

# Wi-Fi Logo with Tagline

## Usage Guidelines for the Wi-Fi Logo

The guidelines outlined in this document provide the basic information needed for using the Wi-Fi logo in all printed and on-screen materials. This new logo represents an innovative technology, and with careful implementation, will help build its recognition.

### 1. Logo Elements

The Wi-Fi logo visually symbolizes the concepts of wireless technology, speed and communication. When it is necessary to feature the logo with the Wi-Fi tagline, it is essential that you keep the logo and the tagline in a fixed relationship. Please do not alter any of the elements in the Wi-Fi logo. Always use the logos as provided electronically and do not attempt to change the configuration or proportion of any artwork.

### 2. Wi-Fi Color

Due to the variety of production means for potential applications of the the Wi-Fi logo, the color has been kept very simple. The Wi-Fi logo is 100% black and white as shown at right. The logo artwork is available in two color configurations depending upon whether you are featuring it in a positive or reverse application.

## 1. Logo Elements



## 2. Wi-Fi Color



Positive logo



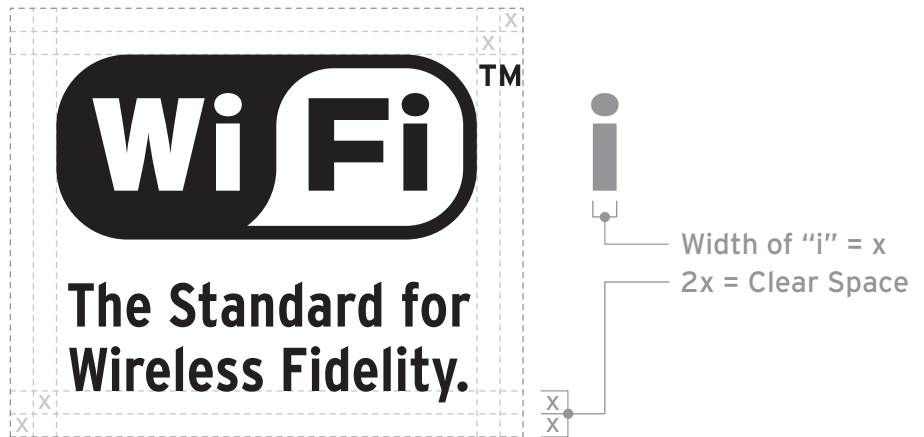
Reverse logo

### 3. Clear Space

#### 3. Recommended Clear Space

While it is not always possible to control the location and size of an area in which the Wi-Fi logo is applied, please use the following clear space recommendation whenever possible.

Clear space is the area surrounding the Wi-Fi logo that should be kept free of other logos, graphics or text. This rule also applies when placing the logo near the edge of a surface. Minimum clear space equals 2x where "x" is defined by the width of the "i" in the logo as shown at right. Allowing additional clear space is always preferred.



#### 4. Preferred Minimum Size Guidelines

Due to the variance in resolution between printed materials and web applications, two minimum size standards have been developed to preserve the integrity of the logo. The following minimum size standards should serve as recommendations to follow whenever possible.

When the Wi-Fi logo appears in **printed** applications, the preferred minimum size standard is .25" and larger, however, displaying the logo at a larger size is always preferable.

On-screen resolution is low, therefore the minimum size standard is larger than that of the printed standard. In applications which display the Wi-Fi logo **on-screen**, the preferred minimum size standard is .5" and larger.

### 4. Minimum Size Standards

