PCI-SIG® Trademark and Logo Usage Guidelines

THE PCI-SIG® LOGOS AND TRADEMARKS MAY BE USED BY PCI-SIG MEMBERS ONLY PURSUANT TO THESE TRADEMARK AND LOGO USAGE GUIDELINES. NON-MEMBERS MAY NOT USE OUR LOGOS AND TRADEMARKS UNLESS THEY FIRST EXECUTE A LICENSE AGREEMENT WITH PCI-SIG. PCI-SIG MANAGEMENT MAY BE CONTACTED AT:

PCI-SIG

3855 SW 153rd Drive

Beaverton, OR 97006

USA
administration@pcisig.com

Authorized licensees may use the PCI-SIG trademarks and logos only as provided in these PCI-SIG® Trademark and Logo Usage Guidelines. Your use must not mislead the public as to any sponsorship, affiliation, or endorsement of your company, or your products or services by PCI-SIG. Note that PCI-SIG may deny Member companies access to the logo artwork files if, in PCI-SIG's sole discretion, PCI-SIG determines that the Member is at that time making improper use of PCI-SIG trademarks and logos as required under these Trademark and Logo Usage Guidelines. PCI-SIG is not, however, under any duty to police compliance with our Trademark and Logo Usage Guidelines except as provided under the law.

All new PCI-SIG specification compliant products should display the logos applicable to that specification.

In the event that the compliance testing requirements or these guidelines change such that a Member's use of the marks no longer complies with these guidelines, the Member must phase out any nonconforming use of the marks within three (3) months, or such reasonable period of time as agreed to in writing by PCI-SIG.

The uses of marks of the PCI-SIG referenced and allowed in these guidelines do not in any way constitute a license apart or independent from a full trademark licensing agreement or otherwise grant permission to a Member to use the marks.

NOTE:

The trademarks, service marks and logos owned by the PCI-SIG are collectively referred to in these guidelines as the "PCI-SIG Marks". In these guidelines, one particular mark, such as the PCI-SIG® mark, or the PCI Express® mark, may be used as an example to illustrate a particular guideline. However, each guideline is to be applied to the use of any and all of the PCI-SIG Marks listed in these guidelines.

NOTICES TO BE USED WITH ALL MARKS

The appropriate trademark symbols (®, ™, SM) must be applied to the PCI-SIG Marks in accordance with the current list of marks provided in these guidelines and as updated from time to time. Logo marks must appear with the trademark symbols exactly as shown in the PCI-SIG digital artwork files.

For word marks requiring the "TM" or "SM" designation, the marks should be used with the letters "TM" or "SM" immediately above and to the right of the mark. For example:

EXPRESSMODULE™ specification.

Where it is difficult or impossible to reproduce the TM notice or SM notice in the above format, use "(TM)" immediately to the right of the mark. For example:

EXPRESSMODULE(TM) specification.

For word marks requiring the ® symbol, the marks should be used with the "®" symbol to the right of the mark or above and to the right of the mark. For example:

PCIe® or PCIe®

Repeated References

For repeated references to PCI-SIG Marks in a continuous document (such as a white paper, report, press release, and the like), use the appropriate notice with any use of any particular mark in the title of the document and with the first use of any particular mark in the body of the text. Subsequent use of any particular mark does not require further notice.

For repeated references to the PCI-SIG Marks in materials that can be easily separated and re-ordered (such as a foilset, transparencies, or Web site), use the appropriate notice with the first use of any particular mark on each "page." Subsequent use of any particular mark on the same "page" does not require further notice.

In all other contexts, use the appropriate notice with each and every use of a mark.

Legends

PCI-SIG strongly encourages its licensees to use a trademark ownership legend. PCI-SIG *requires* its licensees to use a legend in any materials in which the licensee uses a legend to identify any third party as the owner of any marks. Logo marks may be identified by the word portion of the mark, followed by the words "design mark" (for example, "PCI-X design mark"). The preferred form of legend is:

> PCI-SIG®, PCIE® and the PCI HOT PLUG design mark are registered trademarks and/or service marks of PCI-SIG.

Registration

PCI-SIG has applied for registration of various PCI-SIG marks and logos. As registrations issue, the required and/or preferred forms of notices and legends listed above must be changed; and these guidelines will be revised to reflect the necessary changes.

PCI-SIG WORD MARKS - MANNER OF USAGE

Appearance of Marks

The word marks below are simply the words or terms appearing therein. They are used both to designate the association services of PCI-SIG and to designate the technology and products that conform to the specification being developed by PCI-SIG.

The word marks should always be distinguished from surrounding text, for example, by using all capital letters, boldface, italics, or a different color text, together with the appropriate ® or ™ symbol.

Use as an Adjective

Trademarks and service marks, when used correctly, are proper adjectives. Therefore, the word mark PCI-SIG or other marks listed above should be used only as an adjective to describe a generic product or service (unless referring specifically and only to its existence as a name or mark). Misuse of the mark can damage its strength and value - **so it is *very important that neither PCI-SIG® nor any other PCI-SIG Mark be used as a noun or in a generic sense***. Further, as proper adjective, at least the first letter of each word in the word marks should be a capital letter.

The preferred nouns with which PCI-SIG®, PCI Express®, and PCIe® should be used are as follows.

- PCI-SIG® specification
- PCI-SIG® member company
- PCI-SIG® Board of Directors (or any committee)
- PCI-SIG® technology
- PCI-SIG® device
- PCI-SIG® architecture

Other nouns with which PCI-SIG, PCI Express, and PCIe may be used are as follows.

- PCI-SIG® standard
- PCI-SIG® product
- PCI-SIG® peripheral
- PCI-SIG® compliant product
- PCI-SIG® compliant device
- PCI-SIG® compliant peripheral
- PCI-SIG® system
- PCI-SIG® association
- PCI-SIG® member
- PCI-SIG® meeting
- PCI-SIG® event
- PCI-SIG® project

- PCIe® name
- PCIe® mark
- PCI-SIG® server
- PCI-SIG® switch
- PCI-SIG® target channel adapter
- PCI-SIG® node

The above is not intended to be an all-inclusive or exhaustive list with which the PCI-SIG Marks may be used and is subject to revision at any time by PCI-SIG.

Prohibited Uses

The PCI-SIG marks may not be used in any manner that is likely to cause confusion in the public, for example, suggesting a closer relationship with, affiliation with, sponsorship by, or endorsement by PCI-SIG than actually exists.

The PCI-SIG marks may not appear in or as part of the name, trademark, service mark or logo of any company or organization other than PCI-SIG. Members of PCI-SIG must also take particular care not to adopt any name, trademark, service mark or log that is confusingly similar to the PCI-SIG marks.

The PCI-SIG marks may not appear in the descriptions of services used in an application to register a trademark or service mark.

The PCI-SIG marks may not appear in or as part of an Internet domain name.

The PCI-SIG marks may not appear in or as part of the name of a product (including in or as part of the tagline for a product). For example, Members may not use the following for a product name: Company X PCIe Widget. Members of PCI-SIG must also take particular care not to adopt any product name or trademark that is confusingly similar to the PCI-SIG Marks.

The PCI-SIG Marks may not appear in or as part of the name of an event or a group not sponsored by PCI-SIG, including events or groups sponsored by Member companies.

The PCI-SIG Marks should not be used in any manner which is likely to confuse the public or mislead the public into believing that the activities of third parties are those of PCI-SIG.

Use of "PCI-SIG® COMPLIANT" and "PCI-SIG® COMPATIBLE"

The words PCI-SIG® COMPLIANT, PCI-SIG® COMPATIBLE, and any other words suggesting that a product complies with the specification being developed by PCI-SIG, may only be used if the Member's product in question has passed all compliance testing required by PCI-SIG and if the product appears on the Integrators list set forth on PCI-SIG's Web site.

The PCI-SIG Marks may not be used with the word "Certified" since the PCI-SIG compliance program is not a certification program, nor are the various PCI-SIG Marks registered as Certification Marks.

PCI-SIG WORD MARKS

PCI-SIG® serves as both a trademark and service mark:

PCI-SIG®	PCI-SIG® is used as a service mark to designate the association services of PCI-SIG; it is also used as a trademark to designate the technology and products that conform to the PCI v. 2.3 and higher specifications and other specifications being developed by PCI-SIG.
PCI™	Conventional PCI v. 2.3 and higher

The following marks serve as trademarks of PCI-SIG to designate the technology and products that conform to the specific specification listed beside that mark:

PCI EXPRESS®	PCI EXPRESS v. 1.0 and higher, and all subsets of specifications using PCI Express technology
PCIe®	PCI EXPRESS v. 1.0 and higher, and all subsets of specifications using PCI Express technology
PCI EXPRESS® EXPRESSMODULE™	PCI Express ExpressModule electromechanical specification v. 1.0 and higher
EXPRESSMODULE™	PCI Express ExpressModule electromechanical specification v. 1.0 and higher
PCI-X™	PCI-X v. 1.0 and higher and all subsets of specifications using PCI-X technology
PCI-X™ 66	Optional for use with PCI-X v. 1.0 and higher 66MHz specification
PCI-X™ 133	Optional for use with PCI-X v. 1.0 and higher 133MHz specification
PCI-X™ 266	Optional for use with PCI-X v. 1.0 and higher 266MHz specification
PCI-X™ 533	Optional for use with PCI-X v. 1.0 and higher 533MHz specification
PCI HOT PLUG™	PCI HOT PLUG v. 1.0 and higher

Important to note: **When the word marks PCI™ , PCI-X™ , PCI HOT PLUG™ and MINI PCI™ are used *without* their respective logo designs shown below, the ™ symbol must be used. Use of the ® next to these word marks is prohibited by law.**

PCI-SIG LOGO MARKS -

Manner of Usage

The following logo usage guidelines apply in conjunction with the various logos adopted by PCI-SIG and should be followed at all times.

Your company name, logo, or product name must appear on any products or related materials where the PCI-SIG logo(s) are used.

The logo(s) cannot be larger or more prominent than your product name, trademark, logo, or company name.

You must use the logo(s) exactly as they are shown in the PCI-SIG digital artwork files; you may not imitate the PCI-SIG logo(s) in any of your materials.

You may not combine the PCI-SIG logo(s) with any other feature, including other marks, words, graphics, photos, slogans, numbers, design features, or symbols.

The PCI-SIG logo(s) may not be used as a design feature on any of your packaging and advertising materials without PCI-SIG's prior written consent.

PCI-SIG LOGOS

PCI

The PCI logo is available in three formats.

Old Logos

The Old Logos must be used with Products built to the PCI v. 2.2 and lower specifications. THESE LOGOS CANNOT BE USED WITH PRODUCTS BUILT TO THE PCI-X OR PCI v. 2.3 OR HIGHER SPECIFICATIONS.

New Logo

The PCI SIG Logo must be used with Products built to the PCI v. 2.3 or higher specification. THE NEW LOGO CANNOT BE USED WITH PRODUCTS BUILT TO ANY OTHER SPECIFICATION.

The PCI and PCI-SIG logos may be reproduced only in the versions shown in this document and may not be altered in any way. Please note that the registered trademark symbol ® is an integral part of the New Logo. The ® symbol is an integral part of the Old PCI Logos and the trademark symbol (TM) is an integral part of the Old PCI Conventional Logo. They are considered part of the logo art and should not be altered in any way. The logo must be reproduced from the PCI-SIG digital artwork files.

PCI-X

The PCI-X logo is available in two formats.

PCI-X

The PCI-X Logo must be used with Products built to the PCI-X specification. PCI-X LOGO CANNOT BE USED WITH PRODUCTS BUILT TO ANY OTHER SPECIFICATION.

The PCI-X Logo may be reproduced only in the versions shown in this document and may not be altered in any way. Please note that the registered trademark symbol ® is an integral part of the PCI-X logo. It is considered part of the logo art and should not be altered in any way. The logo must be reproduced from the PCI-SIG digital artwork files.

The PCI-X Logo may be modified as follows when used with Products built to the following subsets of the PCI-X specification.

PCI-X 66 PCI-X 133 PCI-X 266 PCI-X 533

PCI
66

PCI
66

PCI
133

PCI
133

PCI
266

PCI
266

PCI
533

PCI
533

PCI HOT PLUG

The PCI HOT PLUG logo is available in one format.

PCI HOT PLUG

The PCI HOT PLUG Logo must be used with Products built to the PCI HOT PLUG specification. PCI HOT PLUG LOGO CANNOT BE USED WITH PRODUCTS BUILT TO ANY OTHER SPECIFICATION.

The PCI HOT PLUG Logo may be reproduced only in the version shown in this document and may not be altered in any way. Please note that the registered trademark symbol ® is an integral part of the PCI HOT PLUG logo. It is considered part of the logo art and should not be altered in any way. The logo must be reproduced from the PCI-SIG digital artwork files.

MINI PCI

The MINI PCI logo is available in one format.

MINI PCI

The MINI PCI Logo must be used with Products built to the MINI PCI specification. MINI PCI LOGO CANNOT BE USED WITH PRODUCTS BUILT TO ANY OTHER SPECIFICATION.

The MINI PCI Logo may be reproduced only in the version shown in this document and may not be altered in any way. Please note that the registered trademark symbol ® is an integral part of the MINI PCI logo. It is considered part of the logo art and should not be altered in any way. The logo must be reproduced from the PCI-SIG digital artwork files.

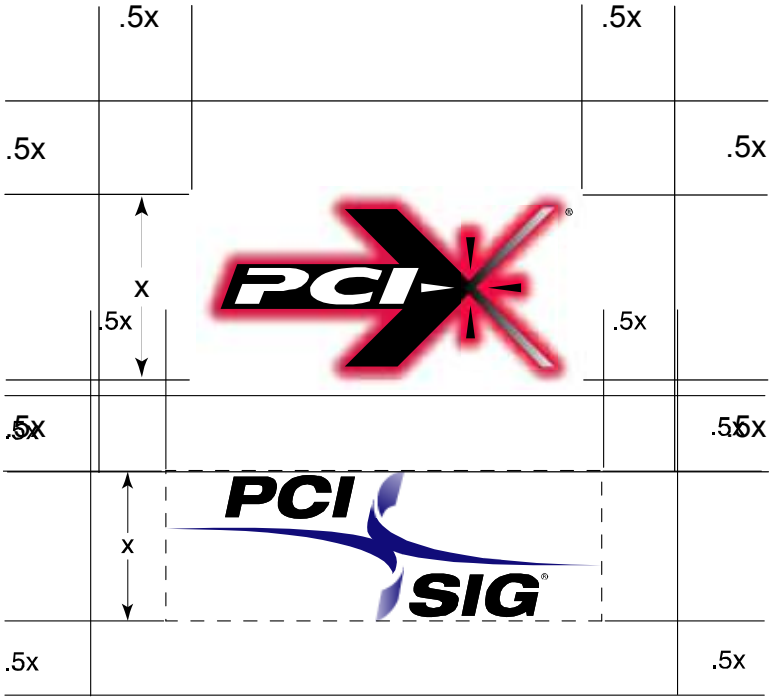
PCI EXPRESS

The PCI EXPRESS logo is available in one format.

PCI EXPRESS

The PCI EXPRESS Logo must be used with Products built to the PCI EXPRESS specification. PCI EXPRESS LOGO CANNOT BE USED WITH PRODUCTS BUILT TO ANY OTHER SPECIFICATION.

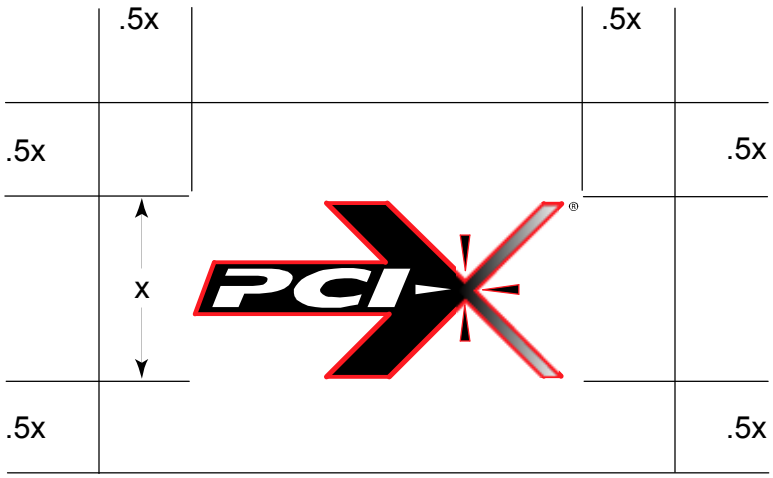
The PCI EXPRESS Logo may be reproduced only in the version shown in this document and may not be altered in any way. Please note that the registered trademark symbol ® is an integral part of the PCI EXPRESS logo. It is considered part of the logo art and should not be altered in any way. The logo must be reproduced from the PCI-SIG digital artwork files.

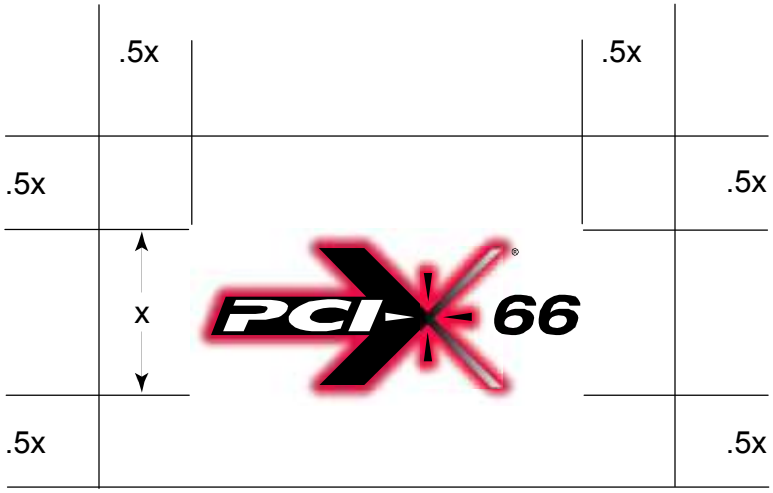


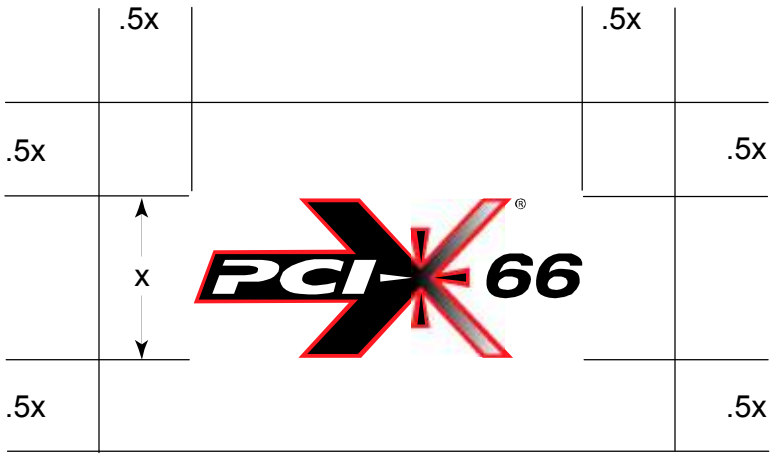
LOGO USAGE

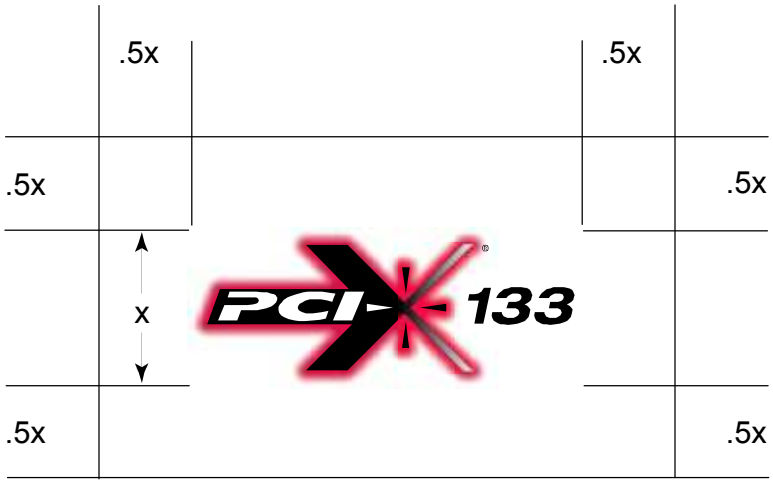
Clear Space

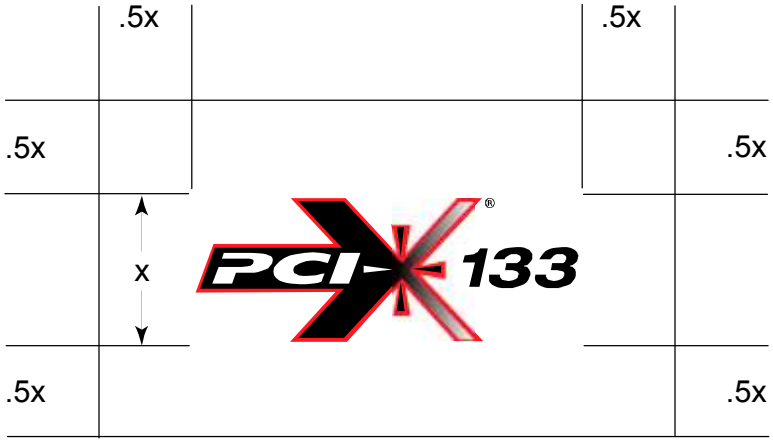
Clear Space is the area directly around the logo that must remain clear of all images or text.

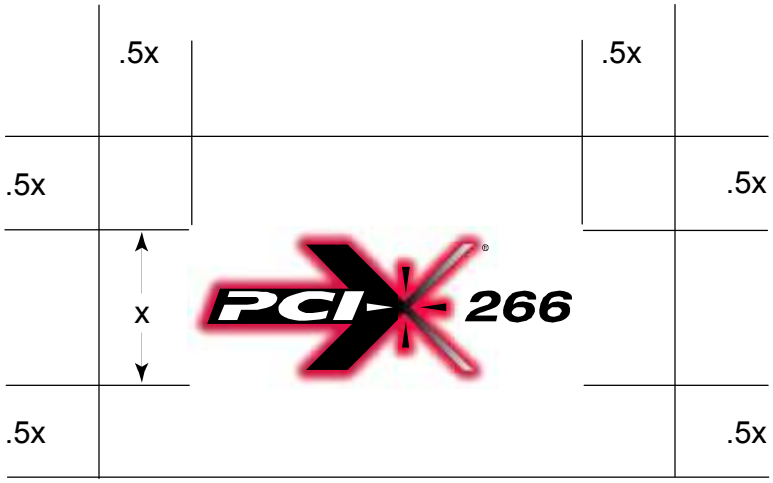

.5x
.5x
.5x
.5x
x
.5x
.5x


.5x
.5x
.5x
.5x
x
66
.5x
.5x

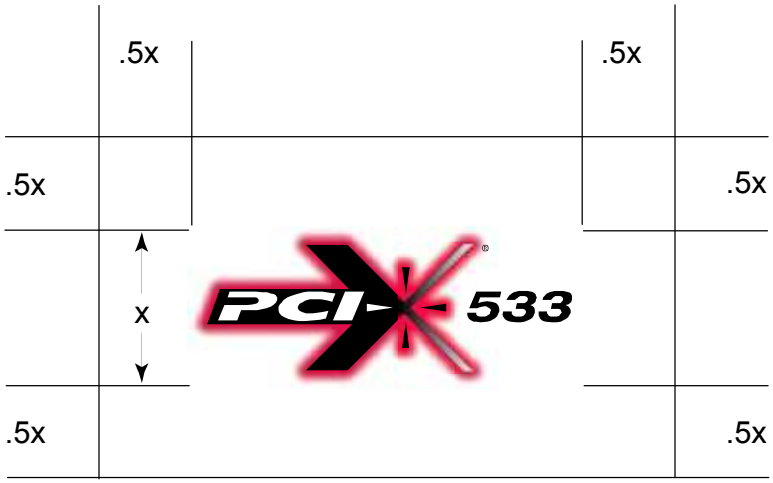

.5x
.5x
.5x
.5x
x
66
.5x
.5x

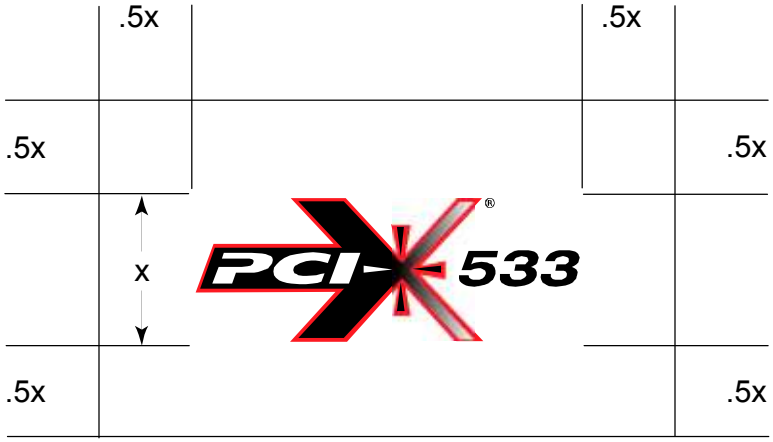

.5x
.5x
.5x
.5x
x
PCI-X 133
.5x
.5x

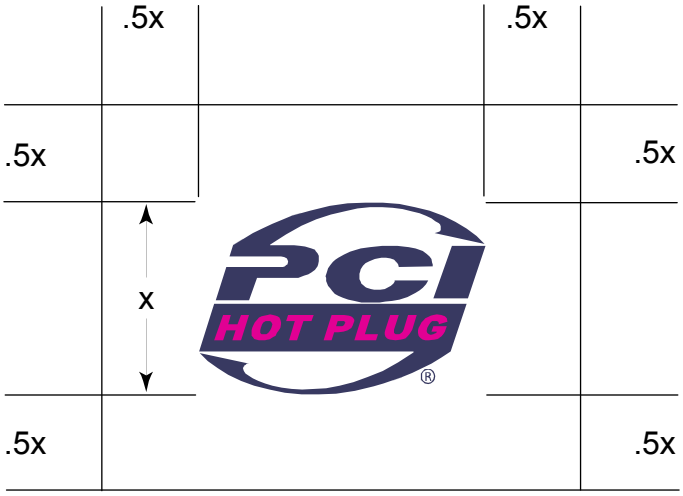

.5x
.5x
.5x
.5x
x
PCI-X 133
.5x
.5x


.5x
.5x
.5x
.5x
x
PCI-X 266
.5x
.5x

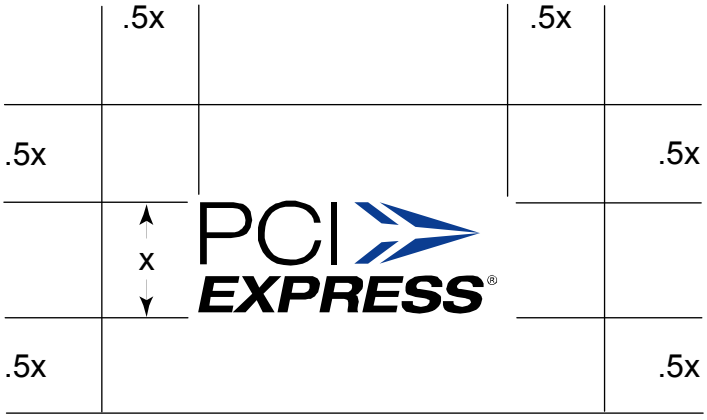
.5x
.5x
.5x
.5x
x
PCI-X 266
.5x
.5x


.5x
.5x
.5x
.5x
x
PCI-X 533
.5x
.5x


.5x
.5x
.5x
.5x
x
PCI-X 533
.5x
.5x

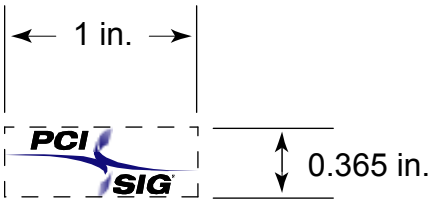

.5x
.5x
.5x
.5x
x
PCI
HOT PLUG
.5x
.5x

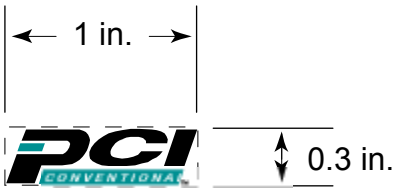
.5x
.5x
.5x
.5x
x
MINI PCI
.5x
.5x

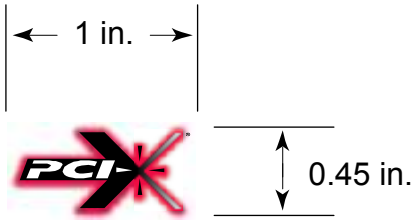

.5x
.5x
.5x
.5x
x
PCI
EXPRESS
.5x
.5x

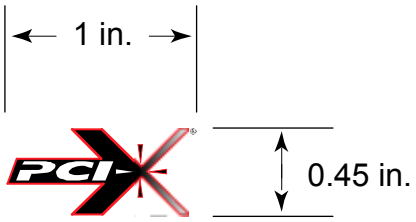
MINIMUM SIZE FOR PRINT

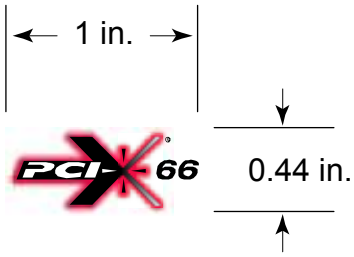
Use these specifications are for any method of printing.

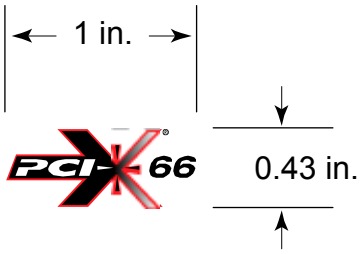


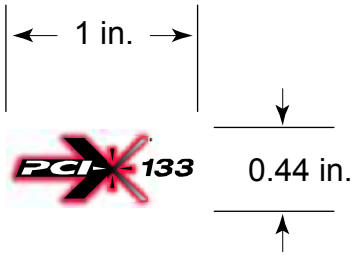


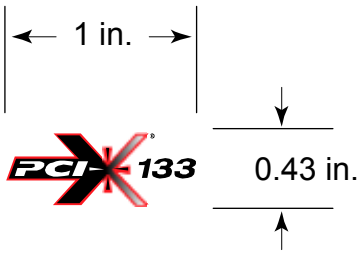


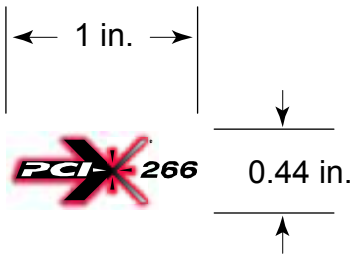


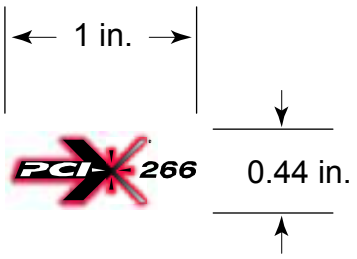


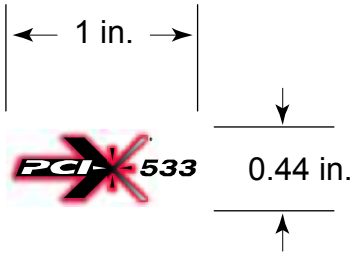


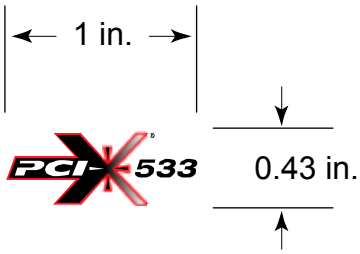


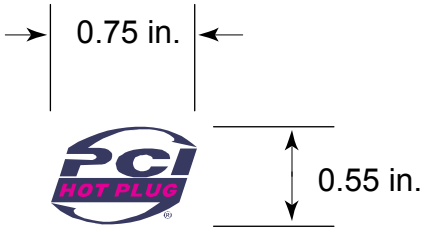


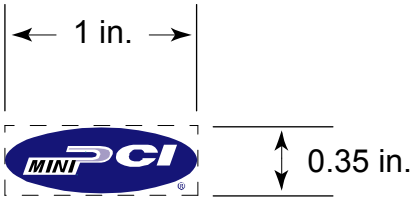

1 in.
PCI-X 266
0.44 in.

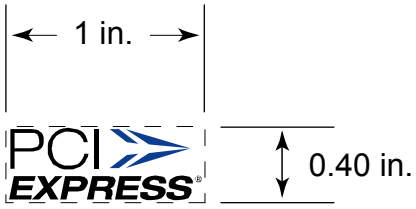

1 in.
PCI-X 266
0.44 in.


1 in.
PCI-X 533
0.44 in.


1 in.
PCI-X 533
0.43 in.

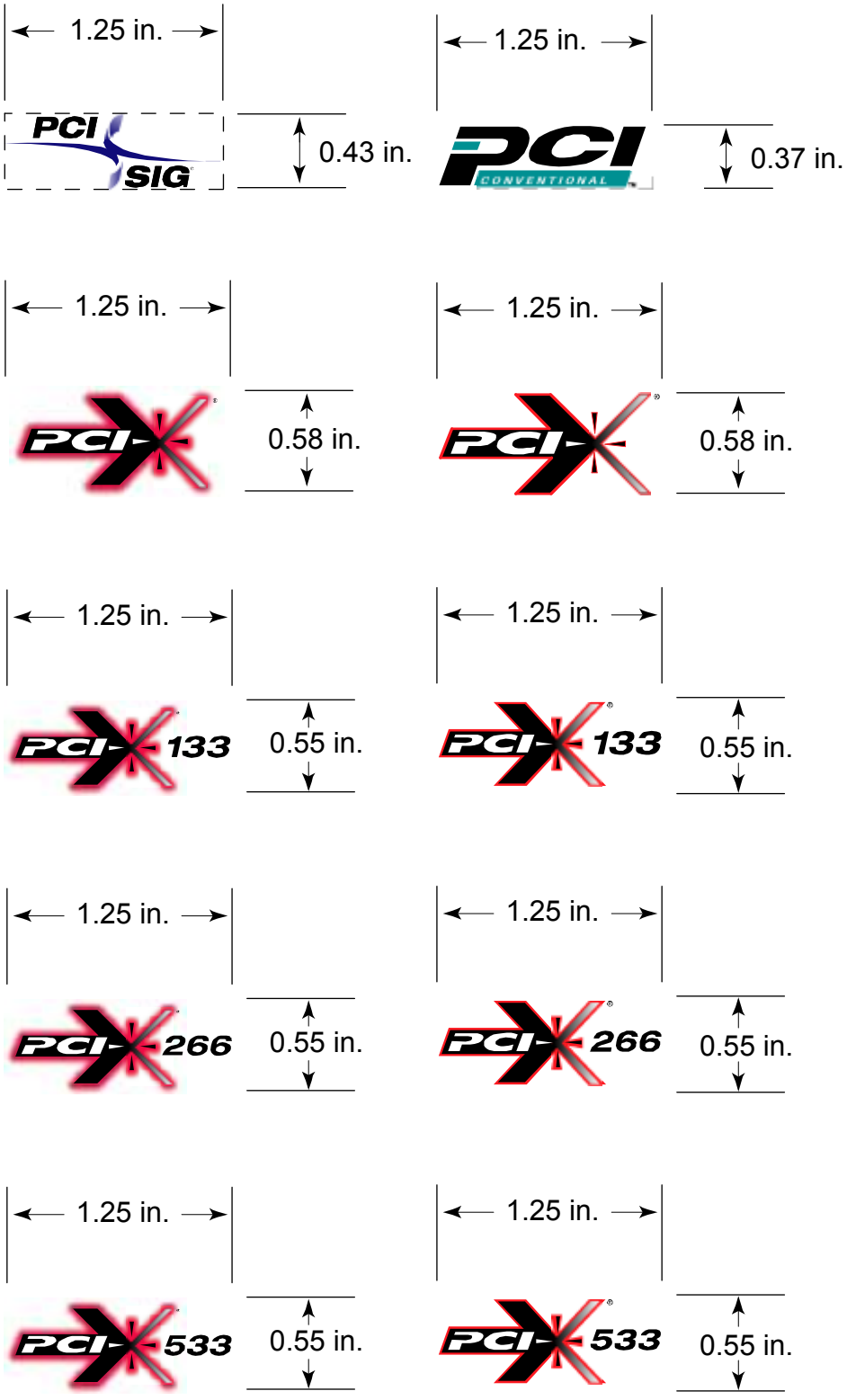

0.75 in.
PCI HOT PLUG
0.55 in.

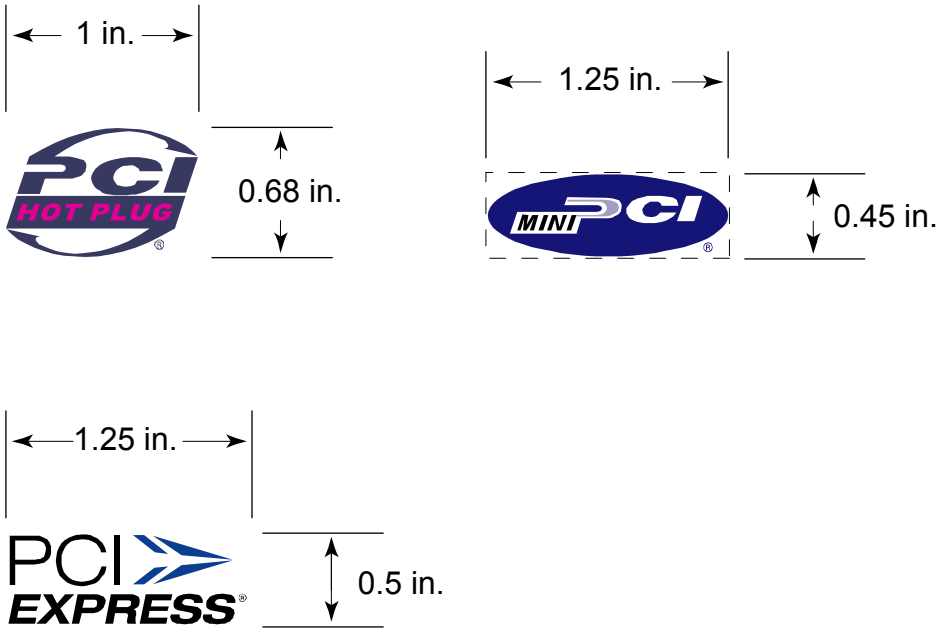

1 in.
MINI PCI
0.35 in.


1 in.
PCI EXPRESS
0.40 in.

MINIMUM SIZE FOR ON-SCREEN

Use these specifications for any method of printing.





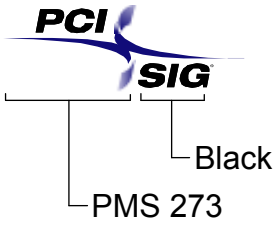
Logo Position

Following the specifications mentioned above, the logo can be positioned anywhere on the page.

LOGO COLOR

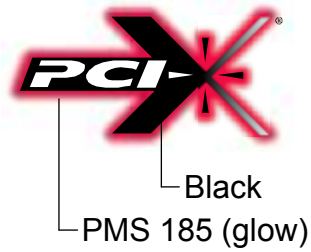
These logos have been created as 2-color logos. (Other color versions are shown on the following pages). It is best to reproduce the logos using the Pantone (PMS) numbers shown below. When reproducing these colors in 4-color process inks (CMYK), or on screen (RGB), the screen tints listed here should be used.

Different color models may reproduce the colors with slight variations, e.g., a logo printed using PMS 185 as a spot color may result in a slightly different hue or red when compared to one printed 4-color process or compared to an on screen (RGB) logo.

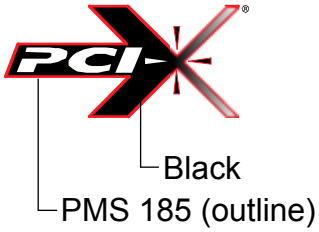


Purple		**Black**	
PMS 273		**PMS none**	
4-color		**4-color**	
Cyan	100%	Cyan	0%
Magenta	94%	Magenta	0%
Yellow	0%	Yellow	0%
Black	6%	Black	100%
RGB		**RGB**	
Red	17	Red	0
Green	12	Green	0
Blue	121	Blue	0

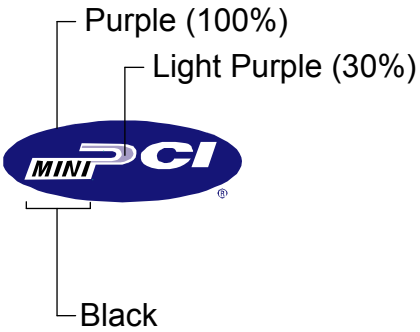
Teal		**Black**	
PMS 320		**PMS none**	
4-color		**4-color**	
Cyan	100%	Cyan	0%
Magenta	0%	Magenta	0%
Yellow	30.5%	Yellow	0%
Black	6%	Black	100%
RGB		**RGB**	
Red	144	Red	0
Green	146	Green	0
Blue	0	Blue	0



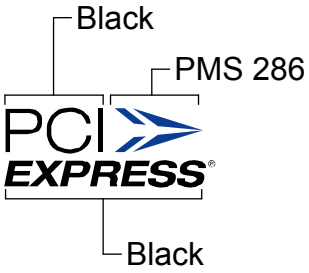
Red		**Black**	
PMS 185		**PMS none**	
4-color		**4-color**	
Cyan	0%	Cyan	0%
Magenta	91%	Magenta	0%
Yellow	76%	Yellow	0%
Black	0%	Black	100%
RGB		**RGB**	
Red	252	Red	0
Green	25	Green	0
Blue	33	Blue	0



Purple		**Magenta**	
PMS		**PMS**	
4-color		**4-color**	
Cyan	77%	Cyan	6%
Magenta	62%	Magenta	98%
Yellow	29%	Yellow	0.5%
Black	17%	Black	0%
RGB		**RGB**	
Red	56	Red	225
Green	57	Green	0
Blue	97	Blue	147



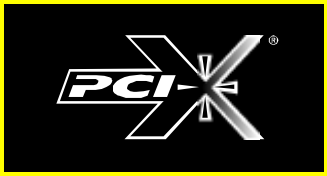
Purple		**Black**	
PMS		**PMS none**	
4-color		**4-color**	
Cyan	95%	Cyan	0%
Magenta	88%	Magenta	0%
Yellow	10%	Yellow	0%
Black	3%	Black	100%
RGB		**RGB**	
Red	21	Red	0
Green	21	Green	0
Blue	119	Blue	0



Blue		**Black**	
PMS 286		**PMS none**	
4-color		**4-color**	
Cyan	100%	Cyan	0%
Magenta	60%	Magenta	0%
Yellow	0%	Yellow	0%
Black	6%	Black	100%
RGB		**RGB**	
Red	11	Red	0
Green	61	Green	0
Blue	145	Blue	0

ADVERTISEMENTS

For one-color newspaper advertisements, use the black or reverse version of the logo. Full-color magazine ads may use the one-color, reverse or full-color versions of the logo, choosing the logo that works best with the design of the ad.

Full-color	One-color	Black & white	Reversed
			

Full-color	One-color	Black & white	Reversed

PRINT APPLICATIONS

Encapsulated Postscript (EPS) files were created in Adobe Illustrator and can be reproduced at any size without compromising quality. Use these versions for printing. Each version is a separate file. Logos can be printed using either PMS colors or the 4-color process mix specified on page 13. Type has been converted to outlines; no fonts are required to reproduce the logo. The files have been saved for both Macintosh and PC.

On Screen Applications

These versions are for on screen applications such as the Web or Microsoft PowerPoint presentations. They have been created in RGB color mode, and should not be used for offset printing. On screen files are saved in PC format only, though can be opened on a Macintosh computer. These versions were rasterized in Adobe Photoshop from Adobe Illustrator files (with the exception of the EPS files). The bitmap files are available in PSD, TIF, and GIF file formats. For each logo version, three sizes have been optimized for choice.

Keep in mind that bitmap files look their best when placed at 100% size, or smaller. Should the provided sizes not meet your specific needs, you should create additional files from the original EPS file. Don't forget to convert to the proper RGB color breakdown.

ON SCREEN APPLICATIONS (CONT.)

Photoshop (PSD) files were created in Adobe Photoshop and are intended to be master files for all other on screen versions of the logo. These files consist of all the layers built into the logo versions, and are RGB images. PSD files cannot be used in other applications, but can be used to generate other file formats.

Tagged-Image File (TIF) format files were created in Adobe Photoshop to be used in Microsoft Word documents and PowerPoint presentations.

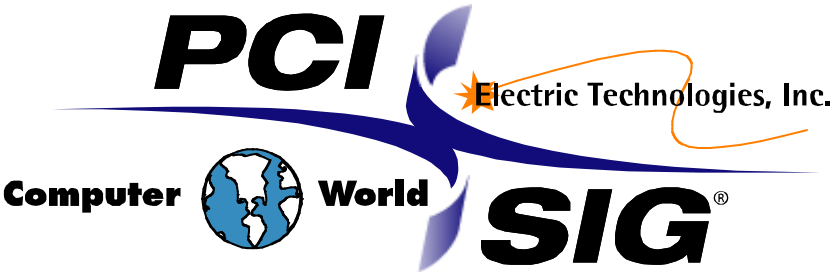
GIF files are provided for use in Web applications. The smallest size of each version has been optimized to the minimum size requirements specified in the Logo Usage section of this document.

EPS files were created in Adobe Illustrator and are saved in RGB color format. These files are to be used in Web software applications that utilize vector-based artwork, e.g., Macromedia Flash.

IMPROPER LOGO USAGE

Proper use of the logo strengthens its effectiveness each time it is seen. The examples to the right depict unacceptable uses of all PCI-SIG logos for both print and on screen applications.

Don't place the logo on a busy background. A busy background would not follow the clear space guidelines, spelled out earlier in this document.

Don't change the colors of the logo.

Don't incorporate the logo into your product logo or alter the logo to include any other logos or extraneous makings or words.