



Brand Guidelines



Why NFC?

Near Field Communication (NFC) is the technology that securely connects us to the world around us. The global interoperability of NFC unlocks the power of being connected, and brings intelligence to battery-less physical objects.

NFC enabled products, such as mobile phones, wearables, and other devices, make our lives more convenient, safe, and secure. Many of our day-to-day experiences have been impacted by NFC technologies, like making a payment, traveling, connecting to brands, starting a car, and unlocking a door.

New uses for NFC technology are being developed every day, expanding opportunities for the world's most inventive companies and entrepreneurs.

Brand Promise of the NFC Forum

NFC technologies span a range of standards, organizations, and use cases. While the NFC Forum is an advocate of NFC connections, the Forum is also a standards body that extends NFC into unique use cases while also providing testing and certification services to product designers.

The Brand Promise of the NFC Forum is safe, secure, and reliable connections.

We are the governing body of standards and an industrywide valued compliance program that ensures interoperability across a wide and growing diversity of use cases.

The NFC Forum developed its NFC Data Exchange Format (NDEF) industry standard to define how content can be shared between NFC devices.

The Forum also has developed various operating modes for NFC devices, which extend the value of NFC technologies, allowing devices to emulate a contactless card, read and write NFC data, and transfer power to charge small devices.

The N-Mark is the symbol of the NFC Forum and its brand promise. It is used as the Forum's corporate logo adorning our specifications and also conveys the promise of quality and interoperability when used with NFC Forum Certified Products.

Promise & Function

Marks that simply indicate the existence or source of a technology are not sufficient for NFC. While other wireless technologies indiscriminately broadcast their presence to the world around them – only NFC is centered on user intent. The function of our brand system is to guide users to a tapping location while still maintaining design freedom to product designers.

The use cases for NFC Forum capable products are far-reaching and expanding. The N-Mark conveys the brand promise of the Forum, but for some markets, it lacks the directional attributes needed to guide users to the tap location of NFC functionality. This is why the Forum developed the companion Wayfinding Mark. This fresh new mark, and its variations, more overtly invites users to tap and unlock the full potential of NFC connectivity.

Product designers can choose the mark that best fits their aesthetic and product design. Furthermore, the Wayfinding Mark includes a variety of designs allowing more flexibility in its use on products.

N-Mark

Generally, the N-Mark is used in connection with NFC Forum to convey the brand promise of the organization and through the Forum's extended community of Members and Liaisons. The approved lockups are shown here.

Additionally, the N-Mark can be used alone on a product to indicate the tap location of an NFC antenna.

Fonts in use:

"NFC": Degular Bold

"FORUM": Degular Medium



MARK ONLY



COMBINATION



VERTICAL



HORIZONTAL



SIMPLIFIED

Least Wayfinding guidance



STANDARD

Action signaling



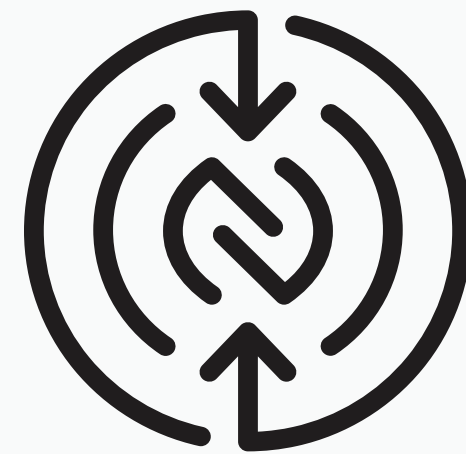
CHARGING

Power transfer



DISABLED

Inactive state



DIRECTIONAL

Most Wayfinding guidance

The Wayfinding Mark

In order to fulfill the NFC promise in the world, we must orient users to the tap location of our technology. The “Standard variation” of the Wayfinding Mark guides users to the precise location of the NFC antenna, ensuring an optimal connectivity experience. This variation is action-singling and provides a visual clue that NFC capabilities are accessed near this location.

The NFC Wayfinding System is designed to adapt to 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.

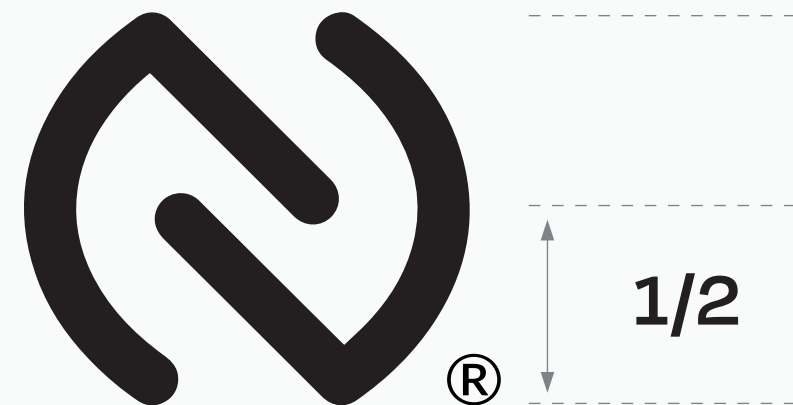
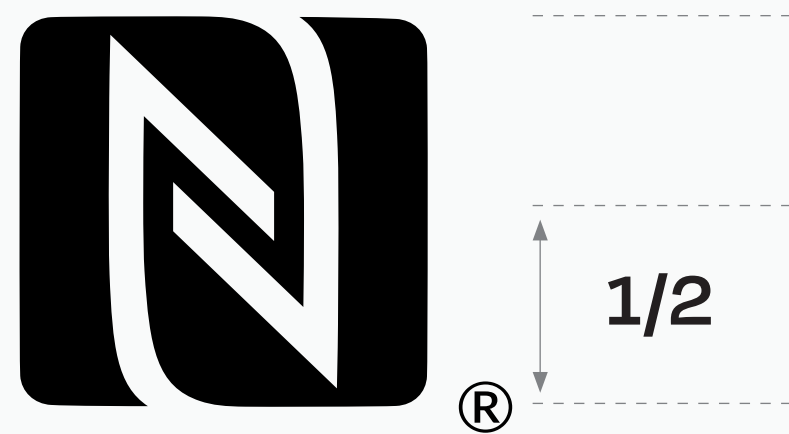
All it Takes is a Tap

There are a wide variety of opportunities to use NFC Form marks. Given the growing diversity of use cases and the design flexibility we allow, the Forum looks forward to seeing our marks adorn your next event, collateral, and products.

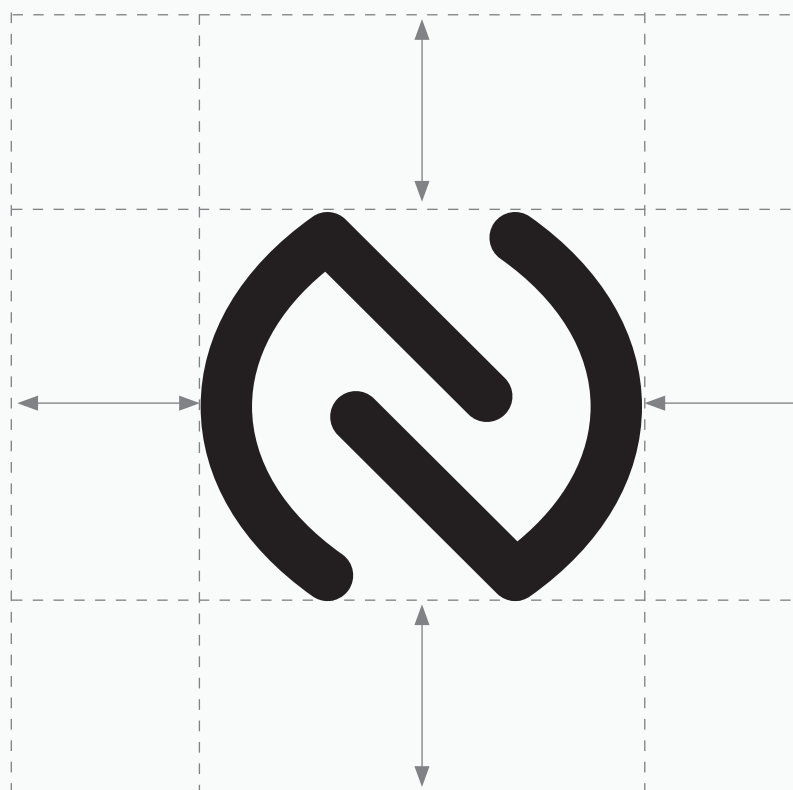
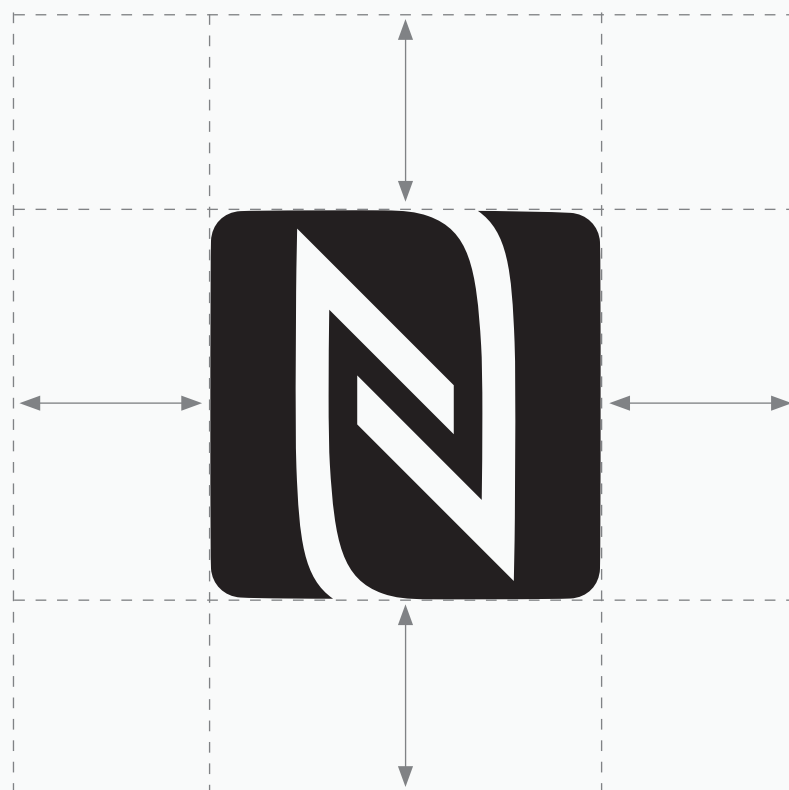
Ways to use our Marks:

- Promote the Brand Promise of the NFC Forum and your connection with the work.
- Convey NFC capabilities in products.
- Identify the optimal the tap location for NFC functionality.
- Highlight tested conformance through NFC Forum Compliance Program.





Minimum clear space is equal to **1/2** the height of the mark



Clear Space

Keep the 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.

Size & Resolution

Marks must maintain legibility by adhering to minimize size requirements as described. Product designers are encouraged to consider the importance and function of the Wayfinding Marks to guide users to the optimal tap location, so size should be proportional but not smaller than indicated here.



 6.35mm actual height



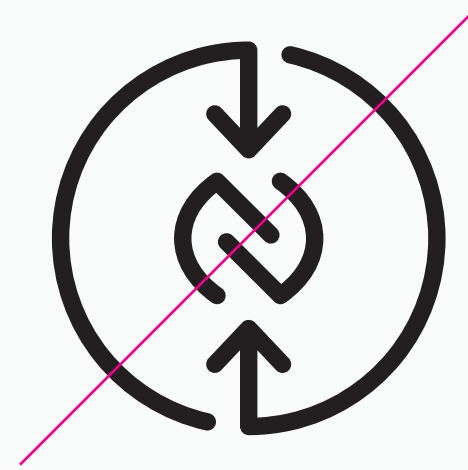
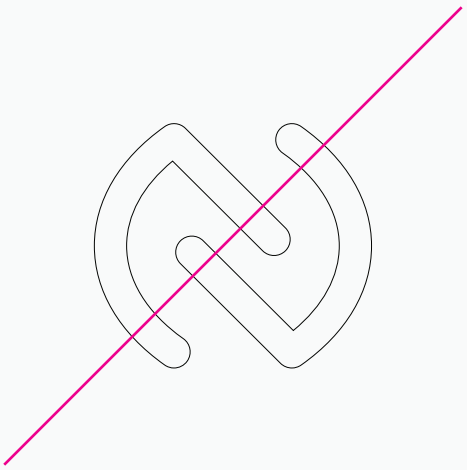
 6.35mm actual height



 **NFC FORUM** 6.35mm actual height



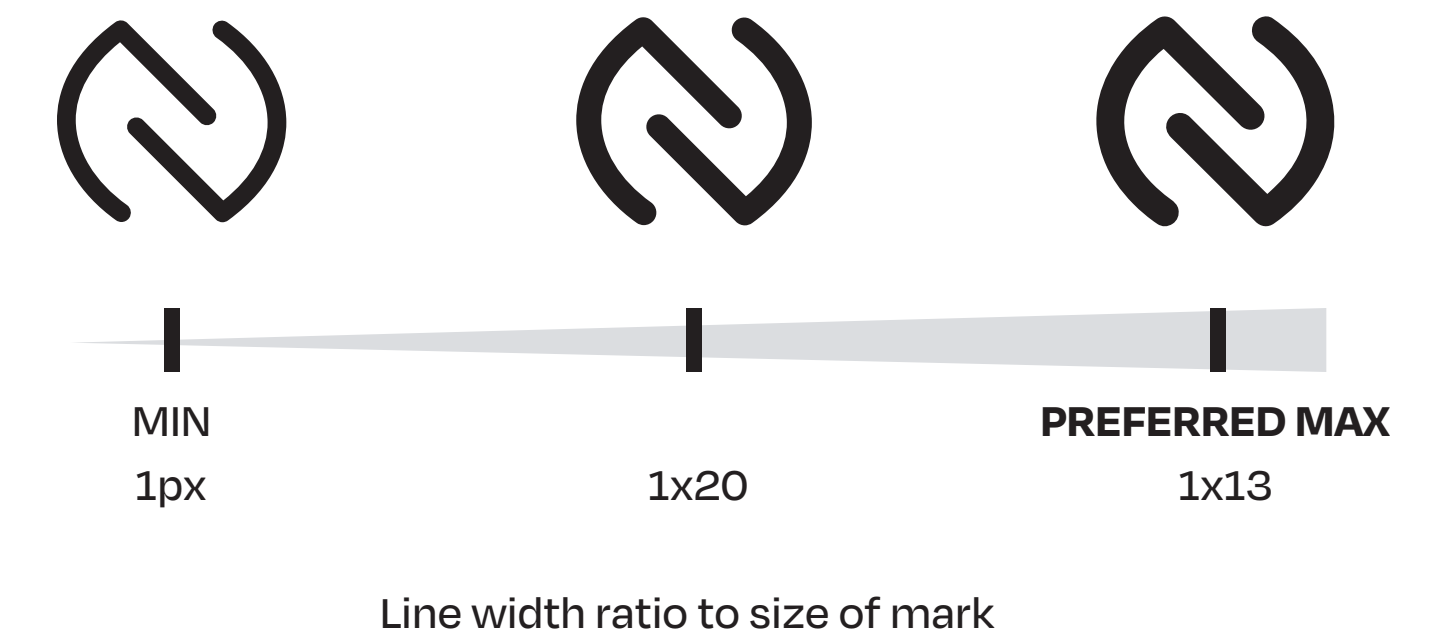
 **NFC FORUM** 14.29mm actual height



Alterations

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

However, designers have the freedom to adjust the line width of the Wayfinding Marks to best fit their product and implementation aesthetics so long as it is no wider than provided.



Color

The marks were designed to be flexible and work with most 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. In most corporate executions of the N-Mark with NFC Forum, it is presented either in black or reverse white.



Certified Products

Making sure millions of products work flawlessly with one another is the goal of the NFC Forum Certification Program. Conformance to NFC Forum Specifications provides consistency of behavior across NFC implementations and sets a strong foundation for interoperability.

The NFC Forum offers a rigorous, flexible, adaptable testing program for the many uses of NFC technologies. Partnering with our network of Test Labs and Tool Vendors, the NFC Forum Compliance Program gives companies the best methodology to ensure your product is interoperable.

For those products that obtain NFC Forum Compliance Certification, the Forum offers the Certified N-Mark for use when marketing these best-of-class products.



Licensing & Attribution

Use of the NFC Forum marks requires a license which can be found at <https://nfc-forum.org/build/branding>. Please note the N-Mark and Wayfinding Marks have their own separate licenses. Additionally, the NFC Forum Certified Mark is only permitted to be used with Certified Products under its own License Agreement which is made available to qualified suppliers.

Both the NFC Forum N-Mark and Wayfinding Mark are registered trademarks in various jurisdictions globally. Attribution should include "The NFC Forum Logo and Wayfinding Marks are registered trademarks owned by the NFC Forum, Inc." It is permissible to shorten this attribution to include only the licensed marks so another option for licensees of the Wayfinding Marks would be "The NFC Forum Wayfinding Marks is a registered trademark owned by the NFC Forum, Inc."

We understand your product may have design considerations that impact your use of Forum Marks. If necessary on the smallest size implementations, it is permissible to omit the (R) mark. Additionally, if a product design mandates, it is permissible to include attribution language in a more convenient location such as an Instruction Manual. These exceptions are to ensure design aesthetics and still must be used in a manner to not confuse the source of a product.

Please contact the NFC Forum admin@nfc-forum.org for questions or current registered jurisdictions.



EXAMPLE ATTRIBUTION LANGUAGE

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