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, January 2018

About the GSMA
The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 300 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**.

GSMA IoT
The GSMA's Internet of Things Programme is an industry initiative designed to help mobile operators accelerate the delivery of compelling and secure IoT solutions that harness big data to deliver value to individuals and enterprises alike.

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.

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 logothat most suits where it is being placed. Be guided by its legibility on any given background.

Black and red version

C:0%, M:0%, Y:0%, K:100%
and C:0%, M:100%, Y:100%, K:30%
R:0 G:0 B:0 and R:183 G:14 B:12
#00704a and #b70e0c

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

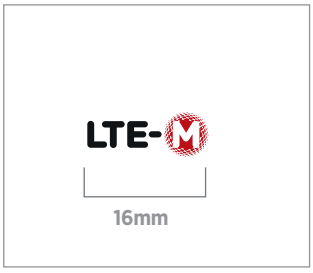
Clear space and minimum size

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 30% of the height of the logotype.

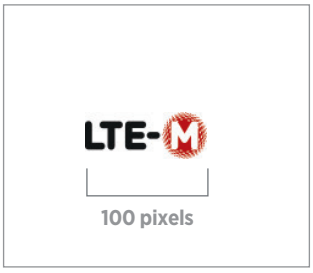
The minimum size of the logo is 16mm wide. The smallest the logo can appear online is 100 pixels wide.

Minimum size for print



16mm wide

Minimum size for online



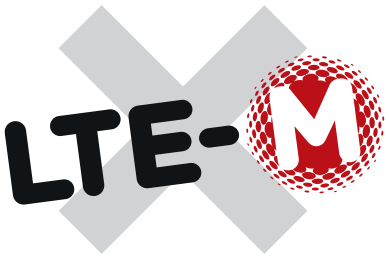
100 pixels wide X 35 pixels high

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 owns this logo?
The LTE-M logo is 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