

MIFARE Trademark Usage Guidelines

Rev. 5.1 — 20.07.2020

Document information

Information	Content
Keywords	Trademark, Guideline, Rule, MIFARE®, MIFARE® DESFire®, MIFARE Plus®, MIFARE Ultralight®, MIFARE Classic®, MIFARE FleX®, MIFARE4Mobile®
Abstract	This document describes the rules for using the MIFARE trademarks in documents, on products, product packaging, product labels, in advertisement, and etcetera. These Trademark and Branding Guidelines apply to the following marks: “MIFARE”, “DESFire”, “MIFARE Plus”, “MIFARE Ultralight”, “MIFARE Classic”, “MIFARE FleX”, “SmartMX”, and “MIFARE4Mobile”.
Security Status	Public



Revision history

Rev	Date	Description
1.0	2008-11-24	First Released Version
1.1	2009-04-16	Added provisions for MIFARE4Mobile, MIFARE Classic and Product Naming
1.2	2012-08-06	Added provisions for MIFARE FleX
2.0	2013-01-30	Revised to use ® as all MIFARE trademarks mentioned in these guidelines are registered trademarks, plus additional textual changes.
3.0	2013-09-27	Addition of guidelines for use of figurative marks (logos)
4.0	2013-10-03	Removed provisions of MIFARE4Mobile
4.1	2015-01-25	MIFARE Accredited Training Partner and MIFARE Premium Partner logos added, additional text changes
4.2	2015-05-18	MIFARE Partner Program Section updated, some additional text changes
4.3	2015-09-17	MIFARE Partner Program Section updated
4.4.	2016-05-01	Formatting and corrections
4.5.	2016-05-04	Addition MIFARE Plus
5.0	2019-08-07	Editorial Updates, adding recommended ways to use trademarks, adding MIFARE DESFire Light
5.1	2020-07-20	Addition to MIFARE DESFire and MIFARE Plus families

1. Introduction

The MIFARE trademarks have been created to build marketplace understanding and awareness for quality and interoperability among consumers and industry players. These marks will help recognize genuine NXP® products and products approved under a license of NXP. The following trademark and branding guidelines establish rules around how each mark may be used. NXP will continue to update these guidelines as circumstances warrant.

2. Scope

In addition to the above these MIFARE Trademark and Branding Guidelines (the “Guidelines”) have been created by NXP Semiconductors to ensure consistency in the manner in which the MIFARE trademarks and logos are used and displayed in order to achieve high brand recognition and related brand protection. These Guidelines apply to the following marks (the “Marks”): ‘MIFARE’, MIFARE (figurative marks), ‘MIFARE Classic’, ‘DESFire’, ‘MIFARE Plus’, ‘MIFARE Ultralight’, ‘MIFARE FleX’, and ‘MIFARE4Mobile’.

3. Definitions

“**MIFARE Classic**” means the family of IC products and features of ‘MF1 ICS20’, ‘MF1 ICS50’, ‘MF1 ICS70’, or equivalent.

“**MIFARE DESFire**” means the family of products and features of ‘MF3 ICD40’ or equivalent.

“**MIFARE DESFire EV1**” means the family of products and features of ‘MF3 ICD21’, ‘MF3 ICD41’, ‘MF3 ICD81’ or equivalent.

“**MIFARE DESFire EV1 256B**” means the family of products and features of ‘MF3ICDHQ101DUD’ or equivalent.

“**MIFARE DESFire EV2**” means the family of products and features of “MF3D(H)22”, ‘MF3D(H)42’, ‘MF3D(H)82’ or equivalent.

“**MIFARE DESFire EV3**” means the family of products and features of “MF3D(H)23”, ‘MF3D(H)43’, ‘MF3D(H)83’ or equivalent.

“**MIFARE DESFire Light**” means the family of products and features of ‘MF2DL1000DA’, ‘MF2DL1001’ or equivalent.

“**MIFARE Plus**” means the family of products and features of ‘MF1 PLUS60’, ‘MF1 PLUS80’, ‘MF1SPLUS60’ and ‘MF1SPLUS80’ or equivalent.

“**MIFARE Plus X**” means the family of products and features of ‘MF1P’ or equivalent.

“**MIFARE Plus EV1**” means the family of products and features of ‘MF1P’ or equivalent.

“**MIFARE Plus EV2**” means the family of products and features of ‘MF1P(H)22’, ‘MF1P(H)42’ or equivalent.

“**MIFARE Plus S**” means the family of products and features of ‘MF1P’ or equivalent.

“**MIFARE Plus SE**” means the family of products and features of ‘MF1SEP’ or equivalent.

“**MIFARE Ultralight**” means the family of products and features of ‘MF0 ICU10’ or equivalent.

“**MIFARE Ultralight C**” means the family of products and features of ‘MF0 ICU20’ or equivalent.

“**MIFARE Ultralight EV1**” means the family of products and features of ‘MF0UL1101’, ‘MF0UL2101’ or equivalent.

“**MIFARE Ultralight Nano**” means the family of products and features of ‘MF0UN0001’, ‘MF0UNH0001’ or equivalent.

“**MIFARE Flex**” is a solution to configure MIFARE implementations on NXP’s SmartMX secure smart card controller platform. On the P5Cx081/CD051/CD041/CD021/CD016 and P5Cx145/128 MIFARE Flex only the MIFARE Classic order options is available. On the SmartMX2 product family, the following MIFARE Flex options are available: MIFARE Classic, MIFARE Plus, and MIFARE DESFire EV1.

“**MIFARE4Mobile**” is a solution that provides a single, interoperable programming interface to remotely manage MIFARE IC-based services in embedded secure elements and SIM cards of mobile NFC devices.

“**NXP**” means NXP B.V. and its subsidiaries.

4. General Provisions

- a) The Marks shall always be used in the most specific way possible. For example, when the MIFARE DESFire IC is implemented in a product, you shall say “This product implements a MIFARE® DESFire® IC”; in such a case you may not say “This product implements a MIFARE® IC”.
- b) The Marks may only be used in conjunction with products that are manufactured by NXP or products approved under license of NXP. The Marks may only be used in compliance with the provisions listed in these Guidelines.
- c) The Marks shall be used in a solid color with strong contrast to the background color. Preferred colors are:

On white or light-colored background:	On black or dark-colored background:
<ul style="list-style-type: none"> • RGB (123, 177, 219), or hex color code: #7bb1db • Black 	<ul style="list-style-type: none"> • White

5. MIFARE Classic Trademark Usage Guidelines

The policies regarding the use of its MIFARE Classic Trademark (for the purpose of this Section 5: the “Mark”) are as follows:

- a) The Mark may only be used in conjunction with genuine MIFARE Classic products that are manufactured by NXP or products approved under license of NXP.
- b) The Mark shall always be used with capital letters for ‘MIFARE C’ and lower case letters for ‘lassic’ → MIFARE Classic. The Mark shall always be used in combination with the MIFARE mark, in the way “MIFARE Classic” or “MIFARE Classic EV1”, The Extension ‘EV1’ needs to be used with capital letters without a space between.
- c) When used in body text (sentences, paragraphs, lists, etc.) the Mark shall be used in the same font, size and color as the rest of the text.
[Note: if the font generally used in the document does not provide for both capital and lower case letters, then a similar font with capital and lower case letters shall be used for the Mark]. The use of outline fonts is not permitted.
- d) At the first or most prominent appearance of the Mark in any text, document, webpage or the like, the “®” symbol shall be put at the end of the product name as follows “MIFARE Classic®”. At least once in the document, the following sentence shall be placed: “MIFARE and MIFARE Classic are trademarks of NXP B.V.”
- e) When the Mark is used on products (such as IC cards, electronic devices, etc.) the mark shall be used with the “®” symbol appended as follows “MIFARE Classic®”. The following sentence may optionally be put on the device “MIFARE and MIFARE Classic are trademarks of NXP B.V.”
- f) The Mark may not be broken up, separated, hyphenated or the like in any way. There shall be no line break between ‘MIFARE’, ‘Classic’ and ‘EV1’.
- g) There may be no additions to the Mark, other than as described in these Guidelines or as approved by Licensor in writing. The Mark may not be used in direct connection with any other trademark, product name or company name.

6. MIFARE DESFire Trademark Usage Guidelines

The policies regarding the use of the MIFARE DESFire Trademarks (for the purpose of this Section 6: the “Mark”) are as follows:

- a) The Mark may only be used in conjunction with genuine MIFARE DESFire products that are manufactured by NXP or products approved under license of NXP.
- b) The Mark shall always be used in combination with the MIFARE mark, in the way “MIFARE DESFire”, “MIFARE DESFire EV1”, “MIFARE DESFire EV2”, “MIFARE DESFire EV3” and “MIFARE DESFire Light” as applicable. No other additions to the Mark are permissible.
- c) The Mark shall always be used with capital letters for ‘DESFire’ and lower case letters for ‘ire’ → DESFire. The Extensions ‘EV1’, ‘EV2’ and ‘EV3’ need to be used with capital letters without a space between. The Extension ‘Light’ needs to be used with a capital letter for ‘L’ and lower case letters for ‘ight’.
- d) When used in body text (sentences, paragraphs, lists, etc.) the Mark shall be used in the same font, size and color as the rest of the text. [Note: if the font generally used in the document does not provide for both capital and lower case letters, then a similar font with capital and lower case letters shall be used for the Mark.]. The use of outline fonts is not permitted.
- e) At the first or most prominent appearance of the Mark in any text, document, webpage or the like, the “®” symbol shall be put next to it [MIFARE® DESFire®]. At least once in the document,

- the following sentence shall be placed: “MIFARE and DESFire are registered trademarks of NXP B.V.”
- f) When the Marks are used on products (such as IC cards, electronic devices, etc.) the marks shall be used with the ® symbol next to it [MIFARE® DESFire®]. The following sentence may optionally be put on the device “MIFARE and DESFire are registered trademarks of NXP B.V.”
 - g) The Mark may not be broken up, separated, hyphenated or the like in any way. There shall be no line break between ‘MIFARE’ and ‘DESFire’ or between ‘DESFire’ and ‘EV1’, ‘EV1 256B’, ‘EV2’, ‘EV3’ or ‘Light’
 - h) There may be no additions to the Mark, other than “EV1”, “EV 1 256B”, “EV2”, “EV3” or “Light” for MIFARE DESFire, MIFARE DESFire EV1, MIFARE DESFire EV2 and MIFARE DESFire EV3 products, if applicable, as described in these Guidelines or as approved by Licensor in writing. The Mark may not be used in direct connection with any other trademark, product name or company name.

7. MIFARE Plus Trademark Usage Guidelines

The policies regarding the use of its MIFARE Plus Trademark (for the purpose of this Section 7: the “Mark”) are as follows:

- a) The Mark may only be used in conjunction with genuine MIFARE Plus products that are manufactured by NXP or products approved under license of NXP.
- b) The Mark shall always be used in combination with the MIFARE mark, in the way “MIFARE Plus”, “MIFARE Plus X” “MIFARE Plus EV1”, “MIFARE Plus EV2”, “MIFARE Plus S”, “MIFARE Plus SE” as applicable. No other additions to the Mark are permissible.
- c) The Mark shall always be used with capital letters for ‘MIFARE P’ and lower case letters for ‘lus’ → MIFARE Plus. The Extensions ‘X’, ‘EV1’, ‘EV2’, ‘S’ and ‘SE’ need to be used with capital letters without a space between.
- d) When used in body text (sentences, paragraphs, lists, etc.) the Mark shall be used in the same font, size and color as the rest of the text. [Note: if the font generally used in the document does not provide for both capital and lower case letters, then a similar font with capital and lower case letters shall be used for the Mark.]. The use of outline fonts is not permitted.
- e) At the first or most prominent appearance of the Mark in any text, document, webpage or the like, the ® symbol shall be put next to it [MIFARE Plus®]. At least once in the document, the following sentence shall be placed: “MIFARE and MIFARE Plus are registered trademarks of NXP B.V.”
- f) When the Mark is used on products (such as IC cards, electronic devices, etc.) the mark shall be used with the ® symbol next to it [MIFARE Plus®]. The following sentence may optionally be put on the device “MIFARE and MIFARE Plus are registered trademarks of NXP B.V.”
- g) The Mark may not be broken up, separated, hyphenated or the like in any way. There shall be no line break between ‘MIFARE’ and ‘Plus’ nor between ‘Plus’ and ‘X’, ‘EV1’, ‘EV2’, ‘S’ or ‘SE’ if applicable.
- h) There may be no additions to the Mark, other than “X”, “EV1”, “EV2”, “S” or “SE” for MIFARE Plus EV1, MIFARE Plus EV2, MIFARE Plus S, MIFARE Plus X or MIFARE Plus SE products as described in these Guidelines or as approved by Licensor in writing. The Mark may not be used in direct connection with any other trademark, product name or company name.

8. MIFARE Ultralight Trademark Usage Guidelines

The policies regarding the use of its MIFARE Ultralight Trademark (for the purpose of this Section 8: the “Mark”) are as follows:

- a) The Mark may only be used in conjunction with genuine MIFARE Ultralight, MIFARE Ultralight EV1, MIFARE Ultralight C or MIFARE Ultralight Nano products that are manufactured by NXP or products approved under license of NXP.
- b) The Mark shall always be used with capital letters for ‘MIFARE U’ and lower case letters for ‘ltralight’. → MIFARE Ultralight.
- c) When used in body text (sentences, paragraphs, lists, etc.) the Mark shall be used in the same font, size and color as the rest of the text. [Note: if the font generally used in the document does not provide for both capital and lower case letters, then a similar font with capital and lower case letters shall be used for the Mark.]. The use of outline fonts is not permitted.
- d) At the first or most prominent appearance of the Mark in any text, document, webpage or the like, the “®” symbol shall be put next to it [MIFARE Ultralight®]. At least once in the document, the following sentence shall be placed: “MIFARE and MIFARE Ultralight are registered trademarks of NXP B.V.”
- e) When the Mark is used on products (such as IC cards, electronic devices, etc.) the mark shall be used with the “®” symbol next to it [MIFARE Ultralight®]. The following sentence may optionally be put on the device “MIFARE and MIFARE Ultralight are registered trademarks of NXP B.V.”
- f) The Mark may not be broken up, separated, hyphenated or the like in any way. There shall be no line break between ‘MIFARE’ and ‘Ultralight’.
- g) There may be no additions to the Mark, other than ‘C’, ‘EV1’ or ‘Nano’ for MIFARE Ultralight C, MIFARE Ultralight EV1 or MIFARE Ultralight Nano products, if applicable, as described in these Guidelines or as approved by Licensor in writing. The Mark may not be used in direct connection with any other trademark, product name or company name.

9. MIFARE Flex Trademark Usage Guidelines

The policies regarding the use of its MIFARE Flex Trademark (for the purpose of this Section 9: the “Mark”) are as follows:

- a) The Mark may only be used in conjunction with genuine MIFARE Flex products that are manufactured by NXP or products approved under license of NXP.
- b) The Mark shall always be used with capital letters for ‘MIFARE F and X’ and lower case letters for ‘le →MIFARE Flex’.
- c) When used in body text (sentences, paragraphs, lists, etc.) the Mark shall be used in the same font, size and color as the rest of the text. [Note: if the font generally used in the document does not provide for both capital and lower case letters, then a similar font with capital and lower case letters shall be used for the Mark.]. The use of outline fonts is not permitted.
- d) At the first or most prominent appearance of the Mark in any text, document, webpage or the like, the “®” symbol shall be put next to it [MIFARE Flex®]. At least once in the document, the following sentence shall be placed: “MIFARE and MIFARE Flex are registered trademarks of NXP B.V.”

- e) When the Mark is used on products (such as IC cards, electronic devices, etc.) the mark shall be used with the ‘®’ symbol next to it [MIFARE Flex®]. The following sentence may optionally be put on the device “MIFARE and MIFARE Flex are registered trademarks of NXP B.V.”
- f) The Mark may not be broken up, separated, hyphenated or the like in any way. There shall be no line break between ‘MIFARE’ and ‘Flex’.
- g) There may be no additions to the Mark, other than as described in these Guidelines or as approved by Licensor in writing. The Mark may not be used in direct connection with any other trademark, product name or company name.

10. MIFARE Trademark Usage Guidelines

The policies regarding the use of its MIFARE Trademark (for the purpose of this Section 10. the “Mark”) are as follows:

- a) The Mark may only be used in conjunction with genuine MIFARE products that are:
 - 1. Manufactured by NXP or products approved under license of NXP;
 - 2. Listed under Section 10 h) below.
- b) The Mark shall always be used in capital letters.
- c) At the first or most prominent appearance of the Mark in any text, document, webpage or the like, the ‘®’ symbol shall be put next to it [MIFARE®]. At least once in the document, the following sentence shall be placed: “MIFARE is a registered trademark of NXP B.V.”
- d) When the Mark is used on products (such as IC cards, electronic devices, etc.) the mark shall be used with the ‘®’ symbol next to it [MIFARE®]. The following sentence may optionally be put on the device “MIFARE is a registered trademark of NXP B.V.”
- e) When used in a stand-alone situation, the Mark shall be used in ‘Neue Helvetica Std. 107 Extra Black Condensed’ font. However, when used in body text (sentences, paragraphs, lists, etc.) it shall be used in the same font, size and color as the rest of the text. [Note: if the font generally used in the document does not provide for capital letters, then a similar font with capital letters shall be used for the Mark]. The use of outline fonts is not permitted.
- f) The Mark may not be broken up, separated, hyphenated or the like in any way.
- g) There may be no additions to the Mark, other than as described in these Guidelines or as approved by Licensor in writing. The Mark may not be used in direct connection with any other trademark, product name or company name.
- h) The MIFARE Mark may solely be used in conjunction with:
 - Specific products or services for which the use of the MIFARE mark has been approved in writing by NXP.
- i) The Mark may not be used if a more specific mark (MIFARE DESFire, MIFARE Plus, MIFARE Ultralight, MIFARE Classic, MIFARE Flex, MIFARE4Mobile) is applicable. For example, when the MIFARE DESFire IC is implemented in a product, you shall say “This product implements a MIFARE® DESFire® IC”; in such a case you may NOT say “This product implements a MIFARE® IC”.

11. Use of the MIFARE Marks in Product Names

If the Marks are used as part of a product name, the following provisions apply.

Product families or feature sets shall be named in one of the following ways:

“MIFARE Classic”, “MIFARE Classic EV1”, “MIFARE Plus”, “MIFARE Plus X”, MIFARE Plus EV1”, “MIFARE Plus EV2”, “MIFARE Plus S”, “MIFARE Plus SE”, “MIFARE Ultralight”, “MIFARE Ultralight C”, “MIFARE Ultralight EV1”, “MIFARE Ultralight Nano”, “MIFARE DESFire”, “MIFARE DESFire EV1”, “MIFARE DESFire EV1 256B”, “MIFARE DESFire EV2”, “MIFARE DESFire EV3”, “MIFARE DESFire Light”, “MIFARE FleX”, or “MIFARE4Mobile” as applicable.

Specific products or product implementations shall be named in the following ways:

Product or product implementation	Comment / Examples
MIFARE DESFire EV1 or MIFARE DESFire EV2 (2K/4K/8K)	“MIFARE DESFire EV1 or MIFARE DESFire EV2 4K” describes a MIFARE DESFire EV1 or EV2 IC with 4 Kilobyte of non-volatile memory.
MIFARE Classic (1K/4K) implementation	“MIFARE Classic 4K implementation” describes the implementation of the MIFARE Classic features and commands, with 4 Kilobytes of non-volatile memory.
MIFARE Classic EV1 (1K/4K) implementation	“MIFARE Classic EV1 4K implementation” describes the implementation of the MIFARE Classic EV1 features and commands, with 4 Kilobytes of non-volatile memory.
MIFARE Plus (2K/4K) implementation	“MIFARE Plus 2K implementation” describes the implementation of the MIFARE Plus features and commands, with 2 Kilobytes of non-volatile memory.
MIFARE Plus X (2K/4K) implementation	“MIFARE Plus X 4K implementation” describes the implementation of the MIFARE Plus features and commands, with 4 Kilobytes of non-volatile memory.
MIFARE Plus EV1 (2K/4K) implementation	“MIFARE Plus EV1 2K Implementation” describes the implementation of the MIFARE Plus features and commands, with 2 Kilobytes of non-volatile memory.
MIFARE Plus EV2 (2K/4K) implementation	“MIFARE Plus EV2 2K Implementation” describes the implementation of the MIFARE Plus features and commands, with 2 Kilobytes of non-volatile memory.
MIFARE Plus S (2K/4K) implementation	“MIFARE Plus S 4K implementation” describes the implementation of the MIFARE Plus features and commands, with 4 Kilobytes of non-volatile memory.

Product or product implementation	Comment / Examples
MIFARE Plus SE (1K) implementation	“MIFARE Plus SE implementation” describes the implementation of the MIFARE Plus features and commands with 1 Kilobyte of non-volatile memory.
MIFARE Ultralight implementation	“MIFARE Ultralight implementation” describes the implementation of the MIFARE Ultralight features and commands.
MIFARE Ultralight C	“MIFARE Ultralight C implementation” describes the implementation of the MIFARE Ultralight features and commands.
MIFARE Ultralight EV1	“MIFARE Ultralight EV1 implementation” describes the implementation of the MIFARE Ultralight features and commands.
MIFARE Ultralight Nano	“MIFARE Ultralight Nano implementation” describes the implementation of the MIFARE Ultralight features and commands.
MIFARE DESFire EV1 (2K/4K/8K) implementation	“MIFARE DESFire EV1 8K implementation” describes the implementation of the MIFARE DESFire EV1 features and commands, with 8 Kilobytes of non-volatile memory.
MIFARE DESFire EV1 256B	“MIFARE DESFire EV1 256B” describes a MIFARE DESFire EV1 IC with 256B non-volatile memory.
MIFARE DESFire EV2 (2K/4K/8K) implementation	“MIFARE DESFire EV2 4K implementation” describes the implementation of the MIFARE DESFire EV2 features and commands, with 4 Kilobytes of non-volatile memory.
MIFARE DESFire EV3 (2K/4K/8K) implementation	“MIFARE DESFire EV3 4K implementation” describes the implementation of the MIFARE DESFire EV3 features and commands, with 4 Kilobytes of non-volatile memory.
MIFARE Flex implementation	<p>“MIFARE Flex” is a tool to configure MIFARE implementations on SmartMX and SmartMX2 secure smart controller products with respect to:</p> <ul style="list-style-type: none"> • Configuration of UID usage • Configuration of ISO/IEC 14443 activation parameters • Configuration of Exit conditions for the MIFARE implementation • Management of the MIFARE implementation
MIFARE4Mobile	MIFARE4Mobile manages MIFARE IC-based services in NFC mobile devices “over the air”.

If a product implements more than one feature set, then you may say “This product implements MIFARE DESFire EV1 and MIFARE Plus.” [Please use family names as applicable]. If a product implements MIFARE Plus, you may not say that it also implements MIFARE Classic, because MIFARE Plus is a super-set of MIFARE Classic.

The Marks shall NOT be used in any of the following ways:

Disallowed usage	Comment
MIFARE Technology	“MIFARE Technology” shall not be used
MIFARE Reader	“MIFARE Reader” shall not be used
MIFARE Read/Write Mode; MIFARE Read-Write Mode	“MIFARE Read/Write Mode or MIFARE Read-Write Mode” shall not be used
MIFARE Reader/Writer; MIFARE Reader-Writer	“MIFARE Reader/Writer; MIFARE Reader-Writer” shall not be used
MIFARE Protocol	“MIFARE Protocol” shall not be used
MIFARE Compatible	“MIFARE Compatible” shall not be used; instead, a reference to “ISO/IEC 14443 A” might be applied
MIFARE Standard (1K/4K)	Instead of “standard” the word “product” shall be used
MIFARE S50/ MIFARE S70	“MIFARE S50”, “MIFARE S70” and/or “MIFARE S50/S70” shall not be used; instead, a reference to “MIFARE Classic with 1K or 4K memory” might be applied
MIFARE Cash (II)	“MIFARE Cash” shall not be used
MIFARE Pro (X)	“MIFARE Pro” and “MIFARE Pro X” shall not be used
MIFARE Emulation	Instead of “emulation” the word “implementation” shall be used

Recommended Ways of Use

The following items describe recommendations for the proper use of the licensed trademarks.

- a) To describe that your product includes a licensed product (MIFARE Plus, for the sake of this example), you can use “<your company name> <your product name> with MIFARE Plus®.”, or you can use “<your company name> <your product name> including MIFARE Plus®.”
- b) If you have implemented more than one MIFARE product (e.g. MIFARE DESFire and MIFARE Plus) and you want to explicitly refer to that fact, please use “... with MIFARE® DESFire® and MIFARE Plus®”. It is not allowed to say “... with MIFARE DESFire and Plus”.



- c) Translations of the trademark note (e.g. “MIFARE is a registered trademark of NXP B.V.”) should be made as appropriate, the language used should be the same as the majority of the text of that specific document.

Note: Terms in < > are placeholders for your real names, type numbers, etc.

MIFARE Figurative Marks (Logos)

Save where provided otherwise in these Guidelines, use of the MIFARE figurative marks (logos) is only permitted if you have prior written approval from NXP that you are allowed to use a specific MIFARE logo. Such permitted use is solely permitted within the approved scope of use. By using the MIFARE logos, you agree to adhere to these Guidelines and the specific conditions set out here below. Any use contrary to or beyond the scope of these Guidelines is strictly prohibited. NXP has complete discretion to determine whether your MIFARE logo usage violates any of the conditions set out in the Guidelines.

a) MIFARE logo versions

<p>1. Full-color logo</p> <p>This is the default logo to be used on all type of materials.</p> 	<p>2. Black and white (grayscale) logo</p> <p>This logo can be used in news prints or on fax sheets.</p> 
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3. Product family specific logos for
MIFARE Ultralight, MIFARE Classic, MIFARE Plus, MIFARE DESFire, and MIFARE4Mobile.



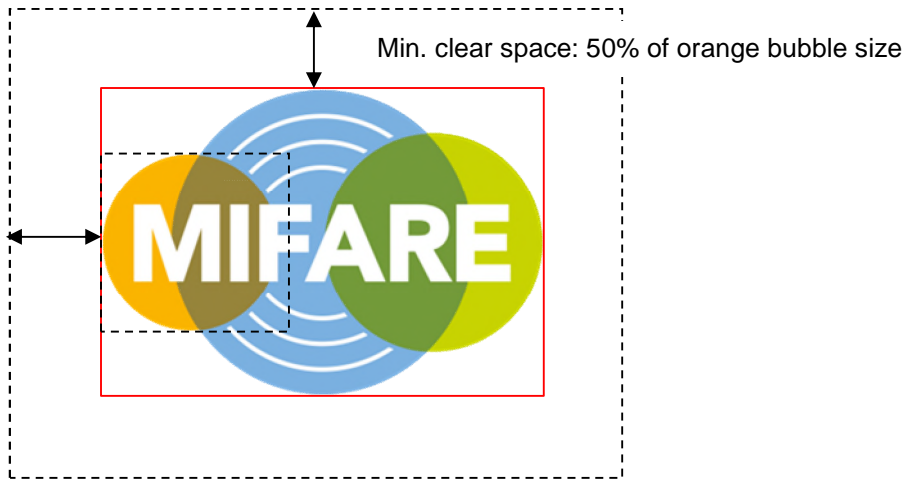
b) General use of the MIFARE logos



Never use the logo in running text! For example: ~~MIFARE~~ Partners.

If the term MIFARE needs to be used in text, use the same typeface, style and color as the rest of the text. Always use upper case characters – never “mifare” or “Mifare” for example, unless you are referring to it in a URL (e.g. www.mifare.net).

- The logo may not be accompanied by the registered trademark symbol (®).
- Our logo must be shown in a clear and legible form. Therefore, a white ‘clear space’ around the logo, where no text, images or symbols may appear, must be maintained. The minimum clear space around the MIFARE logo is defined by the half of the size from the orange bubble:



- The minimum size for print must be 20 mm, the minimum size for screen use 55 pixels.

Minimum size for print:



Minimum size 20 mm

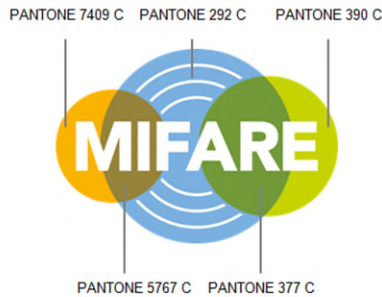
Minimum size for screen use:



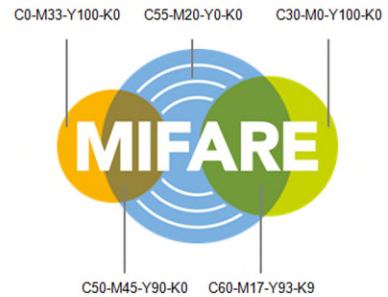
Minimum size 55 pixels

- The MIFARE logos have to be used in pixel and print in the specified colors:
 - CMYK (full-color for print)
 - RGB (for digital)
 - Pantone (for pure solid color in print)

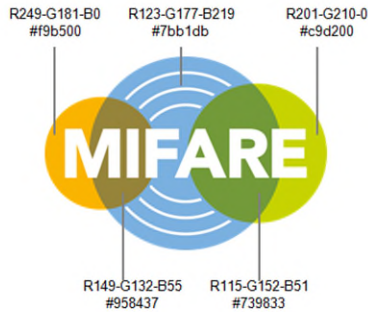
Full-color Pantone version



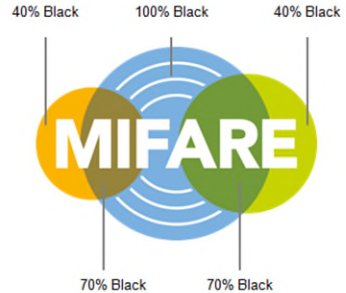
Full-color CMYK version



Full-color RGB version



Black and white logo



White is the preferred background on which the color logo should be reproduced. If this is not possible, the logo should be reproduced in the black and white (grayscale) version as an exception (see MIFARE logo versions, second point).

- Never place the logos in a manner which make them unreadable (e.g. never place them over another image).
- The logos may not be used in a manner that might imply that non MIFARE materials, including but not limited to goods, services, websites, or publications are sponsored, endorsed, licensed by, or affiliated with MIFARE. Furthermore, there is even no MIFARE sponsorship, only NXP can sponsor events.
- The logos must be used standing alone and not combined with any other object, including but not limited to other logos, slogans, words, numbers or symbols.
- The MIFARE logos should be used in a horizontal position only.

4. MIFARE Partner Program logos

For registered MIFARE.net partners, MIFARE Accredited Training Partners, MIFARE Certification Partners, MIFARE Advanced Partners, MIFARE System Integrator Partners and MIFARE Premium Partners specific logo versions are available which may be used under the specific conditions mentioned below.

The **MIFARE Registered Partners** are entitled to use the respective logo as long as their registration on www.MIFARE.net is valid.

The **MIFARE Accredited Training Partners, MIFARE Certification Partners, MIFARE Advanced Partners, MIFARE System Integrator Partners** and the **MIFARE Premium Partners** are nominated by the NXP MIFARE team for the duration of one year and are only allowed to use the respective logos throughout the year mentioned on their certificate as indicated in below example:



For further details on the MIFARE partner program please visit www.mifare.net.

All MIFARE logos are unique pieces of artwork. Their proportion and arrangement have been specifically determined and may not be altered (including any additions, subtractions or other modifications like e.g. any rearrangement of the logo elements).

c) Specific use of the MIFARE Partner Program logo

Without prejudice to the general terms of use under these Guidelines, parties who have accepted the MIFARE Partner Agreement on MIFARE.net may use the applicable MIFARE Partner Program Logo (point 4. above) without prior written approval of NXP on their websites, printed materials (such as business cards, brochures and posters) and in (promotional) emails, provided that:

- The MIFARE Partner Program logos are used in the context of the MIFARE Partner Program and in conjunction with the good faith sale or promotion of genuine MIFARE products.
- For use on websites, the MIFARE Partner logo is only displayed on
 - Websites of the respective MIFARE Partner, and provided that the MIFARE Partner logo contains a clickable link to www.mifare.net.
- For use in emails, the MIFARE Partner logo is only displayed in emails sent from email addresses belonging to the respective MIFARE.net Partner, and provided that the MIFARE Partner logo contains a clickable link to www.mifare.net.
- Please refer to section 3. b) above for the logo clear space and minimum size requirements.

5. MIFARE Certified logo usage

- Specific logos are available to display compliance to the MIFARE Level 1 or Level 2 certification.



- The MIFARE Certified logos are only to be used by accredited MIFARE Certification Partners or laboratories. Level 1 specifies compliance to MIFARE functional specifications and Level 2 shows compliance to MIFARE air interface specifications. The logos are only allowed to be used on official product certificates and web-sites of the accredited certification partners/laboratories.
- Please refer to section 3. b) for the logo clear space and minimum size requirements.

12. Contact Information

For questions about the use of the MIFARE trademarks, please contact:

NXP Semiconductors Austria GmbH
Mrs. Daniela Burgstaller, Marketing Communications Manager
Mikron-Weg 1
8101 Gratkorn
Austria
Email: mifare@nxp.com

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For more information, please visit: www.mifare.net

Date of release: 20.07.2020