

oneM2M Standards Certification

Logo Usage Guidelines



December 2016

Requirements of Use

oneM2M Certification Logo shall only be used in relation to products that have undergone and completed the oneM2M certification process conducted by the Certification Body.

oneM2M Certification Logo should be applied and maintained in accordance with the policy of Usage Guidelines. No deviation is acceptable.



In the Certification Logo the Certification Body(CB) name may be included depending on the CB that is providing the actual certification. Below is the Certification Logo when the Certification Body is TTA.



oneM2M Certification Logo is based on “the 4-primary colors process printing method”. For color application, delicate difference may exist between the color value and the printed color depending on the condition of the object being printed (paper, metals, etc.). User should make the best effort to follow the color guideline.

The primary colour palette of the logo will be used for text, tables and graphs.

Primary Colour Palette								
Colour Mode	RGB			CMYK - Process colours				Pantone
%	Red	Green	Blue	Cyan	Magenta	Yellow	Black	
Red	199	0	39	0	100	79	20	187 C
Gray	181	182	182	0	0	0	40	877 CVC
Dark Blue	17	11	100	100	100	0	40	187-1 C
Black	0	0	0	0	0	0	100	Black U

The secondary colour palette will be used only where there is a need to extend the brand colours (examples can be charts, promotional material, etc.)

Secondary Colour Palette								
Colour Mode	RGB			CMYK - Process colours				
%	Red	Green	Blue	Cyan	Magenta	Yellow	Black	
Gold	144	113	77	16	37	55	46	
Dark Gray	84	80	84	0	5	0	82	

PROCESS

- Red: 0c 100m 79y 20k
- Gray: 0c 0m 0y 40k
- Dark Blue: 100c 100m 0y 40k
- Black: 0c 0m 0y 100k



PANTONE

- Red: 187 C
- Gray: 877 CVC
- Dark Blue: 187-1 C
- Black: Black U



RGB

- Red: 199R 0G 39B
- Gray: 181R 182G 182B
- Dark Blue: 17R 11G 100B
- Black: 0R 0G 0B



BLACK & WHITE

- 100% BLACK
- 40% BLACK
- 25% BLACK



INVERT

- Red: 0c 100m 79y 20k
- Gray: 0c 0m 0y 40k
- 100% BLACK



oneM2M Certification Logo “Free Zone”

The oneM2M Certification Logo is preserved by making use of a “free zone” in order for the logo to look its best.

The distance between the logotype and the edges of the free zone is equal to one-fourth of height of the “M2M” as shown below.



Examples of unacceptable logo use

The oneM2M Certification logo should be applied and maintained in accordance with the Usage Guidelines. No deviation is acceptable.

Forbidden logo use

Do not use the logo as a background pattern.

Do not use the logo horizontally. Never use the logo at an angle.

Do not use the logo or parts of it in a sentence. 'one M2M' should be in text font only.



Do not use the logo on similar colour. (Poor contrast).



Do not tilt or rotate the logo.



Do not distort the logo.



Do not add effects to the logo.



Do not distort the logo.



Do not change the logo colour.



Do not distort the logo.



Do not use the logo on patterns or images.

Typography - Printed Promotional Material

Respecting these guidelines will help develop a distinctive “look” while simplifying the creative decision-making process.

The following are the preferred fonts for external promotional communications:

Headlines

Myriad Pro (Regular)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro (Bold)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

YoonGothic 100(50)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Text

YoonGothic 100(20)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

YoonGothic 100(50)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ