This version of the logo is designed to be used by the WBA, its members and others when referring to or describing the WBA OpenRoaming™ framework.

This logo and brand can be used by the WBA OpenRoaming™ federation members to demonstrate that their product(s) adhere to the WBA OpenRoaming™ industry standard framework but can't be used by a WBA OpenRoaming™ federation member or a non-member of the WBA to name a product that is brought to market regardless of commercial or other considerations.

The distinctive OpenRoaming™ logo has been specially designed. It comprises the following elements in a fixed combination:

- **Wi-Fi Fan**
- **The Typemark**
- **The Tagline**

Each version of the OpenRoaming™ brandmark has been specially drawn and must not be re-created or altered in any way.

Master artwork of all versions of the brandmark are supplied by Alice Lai, email: alicelai@wballiance.com

No **smaller** than 60mm for landscape.

> 60mm

A WBA Roaming federation member, is a member of the WBA Roaming federation and their customers who are adhering to the WBA OpenRoaming industry standard framework

This version of the logo is designed to be used by the WBA OpenRoaming™ federation members when referring to or describing the WBA OpenRoaming™ framework.

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Please note
This instruction does not imply that the brandmark should be protected by a boxed panel, or that elements from the brandmark be used as graphic devices.

No **smaller** than 60mm for landscape.

> 60mm

A WBA Roaming federation member, is a member of the WBA Roaming federation and their customers who are adhering to the WBA OpenRoaming industry standard framework

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Please note
This instruction does not imply that the brandmark should be protected by a boxed panel, or that elements from the brandmark be used as graphic devices.

No **smaller** than 30mm for landscape.

> 30mm

WIRELESS
BROADBAND ALLIANCE
DRIVING NEXT WIRELESS EXPERIENCE

Print-based colours

The brandmark is printed using either special colours, i.e. Pantone® colours, or using the 4-colour process. Where the use of special colours is not practical the two colours that comprise the brandmark should be reproduced using the 4-colour process specified here.

Screen-based colours

Brandmark artwork created using RGB colours must be used for screen-based material such as presentations in PowerPoint, CD-ROM, web, television and any other multimedia applications.

These colours are web-safe.

All versions of the brandmark are available in two formats for the production of on-screen material – PC ai (Adobe Illustrator) files and gif files. gif files allow faithful reproduction on-screen, however these files must not be supplied as artwork to commercial printers as they are of insufficient quality.

Pantone® is a registered trademark of Pantone Inc.

WBA LIME

C:	58
M:	0
Y:	100
K:	0

PANTONE 368C

R:	125
G:	185
B:	40

NO TINTS ALLOWED

WBA ACCELERATOR NAVY

C:	100
M:	53
Y:	0
K:	67

PANTONE 2955C

R:	0
G:	45
B:	83

NO TINTS ALLOWED

When the OpenRoaming™ logo is viewed on a dark background or can not be used in its full colour variant the appropriate black or white out counterpart should be used in correspondence with the previous sizing guide.

Please note
The black and white variants should only be used when the full colour version would hinder its legibility.

Main Logo

Vertical Logo

No Tagline

WIRELESS
BROADBAND ALLIANCE
DRIVING NEXT WIRELESS EXPERIENCE

What not to do with the brandmark
It is essential that the brandmark is used correctly and consistently in all applications, ensuring that the impact and recognition will not become compromised.

It is important that the brandmark is only ever reproduced using master artwork supplied, and that the instructions for its use are adhered to at all times.

Some obvious examples illustrating what not to do are shown on this page.

DO NOT apply the brandmark on backgrounds which compromise the clarity and legibility.

DO NOT impose a panel or keyline around the brandmark.

DO NOT transpose any of the colours used within the brandmark.

DO NOT distort the brandmark in any way.
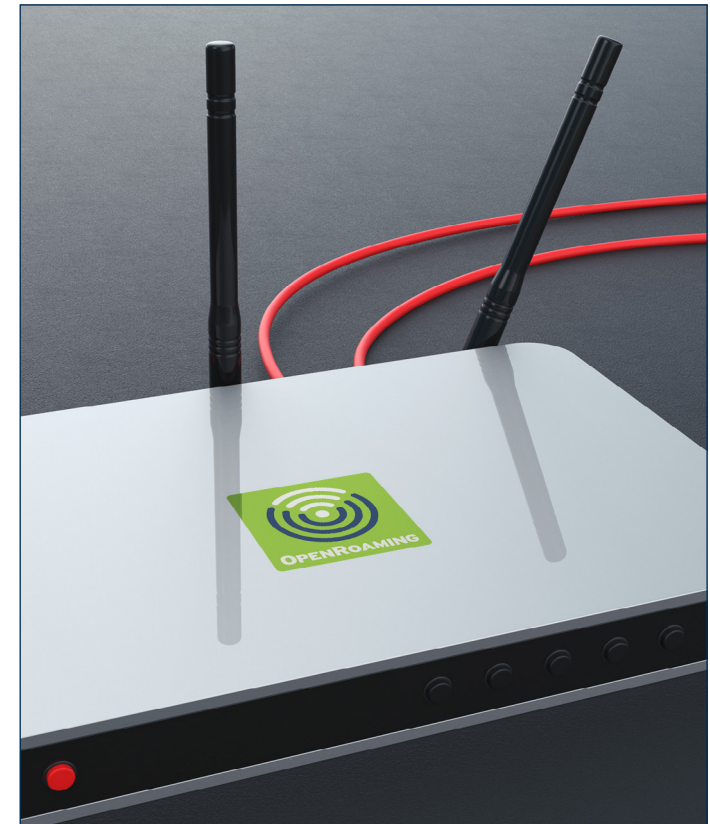
DO NOT change or adjust the colours of the brandmark.

DO NOT substitute the wordmark for another typeface.

OPENROAMING™
WIRELESS BROADBAND ALLIANCE
Intranet

DO NOT add extra wording.

Wi-Fi Routers

Tent Cards