Our Verified Marks

Introduction

The Alliance Verified Marks have been created to quickly identify products that have been verified against the requirements of applicable Alliance certification program.

The 'V' in Verified is a tick which represents approval.

The Verified Marks must always be combined with 'by Connectivity Standards Alliance™' as the organization behind the verification.

There are two types of marks; a Corporate Mark, which can be used when talking about The Alliance and the business, and a Product Mark that will always be locked up with a solution (e.g. Product Security).

The Verified Marks should not be altered in any way.

Corporate Mark

by Connectivity Standards Alliance™

Product Mark

by Connectivity Standards Alliance™

csa
connectivity
standards
alliance

Our typeface

Our brand type family is Space Grotesk which we use for the logo wordmark and for the tagline.

The secondary type family is Trade Gothic which is used for the various verified programs e.g. Product Security.

Space Grotesk Bold

Verified

by Connectivity Standards Alliance™

Space Grotesk Bold

Verified

PRODUCT SECURITY

by Connectivity Standards Alliance™

Trade Gothic Next LT Pro
Heavy Condensed

csa
connectivity
standards
alliance

Our Verified Marks

Version: 1.2

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Verified Product Marks

With each Certification that qualifies to bear the Verified Product Mark, the Alliance will issue a unique URL to be displayed along with the Mark.

The branding system offers two versions of the Mark - one with a QR code or URL and one without. The preferred version for packaging is with a QR code which directs customers to the unique URL issued by the Alliance containing details about the verification.

For more details see Verified Mark on Packaging.

The URLs and QR codes in this document are for example and placement only.

Our marks should always be printed in one color.

The recommended color is PMS 3287. When PMS 3287 cannot be used black is our secondary option.

For more details on specific use cases and brand use examples, please reference the Connectivity Standards Alliance Brand Name, Trademark, and Logo Usage Guidelines and Terms.

Without QR code or URL

With QR code

With URL

Without QR code or URL

With QR code

With URL

Verified Mark on Packaging

The Verified Mark is a distinct graphic object that includes the Alliance Verified logo, a ribbon identifying the applicable Verified Program(s), and the Immutable URL for a specific Certified Component or Certified Bundle. Each of these elements are required when used on product packaging or online when reference a specific product or bundle. The unique, immutable URL may be displayed on packaging by either:

- Being written in full, for example: https://verified.csa-iot.org/12345678
- Using a QR code containing the unique immutable URL (see QR code specifications)

Design

Within the branding system we have two primary versions of the Verified Mark. One with a QR code and one without.

Preferred Version for Online Use

The Verified Mark without QR code is preferred for online use. When referencing a singular product or bundle, this version must be accompanied by an immutable URL directing customers to information on the product's verification.

Note: No URL is required when referencing a collection of products or bundles (e.g., in online or digital marketing materials).

Preferred Version for Packaging & Print Materials

The Verified Mark with QR code is preferred for print materials and packaging as this directs customers to information about the product's verification. QR codes will be issued by Connectivity Standards Alliance™. For use of Verified Mark without QR code referencing a singular product, a printed version of the immutable URL must accompany the Mark.

Written URL specifications:

- Trade Gothic font is required (available Adobe system font)
- Digits are monospaced
- Min 6pt font size (scale proportionately)

QR Code specifications:

- ISO/IEC 18004:2015
- Version 2 (25x25 modules) or higher, using a module size of 0.3 mm or larger, alphanumeric encoding and an ECC level M or highe
- When using this minimum module size of 0.3 mm, a Version 2 QR code will be 7.5x7.5 mm (net), and 10x10 mm including the prescribed safe area
- Use of larger dimension codes for recognition recommended

General specifications:

- Use white as the background
- Use border of 1pt when near other items, if background does not provide sufficient contrast, or printing in monochrome
- Do not change the relative scale of the elements

Exclusion zone

All Verified Marks have exclusion zones around them to help them stand out. The exclusion zone is equal to the height of the letter 'e' in Verified.

Other elements cannot be displayed within this exclusion zone.
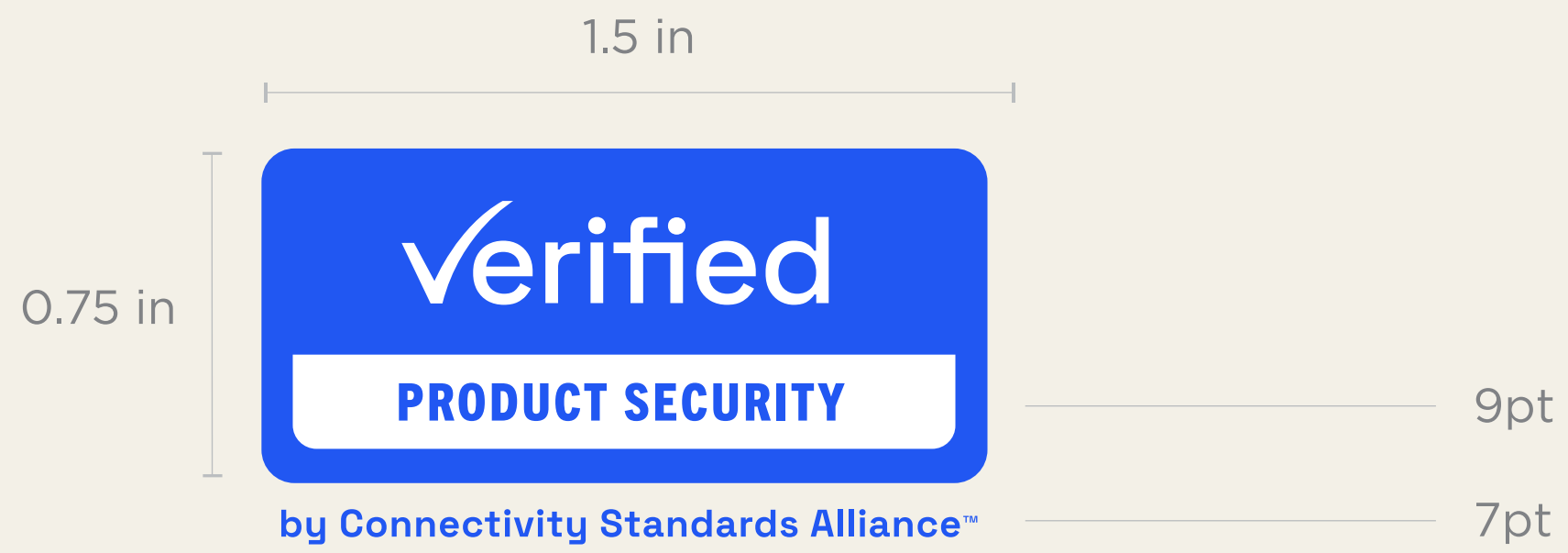
Minimum size

Minimum size based on width:

Without QR Code
1.5 inch = 144 pixels

With QR Code
2 inch = 192 pixels

Minimum point size:

Solution - 9pt
Tagline - 7pt

1.5 in

0.75 in

9pt

7pt

Without QR Code

2 in

0.75 in

With QR Code

Verified Marks don'ts

It is critical that our Verified Marks are applied correctly to ensure consistency across the experience.

Outlined here are a number of things to avoid:

1. Do not distort, stretch, rotate or crop the mark

2. Do not change the size or break the line 'by Connectivity Standards Alliance™'

3. Do not change the color of the assets supplied

4. Do not add strokes or effects to the Verified Marks

5. Always keep 'by Connectivity Standards Alliance™' with the Verified Marks

6. Do not change the language in the box