

GSMA eRedCap logo guidelines

eRedCap (enhanced Reduced Capability) is part of RedCap 5G technology designed to bridge the gap between eMBB 5G and existing Cellular Low Powered Wide Area Networks (LPWAN) for Internet of Things (IoT) applications.

In order to raise the visibility of the capability and to create awareness, the GSMA has created a suite of logos for service providers to use on digital marketing materials such as corporate websites and social media, as well as product documentation or printed collateral. It is important that when referring to the service and your role in run of copy or talking to the media you name things correctly, and consistently.

Please contact the GSMA IoT Marketing IOTMarketing@gsma.com



This logo may be used by Telco brands for the duration of the Term of the Agreement between the parties. For the avoidance of doubt, the Telco provider acknowledges that it shall not be entitled to continue to utilise this logo following expiration or termination of the Agreement.

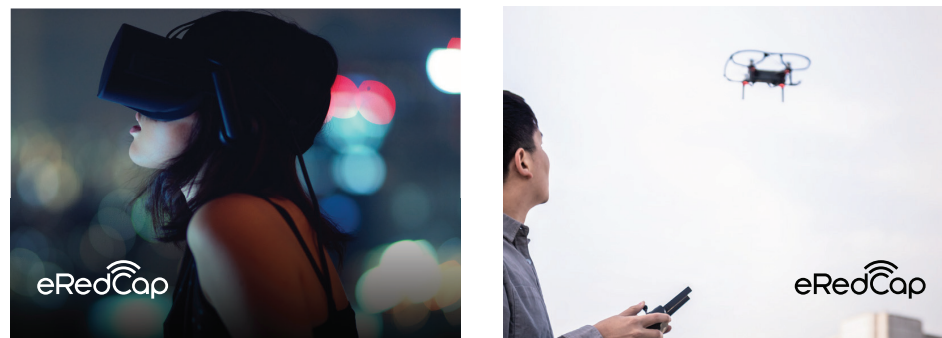
Colour ways

The GSMA eRedCap suite of logos is available in two colour options; black and white. Please use the colour option that provides the most contrast against the selected background.



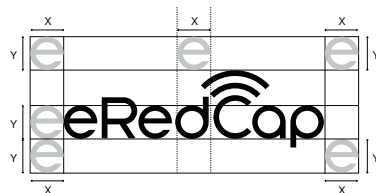
The logo should always be clearly visible when placed on coloured backgrounds or on top of imagery.

To achieve good visibility, we recommend using a contrasting colour logo which should be placed on less detailed areas of the image – and where the background is plainer.



Clear space

The clear space around the logo should be equal to the width and height of the 'e' letter (see below).

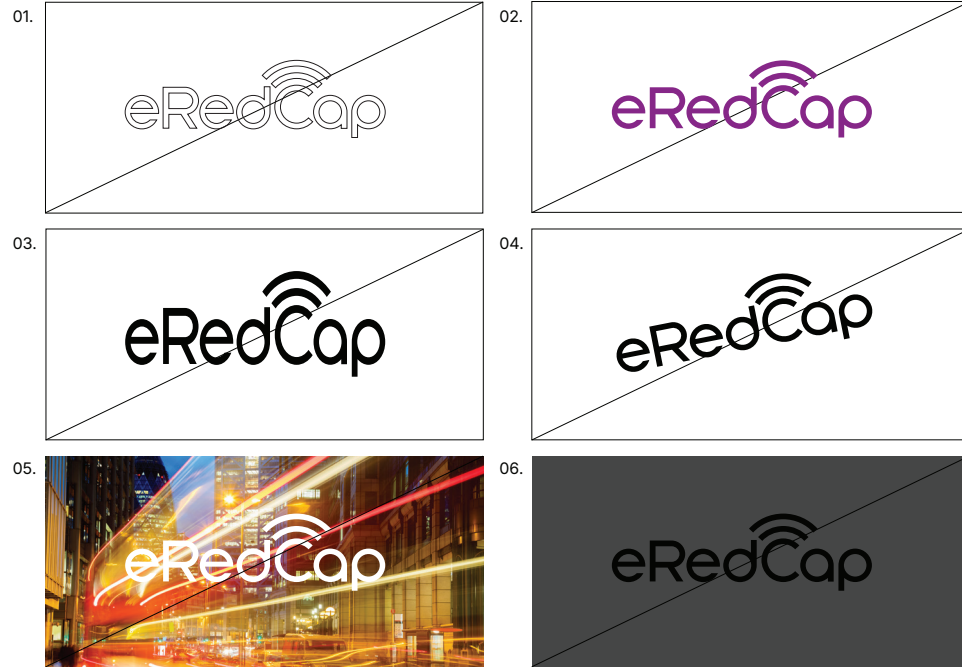


Minimum size

The minimum size is 7mm for print and for digital it is 30px high.



Here are some examples of things not to do with the logo



01. Do not present the logo as an outline version
02. The logo is mainly used in the colours provided. Do not use the logo in colours outside of the brand
03. Do not stretch or skew the logo out of its original proportions
04. Do not rotate the logo or show it at an angle
05. Do not place the logo over detailed imagery
06. Do not place the logo against a background where there is not enough contrast