![GSMA logo]

NB-IoT Technology Mark
Logo Usage Guidelines

NarrowBand-Internet of Things (NB-IoT) 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** to find out more.

Introduction

NB-IoT stands for NarrowBand-Internet of Things. It is a new low power wide area radio technology standard published by 3GPP in Release 13 that addresses the requirements of the Internet of Things (IoT). The technology provides improved both indoor and outdoor coverage, supports massive numbers of low throughput devices, low delay sensitivity, ultra-low device cost, low device power consumption and optimised network architecture.

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

www.gsma.com/iot/narrow-band-internet-of-things-nb-iot/

The NB-IoT technology mark

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

The NB-IoT technology mark has been designed to sit comfortably against third party brand identities. It is comprised of the NB-IoT logotype and the NB-IoT 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.

The NB-IoT technology mark is a trademark owned by the GSM Association and cannot be altered in any way.

Graphic device   **Logotype**

Versions of the logo

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

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

When necessary, the logo can appear in any single colour that matches the network or vendor's brand. Its default colour, or when it appears on its own, is green, black or white.

At very small sizes the TM letters should not appear.

Green version
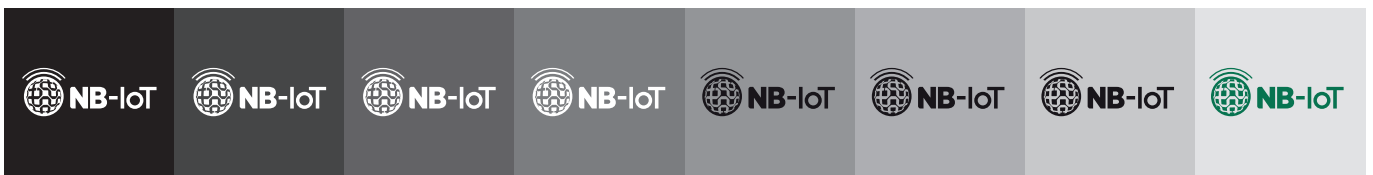

C:90 M:30 Y:80 K:20
R:0 G:112 B:74
#00704a

Black version

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000

White version

C:0 M:0 Y:0 K:0
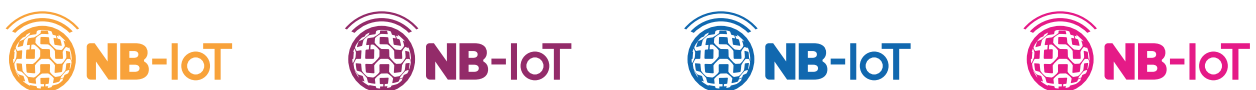R:255 G:255 B:255
#FFFFFF

Always maintain the legibility of the logo

Examples of network or vendor brand colour

Corresponding logo colour

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 amount of clear space around the logo is equal to 50% of the height of the logotype.

The minimum size of the logo is 15mm wide. The smallest the logo can appear online is 100 pixels wide.

0.5 X   **0.5 X**

0.5 X   **0.5 X**

X

0.5 X   **0.5 X**
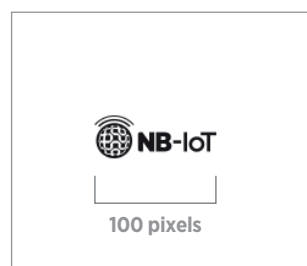
0.5 X   **0.5 X**

Minimum size for print
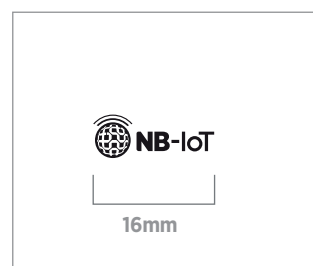
16mm

16mm wide

Minimum size for online

100 pixels

100 pixels wide X 35 pixels high

Dual branding

Sometimes the logo will need to be displayed alongside the LTE-M logo. The example below shows how the NB-IoT logo should be placed in relation to the LTE-M 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 preferrable to use the black or white versions of both logos.
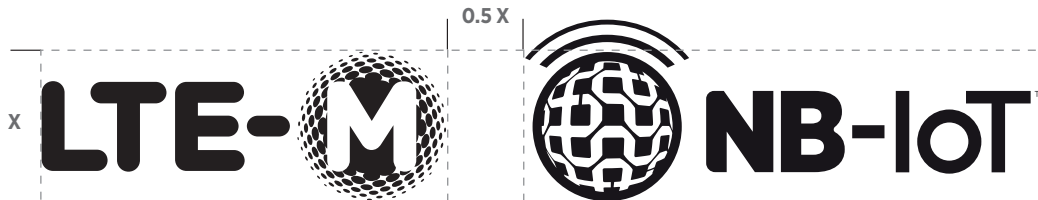
Please refrain from the following

The components of the NB-IoT 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 NB-IoT technology, as detailed in the 3GPP specification, may use this logo designed to increase global recognition of NB-IoT. This logo may be used freely by companies promoting products and services which utilise NB-IoT technology.

Who owns this logo?
The NB-IoT logo is owned by the GSM Association ("Licensor"), an organisation incorporated in Switzerland 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 NB-IoT Forum agreed that multiple NB-oT logos may confuse end users. It would be far better for the industry to support the notion of one NB-IoT logo. Furthermore one logo, supported by the GSMA, has the potential to become a universally recognised symbol which easily identifies NB-IoT enabled devices and services. The logo was designed to be suitable for the purpose of promoting & marketing NB-IoT 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 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 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 permits:

1. A device, module, chipset manufacturer can market a device using NB-IoT logo provided that the device, module, chipset supports NB-IoT in 3GPP Release 13 and supports any of the NBx categories; i.e. Cat NB1, Cat NB2, etc.

2. A network operator can market her network using NB-IoT logo provided that the networks are supporting NB-IoT technology.

Is there a cost associated with using the logo?
No. Using the logo is free of charge.

Where do I download digital copies of the NB-IoT logo?

www.gsma.com/iot/nb-iot-logo-download/

Help and assistance

For further information regarding the NB-IoT logo, please contact **iot@gsma.com**