

# ANT WIRELESS BRAND GUIDE

**A COMPLETE OUTLINE OF CERTIFICATION & BRANDING  
REQUIREMENTS FOR ANT WIRELESS**

**JANUARY 2020**

ANT Wireless, a division of Garmin Canada Inc., is responsible for managing the base ANT 2.4 Ghz ultra-low power wireless protocol, the ANT+ interoperability infrastructure and ANT+ Adopters and ANT+ Annual Members.

# RECOGNIZING INTEROPERABILITY.

As developers of ANT Wireless technology, it's our mission to deliver end-users with world-leading connectivity and the very best possible experience for the companies using ANT+ interoperable device profiles and the ANT wireless communication protocol. Using a clear, coherent and consistent brand message can help make this happen. ANT+ Adopters and ANT+ Annual Members should use these brand guidelines to follow Certification Brand Requirements and to assist end-users in recognizing the ANT Wireless brands and their benefits.

For brand approvals and exceptions, email [brandmanager@thisisant.com](mailto:brandmanager@thisisant.com)

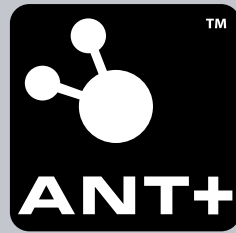


# OUR BRANDS.

The integrity of the ANT Wireless brand assets as well as additional assets should be respected at all times, in all places. Avoid stretching, condensing, augmenting, distorting or altering any of the ANT Wireless brand assets.

Those using ANT Wireless brand assets and/or additional brand assets agree to use them as indicated in only their approved applications unless written approval by the ANT Wireless Brand Manager is received.

Misuse of these assets will result in the need for immediate correction of the infraction, regardless of any associated cost to the ANT+ Adopter or ANT+ Annual Member.



## INTEROPERABILITY MADE EASY IN THE ANT+ ECOSYSTEM

Using the ANT+ brand assets indicates that your product/service has been certified to 'just work' with other products in the extensive, multi-company ANT+ ecosystem. By using the ANT+ logo and ANT+ device profiles, you provide consumers confidence when choosing their sport and fitness devices/sensors.

To use any ANT+ brand assets, you must be an ANT+ Adopter or ANT+ Annual Member and your product/service must be intending to, completed or is currently in the process of ANT+ Product Certification as outlined in the ANT+ Adopter Agreement.

**Products/services that are not ANT+ Certified *are not* permitted to use ANT+ brand assets.**



**FOR ANT+ CERTIFIED  
PRODUCTS/SERVICES ONLY**



## CONNECTED SOLUTIONS THAT 'JUST WORK' WITH ANT

Using the ANT logo shows your product/service uses a flexible, reliable network for ultra-low power wireless communication while indicating it may be interoperable in a public or private ecosystem. By using the ANT logo to show connectivity, you show consumers your product/service's wireless functions will work when they need it the most.

To use any ANT brand assets, you must be an ANT+ Adopter or ANT+ Annual Member.

**Products/services that use ANT and are not ANT+ Certified *are* permitted to use ANT brand assets.**



**FOR ANT & NON-CERTIFIED  
PRODUCTS/SERVICES**

# ANT+

## OFFICIAL BRAND GUIDE

This brand guide serves as an overview of all ANT+ brand elements, the requirements for use and authorized applications. The purpose of this document is to outline general guidelines for branding products using the ANT Wireless brand elements. Following these brand guidelines will help build brand recognition and strengthen the value that end-users place on your ANT+ enabled products/services.

### PERMISSION TO USE

Permission to use the ANT+ logo, icon and additional brand assets is granted to ANT+ Adopters and ANT+ Annual Members for a product/service that has either completed or is currently in the process of ANT+ Product Certification as outlined in the ANT+ Adopter Agreement.



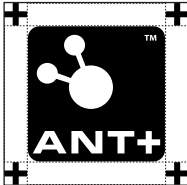
Those using the ANT+ logo, icon and/or additional brand assets agree to use them as indicated in only their approved applications unless written approval by the ANT+ Brand Manager is received.

Misuse of these assets will result in the need for immediate correction of the infraction, regardless of any associated cost to the ANT+ Adopter, ANT+ Annual Member or user of the brand assets.

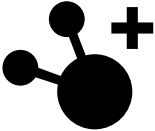

Further, the ANT+ logo, icon and additional brand assets should not be used in any fashion or manner that could impair or otherwise damage the goodwill of the ANT Wireless brand.

**For questions or requests for exceptions, please contact [brandmanager@thisisant.com](mailto:brandmanager@thisisant.com)**







### ANT+ CERTIFIED LOGO

STANDARD	APPROVED APPLICATIONS	MINIMUM SIZE	REVERSE	SAFETY AREA
	✓ ANT+ Certified <b>products, packaging and their related collateral</b> including print and web collateral, advertisements, press materials, sales literature etc.	 5 mm	 Black or dark coloured backgrounds	 '+' in ANT+

### ANT+ CERTIFIED ICON

STANDARD	APPROVED APPLICATIONS	MINIMUM SIZE	REVERSE	SAFETY AREA
	✓ When the above ANT+ Certified Logo appears on a product's packaging and its user manual, the ANT+ Certified Icon may be used for <b>direct imprinting or embossing onto that product and/or on its electronic display</b> to show connectivity. <b>Any other use of this icon must be approved by <a href="mailto:brandmanager@thisisant.com">brandmanager@thisisant.com</a></b>	 4 mm	 Black or dark coloured backgrounds	 50% of "+" in ANT+

### ADDITIONAL BRAND ASSETS

TYPE	PURPOSE	WHEN TO USE
<b>PRODUCT NAME</b>  TM = 50% width of "T"	Approved wordtype of technology name	The first instance of using ANT+ in written form
<b>DEVICE PROFILE ICONS</b>   See page 5 for full list	Icons that display a product's device profiles	To display a product's ANT+ capabilities to consumers
<b>CERTIFICATION STATEMENT</b> <b>This product is ANT+™ certified. Visit <a href="http://www.thisisant.com/directory">www.thisisant.com/directory</a> for compatible products and apps.</b>	Approved statement for ANT+ products	To inform consumers your product can connect with other ANT+ products
<b>ANT BLACK</b> CMYK  RGB  PANTONE 	Color codes to ensure a consistent black	Applications that may require color matching such as offset printing

### QUICK BRAND CHECK

✓	ANT+ Certified Logo/Icon has a safety area and does not appear crowded or squished amongst other logos/icons
✓	ANT+ Certified Logo/Icon appears alongside any other logos/icons that represent wireless capabilities
✗	ANT+ Certified Icon is used on packaging and/or marketing collateral
✗	ANT+ Certified Logo/Icon is used on a product that is not intended to go through ANT+ Certification

# ANT+ DEVICE PROFILES

## OFFICIAL BRAND GUIDE

This brand guide serves as an overview of all ANT brand elements, the requirements for use and authorized applications. The purpose of this document is to outline general guidelines for branding products using the ANT Wireless brand elements. Following these brand guidelines will help build brand recognition and strengthen the value that end-users place on your ANT+ enabled products.

### PERMISSION TO USE

Permission to use ANT+ Device Profile Icons and additional brand assets is granted to ANT+ Adopters and ANT+ Annual Members for a product/service that has either completed or is currently in the process of ANT+ Product Certification as outlined in the ANT+ Adopter Agreement. If a product/service will not be certified it is not permitted to use ANT+ Device Profile Icons.





Those using ANT+ Device Profile Icons and/or additional brand assets agree to use them as indicated in only their approved applications unless written approval by the ANT+ Brand Manager is received.

Misuse of these assets will result in the need for immediate correction of the infraction, regardless of any associated cost to the ANT+ Adopter, ANT+ Annual Member or user of the brand assets.

Further, ANT+ Device Profile Icons and additional brand assets should not be used in any fashion or manner that could impair or otherwise damage the goodwill of the ANT Wireless brand.

**For questions or requests for exceptions, please contact [brandmanager@thisisant.com](mailto:brandmanager@thisisant.com)**

## ANT+ DEVICE PROFILE ICONS

STANDARD	APPROVED APPLICATIONS	MINIMUM SIZE	REVERSE	SAFETY AREA
	✓ ANT+ Certified <b>products, packaging and their related collateral</b> including print and web collateral, advertisements, press materials, sales literature etc.	 5 mm		
Example: Icon for the ANT+ Heart Rate Device Profile			Black or dark coloured backgrounds	'+' = height of device profile name

### ANT+ DEVICE PROFILE ICONS




Every ANT+ Device profile has an icon. To request an icon, please email [brandmanager@thisisant.com](mailto:brandmanager@thisisant.com). Below are a few examples of our frequently requested Device Profile Icons.



### REQUESTING ANT+ DEVICE PROFILE ICON FILES

- ANT+ Device Profile Icons are available in standard or reverse as PNG, SVG & EPS files.
- Files must be requested either through ANT+ Certification or by emailing [brandmanger@thisisant.com](mailto:brandmanger@thisisant.com)
- Device Profile Icons will only be provided for products/services that are ANT+ Certified or intending to go through certification.

## ADDITIONAL BRAND ASSETS

APPROVED APPLICATIONS	PURPOSE	WHEN TO USE
<b>CERTIFICATION STATEMENT</b> <b>This product is ANT+™ certified.</b> <b>Visit <a href="http://www.thisisant.com/directory">www.thisisant.com/directory</a> for compatible products and apps.</b>	Approved statement for ANT+ products	To provide consumers your product can connect with other products
<b>ANT BLACK</b>		
CMYK		Color codes to ensure a consistent black  Applications that may require color matching such as offset printing
RGB		
PANTONE		

## QUICK BRAND CHECK

- ✓ ANT+ Device Profile Icon has a safety area and does not appear crowded or squished amongst other logos/icons and is not altered in any way
- ✗ ANT+ Device Profile Icon is used on a product that is not intended to go through ANT+ Certification

# ANT

## OFFICIAL BRAND GUIDE

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### PERMISSION TO USE

Permission to use the ANT logo, icon and additional brand assets is granted to ANT+ Adopters and ANT+ Annual Members for products/services that use a private or public implementation of ANT as outlined in the ANT+ Adopter agreement.





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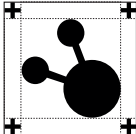
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**For questions or requests for exceptions, please contact [brandmanager@thisisant.com](mailto:brandmanager@thisisant.com)**





### ANT LOGO

STANDARD	APPROVED APPLICATIONS	MINIMUM SIZE	REVERSE	SAFETY AREA
	✓ ANT products, packaging and their related collateral including print and web collateral, advertisements, press materials, sales literature etc.	 3mm	 Black or dark coloured backgrounds	 '+' = size of ANT icon

### ANT ICON

STANDARD	APPROVED APPLICATIONS	MINIMUM SIZE	REVERSE	SAFETY AREA
	✓ When the above ANT logo appears on a product's packaging and its user manual, the ANT Icon may be used for <b>direct imprinting or embossing onto that product and/or on its electronic display</b> to show connectivity. <b>Any other use of this icon must be approved by <a href="mailto:brandmanager@thisisant.com">brandmanager@thisisant.com</a></b>	 4 mm	 Black or dark coloured backgrounds	 50% height of the small antenna

### ADDITIONAL BRAND ASSETS

TYPE	PURPOSE	WHEN TO USE
<b>PRODUCT NAME</b>  TM = 50% width of "T"	Approved wordtype of technology name	The first instance of using ANT in written form
<b>ANT BLACK</b>		
CMYK		Color codes to ensure a consistent black
RGB		Applications that may require color matching such as offset printing
PANTONE		

### QUICK BRAND CHECK

✓	ANT Logo/Icon has a safety area and does not appear crowded or squished amongst other logos/icons
✓	ANT Logo/Icon appears alongside any other logos/icons that represent wireless capabilities
✗	ANT Icon is used on packaging and/or marketing collateral without approval
✓	ANT Logo/Icon is used on a product that is not intended to go through ANT+ Certification or does not want to promote interoperability

# COMMON MISTAKES.

The integrity of the ANT Wireless brand assets as well as additional assets should be respected at all times, in all places. Avoid stretching, condensing, augmenting, distorting or altering any of the ANT Wireless brand assets.

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## INFRACTION

### MOVING, STACKING OR RE-ARRANGING ELEMENTS



### COMPRESSING, STRETCHING OR CONDENSING



### ALTERING



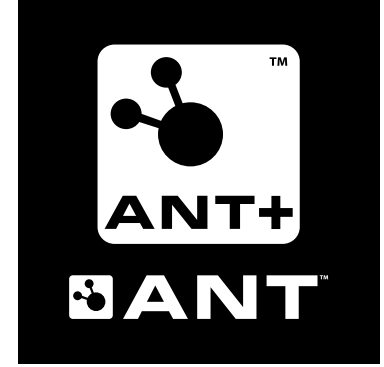
### OTHER

- X

USING THE ANT+ LOGO FOR A NON ANT+ CERTIFIED PRODUCT
- X

PLACING ANY LOGO ON BUSY BACKGROUND
- X

USING THE ANT OR ANT+ ICON ON PACKAGING AND THEIR RELATED COLLATERAL INCLUDING PRINT AND WEB COLLATERAL, ADVERTISEMENTS, PRESS MATERIALS, SALES LITERATURE ETC. WITHOUT APPROVAL



**FOR QUESTIONS, REQUESTS OR EXCEPTIONS,  
PLEASE CONTACT [BRANDMANAGER@THISISANT.COM](mailto:BRANDMANAGER@THISISANT.COM)**