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.

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1. Terminology

1.1 Conformance Terminology

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

1.2 Other Terminology

PWG Policy: A PWG Document defining details for a PWG operating procedure not defined in PWG Process [PWGPROCESS].

1.3 Acronyms and Organizations

IANA: Internet Assigned Numbers Authority, https://www.iana.org/


PWG: Printer Working Group, https://www.pwg.org/

2. PWG IPP Everywhere Logo Policy

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


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

The IEEE-ISTO Printer Working Group grants a right to use the IPP Everywhere logo ("Mark") to all PWG members, subject to the following conditions:
a. The following attribution statement MUST appear on the media where the Mark appears:

"IPP Everywhere and the IPP Everywhere logo are trademarks of the IEEE Industry Standards and Technology Organization ("IEEE-ISTO") Printer Working Group."

b. The Mark MUST only be used to identify products running Production Ready Code that are part of a Product Family that has been tested and registered as defined in the IPP Everywhere Printer Self-Certification Manual ("Manual").

c. The Mark MAY be used in marketing materials for products that have passed certification but not yet been released to the public if the products' certifications are registered within 90 days of public release.

d. The Mark MAY be used in the provision of the products (including on software screenshots), on packaging for the related products, and in marketing activities, including marketing presentations, corporate marketing collateral, and corporate websites in which the products are identified.

e. The Mark MAY appear in black and white, grayscale, and/or full color.

f. The Mark MUST be clearly legible under normal indoor lighting conditions.

g. The Mark MUST NOT overlap or attach to other graphic marks or words, be combined with other marks, placed inside another mark, or placed in a way that covers parts of the Mark.

h. Electronic art of the Mark MUST be used unaltered (without changes in design or aspect ratio).

i. The Mark MUST NOT be used to imply that the Member or product is sponsored or endorsed by the IEEE-ISTO or PWG.

3. Logo Usage

The IPP Everywhere™ logo [LOGO] is designed to be placed on a light-colored background with a minimum height of 1/2 inch (12.5mm) on printed material and 30 pixels in online material. Minimum clear space around the logo is 1/4 of the height of the logo. Figure 1 shows examples of good and bad backgrounds and clear space. Figure 2 shows examples of acceptable and unacceptable logo placement combinations.
Figure 1 - Logo Backgrounds and Clear Space
4. Overview of Changes

4.1 IPP Everywhere Logo Policy 20231218

IPP Everywhere Logo Policy 20231218 includes the following changes:

- Added source attribution statement to list of requirements for use;
- Changed normative language of items in list of requirements to be declarative rather than using "may" which is less firm; and
- Added section 3 "Logo Usage" taken from IPP Everywhere Printer Self-Certification Manual [PWG5100.20].

4.2 IPP Everywhere Logo Policy 20220516

IPP Everywhere Logo Policy 20220516 includes the following changes:
• Updated to clarify that Members can use the Logo in marketing materials for printers that have passed certification but not had those certifications registered until the printer has been released to the public with the understanding that the certifications will be registered within 90 days of public release.

5. References

5.1 Normative References


6. Authors

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The authors would also like to thank the following individuals for their contributions to this specification:

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