



LTE-M Technology Mark

Logo Usage Guidelines

Long Term Evolution for Machines (LTE-M) is a Low Power Wide Area Network (LPWAN) radio technology standard developed to enable a wide range of devices and services to be connected using cellular telecommunications bands.

Using a single identifying logo to denote this technology will establish it as a symbol of trust, widely recognised by consumers and industry alike.

Version 1.1, September 2018



About the GSMA

The GSMA represents the interests of mobile operators worldwide, uniting more than 750 operators with over 350 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai, Mobile World Congress Americas and the Mobile 360 Series of conferences.

For more information, please visit the GSMA corporate website at www.gsma.com. Follow the GSMA on Twitter: @GSMA.

About the GSMA Internet of Things Programme

The GSMA's Internet of Things Programme is an industry initiative focused on:

- **COVERAGE** of machine friendly, cost effective networks to deliver global and universal benefits
- **CAPABILITY** to capture higher value services beyond connectivity, at scale
- **CYBERSECURITY** to enable a trusted IoT where security is embedded from the beginning, at every stage of the IoT value chain

By developing key enablers, facilitating industry collaboration and supporting network optimisation, the Internet of Things Programme is enabling consumers and businesses to harness a host of rich new services, connected by intelligent and secure mobile networks.

Visit gsma.com/iot or follow [gsma.at/iot](https://twitter.com/gsmaat/iot) to find out more.

Introduction

“LTE-M” stands for “Long Term Evolution for Machines”. It is a low power wide area radio technology standard published by 3GPP in Release 13 that addresses the requirements of the IoT. The technology provides improved both indoor and outdoor coverage, supports massive numbers of low data throughput devices, low delay sensitivity, ultra-low device cost, low device power consumption and optimised network architecture.

The LTE-M logo is designed for network operators and device, module & chipset manufacturers to market and promote LTE-M technology and product. In 2017 the LTE-M logo was developed for the GSMA LTE-M Task Force to enable members and other technology users to demonstrate their support for a unified global technology and to clearly label products and services using LTE-M.

www.gsma.com/iot/long-term-evolution-machine-type-communication-lte-mtc-cat-m1/



The LTE-M technology mark

These guidelines apply to all network operators and device, module & chipset manufacturers marketing and promoting LTE-M technology and products. Please adhere to them whenever you are incorporating the logo into your designs.

The LTE-M technology mark has been designed to sit comfortably against third party brand identities. It is comprised of the LTE-M logotype and the LTE-M connectivity graphic device.

The relationship between the various elements is fixed and should not be changed. The typeface used within the logo is specific to this signature and no other type should be substituted.

The logo is designed to be used in both print and digital media. Always use the digital master artwork of the logo. Never reproduce it from any other printed or digital source.

No additional words or graphics should be added to the logo.

Without the formal approval of 3GPP it is recommended GSMA not assert any formal rights in the LTE-M logo.



Versions of the logo

There are three provided versions of the logo - black and red, black and white.

Use the version of the logo that most suits where it is being placed. Be guided by its legibility on any given background.

Black and red version



Black version



White version



Always maintain the legibility of the logo



Clear space and minimum size

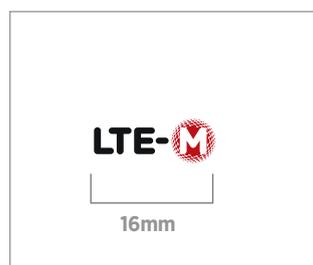
So that the logo stands out, always keep a clear space around it as shown below. This is the minimum clear space around the logo that cannot contain any type or graphic devices.

The minimum size of the logo is 16mm wide. The smallest the logo can appear online is 100 pixels wide.

The minimum amount of clear space around the logo is equal to 30% of the height of the logotype.

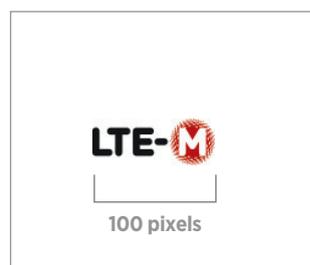


Minimum size for print



16mm wide

Minimum size for online



100 pixels wide X 35 pixels high

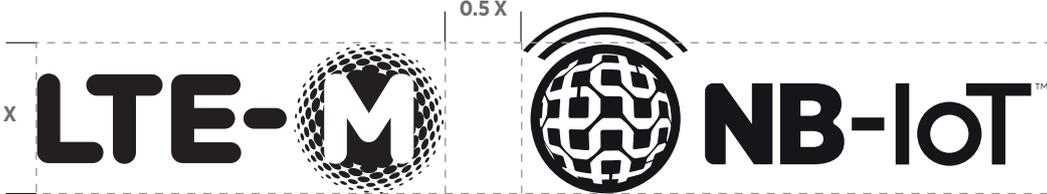
Dual branding

Sometimes the logo will need to be displayed alongside the NB-IoT logo. The example below shows how the LTE-M logo should be placed in relation to the NB-IoT logo.

The LTE-M logo should appear on the left and the NB-IoT logo appears on the right. Each logo should be scaled so that the outer edge of the circular element of both is the same.

The minimum amount of clear space between each logo is equal to 50% of the height of the LTE-M logo.

When the two logos are displayed together it is preferable to use the black or white versions of both logos.



Please refrain from the following

The components of the LTE-M logo must never be adapted or amended in any way. You may only recolour the complete logo to a single colour to match third party brand colour.

Always use the logo as it is supplied. Don't recreate or redraw the logo, always use the correct digital master reference and appropriate file format.



Don't re-colour separate elements



Don't rotate the logo



Don't distort the logo



Don't add effects



Don't develop new versions of the logo



Don't change the proportions of the individual elements

Frequently asked questions

Who can use this logo?

Anyone using LTE-M technology, as detailed in the 3GPP specification, may use this logo designed to increase global recognition of LTE-M. This logo may be used by companies promoting products and services which utilise LTE-M technology.

Who created this logo?

The LTE-M logo was designed by the GSM Association (“GSMA”), the global trade association for the mobile industry whose registered office is at GSMA Head Office, Floor 2, The Walbrook Building, 25 Walbrook, London, EC4N 8AF, UK.

What is the purpose of the logo?

The GSMA LTE-M Task Force agreed that multiple LTE-M logos may confuse end users. It would be far better for the industry to support the notion of one LTE-M logo. Furthermore, one logo, supported by the GSMA, has the potential to become a universally recognised symbol which easily identifies LTE-M enabled devices and services. The logo was designed to be suitable for the purpose of promoting & marketing LTE-M on an international basis. It was also designed to be capable of representation in different colours & languages where necessary.

Where might you expect to see the logo in use?

Network operators and device, module and chipset manufacturers will determine how and where the logo is deployed. The brand guidelines will include, but will not be limited to, the following usage examples; i.e. outer device packaging, in-box literature, online and offline marketing collaterals and events, online service and device communications, service and device advertising.

Can a network operator or a device, module, chipset manufacturer use the logo independently?

The LTE-M logo is intended to be used by either network operators or device, module, chipset manufacturers without additional dependence on being associated with particular devices or networks. As show in the illustrative examples below this permit:

1. A device, module, chipset manufacturer can market a device using LTE-M logo provided that the device, module, chipset supports LTE feature eMTC in 3GPP Release 13 and onward Releases and supports any of the LTE Cat Mx categories; i.e. Cat M1, Cat M2 and further. The LTE-M logo cannot be used for LTE MTC features that are precedent to 3GPP Release 13, i.e. the LTE-M logo cannot be used for LTE Cat 0 if PSM and eDRX are supported.
2. A network operator can market their network using LTE-M logo provided that the networks are supporting eMTC from 3GPP Release 13 and onward Releases.

Is there a cost associated with using the logo?

No. A royalty free license is granted to users who complete the user registration process as outlined below to allow the use of the LTE-M logo in relation with their products and services complying with the 3GPP LTE-M specifications.

What does use of the LTE-M logo mean?

The permission to use the LTE-M logo does not involve or imply any certification by the GSMA or the GSMA members that the products or services of manufacturers or service providers actually comply with the 3GPP LTE-M specifications. It is intended simply and only to provide a basis of reference for users, network operators and other manufacturers and service providers. The LTE-M logo may be used to show a general or specific compliance with the related specifications. The LTE-M logo shall not be used for products and services that are not in general or specific compliance with the 3GPP LTE-M specifications.

Where do I download digital copies of the LTE-M logo?

www.gsma.com/iot/lte-m-logo

Help and assistance

For further information regarding the LTE-M logo, please contact iot@gsma.com