



LOGOS & MARKS GUIDELINES MARCH 2024 REVISIONS



The use of LoRaWAN®, LoRa Alliance®, and other LoRa Alliance trademarks is managed by LoRa Alliance, Inc. and must comply with all requirements described in these guidelines.

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1.1 CONTENTS OVERVIEW

These Brand Guidelines describe the requirements for licensed use of certain LoRa Alliance® trademarks, some of which are typed “word marks” and others that are graphic logo versions of marks, each of which have independent conditions for use.

The legal details regarding licensed use of LoRa Alliance trademarks are described in the [LoRa Alliance® Marks & Logo Usage Policy and Guidelines](#). These Brand Guidelines do not replace the Usage Policy and Guidelines, they serve as a practical implementation reference for authorized users of LoRa Alliance marks.

These Brand Guidelines will describe:

- General conditions that apply to any licensed use of LoRa Alliance marks; and
- Specific usage guidelines that apply on a mark by mark basis.

LoRa Alliance reserves the right to review all use of the LoRa Alliance marks. Upon request from LoRa Alliance, a user must provide a copy of any product, packaging, screenshot, publication, or other materials bearing the LoRa Alliance marks and promptly remedy any issue identified by LoRa Alliance staff.

2.1 MARKS OVERVIEW

The LoRa Alliance marks covered in these Brand Guidelines include:

- LoRa Alliance®
- LoRa Alliance® Member
- LoRaWAN®
- LoRaWAN Certified^{CM}
- LoRaWAN® Ambassador

The Brand Guidelines outline how each LoRa Alliance mark may be used and provide guidance for both typed (word mark) and graphic (logo) versions, as applicable. All licensed use of LoRa Alliance marks must comply with LoRa Alliance guidance (as described in the [LoRa Alliance® Marks & Logo Usage Policy and Guidelines](#) and these Brand Guidelines). Most authorized uses are reserved for LoRa Alliance members. The nature of each permitted use varies for each LoRa Alliance mark, and often differs between the word mark and graphic logo versions of the same mark.

These guidelines do not cover or allow for any use of the mark LoRa® on its own, which is a trademark owned and managed entirely by Semtech, not by LoRa Alliance. Please refer to <https://www.semtech.com/company/brand-resources> to request Semtech's permission for use and access the relevant brand guidelines for the LoRa mark.

2.1 ALLIANCE MARKS

Mark Attribution Requirement

One of the following attribution legends must accompany any use of LoRa Alliance marks (word mark and logo versions):

- Use of the [INSERT MARK USED] mark(s) is pursuant to license from the LoRa Alliance®.
- [INSERT MARK USED] is a mark used under license from the LoRa Alliance®.

Examples of mark attribution legends:

- LoRaWAN® is a mark used under license from the LoRa Alliance®.
- Use of the LoRa Alliance® Member and LoRaWAN® marks is pursuant to license from the LoRa Alliance®.

Always include the legend close to where the LoRa Alliance marks are displayed, or in the legal attribution segment of printed material or website. The legend may be presented in small type, but the type size must be large enough to be legible.

The attribution legend must be included on any material where the LoRa Alliance marks are displayed, including but not limited to, images, social media images, event or webinar promotions, product packaging or product materials, printed materials, and websites.



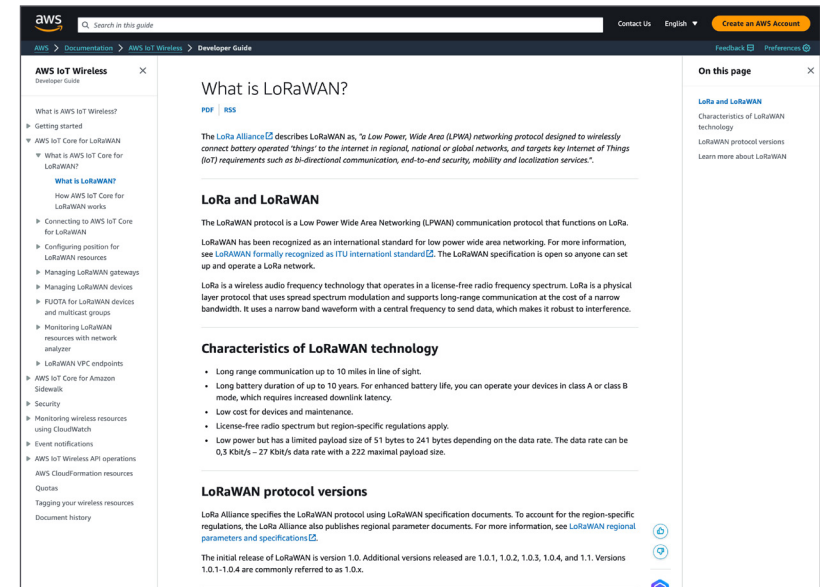
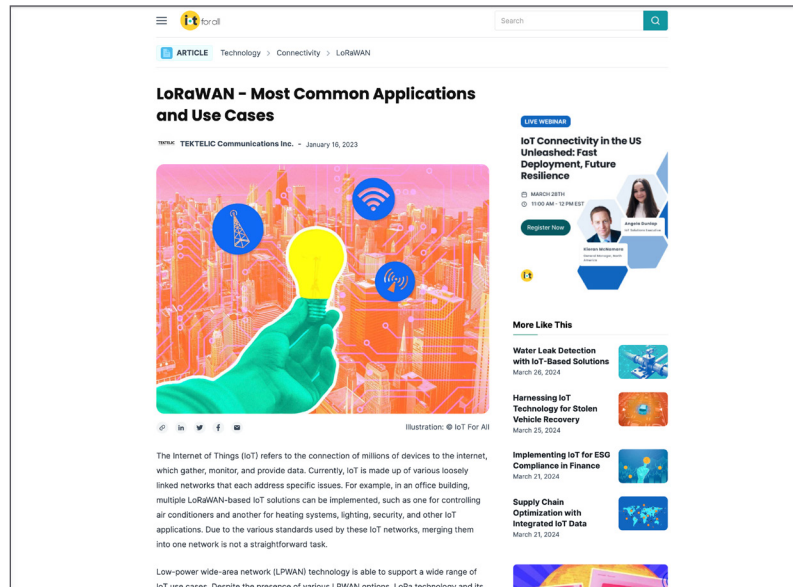
2.1 ALLIANCE MARKS

Mark Attribution Requirement

A Note on Trademark “Fair Use”

Some uses of trademarks are protected by law, even in the absence of an express license. “Nominative” fair use allows use of another’s word mark to accurately refer to the **trademark owner’s associated goods and services**, but only if the reference:

- is the only practical way to refer to the goods or services;
- only uses as much of the mark as is reasonably necessary to identify goods or service;
 - this means that fair use never justifies use of a logo
- does not suggest sponsorship or endorsement by the trademark owner.



2.2 LoRa ALLIANCE® MARK USAGE



The LoRa Alliance® word mark and graphic logo are generally reserved for use by LoRa Alliance itself to refer to the LoRa Alliance and its activities.

Neither the LoRa Alliance word mark nor the LoRa Alliance logo is approved for use by members, whether on member products, product packaging, or product collateral, or member tradeshow stands. If a LoRa Alliance member wishes to use the LoRa Alliance mark, it must first get specific approval from LoRa Alliance staff.

Contact trademarks@lora-alliance.org for approval.

2.2 LoRa ALLIANCE® MEMBER MARK USAGE



LoRa Alliance members in good standing are encouraged to use the LoRa Alliance Member word mark or graphic logo on their websites, collateral, and tradeshow stands to promote their membership in LoRa Alliance.

- Neither LoRa Alliance Member mark (word mark or logo) may be used on products or product packaging.
- Typed versions of the LoRa Alliance Member mark should use the ® trademark symbol as follows: LoRa Alliance® Member
- The graphic logo version of the LoRa Alliance Member mark has three parts: the “LoRa Alliance” logo followed by a “®” symbol, followed by the term “Member” in a different color, as shown below. If the logo is to be used in color, it must follow the LoRa Alliance color guidelines in this document.

Refer to page 5 for the required attribution legend.

2.2 LoRaWAN® MARK USAGE



The LoRaWAN marks may only be used for the following purposes (each use case has specific requirements, as described in the sections that follow):

- to identify the specifications and protocols developed by LoRa Alliance, including general references to groups of products or services that meet all LoRaWAN protocol requirements*** (See [Section 2.2 LoRaWAN® Standards and Protocols Promotion for related requirements and examples](#)).
 - This means that LoRaWAN mark should not be used on any individual products or in product names.
- to promote the LoRaWAN standard characteristics for product types that are not eligible for certification by LoRa Alliance (See [Section 2.2 LoRaWAN® and Uncertifiable Products for related requirements and examples](#))
- to promote LoRaWAN events hosted by LoRa Alliance members (See [Section 2.2 Member Events about LoRaWAN® for related requirements and examples](#))
- on LoRa Alliance members' tradeshow displays to promote LoRaWAN protocol-compliant products and services (See [Section 2.2 LoRaWAN® Graphic Logo Mark Usage for related requirements and examples](#))

2.2 LoRaWAN® MARK USAGE



Each of these uses has specific requirements, as featured in the following pages, but the following conditions always apply:

- Typed versions of the LoRaWAN mark should include the ® symbol as follows: LoRaWAN®
- The graphic logo version of the LoRaWAN® mark has the “LoRa” logo, followed by a stylized “WAN” in a different color, followed by a “®” trademark notification. No changes to the color of the logo from the LoRa Alliance version are permitted.
- Refer to page 5 for the required attribution statement.

2.2 LoRaWAN® MARK USAGE

LoRaWAN® Standards and Protocols Promotion

LoRa Alliance members, and vendors working on their behalf, may use the LoRaWAN word mark to promote the LoRaWAN standard or protocol. This includes making general references to groups of products or services that meet all LoRaWAN protocol requirements (but does not allow the use of the LoRaWAN mark to refer or promote a specific product).

Note: Only the LoRaWAN Certified mark may be used for certified products, not the LoRaWAN logo.

EXAMPLES

“The global footprint of LoRaWAN® networks is significant.”

“LoRaWAN® network servers handle device key management for joining a LoRaWAN® network.”

“Devices using the LoRaWAN® standard are produced in the millions”.

“LoRaWAN® connectivity supports a wide variety of use cases.”

“LoRaWAN® gateways are intermediaries that allow sensing devices to transmit data to the cloud.”

For purposes of these guidelines:

- the term “LoRaWAN® devices” is a generic group reference to sensors, actuators, or other LoRaWAN connected end-device
- the term “LoRaWAN® gateways” is a generic group reference to devices that convert LoRaWAN Layer 2-specified radio communication into another physical communication medium directed to a network server and
- “LoRaWAN® networks” is a generic group reference to networks that use the LoRaWAN standard to transmit data.

2.2 LoRaWAN® MARK USAGE

LoRaWAN® and Uncertifiable Products

The LoRaWAN word mark may also be used in connection with products that implement the LoRaWAN specification but are not yet eligible for certification testing by LoRa Alliance. This use must be focused on promoting the product's implementation of the LoRaWAN standard.

These references must abide by all the general requirements of these Brand Guidelines as well as those of nominative fair use (see page 6).

This means the reference:

- must be accurate,
- can not imply any endorsement by LoRa Alliance,
- must be used to refer to the LoRaWAN protocol or standard,
 - we encourage users to explicitly include the word “protocol” or “standard” after the LoRaWAN mark to meet this requirement.
- may not feature the LoRaWAN logo.

Examples of Permitted Use for specific uncertifiable products:

- XYZ, a gateway supporting the LoRaWAN® standard
 - *But not, LoRaWAN XYX gateway or XWY LoRaWAN Gateway.*
- Pacific MN12-L network - featuring support for the LoRaWAN® protocol
 - *But not, ABC LoRaWAN® Utilities Dashboard or 123 LoRaWAN Cloud*

2.2 LoRaWAN® MARK USAGE

Member Events about LoRaWAN®

LoRa Alliance members may use the LoRaWAN® marks to promote events (including webinars and other activities) that are both 1) hosted by a LoRa Alliance member and 2) about LoRaWAN.

Note: Events that are not hosted by a LoRa Alliance member may not use the LoRaWAN mark even when LoRa Alliance members are participating in the events.

- **Name of Event.** LoRa Alliance members may use the word mark LoRaWAN in the name of their own event if the event is about LoRaWAN, but it cannot be the first word in the event name.

Examples of permitted use:

- Driving ROI with LoRaWAN
- Digitalization of Smart Cities using LoRaWAN
- *But not, LoRaWAN Utilities Conference*
- **The use may not imply that LoRaWAN is the member's mark or that LoRa Alliance is sponsoring the event.** This means that the LoRaWAN mark should never be used as the only mark on a member's marketing collateral about an event, or be the biggest or the most prominent part of the event name or event description.

2.2 LoRaWAN® GRAPHIC LOGO MARK USAGE



LoRa Alliance members may use the graphic logo version of the LoRaWAN mark:

- on marketing materials of a LoRaWAN-focused event hosted by the member
- on tradeshow stands promoting products or services that comply with the LoRaWAN standard, if the stand is solely occupied and sponsored by LoRa Alliance members

These uses are reserved for LoRa Alliance members only, and have the following requirements:

- The LoRaWAN branding must be secondary to the member's own branding.
 - LoRaWAN should never appear before or in a way that is more prominent than a member's own branding.
- The use must comply with all general requirements of these Brand Guidelines.

Note: LoRa Alliance members have limited rights to use the LoRaWAN® graphic logo. Please see page 9 for rules on use of this logo by LoRa Alliance members.

2.2 LoRaWAN CERTIFIED^{CM} MARK USAGE



The LoRaWAN Certified^{CM} mark may be used to indicate that a product has successfully completed the LoRa Alliance certification process and has been granted official recognition of conformance with the LoRaWAN standard.

Note: Only the LoRaWAN Certified mark may be used for certified products, not the LoRaWAN logo.

LoRa Alliance members in good standing may use the LoRaWAN Certified^{CM} mark with products that have successfully completed the LoRaWAN certification process, and certified products may be displayed as LoRaWAN Certified Devices in the [LoRa Alliance® Marketplace](#).

Unless a LoRaWAN® product no longer meets the requirements to which it was certified or, certification has been revoked by the LoRa Alliance, LoRaWAN Certified^{CM} products shall remain certified for the term specified in the associated Certification Certificate (subject to the terms of LoRaWAN product certification) and as such, are eligible to use the LoRaWAN Certified^{CM} mark for that time.

Typed word mark versions of the LoRaWAN Certified mark should use the CM symbol as follows: LoRaWAN Certified^{CM}.

2.2 LoRaWAN CERTIFIED^{CM} GRAPHIC LOGO MARK USAGE



- If the LoRaWAN Certified^{CM} logo is to be used in color, it must follow the LoRa Alliance color guidelines in this document.
- Refer to page 5 for the required attribution statement.
- The LoRaWAN Certified^{CM} graphic logo has three parts: the “LoRaWAN” logo, with the term “Certified” underneath, in all caps and in a different color, followed by a superscript “CM” certification mark notification in the same color as the word “Certified.”

2.2 LoRaWAN® AMBASSADOR MARKS USAGE



The LoRaWAN® Ambassador logo and word mark may only be used by approved LoRa Alliance® member representatives of Sponsor, Contributor, and Institutional Members in good standing to promote their status and activities as an approved speaker on behalf of LoRa Alliance.

- Approved LoRaWAN Ambassadors are encouraged to use this mark to promote on their bios, social media profiles, etc.
- The mark is not approved for any use on products or product packaging.
- The LoRaWAN Ambassador logo has three parts: the “LoRaWAN” logo, followed by a “®” trademark notification, with the term “Ambassador” underneath, in all caps and in a different color, as shown above.

2.3 MARK DOS

These rules apply to any authorized use of a LoRa Alliance mark, in addition to the mark-specific rules covered in the preceding sections.

DOs

- Do use approved forms of the LoRa Alliance marks.
- Do retain proper capitalization - the 'L' and 'R' in the term "LoRa" should both be capitalized, the remainder of the letters should not.

Correct: LoRa Alliance. Incorrect: LORA ALLIANCE or Lora Alliance.

- Do make sure that LoRa Alliance marks are secondary to the user's brand, and never used as the only mark or logo in any materials.

Correct: **<MEMBER BRAND/LOGO>**
Webinar/Activity title featuring LoRaWAN®



LoRaWAN® is a mark used under license from the LoRa Alliance.

Incorrect:  
LoRaWAN® webinar presented by member company.

<MEMBER LOGO/BRANDING>

2.3 MARK DOS

DOs

- Do ensure that the lettering of a LoRa Alliance marks is all in the same font.
Correct: LoRa Alliance®. Incorrect: LoRa Alliance®
- Do include the appropriate “®” (registered) or “CM” (certified mark) trademark symbol in all headlines and headings featuring LoRa Alliance marks, as well as the first time the mark appears in the text of any materials.

“®” trademark symbol: LoRa Alliance® and LoRaWAN® marks

CM trademark symbol: LoRaWAN Certified^{CM}

Each mark-specific section above also identifies the appropriate symbol and its placement.

- Do respect all the logo design guidelines in Sections 2.2 and 2.5 for permitted uses of graphic logo marks.
- Do include attribution together with any use of a LoRa Alliance mark (see page 5)
- Do link to www.lora-alliance.org when using a LoRa Alliance mark as a hyperlink or other Internet linking element.
 - If other links within the domain are desired, please send an e-mail with the desired link to the Alliance at admin@lora-alliance.org.

2.3 MARK DON'TS

DON'Ts

- Do not incorporate or combine a LoRa Alliance mark with any other trademark or logo, or use it as part of another trademark or brand.
- Do not alter or modify the LoRa Alliance marks in any way.
- Do not use a LoRa Alliance mark to name any products or services, in any model number or product identifier, or in any business name or domain name.
- Do not use a LoRa Alliance mark in any way that suggests that it is a generic, common or descriptive term.
- Do not use the term “Designed for LoRaWAN®” or “Designed for LoRa™” or similar wording in connection with products or services for which certification is pending or has otherwise not been obtained.
- Do not use any confusingly similar third party mark.
- Do not use a LoRa Alliance mark in any way that disparages the product or services of LoRa Alliance or its members or to imply relationships or associations with the Alliance that do not exist.

2.4 LOGO DOS

DOs

- Do use the logo formats as provided by LoRa Alliance [\[link\]](#).
- Do use the color version unless print colors are limited or you need a single color logo.
- Do use Black/Grayscale and White versions if print colors are limited or if you require a single color logo.
- Do use the reverse version when applying the logo to a dark background, specifically on black or navy background colors.

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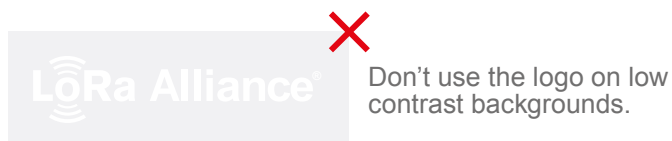
2.4 LOGO DON'TS

DON'Ts

- Do not use any logo if the width is less than 1.5" on horizontal logo, and .5" on vertical logo.
- Do not use logo versions of LoRa Alliance marks within a text sentence or within a title.

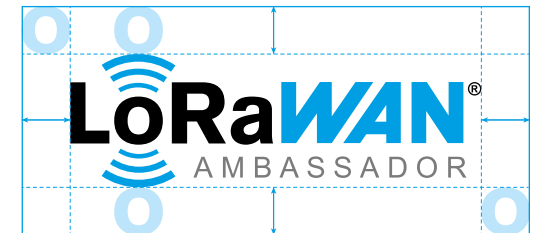
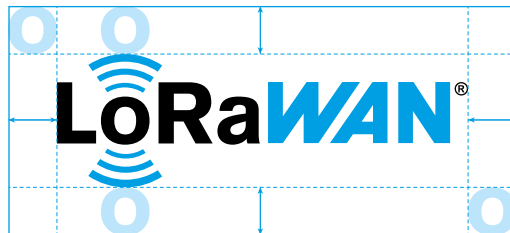
2.4 LOGO DON'TS

Additional Graphic Logo Mark Don'ts



The use of LoRaWAN®, LoRa Alliance®, and other LoRa Alliance trademarks is managed by LoRa Alliance, Inc. and must comply with all requirements described in these guidelines.

2.5 GRAPHIC LOGO MARK USAGE - CLEARANCE SPACE





LOGO & MARKS GUIDELINES

Still have questions?

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