

**Source: Kevin Flynn, 3GPP Marketing and Communications Officer**  
**Title: 6G logo**

**Agenda item: 7.2**

**Document for:**

Decision	<b>x</b>
Discussion	
Information	

**Background (5G process)**

In November 2016 the PCG approved the design of the 3GPP 5G logo, allowing Marcom to then plan for a logo ‘launch’ announcement on Feb. 5, 2017 with the following steps taken:

- Copyright release obtained from logo design company - MXMG.
- ETSI completed Logo brand trademarking in the EU.
- Logos added to the FTP area for use.
- Logo usage text and authorisation text on website (Legal pages).
- 3GPP News release February 5, 2017: [A new logo for 5G Specifications](#)

**6G logo Design Process & Timeline**

A similar process is set in place for the new 6G logo. Once the logo choice is agreed, the above steps (copyright, trademark, logo finishing, user guide, News article on 3GPP.org) will follow for the new design.

The cost of the design of the 6G logo is covered by the 2024 Marketing and Communications budget.

To allow for the efficient distribution of the designs and feedback, the Organizational Partners were contacted via the 3GPP\_OP\_Marcom mailing list during the process below.

The following timeline has been followed:

December 8, 2023	January 14, 2024	February 1, 2024	February / March, 2024	April 24, 2024	May 1	TBC
Brief sent to MXMG.	Purchase order issued.	Selection of sketches & design ideas from Agency	OP stakeholders (3GPP_OP_Marcom) discussion and short list reduction.	Presentation of design for agreement at PCG#52	MXMG finish logo production and usage guide.	Launch logo
Marcom	Marcom	MXMG / Marcom	3GPP Marcom & OP Marcom	Marcom	MXMG / Marcom	Project-wide

- A purchase order was raised in January 2024, to allow the design agency (MXMG) to prepare early sketches & design ideas for the new logo.
- The 3GPP Marcom email list received draft proposals on Feb. 2, 2024.
- After comments and guidance received, new versions were sent to the OP Marcom list with one 'new look' version and another 'more familiar' on March 11, 2024. OP Marcom were asked to send guidance and their preference by March 20, 2024.
- The outcome was a majority in favour of option #2 (below).

**Decision**

The PCG is requested to approve the logo design below. This logo will then be released to the MCC for use on the cover sheets of Technical Reports and Technical Specifications for 6G and on websites and marketing deliverables.

At the same time, the logo will be made available to partners.



Once approved, High resolution versions of the logo will be saved to <https://www.3gpp.org/ftp/Inbox/Marcoms/Logos> for immediate use.

The first Marcom use of the logo publicly will be around the 3GPP SA1 - Stage 1 Workshop on IMT2030 Use Cases, May 8-10, 2024, Rotterdam.

**Logo usage guide and authorizations**

The process for logo authorizations is online at <https://www.3gpp.org/about-us/legal-matters/logo-usage>. This page will be updated with details on 6G.

A guide similar to the [5G guidance](#) will be ready a short time after PCG approval of the new logo.

When external (to 3GPP) requests to use the logo are received. The Marcom Officer will keep a record of the emails exchanged and send the standard authorization text (See Annex A).



## **Annex A    Logo use authorization process**

When requests are received, the following standard text will be sent:

Dear <Name>,

The European Telecommunication Standards Institute (" ETSI"), being the joint copyright holder of the 3GPP 6G logo grants <COMPANY NAME> authorization to use the 3GPP 6G logo according to your request of <DATE>, 2024 for <USAGE DESC.> (as requested below) on the following terms and conditions:

- The 3GPP 6G logo shall only be used in an appropriate manner on or in relation to 3GPP specification-compliant equipment and/or services.
- The 3GPP 6G logo shall not be used for certification purposes.
- The 3GPP 6G logo shall only be used in the form provided at <http://www.3gpp.org/ftp/Inbox/Marcoms/Logos>
- The 3GPP 6G logo shall only be used as described in the logo guideline <LINK>
- When used on a web site, any hyperlink associated with the 3GPP 6G logo shall only point to the 3GPP web site: <http://www.3GPP.org/>

By abiding by these terms and conditions on the use of the 3GPP 6G logo, the authorized user may invoke an implicit royalty free trademark license on this logo.

Breach of the here above conditions gives the right to ETSI to terminate immediately the authorization, without liability and without indemnity.

<Sign off>