



The Printer Working Group

May 16, 2022
PWG Policy

PWG IPP Everywhere Logo Policy

Status: Approved

Abstract: This PWG Policy defines the rules of use for the IPP Everywhere trademark (logo) by PWG members. Use of the IPP Everywhere trademark by PWG members is OPTIONAL.

This document is available electronically at:

<https://ftp.pwg.org/pub/pwg/general/process/ippevelogo-policy-20220516.docx>
<https://ftp.pwg.org/pub/pwg/general/process/ippevelogo-policy.pdf>

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16 **1. Terminology**

17 **1.1 Conformance Terminology**

18 Capitalized terms, such as MUST, MUST NOT, RECOMMENDED, REQUIRED, SHOULD,
19 SHOULD NOT, MAY, and OPTIONAL, have special meaning relating to conformance as
20 defined in Key words for use in RFCs to Indicate Requirement Levels [BCP14].

21 **1.2 Other Terminology**

22 *Capitalized Term In Italics*: definition of the term with any references as appropriate.

23 **1.3 Acronyms and Organizations**

24 *IANA*: Internet Assigned Numbers Authority, <https://www.iana.org/>

25 *IETF*: Internet Engineering Task Force, <https://www.ietf.org/>

26 *ISO*: International Organization for Standardization, <https://www.iso.org/>

27 *PWG*: Printer Working Group, <https://www.pwg.org/>

28 **2. PWG IPP Everywhere Logo Policy**

29 IPP Everywhere [PWG5100.14] defines an extension of IPP to support network printing
30 without vendor-specific driver software, including the transport, various discovery protocols,
31 and standard document formats.

32 The IPP Everywhere Printer Self-Certification Manual [PWG5100.20] defines IPP
33 Everywhere Printer self-certification test procedures and the process required for PWG
34 members to register the test results on the PWG web site [PWGWEBSITE] in order to use
35 the "IPP Everywhere" logo [IPPEVELOGOS]. Each registration applies to a single Product
36 Family running Production Ready Code as defined in the IPP Everywhere Printer Self-
37 Certification Manual.

38 The IPP Everywhere trademark and logo are trademarks of IEEE Industry Standards and
39 Technology Organization ("IEEE-ISTO"). The IEEE-ISTO and Printer Working Group
40 ("PWG") make no warranties either express, implied, statutory, or otherwise with respect to
41 the Mark, including any warranty of non-infringement, implied warranties of merchantability,
42 or fitness for a particular purpose.

43 The IEEE-ISTO Printer Working Group grants a personal right to use the IPP Everywhere
44 logo ("Mark") to all PWG members, subject to the following limits:

- 45 a. The Mark may only be used to identify products running Production Ready Code that
46 are part of a Product Family that has been tested and registered as defined in the IPP
47 Everywhere Printer Self-Certification Manual ("Manual").
- 48 b. The Mark may be used in marketing materials for products that have passed
49 certification but not yet been released to the public if the products' certifications are
50 registered within 90 days of public release.
- 51 c. The Mark may be utilized in the provision of the products (including on software
52 screenshots), on packaging for the related products, and in marketing activities,
53 including marketing presentations, corporate marketing collateral, and corporate
54 websites in which the products are identified.
- 55 d. The Mark can be reproduced in black and white, grayscale, and/or full color.
- 56 e. The Mark must be clearly legible under normal office lighting conditions and must not
57 overlap or attach to other graphic marks or words.
- 58 f. Electronic art of the Mark must be used as provided and is provided for reproduction
59 purposes only; changes in design or proportions are not allowed.
- 60 g. The Mark may not be used in a manner that would imply that the Member is
61 sponsored or endorsed by the IEEE-ISTO or PWG.
- 62 h. The Mark may not be used in a manner that would imply that goods or services
63 provided by the Member are sponsored or endorsed by, or affiliated with, the IEEE-
64 ISTO or PWG.

65 **3. Overview of Changes**

66 **3.1 IPP Everywhere Logo Policy 20220516**

67 The following changes were made to the previous (2016) revision of this PWG Policy [PWG-
68 IPPEVELOGO-POLICY-2016]:

- 69 • Updated to clarify that Members may use the Logo in marketing materials for printers
70 that have passed certification but not had those certifications registered until the
71 printer has been released to the public with the understanding that the certifications
72 will be registered within 90 days of public release.

73 4. References

74 4.1 Normative References

- 75 [BCP14] S. Bradner, "Key words for use in RFCs to Indicate Requirement
76 Levels", RFC 2119/BCP 14, March 1997,
77 <https://datatracker.ietf.org/doc/html/bcp14>
- 78 [IPPEVELOGOS] Machine-readable IPP Everywhere logo files,
79 <https://ftp.pwg.org/pub/pwg/general/logos/ippeve.zip>
- 80 [PWG5100.14] M. Sweet, I. McDonald, "IPP Everywhere™ v1.1", 5100.14-2020, May
81 2020, [https://ftp.pwg.org/pub/pwg/candidates/cs-ippeve11-20200515-
82 5100.14.pdf](https://ftp.pwg.org/pub/pwg/candidates/cs-ippeve11-20200515-5100.14.pdf)
- 83 [PWG5100.20] M. Sweet, "IPP Everywhere™ Printer Self-Certification Manual v1.1",
84 5100.20-2020, May 2020, [https://ftp.pwg.org/pub/pwg/candidates/cs-
85 ippeveselfcert11-20200515-5100.20.pdf](https://ftp.pwg.org/pub/pwg/candidates/cs-ippeveselfcert11-20200515-5100.20.pdf)
- 86 [PWGPROCESS] IEEE ISTO Printer Working Group, "The Printer Working Group
87 Definition of the Standards Development Process Version 3.0",
88 January 2009, [https://ftp.pwg.org/pub/pwg/general/pwg-process-
89 30.pdf](https://ftp.pwg.org/pub/pwg/general/pwg-process-30.pdf)
- 90 [PWGWEBSITE] PWG Web Site, <https://www.pwg.org/>

91 4.2 Informative References

- 92 [PWG-IPPEVELOGO-POLICY-2016]
93 M. Sweet, "IPP Everywhere Logo Policy", February 2016,
94 [https://ftp.pwg.org/pub/pwg/general/process/ippevelogo-policy-
95 20160219.txt](https://ftp.pwg.org/pub/pwg/general/process/ippevelogo-policy-20160219.txt)

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