



MEF Brand Guidelines Terms of Use

June 2021

MEF Brand Guidelines – Terms of Use

MEF permits its members, third party developers, partners and the media ("you") to use its name, trademarks, logos, web pages, screenshots and other brand features (the MEF "Brand Features", "Marks" or "logos") only in limited circumstances and as specified in these Guidelines. By using MEF's Marks, you agree to adhere to these Guidelines and specifically to the Use Requirements and Terms below. If you have a separate agreement with MEF that addresses use of the MEF brand, that agreement shall govern your use of the MEF Marks.

1 Trademarks

MEF, the MEF logo and sub-brand and/or MEF project and MEF product logos are registered trademarks or trademarks of MEF in the United States and/or other countries.

You should include this attribution, as applicable, with your other trademark and copyright notices.

2 Use of the “MEF” Name in Text

When referring to the MEF organization, the full name is MEF. The name should be written as one word and not as “the MEF” or “The MEF” with limited exceptions.

MEF Marks should never be used as nouns or verbs. MEF Marks should only be used as adjectives, followed immediately by a general description of the relevant product or service (e.g., “MEF™ high-speed technology standards”). MEF Marks should never be used as plurals or in the possessive form.

When “MEF” is used as a trade name rather than as a trademark to identify its products and services (e.g. MEF Forum), there is no need to include a trademark symbol after “MEF,” and it may be appropriate to use MEF in the possessive form without being followed by a generic term or description. When MEF is used as a trademark (e.g., when used as a brand name for a product or service, used as an adjective, and followed by a generic term or description for the product or service), the appropriate trademark symbol should be used.

3 MEF Logos

Logos For Use Only By MEF Members.

As a MEF member, you may use logos available for download to designate your MEF membership by placement on your web site, digital and printed materials. Upon the expiration of your membership, MEF logos provided at the time of your membership must be removed.

Logos For Use By Partners

If you have a current agreement with MEF, you may download logos made available to you for use in accordance with the terms of your agreement with MEF and these Guidelines.

Logos For Use By the Media

MEF logos may be downloaded for use in press releases and other MEF-approved announcements. These logos may not be altered, combined with other marks, or used in a misleading manner. Your use of these logos is subject to your compliance with these Guidelines.

Specific Logo Requests

If you are a member of the media and have any specific requirements, please contact us at manager@mef.net.

4 Screenshots

You may use a standard MEF screenshot (an image of our homepage or company page or products pages) in either print (book, magazine, journal, newspaper) or digital (web page, DVD, CD) formats for an instructive, educational or illustrative purpose. You may not superimpose graphics, photos, or ad copy on the screenshot or otherwise change the look of the screen-captured image.

You may also not use a screenshot of MEF's personal profile pages or groups pages, nor may you use a screenshot which discloses an image or personal information about individual MEF users unless: (i) the screenshot includes only your personally identifiable information; (ii) all images and/or personal information of individual MEF users (including member identification numbers) is obfuscated and such user(s) cannot be identified; or (iii) you have obtained written permission from all identified users to have their personally identifiable information displayed on the screenshot and to use such screenshot in the manner you intend.

5 Books or Printed Materials

MEF does not allow the use of its logos or the name "MEF" in the title or otherwise on the cover of books or other publications without prior written permission of MEF. If you are interested in using the MEF name or logos in a publication, please submit your request to manager@mef.net.

For use of screenshots in a book or other printed materials, see "Screenshots" above.

6 Film and TV

You may use MEF's logos in a television or film or video production. See "9 Use Requirements and Terms" below.

7 Blogs

MEF does not allow the use of the name MEF in the title of blogs or otherwise in the blog except as a descriptive reference to MEF or its services. MEF does not allow use of its logos in blogs except as permitted for MEF members as permitted in these Guidelines.

8 Manufactured Items

Generally, MEF does not permit the use of its Marks on manufactured products (T-shirts, packaging, other memorabilia). If you wish to use MEF's Marks on manufactured items, please submit your request to manager@mef.net and we will consider the request.

9 Use Requirements and Terms

All permitted uses of the MEF Marks must conform to the following guidelines:

- **Logo Display:** The MEF logo must stand alone. You must maintain a minimum amount of space between the MEF logo and other graphic or textual elements. To preserve the integrity and clarity of the logo, a standard area of "clear space" should be maintained around the logo in all uses.
- **Logo and Background Color:** The MEF logo should always be used in color for online use. The MEF logo should also be used in color for print applications unless the color version is not practical, in which case the logo can be reproduced in solid black. The preferred background color for the logo is solid white. When a solid white color is not practical, it may be used on a solid, light background color. The high-resolution logo must be used for all print applications. High resolution logos can be downloaded from the MEF Wiki. If you are a member of the media and have any specific requirements, please email manager@mef.net.
- **Logo Size:** The MEF logos may be provided in different sizes/resolutions in transparent PNG format. To ensure the logo resolution and quality are not degraded, these logos may not be enlarged beyond their native/maximum size. Vector EPS logos may be enlarged beyond their native size. The minimum size is 21px tall on screen, or 0.25" tall (6.35mm) in print applications, measured by the height of the "in" box.
- **No Modification:** The MEF Marks must be used as provided by MEF with no modifications. Don't remove, distort or alter any element of the Marks, including changing any colors. Do not shorten, abbreviate, or create acronyms out of the Marks.
- **No Confusingly Similar Marks:** Don't use the Marks in a manner that might create potential confusion as to the owner of the MEF Marks or imply that MEF is the source of your products or services. Do not create new or derivative marks that could be confusingly similar to the MEF marks.
- **No Incorporation:** Don't incorporate the MEF Marks into your own product name, service names, trademarks, logos, company names, domain names, website title, publication title, application icon, favicon, or the like. Don't incorporate or use the IN logo as part of a word.
- **No Generic Use:** Don't use the MEF Marks in a way that suggests a common, descriptive, or generic meaning.
- **Domain Names:** Don't register or use the MEF Marks as domain names or as any part of a domain name.
- **Other Online Uses:** Don't use the MEF Marks as a part of an email address, social media username, or in another online format without MEF's prior written permission.
- **Trade Dress:** Don't copy or imitate MEF's website design, typefaces, distinctive color, graphics designs, or imagery.
- **Endorsement:** Don't display the MEF Marks in any manner that might imply a relationship or affiliation with, sponsorship, or endorsement by MEF, or that can be reasonably interpreted to suggest that any content has been authorized by or represents the views or opinions of MEF or MEF

personnel. Your company name, logo, or product name must appear on any products or related materials where the MEF Marks are used.

- **Prominence:** Don't display the MEF Marks as the primary or most prominent feature on your web page or in any non-MEF materials. The MEF Marks cannot be larger or more prominent than your product name, trademark, logo, or company name.
- **Disparagement:** Do not use the MEF Marks in a manner that would disparage MEF or its products or services.
- **Violation of Law:** Don't display the MEF Marks on any web site that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol to persons under twenty-one years of age, or otherwise violates any law or regulation.
- **Objectionable Use:** Don't display the MEF Marks in a manner that is in MEF's sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to MEF.
- **Termination:** MEF may ask you to stop using the Marks at any time. You agree to stop using the Marks within a reasonable period of MEF's request, but in no situation, more than seven (7) days after MEF's request.
- **Reservation of Rights:** MEF is the owner of all rights in the Marks and reserves all rights save the limited license granted here. Your use of the Marks pursuant to this license shall not be construed as limiting any of MEF's rights in the Marks.

MEF DISCLAIMS ANY WARRANTIES THAT MAY BE EXPRESSED OR IMPLIED BY LAW REGARDING THE MEF MARKS (TO THE EXTENT PERMITTED BY LAW), INCLUDING WARRANTIES AGAINST INFRINGEMENT.

10 Additional Information

MEF requires that you conform to these Guidelines in your use of any Brand Features. We may modify these Guidelines at any time and your continued use of the Brand Features will constitute your consent to such modifications. MEF has complete discretion in determining if your use violates any of the Guidelines.

If you would like to make use of the Brand Features in a manner not within the Guidelines, you must seek our prior written permission by submitting an email for such requests to: manager@mef.net.

For assistance in understanding these Guidelines, [contact us](#).



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