



## Open Networking Foundation (ONF) Trademark Usage Guidelines for ONF and OpenFlow Trademarks

These guidelines (the “Guidelines”) describe the proper way of using and displaying the various trademarks of the ONF (the “**ONF Marks**”). If you have questions about whether you have a right to use the ONF Marks, please see our Trademark Policy (located at [\[insert URL for OpenFlow Trademark Policy\]](#) or your ONF Member Agreement. If you still have questions, please feel free to contact us at [info@opennetworking.org](mailto:info@opennetworking.org).

### **The ONF Marks**

The ONF Marks are those registered and unregistered words, names, symbols, phrases, logos, slogans and/or product names used by the ONF to identify its products and services and to distinguish them from other products and services, as well as to indicate compliance with the OPENFLOW™ specification. The ONF Marks are identified in further detail below.

#### **The OPENFLOW Marks**

ONF has three marks used to indicate compliance with the OPENFLOW™ specification.

OPENFLOW

(the “OPENFLOW Word Mark”)



(the “OPENFLOW Logos”)

Use of the OPENFLOW Marks is governed by the OpenFlow Trademark Policy and by these Guidelines. Please refer to the terms of the OpenFlow Trademark Policy for additional terms governing your use of the OPENFLOW Marks.

### **The ONF Member Marks**

The ONF Member Word Mark and ONF Member Logos (the “ONF Member Marks”) are collective marks managed by the ONF. The right to use these marks is conferred by the ONF only upon companies that are members in good standing of the ONF and only to indicate their affiliation with the ONF. The ONF Member™ Marks are as follows:

OPEN NETWORKING FOUNDATION MEMBER™

(the “ONF Member Word Mark”)



(the “ONF Member Logos”)

Your company *may not* use the ONF Member Marks in the sale and marketing of any of your company’s devices in a manner that could improperly indicate to consumers that your devices are compliant with the OPENFLOW™ specification. The proper marks used to indicate compliance are the OPENFLOW Marks, as described above.

Subject to all of the rules set forth in the ONF Membership Agreement and these Guidelines, the ONF Member Marks may be used to reference your company’s membership in the ONF. This includes, without limitation, use the ONF Member™ Marks on your company’s website, on signage at industry events (such as trade shows), on brochure material describing your company, on presentation material, on advertising, or on other promotional or collateral materials, in which case the appropriate trademark symbol (™ or ®) should be used (see below).

Your company must be concerned with any use of the ONF Member Marks in a manner that would tend to confuse or deceive consumers. The purpose of the ONF Member Marks are, as stated above, to indicate your company’s membership in the ONF. As a practical matter, however, your company’s desire to show its membership in the ONF may be in conjunction with a discussion of your company’s devices that either are, or that your company plans to be, compliant with the OPENFLOW™ specification. You should refrain from any use of the ONF Member Marks that would be in confusing proximity to the name, brand, or likeness of your company’s devices.

Likewise, on advertising or web pages that feature both devices that are and those that are not compliant with the OPENFLOW™ specification, the ONF Member Marks should not be used in close proximity to any such compliant devices and should be

located particularly distant from devices that are not compliant. Similarly, in a large trade show booth, it would be appropriate to use the ONF Member Marks in the area of the booth that promotes your company’s membership in the ONF, commitment to the OPENFLOW specification, and development of compliant devices. Such use should be in a manner that does not indicate that your devices are compliant with the OPENFLOW™ specification when they are not. In addition, all uses of the ONF Member™ Logo must be in the manner (e.g., color, size, lack of modification, etc.) set forth below in these Guidelines.

Your company should avoid ubiquitous use of the ONF Member Marks. Thus, for example, your company should not incorporate the ONF Member Logo into a background to be used throughout its booth at a trade show, or as a watermark or background underlying a PowerPoint® computer presentation that features topics other than your company’s membership in the ONF.

Your company may also use the ONF Member Marks on promotional items, such as t-shirts and coffee mugs, solely for the purpose of promoting your company’s membership within the ONF. Again, such use must also be in compliance with the ONF Membership Agreement and these Guidelines.

Remember, if you are only referring to the trade association in word form, for example, by stating that “We are members of the Open Networking Foundation,” that is corporate name usage and no special notice marking or permission is required.

### **The ONF Founding Member Marks**

OPEN NETWORKING FOUNDATION FOUNDING MEMBER

(the “ONF Founding Member Word Mark”)



(the “ONF Founding Member Logo”)

The ONF Founding Member Marks are similar to the ONF Member Marks and should be used similarly to the ONF Member Marks, provided that, the ONF Founding Member Marks shall be used only by Founding Members in ONF, as such term is defined in the ONF Bylaws, and shall be used solely to reference your company’s role as a founding member of ONF. All such use must be in strict compliance with these Guidelines.

## Use of the ONF Trademarks

### Usage Generally

- The ONF Trademarks must always be used in a manner consistent with the specific rules and guidelines set forth in the ONF Membership Agreement, the OpenFlow Trademark Policy, and these Guidelines, which include, but are not limited by, the following general rules:
  - The OPENFLOW Word Mark and OPENFLOW Logos can be used only in the sales and marketing of specific devices that are compliant with the OPENFLOW™ specification and shall never be used or associated with products that are not compliant;
  - The ONF Member Marks and ONF Founding Member Marks can be used by members of the ONF as an indicator of membership in the ONF or as a founding member of the ONF, as the case may be.
- Unless using a stylized (i.e. logo) version of any of the ONF Marks (in which case you have to use the identical version shown above), always use the ONF Marks in bolded format.
- Your company must always use the word mark version of the ONF Marks as adjectives. The listed marks should never be used as verbs or nouns or in the plural or possessive forms.
- Your company cannot use any of the ONF Marks in association with any trademarks in a manner that might suggest endorsement, co-branding or otherwise create potential confusion as to the source or sponsorship of goods or services or ownership of the ONF Marks.
- Your company cannot include any of the ONF Marks, or any part or portion of any of the ONF Marks, in any trade name, business name, domain name, device or service name, logo, trade dress, design, slogan, or other trademark that your company may desire to adopt or register.
- Your company must use the proper spelling and design of the ONF Marks, as provided by the ONF electronically or in hard copy form. Except for size, as specified below, the ONF Marks may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.
- The ONF Marks should not be translated into any other language, even if the ONF Marks are used in non-English speaking countries.

- Whenever practical, use the preferred ONF trademark legend in conjunction with your use of the ONF Marks to identify the ONF as the owner of the marks. The legend should be printed in legible type in a location typically used for copyright and other legal notices. For example, legends are typically printed at the end of a document or advertisement, on the back of a brochure or flier, on the front cover of documentation, or at the bottom of a web page. You must use the following standard ONF legend in all marketing, promotional and sales materials bearing any ONF Marks:

“[Insert all ONF Marks that are referred to or displayed in the marketing or promotional material] are trademarks of the Open Networking Foundation. All rights reserved. Unauthorized use is strictly prohibited.

- The ONF Marks may not be imitated in any of your company’s materials.
- The ONF Marks may not be used as a design feature in any of your company’s materials.
- The ONF Marks shall not be used in a manner that disparages the ONF Marks, the OPENFLOW™ specification, the ONF, or its successors, licensees, and assigns.
- The ONF Marks cannot be placed on any device or materials in such close proximity to any other text, mark, or logo as such placement would tend to confuse consumers as to sponsorship, affiliation, or endorsement. Therefore, a minimum amount of space must remain empty around each of the ONF Marks.
- The ONF Marks may be registered as a trademark in countries throughout the world, and your company should use the appropriate ™ or ® symbol, as applicable. Different rules may apply depending on whether the ONF Marks have been registered in the particular country or community in which it is being used. Member companies should confirm with ONF as to the status of the particular ONF Marks in the country at issue. If there is any doubt as to the appropriate trademark symbol to be used, member companies should use the trademark symbol (™). Furthermore, the following rules apply:
  - The ™ or ® symbol must appear in superscript;
  - There is no space between the word portion of the mark and the ™ or ® symbol;
  - The ™ or ® symbol must appear at least the first time the word version of the ONF Mark (as applicable) appears in any document;

- The ™ or ® symbol must be repeated in a document for each chapter title or web page; and
- In a circumstance where use of either the ™ or ® symbol is required, the choice of which symbol to use will be determined by the ONF, which may from time to time provide update notices to your company regarding trademark usage.

### **Use of the ONF Marks in the Sales and Marketing of Devices**

The only ONF Marks that are appropriate for use in the sales and marketing of specific devices are the OPENFLOW Marks. Your company may use the OPENFLOW Marks only in accordance with the OpenFlow Trademark Policy and consistent with these Guidelines.

### **Use of the ONF Marks in the Marketing of Member Companies**

The ONF Marks that are appropriate for use in the general marketing of your company are the ONF Member Marks and the ONF Founding Member Marks. Your company may use the ONF Member Marks and the ONF Founding Member Marks only in accordance with these Guidelines.

### **Use of the ONF Marks on Promotional Items**

Please contact us.

### **Appearance of the Logos**

Download JPEG or vector-based copies of the logos only from the ONF web site at **[insert URL for logos]**. JPEG files are pixel-based and should **not** be scaled or sized. Choose the correct size from the provided files and display at 100%. Vector-based files may be sized while maintaining the aspect ratio.

For Use Online or in Presentations:

- Use a JPEG file in the appropriate size (small, medium and large are provided)
- Do not scale JPEG files; maintain the aspect ratio
- Logo must be shown on white background
- Do not combine or merge logo with other graphics or text, or try to incorporate other graphical elements into the logos
- Do not change colors of the logo (except to black and white)
- Do not change orientation of the logo (e.g., rotate, shadow, or stretch)

For Use in Print:

- Use the provided vector-based Illustrator files
- Size as needed, but keep aspect ratio
- Logo must be shown on white background
- Do not combine logo with other graphics or text, or try to incorporate other graphical elements into the logos
- Illustrator/EPS files for print are vector-based and can be sized
- Do not change colors of the logo (but you may convert the logo to black and white)
- Do not change orientation of the logo (e.g., rotate, shadow, or stretch)

## **Non-Compliance**

If your use of the ONF Marks is in violation of these Guidelines, the ONF may terminate your right to use the ONF Marks, in its sole discretion, without or without prior notice to you. Should the ONF terminate your right to use the ONF Marks, you agree to immediately cease using the ONF Marks.

For any questions regarding logo use and or further guidelines, please contact [info@opennetworking.org](mailto:info@opennetworking.org).

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