b_100k_cmyk.eps CMYK scalable vector file zb_logo b_100k_cmyk.jpg CMYK image file	zb_logo b_white_cmyk.eps CMYK scalable vector file zb_logo b_white_cmyk.jpg CMYK image file	zb_logo b_color_cmyk.eps CMYK scalable vector file zb_logo b_color_cmyk.jpg CMYK image file
PMS For litho printing	—	—	—	zb_logo b_color_pms.eps Pantone scalable vector file
RGB For screen	zb_logo b_black_rgb.eps RGB scalable vector file zb_logo b_black_rgb.png RGB image file zb_logo b_black_rgb.jpg RGB image file	—	zb_logo b_white_rgb.eps RGB scalable vector file zb_logo b_white_rgb.png RGB image file zb_logo b_white_rgb.jpg RGB image file	zb_logo b_color_rgb.eps RGB scalable vector file zb_logo b_color_rgb.png RGB image file zb_logo b_color_rgb.jpg RGB image file

8.1 Assets library

Logos — Zigbee Certified Product and Zigbee Compliant Platform logos

Single logo per artwork file.

	Color logo primary use	Color logo secondary use	Color logo primary use	Color logo secondary use
CMYK For general printing	zbcer_logo a_color_cmyk.eps CMYK scalable vector file zbcer_logo a_color_cmyk.jpg CMYK image file	zbcer_logo b_color_cmyk.eps CMYK scalable vector file zbcer_logo b_color_cmyk.jpg CMYK image file	zbcom_logo a_color_cmyk.eps CMYK scalable vector file zbcom_logo a_color_cmyk.jpg CMYK image file	zbcom_logo b_color_cmyk.eps CMYK scalable vector file zbcom_logo b_color_cmyk.jpg CMYK image file
PMS For litho printing	zbcer_logo a_color_pms.eps Pantone scalable vector file	zbcer_logo b_color_pms.eps Pantone scalable vector file	zbcom_logo a_color_pms.eps Pantone scalable vector file	zbcom_logo b_color_pms.eps Pantone scalable vector file
RGB For screen	zbcer_logo a_color_rgb.eps RGB scalable vector file zbcer_logo a_color_rgb.png RGB image file zbcer_logo a_color_rgb.jpg RGB image file	zbcer_logo b_color_rgb.eps RGB scalable vector file zbcer_logo b_color_rgb.png RGB image file zbcer_logo b_color_rgb.jpg RGB image file	zbcom_logo a_black_rgb.eps RGB scalable vector file zbcom_logo a_black_rgb.png RGB image file zbcom_logo a_color_rgb.jpg RGB image file	zbcom_logo b_color_rgb.eps RGB scalable vector file zbcom_logo b_color_rgb.png RGB image file zbcom_logo b_color_rgb.jpg RGB image file

8.1 Assets library

Logos — JupiterMesh




Single logo per artwork file.

	Color logo	Rich Black logo	Mono Black logo (100%K)	White logo
CMYK For general printing	jm_logo_color_cmyk.eps CMYK scalable vector file jm_logo_color_cmyk.jpg CMYK image file	jm_logo_black_cmyk.eps CMYK scalable vector file jm_logo_black_cmyk.jpg CMYK image file	jm_logo_100k_cmyk.eps CMYK scalable vector file jm_logo_100k_cmyk.jpg CMYK image file	jm_logo_white_cmyk.eps CMYK scalable vector file jm_logo_white_cmyk.jpg CMYK image file
PMS For litho printing	jm_logo_color_pms.eps Pantone scalable vector file	—	—	—
RGB For screen	jm_logo_color_rgb.eps RGB scalable vector file jm_logo_logo_rgb.png RGB image file jm_logo_logo_rgb.jpg RGB image file	jm_logo_black_rgb.eps RGB scalable vector file jm_logo_black_rgb.png RGB image file jm_logo_black_rgb.jpg RGB image file	—	jm_logo_white_rgb.eps RGB scalable vector file jm_logo_white_rgb.png RGB image file jm_logo_white_rgb.jpg RGB image file

8.1 Assets library

Logos — rf4ce

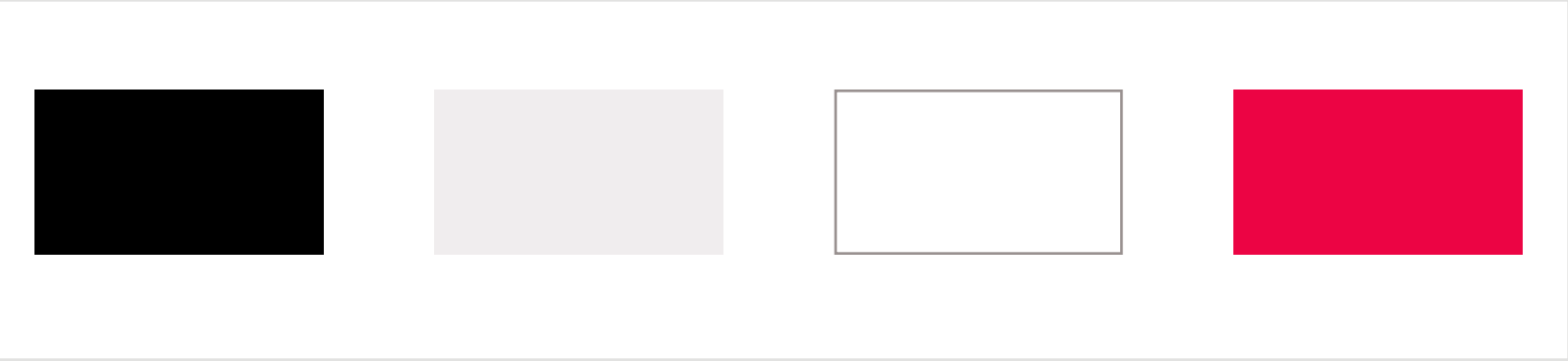
Single logo per artwork file.

	Rich Black logo	Mono Black logo (100%K)	White logo
			
CMYK For general printing	jm_logo_black_cmyk.eps CMYK scalable vector file jm_logo_black_cmyk.jpg CMYK image file	jm_logo_100k_cmyk.eps CMYK scalable vector file jm_logo_100k_cmyk.jpg CMYK image file	jm_logo_white_cmyk.eps CMYK scalable vector file jm_logo_white_cmyk.jpg CMYK image file
PMS For litho printing	—	—	—
RGB For screen	jm_logo_black_cmyk.eps RGB scalable vector file jm_logo_black_cmyk.png RGB image file jm_logo_black_cmyk.jpg RGB image file	—	jm_logo_white_rgb.eps RGB scalable vector file jm_logo_white_rgb.png RGB image file jm_logo_white_rgb.jpg RGB image file

8.2 Assets library

Color — swatch files




ASE colour swatch files for use in Adobe Creative Suite applications.

Color palette	
	
CMYK For general printing	master_brand_swatch_cmyk.ase
PMS For litho printing	master_brand_swatch_red_pms_coated.ase
RGB For screen	master_brand_swatch_rgb.ase

8.2 Assets library

Typefaces

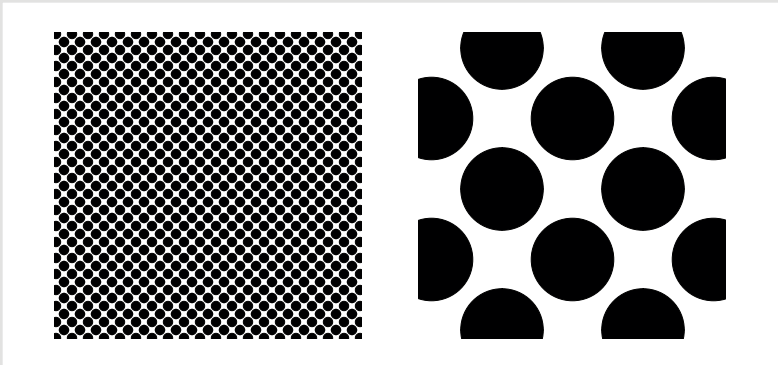
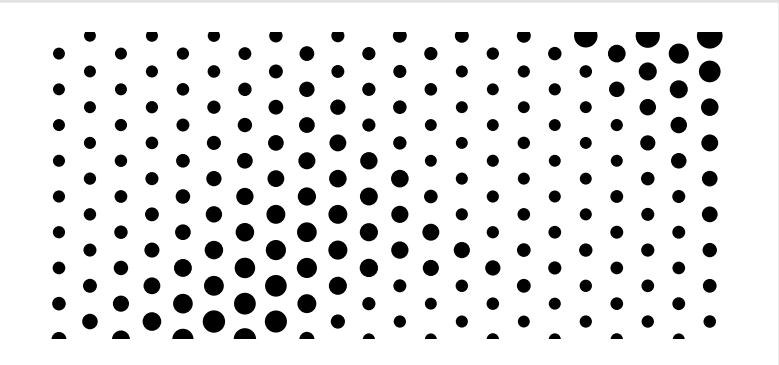
You can download both of our typefaces from Google's font repository. The assets are also supplied as individual files.

	Montserrat Bold	Hind light	Hind Bold
	 Montserrat Bold	 Hind Light	 Hind Bold
File Asset for direct use	Montserrat-Bold.ttf	Hind-light.ttf	Hind-Bold.ttf
Online Link to download	https://fonts.google.com/specimen/Montserrat	https://fonts.google.com/specimen/Hind	https://fonts.google.com/specimen/Hind

8.2 Assets library

Patterns

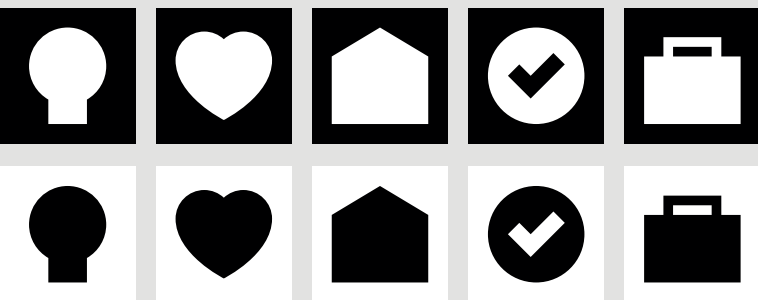
Multiple pattern artworks per file.

	Dot pattern	Light pattern
		
CMYK For general printing	dd_dot pattern_mono_cmyk.eps	dd_light pattern_mono_cmyk.eps
RGB For screen	dd_dot pattern_mono_rgb.eps	dd_light pattern_mono_rgb.eps

8.2 Assets library

Iconography

Multiple icon artworks per file.

Icon set	
	
CMYK For general printing	master brand_iconography_cmyk.eps
RGB For screen	master brand_iconography_rgb.eps

9 Contacts

9.1 Contacts

Alliance Marketing team

Alliance Marketing

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