

Open Compute Project SM TRADEMARK USAGE GUIDELINES

Ver. 1.2
August 1, 2016

Introduction

This document describes the set of rules for an OCP member's ("Member's") proper use of the Open Compute Project's ("OCP's") membership logos, including the Tiered Member Logos and the Solution Provider Logos, defined below, ("Membership Logos"), the certification marks ("Certification Marks"), and the OCP trademarks and service marks (the "OCP Marks") (collectively, the "Marks and Logos"). The following instructions describe the manner in which the Marks and Logos are to be used and displayed in collateral and on websites. All use of the Marks and Logos must be in accordance with these instructions. Additional terms and conditions governing Members' use of the Marks and Logos are in the OCP Membership Agreement and the applicable trademark licenses located in the OCP Solution Provider Agreement, the OCP Membership Logo Terms and Conditions, and the OCP Certification Mark License Agreement. Those terms and conditions are available at <http://opencompute.org/participate/legal-documents/>. Use of any of the Marks and Logos requires prior written consent from OCP pursuant to the applicable license(s).

This document is made available without prejudice to any of OCP's rights and is subject to change without prior notice. Upon revision of this document, the applicable license agreement governs transition times for Members to implement any new requirements of this document or to discontinue use of the Marks and Logos.

Logo Files

The original digital artwork files for the Marks and Logos are available upon request. Members must use these files for displaying the Marks and Logos in both web and printed materials. Any Marks and Logos replicated directly in this guide are not of sufficient quality and detail and may not be used in place of the designated digital files.

General

- Members shall not to adopt any name, trademark, or service mark that is confusingly similar to the Marks and Logos;
- Members shall not a adopt any Internet domain name, social media name, or icon that is confusingly similar to the Marks and Logos;
- Members shall not use the Marks and Logos in any manner which is likely to confuse the public or mislead the public into believing that the activities of member, or any other party, are those of the OCP;
- Members shall not use the Marks and Logos in a dilutive manner or in a manner that disparages the Marks and/or Logos, the OCP services, the OCP, or its successors, members, licensees, or assigns;

- Members may not manufacture, sell, or give away merchandise items such as T-shirts, mugs, calendars, pens, etc. bearing any of the Marks and Logos without a written license specifically authorizing this from OCP;
- Members must notify OCP immediately of any improper, confusing or unauthorized use of the Marks and/or Logos by anybody. Members may not take any action that leads a third party to believe that the Marks and/or Logos are owned by Member, or which might adversely impact OCP's reputation. Members must use the Marks and Logos at all times in a manner consistent with trademark laws;
- All uses and goodwill associated with the Marks and Logos will inure to the benefit of OCP; and
- Unless otherwise agreed to in writing, OCP reserves the right to terminate permission to copy, reproduce, or display the Marks and Logos and to demand that the Marks and Logos cease to be used at any time and in its sole discretion. OCP reserves the right to object to unfair uses or misuses of its Marks and Logos and other violations of law, and uses that OCP in its sole discretion deems unlawful or improper, even if such use is not expressly prohibited by these guidelines. OCP reserves the right to revise these guidelines at any time, without notice.

Warning

This document will primarily be distributed as a .pdf file. The .pdf distribution could result in non-readable characters due to unavailability of certain character sets on the relevant viewing platform or due to limitations of the printer used. The applied compression has a noticeable effect on the resolution of the logos and other graphics shown in this guide.

Contact


For further explanation of the content of this document, or for Membership Logos, Service Provider Logos, and Certification Marks in electronic formats other than those available at the link above, please contact OCP'S administrative offices:

membership@opencompute.org



A. MEMBERSHIP LOGOS

1. Applicable Logos

List of Logos and authorized membership levels/support:

Tiered Member Logos	Authorized for membership level
	Open Community

	Open Gold
	Open Platinum
	Open Silver

Solution Provider Logos	Authorized for support level
	Open Computer Project Solution Provider
	Open Computer Project Solution Provider

These logos and associated word marks are used to identify specific levels of membership and support, as described in the Open Compute Project Membership Agreements. If applicable, members may use both a Tiered Member Logo and a Solution Provider Logo.

2. USE OF THE MEMBERSHIP LOGOS GENERALLY

Approved Uses

The Membership Logos shall be used only with express prior written license, namely, the OCP Membership Logo Terms and Conditions, under the terms and conditions thereof. The Membership Logos shall be used only to indicate your membership level in and support of the Open Compute Project. The Membership Logos may be applied to the following materials, subject to the restrictions and rules set forth herein:

- Member websites;
- Tradeshow-related signage;
- Printed corporate materials;
- Printed promotional materials (including catalogs, posters, advertising materials);
- Member business cards, letterhead or stationary; and
- Digitally generated images on television and computer monitors.

Unacceptable Uses

You may not use the Membership Logos on any unauthorized materials. The Membership Logos may not be used in any manner that is likely to cause confusion in the public. In particular, the Membership Logos may not be used in any way that is false, misleading, or confusing as to the origin of any product, service, materials, or as to conformance or any other association with any OCP specification. The Membership Logos shall not be used on any products, product labels, or product packaging. The Membership Logos shall also not:

- (a) Be used to suggest a closer relationship with, affiliation with, sponsorship by, or endorsement by the OCP than that which actually exists;
- (b) Appear in or as part of the name, trademark, service mark, or similar designation of any company or organization other than OCP;
- (c) Appear in or as part of an Internet domain name, social media name, or icon; or
- (d) Be used or applied in a way that implies approval or certification for a product or service, including without limitation, use on any products, product packaging, user manuals, install guides, CDs, DVDs, or jewel cases shipped with products (even if they only contain promotional information); and CDs, DVDs, or jewel cases or other packaging that contain software products. See related Open Compute Project Approved Product Certification and Logo Use Guidelines for more information.

3. SPECIFIC GUIDELINES FOR MEMBERSHIP LOGO USAGE

Use Requirements

The following rules apply to the use of the Membership Logos:

- (a) You must agree to the terms of these Open Compute Project Trademark Usage Guidelines, the Open Compute Project Membership Agreement, and if applicable, the Open Compute Project Solution Provider/ Component Provider Agreement, including the Membership Logo Terms and Conditions incorporated therein.
- (b) Your company name, logo, or product name must appear on any materials where any Membership Logo is used. The Membership Logo cannot be larger or more prominent than your product name, trademark, logo, or company name.
- (c) You must use the Membership Logo exactly as it is shown in the Membership Logo digital artwork files found at the link provided above; you may not alter, cut apart, separate, or otherwise distort the logos in perspective or appearance, except as otherwise authorized herein. Embossing and engraving is permitted. Without limitation, you may not use shadows, outline, gradation, decorative patterns or other decorative elements, and you may not feature the Membership Logos in three dimensional or animated formats.

(d) You may not combine a Membership Logo with any other feature, including other marks, words, graphics, photos, slogans, numbers, design features, or symbols.

(e) The Membership Logos or parts thereof may not be used as a design feature in any materials, including on any product, product packaging, product inserts, and in any advertising materials or promotional campaigns.

Shape

The Membership Logos must always be utilized as described in this document and in accordance with the authorized digital files as referred to in this document. Variations and additions are strictly forbidden. Any user-created additions, deletions, or modifications to any part of the Membership Logos are strictly forbidden, and the Membership Logos must always be legible and easily readable to the naked human eye.

Color

You must not alter the colors of the Membership Logos: The Membership Logos may be presented in black and white or the color combination specified by OCP. Decolorized versions of the Membership Logos may also be used for embossed or engraved logos. Different textures or surface irregularities within the same Membership Logo may not be utilized. The Membership Logo must be clearly visible against the background.

Clear Zone

The Membership Logo must be utilized maintaining a clear zone all around the Membership Logo. A clear zone is an area in which no other graphical or textual elements appear and is at least twenty-five percent (25%) of the height of the Membership Logo.

The appropriate Membership Logo may not be enclosed on its own in any kind of border, box or frame, nor may any text be added. The Membership Logo must be utilized on its own and be freestanding. The Membership Logo must not be superimposed on or combined with any other logo, trademark, trade name, artwork, or other designation or design.

Size and Aspect Ratio

The Membership Logo may be reduced or enlarged on the condition that the same relative positions and proportions between the respective elements (aspect ratio) as indicated by the original artwork are maintained and the Membership Logos remain clear and legible and easily readable to the naked human eye. The aspect ratio may not deviate more than five percent (5%) from the values of the original artwork.

Use of "TM" and ®

The appropriate trademark symbol (TM or ®) should appear on every occurrence of a Membership Logo. The ® symbol is appropriate for trademarks registered with the US Patent and Trademark Office when they are used in the United States, and "TM" is used for trademarks not so registered. OCP may require different or additional trademark notices for Membership Logos used outside the United States.

The following are among the federally registered Membership Logos owned by OCP, and use of the ® symbol must accompany these marks:

United States Federally Registered Membership Logos: NONE

Pending and Common Law Marks. The following are among the Membership Logos for which OCP owns pending federal applications or common law rights, and use of the “tm” symbol must accompany these marks:

Pending and Common Law Membership Logos:







OPEN COMPUTE SOLUTION PROVIDER

Please check back to these guidelines from time to time, as the appropriate trademark notice for the Membership Logos may change.

Attribution

In addition to the symbols required above, when using the Membership Logos, the following statement attributing OCP's ownership of the corresponding mark should be included (with the appropriate phrase, unbracketed):

"The [Open Community][Open Gold][Open Silver] [Open Platinum][Open Compute Project Solution Provider] mark is owned by and used with the permission of the Open Compute Project Foundation."

Referencing the Marks in Text

The following general rules apply when referencing membership status in text:

(a) Members must use the following combination of upper and lower case lettering in all instances whenever identify member's membership status in text in informational materials (with the appropriate phrase, unbracketed): "Open Compute Project [Open Community][Open Gold][Open Silver] [Open Platinum][Solution Provider] Member".

(b) Members must spell the Membership Logos correctly in text and do not abbreviate or otherwise alter them.

(c) Members must use Membership Logos in text only to reference and/or describe your membership status in the Open Compute Project, e.g., "We've been an Open Compute Project Open Gold Member since 2016."

(d) When referencing membership status in text where there is no accompanying Membership Logo and corresponding Membership Logo attribution statement, members must identify ownership of the membership marks as follows (with the appropriate phrase, unbracketed):

"Open Compute Project [Open Community][Open Gold][Open Silver] [Open Platinum][Solution Provider] mark is owned by and used with the permission of the Open Compute Project Foundation."

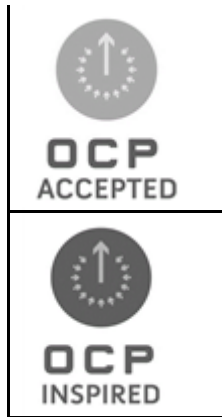
(e) Members may not use the text description of membership status, or any portion thereof, including but not limited to the terms "Open Compute Project" "OCP" "Open Community" "Open Gold", "Open Silver", or "Open Platinum", in text as a meta tag or other hidden text in a website or used or incorporated in any Internet advertising key word, Adword, hashtag or other term used to trigger advertising or search engine results without prior written authorization from OCP.

B. CERTIFICATION MARKS

1. Applicable Certification Marks

List of Certification Marks:





OCP licenses its Certification Marks to its Members to identify products that OCP has certified as compliant with OCP's standards for data center hardware products and components, namely, computing products, storage products, networking products and peripherals.

2. USE OF THE CERTIFICATION MARKS GENERALLY

Approved Uses

The Certification Marks shall be used only with express prior written license, and under the terms and conditions thereof. The Certification Marks shall be used only to identify your products that have met the certification criteria for the applicable Certification Mark pursuant to OCP standards, and as certified by OCP. The Certification Marks may be applied to the following materials, subject to the restrictions and rules set forth herein:

- certified products, their packaging, and their labels, their user manuals and their install guides

Unacceptable Uses

You may not use the Certification Marks on any unauthorized materials. The Certification Marks may not be used in any manner that is likely to cause confusion in the public. In particular, the Certification Marks may not be used in any way that is false, misleading, or confusing as to the origin or qualities of any product, service, materials, or as to conformance with or any other association with any OCP specification other than the applicable specification. The Certification Marks shall not be used on any _____. The Certification Marks shall also not:

- (a) Be used to suggest a closer relationship with, affiliation with, sponsorship by, or endorsement by the OCP than that which actually exists;
- (b) Appear in or as part of the name, trademark, service mark, or similar designation of any company or organization other than OCP;
- (c) Appear in or as part of an Internet domain name, social media name, or icon;
- (d) Be used in any manner which is likely to confuse the public or mislead the public into believing that the activities of member, or any other party, are those of the OCP; or
- (e) Be used or applied in a way that implies approval or certification for a product or service other than the specific product that has been certified by OCP.

3. SPECIFIC GUIDELINES FOR CERTIFICATION MARK USAGE

Use Requirements

The following rules apply to the use of the Certification Marks:

- (a) You must agree to the terms of this Open Compute Project Membership Logo Usage Guide, the Open Compute Project Membership Agreement, and the Open Compute Project Certification Mark License Agreement.
- (b) Your company name, logo, or product name must appear on any materials where any Certification Mark is used. The Certification Mark cannot be larger or more prominent than your product name, trademark, logo, or company name.
- (c) You must use the Certification Mark exactly as it is shown in the Certification Mark digital artwork files found at the link provided above; you may not alter, cut apart, separate, or otherwise distort the logos in perspective or appearance, except as otherwise authorized herein. Embossing and engraving is permitted. Without limitation, you may not use shadows, outline, gradation, decorative patterns or other decorative elements, and you may not feature the Certification Marks in three dimensional or animated formats.
- (d) You may not combine a Certification Mark with any other feature, including other marks, words, graphics, photos, slogans, numbers, design features, or symbols.
- (e) The Certification Marks or parts thereof may not be used as a design feature in any materials, including on any product, product packaging, product inserts, and in any advertising materials or promotional campaigns.

Shape

The Certification Marks must always be utilized as described in this document and in accordance with the authorized digital files as referred to in this document. Variations and additions are strictly forbidden. Any user-created additions, deletions, or modifications to any part of the Certification Marks are strictly forbidden, and the Certification Marks must always be legible and easily readable to the naked human eye.

Color

You must not alter the colors of the Certification Marks: The Certification Marks may be presented in black and white or the color combination specified by OCP. Decolorized versions of the Certification Marks may also be used for embossed or engraved logos. Different textures or surface irregularities within the same Certification Mark may not be utilized. The Certification Mark must be clearly visible against the background.

Clear Zone

The Certification Mark must be utilized maintaining a clear zone all around the Certification Mark. A clear zone is an area in which no other graphical or textual elements appear and is at least twenty-five percent (25%) of the height of the Certification Mark.

The appropriate Certification Mark may not be enclosed on its own in any kind of border, box or frame, nor may any text be added. The Certification Mark must be utilized on its own and be freestanding. The Certification Mark must not be superimposed on or combined with any other logo, trademark, trade name, artwork, or other designation or design.

Size and Aspect Ratio

The Certification Mark may be reduced or enlarged on the condition that the same relative positions and proportions between the respective elements (aspect ratio) as indicated by the original artwork are maintained and the Certification Marks remain clear and legible and easily readable to the naked human eye. The aspect ratio may not deviate more than five percent (5%) from the values of the original artwork.

Use of “TM” and ®

The appropriate trademark symbol (TM or ®) should appear on every occurrence of a Certification Mark. The ® symbol is appropriate for certification marks registered with the US Patent and Trademark Office when they are used in the United States, and “TM” is used for trademarks not so registered. OCP may require different or additional trademark notices for Certification Marks used outside the United States.

The following are among the federally registered Certification Marks owned by OCP, and use of the ® symbol must accompany these marks:

United States Federally Registered Certification Marks: NONE

Pending and Common Law Marks. The following are among the Certification Marks for which OCP owns pending federal applications or common law rights, and use of the “tm” symbol must accompany these marks:

Pending and Common Law Certification Marks:



Please check back to these guidelines from time to time, as the appropriate trademark notice for the Certification Marks may change.

Attribution

In addition to the symbols required above, when using the Certification Marks, the following statement attributing OCP’s ownership of the corresponding mark should be included (with the appropriate phrase, unbracketed):

“The OCP [Accepted][Inspired] certification mark is owned by and used with the permission of the Open Compute Project Foundation.”

Referencing the Marks in Text

The following general rules apply when referencing certified product status in text:

(a) Members must use the following combination of upper and lower case lettering in all instances whenever identifying member’s certified product status in text in informational materials (with the appropriate phrase, unbracketed): “[Specific product name] is certified OCP [Accepted][Inspired] ”.

(b) Members must spell the Certification Marks correctly in text and do not abbreviate or otherwise alter them.

(c) Members must use Certification Marks in text only to reference and/or describe member’s certified product status, e.g., “[Specific product name] has been certified OCP [Accepted][Inspired] since 2016.”

(d) When identifying member’s certified product status where there is no accompanying Certification Mark and corresponding Certification Mark attribution statement, Members must identify ownership of the Certification Marks as follows (with the appropriate phrase, unbracketed):

“The OCP [Accepted][Inspired] certification mark is owned by and used with the permission of the Open Compute Project Foundation.”


(e) Members may not use the text description of member’s certified product status, or any portion thereof, including but not limited to the terms “Open Compute Project” “OCP” “OCP Accepted” or “OCP Inspired”, in text as a meta tag or other hidden text in a website or used or incorporated in any Internet advertising key word, Adword, hashtag or other term used to trigger advertising or search engine results without prior written authorization from OCP.

C. OCP TRADEMARKS AND SERVICE MARKS

1. Applicable Trademarks and Service Marks

List of OCP Trademarks and Service marks:

Trademarks and Service Marks
OCP
OPEN COMPUTE PROJECT
OPEN COMPUTE PROJECT Logo


<p>OPEN COMPUTE PROJECT FOUNDATION</p>
<p>OPEN COMPUTE</p>
<p>OPEN COMPUTE SOLUTION PROVIDER PROGRAM</p>

OCP generally does not license use of its OCP Marks to its Members.

2. USE OF THE OCP MARKS GENERALLY

Approved Uses

The OCP Marks shall be used only with express prior written license, and under the terms and conditions thereof.

Unacceptable Uses

You may not use the OCP Marks on any unauthorized materials. The OCP Marks may not be used in any manner that is likely to cause confusion in the public. In particular, the OCP Marks may not be used in any way that is false, misleading, or confusing as to the origin or qualities of any product, service, materials, or as to conformance with or any other association with any OCP specification, or as to membership in or any other affiliation with OCP. The OCP Marks shall also not:

- (a) Be used to suggest a closer relationship with, affiliation with, sponsorship by, or endorsement by the OCP than that which actually exists;
- (b) Appear in or as part of the name, trademark, service mark, or similar designation of any company or organization other than OCP;
- (c) Appear in or as part of an Internet domain name, social media name, or icon;
- (d) Be used in any manner which is likely to confuse the public or mislead the public into believing that the activities of member, or any other party, are those of the OCP; or
- (e) Be used or applied in a way that implies approval or certification for a product or service, or membership status in the OCP.

3. SPECIFIC GUIDELINES FOR OCP MARK USAGE

Use Requirements

The following rules apply to use of the OCP Marks that has been specifically authorized in writing:

- (a) You must agree to the terms of this Open Compute Project Membership Logo Usage Guide.
- (b) Your company name, logo, or product name must appear on any materials where any OCP Mark is used. The OCP Mark cannot be larger or more prominent than your product name, trademark, logo, or company name.
- (c) You must use the OCP Mark exactly as it is shown in the OCP Mark digital artwork files found at the link provided above; you may not alter, cut apart, separate, or otherwise distort the logos in perspective or appearance, except as otherwise authorized herein. Embossing and engraving is not permitted. Without limitation, you may not use shadows, outline, gradation, decorative patterns or other decorative elements, and you may not feature the OCP Marks in three dimensional or animated formats.
- (d) You may not combine an OCP Mark with any other feature, including other marks, words, graphics, photos, slogans, numbers, design features, or symbols.
- (e) The OCP Marks or parts thereof may not be used as a design feature in any materials, including on any product, product packaging, product inserts, and in any advertising materials or promotional campaigns.

Shape

The OCP Marks must always be utilized as described in this document and in accordance with the authorized digital files as referred to in this document. Variations and additions are strictly forbidden. Any user-created additions, deletions, or modifications to any part of the Certification Marks are strictly forbidden, and the OCP Marks must always be legible and easily readable to the naked human eye.

Color

You must not alter the colors of the OCP Marks: The OCP Marks may be presented in black and white or the color combination specified by OCP. Different textures or surface irregularities within the same OCP Mark may not be utilized. The OCP Mark must be clearly visible against the background.

Clear Zone

The OCP Mark must be utilized maintaining a clear zone all around the OCP Mark. A clear zone is an area in which no other graphical or textual elements appear and is at least twenty-five percent (25%) of the height of the OCP Mark.

The appropriate OCP Mark may not be enclosed on its own in any kind of border, box or frame, nor may any text be added. The OCP Mark must be utilized on its own and be freestanding. The OCP Mark must not be superimposed on or combined with any other logo, trademark, trade name, artwork, or other designation or design.

Size and Aspect Ratio

The OCP Mark may be reduced or enlarged on the condition that the same relative positions and proportions between the respective elements (aspect ratio) as indicated by the original artwork are maintained and the OCP Marks remain clear and legible and easily readable to the naked human eye. The aspect ratio may not deviate more than five percent (5%) from the values of the original artwork.

Use of “TM” and ®


The appropriate trademark symbol (SM or ®) should appear on every occurrence of an OCP Mark. The ® symbol is appropriate for trademarks and service marks registered with the US Patent and Trademark Office when they are used in the United States, and “SM” is used for trademarks and service marks not so registered. OCP may require different or additional trademark notices for OCP Marks used outside the United States.

The following are among the federally registered OCP Marks owned by OCP, and use of the ® symbol must accompany these marks:

United States Federally Registered OCP Marks: NONE

Pending and Common Law Marks. The following are among the OCP Marks for which OCP owns pending federal applications or common law rights, and use of the “sm” symbol must accompany these marks:

Pending and Common Law OCP Marks:

Trademarks and Service Marks
OCP
OPEN COMPUTE PROJECT
OPEN COMPUTE PROJECT Logo 
OPEN COMPUTE PROJECT FOUNDATION
OPEN COMPUTE
OPEN COMPUTE SOLUTION PROVIDER PROGRAM

Please check back to these guidelines from time to time, as the appropriate trademark notice for the OCP Marks may change.

Attribution

In addition to the symbols required above, when using the OCP Marks, the following statement attributing OCP's ownership of the corresponding mark should be included (with the appropriate phrase, unbracketed):

"The [OCP][OPEN COMPUTE PROJECT][OPEN COMPUTE PROJECT][OPEN COMPUTE PROJECT FOUNDATION][OPEN COMPUTE][OPEN COMPUTE SOLUTION PROVIDER PROGRAM] mark is owned by and used with the permission of the Open Compute Project Foundation."

Referencing the Marks in Text

The following general rules apply when referencing OCP Marks in text:

(a) Members must spell the OCP Marks correctly in text and do not abbreviate or otherwise alter them.

(b) When referencing an OCP Mark, users shall identify ownership of the OCP Marks as follows (with the appropriate phrase, unbracketed):

"The [OCP][OPEN COMPUTE PROJECT][OPEN COMPUTE PROJECT][OPEN COMPUTE PROJECT FOUNDATION][OPEN COMPUTE][OPEN COMPUTE SOLUTION PROVIDER PROGRAM] mark is owned by and used with the permission of the Open Compute Project Foundation."

(c) Users shall not use the OCP Marks as a meta tag or other hidden text in a website or used or incorporated in any Internet advertising key word, Adword, hashtag or other term used to trigger advertising or search engine results without prior written authorization from OCP.

LEGAL DISCLAIMER:

NOTHING CONTAINED IN THIS DOCUMENT SHALL BE DEEMED AS GRANTING YOU ANY LICENSE IN ITS CONTENT OR TO ANY MEMBERSHIP LOGO, EITHER EXPRESSLY OR IMPLIEDLY, OR TO ANY INTELLECTUAL PROPERTY OWNED OR CONTROLLED BY THE OCP OR ANY OF THE AUTHORS OR DEVELOPERS OF THIS DOCUMENT. THE INFORMATION CONTAINED HEREIN IS PROVIDED ON AN "AS IS" BASIS, AND, TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE OCP AND AUTHORS AND DEVELOPERS OF THIS DOCUMENT HEREBY DISCLAIM ALL WARRANTIES AND CONDITIONS, EITHER EXPRESS OR IMPLIED, STATUTORY OR AT COMMON LAW, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF NONINFRINGEMENT, MERCHANTABILITY, OR FITNESS FOR A PARTICULAR PURPOSE.

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