

# WPC Logo Display Guidelines

## 1. WPC Logos & Licensed Products



The Original Qi Logo (**Qi Logo**), the Qi2 Logo (**Qi2 Logo**), the Qi2 Ready Logo (**Qi2 Ready Logo**), and the Ki Cordless Kitchen Logo (**Ki Logo**) depicted above each constitute a WPC Logo, as described in the Wireless Power Consortium, Inc. (WPC) Trademark License Policy.

All WPC Logos are subject to all the terms set forth in the Trademark License Policy, as well as these Guidelines. Certain uses of the WPC Logos are mandatory (see uses described with “must”) and others are permissive (see uses described with “may”) to avoid consumer confusion, support effective enforcement, and bolster product safety.

“**Automotive Chargers for Inline Assembly**” has the meaning set forth in WPC’s Product Certification Process.

“**Packaging Collateral**” means all packaging materials, advertising and other physical and digital sales and marketing literature, including product descriptions, E-Labels, catalogues, product descriptions and product listings available at the point of sale (whether e-commerce platforms, physical retail locations, etc.), brochures, product and/or promotional materials inserted inside the product packaging, and user manuals related to a Licensed Product.

“**Qi Specification**” means Qi Wireless Power Transfer System Power Class 0 Specification.


“**WPC ID**” means the unique identification number assigned by WPC to a Licensed Product, as reflected in the Certified Product Database (e.g., Qi-ID).

All other defined terms used in these Guidelines have the meaning ascribed to them in the Trademark License Policy.

## 2. Usage Permission


Each WPC Logo may be used in connection with promoting the applicable specification and applicable Licensed Products, as described below. All uses of a WPC Logo must comply with these Guidelines and the Trademark License Policy.

### a. Licensed Products Certified to Qi Specification, versions 1.3.3 and prior

- Relevant Logo:  (Qi Logo)
- Product Display:

- Transmitters: The Qi Logo must be displayed on Licensed Products that are Transmitters (except for Automotive Chargers for Inline Assembly, which may, but are not required to, display the Qi Logo), if certified to the Qi Specifications identified in this section 2(a)<sup>1</sup>.
- Receivers: Receivers that are Licensed Products, certified to the Qi Specifications identified in this section 2(a) may display the Qi Logo.
- Packaging Collateral: The Qi Logo may be featured on Packaging Collateral for Licensed Products certified to the Qi Specifications identified in this section 2(a).
- Licensed X-in-1 Chargers:
  - For Licensed X-in-1 Chargers that commence the certification process for the Qi Specifications identified in this section 2(a) prior to December 2, 2023, Members must display the Qi Logo in the center of the Transmitter location that complies with the above described Qi Specifications, to indicate to end-users which locations of the Licensed X-in-1 Charger (as defined in the Trademark License Policy) comply with the corresponding Qi Specification. Any charging portions of the Licensed X-in-1 Charger that may enable wireless charging through non-WPC technology are prohibited from being marked with a WPC Logo.
  - Licensed X-in-1 Chargers that commence the certification process for the Relevant Qi Specifications identified in this section 2(a) after December 2, 2023 are no longer required to display the Qi Logo in the specific Qi-related Transmitter location, but must continue to adhere to the remainder of the requirements that apply to Licensed Products as set forth in these Guidelines.
- Specification Promotion: The Qi Logo may be used in connection with promoting the Qi Specifications identified in this section 2(a).
- Display Details: All uses of the Qi Logo must adhere to the detailed display instructions (regarding spacing, color, artwork, required attribution etc.) as set forth in Sections 3-9 below.

### b. Qi Specification version 2.0, EPP (Receivers and Transmitters) & BPP (Receivers) only.

- Relevant Logo:  (Qi Logo)
- Product Display:
  - Transmitters: The Qi Logo must be displayed on Licensed Products that are Transmitters (except for Automotive Chargers for Inline Assembly, which may, but are not required to, display the Qi Logo), if certified to the Qi Specifications identified in this section 2(b).<sup>2</sup>
  - Receivers: Receivers that are Licensed Products, certified to the above Qi specifications may display the Qi Logo.
- Packaging Collateral: The Qi Logo may be featured on Packaging Collateral for Licensed Products certified to the Qi Specifications identified in this section 2(b).
- Licensed X-in-1 Chargers: There is no requirement to display the Qi Logo in the specific Qi-related Transmitter location, but the remainder of the requirements for Licensed Products as set forth in these Guidelines still apply.

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1 Members who have entity-wide policies that conflict with mandatory marking requirements may apply for a waiver of this requirement by contacting WPC's Executive Director.

2 Members who have entity-wide policies that conflict with mandatory marking requirements may apply for a waiver of this requirement by contacting WPC's Executive Director.

- Specification Promotion: The Qi Logo may be used in connection with promoting the Qi Specifications identified in this section 2(b). Members may also include the following for each respective profile:
  - EPP: “This product contains no magnets and complies with the latest Qi v2.0 Extended Power Profile Standard.”
  - BPP Receivers: “This product contains no magnets and complies with the latest Qi v2.0 Basic Power Profile Standard.”
- Display Details: All uses of the Qi Logo must adhere to the detailed display instructions (regarding spacing, color, required attribution etc.) as set forth in Sections 3-9 below.

### c. Qi Specification, version 2.0 or later with MPP.


This section 2(c) applies to Licensed Products with standard MPP or MPP & EPP in a single or multiple charging positions.

- Relevant Logo:  (Qi2 Logo)
- Product Display:
  - Transmitters: Licensed Products that are Transmitters (except for Automotive Chargers for Inline Assembly, which may, but are not required to, display the Qi2 Logo) that are certified to the relevant Qi Specifications identified in this section 2(c) must display the Qi2 Logo.<sup>3</sup>
  - Receivers: Licensed Products that are Receivers that are certified to the relevant Qi Specifications identified in this section 2(c) may display the Qi2 Logo.
- Packaging Display: The Qi2 Logo may be featured on Packaging Collateral for Licensed Products certified to the relevant Qi Specifications identified in this section 2(c).
- Licensed X-in-1 Chargers: Any Licensed X-in-1 Charger that includes an MPP charging position must display the Qi2 Logo, but is not required to also display the Qi Logo even if the Licensed Product also includes EPP and/or BPP charging positions. The remainder of the requirements for Licensed Products as set forth in these Guidelines still apply.
- Specification Promotion: The Qi2 Logo may be used in connection with promoting the Qi Specifications identified in this section 2(c). Members may also include the following: “This product contains magnets and complies with the latest Qi v2.0 Magnetic Power Profile Standard.”
- Display Details: All uses of the Qi2 Logo must adhere to the detailed display instructions (regarding spacing, color, artwork, required attribution etc.) as set forth in Sections 3-9 below.


### d. Qi Specification, version 2.1 or later, Qi2 Ready receiver – accessory combination certification.

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<sup>3</sup> Members who have entity-wide policies that conflict with mandatory marking requirements may apply for a waiver of this requirement by contacting WPC’s Executive Director.

- Relevant Logo:  (Qi2 Ready Logo)
- Product Display:
  - Receivers: Licensed Products that are receivers that are certified to the relevant Qi Specifications identified in this section 2(c) may display the Qi2 Ready Logo.
  - Accessories: Licensed Products that are accessories that are certified to the relevant Qi Specifications identified in this section 2(d) must display the Qi2 Ready Logo<sup>4</sup>.
- Packaging Display:
  - Receivers: Packaging Collateral for Licensed Products that are receivers certified to the relevant Qi Specifications identified in this section 2(d) must specifically include language that describes the Qi2 Ready certification's dependency on the specific accessories with which the receiver was tested and Certified, namely "This [brand name][product name] [receiver type], requires use with a Qi2 Ready approved accessory to be a compliant Qi2 device. For a list of approved accessories for this [receiver type] go to [www.wirelesspowerconsortium.com/Qi2ready](http://www.wirelesspowerconsortium.com/Qi2ready)." This wording should be in proximity to the Qi2 Ready Logo featured on the Licensed Product's external packaging and also included in related marketing and promotional materials.
  - Accessories: Packaging Collateral for the Licensed Products that are accessories certified to the relevant Qi Specifications identified in this section 2(d) must display the Qi2 Ready Logo, and must also specifically include language that describes the Qi2 Ready certification's dependency on the specific receiver with which it was tested and Certified, namely "This [brand name][model name][accessory type] requires use with a [brand name][product name] [receiver type] to be a compliant Qi2 device." This wording should be in proximity to the Qi2 Ready Logo featured on the Licensed Product's external packaging and also included in related marketing and promotional materials.
- Specification Promotion: The Qi2 Ready Logo may be used in connection with promoting the Qi Specifications identified in this section 2(d). Members may also include the following: "This product requires use of a companion product ([brand name][product name] [product type]) to comply with the Qi2 standard."
- Display Details: All uses of the Qi2 Ready Logo must adhere to the detailed display instructions (regarding spacing, color, artwork, required attribution etc.) as set forth in Sections 3-9 below.

### e. Uses of the Ki Logo

- Relevant Logo:  (Ki Logo)  
The Ki Logo may only be used in connection with promoting the *Ki Cordless Kitchen Specification*, or on Ki Certified Products and on Packaging Collateral pertaining to said Ki Licensed Products. Additional detailed guidelines will be available prior to Ki Cordless Kitchen Specification Certification.

All uses of the Ki Logo must adhere to the detailed display instructions (regarding spacing, color, artwork, required attribution etc.) as set forth in Sections 3-9 below.

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<sup>4</sup> Members who have entity-wide policies that conflict with mandatory marking requirements may apply for a waiver of this requirement by contacting WPC's Executive Director.

## f. Uses of the WPC ID

Members must include the applicable WPC ID on all Certified Products' Packaging Collateral.

Qi IDs are required in text in this format: Qi ID: xxxxx

## g. Power Ratings and Other Features

Licensed Products featuring WPC Logos should only promote features that have been successfully tested by WPC, except as explicitly set forth in this section.

A Licensed Product that has been tested and certified to a specific power rating may (but is not required to) refer to that power rating in the product description but the power rating is not allowed in the product name. For example, a product that has been Qi2 MPP certified at 15W could be named the "Max Charger" with 15W of charging power, but could not be named the "Max 15W Charger."

A Licensed Product that features a WPC Logo and also incorporates proprietary technology that has not been tested by WPC can make claims related to such proprietary features, but only so long as such claims are distinguished and clearly separated from the promotion of Qi2 compliance or WPC certification. For example, a Licensed Product description may read: "Max Charger, Qi2 certified, with COMPANY NAME's proprietary 30W technology" but may not simply read "Max Charger Qi2 certified 30W Charger"

## 3. Shape

The applicable WPC Logo must always be used as described in these Guidelines and must be reproduced using the electronic artwork files available on the Wireless Power Consortium (WPC) website as described further below. Variations, deletions, modifications and additions to any part of the WPC Logo are strictly forbidden.

## 4. Color

The WPC Logo may be reproduced in black on a light background or white on a dark background. When printing using only one color or when the appearance of the WPC Logo is obtained by molding or reflection, the WPC Logo may appear in the basic color used. Texture or reflection levels must be uniform across the entire WPC Logo.

The WPC Logo's color, background color and intensity must be uniform across the entire WPC Logo. Shadows and other graphic effects are not allowed.



**Correct example:** Uniform color.



**Incorrect example:** Two different colors.

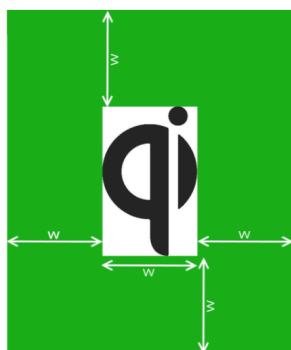
## 5. Size

Preferred minimum logo height of .25" in print applications. Preferred minimum logo height of .5" in web applications.

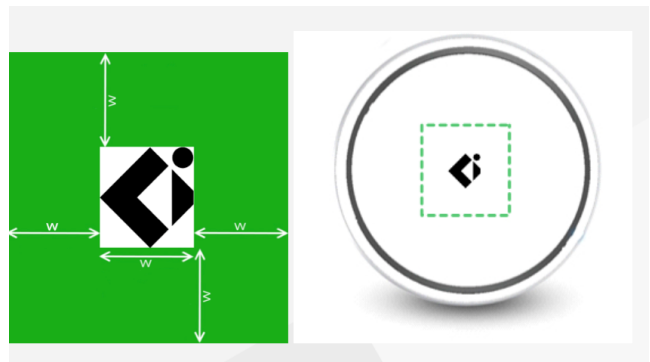
## 6. Clear Zone

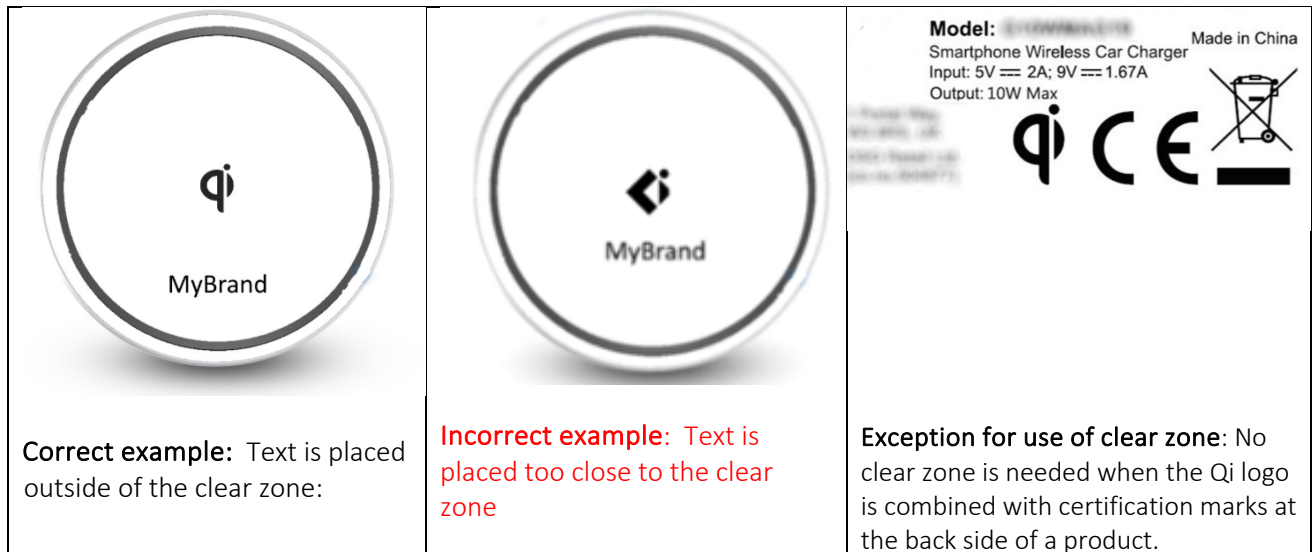
The complete WPC Logo must be used with a clear zone around it in which no other graphics or text appears, aside from the WPC ID. To the extent possible, considering the physical size of the items bearing the WPC Logo, the clear zone should be at least the width of the WPC Logo. An exception is made for when the WPC Logo is combined with certification marks on a product. The WPC Logo may not be enclosed in any kind of border, circle, box or frame unless it lies outside of the clear zone.

### EXAMPLES:



Explanation of the clear zone around the logo





## 7. Border

As per the above, WPC Logo may not be enclosed in any kind of border, circle, box or frame unless it lies outside of the clear zone.

## 8. Attribution Text

Any authorized use of a WPC Logo must include appropriate attribution to indicate the ownership of the WPC Logo, by including the following text, as applicable to the relevant WPC Logo:

- “The Qi logo is a trademark of the Wireless Power Consortium.”
- “The Qi2 logo is a trademark of the Wireless Power Consortium.”
- “The Qi2 Ready logo is a trademark of the Wireless Power Consortium.”
- “The Ki logo is a trademark of the Wireless Power Consortium.”

When using a WPC Logo on a Licensed Product, these words will be placed on an exposed surface of the associated product if space permits. These words must be included in the Packaging Collateral of any Licensed Product that features a WPC Logo on the product or in its Packaging Collateral.

## 9. Artwork

All authorized use of WPC Logos must use the official artwork files as provided by WPC on its member website (requires WPC member login).

### a. Qi Logo, Qi2 Logo & Qi2 Ready Logo Artwork

Official artwork for Qi Logo, Qi2 Logo and Qi2 Ready Logo can be found [here](#).

### b. Ki Logo Artwork

Official artwork for Ki Logo can be found [here](#).

## 10. WPC membership badge



Members may display the WPC Member badge to indicate and promote their WPC membership (including on websites, in emails, in presentations, and tradeshow displays).

Artwork files for WPC Member badges in various colors and file types can be found [here](#).

## 11. Automotive Aftermarket Products

Fully Compliant Transmitters that also comply with the “Guidelines for Automotive Aftermarket Qi Chargers” as published on the WPC website may carry the claim “Meets Qi Automotive Aftermarket Guidelines.”

For each product that carries this claim, the Member shall verify compliance with the “Automotive Aftermarket Guidelines” and register such compliance in the Certified Product Database on the WPC website. Licensee shall not make this claim for a product that has not been certified on the website as “Compliant with the Guidelines for Automotive Aftermarket Qi Chargers.”