Guidance for use of the LTE logo

For the on-line LTE logo use guide visit http://www.3gpp.org/LTE-Logo-use

The European Telecommunications Standards Institute (ETSI) has registered "LTE" as a trademark for the benefit of the 3GPP Partners and is the copyright holder of the LTE, LTE-Advanced and LTE-Advanced Pro logos.

This arrangement is entirely voluntary and is one of self-declaration by the manufacturer, supplier, etc. Any use of the LTE name or LTE, LTE-Advanced or LTE-Advanced Pro logo is subject to the approval of ETSI and may be monitored by ETSI or on its behalf. Any misuse of the name or logo detected by a member of the 3GPP community should be brought to the attention of the trademark holder.

The permission to use the LTE name or LTE, LTE-Advanced or LTE-Advanced Pro logo does not involve or imply any certification by ETSI (a partner in 3GPP) or the 3GPP community that the products or services of manufacturers or service providers actually comply with the 3GPP specifications. It is intended simply and only to provide a basis of reference for users, network operators and other manufacturers and service providers.

Companies wishing to use the LTE name and/or LTE, LTE-Advanced or LTE-Advanced Pro logo are requested to send the information below to kevin.flynn@3gpp.org:

  Company Name and address & website url
  Your details : First name, Family name & position within the company
  Reasons for requesting the use of the LTE name and/or LTE, LTE-Advanced and/or LTE Advanced Pro logo
  The nature of the intended use of the LTE name and/or the LTE, LTE-Advanced and/or LTE Advanced Pro logo
  Countries you would expect to use the LTE name and/or the LTE, LTE-Advanced and/or LTE Advanced Pro logo
  3GPP Organizational Partner your company is a member of, if appropriate.

After submitting the request, the applicant will either receive an acknowledgement and the terms of use that need to be complied with or a rejection. Further, with regards to the LTE, LTE-Advanced and LTE Advanced Pro logo the applicant will receive a copy of the LTE, LTE-Advanced and/or LTE Advanced Pro logo for use.
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Approved LTE Logo

An exclusion zone (the minimum unobstructed area around the logo) has been developed to make sure that it remains sufficiently prominent. Do not allow type, rules or any other graphic device into this area.

Example shows minimum area as shown by thick keyline.

LTE Logo with reflection. The same exclusion zone applies as illustrated below.
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Acceptable use of the approved LTE logo

- Coloured logo on white background
- Coloured logo on black background
- Black logo on white background
- White logo on black background
- Do not place the logo on a textured or screen background

Accepted use of logo on a textured or screen background
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LTE Advanced Logo

LTE Advanced Logo exclusion
Zone
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