



The SPIRIT Consortium Logo Family Guidelines

THE SPIRIT CONSORTIUM TRADEMARK USE GUIDE FOR THE SPIRIT CONSORTIUM ORGANIZATION LOGO AND IP-XACT

The use of The SPIRIT Consortium logo or company name in text represents our organization's signature. As such, we actively control the use of the mark by any and all companies. The SPIRIT Consortium logo is used primarily by The SPIRIT Consortium organization or members. However, The SPIRIT Consortium authorizes use of The SPIRIT Consortium organization logo to other non-members and third party, upon pre-authorization and execution of either a trademark license agreement or a click through license, depending on the application.

The IP-XACT logo is our product family logo. The product family for our organization is the set of specifications and supporting materials produced by The SPIRIT Consortium that relate to design meta-data, and interfaces for accessing or manipulating that meta-data. The IP-XACT logo should always be used by any company wanting to promote their use of, or support for, IP-XACT specifications and standards, technology or products. This document outlines proper use of our organization and product family logos.

GRAPHIC USE

The SPIRIT Consortium is a trademark of The SPIRIT Consortium organization. A trademark symbol may be used in conjunction with The SPIRIT Consortium™ logo. The size of the ™ may vary depending on the size of the logo.



The SPIRIT Consortium organization logo may be used by another company only with pre-authorization. The company must use, design with, or support one or more products in The SPIRIT Consortium technology portfolio to be considered for pre-authorization. The logo may not be altered or deformed in shape or size proportions in any way.

- Do not replace the logotype with a different typeface or non-authorized color.
- Do not use the logo or logotype as an element in titles, headlines or text.
- Do not set type near or to the logo that could be construed as an organization slogan or motto.

A minimum white space clearance of capital letter height of the logo must be maintained on all sides. Minimum logo size is 10mm for printed material. Use in PowerPoint slides is subjective and we only request that it is proportionate to other logos or company graphics.



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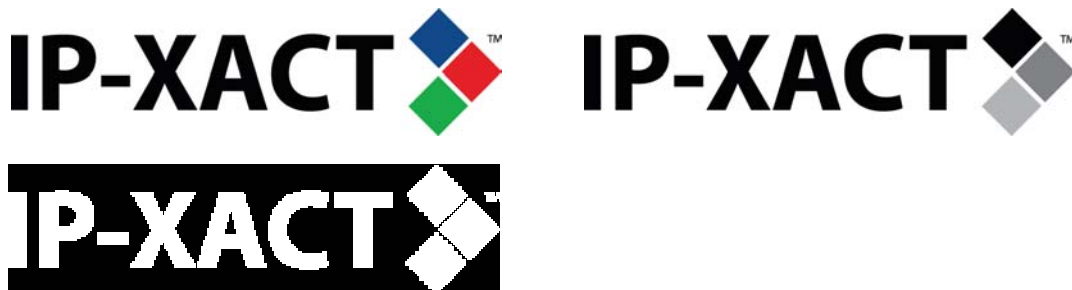
Standard Logo formats are available on The SPIRIT Consortium web site at www.spiritconsortium.org

Approved Logo Formats:

The SPIRIT Consortium – color, grayscale and for use with dark backgrounds



IP-XACT logos – color, grayscale and for use with dark backgrounds



TEXT USE

The SPIRIT Consortium use in text may only refer to the company or another company's membership or association with The Consortium. The SPIRIT Consortium™ is a trademark of The SPIRIT Consortium, a non-profit organization.

When referring to The SPIRIT Consortium as an organization the trademark symbol should be used in the first use of text, excluding headings. Subsequent use in the same document does not require the trademark. The full spelling of The SPIRIT Consortium must be used in the header and the first **two** incidents in any single document. Afterwards the text The Consortium may be used in any or all subsequent uses in a single document. The words The and Consortium must always have initial capitalization and the word 'SPIRIT' must be all caps.



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The word 'SPIRIT' should be regarded as a complete word, and should not be expanded as an acronym. The use of SPIRIT as an acronym for "The Structure for Packaging and Re-Use of IP within Tool-Flows" has been discontinued.

When referring to IP-XACT technologies, products or solutions, the proper trademark symbol must be used in the first use of this mark in each document; the word IP-XACT must always be capitalized. Throughout any single document the entire word IP-XACT must always be used along with an approved noun or suffix. See below for list of approved nouns or suffixes.

To aid in describing what level of integration or support a product or solution may have with IP-XACT standards or technology, a list of approved nouns or suffixes have been developed. The noun or suffix may follow any or all references of IP-XACT. All nouns or suffixes contained on the list are interchangeable and do not have to remain constant throughout the document.

Approved nouns and suffixes to follow the use of IP-XACT in text

Support
Assured
Technology
Standards
Enabled

Examples of proper text use of The SPIRIT Consortium name:

- Company ABC and The SPIRIT Consortium announced today...
- Company ABC announced it has joined The SPIRIT Consortium as a Reviewing Member

Examples of proper text use of the IP-XACT name

In the first incidence of text that uses the name of a product provided by The SPIRIT Consortium, the text "by The SPIRIT Consortium" must follow the product name. For example:

- Company ABC announces XYZ product using the IP-XACT standards by The SPIRIT Consortium™
- Company ABC showcased their new XYZ design tool integrated into a flow using IP-XACT assured technology by The SPIRIT Consortium

Subsequent use does not require association with The SPIRIT Consortium name

- Company ABC announces a new design flow with IP-XACT assured support
- Company ABC introduced their XYZ product based on IP-XACT reuse standards
- Company ABC announced their new XYZ tool with IP-XACT support
- Company ABC released their new XYZ with IP-XACT assured technology

A company may not under any situation use "SPIRIT" or "IP-XACT" in their own product name, i.e. Company (product + SPIRIT) name: Company ABC SwiftSPIRIT development kit. Or Company ABC SwiftIP-XACT

An acceptable alternative is to include SPIRIT or IP-XACT in their product descriptor preceded with either the word "for", "with" or "supporting", i.e. Company ABC announced SwiftCouple kit w/ IP-XACT support.

For specific questions on our brand guidelines, [or to obtain official and high-resolution versions of The Consortium or IP-XACT logos](#), please contact Erik Ploof directly at erik.ploof@arm.com or info@spiritconsortium.org.