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WAYFINDING MARK GUIDELINES

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These guidelines provide instructions on how to use the NFC system of wayfinding marks to ensure optimal user experiences wherever and whenever people encounter NFC interactions in the world.

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For the explorer in all of us – in search of more information, better shortcuts, new efficiencies in our daily lives – NFC is the simplest way to connect. From buses and trains, to shops and home automation, for the products we love and communities we support, NFC connects us to faster payment, deeper engagement and streamlined tasks that make our lives easier, richer, and more enjoyable.

All it takes is a tap.



Why wayfinding? Because NFC is different. Other wireless technologies indiscriminately broadcast their presence to the world around them – only NFC is centered on user intent. The use cases for NFC technology presume and require user control and likewise every new use case that needs user control will require NFC.

Marks that simply indicate the existence of a technology, are not sufficient for NFC. To be successful we must guide users to a tapping location.

THE WAYFINDING MARK

IT STARTS HERE

In order to fulfill the NFC promise in the world, we must orient users to the proper tap location of our technology. The foundational NFC wayfinding mark, also known as the “Directional variation”, guides users to the precise location of the NFC antenna, ensuring an optimal connectivity experience.

Evocative of the original N-Mark, radio technologies in general, and common near field antenna designs, this fresh new mark overtly invites users to tap and unlock the full potential of connectivity.



DESIGNED FOR EVERY USE CASE

The NFC Wayfinding System is designed to adapt for the diverse uses and consumer awareness of the technology while leveraging the continuity of learned behaviors. While the Directional variation gives the most explicit tap location guidance, certain use cases may merit the use of a variation or a complementary mark.



DIRECTIONAL



SIMPLIFIED



CHARGING



INSTRUCTIONAL



DIRECTIONAL

The Directional variation is most helpful for tags and on occasionally used devices to overtly guide the user to the precise location of the NFC antenna for an optimal connectivity experience.



SIMPLIFIED

The Simplified variation can be used in everyday use cases where users have a high degree of familiarity. Adopters should be careful in their choice of this variation because it provides significantly less wayfinding guidance which may be an issue for the less familiar user.



CHARGING

The Charging variation provides users with confirmation of NFC charging functionality and the location of the antenna. It is reserved for this use case only.



INSTRUCTIONAL

The Instructional variations are complementary marks that can be used in cases where user awareness and knowledge of NFC technology are presumed to be low. It provides the most literal guidance of tapping from a mobile device to establish a connection.

PLACEMENT GUIDELINES

A

The Directional variation provides the user with the opportunity to tap for additional product information such as materials, sourcing, care, loyalty programs, and price.

B

The Directional variation provides the user with the opportunity to tap for additional product information, including safety and dosage.

C

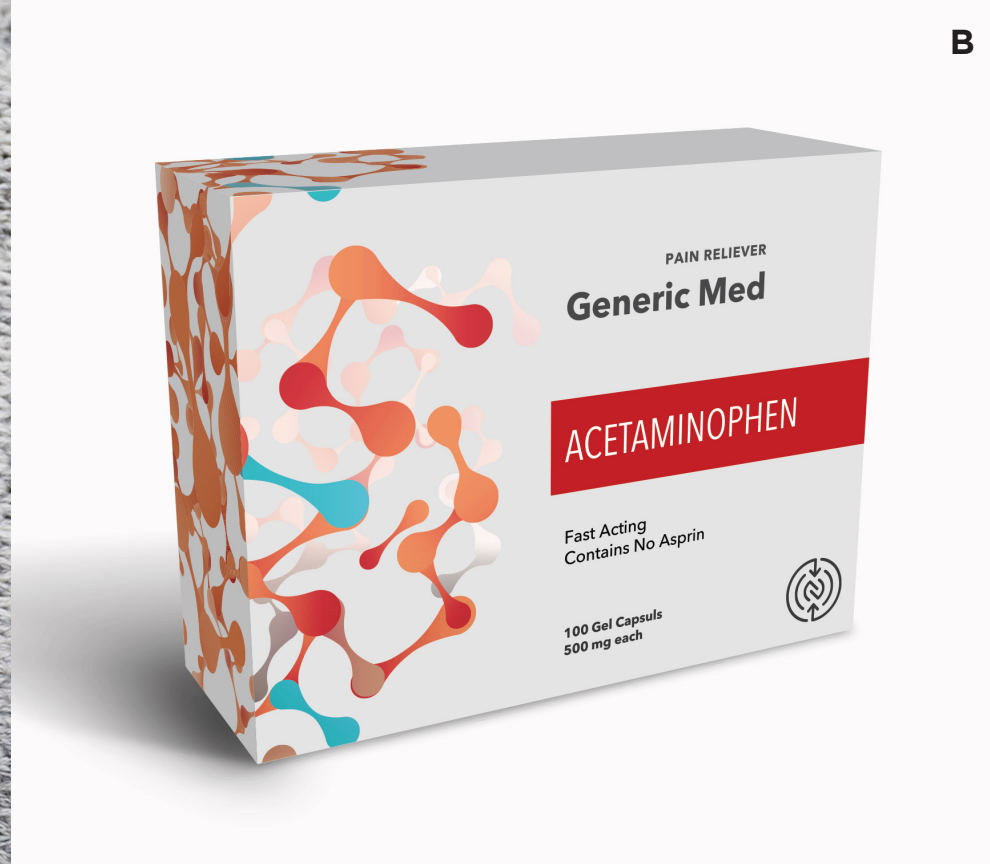
The Simplified variation guides the user to the precise location of the NFC antenna on their phone.

D

The Simplified variation reminds the driver of how to unlock the car with their phone.



A



B



C



D

PLACEMENT GUIDELINES

E

The Instructional variation works well when encouraging new users of NFC technology to explore more ways to engage with the brands they love such as for points, savings, and community.

F

The Charging variation provides users with confirmation of NFC charging functionality.

G

The Directional variation informs guests of the presence and location of NFC technology to unlock their hotel door.



E



F

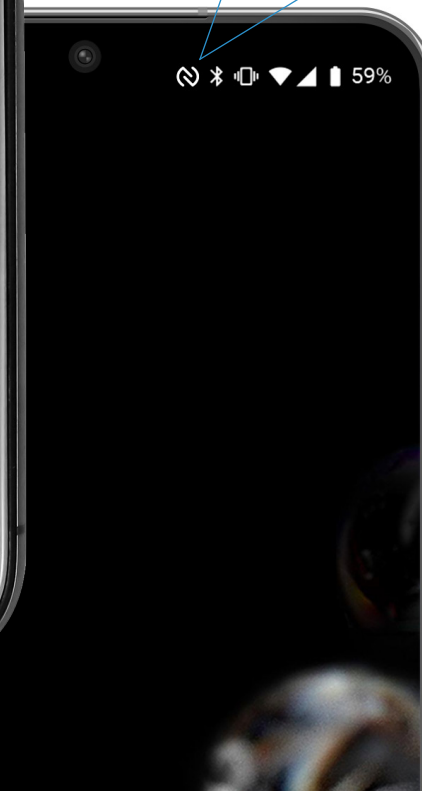


G

PLACEMENT GUIDELINES

H

The Simplified variation guides users on where to set up wireless automation and assures them that NFC capabilities are enabled.



CLEAR SPACE

MAINTAINING CLEAR SPACE

Keep the wayfinding marks separated from other visual elements by a distance equal to half of its height. This distance is considered the minimum uninterrupted space surrounding the mark. We call it the area of isolation, or clear space, and it should be adhered to in all situations.



CLEAR SPACE MINIMUM
1/2 the height of the Directional Mark



CLEAR SPACE MINIMUM
1/2 the height of the Simplified Mark

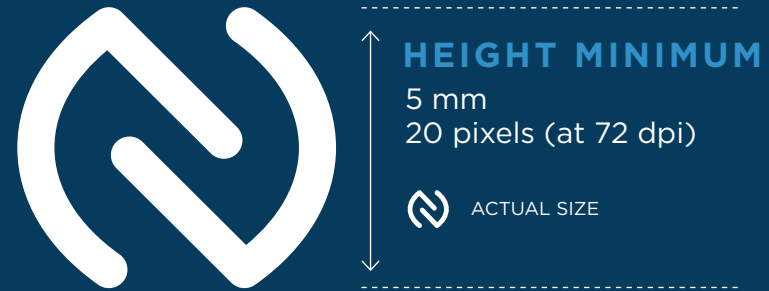


MINIMUM SIZE

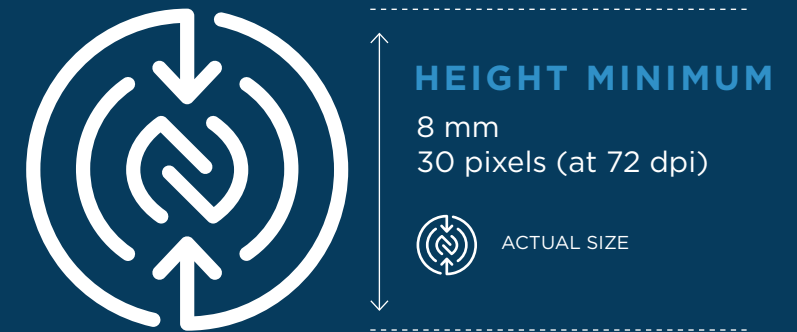


MAINTAINING PROPER SIZE

Adopters are required to maintain legibility of the wayfinding marks by adhering to minimize size requirements as described on the facing page.



*Apply to N height of Charging variation



*Applies to both Instructional variations

COLOR & CONTRAST

MAINTAINING SUFFICIENT CONTRAST

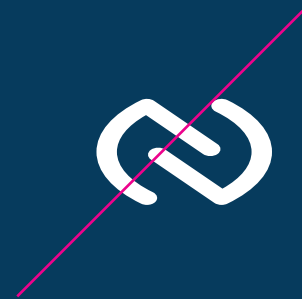
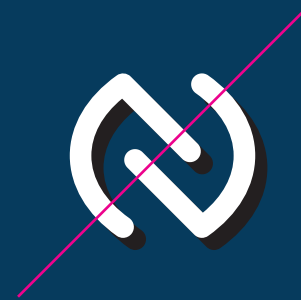
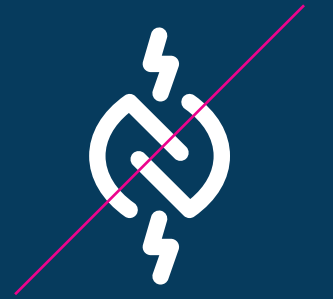
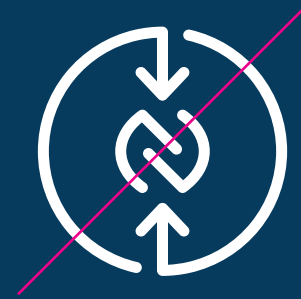
The new wayfinding system was designed to be flexible to work with any color combination as long as proper contrast is achieved. The mark must have clearly defined visual separation from where it is placed and/or the background surrounding it.



APPLICATION DON'TS

DO NOT ALTER

The wayfinding marks cannot not be edited, altered or distorted in any way. Nor can they be associated with any secondary logo.





ACCESSING THE WAYFINDING SYSTEM

All uses of the NFC Wayfinding System requires the execution of the NFC Forum Wayfinding Mark Trademark License Agreement. This click-through license and all creative assets are available on the NFC Forum website at:

<https://nfc-forum.org>

The license agreement for the NFC Wayfinding System provides limited indemnification for licensed users of the marks in those jurisdictions where the it is registered. Licensed users are not shielded from liability in jurisdictions where the marks are not registered or in connection with products or services not specified in the registration of that jurisdiction. For a complete list of registered jurisdictions, please contact the NFC Forum.

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