RAIN RFID Brand Guide

Marketing Document

V.1

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Background Information

This RAIN Brand Guide explains proper use of the RAIN RFID brand. The RAIN brand was established to provide a common, recognizable, and consumer-friendly identity for the GS1 UHF Gen2/ISO 18000-63 standard. The RAIN identity aims to become consumer-facing in the same way that WiFi is recognized around the world.

The Name RAIN and RAIN RFID

There are many different types of radio-frequency identification (RFID) technology. The differences include frequencies (UHF, HF, LF), standards, and intended uses.

The RAIN name provides differentiation for the GS1 EPC UHF Gen2 protocol and ISO/IEC 18000-63 standard, which use a specific passive UHF RFID technology that identifies, locates, authenticates, and engages everyday items. Similarly the NFC name provides differentiation for the Ecma-340, ISO/IEC 18092 standard which uses a specific version of passive HF RFID which provides proximity-based communication between devices enabling secure transactions.

RAIN RFID Name in Use

The RAIN RFID Alliance is a global alliance promoting the universal adoption of UHF RFID technology. The term "RAIN RFID" can be used to identify a variety of things, including:

- RAIN RFID tags
- RAIN RFID readers
- RAIN RFID solutions
- RAIN RFID applications
- RAIN RFID technology
- The RAIN Alliance

"RAIN RFID" or "RAIN"

The RAIN name can be coupled with RFID to create the phrase "RAIN RFID" or by itself "RAIN". It is recommended to use RAIN RFID as a phrase at first mention to establish a connection between the two words.

Best Practices

It is important to note that RAIN RFID is not a standard. RAIN RFID refers to products or technology that comply with the GS1 EPC UHF Gen2 protocol and/or the ISO/IEC 18000-63 standard.

RAIN RFID can be used to replace phrases like:

- **UHF RFID**
- **EPC RFID**
- **RFID** - RAIN RFID should only replace the word RFID when it is being used to refer to products that comply with the GS1 EPC UHF Gen2 protocol and ISO/IEC 18000-63 standard

Examples:

INCORRECT USE: The Acme product is fully compliant with the GS1 EPC/RFID Gen2v2 standard, supports RAIN RFID with global UHF frequencies.
CORRECT USE: The Acme RAIN RFID product is fully compliant with the GS1 EPC UHF Gen2v2 standard and supports global UHF frequencies.

INCORRECT USE: Our products are RAIN RFID-compliant.
CORRECT USE: Our RAIN RFID products comply with the GS1 UHF Gen2 protocol.

INCORRECT USE: Our products are RAIN RFID approved and meet global industry standards and regulations.
CORRECT USE: Our RAIN RFID products meet global industry standards and regulations.

INCORRECT USE: RAIN RFID is a global alliance promoting the universal adoption of UHF RFID technology.
CORRECT USE: The RAIN RFID Alliance is a global alliance promoting the universal adoption of UHF RFID technology.

CORRECT USE: RAIN RFID uses the GS1 UHF Gen2 protocol which ISO/IEC has standardized as 18000-63.

CORRECT USE: RAIN RFID is a wireless technology based on the UHF RFID protocol standard developed by GS1 and ISO. Its benefits include superior read range and fast data transfer.

Logo Guidelines

Using the RAIN RFID Logo on Marketing Material

RAIN RFID logos may be used by anyone (RAIN RFID Alliance members and non-members) on marketing materials.

Using the RAIN RFID Logo on Products

RAIN Alliance members in good standing may use the RAIN RFID logos on products after completing the logo use form found in the RAIN member forum. Properly formatted RAIN logos provided for member use.

Non-members are not permitted to use the logo on products.

The RAIN Logo and the Cloud Logo

There are three logos available for use: the vertical and horizontal RAIN RFID logos and the cloud logo. The logos can be downloaded from the RAIN RFID website - https://rainrfid.org/resources/rain-brand-guide-and-logos/.

Vertical logo	Horizontal logo	Cloud logo

You should always use the vertical or horizontal logo if there is space available. The cloud logo can only be used when there is not enough space for the complete RAIN RFID logo.

If you have questions about whether to use the RAIN logo or the cloud logo, contact the RAIN RFID Alliance marketing team, marketing@rainrfid.org.

Logo Size Guidelines

The logo should be sized appropriately for the material on which it appears. An appropriate logo size is one that maintains the logo's ratio and provides an appropriate amount of white space around the logo.

Logo Ratios

The ratio should be maintained in all sizes of the logo: do not stretch or distort the logo in any way.

White Space Around the Logo

The logo used should never "touch" another logo or text element.

Horizontal alignment

When horizontally aligning either the RAIN or the cloud logo with other corporate logos (as in a sponsorship block), make sure the base of the RAIN logo or cloud logo aligns with the base of the other logos.

Good example:

Bad example:

Vertical alignment

When vertically aligning the RAIN logo or cloud logo with other corporate logos (as in a list of sponsors), either center the logos or align the RAIN RFID logo's cloud with the left edge of the other logos. Do not float the cloud in the RAIN logo outside of the margin.

Good examples:

Bad example:

ABOUT RAIN RFID ALLIANCE

The RAIN RFID Alliance is an organization supporting the universal adoption of RAIN UHF RFID technology. A wireless technology that connects billions of everyday items to the internet, enabling businesses and consumers to identify, locate, authenticate and engage each item. The technology is based on the EPC Gen2 UHF RFID specification, incorporated into the ISO/IEC 18000-63 standard. For more information, visit www.RAINRFID.org. The RAIN Alliance is part of AIM, Inc. AIM is the trusted worldwide industry association for the automatic identification industry, providing unbiased information, educational resources and standards for nearly half a century.

RAIN RFID Alliance

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Visit the RAIN RFID website – RAINRFID.org. If you are interested in learning more about the RAIN RFID Alliance, contact us at info@rainrfid.org.