

# Annex A – Wireless Power Logo Display Guidelines

## 1. Wireless Power Logo & Registered Products

The Qi Wireless Power Logo (Qi Logo) and Ki Cordless Kitchen Logo (Ki Logo) described in these Guidelines each constitute a Wireless Power Logo, as described in the Logo License Agreement. Both the Qi Logo and Ki Logo are subject to all the terms set forth in that Agreement, as well as these Guidelines.

'Qi Certified Products' and 'Ki Certified Products' refer to certified products listed in the Registered Product Database and shall constitute "Registered Products" as described in the Logo License Agreement.

## 2. Usage Permission

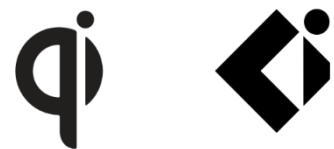
The Qi Logo and Ki Logo may only be used in connection with promoting the applicable specification as described below, on Registered Products and related packaging materials, and in related advertising and other sales and marketing literature, including catalogues, brochures, and user manuals for the Registered Products, in compliance with these Logo Display Guidelines and the Logo License Agreement.

The Qi Logo may only be used in connection with promoting the *Qi Wireless Power Transfer System Power Class 0 Specification*, or on Qi Certified Products and on packaging or other materials pertaining to said Qi Certified Products.

The Ki Logo may only be used in connection with promoting the *Ki Cordless Kitchen Specification*, or on Ki Certified Products and on packaging or other materials pertaining to said Ki Certified Products.

## 3. Shape

The Qi Logo and Ki Logo must always be used as described in these Logo Display Guidelines. The Wireless Power Logo must be reproduced using the electronic artwork files available on the Wireless Power Consortium (WPC) website as described further below. Variations, deletions, modifications and additions to any part of the Wireless Power Logo are strictly forbidden.



## 4. Color

The Wireless Power Logo may be reproduced in black on a light background or white on a dark background. When printing using only one color or when the appearance of the Logo is obtained by molding or reflection, the Logo may appear in the basic color used. Texture or reflection levels must be uniform across the entire Logo.

The Wireless Power Logo's color, background color and intensity must be uniform across the entire Logo. Shadows and other graphic effects are not allowed.

## 5. Size

The Wireless Power Logo may be scaled to any size that is easily readable by the naked eye, on the condition that the aspect ratio is maintained within +/- 5%.

## 6. Clear Zone

The complete Wireless Power Logo must be used with a clear zone around it in which no other graphics or text appears, aside from the Product ID as discussed later in this document. To the extent possible, considering the physical size of the items bearing the Wireless Power Logo, the clear zone should be at least the width of the Wireless Power Logo. An exception is made for when the Wireless Power Logo is combined with certification marks on a product.

## 7. Border

The Wireless Power Logo may not be enclosed in any kind of border, circle, box or frame unless it lies outside of the clear zone.

## 8. Attribution Text

Indicate the ownership of the Wireless Power Logo using the following text: “The Qi logo is a trademark of the Wireless Power Consortium.” or “The Ki logo is a trademark of the Wireless Power Consortium.” When using a Wireless Power Logo on a Registered Product, these words will be placed on an exposed surface of the product if space permits.

## 9. Automotive Aftermarket Products

Fully Compliant Transmitters that also comply with the “Guidelines for Automotive Aftermarket Qi Chargers” as published on the WPC website may carry the claim “Meets Qi Automotive Aftermarket Guidelines.”

For each product that carries this claim, the Licensee shall verify compliance with the “Automotive Aftermarket Guidelines” and register such compliance in the Registered Product Database on the WPC website. Licensee shall not make this claim for a product that has not been registered on the website as “Compliant with the Guidelines for Automotive Aftermarket Qi Chargers.”

## 10. Combining the Qi Logo with the Product Identifier

The Qi Logo may be combined with the product’s identifier (Qi-ID) as listed in the Registered Product Database and the text “Certified” with the alignment, size and fonts indicated in this example. The font used for the number and the word “Certified” must be Open Sans Bold. [fonts.google.com/specimen/Open+Sans](https://fonts.google.com/specimen/Open+Sans)



## 11. Artwork

The Wireless Power Logo must be rendered with the artwork (design files) that are available from the WPC website at [members.wirelesspowerconsortium.com/members/members-info/logo.html](https://members.wirelesspowerconsortium.com/members/members-info/logo.html) or [wirelesspowerconsortium.com/for-retailers](https://wirelesspowerconsortium.com/for-retailers).

## 12. Usage Examples

Please refer to the examples showing proper and improper Wireless Power Logo usage on the WPC website at [wirelesspowerconsortium.com/knowledge-base/retail/qi-logo-guidelines-and-artwork.html](https://wirelesspowerconsortium.com/knowledge-base/retail/qi-logo-guidelines-and-artwork.html) and [wirelesspowerconsortium.com/knowledge-base/retail/ki-logo-guidelines-and-artwork.html](https://wirelesspowerconsortium.com/knowledge-base/retail/ki-logo-guidelines-and-artwork.html).