



Alliance

## Trademark Guidelines for Community Members

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- for DiiA Community Members

Version 2.3

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## Document History

Publication Date	Status	Comments
7 March 2018	V1.1	Release
9 June 2022	V2.3	Various updates to re-synchronise this document with the <i>Trademark Guidelines for Members</i> . 4.1 Table 2 4.4: "DALI" word use in luminaire product names. Table 2 Marketing material Various clauses: Addition of "D4i".

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# Trademark Guidelines for Community Members

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## 1 Overview

This document gives rules and guidelines for use of the DiiA Trademarks by DiiA Community members only. A separate document is issued for Regular and Associate members.

**Important legal notice:** The use of the Trademarks (as defined below) is subject to the license agreement that is part of the Community Member Registration Agreement. Any use of the Trademarks without this valid and effective license agreement and/or any use of the Trademarks which is not compliant with these Trademark Guidelines is an infringement of the Trademarks. Any infringement of the Trademarks will be prosecuted.

## 2 Definitions

In addition to the definitions defined in the “Digital Illumination Interface Alliance Charter”, the following are defined:

### Certification Manager

person appointed by the DiiA Board or General Manager, with authority to determine compliance test passes, failures or test exemptions

### DiiA member

a Regular member or Associate member of DiiA

### Trademark

a registered word or logo shown in the section, “Trademarks”

## 3 Trademarks

The following Trademarks are registered:

# DiiA

The word Trademark **DiiA** is an acronym that stands for **D**igital **i**llumination **i**nterface **A**lliance. The word Trademark applies regardless of font, style or other properties.

The DiiA Trademark logos represent the Digital Illumination Interface brand and technology standard. Eight forms are permitted. The first four are for white or light backgrounds. The second four are for black or dark backgrounds:



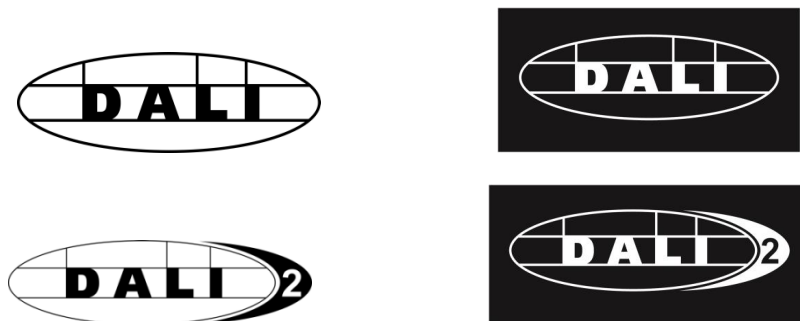
# DALI

## DALI-2

### D4i

The word Trademarks shown above, apply regardless of font, style or other properties.

The DALI Trademark logos and DALI-2 Trademark logos represent the Digital Addressable Lighting Interface brand and technology standard. Four forms are permitted. The first two are the DALI Trademark logos for DALI version-1 compliant products and product related marketing material – one each for white or light backgrounds, and black or dark backgrounds respectively. The second two are the DALI-2 Trademark logos for DALI version 2 compliant products – one each for white or light backgrounds, and black or dark backgrounds respectively.



Three forms of the D4i Trademark are permitted – the first two shown below are for white or light backgrounds, and the third form is for black or dark backgrounds.



**Note:** The grey background shown in the Trademarks for use on dark or black backgrounds, are to be replaced by the actual dark or black background colour.

See 10.1 for allowed use of colour.

#### 4 Conditions for Trademark usage

The following main conditions shall be met before use of the Trademarks is permitted (Table 1 and Table 2). In addition, conditions in the latest version of the document, “D4i Certification and Trademark Use” shall be met.

See the DiiA website for the full list of “DALI version-1” and “DALI-2” standards.

Application	DALI Trademark use (Compliance mark)	DALI-2 Trademark use and D4i Trademark use
Luminaires	<ul style="list-style-type: none"> <li>Contains at least one product from a DiiA member, with the product containing an IEC 62386 control interface, bearing the DALI Trademark and meeting the requirements for DALI registered or certified products</li> <li>Modification of the luminaire by retrofitting with products not meeting the requirements for registered or certified products, shall require removal of the DALI Trademark from the luminaire unless all requirements for DALI Trademark use are still met.</li> <li>Trademark use on luminaires is optional, even if the luminaires contain products bearing the DALI or DALI-2 Trademarks.</li> <li>Note: Luminaires are not listed on the DiiA website.</li> </ul>	<ul style="list-style-type: none"> <li>Contains at least one product from a DiiA member, with the product containing an IEC 62386 control interface, bearing the DALI-2 Trademark or D4i Trademark and meeting the requirements for DALI-2 certified products</li> <li>All products with an IEC 62386 control interface shall bear the DALI-2 Trademark or D4i Trademark, bear the name or brand of a DiiA member and meet the requirements for DALI-2 certified products, including listing in the DALI-2 certified products list on the DiiA website</li> <li>Modification of the luminaire by retrofitting with non-certified products shall require removal of the Trademarks from the luminaire unless all requirements for Trademark use are still met.</li> <li>Trademark use on luminaires is optional, even if the luminaires contain products bearing the Trademarks.</li> </ul> <p><b>Additional requirements for D4i use on luminaires:</b></p> <ul style="list-style-type: none"> <li>Additional requirements are given in the latest version of the document, "D4i Certification and Trademark Use"</li> </ul>
Other products	<ul style="list-style-type: none"> <li>Not allowed</li> </ul>	<ul style="list-style-type: none"> <li>Not allowed</li> </ul>

**Table 1 - Trademark use on products**

Application	DALI, DALI-2 and D4i Trademark use	DiiA Trademark use
Marketing material	<ul style="list-style-type: none"> <li>Use of the "DALI" Trademark logo or word is permitted on marketing material for the promotion of DALI technology. This includes luminaires meeting the requirements given in this document and marked with the DALI Trademark logo.</li> <li>Use of the "DALI" Trademark logo or word is permitted to show Community membership of the organisation. NOTE: Addition of the word "Alliance" to the right or underneath the logo is recommended.</li> <li>Use of the "DALI-2" Trademark logo or word is permitted on marketing material related to certified products. This includes luminaires meeting the requirements given in this document and marked with the DALI-2 Trademark logo.</li> <li>Use of the "D4i" Trademark logo or word is permitted on marketing material related to certified products that are shown in the product database as D4i certified. This includes luminaires meeting the requirements given in this document and marked with the D4i Trademark logo.</li> </ul>	<ul style="list-style-type: none"> <li>Use of the DiiA Trademark logo or word is only permitted to show Community membership of the organisation.</li> </ul>

**Table 2 - Trademark use on marketing material**

#### 4.1 DALI version-1

The following use of the DALI version-1 Trademarks all require Regular or Associate membership.

- All DALI version-1 **control gear** bearing the DALI Trademark logo, and available on the market, shall be registered on the DiiA website before the product release, to allow DALI Trademark logo use on the product.
- **Control devices** are not included in the IEC 62386 version-1 standards, and no tests exist for such devices. For these reasons, the Trademark logos must not be used for or in connection with control devices, except those meeting the DALI-2 requirements.
- **Control devices** available on the market before 28 February 2022, whose purpose is to send commands to registered or certified DALI compliant control gear may use the “DALI” word Trademark provided they are publicly listed in the product database no later than 28 February 2022.
- No tests exist for **bus power supplies** that are designed to meet IEC 62386 version-1. For this reason, the Trademarks must not be used for or in connection with bus power supplies, except those meeting the DALI-2 requirements.
- Software tools for commissioning, maintenance or visualisation of a DALI-based lighting control system, which is not part of a device with a DALI interface, and that additionally meet the system software requirements given in the *Product Submission Guide*, are permitted to use the “DALI” word Trademark.
- New DALI version-1 registrations are not permitted for products for which DALI-2 tests exist. Such products shall be DALI-2 tested and certified before Trademark use is permitted. If a grace period is granted, this will be shown on the product certification web-page.

#### 4.2 Company name or company brands

Trademarks may only be used in association with the member’s company name or brands. This allows traceability of products – third parties can determine if a product is truly certified by looking up the company name or brand on the DiiA website, checking if the product is listed.

To facilitate traceability, the company names and brands shall be listed on the DiiA website before use in association with these names or brands is permitted.

#### 4.3 Trademarks registered by members

It is not permitted for members or non-members to register trademarks that include the DALI or DALI-2 or D4i word Trademarks, where the intended use relates to lighting, lighting components, lighting systems or lighting-related software.

#### 4.4 Product names

Trademark use in product names is not permitted, except for the following case:

- the product is a luminaire meeting the requirements for luminaires in Table 1: use of the corresponding word Trademark is permitted.

### 5 Reserved rights

On request, the member shall within 30 days of the request being sent:

- submit product samples to the Certification Manager or a specified test-house for further testing

Failure to meet these requirements may result in withdrawal of the permission to use the Trademarks for one or more products by the Certification Manager.

## 6 Non-compliance

Products may be deemed non-compliant if testing shows failures.

For products that are reported as causing problems in the field, and are found **not** to meet a requirement that was in the standard at the time of testing, the DiiA Certification Manager shall determine non-compliance status, with the possibility for the member to appeal to the DiiA Board of Directors.

For products that are reported as causing problems in the field, but are found to meet the requirements that were in the standard at the time of testing, the DiiA Certification Manager may provide technical details of the problem and a strong recommendation to update and re-test the product.

For products found to be non-compliant, the manufacturer shall either:

- remove the Trademarks from the products about to be placed on the market (including product literature), or
- correct the cause of the problem including a successful re-test of the product.

Unless agreed otherwise with the Certification Manager, a period of 30 days is allowed to correct the causes of non-compliance or to remove the Trademarks from products and product literature.

## 7 Trademark use on luminaires

Community Members may use the DALI, DALI-2 or D4i logos on their luminaires, provided the respective requirements in Table 1 are met. In addition, the following requirements shall be met:

- For luminaires containing control devices, these shall meet the DALI-2 requirements given in Table 1. Some examples of control devices include occupancy sensors or light sensors.
- For integrated luminaires – where the control gear is a non-replaceable part of the luminaire – certification can only be carried out by a DiiA member (Associate or Regular).

## 8 OEM (Original Equipment Manufacturer) products

Products manufactured by a DiiA member, but bearing the name of another company, shall not bear the Trademarks unless the company name shown on the product is that of a DiiA member.

The DiiA member's name and manufacturer's part number as shown on the product, shall be used for registration or certification.

## 9 Termination of membership

Upon termination of Community membership, for any reason, the Community member shall cease all use of the Trademarks. If any grace period is provided by the Community membership agreement, all Trademark use shall cease at latest by the end of the grace period, otherwise all Trademark use shall cease immediately upon termination of Community membership. This includes, but is not limited to; use on newly manufactured products, stock products and all materials/documents/websites/packaging in physical or electronic forms.



## 10 Guidelines for application to products and marketing material

### 10.1 Colour

#### 10.1.1 DALI and mono-chrome D4i Trademark logo

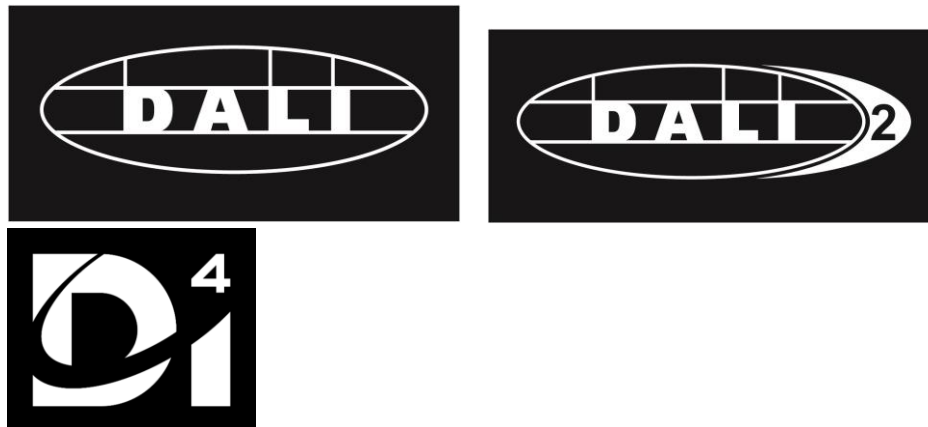
The DALI and mono-chrome D4i Trademark logos shall be used with either:

- the foreground colour black and the background colour white or very light; or
- the foreground colour white and the background colour black or very dark; or
- the background colour black and the foreground colour white or very light; or
- the background colour white and the foreground colour black or very dark.

For use on light coloured backgrounds such as white or yellow, the original logos shall be used with the text and other content in black (or another dark colour if the background is white), as shown in the following examples:



On dark backgrounds, the inverted DALI or D4i logos shall be used with the text and other content in white (or another light colour if the background is black), but with the black background colour shown here replaced by the dark colour of the product:



The foreground colour must be a single colour and intensity throughout, and must not have a colour gradient. The background colour must be a single colour and intensity throughout, and must not have a colour gradient. The background colour must extend to provide a border all around the logo, with a width equal to at least half the height of the logo foreground.

#### 10.1.2 DiiA Trademark logo

Use the RGB version of the artwork for on-screen and digital applications. Use the CMYK and Pantone version of the artwork for all colour print work (including product applications).

The different colour versions of the logo are available in CMYK, RGB and PMS. These can be provided in different file formats (ai, eps, jpg and png).



<b>Dark gray</b>	<b>Bright blue</b>	<b>Light blue</b>
CMYK	CMYK	CMYK
45 25 16 59	100 20 0 0	60 0 0 0
RGB	RGB	RGB
91 103 112	0 149 218	68 199 244
#5B6770	#0095DA	#44C7F4
PMS431	PMS299	PMS 299 70%

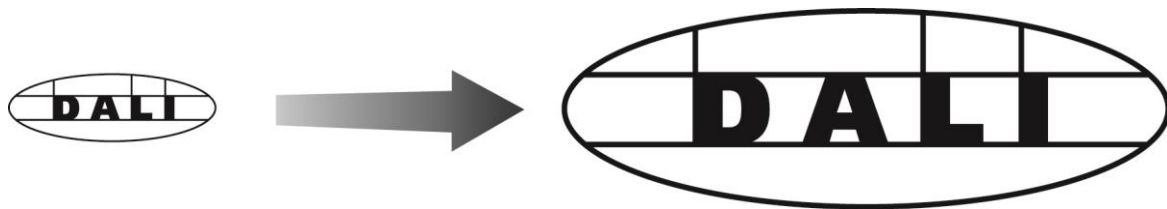
### 10.1.3 D4i Trademark logo when used with other logos

When the D4i Trademark logo is used together with other logos, the mono-chrome version of the D4i logo shall be used.

### 10.2 Size, aspect ratio and clearance

The Trademarks may be scaled in size, provided the **aspect ratio** is maintained and the Trademarks remain clear and legible. To help ensure this, please maintain a white clearance around the logo, where no text, images or symbols appear.

Examples:



The **size** of the DALI, DALI-2 and Digital Illumination Interface Alliance logos should be based on the following formula:

$$X = (\text{Document width} + \text{Document height}) / 10$$



For the D4i logo, the size should be based on the following formula:

$$X = (\text{Document width} + \text{Document height}) / 20$$

With a minimum width, *X*, for digital applications of 140 pixels, or 20 mm for print applications or 10 mm for print applications of the D4i logo.

The easy-to-follow rule to achieve the correct **clearance** around the logo is to divide the height of the logo by 2:



### **10.3 No separation or rearrangement of parts of the logo**

The Trademark logos may not have their component parts re-arranged in any way. This includes repositioning of the “2” in the DALI-2 logo, or the text in any of the logos.

### **10.4 Use of the DALI or DiiA or D4i word Trademarks**

The use of the DALI word is allowed on products and for marketing purposes. The use of the DiiA word is allowed for marketing purposes. The requirements for colour, font, size and aspect ratio do not apply in this case, but the following rules shall be met:

- For DALI: The letters must all be in uppercase. For example, “DALI” not “Dali”.
- For DiiA: The first and last letters must be in upper case, with the second and third letters in lower case. For example, “DiiA” is correct, but “DIIA” and “DiiA” are incorrect.
- For D4i: The first letter must be in upper case, with the last letter in lower case. For example, “D4i” is correct, but “D4I” and “d4i” are incorrect.
- The letters must not be spaced out. For example, the following are not allowed: “D A L I” or “D i i A” or “D 4 i”.
- For DALI-2: The “2” must be separated from the “DALI” word by a hyphen. Correct: “DALI-2”. Incorrect: “DALI2”. Incorrect: “DALI 2”.
- The letters must not have dots or other characters between them. For example, the following is not allowed: “D.A.L.I.” or “D.i.i.A.” or “D.4.i.”
- The word Trademarks shall not have other letters, numbers or symbols attached either before or after the wordmark, except for a hyphen, “-” or underscore, “\_” in social media. In addition, the word Trademark followed by a hyphen or underscore, which is followed by a number or other single character is disallowed. For example, the following are not allowed: “xDALI” or “DALIx” or “DALI\*” or “\*DALI” or “DALI-1” or “DALI-3” or “DALI-\*” or “DALI-X”.
- The following are disallowed, unless the product is DALI+ certified: “DALIplus”, “DALI plus”, “Wireless DALI”, “DALI-plus”, “Wireless-DALI”.
- The following are disallowed in all cases: “DALI wireless”, “DALIwireless”, “DALI-wireless”.

### **10.5 Never...**

Consistency is crucial if our visual identity is to be effective. Nowhere is consistency more important than when using the Trademarks.

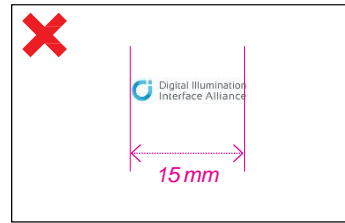
You must ensure the logos are never altered or tampered with. Here are some examples of the ways that the logos could be compromised, so you can understand how to avoid them:



*...use the logo in combination with another visual element e.g. wordmark or logo.*



*...add a dropshadow to the logo.*



*...use the logo on a smaller format than 20mm or 140 pixels.*



*...change the colors of the text or graphic element*



*...distort the logo in any way.*



*...change the design or typeface of the logo*



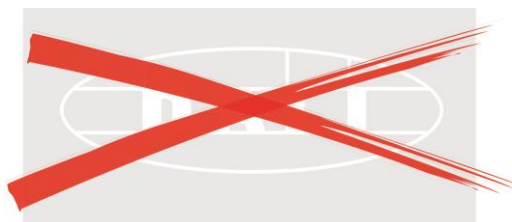
*...change the proportions of the logo or combine the elements differently*



*...use the wrong framing or a specially created background*



*...apply the wordmark to an image background.*



*...contrast ratio too low*

**Remember to never alter the logos in any way.**

## **For more information, please contact us:**

[info@DALI-Alliance.org](mailto:info@DALI-Alliance.org)

The Digital illumination interface Alliance reserves the right to modify these Trademark Guidelines. The latest version shall replace all previous versions.