

WPC Logo Display Guidelines

1. WPC Logos & Licensed Products



The Original Qi Logo (**Qi Logo**), the Qi2 Logo (**Qi2 Logo**), the Qi2 Ready Logo (**Qi2 Ready Logo**), the Qi2 25W Logo (**Qi2 25W Logo**), the Qi2 Ready 25W (**Qi2 Ready 25W**), and the Ki Cordless Kitchen Logo (**Ki Logo**) depicted above each constitute a WPC Logo, as described in the Wireless Power Consortium, Inc. (**WPC**) Trademark License Policy. All WPC Logos are subject to all the terms set forth in the Trademark License Policy, as well as these Guidelines. Certain uses of the WPC Logos are mandatory (see uses described with “must”) and others are permissive (see uses described with “may”) to avoid consumer confusion, support effective enforcement, and bolster product safety. Except for the specifically defined terms below, all other defined terms used in these Guidelines have the meaning ascribed to them in the Trademark License Policy.

“**Automotive Chargers for Inline Assembly**” has the meaning set forth in WPC’s Product Certification Process.

“**Packaging Collateral**” means all packaging materials, advertising and other physical and digital sales and marketing literature, including product descriptions, E-Labels, catalogues, product descriptions and product listings available at the point of sale (whether e-commerce platforms, physical retail locations, etc.), brochures, product and/or promotional materials inserted inside the product packaging, and user manuals related to a Licensed Product.

“**Qi Specification**” means Qi Wireless Power Transfer System Power Class 0 Specification.

“**WPC ID**” means the unique identification number assigned by WPC to a Licensed Product, as reflected in the Certified Product Database (e.g., Qi-ID).

2. Usage Permission

Each WPC Logo may be used in connection with promoting the applicable specification and applicable Licensed Products as described in the chart below¹. All uses of a WPC Logo must adhere to the detailed display instructions (regarding spacing, color, required attribution etc.) as set forth in Sections 3-9 below, and all terms of these Guidelines and WPC’s Trademark License Policy. Members must also include the applicable WPC ID on all Licensed Products’ Packaging Collateral (Qi IDs are required in text in this format: Qi ID: xxxxx)

¹ Members who have entity-wide policies that conflict with mandatory marking requirements may apply for a waiver of this requirement by contacting WPC’s Executive Director.

Logo	Specification	Receivers	Transmitters or Accessories	Packaging Collateral	Other Notes
 (Qi Logo)	Qi Specification, versions 1.3.3 and prior	May display the Qi Logo	Must display (except for Automotive Chargers for Inline Assembly, which may, but are not required to, display the Qi Logo).	May include Qi Logo.	<u>Licensed X-in-1 Chargers:</u> Licensed X-in-1 Chargers that commenced Certification prior to December 2, 2023, Members must display the Qi Logo in the center of the Transmitter location that complies with the above described Qi Specifications, to indicate to end-users which locations of the Licensed X-in-1 Charger (as defined in the Trademark License Policy) comply with the corresponding Qi Specification. Any charging portions of the Licensed X-in-1 Charger that may enable wireless charging through non-WPC technology are prohibited from being marked with a WPC Logo. Licensed X-in-1 Chargers that commenced the certification process for the Relevant Qi Specifications identified in this section 2(a) after December 2, 2023 are no longer required to display the Qi Logo in the specific Qi-related Transmitter location.
 (Qi Logo)	Qi Specification version 2.0, <u>EPP (Receivers and Transmitters) & BPP (Receivers only) & version 2.1 with APP.</u>	May display Qi Logo	Must display Qi Logo (except for Automotive Chargers for Inline Assembly, which may display).	May include Qi Logo. Members may also include the following for each respective profile: EPP: “This product contains no magnets and complies with the latest Qi v2.0 Extended Power Profile Standard.” BPP Receivers: “This product contains no magnets and complies with the latest Qi v2.0 Basic Power Profile Standard.”	<u>Licensed X-in-1 Chargers:</u> There is no requirement to display the Qi Logo in the specific Qi-related Transmitter location

Logo	Specification	Receivers	Transmitters or Accessories	Packaging Collateral	Other Notes
 (Qi2 Logo)	Qi Specification, version 2.0 <u>with MPP</u> .	May display Qi2 Logo	Must display Qi2 Logo (except for Automotive Chargers for Inline Assembly, which may display).	May include Qi2 Logo.	<u>Licensed X-in-1 Chargers</u> : Any Licensed X-in-1 Charger that includes an MPP charging position must display the Qi2 Logo, but is not required to also display the Qi Logo even if the Licensed Product also includes EPP and/or BPP charging positions.
 (Qi2 25W Logo)	Qi Specification, version 2.2 <u>with MPP</u>	May display Qi2 25W Logo	Must display Qi2 25W Logo (except for Automotive Chargers for Inline Assembly, which may display).	May include Qi2 25W Logo.	When referring to the brand in text for uses such as marketing collateral, packaging, or social media, the proper format is Qi2 25W. When referring to the version or technical specification, the proper format is Qi v2.2. <u>Licensed X-in-1 Chargers</u> : Any Licensed X-in-1 Charger that includes an MPP charging position must display the Qi2 25W Logo, but is not required to also display the Qi Logo even if the Licensed Product also includes EPP and/or BPP charging positions.
 (Qi2 Ready Logo)	Qi Specification, version 2.1, MCP-E (Qi2 Ready receiver – accessory combination certification) & MCP-M (accessory certification)	May display Qi2 Ready Logo.	Accessories must display Qi2 Ready Logo	<u>Receivers</u> : Must include language that describes the dependency on the specific accessories with which the receiver was tested and Certified, namely “This [brand name][product name] [receiver type], requires use with a Qi2 Ready approved accessory to be a compliant Qi2 device. For a list of approved accessories for this [receiver type] go to www.wirelesspowerconsortium.com/Qi2ready .” This wording should be in	<u>Note</u> : Receivers that have companion accessories certified to the MCP-M specification are covered under Qi2 as noted above.

Logo	Specification	Receivers	Transmitters or Accessories	Packaging Collateral	Other Notes
				proximity to the Qi2 Ready Logo featured on the Licensed Product’s external packaging and also included in related marketing and promotional materials. <u>Accessories:</u> Must display the Qi2 Ready Logo, and must also include language that describes the dependency on the specific receiver with which it was tested and Certified, namely: <u>For accessories certified to the MCP-E combination certification:</u> “This [brand name][model name][accessory type] requires use with a [brand name][product name] [receiver type] to be a compliant Qi2 device.” <u>For accessories certified to the MCP-M specification:</u> “This [brand name][model name][accessory type] may be used with a [brand name][product name] [receiver type] to optimize the Qi2 user experience.” This wording should be in proximity to the Qi2 Ready Logo on external packaging and in related marketing and promotional materials. Members may also include the following: “This product requires use of a companion product ([brand name][product name] [product type]) to comply with the Qi2 standard.”	

Logo	Specification	Receivers	Transmitters or Accessories	Packaging Collateral	Other Notes
 Qi2 Ready 25W Logo)	Qi Specification, version 2.2, MCP-E (Qi2 Ready receiver – accessory combination certification) & MCP-M (accessory certification)	May display Qi2 Ready 25W Logo.	Accessories must display Qi2 Ready 25W Logo	<u>Receivers:</u> Must include language that describes the dependency on the specific accessories with which the receiver was tested and Certified, namely “This [brand name][product name] [receiver type], requires use with a Qi2 Ready 25W approved accessory to be a compliant Qi2 device. For a list of approved accessories for this [receiver type] go to www.wirelesspowerconsortium.com/Qi2ready.” This wording should be in proximity to the Qi2 Ready Logo featured on the Licensed Product’s external packaging and also included in related marketing and promotional materials. <u>Accessories:</u> Must display the Qi2 Ready 25W Logo, and must also include language that describes the dependency on the specific receiver with which it was tested and Certified, namely: <u>For accessories certified to the MCP-E combination certification:</u> “This [brand name][model name][accessory type] requires use with a [brand name][product name] [receiver type] to be a compliant Qi2 device.” <u>For accessories certified to the MCP-M specification:</u>” This [brand name][model name][accessory type] may be used with a [brand name][product name] [receiver type] to optimize the Qi2 user experience.	When referring to the brand in text for uses such as marketing collateral, packaging, or social media, the proper format is Qi2 Ready 25W. When referring to the version or technical specification, the proper format is Qi2 Ready v2.2. <u>Note:</u> Receivers & companion accessories certified to MCP-M specifications are covered above

Logo	Specification	Receivers	Transmitters or Accessories	Packaging Collateral	Other Notes
				This wording should be in proximity to the Qi2 Ready Logo on external packaging and in related marketing and promotional materials. Members may also include the following: “This product requires use of a companion product ([brand name][product name] [product type]) to comply with the Qi2 standard.”	
	<i>Ki Cordless Kitchen Specification</i>	Ki Logo is required.	Cooktops/Hobs : Ki Logo is required on the top surface of cooktops and standalone induction units. If cooktops have multiple cooking zones with a mix of induction and induction-with-Ki zones, the Ki-enabled cooking zones must have Ki Logos either on the center of the zone or directly below the	<u>Must display Ki Logo.</u>	

Logo	Specification	Receivers	Transmitters or Accessories	Packaging Collateral	Other Notes
			zone. If all zones are Ki-enabled, Ki Logos are not required on the center of the cooking zones. Undercounter mounted transmitters: Ki Logo is required on the exposed surface of the transmitter when the transmitter is mounted under an island or counter.		

g. Power Ratings and Other Features

Licensed Products featuring WPC Logos should only promote features that have been successfully tested by WPC, except as explicitly set forth in this section.

A Licensed Product that has been tested and certified to a specific power rating may (but is not required to) refer to that power rating in the product description but the power rating is not allowed in the product name. For example, a product that has been Qi2 MPP certified at 15W could be named the “Max Charger” with 15W of charging power, but could not be named the “Max 15W Charger.”

A Licensed Product that features a WPC Logo and also incorporates proprietary technology that has not been tested by WPC can make claims related to such proprietary features, but only so long as such claims are distinguished and clearly separated from the promotion of Qi2 compliance or WPC certification. For example, a Licensed Product description may read: “Max Charger, Qi2 certified, with COMPANY NAME’s proprietary 30W technology” but may not simply read “Max Charger Qi2 certified 30W Charger”

3. Shape

The applicable WPC Logo must always be used as described in these Guidelines and 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 WPC Logo are strictly forbidden.

4. Color

The WPC 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 WPC Logo is obtained by molding or reflection, the WPC Logo may appear in the basic color used. Texture or reflection levels must be uniform across the entire WPC Logo.

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



Correct example: Uniform color.



Incorrect example: Two different colors.

5. Size & Placement

Preferred minimum logo height of .25" (6.35mm X 6.35mm) in print applications, including on products.

Preferred minimum logo height of .5" (12.7mm x 12.7mm) in web applications.

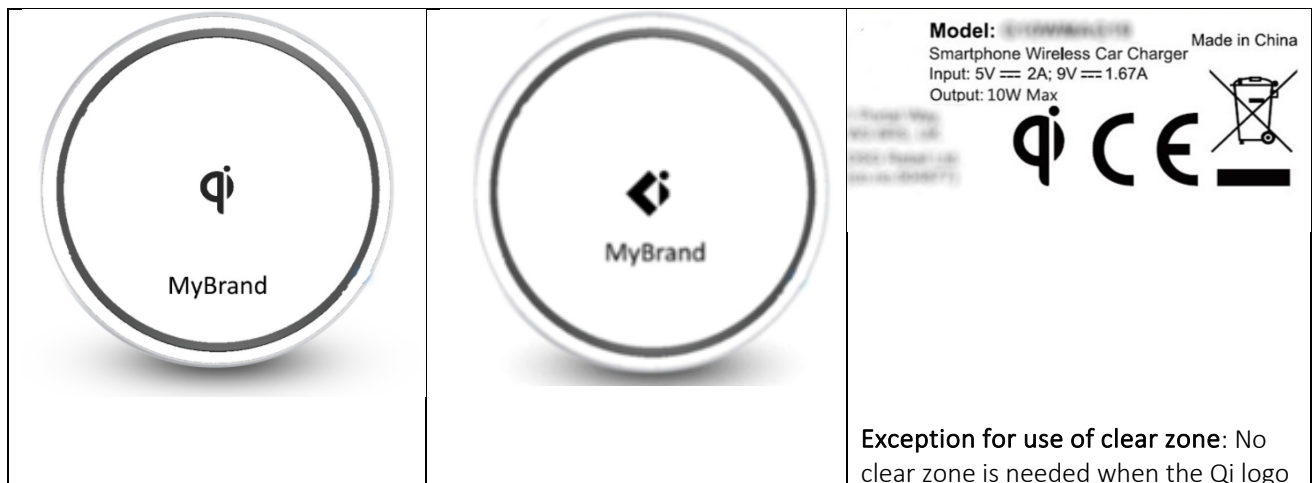
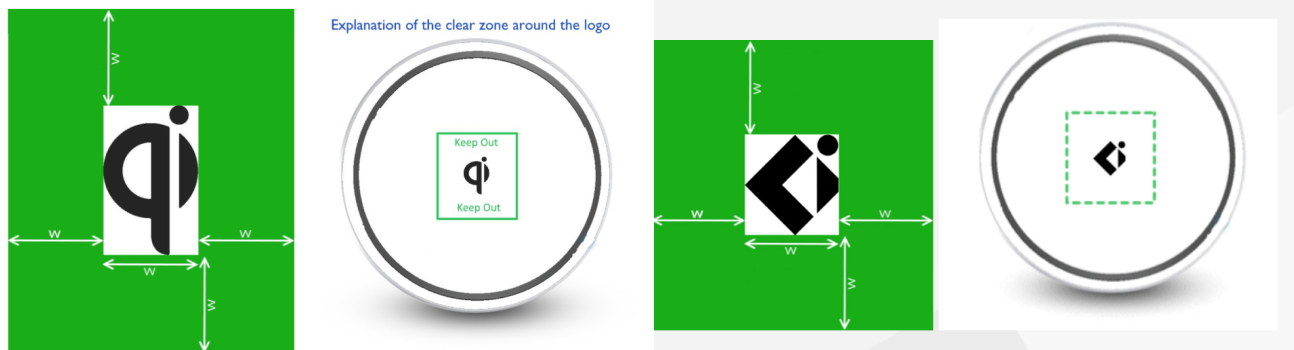
With respect to Transmitters that display the Qi Logo, Qi2 Logo or Qi2 25W Logo, the placement of the WPC Logo on the center of the charging spot is preferred, but not mandatory.

With respect to Ki-certified cooktops, if cooktops have multiple cooking zones with a mix of induction and induction-with-Ki zones, the Ki-enabled cooking zones must have Ki Logos either on the center of the zone or directly below the zone. If all zones are Ki-enabled, Ki Logos are not required on the center of the cooking zones.

6. Clear Zone

The complete WPC Logo must be used with a clear zone around it in which no other graphics or text appears, aside from the WPC ID. To the extent possible, considering the physical size of the items bearing the WPC Logo, the clear zone should be at least the width of the WPC Logo. An exception is made for when the WPC Logo is combined with certification marks on a product. The WPC Logo may not be enclosed in any kind of border, circle, box or frame unless it lies outside of the clear zone.

EXAMPLES:



Correct example: Text is placed outside of the clear zone:	Incorrect example: Text is placed too close to the clear zone	is combined with certification marks at the back side of a product.
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7. Border

As per the above, WPC 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

Any authorized use of a WPC Logo must include appropriate attribution to indicate the ownership of the WPC Logo, by including the following text, as applicable to the relevant WPC Logo:

“The Qi logo is a trademark of the Wireless Power Consortium.”

“The Qi2 logo is a trademark of the Wireless Power Consortium.”

“The Qi2 Ready logo is a trademark of the Wireless Power Consortium.”

“The Ki logo is a trademark of the Wireless Power Consortium.”

These words must be included in the Packaging Collateral of any Licensed Product that features a WPC Logo on the product or in its Packaging Collateral.

9. Artwork

All authorized use of WPC Logos must use the official artwork files as provided by WPC on its member website (requires WPC member login).

a. Qi Logo, Qi2 Logo, Qi2 25W Logo, Qi2 Ready Logo & Qi2 Ready 25W Logo Artwork

Official artwork for Qi Logo, Qi2 Logo, Qi2 25W Logo, Qi2 Ready Logo & Qi2 Ready 25W Logo can be found [here](#).

b. Ki Logo Artwork

Official artwork for Ki Logo can be found [here](#).

10. WPC membership badge



Members may display the WPC Member badge to indicate and promote their WPC membership (including on websites, in emails, in presentations, and tradeshow displays).

Artwork files for WPC Member badges in various colors and file types can be found [here](#).

11. 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 Member shall verify compliance with the “Automotive Aftermarket Guidelines” and register such compliance in the Certified Product Database on the WPC website. Licensee shall not make this claim for a product that has not been certified on the website as “Compliant with the Guidelines for Automotive Aftermarket Qi Chargers.”