



Brand Guide for Bluetooth Trademarks

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To connect is essential

Connecting is at the core of being in the world together. It is as essential as the air we breathe. Like air, Bluetooth® is everywhere — invisible, yet something we can't live without. It strengthens us individually and collectively. And it naturally fosters the connection fundamental for people, business, and the world to flourish.

The Bluetooth Trademarks

Only members of Bluetooth SIG, Inc. ("the Bluetooth SIG") are licensed to use the Bluetooth word mark, figure mark, and combination mark and the Auracast word mark, figure mark, and combination mark (collectively referred to herein as, the "Bluetooth Trademarks"), as agreed to in the [Bluetooth Trademark License Agreement](#) ("BTLA").

The Bluetooth word mark
Bluetooth®

Acceptable translations of the Bluetooth word mark

Traditional Chinese	藍牙
Simplified Chinese	蓝牙
Japanese	ブルートゥース
Korean	블루투스

The Bluetooth figure mark



The Bluetooth combination mark



The Auracast word mark
Auracast™

Acceptable translations of the Auracast word mark

Japanese	オーラキャスト
Korean	오라캐스트

The Auracast figure mark



The Auracast combination mark



Use of the Bluetooth Primary Trademarks

Requirements of use

Use of the Bluetooth word mark, figure mark, and combination mark (collectively, the “Bluetooth SIG, Inc. Primary Trademarks”) is only permitted under license from Bluetooth SIG, Inc.

Licensees may use the Bluetooth Primary Trademarks in association with approved products and services. When the trademarks are used in connection with a product incorporating Bluetooth® wireless technology, that product must have undergone and completed the Bluetooth Qualification Process, as outlined in the BTLA. Licensees may also use the Bluetooth Primary Trademarks to reference and promote their Bluetooth SIG membership.

Where to apply the Bluetooth Primary Trademarks

The Bluetooth Primary Trademarks may be applied on licensees’:

- properly qualified Bluetooth® enabled products
- packaging
- point-of-sale materials
- websites
- product and sales literature
- exhibition stands
- visual aids
- posters
- advertisements
- press materials
- radio / TV commercials
- computer programs

To discuss use of the Bluetooth Primary Trademarks in other contexts than listed above, contact brand.manager@bluetooth.com.

Violation

The Bluetooth Primary Trademarks may not be used in a manner that could impair the goodwill associated with the trademarks or otherwise damage the reputation of the Bluetooth SIG or its members. The Bluetooth Primary Trademarks shall therefore not be used in connection with products and services that do not enable Bluetooth® wireless functionality or in connection with unlawful, obscene, pornographic, excessively violent, hazardous, or otherwise poor-taste activities.

Use of the Bluetooth Primary Trademarks

Use of the registered trademark symbol

The Bluetooth Primary Trademarks have been registered in enough jurisdictions to be accompanied by the registered trademark symbol “®” by licensees on a worldwide basis. Please note that when using these trademarks in Canada, licensees may instead use the Marque Déposée (“MD”) designation alone or in combination with the ® symbol (e.g., “®/MD”).

The Bluetooth SIG has not obtained registration for the Simplified Chinese translation of the Bluetooth word mark in any jurisdiction. Accordingly, licensees should not use the registration symbol with that translated mark.

For information as to whether particular Bluetooth Trademarks have registered or been applied for registration in a specific country, please reference BTLA Attachment 3 or contact the Bluetooth SIG brand manager at brand.manager@bluetooth.com.

The registered trademark symbol “®” should immediately follow the Bluetooth Primary Trademarks whenever they appear on product packaging, products, web pages, marketing pieces, and in text. After the first and most prominent use, the “®” symbol may be omitted from the word mark.

In most circumstances, the registered trademark symbol “®” should consistently be used with the Bluetooth Primary Trademarks. If use of the “®” symbol on a product, or as part of a product display, is impractical due to the small size of the respective mark or the shape or size of the product on which the mark appears, the licensee may omit the “®” symbol on such product or product display, provided that appropriate language identifying and attributing the Bluetooth Primary Trademarks to the Bluetooth SIG is included in printed materials accompanying the product (e.g., user’s guides, owner’s manuals, product brochures, product packaging, etc.) and the “®” symbol is used with the Bluetooth word mark in the first and most prominent instances in which it appears in all literature, packaging, and other materials accompanying the product.

Trademark attribution footnote

When licensees use the Bluetooth Primary Trademarks, they must attribute the marks to the Bluetooth SIG with an appropriate trademark footnote.

The footnote may be presented in small type but must be large enough to be legible. Footnotes generally appear at the end of a document or on the back of a package but may appear at the bottom of a press release, web page, or the inside cover of technical documentation accompanying the product. The footnote may be translated into any language provided that the Bluetooth word mark and, if applicable, the Auracast word mark remain in English or in one of the approved translations found on [page 4](#). The company name, Bluetooth SIG, Inc., must always be displayed in English. If a footnote cannot be applied on product packaging or labels due to space limitations, the footnote must be clearly printed on the product’s associated printed materials.

Recommended attribution footnotes

When using only the Bluetooth Primary Trademarks:

“The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by [licensee name] is under license. Other trademarks and trade names are those of their respective owners.”

When using multiple Bluetooth Trademarks:

“The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. The Auracast™ word mark and logos are trademarks owned by Bluetooth SIG, Inc. Any use of such marks by [licensee name] is under license. Other trademarks and trade names are those of their respective owners.”

Use of the Bluetooth Primary Trademarks

Relationship to licensee brand; product naming rule

When using the Bluetooth Primary Trademarks, it should always be apparent which company is the licensee of the trademark(s). Therefore, the Bluetooth Primary Trademarks should always be secondary to a licensee's house mark or other trademark. The Bluetooth Trademarks cannot be the only trademark(s) used on or in connection with a licensee's product or service.

When naming licensee products, the Bluetooth word mark may appear in a product name but, when used as such, the registered trademark symbol "®" must be added in superscript format immediately following the word mark and the word mark must be formatted in a manner designed to indicate its status as a trademark.

A licensee may not, however, embed the Bluetooth Primary Trademarks in a licensee trademark, logo, or tag line or attempt to register or otherwise claim rights in a word mark, logo, or tag line incorporating any of the Bluetooth Primary Trademarks.

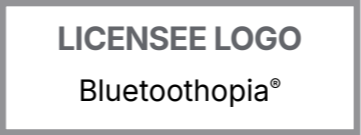
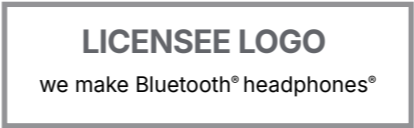
CORRECT Using the "®" symbol with the Bluetooth word mark and ensuring it is secondary to the licensee mark

- ✓ [Licensee Mark] Bluetooth® Watch
- ✓ [Licensee Mark] Bluetooth® Wireless Headset
- ✓ Offering {Licensee Mark} Entertainment System with Bluetooth® technology

INCORRECT Not using the "®" symbol with the Bluetooth word mark in a product name not using a licensee mark in the product name

- ✗ [Licensee Mark] Bluetooth Speakers
- ✗ Bluetooth Headphones
- ✗ Connect to Bluetooth Entertainment

INCORRECT Using or attempting to register a logo or tag line that incorporates the Bluetooth Primary Trademarks (examples below)



Use of the Bluetooth word mark

The Bluetooth SIG’s rights in the Bluetooth word mark encompass all upper and lower case, bold, italicized, or plain text representations of the word “Bluetooth”.

Bluetooth®

Correct form

The Bluetooth word mark should not be used as a noun. Upon first and most prominent use on any given web page, brochure, packaging, advertisement, or other marketing piece, the word mark must be followed by the phrase “wireless technology” or another secondary generic term to identify the appropriate product or service category and emphasize that the word mark is referring to a particular and authentic type of wireless technology.

- CORRECT** A notebook computer with Bluetooth® wireless technology
- CORRECT** Wireless products featuring Bluetooth® technology
- CORRECT** A company offering Bluetooth® qualification testing services

If, due to size limitations on an electronic display screen (e.g., cell phone user interface, website tabs), it is impractical to use a secondary term after the word mark, the licensee may omit the secondary term.

Spelling

The Bluetooth word mark is a trademark and, as such, its spelling cannot be changed. It is always to be used in either English, its Traditional Chinese translation “藍牙”, its Simplified Chinese translation “蓝牙”, its Japanese translation “ブルートゥース”, or its Korean translation “블루투스”. It must not be translated into other languages.

- CORRECT** 藍牙 enabled product
- CORRECT** Bluetooth® trådlösa produkter...
- CORRECT** 蓝牙™ enabled product
- CORRECT** ブルートゥース® enabled product
- CORRECT** 블루투스® enabled product
- INCORRECT** Blåtand® trådlösa produkter...

Formatting

When using the Bluetooth word mark in plain text, the letter “B” must be capitalized (i.e., “Bluetooth”) in all instances. The word mark should also be made to stand out in the text by either underlining the word mark or displaying the mark in all capitals, italics, and/or bold font on the first and most prominent use of the mark within a particular piece.

- CORRECT** Bluetooth® wireless technology...
- CORRECT** **Bluetooth®** wireless technology...
- CORRECT** *Bluetooth®* wireless technology...
- CORRECT** 藍牙™ wireless technology

Exception: The Bluetooth word mark may appear in all lowercase letters if specifically referring to or referencing the Bluetooth SIG websites (e.g., “www.bluetooth.com”, etc.).

Use of the Bluetooth word mark

No possessives or plurals or hyphenations

CORRECT Bluetooth® wireless technology enabled products...

INCORRECT Bluetooth-enabled products...

INCORRECT Bluetooth's or Bluteeth

No verbs

CORRECT Communicate via Bluetooth® wireless technology...

INCORRECT Bluetooth your message...

No puns

Consistent and appropriate use of the Bluetooth Trademarks benefits all Bluetooth SIG members. Accordingly, do not make puns out of the Bluetooth word mark or portray it in a negative manner.

No abbreviations

As the Bluetooth word mark is a trademark, it must always be spelled correctly and in its entirety. The word mark must not be abbreviated, displayed as an acronym, or otherwise truncated, as such unauthorized modification of the mark may implicate a trademark owned by a third party (e.g., BT is a registered trademark of another company).

CORRECT Bluetooth® wireless technology

CORRECT Bluetooth® LE

INCORRECT BT wireless technology

INCORRECT BLE

Company, business, and trade names

The Bluetooth word mark must not be incorporated as part of a company, business, or trade name. Only the Bluetooth SIG is permitted to use the word mark in such a manner.

INCORRECT Bluetooth Consultant

INCORRECT Bluetooth Enterprises

INCORRECT MyBluetooth, Inc.

Websites

The Bluetooth word mark is not to be used in a domain name. The only exceptions to the rule are for the domain names owned by the Bluetooth SIG (e.g., www.bluetooth.com) or when the word mark is used after the forward slash in a URL.

CORRECT www.companyname.com/bluetooth

INCORRECT www.bluetooth.se
www.unpluggedbluetooth.com
www.blue2th.com

Use of the Bluetooth figure mark

The Bluetooth figure mark, designed with inspiration from the Runic characters "H" and "B" (initials of Harald Bluetooth), is comprised of a Runic B within an oval design.



Format, size, and color

The Bluetooth figure mark must always be displayed in the highest quality representation. There is no minimum or maximum size requirement for the figure mark as long as, when displayed in the best possible resolution, the mark is recognizable. Licensees must use the graphic files provided by the Bluetooth SIG when using or displaying the Bluetooth figure mark. Recreating, redrawing, or otherwise reformatting the figure mark is prohibited.

The oval of the figure mark can be reproduced in blue, black, or white. When in blue, the following specification shall be used:

Pantone
PMS 285

CMYK
C: 100% M: 50% Y: 0% K: 0%

RGB
R: 0 G: 130 B: 252

When using the blue figure mark the Runic B must be white. The Runic B may be transparent when using the black figure mark or white figure mark, as long as the background remains solid.

The background and the Runic B cannot be two different colors (see limited exception, [page 12](#)). When printing on a clear or transparent packaging, the Runic B can be left transparent when using the black or white oval such that the background color, which must be a solid color, shows through the Runic B. If using the blue figure mark on clear or transparent packaging, the Runic B must be kept white.

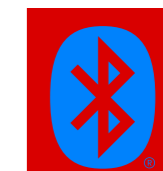
It is also permissible to engrave or emboss the figure mark on a product, assuming its color matches the product.

Acceptable Bluetooth figure mark reproduction



Unacceptable modifications of Bluetooth figure mark

INCORRECT Using the Bluetooth figure mark on gradient, patterned backgrounds, or over an image; changing color of Runic B when using blue figure mark



INCORRECT Adding drop shadow, graphic emboss, or applying other graphic alterations to the Bluetooth figure mark including removing the oval or placing the Runic B in other shapes



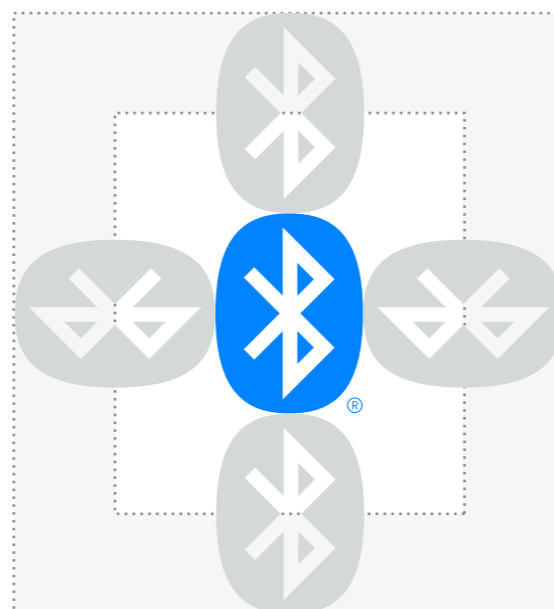
Use of the Bluetooth figure mark

Free space

Aside from the two limited exceptions discussed below, always make sure that the integrity of the Bluetooth figure mark is preserved by making use of at least a “free zone” within which no text, picture, illustration, or other element shall be present. The two exceptions to the free zone requirement are as follows:

- The registered trademark symbol “®” is to be printed as a subscript of the figure mark, as illustrated on the right, and should be displayed in the same color as the oval of the figure mark.
- The free zone may be reduced to a minimum of one-eighth (1/8) of the height of the figure mark when using the figure mark (standing alone) in electronic displays where size limitations prevent a larger free zone. For example, the free zone may be reduced when using the figure mark near the edge of an electronic display screen or adjacent to an electronic display divider line. It is not acceptable, however, to use a reduced free zone when the figure mark is displayed next to an informational element such as a company name, third party logo, or other graphic element. This particular exception only pertains to electronic displays, all printed materials, and product packaging must adhere to the standard “half the height of the figure mark” free zone requirement.

Bluetooth figure mark “free zone”



The distance between the figure mark and the edges of the free zone is equal to half the height of the figure mark as shown above.

Use of the Bluetooth figure mark

Use on electronic displays

When using the Bluetooth figure mark on an electronic display or screen, a licensee may display the Runic B component of the full figure mark in blue, black, white, or another solid color that is consistent with the other icons on the electronic display. The oval design must, however, remain in blue, black, or white. This is an exception to the standard figure mark guideline which states that the Runic B must remain in white when used with the blue figure mark, as outlined on [page 10](#).

If, for purposes of maintaining consistency on electronic display screens or because of the nature of the electronic display, the licensee would like to use a different color for the Runic B or oval design or display the figure mark on a patterned or non-solid color background, express approval from the Bluetooth SIG must be obtained prior to such use. Please contact brand.manager@bluetooth.com for any such requests or questions. Please note that such exceptions will only be considered for use of the figure mark on electronic displays. All printed materials, product packaging, labeling, user documentation, and advertising materials must conform to the standard figure mark guidelines.

CORRECT Using the Bluetooth figure mark with proper free space and permitted color options on an electronic display



INCORRECT Not observing proper free space or permitted color options for the Bluetooth figure mark on an electronic display



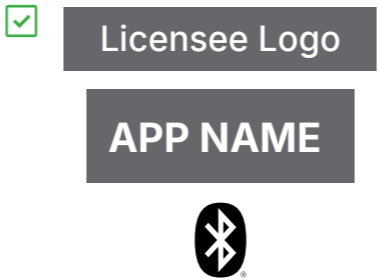
Use of the Bluetooth figure mark

Use with software applications

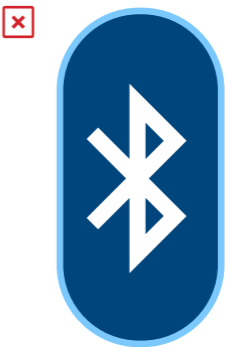
When used with software applications, as with other products, the Bluetooth figure mark may not be used as a standalone icon, logo, or other designation of the application.

Consistent with the guidelines on [page 10](#), licensees may not alter the figure mark when displayed on or in connection with software applications.

CORRECT Using the Bluetooth figure mark secondary to licensee name or brand(s) for a software application



INCORRECT Altering the Bluetooth figure mark for use with a software application



Use of the Bluetooth figure mark

Exception for feature activation

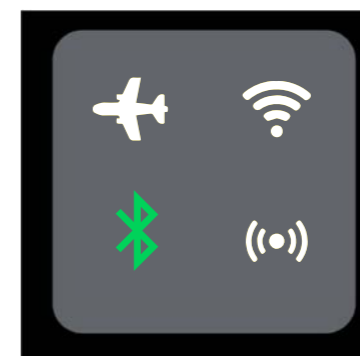
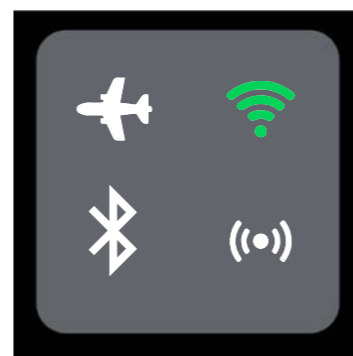
Solely for purposes of indicating activation of Bluetooth® technology, licensees may use the Runic B design, shown below, on products and/or electronic displays.



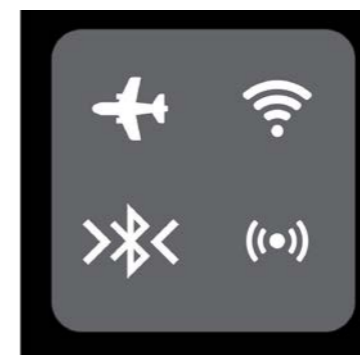
When used to indicate the activation of Bluetooth® technology, the Runic B must be displayed in blue, black, white, or another solid color consistent with the other icons on the product or electronic display. The Runic B may also be engraved or embossed such that its color matches the product. To the extent necessary, licensees may show the Runic B in associated product documentation to explain its meaning and the Bluetooth wireless feature it is activating.

Use of the Runic B standing alone, and not with the oval element reflected in the full Bluetooth figure mark, may not be used in any other circumstance. Please contact brand.manager@bluetooth.com with any questions concerning use of the Runic B to indicate activation of Bluetooth wireless technology.

CORRECT Using the Runic B to indicate activation of Bluetooth® wireless technology on an electronic display



INCORRECT Modifying the Runic B when used to indicate activation of Bluetooth® technology (e.g., by placing symbols over the Runic B)



CORRECT Engraving the Runic B such that its color matches the product, and using a solid color for the Runic B when consistent with other displayed icons



Use of the Bluetooth combination mark

The Bluetooth combination mark consists of:

- The Bluetooth figure mark, AND
- The Bluetooth word mark

It is strongly suggested that licensees use the combination mark whenever possible to continue building brand awareness.



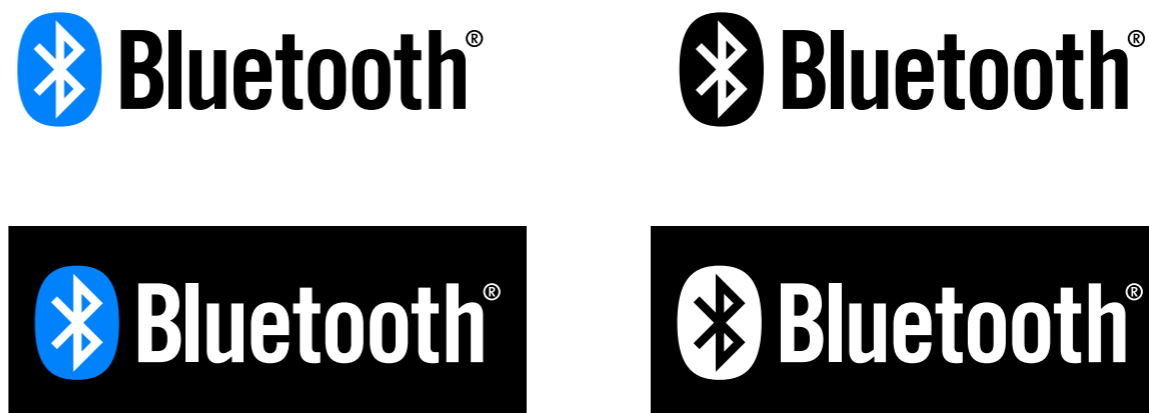
Format, size, and color

The Bluetooth combination mark must always be displayed in the highest quality representation. There is no minimum or maximum size requirement for the mark as long as, when displayed in the best possible resolution, the mark is recognizable. Licensees must use the graphic files provided by the Bluetooth SIG when using or displaying the Bluetooth combination mark. Recreating, redrawing, or otherwise reformatting the combination mark is prohibited.

The combination mark can be reproduced in four ways: blue oval and black word mark on light background, black combination mark on light background, blue oval with white Runic B and white word mark on dark background, and white combination mark on dark background.

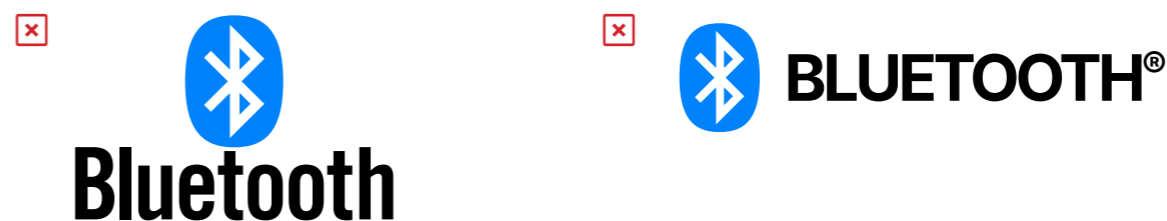
It is also permissible to engrave or emboss the combination mark on a product, if this is preferred. When embroidering the combination mark on a dress shirt, it is okay to embroider it on a pin striped background. However, all other cases of embroidery should be done on a solid background.

Acceptable Bluetooth combination mark reproduction



Unacceptable modifications of Bluetooth combination mark

INCORRECT Altering the Bluetooth combination mark (e.g., moving the Bluetooth figure mark, using the combination mark with the word "Bluetooth" in the wrong font)



INCORRECT Using the Bluetooth combination mark on gradient, patterned background or over an image, adding a drop shadow, graphic emboss, or other graphic altering of the mark



Use of the Bluetooth combination mark

Free space

Aside from the one exception discussed below, always make sure the integrity of the Bluetooth combination mark is preserved by making use of at least a "free zone" within which no text, picture, illustration, or other element shall be present. The one exception to the free zone requirement is that the registered trademark symbol, "®", is to be printed as a superscript of the combination mark, as illustrated to the right.

Bluetooth combination mark "free zone"



The distance between the combination mark and the edges of the free zone is equal to half the height of the "B" as shown above.

Use of the Auracast Trademarks

Requirements of use

Use of the Auracast word mark, figure mark, and combination mark (collectively, the “Auracast Trademarks”) are only permitted under license from the Bluetooth SIG. Licensees may use the Auracast Trademarks in association with products that have completed the Bluetooth Qualification Process and indicated in the submission to the Bluetooth Qualification Process that the products implement and meet the requirements for the Public Broadcast Source (PBS) role, the Public Broadcast Sink (PBK) role, or the Public Broadcast Assistant (PBA) role as defined in the Public Broadcast Profile (PBP) Specification.

In addition, for any product that indicates in the submission to the Bluetooth Qualification Process that it implements and meets the requirements for the PBS role as defined in the PBP Specification, the product must also meet the following requirements to use the Auracast Trademarks:

- The product must be configurable by the end user to broadcast a Standard Quality Public Broadcast Audio stream (as defined in the PBP Specification) within an Auracast™ Broadcast. An “Auracast Broadcast” means an audio broadcast using Bluetooth® wireless technology that complies with the PBP Specification, including transmission of the Public Broadcast Announcement.
- If the product is marketed for use within a Public Location (where “Public Location” means any public, private, or commercial venue, building, mode of transportation, or open space), the product’s default setting must be set to broadcast a Standard Quality Public Broadcast Audio stream when the product is configured to transmit an Auracast broadcast. Products marketed for a Public Location include, for example, public address systems, assistive listening systems, or commercial televisions.*

*Public Locations that market the availability of Auracast™ broadcast audio under the Auracast Trademarks are required to provide a Standard Quality Public Broadcast Audio stream for any Auracast audio content provided by the Public Location.

Where to apply the Auracast Trademarks

The Auracast Trademarks may be applied on licensees’:

- properly qualified Bluetooth® enabled products
- packaging
- point-of-sale materials
- websites
- product and sales literature
- exhibition stands
- visual aids
- posters
- advertisements
- press materials
- radio / TV commercials
- computer programs

To discuss use of the Auracast Trademarks in other contexts than listed above, contact brand.manager@bluetooth.com.

Violation

The Auracast Trademarks may not be used in a manner that could impair the goodwill associated with the trademarks or otherwise damage the reputation of the Bluetooth SIG or its members. The Auracast Trademarks shall therefore not be used in connection with products and services that do not support Auracast™ broadcast audio or in connection with unlawful, obscene, pornographic, excessively violent, hazardous, or otherwise poor-taste activities.

Use of the Auracast Trademarks

Use of the trademark symbol

The Auracast Trademarks should be accompanied by the trademark symbol, “TM.”

The “TM” symbol should immediately follow each individual Auracast Trademark whenever they appear on product packaging, products, web pages, marketing pieces, and in text. After the first and most prominent use, the “TM” symbol may be omitted from the word mark.

If use of the “TM” symbol on a product, or as part of a product display, is impractical due to the small size of the respective mark or the shape or size of the product on which the mark appears, the licensee may omit the “TM” symbol on such a product or product display, provided that appropriate language identifying and attributing the Auracast Trademarks to the Bluetooth SIG is included in printed materials accompanying the product (e.g., user’s guides, owner’s manuals, product brochures, product packaging, etc.) and the “TM” symbol is used with the Auracast word mark in the first and most prominent instances in which it appears in all literature, packaging, and other materials accompanying the product.

Trademark attribution footnote

Whenever the Auracast Trademarks are used in a particular piece, they must be attributed with an appropriate trademark footnote.

The footnote may be presented in small type but must be large enough to be legible. Footnotes generally appear at the end of a document or on the back of a package but may appear at the bottom of a press release or web page or the inside cover of technical documentation accompanying the product. The footnote may be translated into any language provided, however, that the Auracast word mark and, if applicable, the Bluetooth word mark are in English or in one of the approved translations found on [page 4](#). The company name, Bluetooth SIG, Inc., must always be displayed in English. If a footnote cannot be applied on product packaging or labels due to space limitations, the footnote must be clearly printed on the product’s associated printed materials.

Recommended attribution footnotes

When using only the Auracast Trademarks:

“The Auracast™ word mark and logos are trademarks owned by Bluetooth SIG, Inc. and any use of such marks by [licensee name] is under license. Other trademarks and trade names are those of their respective owners.”

When using multiple Bluetooth Trademarks:

“The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. The Auracast™ word mark and logos are trademarks owned by the Bluetooth SIG. Any use of such marks by [licensee name] is under license. Other trademarks and trade names are those of their respective owners.”

Use of the Auracast Trademarks

Relationship to licensee brand; product naming rule

When using the Auracast Trademarks, it should always be apparent which company is the licensee of the trademark(s). Therefore, the Auracast Trademarks should always be secondary to a licensee’s house mark or other trademark. The Auracast Trademarks cannot be the only trademark(s) used on or in connection with a licensee’s product or service.

When naming licensee products, the Auracast word mark may appear in a product name but, when used as such, the trademark symbol “TM” must be added in superscript format immediately following the word mark and the word mark must be formatted in a manner designed to indicate its status as a trademark.

A licensee may not, however, embed the Auracast Trademarks in a licensee trademark, logo, or tag line or attempt to register or otherwise claim rights in a word mark, logo, or tag line incorporating any of the Auracast Trademarks.

CORRECT Using the “TM” symbol with the Auracast word mark and ensuring it is secondary to the licensee mark

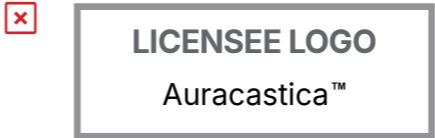
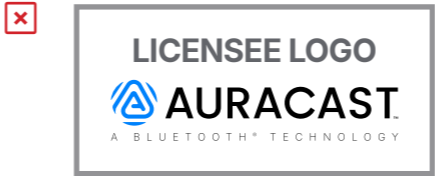
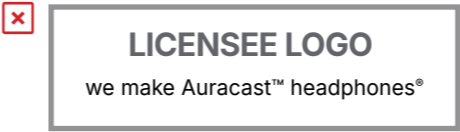
✓ [Licensee Mark] Bluetooth® Hearing Aid with support for Auracast™ broadcast audio

INCORRECT Not using the “TM” symbol with the Auracast word mark in a product name, not using a licensee mark in the product name

✗ [Licensee Mark] Auracast Speakers

✗ Auracast™ Hearing Aid

INCORRECT Using or attempting to register a logo or tag line that incorporates the Auracast Trademarks (examples below)



Use of the Auracast word mark

The Bluetooth SIG’s rights in the Auracast word mark encompass all upper and lower case, bold, italicized, or plain text representations of the word “Auracast”.

Auracast™

Correct form

The Auracast word mark should not be used as a noun. Upon first and most prominent uses on any given web page, brochure, packaging, advertisement, or other marketing piece, the word mark must be followed by the phrase “broadcast audio” or another secondary generic term to identify the appropriate product or service category and emphasize that the word mark is referring to a particular and authentic type of broadcast.

- CORRECT** Auracast™ broadcast audio
- CORRECT** Auracast™ transmitter
- CORRECT** Auracast™ receiver

Spelling

The Auracast word mark is a trademark and, as such, its spelling cannot be changed. It is always to be used in either English, its Japanese translation “オーラキャスト” or its Korean translation “오라캐스트”. It must not be translated into other languages.

- CORRECT** オーラキャスト™ト放送オーディオ
- CORRECT** 오라캐스트™ 방송 오디오
- CORRECT** Auracast™ Übertragungsaudio

Formatting

When using the Auracast word mark in plain text, the letter “A” must be capitalized (i.e., “Auracast”) in all instances. The word mark should also be made to stand out in the text by either underlining the word mark or displaying the mark in all capitals, italics, and/or bold font on the first and most prominent use of the mark within a particular piece.

- CORRECT** Support for *Auracast*™ broadcast audio
- CORRECT** A device capable of receiving an AURACAST™ broadcast
- INCORRECT** Support for Aura Cast transmitter
- INCORRECT** A device capable of receiving an AuraCast receiver

Use of the Auracast word mark

No possessives or plurals or hyphenations

CORRECT The Auracast™ audio streams

INCORRECT Auracast's audio streams

INCORRECT Auracast-broadcast

No verbs

CORRECT: My device received the Auracast™ broadcast

INCORRECT Auracast the broadcast

No puns

Consistent and appropriate use of the Bluetooth Trademarks benefits all Bluetooth SIG members. Accordingly, do not make puns out of the Auracast word mark or portray it in a negative manner.

No abbreviations

CORRECT Auracast™ broadcast audio

INCORRECT AC broadcast audio

Company, business, and trade names

The Auracast word mark must not be incorporated into a company, business, or trade name.

INCORRECT Auracast Consultants, Auracast Enterprises, MyAuracast, Inc

Websites

The Auracast word mark is not to be used in a domain name. The only exception to the rule is when the word mark is used after the forward slash in a URL.

CORRECT www.companyname.com/auracast

INCORRECT www.auracast.se

Use of the Auracast figure mark



Format, size, and color

The Auracast figure mark must always be displayed in the highest quality representation. There is no minimum or maximum size requirement for the figure mark as long as, when displayed in the best possible resolution, the mark is recognizable. Licensees must use the graphic files provided by the Bluetooth SIG when using or displaying the Auracast figure mark. Recreating, redrawing, or otherwise reformatting the figure mark is prohibited.

The figure mark can be reproduced in blue, black, or in white. When in blue, the following specification shall be used:

Pantone

PMS 285

CMYK

C: 100% M: 50% Y: 0% K: 0%

RGB

R: 0 G: 130 B: 252

Acceptable Auracast figure mark reproduction



Unacceptable modifications of Auracast figure mark

INCORRECT Using the Auracast figure mark symbol on gradient, patterned background, or over an image



INCORRECT Adding drop shadow, graphic emboss, or applying other graphic alterations to the Auracast figure mark



Use of the Auracast figure mark

Free space

Aside from the two limited exceptions discussed below, always make sure that the integrity of the Auracast figure mark is preserved by making use of at least a “free zone” within which no text, picture, illustration, or other element shall be present. The two exceptions to the free zone requirement are as follows:

- The trademark symbol “TM” is to be printed as a subscript of the figure mark, as illustrated on the right, and should be displayed in the same color as the circle of the figure mark.
- The free zone may be reduced to a minimum of one-eighth (1/8) of the height of the figure mark when using the figure mark (standing alone) in electronic displays where size limitations prevent a larger free zone. For example, the free zone may be reduced when using the figure mark near the edge of an electronic display screen or adjacent to an electronic display divider line. It is not acceptable, however, to use a reduced free zone when the figure mark is displayed next to an informational element such as a company name, third party logo, or other graphic element. This particular exception only pertains to electronic displays, all printed materials, and product packaging must adhere to the standard “half the height of the figure mark” free zone requirement.

Auracast figure mark “free zone”



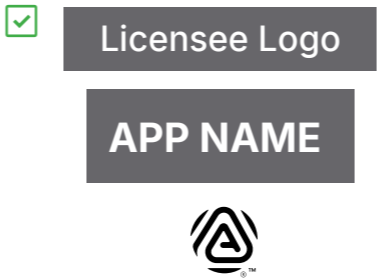
The distance between the figure mark and the edges of the free zone is equal to half the height of the figure mark as shown above.

Use of the Auracast figure mark

Use with software applications

When used with software applications, as with other products, the Auracast figure mark may not be used as a standalone icon, logo, or other designation of the application. Consistent with the guidelines on [page 22](#), licensees may not alter the figure mark when displayed on or in connection with software applications.

CORRECT Using the Auracast figure mark secondary to licensee name or brand(s) for a software application



INCORRECT Altering the Auracast figure mark for use with a software application



Use of the Auracast figure mark

Exception for feature activation

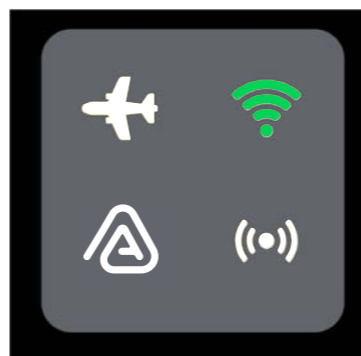
Solely for purposes of indicating activation of Auracast™ broadcast audio, licensees may use the A Design, shown below, on products and/or electronic displays.



When used to indicate the activation of Auracast™ broadcast, the A Design must be displayed in blue, black, white, or another solid color consistent with the other icons on the product or electronic display. The A Design may also be engraved or embossed such that its color matches the product. To the extent necessary, licensees may show the A Design in associated product documentation to explain its meaning and the Auracast broadcast audio feature it is activating.

Use of the A Design standing alone, and not with the additional design elements reflected in the full Auracast figure mark, may not be used in any other circumstance. Please contact brand.manager@bluetooth.com with any questions concerning use of the A Design to indicate activation of Auracast broadcast audio.

CORRECT Using the A Design to indicate activation of Auracast broadcast audio on an electronic display



INCORRECT Modifying the A Design when used to indicate activation of Auracast broadcast audio(e.g., placing the symbol over or striking through the A Design)



CORRECT Engraving the A Design such that it is a solid color that matches the product and is consistent with other displayed icons



Use of the Auracast combination mark

The Auracast combination mark consists of:

- The Auracast figure mark, AND
- The Auracast word mark



When using the Auracast Trademarks on or in connection with qualified products and services that have met the additional requirements outlined on [page 17](#), it is strongly suggested that licensees use the Auracast combination mark whenever possible to build brand awareness.

To that end, the Bluetooth SIG will also permit licensees to use the combination mark with the tag line "A Bluetooth® Technology" in the specific format reflected below.



Use of the above Auracast combination mark with tag line is preferred when a licensee opts only to use the Auracast Trademarks (not in combination with the Bluetooth Primary Trademarks) in connection with its qualified products and services.

CORRECT Product packaging with only Auracast combination mark with tag line



INCORRECT Using the Auracast location sticker on packaging or other marketing materials.



Use of the Auracast combination mark

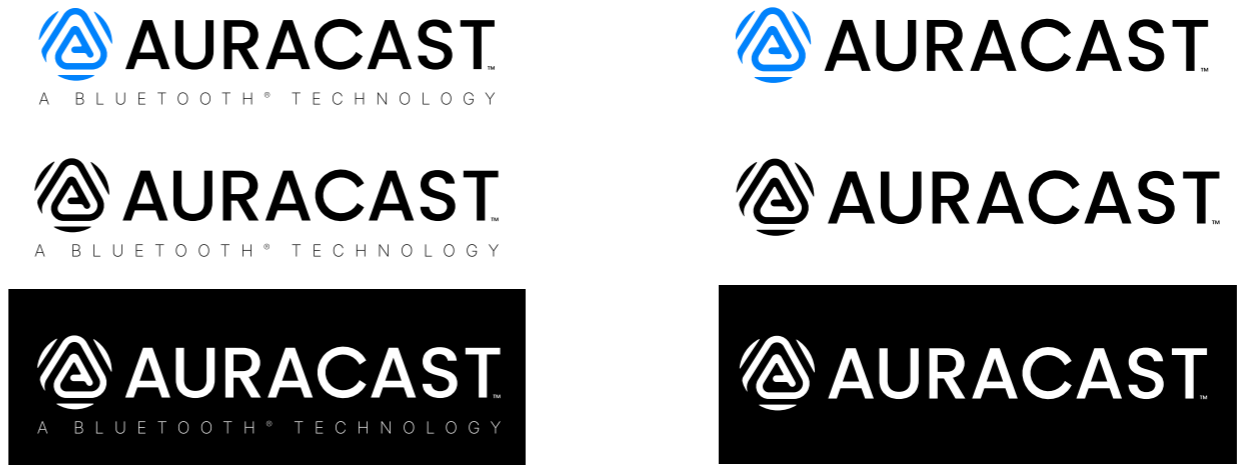
Format, size, and color

The Auracast combination mark must always be displayed in the highest quality representation. There is no minimum or maximum size requirement for the combination mark as long as, when displayed in the best possible resolution, the mark is recognizable. Licensees must use the graphic files provided by the Bluetooth SIG when using or displaying the Auracast combination mark. Recreating, redrawing, or otherwise reformatting the combination mark is prohibited.

The combination mark can be reproduced in three ways: blue figure mark and black word mark on light background, black figure mark and word mark on light background, and white figure mark and word mark on dark background.

It is also permissible to engrave or emboss the combination mark on a product, if this is preferred. When embroidering the combination mark on a dress shirt, it is okay to embroider it on a pin striped background. However, all other cases of embroidery should be done on a solid background.

Acceptable Auracast combination mark reproduction



Unacceptable modifications of Auracast combination mark

INCORRECT Altering the Auracast combination mark (e.g., moving the figure mark, using the combination mark with the word "Auracast" in the wrong font)



INCORRECT Using the Auracast combination mark on gradient, patterned background or over an image, adding a dropshadow, graphic emboss, or other graphic altering of the mark



Use of the Auracast combination mark

Free space

Aside from the two exceptions discussed below, always make sure that the integrity of the Auracast combination mark is preserved by making use of at least a “free zone” within which no text, picture, illustration, or other element shall be present. The two exceptions to the free zone requirement are:

- The trademark symbol “TM” is to be printed as a subscript of the combination mark, as illustrated on the right, and should be displayed in the same color as the word mark.
- The phrase “A Bluetooth® Technology” may appear below the mark, as reflected in the approved format shown on [page 26](#).

Auracast combination mark “free zone”



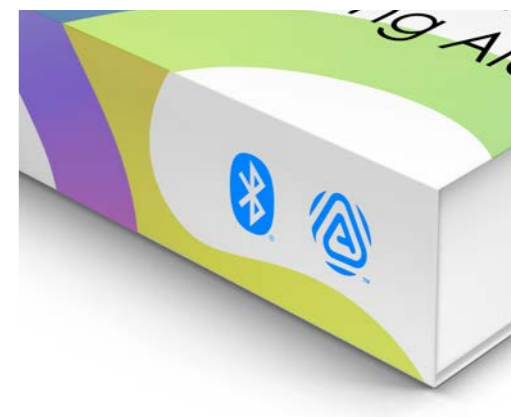
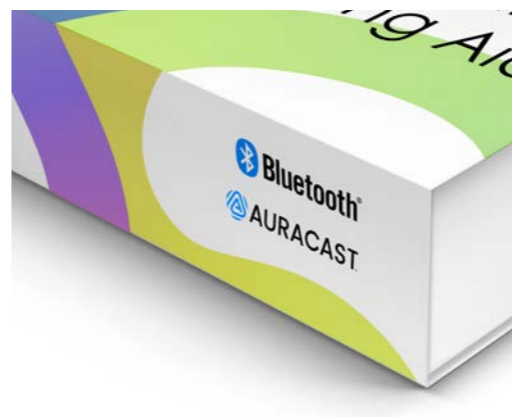
The distance between the combination mark and the edges of the free zone is equal to half the height of the “A” as shown above.

Use of Auracast Trademarks with Bluetooth Primary Trademarks

A licensee may use both the Auracast Trademarks and Bluetooth Primary Trademarks on or in connection with its qualified products, product packaging, and/or advertising materials. If a licensee chooses to use multiple Bluetooth Trademarks in connection with its products or services, the following guidelines apply:

- The Auracast combination mark without the tag line ("A Bluetooth® Technology") should be used.
- The Bluetooth Trademarks may not be modified (e.g., the Bluetooth word mark cannot be paired with the Auracast figure mark, etc.)

CORRECT Product packaging displaying Bluetooth Primary Trademarks and Auracast Trademarks



INCORRECT Bluetooth word mark with Auracast figure mark



Bluetooth®

INCORRECT Bluetooth figure mark with Auracast word mark



AURACAST™

Other information

Contact information

If you have additional questions on the use of the Bluetooth Trademarks, please contact brand.manager@bluetooth.com.

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