

## **PWG IPP Everywhere Logo Policy**

Status: Stable

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-20241216.docx>  
<https://ftp.pwg.org/pub/pwg/general/process/ippevelogo-policy.pdf>

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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/>

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

*ISO*: International Organization for Standardization, <https://www.iso.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 Printer Self-Certification Manual [PWG5100.20] defines IPP Everywhere Printer self-certification test procedures and the process required for PWG members to register the test results on the PWG web site [PWGWEBSITE] in order to use the "IPP Everywhere" logo [LOGO]. Each registration applies to a single Product Family running Production Ready Code as defined in the IPP Everywhere Printer Self-Certification Manual.

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.

Members **MAY** translate the attribution statement to other languages for display in or on materials distributed outside the U.S. The phrases 'IPP Everywhere' and 'IEEE Industry Standards and Technology Organization ("IEEE-ISTO") Printer Working Group' **MUST NOT** be translated.

- 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.

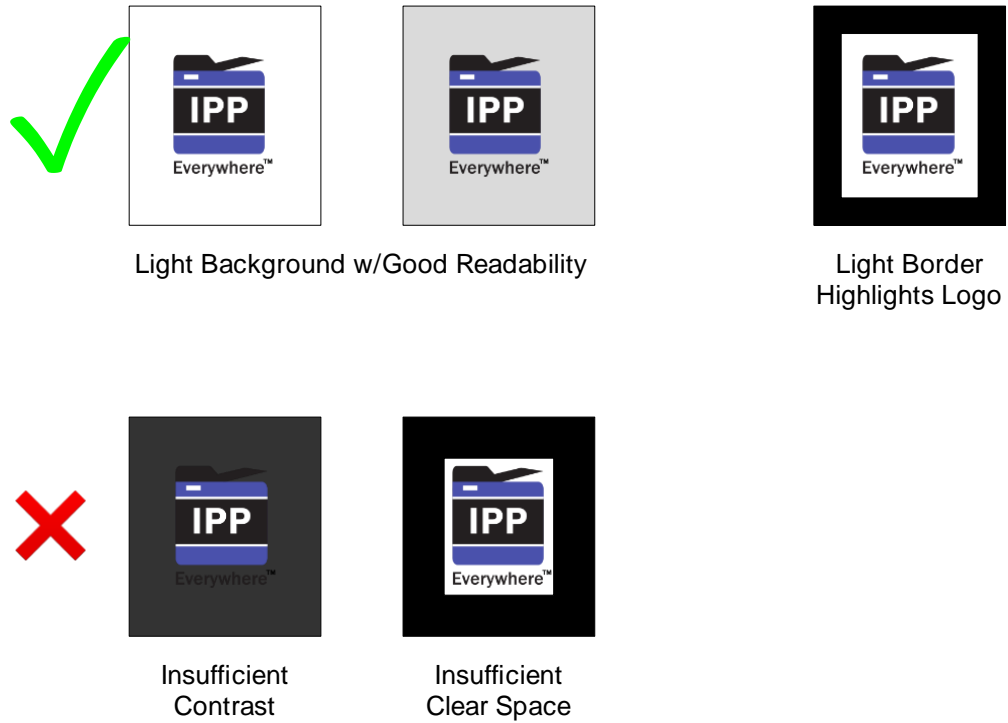
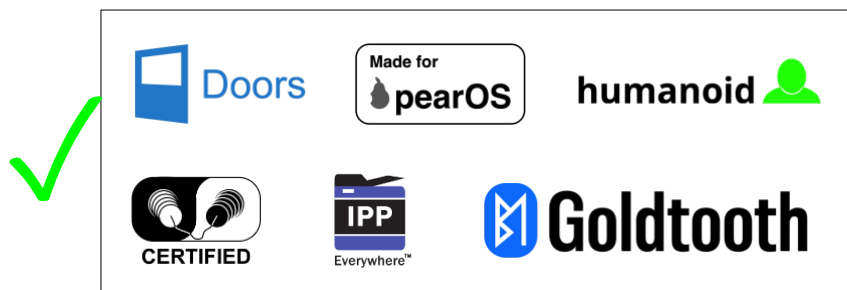


Figure 1 - Logo Backgrounds and Clear Space



Balanced Placement of Logos with Clear Space Allows Logos to Be Identified



Logos Are Scaled, Too Close, and Overlap

Figure 2 - Logo Combinations

## 4. Overview of Changes

### 4.1 IPP Everywhere Logo Policy 20241216

IPP Everywhere Logo Policy 20231218 includes the following changes:

- Added statement allowing translation of the source attribution statement.

### 4.2 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].

### 4.3 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

- [BCP14] S. Bradner, "Key words for use in RFCs to Indicate Requirement Levels", RFC 2119/BCP 14, March 1997, <https://datatracker.ietf.org/doc/html/bcp14>
- [LOGO] IPP Everywhere™ logo files (currently approved), <https://ftp.pwg.org/pub/pwg/general/logos/ippeve.zip>
- [PWG5100.14] M. Sweet, I. McDonald, "IPP Everywhere™ v1.1", 5100.14-2020, May 2020, <https://ftp.pwg.org/pub/pwg/candidates/cs-ippeve11-20200515-5100.14.pdf>

- [PWG5100.20] M. Sweet, "IPP Everywhere™ Printer Self-Certification Manual v1.1", 5100.20-2020, May 2020, <https://ftp.pwg.org/pub/pwg/candidates/cs-ippeveselfcert11-20200515-5100.20.pdf>
- [PWGPROCESS] IEEE ISTO Printer Working Group, "PWG Process 4.0", August 2023, <https://ftp.pwg.org/pub/pwg/general/process/pwg-process-4.pdf>
- [PWGWEBSITE] PWG Web Site, <https://www.pwg.org/>

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