

Power over Ethernet Certification Program

Certification Mark Usage Guidelines Rev 2.0

Ethernet Alliance – November 2019

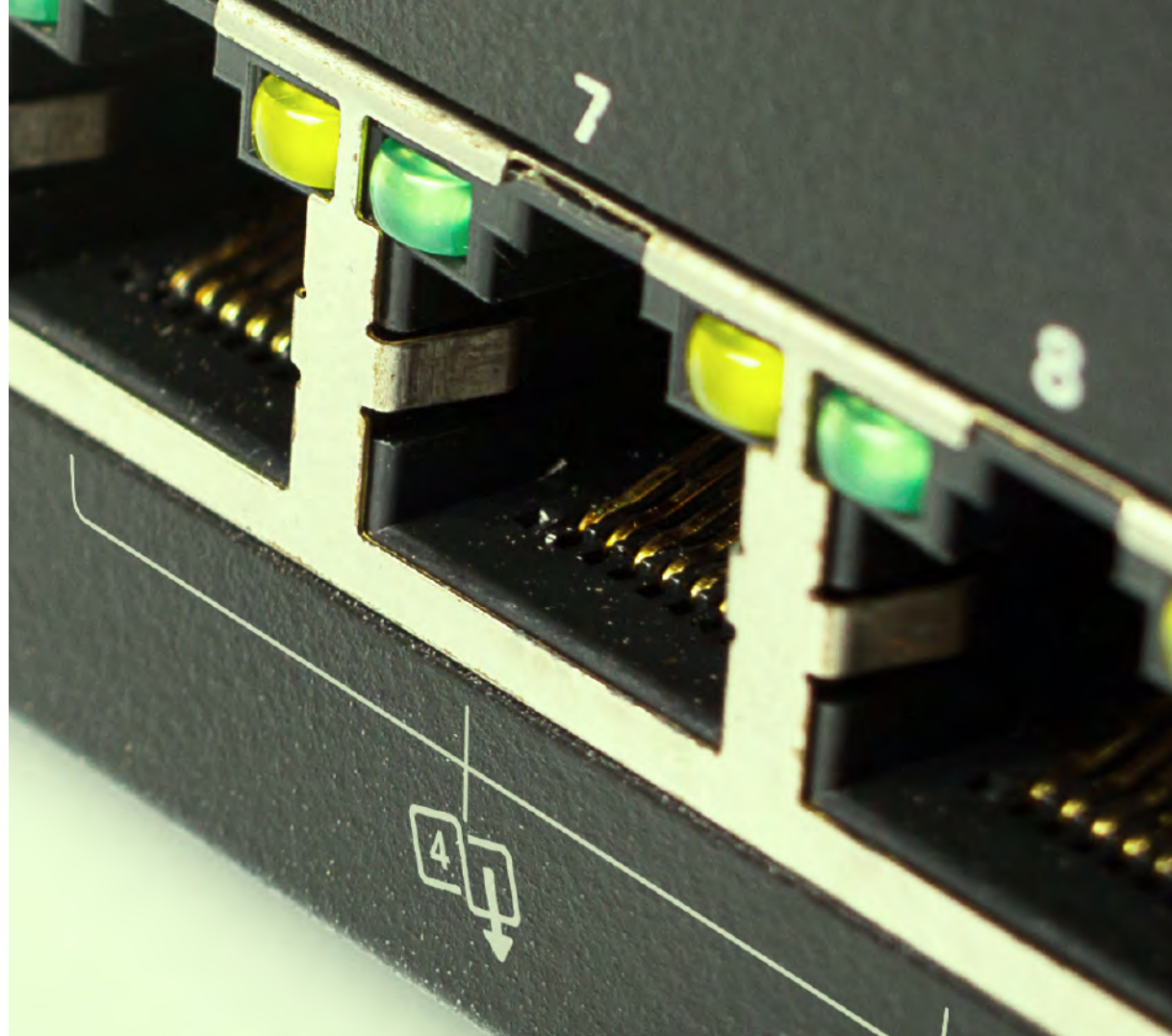
Introduction

The Ethernet Alliance's Power over Ethernet (PoE) Certification Program enables both swift and easy recognition of interoperable products designed in accordance to the IEEE 802.3 PoE standard and conformant with Test Plans developed for the EA PoE Certification Program, including the second generation, which targets the IEEE Std 802.3bt™-2018. User experience will be elevated by minimizing market confusion between standard-based PoE and proprietary powering solutions.

This guideline document offers a quick and simple reference guide to help you select the correct mark and to apply it correctly in all applications. Companies participating in the Ethernet Alliance Power-over-Ethernet Certification Program are bound to follow the requirements of the Certification Mark Usage Guidelines pursuant to the Certification Mark License Agreement or other applicable written agreement.

Please contact brandusage@ethernetalliance.org if you have any questions about the Ethernet Alliance mark usage requirements.

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The Ethernet Alliance is a global consortium of system and component vendors, industry experts, and university and government professionals who are committed to the success and expansion of Ethernet technology. The mission of the Ethernet Alliance is to support activities from Ethernet technology incubation to interoperability demonstrations, and education.

Legal notices

These Certification Mark Usage Guidelines are for use only by Ethernet Alliance member and nonmember licensees who must have entered into a Certification Mark License Agreement or other applicable written agreement with The Ethernet Alliance prior to using the certification marks shown herein.

NOTHING IN THESE CERTIFICATION MARK USAGE GUIDELINES SHALL BE DEEMED AS GRANTING YOU ANY KIND OF LICENSE, EITHER EXPRESSLY OR IMPLIEDLY OR BY ESTOPPEL OR OTHERWISE, TO USE THE CERTIFICATION MARKS OR OTHER CONTENT SHOWN IN THESE CERTIFICATION MARK USAGE GUIDELINES OR ANY OTHER INTELLECTUAL PROPERTY OWNED OR CONTROLLED BY THE ETHERNET ALLIANCE. THE INFORMATION IN THESE CERTIFICATION MARK USAGE GUIDELINES IS PROVIDED "AS-IS" AND WITHOUT ANY REPRESENTATION OR WARRANTY OF ANY KIND. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE ETHERNET ALLIANCE DISCLAIMS ALL REPRESENTATIONS AND WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, STATUTORY OR AT COMMON LAW, INCLUDING WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF TITLE, NONINFRINGEMENT OF THIRD-PARTY RIGHTS, THE VALIDITY OF ALLIANCE'S RIGHTS IN THE MARKS SHOWN HEREIN, ACCURACY, MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND ALL OTHER WARRANTIES THAT MIGHT OTHERWISE BE IMPLIED BY APPLICABLE LAW, IN ANY COUNTRY.

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Revision history

Revision 1	August 2017
Revision 1.1	January 2018
Revision 1.2	February 2018
Revision 2.0	November 2019

Introduction to PoE compatibility

PoE Certification Program

	Generation 1								
	Type 1			Type 2					
	PSE	Class 1	Class 2	Class 3	Class 4	Class 5	Class 6	Class 7	Class 8
	PD	Class 1	Class 2	Class 3	Class 4	Class 5	Class 6	Class 7	Class 8
	Type 3						Type 4		
Generation 2									

Generation 1 (“Gen 1”) – products that comply with The Ethernet Alliance’s Gen 1 PoE Certification Program Test Plan, which is based on Clause 33 of IEEE 802.3. This clause was developed by IEEE as part of the IEEE Std 802.3af and IEEE Std 802.3at projects with updates to support rates up to 10 GbE by IEEE Std 802.3bt. Products associated compliant with the Gen 1 PoE Certification Program Test Plan are noted as Type 1 or Type 2.

Generation 2 (“Gen 2”) – products that comply with The Ethernet Alliance’s Gen 2 PoE Certification Program Test Plan, which is based on Clause 145 of IEEE 802.3. This clause was developed by IEEE as part of the IEEE Std 802.3bt project. Products associated compliant with Gen 2 PoE Certification Program Test Plan are noted as Type 3 or Type 4. Type 3 class types common with Type 1 and Type 2 are backwards compatible. Type 3 Classes 1 through 3 are backwards compatible with Type 1 Classes 1 through 3. Type 3 Class 4 is backwards compatible with Type 2 Class 4.

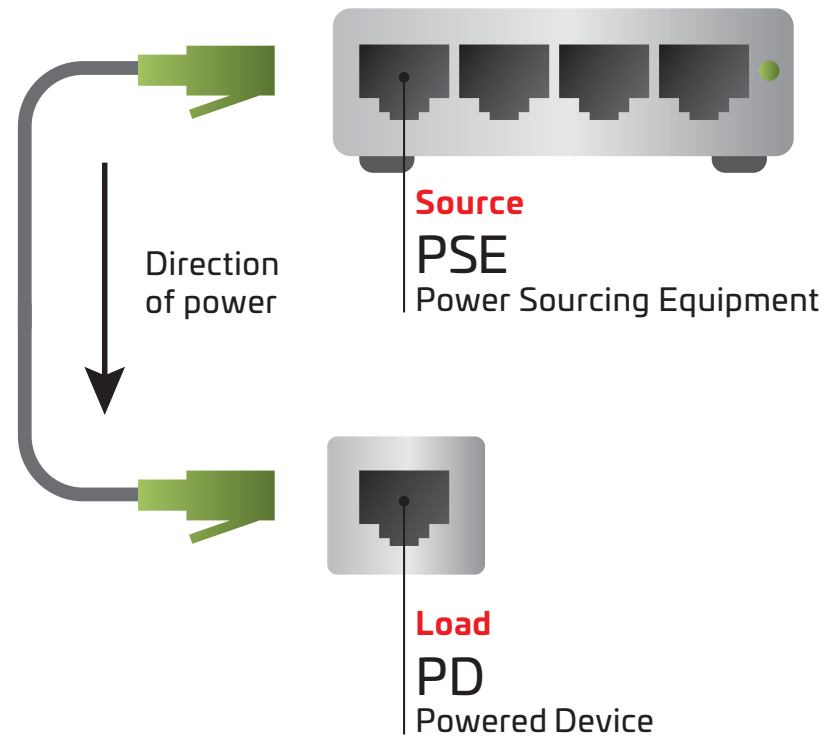
Source vs. Load

PSE

(Power Sourcing Equipment) is the device that will provide or “source” power.

PD

(Powered Device) is the device that will “consume” power.



Power Class Interoperability

There are eight classes of PoE devices, Class 1, 2, 3, 4, 5, 6, 7 and 8.
PSE devices shall support PD devices of equivalent or lower class.

PSE Class	PD Class Supported
1	1
2	2, 1
3	3, 2, 1
4	4, 3, 2, 1
5	5, 4, 3, 2, 1
6	6, 5, 4, 3, 2, 1
7	7, 6, 5, 4, 3, 2, 1
8	8, 7, 6, 5, 4, 3, 2, 1

The Certification Marks

Standardized form

The PoE Certification Program permits use of two primary Certification Marks: The EA CERTIFIED & PD Mark™ for powered devices and the EA CERTIFIED & PSE Mark™ for power sourcing equipment. These Certification Marks shall only be used by authorized users, as discussed in the Legal Information section of these Certification Mark Usage Guidelines.

The standardized version of the marks has been designed specifically to identify compliance with Gen1 or Gen2 versions of The Ethernet Alliance's PoE Certification Test Plans.

The certification program offers two marks in order to differentiate between Powered Devices (PD/arrow going in) and Power Sourcing Equipment (PSE/arrow going out). Both marks include a **variable number** on either the right or left side of the arrow to indicate the power class capability (ranging from class 1 to 8).

An overview of the PD, PSE, and power class variations may be found on [pages 19 - 22](#).

You are only permitted to use the graphic files provided by The Ethernet Alliance and may not use any other version of the Certification Marks. Never change the Certification Marks in any way, under any circumstances. This ensures legal protection and helps recognition and awareness of our technology within the market. See the Legal Information at the end of these Certification Mark Usage Guidelines for additional requirements regarding your use of the Certification Marks.

	Gen 1		Gen 2	
	Powered Device (PD)	Power Sourcing Equipment (PSE)	Powered Device (PD)	Power Sourcing Equipment (PSE)
Marks	Space to place class number 	Space to place class number 	Space to place class number 	Space to place class number 
Sample marks				

Certification Mark versions

The PoE certification program offers different versions of the Certification Mark to ensure legibility and optimum reproduction quality in all printing processes and digital needs (see overview on page [page 18](#)).

1. Full-color mark for white backgrounds: This version of the mark shall always be used in digital media (web, PowerPoint, email, software) and printed materials (e.g., packaging, manuals, labels) that allow full color printing. This version of the mark shall also be used any time the mark is displayed on products that allow full color printing and where the mark size exceeds 20mm. The mark selected for use shall be appropriate to the generation and type of the device tested.
2. General mark: This version of the mark may be used to reference the certification program generally, such as for use by a test equipment vendor who is indicating that its test equipment has been approved for use to test devices for conformance with the EA PoE Certification Program Test Plans. All users are required to have an express written license from The Ethernet Alliance to use this version of the mark, even if the mark is being used to refer to the certification program. The mark selected for use shall be appropriate to the generation and type of the device tested.

	Gen 1		Gen 2	
Full color marks	Powered Device (PD) EA Certified TM	Power Sourcing Equipment (PSE) EA Certified TM	Powered Device (PD) EA Certified 2.0 TM	Power Sourcing Equipment (PSE) EA Certified 2.0 TM
General Certification Mark	 EA Certified TM		 EA Certified 2.0 TM	

The Certification Marks

3. Monochrome mark for very light or dark backgrounds:

This version of the mark may be used any time the mark is displayed in printed materials that only allow monochrome printing. This version of the mark may be used any time the mark is displayed on products that only allow monochrome printing or embossing techniques and where the mark size exceeds 20mm. The mark selected for use shall be appropriate to the generation and type of the device tested.

4. Small size version: This version of the mark is reserved for application sizes (i.e., products) ranging from 5mm to 20mm, and permits the optional uses of the “EA Certified” and “TM” symbol. If the “EA Certified” text and “TM” symbol is omitted when the mark is used on product ranging from 5mm to 20mm, the mark must also be presented prominently (full-color or monochrome marks) on product packaging or product documentation associated with that same product. The mark selected for use shall be appropriate to the generation and type of the device tested.

Either the large or small version may be embossed into plastic or metal components as an alternative to color or monochrome versions shown here.

	Gen 1		Gen 2	
Monochrome marks	Powered Device (PD)	Power Sourcing Equipment (PSE)	Powered Device (PD)	Power Sourcing Equipment (PSE)
	 EA Certified TM	 EA Certified TM	 EA Certified 2.0 TM	 EA Certified 2.0 TM
	 EA Certified TM	 EA Certified TM	 EA Certified 2.0 TM	 EA Certified 2.0 TM
	Gens 1 and 2			
Small size version	Powered Device (PD)		Power Sourcing Equipment (PSE)	
				
				

Certification Mark

Always use the RGB version of the artwork for on-screen and digital applications. The CMYK version of the artwork should be used with all color print work (including product applications). The different color versions of the marks are available in different file formats (eps, jpg and png).



Color specifications

Green



Green gradient
Linear

Light green

RGB 161 - 196 - 96
CMYK 41 - 6 - 80 - 0

Dark green

RGB 90 - 120 - 50
CMYK 51 - 16 - 90 - 40



Solid green

Green

RGB 145 - 165 - 85
HTML #91a555
CMYK 53 - 25 - 85 - 5

Red



Red gradient
Linear

Light red

RGB 235 - 32 - 36
CMYK 0 - 100 - 100 - 0

Dark red

RGB 154 - 0 - 0
CMYK 24 - 100 - 100 - 24



Solid Red

Red

RGB 190 - 30 - 30
HTML #be1e1e
CMYK 20 - 100 - 100 - 12

Black



Black
RGB 0 - 0 - 0
CMYK 0 - 0 - 0 - 100

Sizes and clear space

The PoE Certification Marks shall always be shown in a clear and legible form. To help ensure this, please maintain a white clear space around the mark – where no text, images or symbols may appear.

Certification Mark size

The size of the Certification Mark in relation to the area it is applied on may be calculated using the formula on the right. The formula may not work with specific product applications, in which case it is advisable to determine the correct size by using the available space whilst taking the clear space into account.

Be sure to apply a minimum size of 125 pixels for digital applications and 10 mm for printed applications. If the print application area is less than the minimum size, **the monochrome or small version must be used.**

Clear space

The easy-to-follow rule used to achieve the correct clear space around the mark is calculated by **dividing the width of the mark by 4**. When the size of the application area is limited, the clear space may be reduced in order to increase the size of the mark and consequently improving the visibility of the mark.

Always maintain a sufficient level of clear space to avoid the mark being shown immediately next to any other text, images, or symbols.

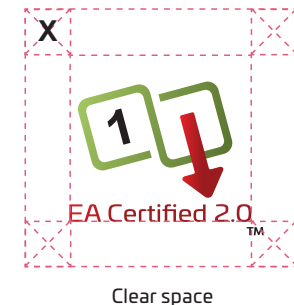
Application size formula

$$\frac{\text{Area width} + \text{Area height}}{25} = X$$



Clear space formula

$$\frac{\text{Mark width}}{4} = X$$



The Certification Marks

Example

$$\frac{\text{Area width} + \text{Area height}}{25} = X$$

$$\frac{210 + 297 \text{ mm}}{25} = 20.28$$
 Round the number : $= 20$




Gen 1		Gen 2	
Powered Device (PD)	Power Sourcing Equipment (PSE)	Powered Device (PD)	Power Sourcing Equipment (PSE)
Full color marks Minimum size width: 10 mm 125 pixels			
General mark Minimum size width: 10 mm 125 pixels			
Monochrome marks Minimum size width: 7.5 mm 100 pixels			
Gens 1 and 2			
Small size version Minimum size width: 5 mm 50 pixels		Powered Device (PD) 	
		Power Sourcing Equipment (PSE) 	

Never...

Consistency is crucial if our certification identity is to be effective. You shall ensure the Certification Marks are never altered or tampered with. Below are some examples of the ways that the mark could be compromised, so one may understand how to avoid them. All examples naturally apply to all PD/PSE mark variations.

This is a non-exhaustive list of incorrect uses of the marks. Remember to never alter the marks in any way.

For all non small size graphics, the appropriate gen logo must be used.



Certification Mark usage

Application types

Printed materials

The PoE Certification Marks may be used on a range of printed materials. The full-color (CMYK) marks may be used on high-quality, full-color materials such as for instance brochures, white papers or product labels. The monochrome version of the marks shall be used in situations where the color use is limited to a single color, such as in for instance packaging or product literature or user manuals.

Product

The monochrome version of the marks shall be used to either print, stamp or emboss the PoE Certification Mark onto the surface of the product. Ensure the printing capabilities (limitations) are taken into account when determining the minimal size of the marks.

Digital media

The RGB version of the marks shall be used in digital applications such as PowerPoint documents, emails, websites or social media.

Marketing & advertising

If you are planning to develop specific marketing or advertising materials which have different requirements to the applications specified above, then please [contact us](#) for more information.

Examples



Packaging sample



Manual sample



Product sample



Digital sample

Application overview PD - Gen 1

The table below offers a concise overview of the complete set of PoE Certification Marks and includes all PD and power class variations.

Application type Powered Device or Power Sourcing Equipment

Powered Device (PD)

Power class Power level indicator	Class 1	Class 2	Class 3	Class 4
Full color marks To be used on digital media (web, PowerPoint, email), printed materials (e.g. packaging, manuals, labels) and products that allow full color printing and exceed the minimum mark size specifications (see page 15 for size specifications)				
Monochrome marks To be used on both printed materials (e.g. packaging, manuals, labels) and products that only allow monochrome printing and exceed the minimum mark size specifications (see page 15 for size specifications)				
Small size version To be used on both printed materials and product areas ranging from 5mm to 20mm				

Application overview PD - Gen 2

The table below offers a concise overview of the complete set of PoE Certification Marks and includes all PD and power class variations.

Application type
Powered Device or Power Sourcing Equipment

Powered Device (PD)

Power class Power level indicator	Class 1	Class 2	Class 3	Class 4	Class 5	Class 6	Class 7	Class 8
Full color marks To be used on digital media (web, PowerPoint, email), printed materials (e.g. packaging, manuals, labels) and products that allow full color printing and exceed the minimum mark size specifications (see page 15 for size specifications)								
Monochrome marks To be used on both printed materials (e.g. packaging, manuals, labels) and products that only allow monochrome printing and exceed the minimum mark size specifications (see page 15 for size specifications)								
Small size version To be used on both printed materials and product areas ranging from 5mm to 20mm								

Application overview PSE - Gen 1

The table below offers a concise overview of the complete set of PoE Certification Marks and includes all PSE and power class variations.

Application type
Powered Device or Power Sourcing Equipment

Power Sourcing Equipment (PSE)

Power class Power level indicator	Class 1	Class 2	Class 3	Class 4
Full color marks To be used on digital media (web, PowerPoint, email), printed materials (e.g. packaging, manuals, labels) and products that allow full color printing and exceed the minimum mark size specifications (see page 15 for size specifications)				
Monochrome marks To be used on both printed materials (e.g. packaging, manuals, labels) and products that only allow monochrome printing and exceed the minimum mark size specifications (see page 15 for size specifications)				
Small size version To be used on both printed materials and product areas ranging from 5mm to 20mm				

Application overview PSE - Gen 2

The table below offers a concise overview of the complete set of PoE Certification Marks and includes all PSE and power class variations.

Application type
Powered Device or Power Sourcing Equipment

Power Sourcing Equipment (PSE)

Power class Power level indicator	Class 1	Class 2	Class 3	Class 4	Class 5	Class 6	Class 7	Class 8
Full color marks To be used on digital media (web, PowerPoint, email), printed materials (e.g. packaging, manuals, labels) and products that allow full color printing and exceed the minimum mark size specifications (see page 15 for size specifications)								
Monochrome marks To be used on both printed materials (e.g. packaging, manuals, labels) and products that only allow monochrome printing and exceed the minimum mark size specifications (see page 15 for size specifications)								
Small size version To be used on both printed materials and product areas ranging from 5mm to 20mm								

Appendix

Legal information

Prerequisites and Requirements for Use

- Company must have executed, and be in compliance with terms as stated in Ethernet Alliance PoE Certification Mark License Agreement or other applicable written agreement.
- The product using the Certification Mark must have successfully completed testing, as defined by the Ethernet Alliance Power over Ethernet Certification Program.
- Subject to restrictions set forth elsewhere in these Certification Mark Usage Guidelines or in the Certification Mark License Agreement or other applicable written agreement:
 - Certification Marks shall be placed on the certified product, its product packaging, and/or in the user manuals with which it is sold.
 - Certification Marks may be used in electronic/ print advertisement and other promotional material as long as the Certification Mark appears on or adjacent to the certified product in the advertisement/promotional material.
 - If multiple products that have been certified are in advertisement or promotional materials, the appropriate Certification Mark(s) may be placed anywhere in close proximity to the products.
 - If multiple products are in advertisement or promotional materials and not all of the products have been certified, the appropriate Certification Mark(s) shall be placed directly adjacent to the product(s) that have been certified.
 - The Certification Marks may not be displayed in a manner that creates an association with any non-certified products.
- All post-certification requirements must be complied with so product certification remains in force.

- Certification Marks shall always be used correctly, as defined in the Certification Mark Usage Guidelines. Licensees shall use the Certification Marks as they appear in the graphic files to which licensees are given access; licensees may not modify the Certification Marks.
- Notwithstanding anything to the contrary in these Certification Mark Usage Guidelines, if you are a test equipment vendor and you intend to use the applicable mark to indicate your equipment has been approved to perform device testing, one shall use the mark strictly in accordance with the terms of your license grant. For example, you may not use the mark on your test equipment itself or on its packaging. In the event of any conflict between these Certification Mark Usage Guidelines and your written license grant from The Ethernet Alliance, your written license grant shall control.

Authorized Users

Certification Marks may only be used by Ethernet Alliance licensees, in accordance with the terms of the Certification Mark License Agreement or other applicable written agreement. Further, if permitted in the Certification Mark License Agreement, a licensee's affiliates may use the Certification Marks. Finally, as stated in the Certification Mark License Agreement, the Certification Marks may be used by a licensee's manufacturers, assemblers, and distributors in connection with manufacturing and distributing products on the licensee's behalf.

- If affiliates of a licensee are permitted, pursuant to the Certification Mark License Agreement, to use the Certification Marks, such affiliates must comply with the requirements in these Certification Mark Usage Guidelines, as well as those stated in the Certification Mark License Agreement.

Prohibited Uses

- Certification Marks shall only be used on and in connection with products that have successfully been certified by The Ethernet Alliance; provided, however, there are limited circumstances in which you may have been permitted in a written agreement with The Ethernet Alliance to use the General Certification Mark to reference the certification program.
- Certification marks may not be used to imply an Ethernet Alliance endorsement of a company or its products.
- Certification marks may never be used in any fashion that would disparage the Ethernet Alliance.
- Certification Marks may not be translated into other languages.
- The Certification Marks may not be used with a company logo to imply it is affiliated with the Ethernet Alliance.
- The Certification Marks may not be used in any company name, product name (even for a certified product), service name, domain name, website name, or the like.
- The appearance of the Certification Marks may never be altered, separated, or distorted.
- The Certification Marks shall stand alone, as defined in this guideline. It may not be combined or used with any other language.
- The Certification Marks shall comply with this style guide.

Trademark Notice Symbol

- The Certification Marks shall display the Trademark Notice symbol. This symbol must not be removed unless a user is specifically using the small version mark as permitted in the these Certification Mark Usage Guidelines.

Ownership Attribution

The Ethernet Alliance strongly encourages its licensees to correctly attribute The Ethernet Alliance ownership of its certification marks by using a mark ownership legend. Further, for any material in which the licensee uses a legend to identify either the licensee or any third party as the owner of any other marks showing in such material, the licensee is then required to also include an ownership legend attributing ownership of the certification marks to The Ethernet Alliance.

The preferred form of legend is:

EA CERTIFIED & PD Mark™ and EA CERTIFIED & PSE Mark™ and EA CERTIFIED™ are certification marks of The Ethernet Alliance in the United States and other countries. Used here under license. Unauthorized use strictly prohibited.

The legend should appear in a location typically used for copyright and other legal notices.

Contact details

The Ethernet Alliance is a global, non-profit industry consortium comprised of member organizations committed to the success and expansion of Ethernet technology. For specific questions about the Ethernet Alliance, please visit our website:

www.ethernetalliance.org

If you are looking for information about the PoE Certification program that you didn't find in these Certification Mark Usage Guidelines, please contact:

poe_certification@ethernetalliance.org

These Certification Mark Usage Guidelines discuss the most common questions and provide guidance for use of the certification marks. It is important to note, however, that rules and requirements vary from case to case. Merely because a particular usage is not discussed or expressly prohibited in these Certification Mark Usage Guidelines does not mean that it is approved. Please direct any questions of use not covered here to admin@ethernetalliance.org

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