



Semtech® Guidelines for Customer Use of the LoRa® Trademark and Brand

In the event of any conflict between the guidelines in this document and any other document regarding usage of the LoRa® logo and LoRa® mark, this document prevails.

These guidelines relate solely to use of the LoRa® logo and LoRa® mark owned by Semtech Corporation (“Semtech”), and do NOT relate to the trademarks and certification marks administered by the LoRa Alliance™, for which approval must be separately obtained.

General Trademark **Usage**

- Semtech’s LoRa® logo and LoRa® marks may be used by Semtech customers only on or in connection with products that include a Semtech wireless RF component.
- Use of the LoRa® logo or LoRa® mark must be approved in advance by Semtech. To request approval, complete the Permission Request Form found at www.semtech.com/mediacenter, then email it to trademarks@semtech.com. You will be required to provide the following information:
 - o Company information, including company name, address, and contact information for all correspondence related to the proposed use;
 - o A statement of whether you are requesting to use the LoRa® logo or LoRa® mark;
 - o The nature of the proposed use, e.g. in connection with product (include product name), printed collateral, company website, event, etc.;
 - o A sample or proof of the proposed use;
 - o Date when you propose to begin and end use; and
 - o Any additional details about intended use that will assist Semtech in considering the proposed use.
- Specific uses of the LoRa® logo and LoRa® mark must comply with these guidelines and any other instructions provided by Semtech.
- Only approved forms of the LoRa® logo as provided by Semtech may be used.
- The size, color, proportion, or other features of the LoRa® logo provided by Semtech should not be changed.
- The LoRa® logo and LoRa® mark may not be altered, truncated, cropped, shortened, distorted, or modified in any way.
- The LoRa® logo and LoRa® mark may not be incorporated into, made a part of, or combined with any other trademark or logo, or used or included as part of a customer’s company name or product brand name.
- The LoRa® logo and LoRa® mark may not be incorporated into, made a part of, or combined with a model number or other product identifier.
- The LoRa® logo and LoRa® mark may not be used together with any third party marks that are confusingly similar to the LoRa® logo or the LoRa® mark.
- The LoRa® logo and LoRa® mark may not be used on any promotional items or at any trade shows or events without prior written consent by an authorized representative of Semtech.
- No transliterations or translations of the LoRa® logo and LoRa® mark are allowed.

Additional Trademark Usage Requirements for **Printed Materials and Websites**

- The LoRa® logo should not be used within a text sentence or within a title.
- The LoRa® mark should be used as an adjective and not as a noun.
- The LoRa® mark should not be used in any manner that suggests that “LoRa” is a generic, common, or descriptive term.
- The LoRa® mark should not be used as a certification mark. Information regarding certification of products by the LoRa Alliance™ is available at www.LoRa-Alliance.org.
- The ‘L’ and ‘R’ of the LoRa® name should always be capitalized in the same capitalization, and all lettering in LoRa® should be in the same font and accompanied by a registered trademark symbol in all headlines, in all headings, and the first time the mark appears in the text of any materials.
- The LoRa® logo and LoRa® mark, if used as a hyperlink or other linking element on the Internet, must always link to www.semtech.com. If other links within the www.semtech.com domain are desired, please indicate the specific URL on the Permission Request Form when requesting use of the LoRa® logo or LoRa® mark. Email completed Permission Request Forms to Semtech at trademarks@semtech.com.
- The LoRa® logo should always be used in a manner that associates the logo with the Semtech® product and/or component that incorporates LoRa Technology.
- The appropriate use of the registered trademark symbol with the LoRa® mark is as follows: LoRa®

Trademark Usage **Acknowledgements**

- All uses of the LoRa® logo or LoRa® mark must include one of the following acknowledgements, as appropriate:
 - The LoRa® Mark and LoRa Logo are trademarks of Semtech Corporation.*
 - The LoRa® Mark is a trademark of Semtech Corporation or its subsidiaries.*
 - The LoRa® Logo is a trademark of Semtech Corporation or its subsidiaries.*
- Always include trademark attribution on the page on which the LoRa® logo or LoRa® mark is being used or in the legal attribution segment of the printed or online material or website.

Graphics Requirements for **Use of the LoRa® Logo**

- Clear space requirements for the LoRa® logo
 - Surround the LoRa® logo with clear space that is, at a minimum, space equivalent to the size of the “o” in the LoRa® logo is required on all four sides.
- Minimum print size for the LoRa® logo is at least 8 mm (.317 inches) wide, and for the ® is at least .76 mm (.03 inches) in width.
- Scaling for the LoRa® logo
 - Align the top edge of the ® with the top of the “a” in “LoRa.”
 - When using the LoRa® logo in smaller sizes, scale up the ® as needed to ensure legibility. Always scale the ® from the top edge.
 - Make sure the clear space between the ® and the end of the “a” in “LoRa” equals at least 1/4 of the width of the ® and that it is no further away than 1/2 of the width of the ®.
 - Do not place the LoRa® logo on active backgrounds that may reduce legibility.

Graphics Requirements [continued]

- Depiction of the LoRa® logo
 - Only copies of the following screen-quality JPEG versions of the LoRa® logo may be used:



(color)



(black)

If this file format is NOT appropriate, you may request a different version by sending an e-mail with a description of the request and intended use to Semtech at trademarks@semtech.com.

- Color specifications for the LoRa® logo
 - Pantone equivalent: Black and Pantone Process Cyan CVC
 - RGB equivalent: Black text (R-0/G-0/B-0), Solid Blue Waves (R-0/G-174/B-239)

- Lock-up specifications for the LoRa® logo

Apply the standards below when using the LoRa® logo as part of a list of features contained in a product.

- Surround the LoRa® logo with clear space that is, at a minimum, at least half as wide as the Logo on both sides and half as high as the Logo above and below it.
- The baseline of any other logo situated horizontally to the LoRa® logo must always sit even with the baseline of the LoRa® logo.
- Any other logo situated vertically to the LoRa® logo must be centered directly above the center point of the LoRa® logo.

Reservation of Rights

Semtech reserves the right to refuse permission to use the LoRa® logo or LoRa® mark for any reason. Semtech reserves the right to change these guidelines at any time and solely at its discretion. Semtech reserves the right to review use of the LoRa® logo or LoRa® mark and conduct periodic spot checks of such use. Upon request from Semtech, you agree to provide a copy of any product, packaging, screenshot, publication, or other materials bearing the LoRa® logo or LoRa® mark, and to correct any deficiencies in the use of the LoRa® logo or LoRa® mark upon notice from Semtech.

By using the LoRa® logo or LoRa® mark in compliance with these guidelines, you are acknowledging that (a) Semtech is the sole owner of the LoRa® logo and LoRa® mark, (b) you will not interfere with Semtech's rights in the LoRa® logo or LoRa® mark, including challenging Semtech's use, registration of, or application to register the LoRa® logo or LoRa® mark, alone or in combination with other words, anywhere in the world, (c) you will not misuse the LoRa® logo or LoRa® mark, and (d) any goodwill derived from use of the LoRa® logo or LoRa® mark exclusively inures to the benefit of and belongs to Semtech. Except for any limited right to use as expressly set out in these guidelines, no other rights of any kind are granted to you.