



SUNSPEC MODBUS CERTIFICATION LOGO & DESCRIPTIVE TEXT USE GUIDELINES

VERSION 1 | MARCH 2019

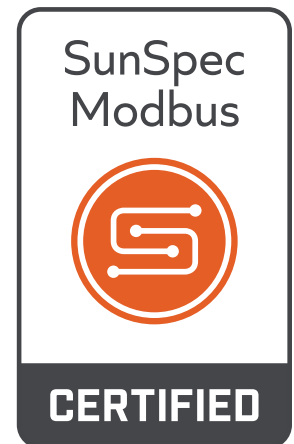
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INTRODUCTION

This document describes current SunSpec Alliance Modbus Certification Logo and Mark versions, approved usage of the logo and mark, constraints related to the use of the logo and mark, prerequisites for the use of the logo and mark, and text descriptions to be utilized for notice and SunSpec descriptions.

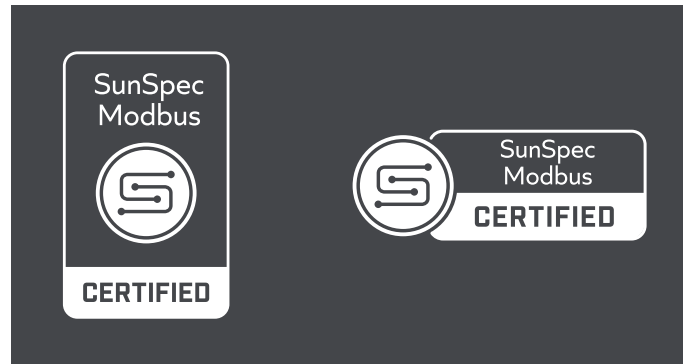
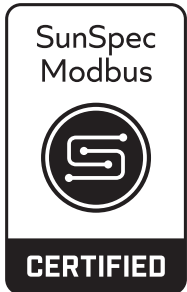
For logo files, any questions related to the SunSpec Modbus Certification branding kit and for approvals for press announcements, advertising, website content, or other use of the logo, please contact Marketing@SunSpec.org.



APPROVED LOGO AND MARK

The SunSpec Modbus Certification Logo has a horizontal and vertical version and is available in color, black and white, and white on transparent. In addition to the logo intended for collateral, there is also a SunSpec Modbus Certification Mark intended for use on products and specification sheets where space is at a premium. The mark is available in color, black and white, white, and black and white reversed.

SunSpec Modbus Certification Logo



SunSpec Modbus Certification Mark



SUNSPEC MODBUS CERTIFICATION LOGO AND MARK USE

The SunSpec Modbus Certification Logo and Mark must be used as provided electronically. No attempt to change the configuration or proportion of any artwork is allowed.

Logo Colors

The SunSpec Modbus Certification Logo may appear in color, in all black, or in all white. No other colors or color combinations may be used.



Logo Orange

CMYK: 5 77 100 0

RGB: 217 72 25

Hex # D94819



Logo Grey

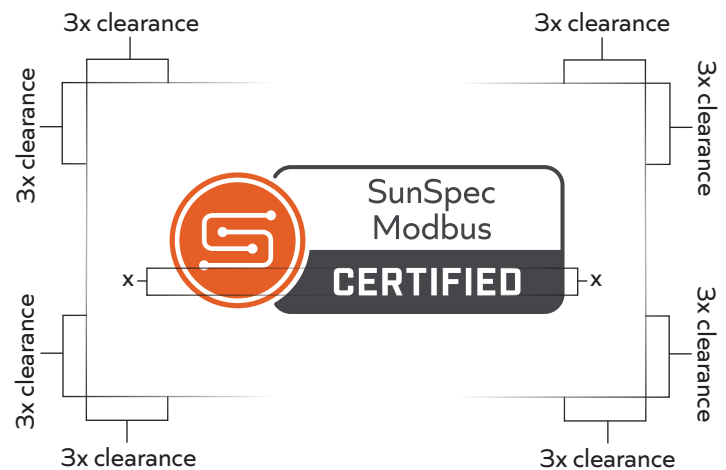
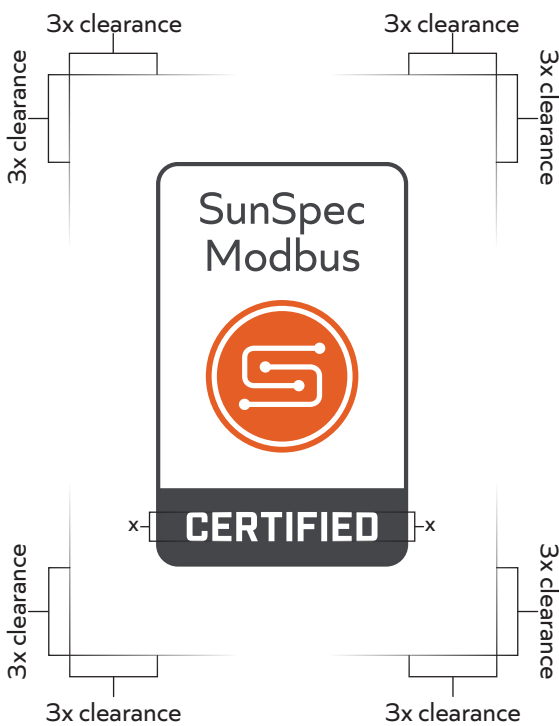
CMYK: 69 61 55 41

RGB: 68 69 73

Hex # 444549

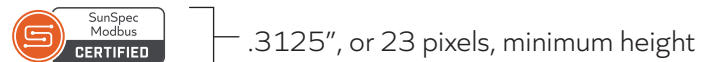
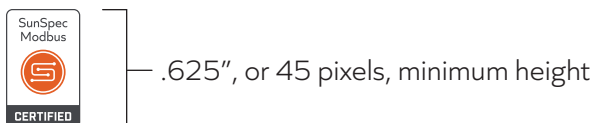
Required Clear Space

The area surrounding the SunSpec Modbus Certification Logo must be clear of other logos, graphics or text. This rule also applies when placing the SunSpec Modbus Certification Logo near the edge of a surface. Note the exception to this rule on the next page when using the logo or mark with the certification number.



The required clear space is 3x, where x is equal to the height of the word "Certified" in the logo.

Preferred Minimum Size Guidelines



LOGO AND MARK USE ON PRODUCTS AND PACKAGING

A product may use the SunSpec Modbus Certification Logo or Mark if it or a component of the product has received certification and a certification number from the SunSpec Alliance for Modbus certification and the certification remains in good standing.

Appearance Options

Do not alter, cut apart, or distort either the logo or mark when using on products or packaging.

All examples shown below are in black and white for clarity. However, color, black and white, or white on transparent options may be used.

Product: The SunSpec Modbus Certification Logo or Mark may be printed directly onto the product, added as part of a cast mold, or printed on a label that meets current regulations for size, waterproofing, and flammability.

Packaging: The SunSpec Modbus Certification Logo or Mark may be printed directly onto the packaging or printed on a label that meets current regulations for size, waterproofing, and flammability.

Use Determined by Space Available

If on the product, the SunSpec Modbus Certification Logo will appear smaller than the minimum size noted on the previous page, then the SunSpec Modbus Certification Mark may be used in lieu of the logo. If the SunSpec Modbus Certification Mark will appear smaller than the minimum size, then text as noted below may be used.

First Choice Use



Second Choice Use




Third Choice Use



SunSpec Certification MB-010101

Certification Mark Use and Minimum Size

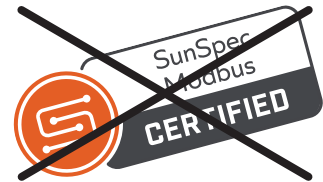
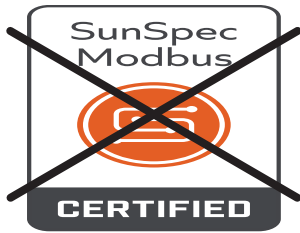
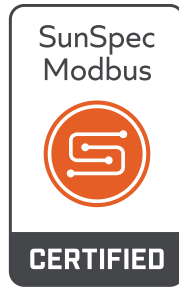
The SunSpec Modbus Certification Mark should only be used on products, packaging, and in technical collateral such as Owners Manuals when the logo would appear smaller than minimum guidelines.

  .1875", or 14 pixels, minimum height

Use in Conjunction with Certification Number

On products and packaging it is preferred that the SunSpec Modbus Certification Logo or Mark be used in conjunction with the product certification number. Refer to the above first, second, and third choice uses for certification number placement in relation to the logo or mark. Certification number and logo or mark should always appear close together and not be separated by a distance that would cause the viewer to think the logo/mark and certification number are unrelated.

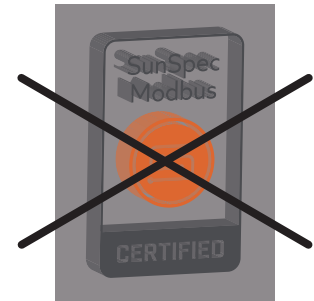
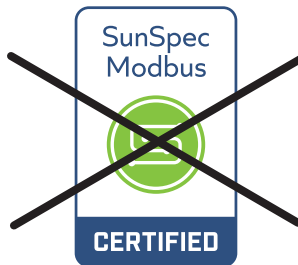
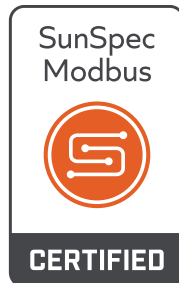
Logo Incorrect Use



Do: Scale the logo proportionally.
Don't: "Fit to space" when placing or scaling the logo.

Do: Use the logo as provided.
Don't: Modify the logo by changing the type/fonts or changing the angle of the logo.

Do: Keep the logo at an horizontal angle.
Don't: Place the logo at any angle, other than flat horizontal.



Do: Use the logotype and logomark as provided.
Don't: Resize or rearrange portions of the logo.

Do: Use the logo in the colors provided.
Don't: Recolor the logo to non-brand colors or show the logo in colors other than the provided black or white versions.

Do: Make sure there is good contrast between the background and the logo.
Don't: Outline the logo or add internal drop shadows or bevels to make it stand out.

PREREQUISITES AND REQUIREMENTS FOR USE OF THE LOGO AND MARK

The SunSpec Modbus Certification Logo or Mark may be used by an organization when the product or a component of the product they are promoting has received certification and a certification number from the SunSpec Alliance for Modbus certification and the certification remains in good standing. The SunSpec Modbus Certification Logo or Mark may not be used in any manner that would otherwise imply or convey SunSpec Alliance endorsement of a specific company, its products or its services.

The SunSpec Modbus Certification Logo or Mark may be used only by member companies whose status with the SunSpec Alliance is active. Use of the mark as outlined here is bound by the terms of the SunSpec Certified Agreement.

Prohibited Usage

- The SunSpec Modbus Certification Logo or Mark may never be used in a manner that would disparage the SunSpec Alliance.
- The SunSpec Modbus Certification Logo or Mark may never be translated into other languages.
- The SunSpec Modbus Certification Logo or Mark may never be used on letterhead, business cards or other stationery as the primary logo.
- The SunSpec Modbus Certification Logo or Mark may not be altered, cut apart, separated, or otherwise distorted in appearance.
- The SunSpec Modbus Certification Logo or Mark shall be presented in a manner in which it stands alone and shall not be combined with or incorporated into other designs.
- The use of the SunSpec Modbus Certification Logo or Mark must comply with the additional graphics usage guidelines set forth in this Style guide.

NOTICE CONVENTION / TEXT DESCRIPTIONS

In text material relating to the SunSpec Modbus Certification Logo or Mark Logo, the statement, “The SunSpec Alliance Modbus Certification Logo is a logo of SunSpec Alliance.” should be used in addition to the appropriate notice symbol to indicate that SunSpec Alliance owns the logo.