

Zigbee Brand Guidelines

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1 Zigbee

- 1.1 Introduction
- 1.2 Design guidance
- 1.3 Logo
- 1.4 Writing Zigbee
- 1.5 Messaging

This section outlines how to use the master brand elements for Zigbee communications.

1.1 Zigbee

Introduction

Zigbee is the only open and complete IoT solution, from our mesh network to the universal language that allows any smart objects to work together. Certified by the Connectivity Standards Alliance.




1.2 Zigbee

Design guidance

Here are a few pointers to consider as you use the master visual system with the Zigbee brand.

Master visual system

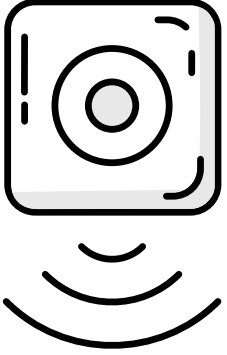


Color

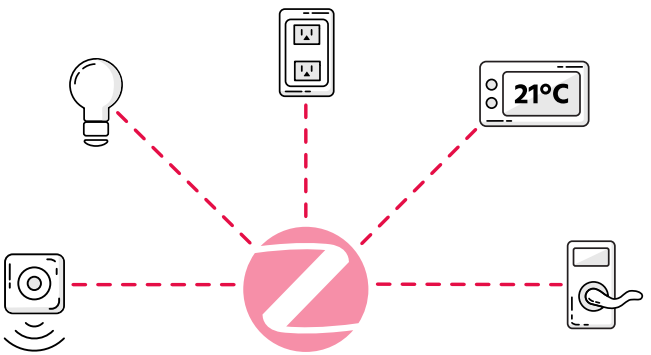
Montserrat bold

Hind Madurai light

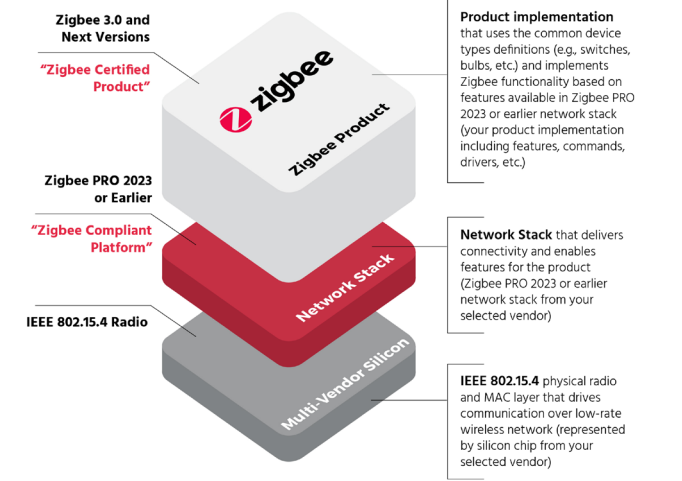
Hind Madurai bold



Iconography




Illustrations



Infographics

Zigbee unique components



Logo




1.3 Zigbee Logo

- 1.3 Logo
 - Z-mark
 - Certification and compliance
 - Exclusion zone
 - Minimum sizes
 - Don'ts

Our logo for Zigbee contains a wordmark that has been crafted by customizing the letters of our master typeface to feel simple, modern, welcoming, and truly unique. It also has a z-mark that is flat in color and form.

Uses
Our primary use logo is two color. Two secondary use versions have been created to ensure that there's a suitable option for any application.

If your design requires the use of the single color white version we do not have a red z-mark because we cannot be sure it will tonally stand out on the background.

Horizontal (a)	Vertical (b)
<p>Single color — white</p> 	<p>Single color — black</p>  



1.3 Zigbee

Logo — z-mark

Our z-mark is a shortcut to our logo and should only be used in extreme circumstances.

Uses

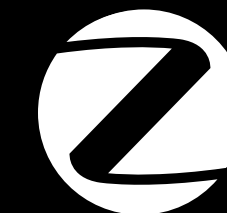
Only use the z-mark when applications definitely do not have space for the full logo (which includes the wordmark). Examples of this include app icons or a websites favicon.

It has not been supplied as an individual asset because it should not be used in isolation.

Single color — red



Single color — white



Single color — black



1.3 Zigbee

Logo — certification and compliance

The Zigbee wordmark can be used to indicate that a product utilizes Zigbee technology.

Zigbee certified product logo use

If your company produces a Zigbee Certified end product using an application standard, you are required to use the Zigbee logo on the product itself or packaging. It is recommended that the logo be used on both and in any documentation of the product.

Zigbee compliant platform logo use

The Compliant Platform program is intended to signify that a component or development platform is suitable for use in end products that will undergo Certification when complete. If your company produces a Zigbee Compliant Platform, you are permitted to use the Zigbee logo or state that your product is a “Zigbee Compliant Platform” on the packaging or collateral for any component or development tool that has achieved this certification. For clarity, the Compliant Platform mark is not to be used on any finished, end-user (e.g. consumer or commercial) product, as an indicator of interoperability.

All other products

If your company produces a product that does not complete Zigbee Certified Product or Compliant Platform, it may not use any Zigbee logo on the product, packaging or other collateral. You may not in any way imply certification.

Horizontal (a)



Vertical (b)



1.3 Zigbee

Logo — exclusion zone

Exclusion

All the logos have exclusion zones around them to help them stand out. The exclusion zone is equal to the height of the letter Z.

Other elements cannot be displayed within this logo exclusion zone.



Portrait



1.3 Zigbee

Logo — minimum sizes

To maintain visibility and integrity, observe these minimum size requirements for the Zigbee Logo, categorized by usage and orientation:

Category	Orientation	Size (In)	Size (Px)
Minimum Zigbee logo size	Landscape	0.97 inch	70 pixels
	Portrait	0.64 inch	50 pixels
Minimum Zigbee certified and compliant product size	Landscape	1.53 inch	110 pixels
	Portrait	0.55 inch	80 pixels



Portrait



Min width 0.64 inch / 50px

Minimum size based on width

1.3 Zigbee

Logo — don'ts



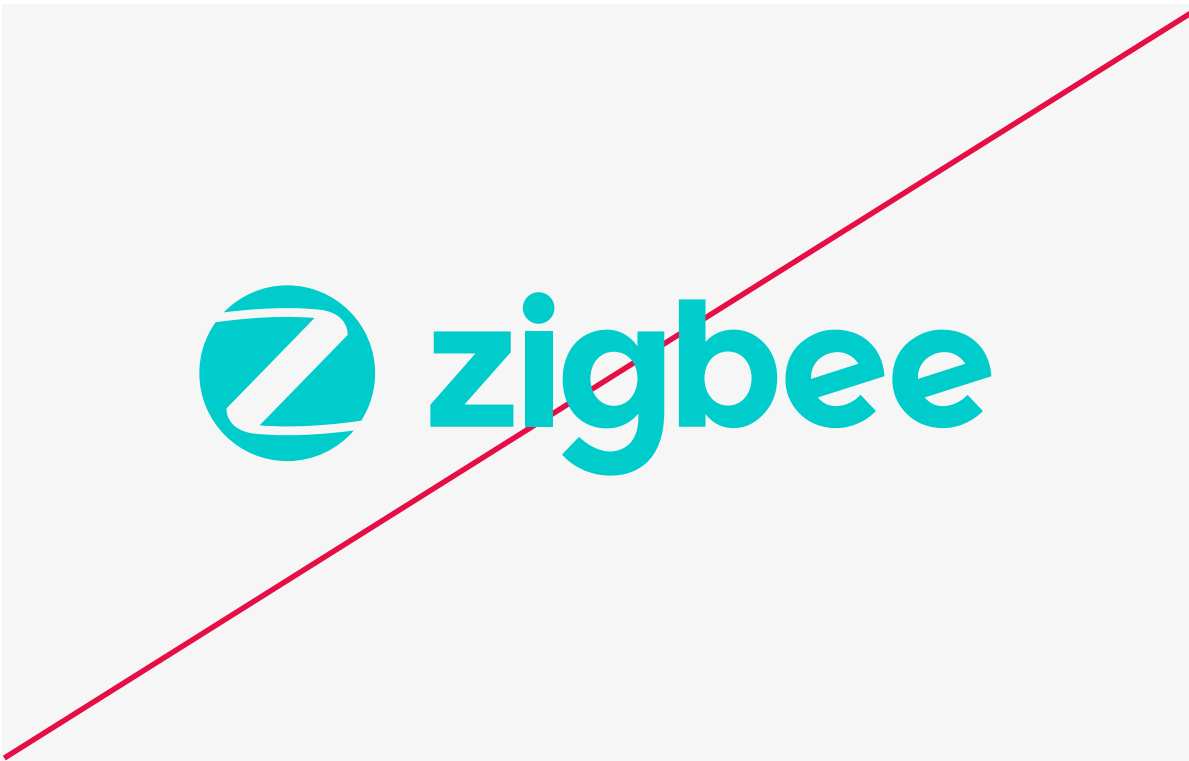
Don't type it out in Montserrat.



Don't distort, stretch, rotate or crop the logo and z-mark



Don't create your own sub-brands or logo lock-ups.



Don't change the color of the assets supplied.

1.4 Zigbee

Writing Zigbee

We write Zigbee with a capital Z.

The only time Zigbee appears with a lowercase Z is in the Zigbee logo.

No intercap

We never write Zigbee with a capital B in it.

In headlines

When Zigbee is in a headline, we capitalize it as a proper noun.

In body copy

Zigbee is capitalized regardless of where it falls in a sentence. Treat this as a proper noun.

1.5 Zigbee Messaging

- 1.5 Messaging
 - Main message
 - Zigbee Direct
 - Reasons to believe
 - PR boiler plate (standard)

Our Zigbee messaging outlines our story and the main ideas we should always communicate to our audience. These words are a creative springboard for crafting marketing messages, not a script. The only verbatim message provided here is the PR boilerplate, which we encourage you to use as-is.

1.5 Zigbee

Messaging — main message

Our main message clearly and succinctly explains who we are and what we do. It is the starting point of any conversation or communication about the Zigbee.

One technology, a world of choice.

Zigbee is the only complete, open IoT solution, from network to application layer. Zigbee delivers full-stack interoperability certified by the Connectivity Standards Alliance, and backed by a global ecosystem of platforms, products, and support.

1.5 Zigbee

Messaging — Zigbee Direct

Zigbee Direct is an optional feature that allows control and setup using Bluetooth LE devices.

Note:
For detailed guidance on messaging and branding for this feature, refer to the Zigbee Direct Branding Recommendations document: <https://csa-iot.org/wp-content/uploads/2022/11/Zigbee-Direct-Branding-Recommendations.docx.pdf>

Zigbee Direct branding relies on consistency: Use the existing Zigbee brand.

Component	Certification	Branding Required
Device (ZDD/ZVD)	Zigbee/Component Certified + Bluetooth 4.0+ Qualified	Zigbee Logo + Bluetooth Logo

Key Messaging

You must use support text: “Supports Zigbee Direct”

User Communication

Always communicate the need for both sides of the feature:

- A ZDD needs a Zigbee Virtual Device (ZVD).
- A ZVD needs a Zigbee Direct Device (ZDD).

1.6 Zigbee

Messaging — reasons to believe

Choose from major products and brands

Retail / channel

- Multiple, interoperable vendors in every device category means you and your customers can choose the products that work best for them.
- Zigbee Certified interoperability delivers choice and reliability without integration costs.

Choose from a diverse supply chain

Product developers

- Zigbee is supported by a global ecosystem of vendors from silicon to services to products.
- It's the only full-stack solution with the go-to-market flexibility, and investment security of a diverse supply chain.

Choose a technology that works today and keeps up tomorrow

Product developers

- Zigbee is a mature technology, with wide deployment and industry support.
- The Connectivity Standards Alliance is bringing its application layer to other transports, so your investment today will be multiplied by new markets tomorrow.

Choose products that work for you

Consumers

- Zigbee is an open standard, with products that work with multiple systems today and tomorrow.
- Choose products that won't lock you into one ecosystem.

1.7 Zigbee

Messaging — PR boilerplate

Our PR boilerplate is the summary copy that sits at the end of every press release. It's meant to support our announcements and newsworthy events by clearly and succinctly encapsulating what the Connectivity Standards Alliance is and does.

There is only one version of our boilerplate because the aim is to create consistency — hence the word “boilerplate”. You should rely on whatever content that sits above the boilerplate to provide the correct audience orientation and context.

Zigbee is the only complete, open IoT solution, from mesh network to the universal language that allows smart objects to work together. Zigbee delivers full-stack interoperability certified by the Connectivity Standards Alliance, and backed by a global ecosystem of platforms, products, and support.

2

Smart Energy

by the Connectivity Standards Alliance

- 2.1 Introduction
- 2.2 Logo
- 2.3 Writing Smart Energy
- 2.4 Design guidance

This section introduces the brand and logo for Smart Energy by the Connectivity Standards Alliance.

2.1 Smart Energy

Introduction

Smart Energy is the world's leading standard for interoperable products that monitor, control, inform, and automate the delivery and use of energy, water, and gas.



2.2 Smart Energy

Logo — exclusion zone and sizes

Our logo is made from the same typeface as the rest of the Connectivity Standards Alliance family.

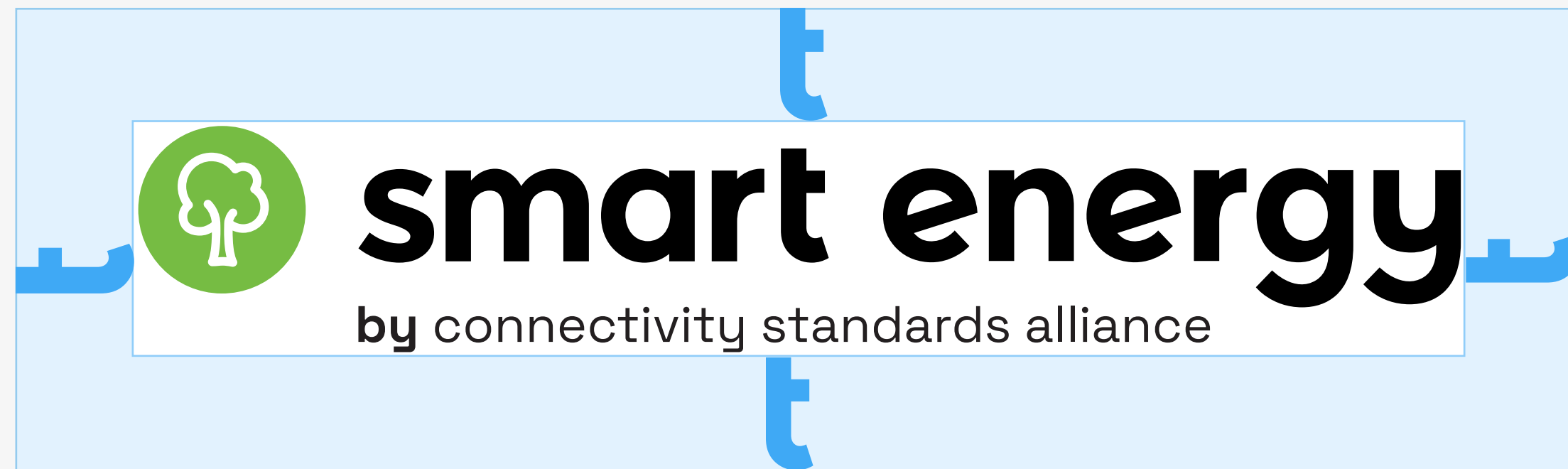
Exclusion

The logo has an exclusion zone around it to help it stand out. The exclusion zone is equal to the height of the lowercase t.

Other elements cannot be displayed within this logo exclusion zone.

Minimum logo size

= 1.8 inch
= 175 pixels



Min width 1.8 inch / 175px

**Minimum size
based on width**

2.3 Smart Energy

Writing Smart Energy

The first instance of this mark in any piece of writing must be: Smart Energy by the Connectivity Standards Alliance.

Once the full name is stated, Smart Energy may be used to refer to the technology in shorthand.

In headlines

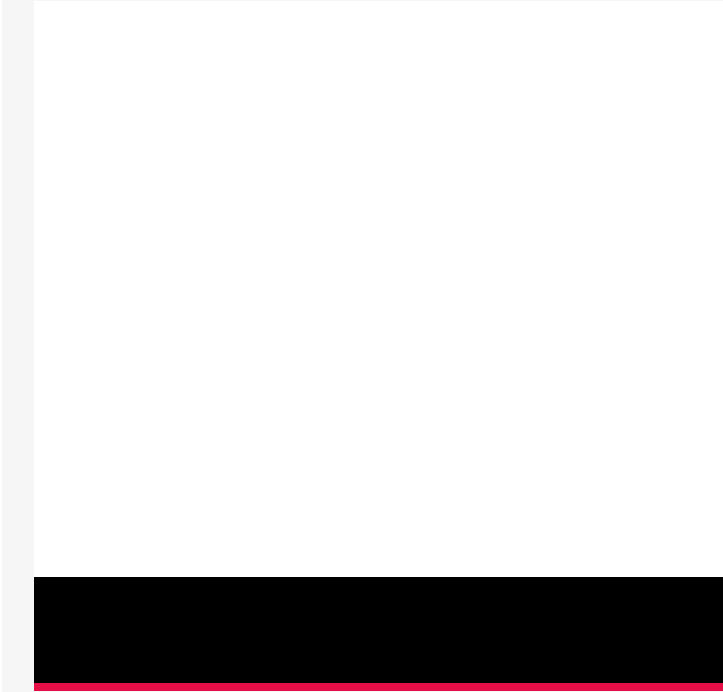
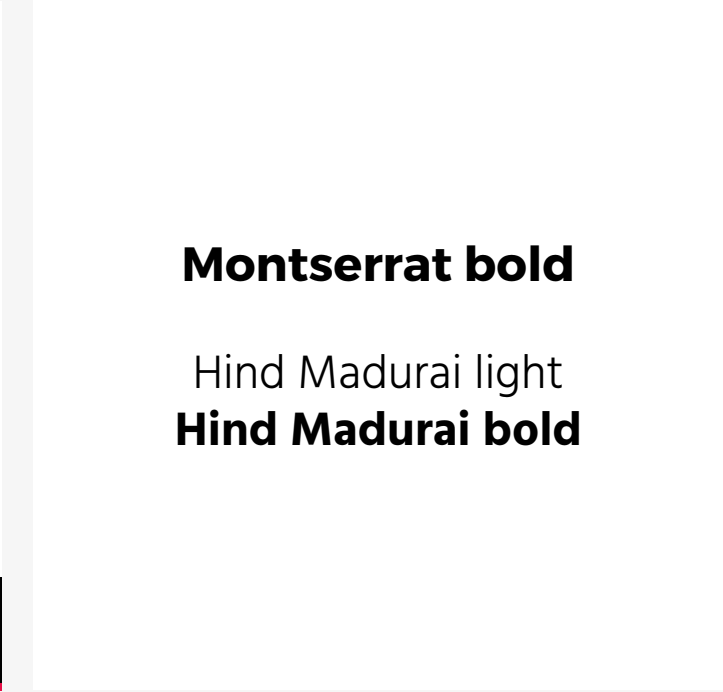
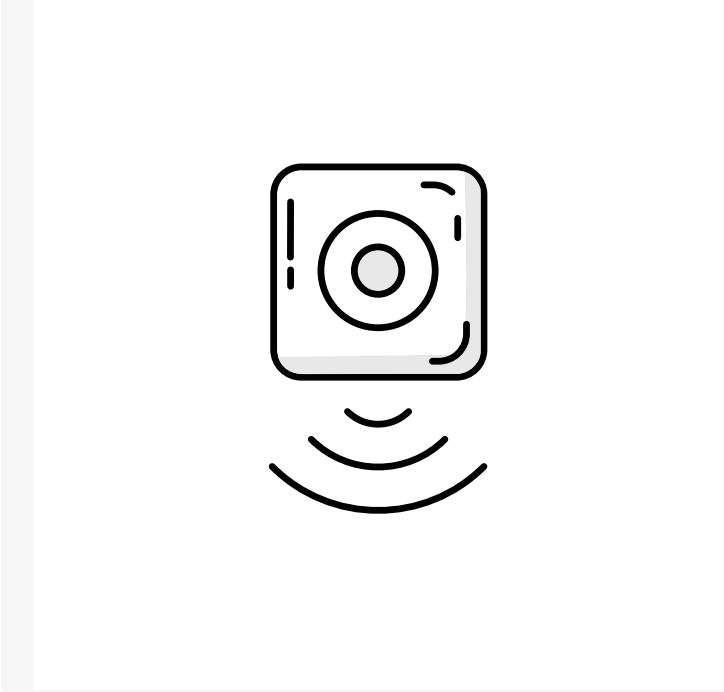
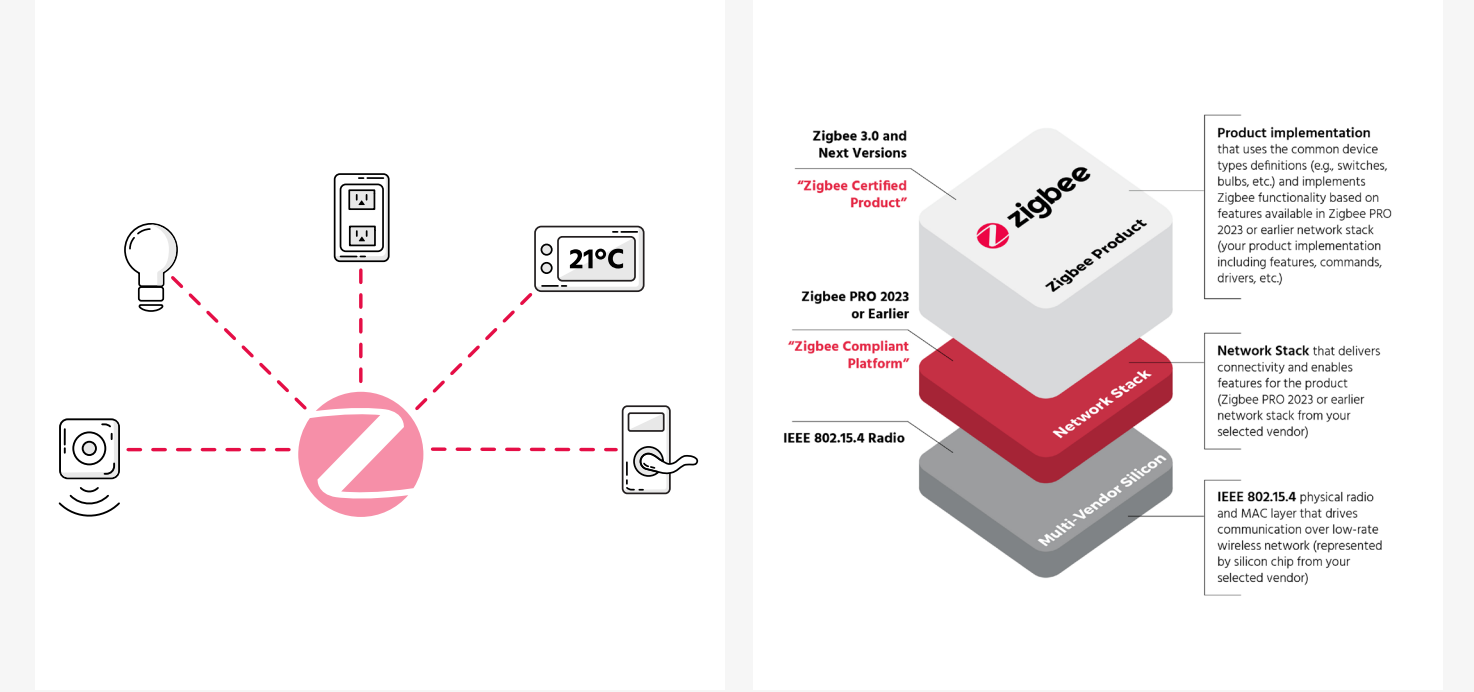


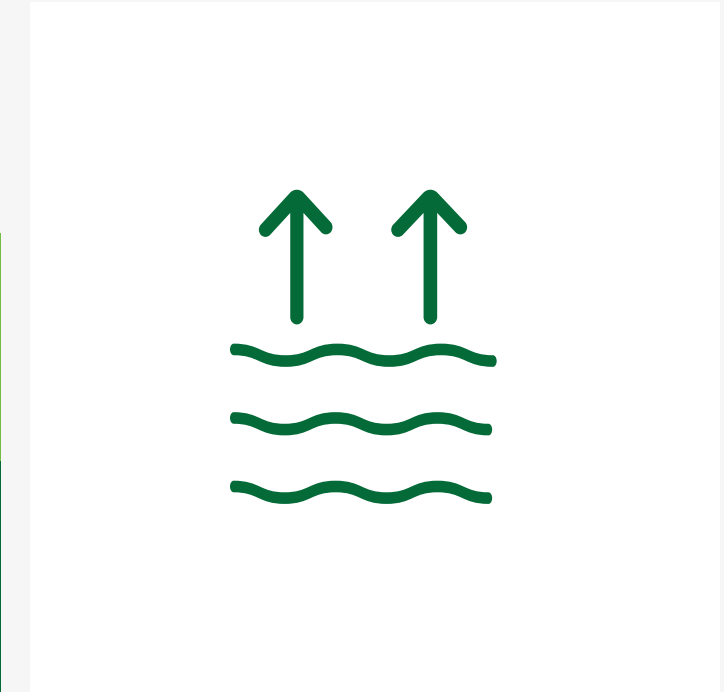
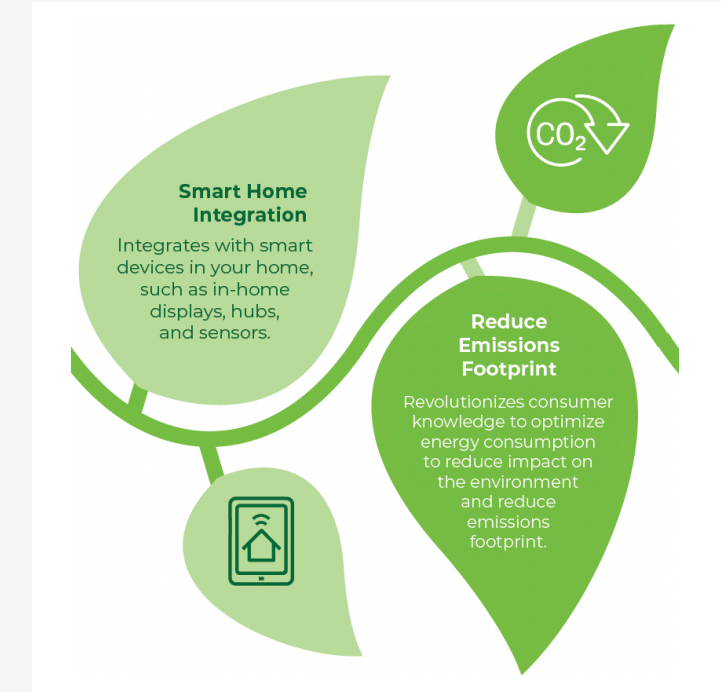
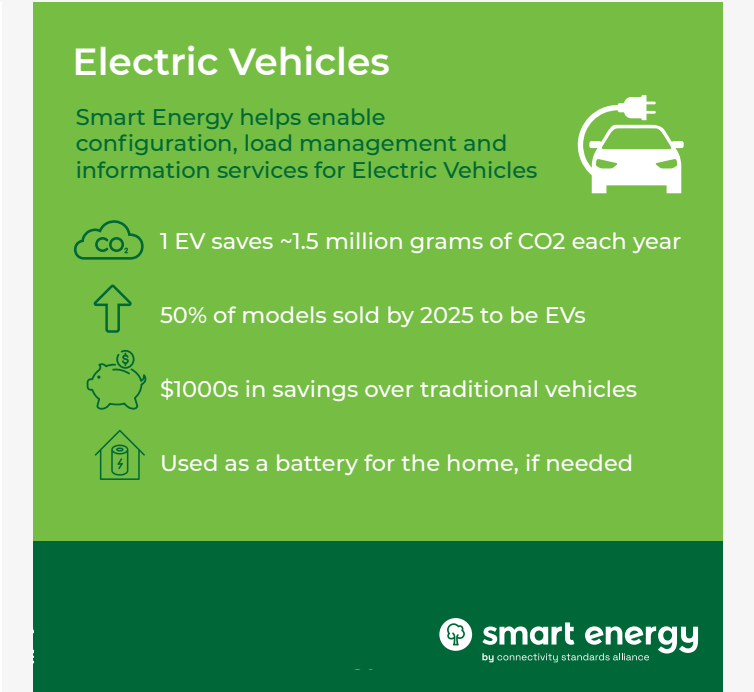
In a headline, we write out Smart Energy by the Connectivity Standards Alliance with a capital S and E.

In body copy

Once Smart Energy by the Connectivity Standards Alliance has been used once in the body of a text, it can be written in shorthand as Smart Energy.

2.4 Smart Energy Design guidance

Here are the components we use from our master brand visual system.

Master visual system				
	<p>Montserrat bold</p> <p>Hind Madurai light</p> <p>Hind Madurai bold</p>			
Colors	Typography	Iconography	Illustrations	Infographics
Smart Energy unique components				
				
Logo	Colors	Iconography	Illustrations	Infographics



3

Green Power

by the Connectivity Standards Alliance

- 3.1 Introduction
- 3.2 Logo
- 3.3 Writing Green Power
- 3.4 Design guidance

This section introduces the brand and logo for Green Power by the Connectivity Standards Alliance.

3.1 Green Power

Introduction

Green Power is a feature of Zigbee that allows for energy-harvesting technology to be used directly with the Zigbee stack. Green Power is the global wireless standard for large installations where changing batteries and accessing devices becomes costly.



3.2 Green Power

Logo — exclusion zone and sizes

Our logo is made from the same typeface as the rest of the Connectivity Standards Alliance family.

Exclusion

The logo has an exclusion zone around it to help it stand out. The exclusion zone is equal to the height of the lowercase p.

Other elements cannot be displayed within this logo exclusion zone.

Minimum logo size

= 1.8 inch
= 175 pixels



 **green power**
by connectivity standards alliance

Min width 1.8 inch / 175px

**Minimum size
based on width**

3.3 Green Power

Writing Green Power

The first instance of this mark in any piece of writing must be: Green Power by the Connectivity Standards Alliance.

Once the full name is stated, Green Power may be used to refer to the technology in shorthand.

In headlines

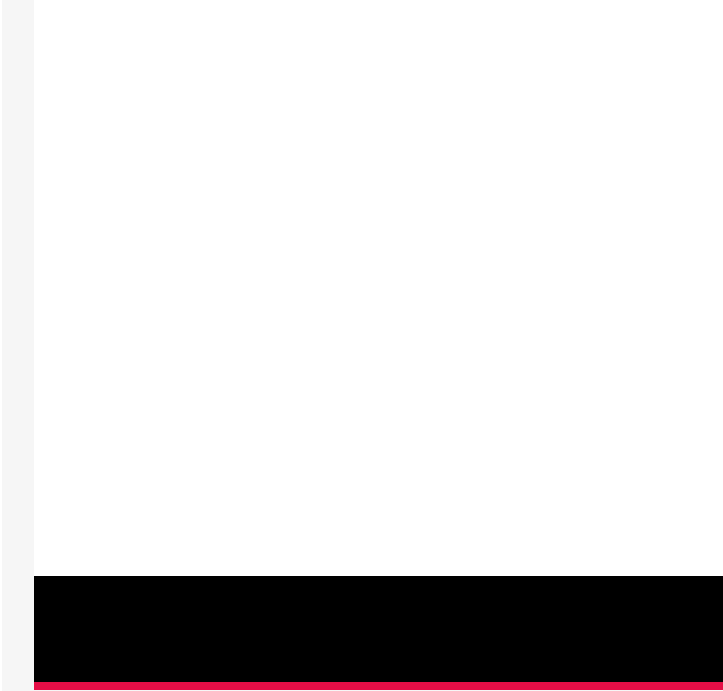
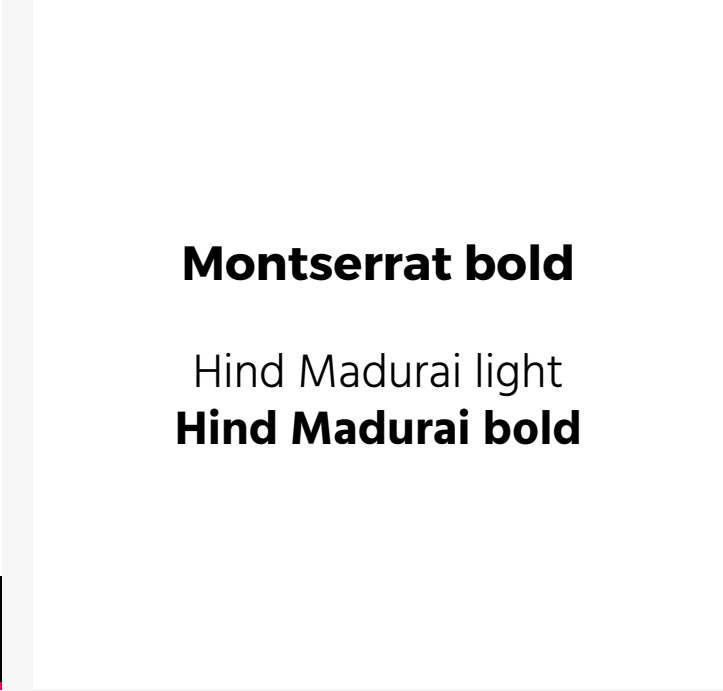
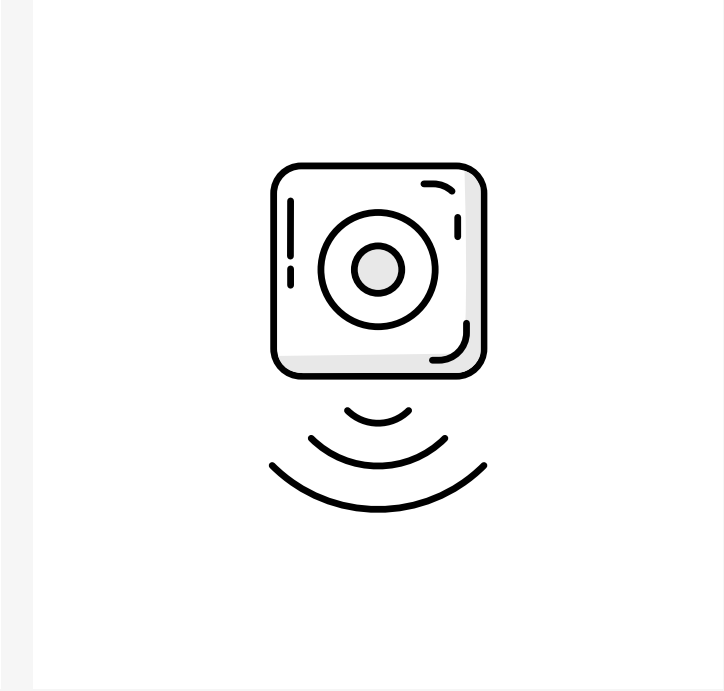
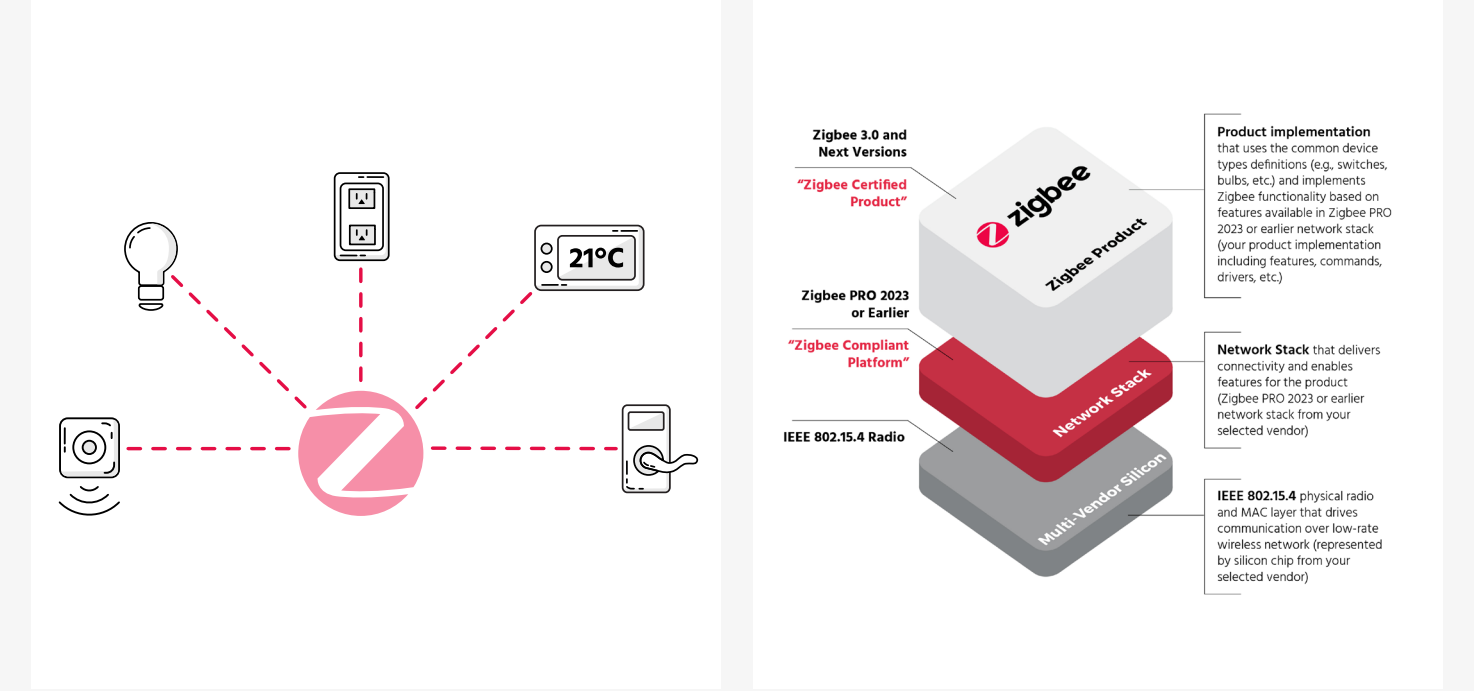


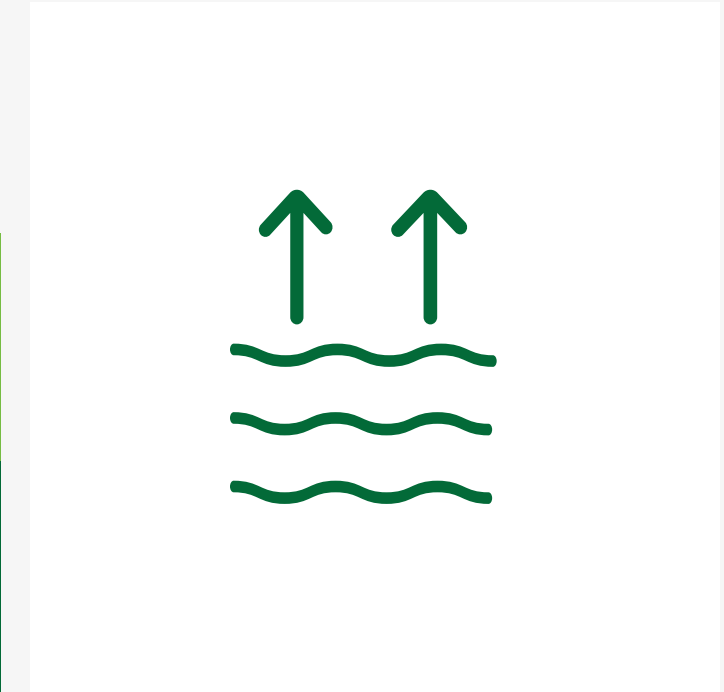

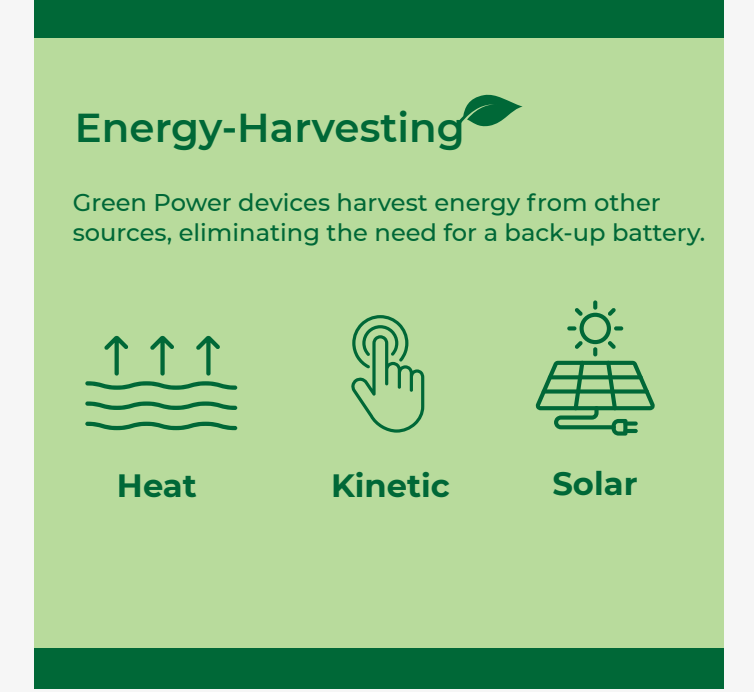
In a headline, we write out Green Power by the Connectivity Standards Alliance with a capital G and P.

In body copy

Once Green Power by the Connectivity Standards Alliance has been used once in the body of a text, it can be written in shorthand as Green Power.

3.4 Green Power Design guidance

Here are the components we use from our master brand visual system.

Master visual system				
	<p>Montserrat bold</p> <p>Hind Madurai light Hind Madurai bold</p>			
Colors	Typography	Iconography	Illustrations	Infographics
Green Power unique components				
				
Logo	Colors	Iconography	Illustrations	Infographics

4 rf4ce

- 4.1 Introduction
- 4.2 Logo
- 4.3 Writing rf4ce
- 4.4 Design guidance

This section introduces the brand and logo for rf4ce.

4.1 rf4ce

Introduction

rf4ce is a point-to-point network protocol that gives consumers a more responsive and flexible remote control experience, securely connecting them with everything from a TV to an entire smart home. Certified by the Connectivity Standards Alliance.



rf4ce

4.2 rf4ce

Logo — exclusion zone and sizes

Our logo is made from the same typeface as the rest of the Connectivity Standards Alliance family.

We use lowercase to follow style set by our other brands.

Exclusion
The logo has an exclusion zone around it to help it stand out. The exclusion zone is equal to the width of the 4.

Other elements cannot be displayed within this logo exclusion zone.

Minimum logo sizes
= 0.26 inch
= 36 pixels



rf4ce

Min width 0.26inch /36px

Minimum size based on width

4.3 rf4ce

Writing rf4ce

Rf4ce is the only Alliance technology written with all lowercase letters.

Unless rf4ce begins a sentence, all letters must be written in lowercase.

In headlines

When rf4ce is in a headline, we write it in all lowercase.

In body copy

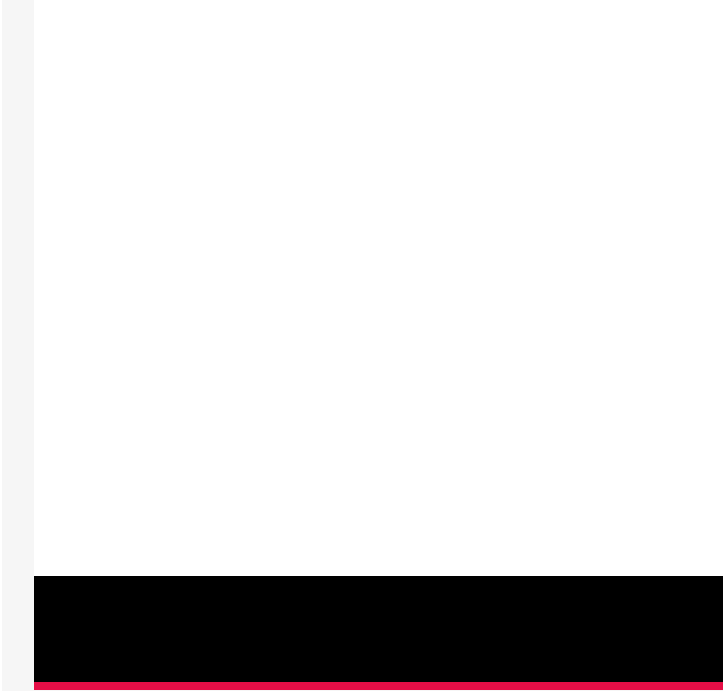
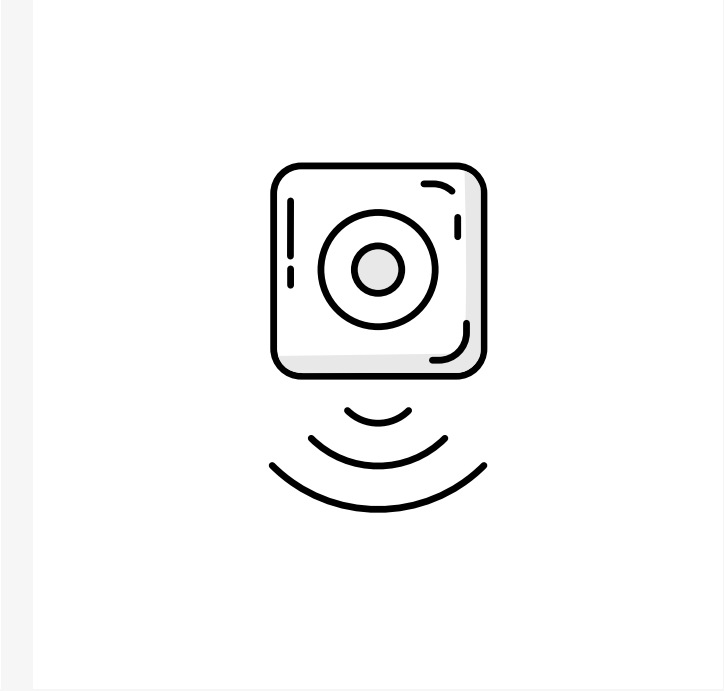
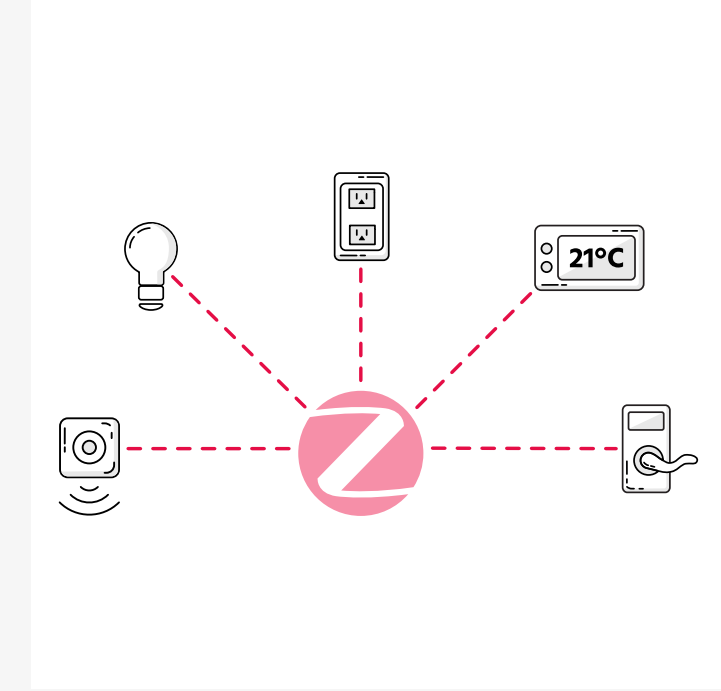
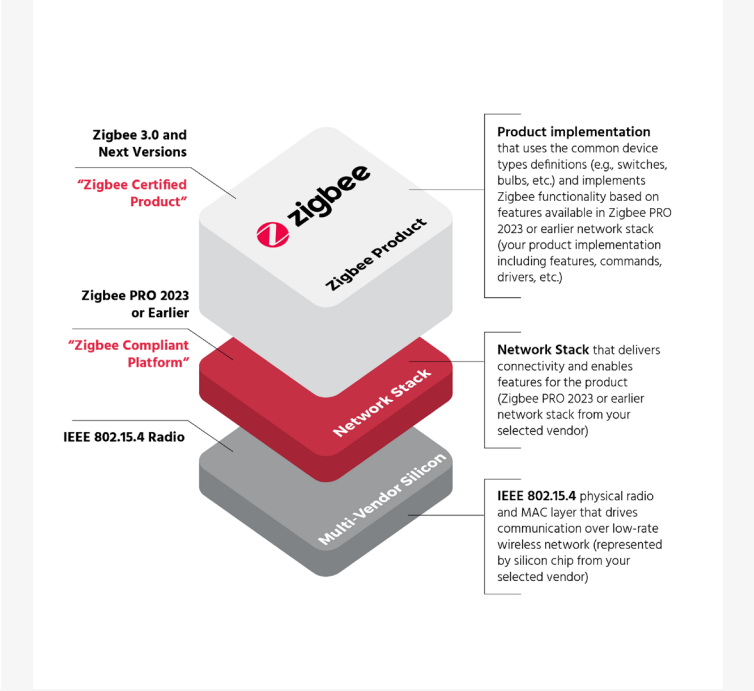
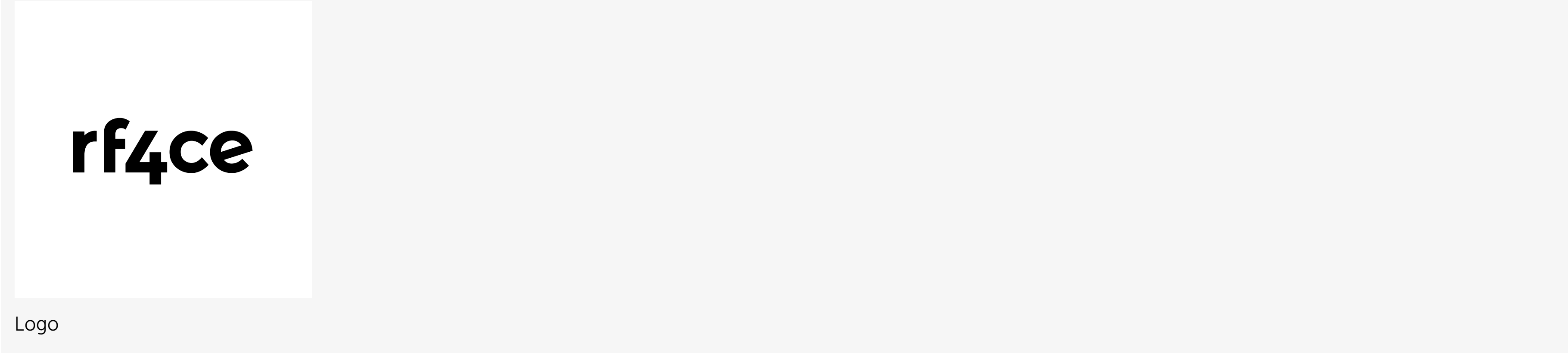
When rf4ce is in body copy, we write it all lowercase unless it is at the beginning of a sentence, in which case we would capitalize the R.

4.4 rf4ce

Design guidance

Here are the components we use from our master brand visual system.

Master visual system

	<p>Montserrat bold</p> <p>Hind Madurai light</p> <p>Hind Madurai bold</p>			
<p>Colors</p>	<p>Typography</p>	<p>Iconography</p>	<p>Illustrations</p>	<p>Infographics</p>
<p>Zigbee unique components</p>				
				
<p>Logo</p>				

5 JupiterMesh

- 5.1 Introduction
- 5.2 Logo
- 5.3 Writing JupiterMesh
- 5.4 Design guidance

This section introduces the brand and logo for JupiterMesh

5.1 JupiterMesh

Introduction

JupiterMesh is an open standard for wireless infrastructure, taking the promise of mesh networking from the living room to the city grid. Certified by the Connectivity Standards Alliance.



5.2 JupiterMesh

Logo — exclusion zone and sizes

Our logo is made from the same typeface as the rest of the Connectivity Standards Alliance family.

We use an intercap M to visually separate the two words.

Exclusion

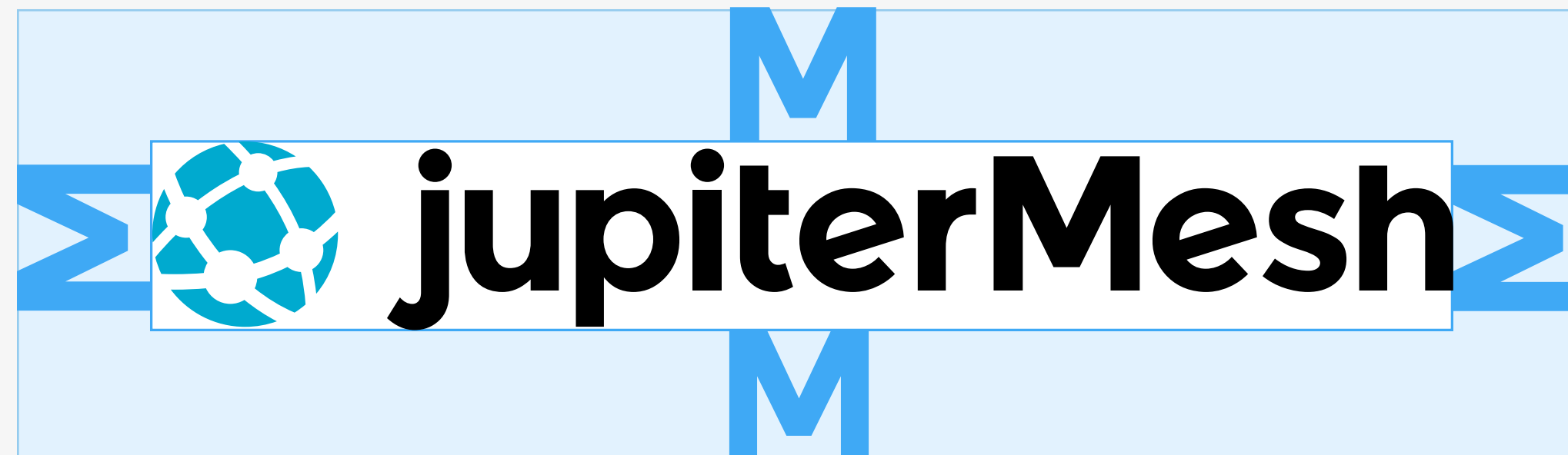
The logo has an exclusion zone around it to help it stand out. The exclusion zone is equal to the height of the capital M.

Other elements cannot be displayed within this logo exclusion zone.

Minimum logo size

= 0.64 inch

= 87 pixels



 jupiterMesh

Min width 0.64 inch / 87px

**Minimum size
based on width**

5.3 JupiterMesh

Writing JupiterMesh

We write JupiterMesh with a capital J and a capital M.

The only time JupiterMesh appears with a lowercase j is in the JupiterMesh logo.

Cap J

The J in JupiterMesh is always capitalized.

Intercap

The M in JupiterMesh is always capitalized to set the words apart.

In headlines

When JupiterMesh is in a headline, we write it with capital J and M.

In body copy


When JupiterMesh is in body copy, we write it with capital J and M.

5.4 JupiterMesh

Design guidance

Here are the components we use from our master brand visual system.

Master visual system

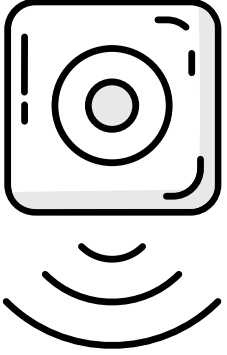


Colors

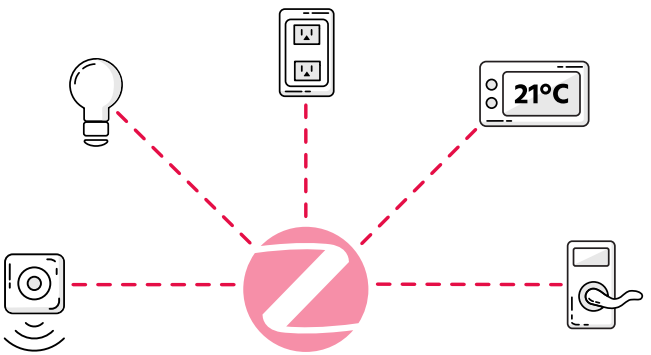
Montserrat bold

Hind Madurai light

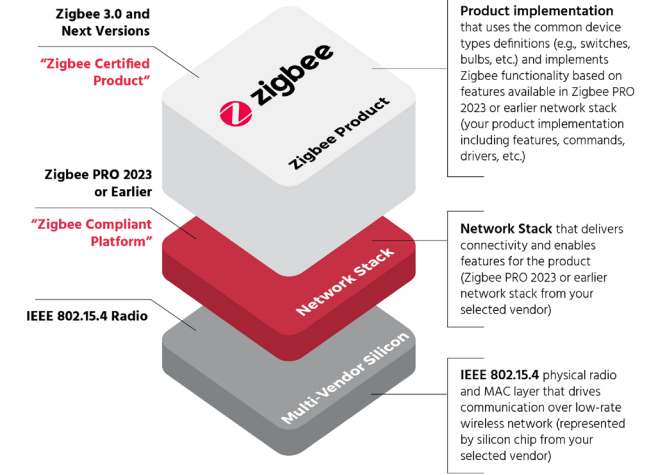
Hind Madurai bold



Iconography




Illustrations




Infographics

JupiterMesh unique components



Logo



Color

6

Suzi

- 6.1 Introduction
- 6.2 Logo
- 6.3 Writing Suzi
- 6.4 Design guidance

This section introduces the brand and logo for Suzi

6.1 Suzi

Introduction

Suzi is the standards-based sub-GHz mesh IoT solution that delivers long-range, low power interoperability to deliver a better user experience and open up new use cases for IoT devices. Certified by Connectivity Standards Alliance.



6.2 Suzi

Logo — primary

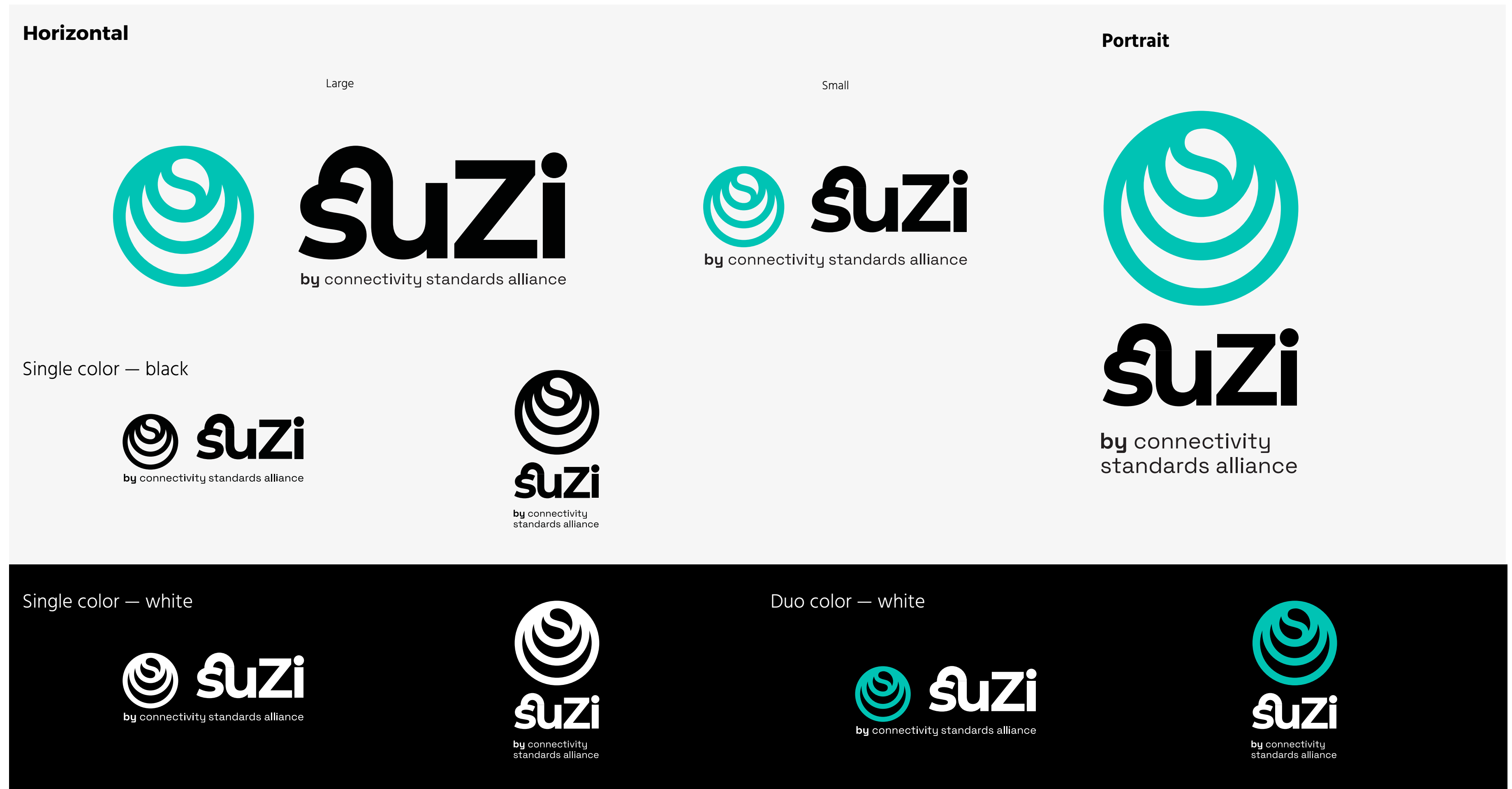
The Suzi logo includes a custom wordmark with a ligature to convey connectivity and an icon representing the mesh sub-GHz technology's long-range connectivity.

Uses

The primary logo uses a black wordmark and a PMS 3265 icon, with a reversed version available for dark backgrounds. One-color black and white versions are also provided for limited-color applications.

Use the large logo version whenever possible. Switch to the small logo for sizes under 2.63 inches or 190 pixels.

- 6.2 Logo
- Primary
 - Certified product
 - Radiating s and exclusion zone
 - Minimum sizes
 - Don'ts



6.2 Suzi

Logo — certified product

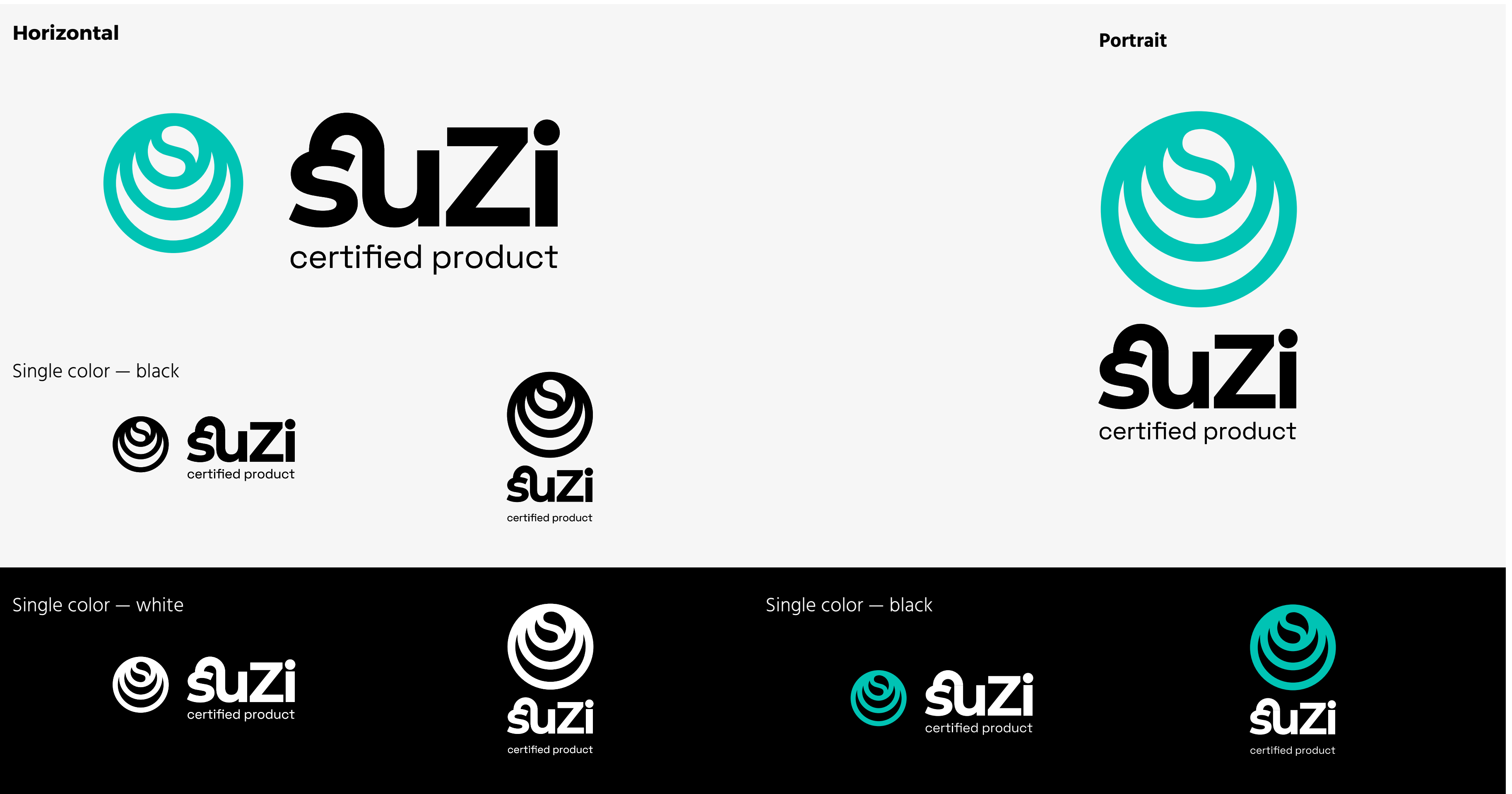
We have a logo for Suzi partners to show certification of their products.

Suzi certified product logo use

If your company produces a Suzi certified end product using an application standard, you are required to use the Certified Product logo on the product itself or packaging. It is recommended that the logo be used on both and in any documentation of the product.

All other products

If your company produces a product that does not complete Suzi Certified Product, it may not use any Suzi logo on the product, packaging or other collateral. You may not in any way imply certification.



6.2 Suzi

Logo — radiating s and exclusion zone

Our Radiating S is a short cut to our logo and should only be used in extreme circumstances.

Uses
Only use the Radiating S when applications definitely do not have space for the full logo (which includes the word mark).

Examples of this include app icons or a websites favicon. It has not been supplied as an individual asset because it should not be used in isolation.

Exclusion
All the logos have exclusion zones around them to help them stand out. The exclusion zone is equal to the height of the letter s. Other elements cannot be displayed within this logo exclusion zone.



6.2 Suzi


Logo — minimum sizes

To maintain visibility and integrity, observe these minimum size requirements for the Suzi Logo, categorized by usage and orientation:

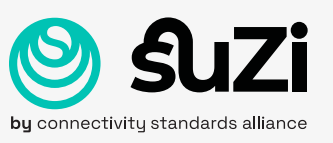
Category	Orientation	Size (Inches)	Size (Pixels)
Suzi - Connectivity Standards Alliance	Landscape (Large)	2.63 in	190 px
	Landscape (Small)	1.55 in	112 px
	Portrait	1.00 in	80 px
Suzi - Certified Product	Landscape	1.53 in	110 px
	Portrait	1.00 in	80 px
Suzi (General Minimum)	Landscape	0.97 in	70 px
	Portrait	0.69 in	50 px
Textless	N/A	0.18 in	13 px

Suzi - Connectivity Standards Alliance

Landscape




Min width (Large) 2.63 inch / 190px



Min width (Small) 1.55 inch / 112px


Portrait



Min width 1 inch / 80px


Suzi - Certified Product

Landscape



Min width 1.53 inch / 110px


Portrait



Min width 1 inch / 80px


Suzi

Landscape




Min width 0.97 inch / 70px

Portrait



Min width 0.69 inch / 50px

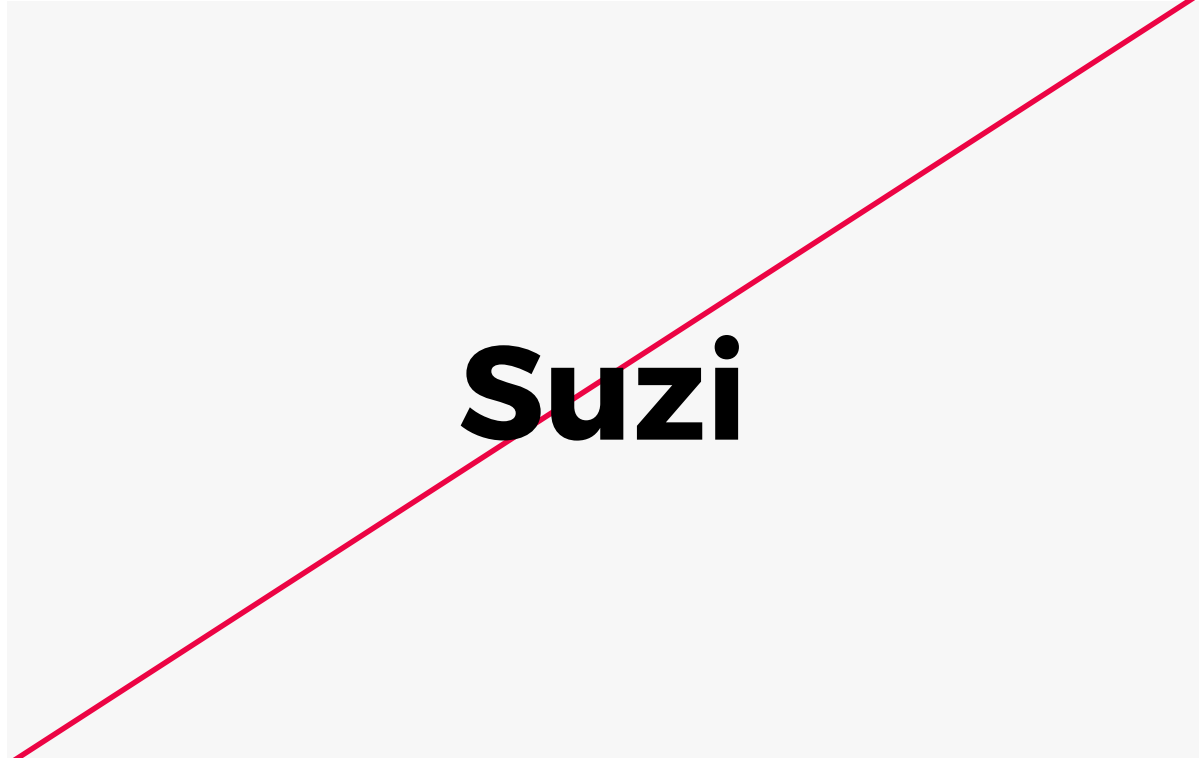
Textless



Min width 0.18 inch / 13 px

6.2 Suzi

Logo — don'ts



Don't type it out in Montserrat.



Don't distort, stretch, rotate or crop the logo and mark



Don't create your own sub-brands or logo lock-ups.



Don't change the color of the assets supplied.

6.3 Suzi

Writing Suzi

We write Suzi with a capital S.
The only time Suzi appears with a lowercase S is in the Suzi logo.

In headlines

When Suzi is in a headline, we capitalize as a proper noun.

In body copy


Suzi is capitalized regardless of where it falls in a sentence. Treat this as a proper noun.

6.4 Suzi

Design guidance

Here are the components we use from our master brand visual system.

Master visual system

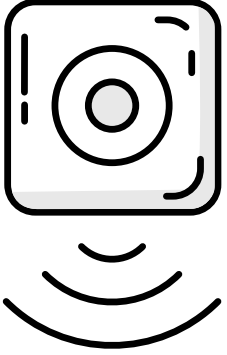


Colors

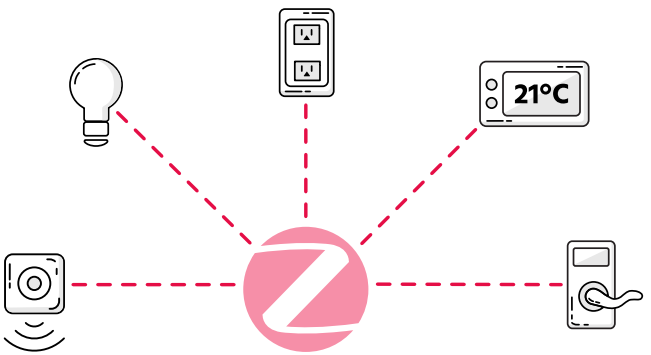
Montserrat bold

Hind Madurai light
Hind Madurai bold

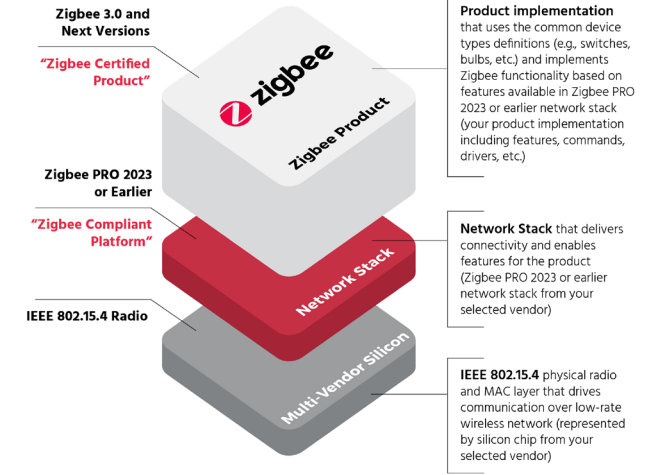
Typography



Iconography




Illustrations




Infographics

Suzi unique components



Logo



Color

6

Assets library

- 6.1 File naming
- 6.2 Color
- 6.3 Typefaces
- 6.4 Iconography
- 6.5 Illustration

To help everybody implement our brand effectively we have created a range of ready-to-use artworks and templates. Read on to see what's available, and how to find exactly what you need.

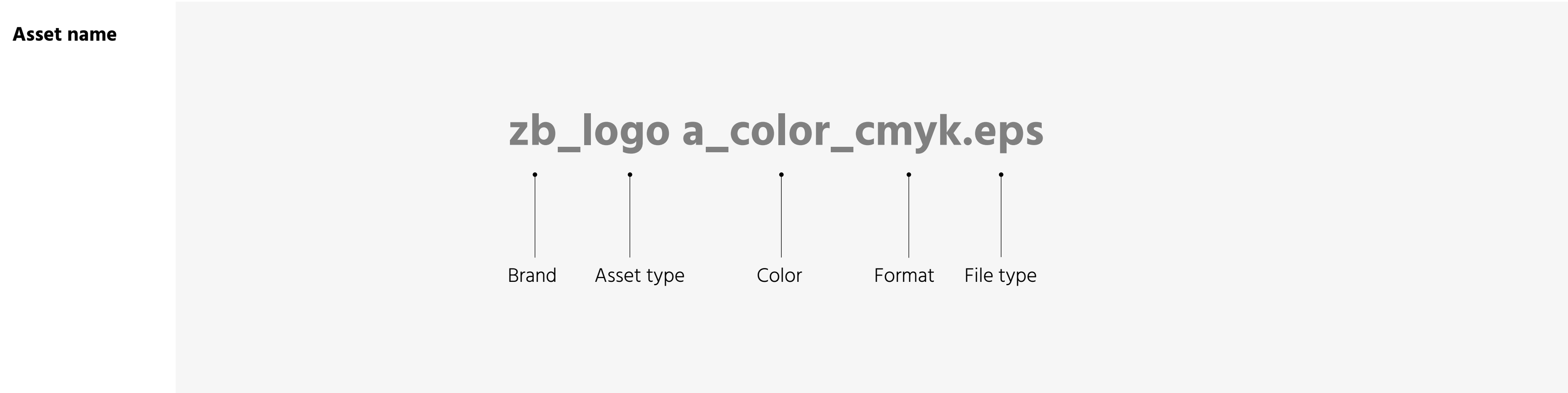
6.1 Assets library

File naming

To help you find the artwork you need, we've created a file naming system.

Top level asset reference

- zb = Zigbee
- se = Smart Energy
- gp = Green Power
- rf = rf4ce
- jm = JupiterMesh
- suzi = Suzi



6.2 Assets library

Color

Color specifications for Zigbee for Adobe Creative Suite applications.

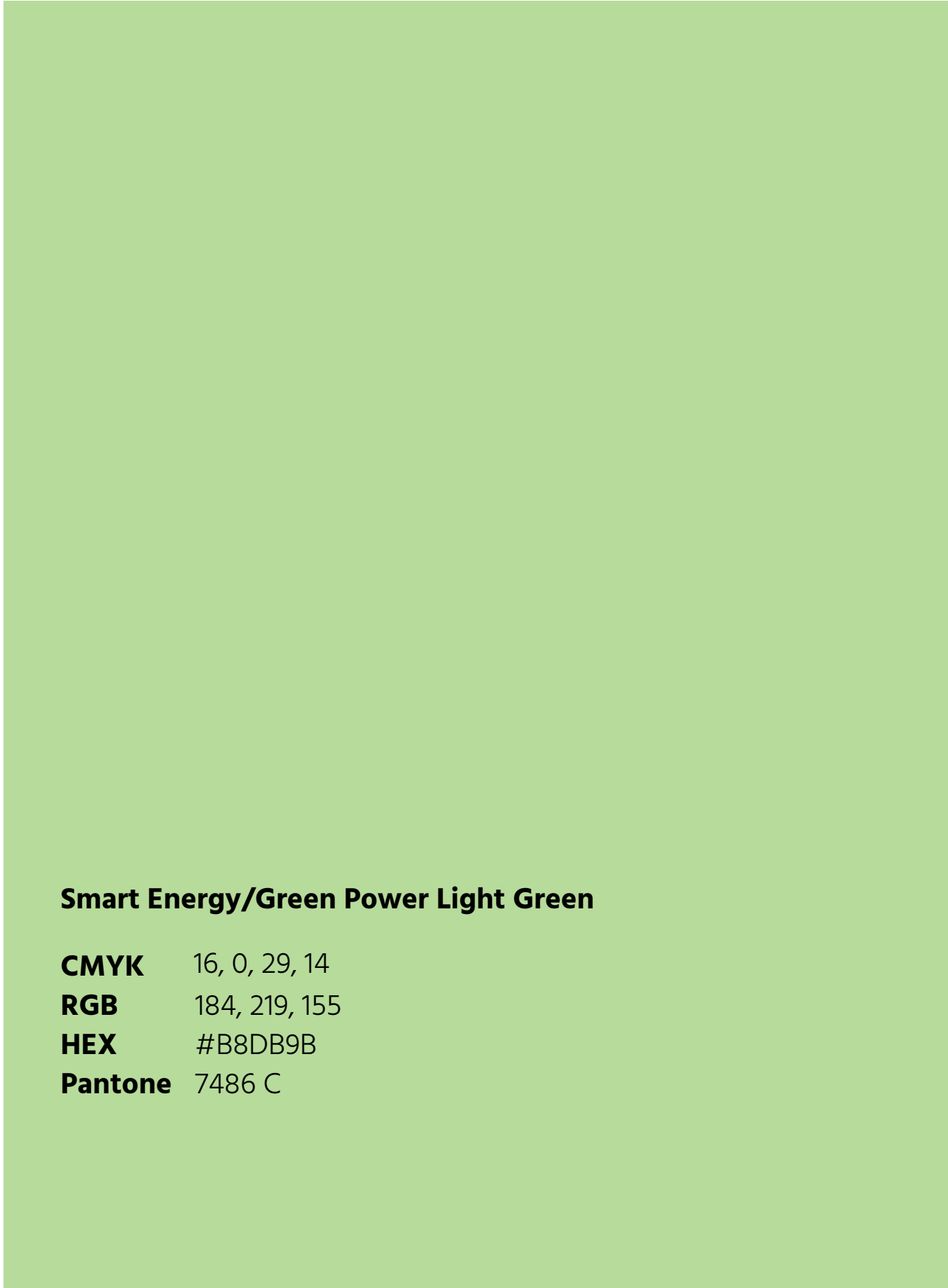
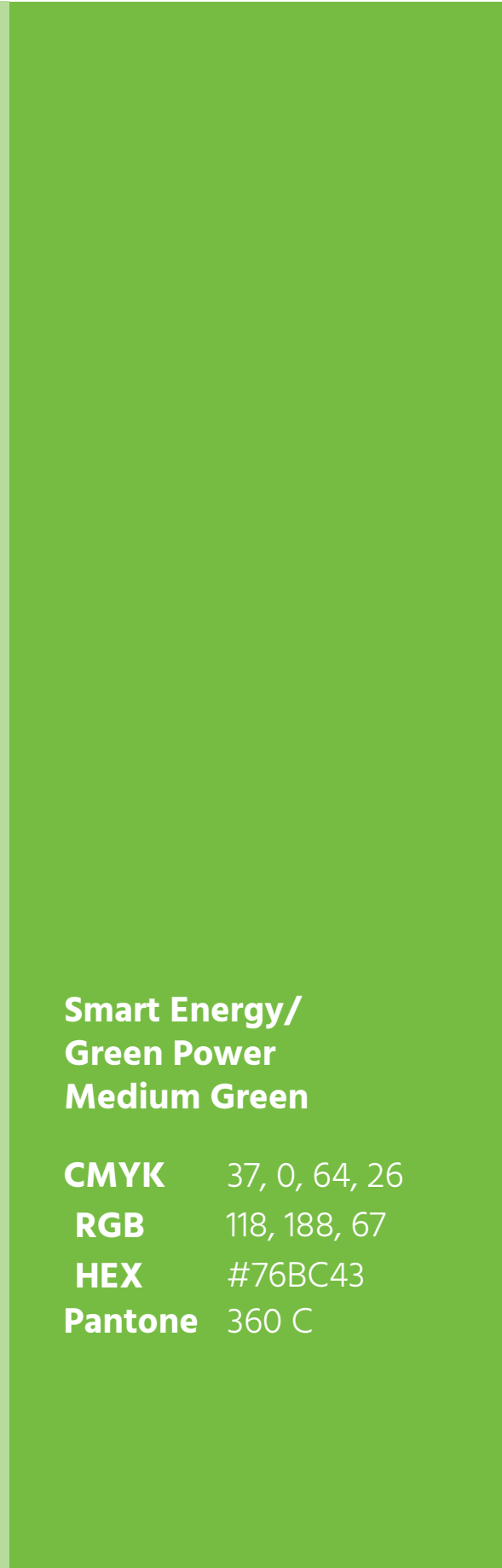


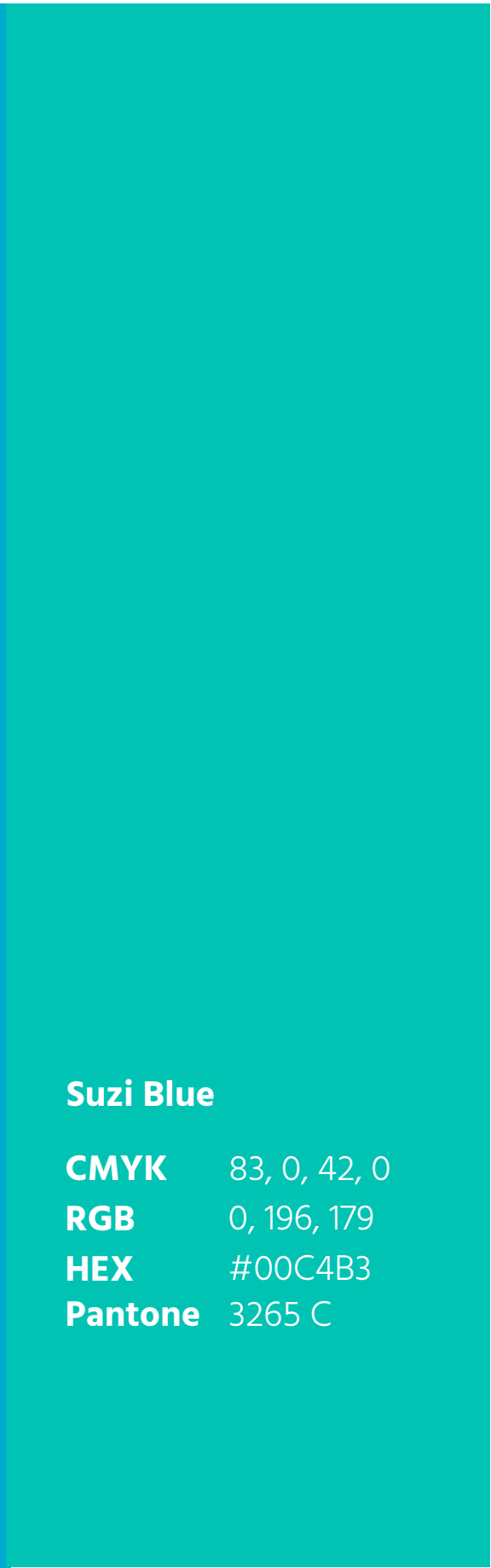
Color Name	CMYK	RGB	HEX	Pantone
White	0, 0, 0, 0	255, 255, 255	#FFFFFF	11-0601 TCX
Black	100, 100, 100, 100	0, 0, 0	#000000	2387 C
Zigbee Red	0, 94, 69, 10	229, 14, 70	#E50E46	185 C

60% 30% 10% 3%

6.2 Assets library

Color — core technologies




Color specifications for Zigbee’s core technologies for Adobe Creative Suite applications.

 <p>Smart Energy/Green Power Light Green</p> <p>CMYK 16, 0, 29, 14 RGB 184, 219, 155 HEX #B8DB9B Pantone 7486 C</p>	 <p>Smart Energy/ Green Power Medium Green</p> <p>CMYK 37, 0, 64, 26 RGB 118, 188, 67 HEX #76BC43 Pantone 360 C</p>	 <p>Smart Energy/ Green Power Dark Green</p> <p>CMYK 97, 0, 47, 58 RGB 3, 106, 56 HEX #036A38 Pantone 342 C</p>	 <p>JupiterMesh Blue</p> <p>CMYK 100, 18, 0, 19 RGB 0, 170, 207 HEX #00AACF Pantone 286 C</p>	 <p>Suzi Blue</p> <p>CMYK 83, 0, 42, 0 RGB 0, 196, 179 HEX #00C4B3 Pantone 3265 C</p>
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6.3 Assets library

Typefaces

You can download both of our typefaces from Google's font repository. The assets are also supplied as individual files.

	Montserrat Bold	Hind Madurai light	Hind Madurai Bold
			
File Asset for direct use	Montserrat-Bold.ttf	HindMadurai-Light.ttf	HindMadurai-Bold.ttf
Online Link to download	https://fonts.google.com/specimen/Montserrat	https://fonts.google.com/specimen/Hind+Madurai	https://fonts.google.com/specimen/Hind+Madurai

6.4 Assets library

Iconography

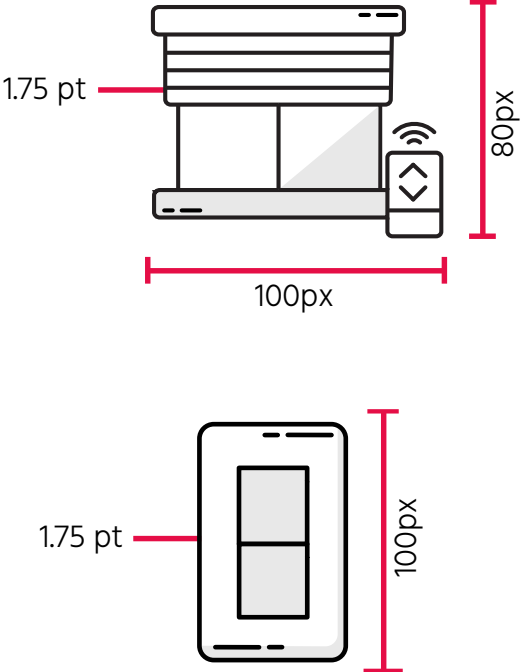
Consistent iconography strengthens our brand by:

- Simplifying information and enhancing visual appeal.
- Creating a memorable and impactful visual shorthand.
- Unifying our communications and delivering a consistent brand experience.

An icon library organized by each core technology is available for use.

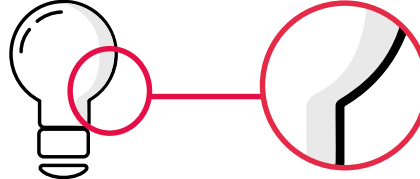
Stroke

Zigbee icons should use a stroke weight that scales proportionally with the icon size. For optimal consistency, a 1.75px stroke weight is recommended at a reference size of 100px.



Color

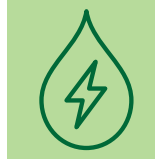
Zigbee icons use black strokes and white fills, with light gray (#E8E8E8) for 2D shadows. Use a half-diagonal gray shade for reflective elements.



Zigbee icons may also be used against dark backgrounds, such as Zigbee Red (#E50E46) or black.

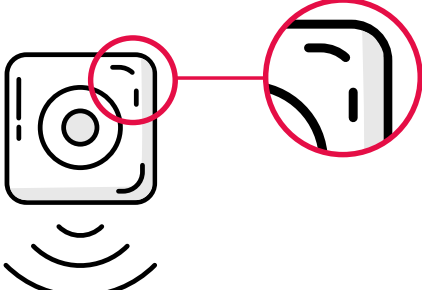


For Smart Energy/Green Power icons, use dark green (#006938) for primary visibility, with light green (#B7DA9B) or medium green (#76BC43) for accents/contrast.



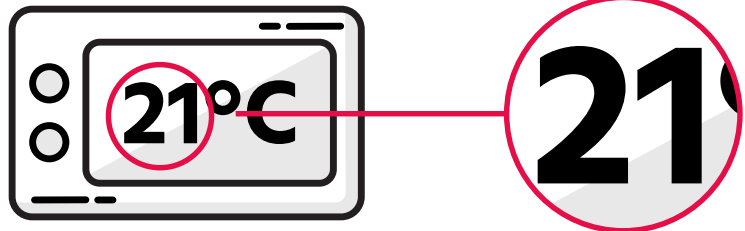
Corner Radius & Accents

Maintain a corner radius range of 1-10 px. For visual interest, add subtle corner accents, which are short, curved strokes that complement the icon's primary shape.



Text

Any text featured in Zigbee icons, such as the thermostat icon, should use the Hind Bold typeface and be filled with black.



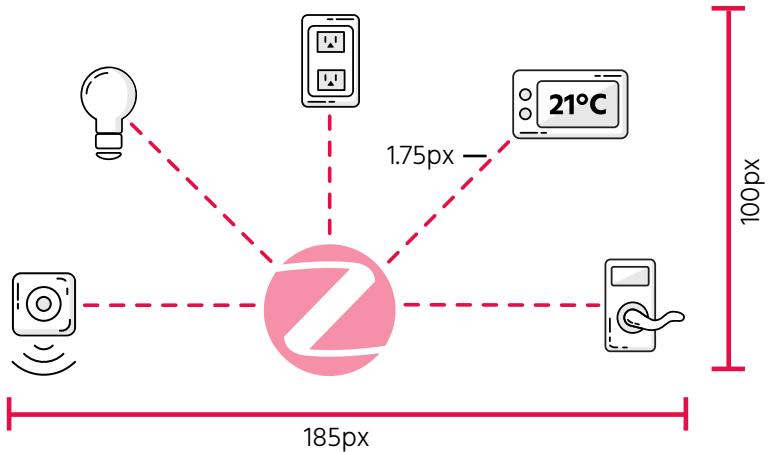
6.5 Assets library

Illustration

Consistent illustration style strengthens brand recognition by telling richer stories, elevating visual appeal, and building a unique brand identity. This creates a more engaging user experience and helps our brand stand out from the competition, leaving a lasting impression.

Stroke

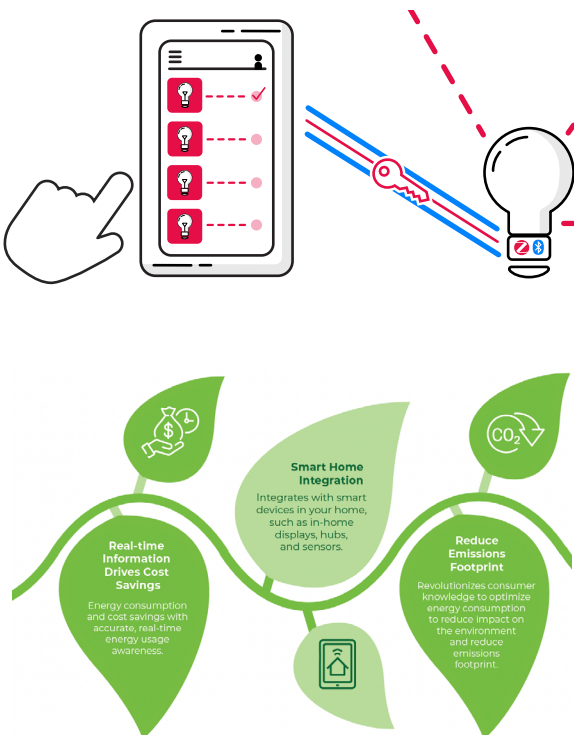
- **Scaling:** Scale proportionally with the illustration size.
- **Example:** If the illustration element is scaled to 50 px, the stroke would be 0.875 px.
- **Zigbee Dotted Line:** If the illustration element is scaled to 100 px, the dotted line stroke would be 1.75 px.



Colors

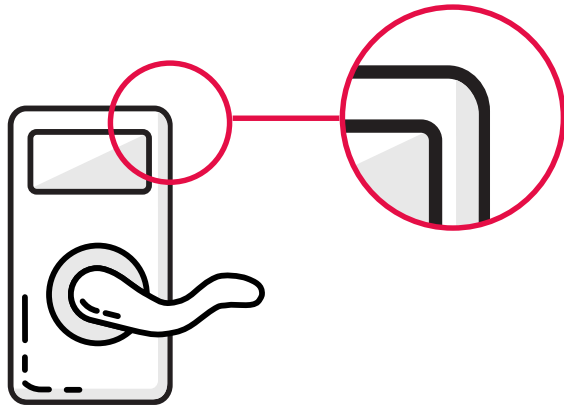
Zigbee illustrations should match the icons by using black and white for optimal visibility on light backgrounds, using light gray (#E8E8E8) accents for a 2D shadow effect.

Zigbee Red (#E50E46) or other core technology colors, such as JupiterMesh blue, or the Smart Energy/Green Power greens, can be used, especially for specific accents or contrast.



Corners

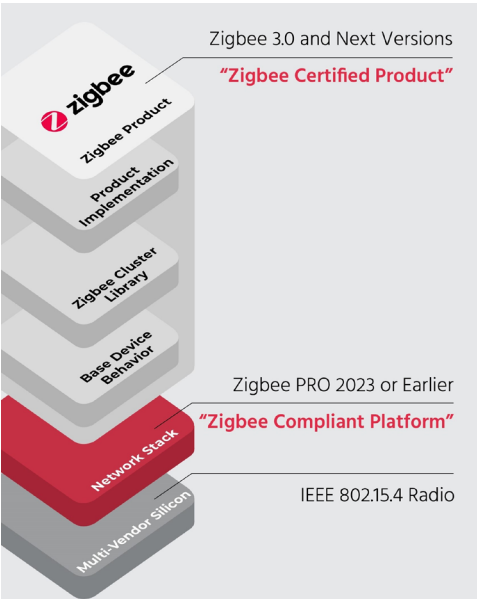
- **Style:** Rounded for approachability.
- **Baseline:** 1.5 px - 7 px radius at 100 px.
- **Scaling:** Scale proportionally with the illustration size.
- **Example:** If the illustration element is scaled to 50 px, the corner radius would be 0.75 px - 3.5 px.



Zigbee "Stack" Composition

Use an offset, layered 2D block arrangement with flat colors (Zigbee Red #E50E46, dark red #A52436, light gray #E8E8E8, dark gray #7F8386) to show component hierarchy and depth.

Only the dark red and dark gray colors is used for side-shading to maintain clarity across digital and print media.



Got a question?

Contact our Marketing team
Marketing@csa-iot.org