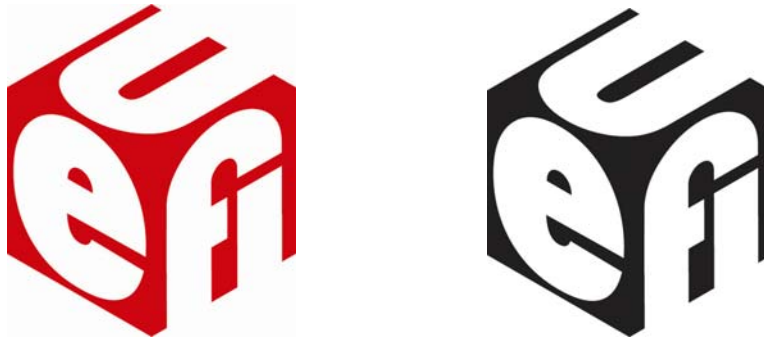# UEFI Logo Standards & Usage Guidelines

## Approved Logo Use

The UEFI Logo is the identifying mark of The UEFI Forum, Inc. The following guidelines are provided for use of the logo in electronic formats. If you have any questions about the electronic format or electronic use, please e-mail **admin@uefi.com** for further information. T**he following version, in PMS Red 032U is the PRIMARY USAGE version and should be used in most applications.**



To maintain consistency, group recognition and world-wide marketability, use and reproduction of the UEFI logo are regulated. The following information provides specific guidelines for the use of the logo, including size, color, placement, and layout information.

**Non-color usage -** When PMS 032u is not appropriate to use, please use a black & white version of the logo as shown here.

---

## Basic Guidelines

- ### Size - Print

  **Note:** To use the logo in large format applications such as posters or displays, scale it uniformly. Never stretch the logo vertically or horizontally.

- ### Size – Electronic and Non-electronic

  If you must resize the electronic versions, always scale down from a larger image.  There are no specific minimum and maximum size requirements. Always maintain the current aspect ration when resizing the UEFI logo.

- ### PMS Color

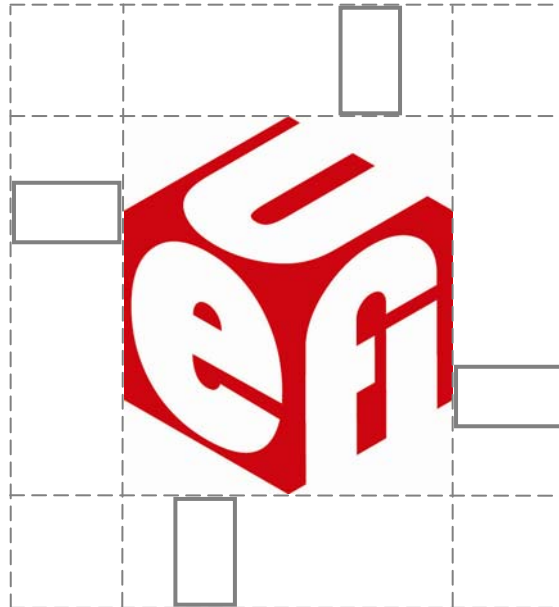  The UEFI logo may only be used or printed in one color - PMS Red 032 U.

  CMYK color: C=0, M=90, Y=86, K=0

   (exact PMS not shown)

- ## Clear Space

   Always frame the UEFI logo on all four sides with clear space equal to the length of the letter "i" in the logo itself. Grey boxes in margin shown for space purposes only – these are not part of the UEFI logo



- ## Background Color

   The preferred background color for the UEFI logo is white, with the logo appearing in PMS 032.  Other background colors may be used provided there is enough contrast to the logo itself.  Never place the logo in a portal or pattern background.

---

# Requesting a Logo file

Graphic files containing the logo may be obtained by contacting the email address below or if you have any questions about the UEFI logo usage, please e-mail **admin@uefi.com** for further information.

The UEFI logo files are available in RED and Black/White in JPEG, TIF, EPS and Adobe Illustrator (AI) formats.

---

# Common Uses of the UEFI Logo

Typical uses of the UEFI Logo include:

Corporate presentations
Marketing collateral
Press Releases
White Papers
Trade show and event signage

UEFI Member companies should adhere to the ICWG Media Outreach Guidelines for proper logo usage and permissions.

Non-member companies may use the UEFI logo with prior approval from the ICWG.  Logo usage requests will be responded to within 48 hours.  A sample of the material or documents must be provided to show the context in which the logo will be used.

Logo usage requests should be emailed to **admin@uefi.com.**

# UEFI Forum Policy for Using the UEFI Logo to Label Products and Packaging:

Before using the UEFI logo to mark a product, a company must meet the following requirements:

1) The company must be an Adopter or Promoter member in good standing of the UEFI Forum, Inc. (Contributor members who wish to use the logo will need to sign the Adopter Agreement (at no cost) in addition to their Contributor Agreement.)
2) The company must self-certify their UEFI product. UEFI specification compliance is based on functional validation by individual member companies. The UEFI Forum provides Self-Certification Tests (SCT's) for this purpose. The SCT's are available for free at the UEFI.org website.
3) If the UEFI product is a system, it must support the UEFI boot path by providing boot services to UEFI operating systems.
4) After passing all relevant aspects of the SCT's the company must send a communication to the Secretary of the UEFI Forum representing that their product has passed the SCT's.
5) When documentation (such as manuals or data sheets) refers to the system firmware of products marked with a UEFI logo, please use the term "UEFI BIOS" or "UEFI Firmware".

If the above conditions are met, member companies may proceed to use the UEFI logo to label their products and their product packaging. Logo users should obey the graphic-design rules spelled out in the "UEFI Logo Usage Guidelines", which is available on the UEFI.org website.

Disclaimer: The UEFI Forum disclaims any responsibility for determining or assuring that any product actually passes the Test Suite or that representations of compliance by member companies are true or accurate.