



Bluetooth[®] Brand Usage Guide

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Updated: October 2019

We are Champions of Human Innovation

Since its revelation in 1998, the Bluetooth® brand has championed the idea that innovations can accelerate faster, and technologies can reach further, if everyone and everything works together.

Found today on billions of devices around the world, the Bluetooth brand represents an essential technology that makes everyday experiences more enjoyable, rewarding, safe and social. Today our brand is one of the most recognized, trusted and influential in the world—and is an asset that should be grown, managed and protected.

Your participation in representing and promoting the Bluetooth brand mirrors the responsibility of those developing the technology: to assure each experience we create is precise, consistent, coherent and cooperative.

The Bluetooth Trademarks

Only Members of Bluetooth SIG, Inc. (“the Bluetooth SIG”) are licensed to use the Bluetooth word mark, figure mark, and combination mark (collectively, the “Bluetooth Trademarks”), as agreed to in the [Bluetooth Trademark License Agreement](#) (“BTLA”). Members may use the Bluetooth Trademarks in association with their products and services, as well as in association with their company to promote their membership in the Bluetooth SIG. When the trademarks are used in association with a product, that product must have undergone and completed the Bluetooth Qualification Process.

Licensees can download images of the Bluetooth Trademarks at [bluetooth.com](https://www.bluetooth.com)

The Bluetooth word mark

Bluetooth®

Acceptable translations of the Bluetooth word mark

Traditional Chinese 藍牙
 Simplified Chinese 蓝牙
 Japanese ブルートゥース
 Korean 블루투스

The Bluetooth figure mark



The Bluetooth combination mark



Bluetooth Brand – Quick Reference Guide

This quick reference guide answers the most commonly asked questions concerning use of the Bluetooth Trademarks. For complete guidelines, including some exceptions, read this brand guide in its entirety.

Bluetooth Word Mark

- Should not be used as a noun
- Must always be displayed with a capital letter "B"
- On the first and most prominent use, the registered trademark symbol, ®, should be displayed in superscript
- Should be made to stand out (e.g., underline, bold, and/or italics) when first used in text
- Must be used in English, unless translated into one of the four other approved languages ([see page 4](#))

For complete guidelines on the use of the word mark, visit [pages 10-11](#)

Bluetooth Figure Mark (Runic “B” and oval)

- The registered trademark symbol, ®, should always be displayed as a subscript following figure mark
- May only be reproduced in blue, white or black (except as otherwise expressly permitted herein) ([see page 12](#))
- Must always be placed on a solid background
- Must not alter the elements of the figure mark (e.g., change oval shape to circle or square, rotate Runic B)
- Appropriate free zone must surround all sides of the figure mark
- The complete figure mark must be used. The only exception is on products or electronic displays where the functionality icon, Runic B only, may be used ([see page 4](#))

For complete guidelines on the use of the figure mark, visit [pages 12-15](#)

Bluetooth Combination Mark (Runic “B” and oval + word mark)

- The registered trademark symbol, ®, should always be displayed as a superscript following combination mark
- Can only be reproduced in four combinations – Blue figure mark/black word mark, blue figure mark/white word mark, black figure mark/black word mark, white figure mark/white word mark
- Must always be placed on a solid background
- Must not alter elements of the combination mark (e.g., cannot change font or size of word mark element; do not move or change shape of figure mark element)
- Appropriate free zone must surround all sides of the combination mark

For complete guidelines on the use of the combination mark, visit [pages 16-17](#)

Use of the Bluetooth Trademarks

Where to apply the Bluetooth Trademarks

The Bluetooth Trademarks can be applied on licensees':

- advertisements
- computer programs
- direct mail units
- exhibition stands
- posters
- packaging
- point-of-sale materials
- press materials
- properly qualified and listed Bluetooth enabled products
- product & sales literature
- radio / TV commercials
- visual aids
- websites

To discuss use of the Bluetooth Trademarks in other contexts than listed above, contact brand.manager@bluetooth.com. A licensee's right to use the trademarks on or in connection with products is dependent upon the qualification of said products and is outlined in the BTLA.

Violation

The Bluetooth Trademarks may not be used in a manner that could impair the goodwill associated with the trademarks or otherwise damage the reputation of Bluetooth SIG or its Members. The Bluetooth Trademarks shall therefore not be used in connection with products and services that do not enable any Bluetooth wireless functionality or in connection with unlawful, obscene, pornographic, excessively violent, hazardous, or otherwise poor-taste activities.

Use of the Bluetooth Trademarks

Use of the Registered Trademark Symbol

The Bluetooth Trademarks have been registered in enough jurisdictions to be accompanied by the registered trademark symbol “®” by licensees on a worldwide basis. Please note that when using the Bluetooth Trademarks in Canada, licensees may instead use the Marque Déposée (“MD”) designation alone or in combination with the ® symbol (e.g., “®/MD”).

The Bluetooth SIG has not obtained registration for the Simplified Chinese translation of the Bluetooth word mark in any jurisdiction. Accordingly, Members should not use the registration symbol with that translated mark until the SIG notifies its Members that the mark has been registered.

For information as to whether a particular Bluetooth Trademark has been registered or applied for registration in a specific country, please reference BTLA Attachment 3 or contact the Bluetooth SIG Brand Manager at brand.manager@bluetooth.com.

The registered trademark symbol “®” should immediately follow each individual Bluetooth Trademark whenever they appear on product packaging, products, web pages, marketing pieces, and in textual information. After the first and most prominent use, the ® symbol may be omitted from the word mark.

In most circumstances the registered trademark symbol “®” should consistently be used with the Bluetooth Trademarks. However, in the event that the use of the “®” symbol on a product, or as part of a product display, is impractical due to the small size of the Bluetooth mark or the shape or size of the product on which the mark appears, the licensee may omit the “®” symbol on such a product or product display, provided, however, that appropriate language identifying and attributing the Bluetooth Trademarks to the Bluetooth SIG is included in printed materials accompanying the product (e.g., user’s guides, owner’s manuals, product brochures, product packaging, etc.) and the “®” symbol is used with the Bluetooth word mark in the first and most prominent instances in which it appears in all literature, packaging, and other materials accompanying the product.

Trademark Attribution Footnote

Whenever the Bluetooth Trademarks are used in a particular piece, they must be attributed with an appropriate trademark footnote. The recommended attribution footnote is as follows:

“The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by [licensee name] is under license. Other trademarks and trade names are those of their respective owners.”

The footnote may be presented in small type but must be large enough to be legible. This footnote generally appears at the end of a document or on the back of a package, but it may appear at the bottom of a press release or a web page or the inside cover of technical documentation accompanying the product. The footnote may be translated into any language provided, however, that the Bluetooth word mark is in English or in one of the approved translations found on [page 4](#). The company name, Bluetooth SIG, Inc., must always be displayed in English. If a footnote cannot be applied on product packaging or labels due to space limitations, the footnote must be clearly printed on the product’s associated printed materials.

Use of the Bluetooth Trademarks

Product Naming Rule

When using the Bluetooth Trademarks it should always be apparent which company is the licensee of the trademark; therefore, the Bluetooth word mark should always be secondary to the licensee's house mark or other primary trademark. The Bluetooth word mark may be incorporated into product names, but when used for such purposes, the registered trademark symbol "®" must be added in superscript format immediately following the word mark and the word mark must be formatted in a manner designed to indicate its status as a trademark.

INCORRECT [Licensee Mark] Bluetooth Speakers

INCORRECT Bluetooth Headphones

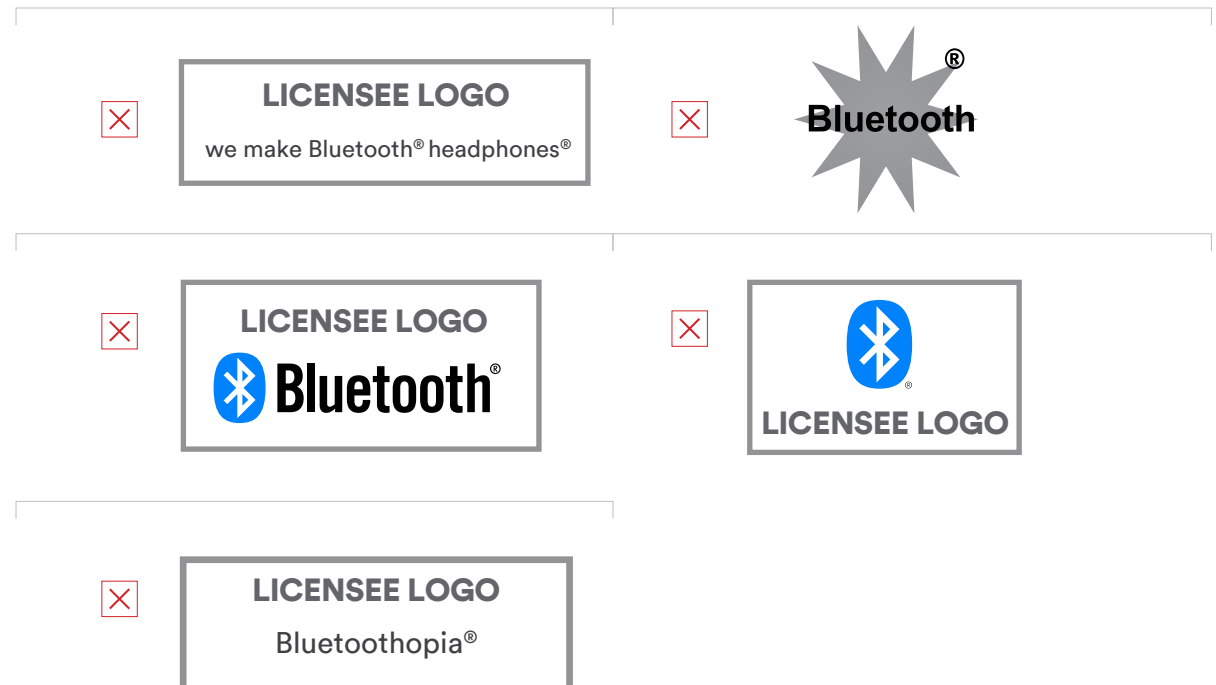
CORRECT [Licensee Mark] Bluetooth® Watch

CORRECT [Licensee Mark] BLUETOOTH®
Wireless Headset

Relationship to Licensee Brand

The Bluetooth Trademarks cannot be the only trademark(s) found on a company's product or product packaging. In addition, a licensee may not embed the Bluetooth Trademarks in a licensee trademark, logo, or tag line, or attempt to register a word mark, logo or tag line incorporating any of the Bluetooth Trademarks.

INCORRECT Attempting to register a logo or tag line that incorporates the Bluetooth Trademarks (examples below)



Use of the Bluetooth Trademarks

Bluetooth Trademarks with Mobile Software Applications

When used with mobile software applications, as with other products, the Bluetooth Trademarks may not be used as a standalone name, icon, logo or other designation of the mobile application. Consistent with the guidelines on [pages 10-17](#), licensees may not alter the Bluetooth Trademarks in any way when displayed on or in connection with mobile software applications.

INCORRECT Altering the Bluetooth Trademarks for use with a mobile software application



CORRECT Using the Bluetooth Trademarks as a secondary name, icon or logo on a mobile software application



LICENSEE LOGO

APP NAME



Use of the Bluetooth Word Mark

The Bluetooth SIG’s rights in the Bluetooth word mark encompass all upper and lower case, bold, italicized or plain text representations of the word “Bluetooth.”

Bluetooth®

Correct Form

The Bluetooth word mark should not be used as a noun. Upon first and most prominent uses on any given web page, brochure, packaging, advertisement, or other marketing piece, the Bluetooth word mark must be followed by the phrase “wireless technology” or another secondary generic term to identify the appropriate product or service category and emphasize that the Bluetooth word mark is referring to a particular and authentic type of wireless technology.

CORRECT A notebook computer with Bluetooth® wireless technology

CORRECT Wireless products featuring Bluetooth® technology

CORRECT A company offering Bluetooth® qualification testing services

If, due to size limitations on an electronic display screen (e.g., cell phone user interface, website tabs), it is impractical to use a secondary term after the Bluetooth word mark, the licensee may omit the secondary term.

Spelling

The Bluetooth word mark is a trademark, and as such its spelling cannot be changed. It is always to be used in either English, its Traditional Chinese translation “藍牙”, its Simplified Chinese translation “蓝牙”, its Japanese translation “ブルートゥース”, or its Korean translation “블루투스”; it must not be translated into other languages.

INCORRECT Blåtand® trådlösa produkter...

CORRECT 藍牙 enabled product

CORRECT Bluetooth® trådlösa produkter...

CORRECT 蓝牙™ enabled product

CORRECT ブルートゥース® enabled product

CORRECT 블루투스® enabled product

Formatting

When using the word mark in plain text, the letter “B” must be capitalized (i.e., “Bluetooth”) in all instances. The word mark should also be made to stand out in the text by either underlining the word mark, or displaying the mark in all capitals, italics, and/or bold font on the first and most prominent use of the mark within a particular piece.

Example: BLUETOOTH wireless technology... Example: *Bluetooth* wireless technology...

Example: **Bluetooth** wireless technology... Example: 藍牙 wireless technology

Exception: The Bluetooth word mark may appear in all lowercase letters if specifically referring to or referencing the Bluetooth SIG websites (e.g., “www.bluetooth.com”, etc.).

Use of the Bluetooth Word Mark

No possessives or plurals or hyphenations.

INCORRECT Bluetooth's Specification includes...

INCORRECT Bluetooth-enabled products...

INCORRECT Bluetooths or Blueteeeth

CORRECT The Specification for Bluetooth® wireless technology includes...

CORRECT Bluetooth® wireless technology enabled products...

No verbs.

INCORRECT Bluetooth your message...

CORRECT Communicate via Bluetooth® wireless technology...

No puns.

Consistent and appropriate use of the Bluetooth Trademarks benefits all Bluetooth SIG Members. Accordingly, do not make puns out of the Bluetooth word mark or portray it in a negative manner.

No abbreviations.

As the Bluetooth word mark is a trademark, it must always be spelled out correctly and in its entirety. The Bluetooth word mark must not be abbreviated, displayed as an acronym, or otherwise truncated, as such unauthorized modification of the mark may implicate a trademark owned by a third party (e.g., BT is a registered trademark of another company).

INCORRECT BT wireless technology

CORRECT Bluetooth wireless technology

INCORRECT BLE

CORRECT Bluetooth Low Energy

Company, Business and Trade Names

The Bluetooth word mark must not be incorporated as part of a company, business or trade name. Only Bluetooth SIG, Inc. is permitted to use the word mark in such a manner.

INCORRECT Bluetooth Consultants, Bluetooth Enterprises, MyBluetooth, Inc.

Websites

The Bluetooth word mark is not to be used in a domain name. The only exceptions to the rule are for the domain names owned by the Bluetooth SIG (e.g., www.bluetooth.com) or when the word mark is used after the backslash in a URL.

INCORRECT

www.bluetooth.se

www.unpluggedbluetooth.com

www.blue2th.com

CORRECT www.companyname.com/bluetooth

Use of the Bluetooth Figure Mark

The Bluetooth figure mark, designed with inspiration from the Runic characters "H" and "B" (initials of Harald Bluetooth), is comprised of a Runic B within an oval design.

Color and Size

The figure mark must always be represented with the best possible quality. In order to maintain the highest possible resolution, the figure mark should be printed at a minimum of 8 mm wide when used in print. When used digitally, the minimum size should be 30 px wide at 72 DPI.

The oval of the figure mark can be reproduced in black, white, or in blue. When in blue, the following specification shall be used:

Pantone
PMS 285

CMYK
C: 100% M: 50% Y: 0% K: 0%

RGB
R: 0 G: 130 B: 252

It is also permissible to engrave or emboss the figure mark on a product, assuming it color matches the product. With the full color figure mark, the Runic B can be color matched to the solid color background (i.e., if the background is red, the Runic B can be red) or it can be white. The background and the Runic B cannot be two different colors (see limited exception, [page 13](#)). If the figure mark is printed on clear, transparent packaging, the Runic B should be left transparent such that the background color, which must be a solid color, shows through the Runic B.

Acceptable Bluetooth Figure Mark Reproduction



Unacceptable Modifications of Bluetooth Figure Mark

INCORRECT Using figure mark symbol on gradient, patterned background or an image



INCORRECT Adding drop shadow, graphic emboss, or applying other graphic alterations to the logo including removing the oval or placing the Runic B in other shapes



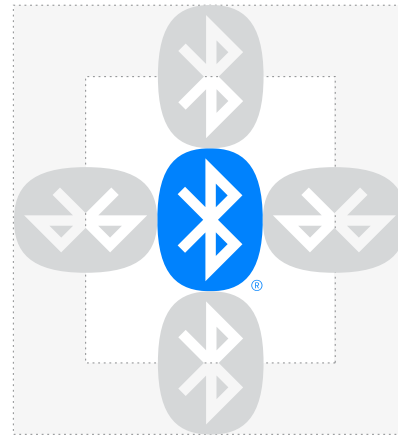
Use of the Bluetooth Figure Mark

Free Space

Aside from the two limited exceptions discussed below, always make sure that the integrity of the figure mark is preserved by making use of at least a “free zone” within which no text, picture, illustration, or other element shall be present. The two exceptions to the free zone requirement are as follows:

- The registered trademark symbol ® is to be printed as a subscript of the figure mark, as illustrated on the right, and should be displayed in the same color as the oval of the figure mark.
- The free zone may be reduced to a minimum of one-eighth (1/8) of the height of the figure mark when using the figure mark (standing alone) in electronic displays where size limitations prevent a larger free zone. For example, the free zone may be reduced when using the figure mark near the edge of an electronic display screen or adjacent to an electronic display divider line. It is not acceptable, however, to use a reduced free zone when the figure mark is displayed next to an informational element such as a company name, third party logo or other graphic element. This particular exception only pertains to electronic displays; all printed materials and product packaging must adhere to the standard “half the height of the figure mark” free zone requirement.

Bluetooth figure mark “free zone”



The distance between the figure mark and the edges of the free zone is equal to half the height of the figure mark as shown above.

Use of the Bluetooth Figure Mark

Use on Electronic Displays

When using the Bluetooth figure mark on an electronic display or screen, a licensee may display the Runic B component of the full figure mark in blue, black, white or another solid color that is consistent with the other icons on the electronic display. The oval design must, however, remain in blue, black or white color. This is an exception to the standard figure mark guideline that the Runic B be displayed in white or color matched to the solid color background; see [page 12](#).

If, for purposes of maintaining consistency on electronic display screens or because of the nature of the electronic display, the licensee would like to use a different color for the Runic B or oval design or display the figure mark on a patterned or non-solid color background, express approval from the Bluetooth SIG must be obtained prior to such use. Please contact brand.manager@bluetooth.com for any such requests or questions. Please note that such exceptions will only be considered for use of the figure mark on electronic displays; all printed materials, product packaging, labeling, user documentation and advertising materials must conform to the standard figure mark guidelines.

INCORRECT Not observing proper free space or permitted color options on an electronic display



CORRECT Using the figure mark with proper free space and permitted color options on an electronic display



Use of the Bluetooth Figure Mark

Use of the Bluetooth Functionality Icon

To indicate activation of Bluetooth wireless technology, or functionality of the same, licensees may use the Runic B standing alone without the oval design (referred to herein as a "functionality icon") on products or electronic displays. When used as a functionality icon, the Runic B must be displayed in blue, black, white or another solid color that is consistent with the other icons on the product or electronic display. The Runic B may also be engraved or embossed such that its color matches the product. To the extent necessary, licensees may also display the Runic B in use as a functionality icon in images of its product and associated user documentation.

Use of the Runic B standing alone may not be used in any other circumstance. Please contact brand.manager@bluetooth.com with any questions concerning use of the Runic B as a functionality icon.

INCORRECT Placing symbols over the Runic B



CORRECT Using the Runic B as a functionality icon on an electronic display



CORRECT Engraving the Runic B such that its color matches the product, and using a solid color for the Runic B when consistent with other displayed icons



Use of the Bluetooth Combination Mark

The Bluetooth combination mark is a trademark and consists of:

- The Bluetooth figure mark, AND
- The Bluetooth word mark

It is strongly suggested that licensees use the combination mark whenever possible in an effort to build awareness of the brand.

Color and Size

The Bluetooth combination mark must always be represented with the best possible quality. In order to maintain the highest possible resolution, the figure mark portion of the combination mark should be printed at a minimum of 8 mm wide when used in print. When used digitally, the minimum size should be 30 px wide at 72 DPI. There is no maximum size requirement for the combination mark.

The combination mark can be reproduced in four ways: blue oval and black word mark on light background, black combination mark on light background, blue oval with white Runic B and white word mark on dark background, and white combination mark on dark background.

It is also permissible to engrave or emboss the combination mark on a product, if this is preferred. When embroidering the logo on a dress shirt, it is okay to embroider it on a pin striped background. However, all other cases of embroidery should be done on a solid background.

Acceptable Bluetooth Combination Mark Reproduction



Unacceptable Modifications of Bluetooth Combination Mark

INCORRECT Altering the combination mark in any way including moving the figure mark, moving the registered trademark symbol to the baseline of the combination mark, or using the combination mark with the word "Bluetooth" in the wrong font



INCORRECT Using combination mark on gradient, patterned background or image; adding a drop shadow, graphic emboss, or other graphic altering of the logo



Use of the Bluetooth Combination Mark

Free Space

Aside from the one exception discussed below, always make sure the integrity of the combination mark is preserved by making use of at least a “free zone” within which no text, picture, illustration, or other element shall be present. The one exception to the free zone requirement is that:

- The registered trademark symbol,®, is to be printed as a superscript of the combination mark, as illustrated to the right.

Bluetooth combination mark “free zone”



The distance between the combination mark and the edges of the free zone is equal to half the height of the “B” as shown above.

Other Information

Contact Information

If you have additional questions on the use of the Bluetooth Trademarks, please contact brand.manager@bluetooth.com.

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