

# Guidelines for OW2 Logos & Trademarks for Members and Providers

April 10, 2007

## Purpose:

Logos are an important part of an organization's public image. OW2 now has a recognizable logo. However, OW2 being a new brand in the IT industry and in order to achieve maximum public impact, it is important we use this logo within the framework of an efficient and consistent logo policy.

This document outlines the policy and guidelines of the OW2 Consortium in regards to OW2 trademark and logos by OW2 members and providers with offers based on OW2 code base. Logos considered by this document are « OW2 Consortium », « OW2 Consortium Member », « OW2 Consortium Strategic Member » and « OW2 Consortium Strategic Member ».

Our goals in establishing these guidelines are pretty simple:

- The OW2 trademark is a symbol of the quality and community support that people have come to associate with OW2. To ensure that the OW2 trademark continue to serve these functions, we need to keep some element of control over their use. Along these lines, we want to ensure that the use of our mark not likely to lead to confusion with other marks. By this we mean that people should be able to tell when something is from the OW2 Consortium. Also, use of our mark should not be in a disparaging manner because we prefer that our mark not be used to be rude about the OW2 technology, the OW2 Consortium or its Members.
- We want to encourage our logos to be used in approved ways. So, for example, we want to make it as simple as legally possible for our Members to use the « OW2 Consortium » marks. If you want to use an OW2 Consortium logo in a way not explicitly explained in these Guidelines, then ask us by sending an email to [management-office@ow2.org](mailto:management-office@ow2.org)

## Proper Usage of "OW2" trademark

1. The full name of the organization is « OW2 Consortium ». It can be commonly shortened to OW2 but not OW2C and not when used as a trademark in official documents.
2. You may not incorporate the OW2 trademark into the name of your company or software product name without formal approval from OW2 Consortium's Board of Directors.
3. It is acceptable to include the OW2 trademark in the name of a publication, domain name or book. However you must ensure that a) the appropriate TM symbol is associated with the OW2 reference and appropriate attribution as discussed below, b) the usage does not imply or make the user believe that the publication, domain name or book is supported or authorized by the OW2 Consortium.
4. OW2 should always be capitalized.

## Proper Usage of "OW2 Consortium Member" Logo

The OW2 Consortium Member logo is used to identify those organizations that are official members of the OW2 Consortium, including Corporate Members and Individual Members.

**(Supprimé « associate »)** Only Members with a signed OW2 Membership Agreement on file are authorized to use this logo.

## **Proper Usage of "OW2 Consortium Strategic Member" Logo**

The OW2 Consortium Strategic Member logo is used to identify those organizations that are official Strategic Members of the OW2 Consortium. Only Members with a signed OW2 Membership Agreement on file are authorized to use this logo.

## **Proper Usage of "OW2 Consortium Founding Member" Logo**

The OW2 Consortium Founding Member logo is used to identify those organizations which comply with the provisions set forth Section 7.10 of the Bylaws. Only Members with a signed OW2 Membership Agreement on file are authorized to use this logo.

## **General Usage of Logos**

1. Derivative works of the OW2 Consortium logos are not allowed.
2. The OW2 logos and production specification are available from [www.ow2.org](http://www.ow2.org). Replication of these logos must follow these specifications.

## **Proper Notice and Attribution**

The appropriate trademark symbol (i.e. TM) should appear at least with the first use of the OW2 trademark and all occurrence of the OW2 logos.

When you use an OW2 trademark or logo you should include a statement attributing the trademark to the OW2 Consortium. For example, "OW2 is trademark of OW2 Consortium".

## **Logo production specifications**

Font "OW2": Eurostile ExtendedTwo 48 and Eurostile ExtendedTwo 48 Bold

Font "Consortium": Eurostile ExtendedTwo 21

Font "Member", "Strategic Member", "Founding Member": Eurostile ExtendedTwo 21

Print Colours (CMJN): blue 80,25,0,0 ; orange 0,75,100,0 ; black 0,0,0,100

Screen Colours (RGB): blue #0099CC ; orange #ff6600 ; black #000

TO BE DONE :  
Logos OW2 Consortium Member and  
Strategic Member