



OPEN NETWORKING  
FOUNDATION

# ONF Logo Guidelines

ONF Policy  
April 8, 2013



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## Introduction

The logos, logotypes, signatures, and design marks of the Open Networking Foundation (“ONF logos”) are valuable trademarks that ONF seeks to protect. Remember that use of ONF logos is generally not permitted unless specifically licensed or authorized.

ONF members who have paid their membership dues and maintain their active membership in ONF are authorized to use ONF logos as per their Membership Agreements and the ONF Member Trademark Terms and Conditions. However, ONF logos may not be used in any manner to imply that a member is in any way an agent of ONF, or that ONF in any way warrants, approves, or endorses any product or services provided by the member. Non-members who wish to use ONF logos should seek prior permission from ONF. Requests should be sent to [info@opennetworking.org](mailto:info@opennetworking.org) and include the following:

- Name of the company, organization, or individual making the request;
- Name of a contact person;
- Contact information, such as a phone number or email address;
- A reference to the specific ONF logo to be used; and
- A description of the proposed use of the logo, including the reason for the request, where the logo would appear, and the duration and geographical extent of the proposed use.

Upon receipt of a request, ONF shall evaluate the request and contact the requester if additional information is necessary. The requester will then be notified whether the request has been approved or denied. If the request is approved, ONF will send the requester a written agreement setting forth the terms, conditions, and guidelines under which ONF logos may be used. The requester shall return a signed copy of the written agreement to ONF.

Members and non-members who have been authorized to use ONF logos must not alter or modify them in any way. Please be sure to use up-to-date, ONF-approved artwork and refer to the appropriate guidelines provided by ONF.

Unless expressly stated otherwise in writing by ONF, all uses of ONF Logos must comply with the terms, conditions, and guidelines set forth herein and in the ONF Member Trademark Terms and Conditions, the OpenFlow™ Trademark Policy, and any other intellectual property policies or guidelines promulgated by ONF.

If you have any questions regarding use of ONF logos, please contact [info@opennetworking.org](mailto:info@opennetworking.org).

All ONF logos are proprietary to Open Networking Foundation, and Open Networking Foundation hereby reserves all rights associated therewith.

## OpenFlow Logo

FIGURE 1  
OpenFlow Logo



This logo is for the use of all ONF members in good standing, but with its use there can be no suggested or implied OpenFlow compliance or endorsement until there is a definition of “OpenFlow compliant” issued by ONF.

### Proper Notice and Attribution Specific to OpenFlow Logo

The trademark symbol (TM) should appear with the first use of the OpenFlow trademark and all occurrences of the OpenFlow logo.

When using the OpenFlow trademark or logo, a statement attributing the trademark to ONF should be included.

## ONF Logo

FIGURE 2  
ONF Logo  
(available in two configurations)



### Proper Usage of Open Networking Foundation Member Logos

The ONF Member logos identify organizations and individuals that are official members of ONF, including 1) Founding Board Members, 2) Founding Members, 3) Board Members, and 4) Members. Only these members of ONF are authorized to use these logos.

### ONF Founding Board Member

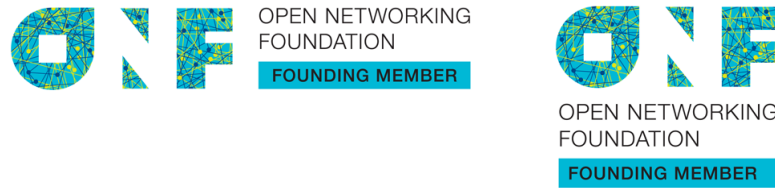
FIGURE 3  
ONF Founding Board Member  
Logo (available in one  
configuration only)



This logo is for the exclusive use of the six founding board member companies: Google, Facebook, Deutsch Telekom, Microsoft, Verizon, and Yahoo!

### ONF Founding Member

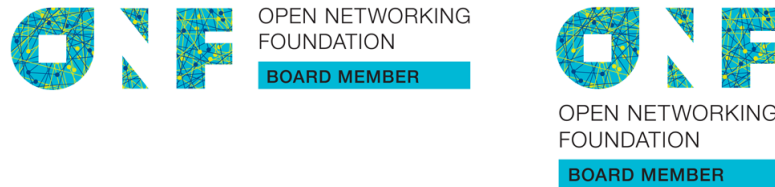
FIGURE 4  
ONF Founding Member Logo  
(available in two configurations)



These logos are for the exclusive use of the 23 founding member companies who were members of record on or before March 21, 2011. These founding member companies are: Deutsche Telekom, Facebook, Google, Microsoft, Verizon, Yahoo!, Broadcom, Brocade, Ciena, Cisco, Citrix, Dell, Ericsson, Force10, HP, IBM, Juniper, Marvell, NEC, Netgear, NTT, Riverbed, and VMware.

### ONF Board Member

FIGURE 5  
ONF Board Member Logo  
(available in two configurations)



These logos are for the exclusive use of board members who are not founding board members.

### ONF Member

FIGURE 6  
ONF Member Logo  
(available in two configurations)



These logos are for the use of all ONF members in good standing and may be used as long as a member company's membership status remains active.

The ONF member logos may not be used on members' business cards, letterhead, and promotional materials. Any other use of the ONF member logos not specifically enumerated must be approved by ONF.

## For Use on Internet or in Presentations

- Use a JPEG file in the appropriate size (small, medium and large are provided)
- Do not scale JPEG files
- Logos must be shown on white background
- Do not combine or merge logos with other graphics or text, or try to incorporate other graphical elements into the logos

## For Use in Print

- Use the provided vector-based Illustrator files
- Size as needed, but keep aspect ratio
- Logos must be shown on white background
- Do not combine or merge logos with other graphics or text, or try to incorporate other graphical elements into the logos

## General Restrictions

- JPEG files are pixel-based and should **not** be enlarged. Choose the correct size from the provided files and place at 100%.
- You may not incorporate the name of an OpenFlow or ONF project, nickname, or acronym into the name of your company or product name.
- Members are not permitted to use any other logo or trademark than those provided by ONF.
- For any questions regarding logo use and or further guidelines, please contact [info@opennetworking.org](mailto:info@opennetworking.org).