



Brand Guidelines

March 2019





Contents

Introduction	1
General Trademark Use	2
Copyrights	6
Corporate Logo	
Artwork and Colors	7
Staging and Minimum Size	8
Background Colors	8
Incorrect Usage	9
MoCA Access™ — Fiber Extension Standard	
Artwork and Colors	10
MoCASec™ — MoCA Peer to Peer Security	
Artwork and Colors	11
Certified Logo	
Artwork, Staging and Minimum Size	14
Background Colors	15
Usage	16
Incorrect Usage	16
Review By MoCA	17



Welcome to the Multimedia over Coax Alliance Brand Guidelines. These guidelines are for MoCA® members and other parties wishing to use MoCA trademarks in press releases, advertising, instructional, promotional, or reference materials, or on their products, labels, packaging, web sites, or other online publications. Adhering to the guidelines will help you use the MoCA logos and trademarks consistently and correctly.

The MoCA name and MoCA logo are registered trademarks of Multimedia over Coax Alliance. These trademarks provide value not just for the Multimedia over Coax Alliance and its members, but also for the entire home entertainment network industry and consumers, alike.

MoCA trademarks are valuable assets. If a MoCA trademark is used improperly, the trademark's value can become diluted or generic. By following this set of standards you help the Alliance protect our trademark rights and strengthen our corporate and brand identities.

By using any MoCA trademark, in whole or in part, you acknowledge that the Multimedia over Coax Alliance is the sole owner of the trademark and promise that you will not interfere with the Alliance's rights in the trademark, whether it be the standard character or stylized form, including challenging use, registration of, or application to register such trademark, alone or in combination with other words, use of a MoCA trademark in your own product nomenclature, or use of a confusingly similar formative, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any Alliance trademarks.

Misleading Manner:

Further, by using the MoCA name, MoCA wordmark, and/or MoCA logo, you promise that you will not make statements that explicitly or by inference imply creation of or ownership of the MoCA technology or the elements constituting the technology or brand.

The goodwill derived from using any part of a MoCA trademark exclusively inures to the benefit of and belongs to the Multimedia over Coax Alliance. Except for the limited right to use as expressly permitted under these guidelines, no other rights of any kind are granted hereunder, by implication or otherwise.



Editorial Use:

Use of Multimedia over Coax Alliance trademarks for editorial purposes must follow the guidelines defined herein.

Non-Member Use:

All of the guidelines herein apply as well as these specific requirements:

The MoCA Logo may *only be used by members* of the Alliance, whether it be in advertising, promotion, tradeshow booth signage, sales, or product materials. This includes all media – digital or traditional.

Non-members may refer to the MoCA technology standard in their marketing materials, but this is restricted to the MoCA wordmark used only in a referential phrase that does not, explicitly or by implication, cause confusion as to the source of goods or services or which may indicate sponsorship, affiliation, relationship, endorsement, membership, or certification by the Multimedia over Coax Alliance.

Note, use of MoCA member products does not imply or establish a relationship with the Alliance. Thus, using a chip from MoCA Member Company A in your product or selling products from MoCA Member Company B, does not create a relationship with the Alliance.

The MoCA word mark may not be used as part of a product name, the word mark must appear less prominent than a product name, and the product must, in fact, be compatible with, or otherwise work with, the MoCA technology standard.

Do not make the MoCA word mark so prominent in a marketing piece for your product that it appears to be marketing collateral from the Multimedia over Coax Alliance.

Example – Not acceptable:

MoCA Ethernet and Coax Adapter from XYZ Tech.
Extend your home network via MoCA coax outlets.

Example – Acceptable:

XYZ Tech Ethernet and Coax Adapter.
Extend your home network via coax outlets utilizing MoCA® technology.

Disparaging Manner:

Do not use the MoCA word mark, a MoCA trademark or any other Multimedia over Coax Alliance graphic symbol, logo, brandmark or icon in a disparaging or deleterious manner.

Trademark Symbol:

The appropriate trademark symbol should appear with the first and/or most prominent use of a MoCA trademark in any text or body copy, even though the symbol may have already been used with the MoCA logo. You do not need to use the trademark symbol in the headline and it is not necessary to use the symbol with every occurrence of the trademark after first use in text, unless the uses are well separated by a number of pages or used on front and back covers of documents.

For example, the MoCA name and wordmark is a registered trademark and uses the “®” symbol on first appearance. The symbol should appear immediately after the trademark text, such as MoCA®.

By use of the “®” or the “TM” symbol we provide constructive notice that the MoCA wordmark, logo, or a MoCA tagline, is a registered trademark or trademark, that we claim exclusive right to and will discourage others from adopting confusingly similar names or phrases.

Configuration:

The MoCA name should always appear with a capital “M”, lower case “o”, capital “C” and capital “A”. Do not use any other configuration – always “MoCA”, but never MoCa, Moca, or MOCA – even when the trademark appears in text set in all capital letters.

Grammar:

To help prevent the loss of our rights in the MoCA trademark, please follow these rules:

- Use the MoCA trademark as an adjective with the generic name of the product following the mark.
- Do not make the trademark plural. (e.g., Never MoCAs)
- Do not make the trademark possessive.
- Do not use the trademark as a verb or noun.

Example – Not acceptable:

“We installed three MoCAs on our network.”

“MoCA-ize your home entertainment network.” or

“We MoCAed our set-top boxes.”

“MoCA®’s technology”

Example – Acceptable:

“We installed three MoCA adaptors on our network.”

“Put MoCA technology in your home entertainment network” or “We put the MoCA standard in our set-top boxes”

“the features of MoCA technology”, or “the MoCA standard’s features”

When improper use of a trademark starts to cause consumers to use it as the “name” of the product or service, regardless of the source, a trademark loses its distinctiveness. We want to avoid MoCA being perceived as a category rather than a brand.

Abbreviations, Takeoffs or Variations:

Do not use abbreviations, variations, takeoffs, made up names containing MoCA, embellishments of the MoCA trademark by adding unapproved prefixes or suffixes, phonetic equivalents, or foreign language equivalents of a MoCA trademark for any purpose. Never vary the spelling, add hyphens, or make two words into one.

Example – Not acceptable:

MoCA'nomics, MoCA-Lite, Turbo MoCA 1.0, MoCA's 1.1 Enhanced, Mega-MoCA, MOCACHIP, or MOCATools

Unsanctioned and “creative” variations of the MoCA name and trademark can adversely affect legal standing and our ability to protect our trademarks' rights. Variations of a MoCA trademark may also confuse readers as to the source of goods or services bearing the altered mark.

Foreign Language Equivalents:

When translating text or documents into another language, MoCA trademarks should not be translated into that language. There often will not be a literal translation of the term, and the significance of the trademark is not how it might translate but the source of the products or services identified.

For example, “Es ist in Ihrem Haus!” or “这是在你的房子” would not be acceptable equivalents to “It's in your house!®”.

Consistency:

When referring to the Alliance, either use “MoCA (Multimedia over Coax Alliance)”, “the Multimedia over Coax Alliance”, “MoCA” or “the Alliance”. Use just one of these, consistently, throughout a document. Further, do not use “MoCA Alliance”. Not only is this redundant, it is an incorrect reference to the corporate name.

When referring to a specific version of MoCA technology, always use MoCA 1.0, MoCA 1.1, or MoCA 2.0, never a variation such as “MoCA Version 1”, “MoCA technology 1.1” or “MoCA 2 Spec”.

When referring to the specification in general, use only “MoCA technology” or “MoCA standard”. Something is not “MoCA based”. It can, however, be “MoCA technology based”.

Consistency Cont'd:

Example – Not acceptable:

“The MoCA Alliance has certified...”

“interoperable with certified MoCA v1.1s”

“We build the best MoCA-based products.”

Example – Acceptable:

“MoCA has certified...” or “The Alliance has certified...”

“interoperable with MoCA 1.1 certified products”

“the MoCA 2.0 feature set”, “the features of MoCA technology” or
“the MoCA standard’s features”

“We build the best MoCA technology based products.”

Multimedia over Coax Alliance Trademarks:

The following Multimedia over Coax Alliance trademarks are claimed or currently pending and should be designated with the “®” or the “TM” symbol as indicated. Always capitalize and spell MoCA trademarks exactly as they are shown below.

The Multimedia over Coax Alliance does not waive any rights to any MoCA wordmark, trademark, service mark, trade name, product name, or logo that does not appear on this list. The symbols below denote status of the trademark in the United States only. Certain Multimedia over Coax Alliance trademarks are also registered internationally.

Trademark	Status
MoCA	®
MoCA logo	®
The Standard for Home Entertainment Networks over Coax	®
The Standard for Home Entertainment Networking	®
When you think coax, think MoCA. When you think MoCA, think coax.	®
Connect My Stuff!	®
It’s in your house!	®
MoCA Makes The Home Network Better	TM
MoCA It’s in your house! brandmark	TM
MoCA Certified logo	TM

Trademark Legal Attribution and Notice:

When a MoCA trademark is mentioned or logo or tagline is used, always include a trademark attribution statement within the legend, credit notice section or legal text of your documentation, advertising, press releases, packaging, web sites, or other communication materials.

Example:

MoCA and MoCA logo, “The Standard for Home Entertainment Networking”, “When you think coax, think MoCA. When you think MoCA, think coax.”, “Connect My Stuff!”, and “It’s in your house!” are registered trademarks of Multimedia over Coax Alliance in the United States and other countries. The “MoCA It’s in your house!” design and “MoCA Certified” design are trademarks of Multimedia over Coax Alliance.

Copyright

A copyright is a form of protection provided to MoCA giving us the exclusive right to reproduce the copyright protected work, to prepare derivative works, to distribute copies, and to display publicly.

When preparing external marketing materials for MoCA, the copyright symbol “©” should appear in any attribution, notice, disclaimer, legend or legal text at the end of the materials indicating the year of publication. If the materials are likely to be seen outside the United States it is preferable to add the word “Copyright” before the symbol, as the symbol is not recognized in many countries (See Example 2).

Example 1:

© 2015 Multimedia over Coax Alliance. All rights reserved.

Example 2 – For outside the US:

Copyright © 2015 Multimedia over Coax Alliance. All rights reserved.

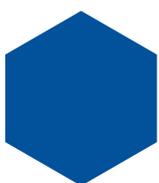
Additionally, the copyright notice should include attributions for any trademarks used in the document text as mentioned above.

Example 3:

Copyright © 2015 Multimedia over Coax Alliance. All rights reserved. MoCA and MoCA logo, “The Standard for Home Entertainment Networking”, “When you think coax, think MoCA. When you think MoCA, think coax.”, “Connect My Stuff!”, and “It’s in your house!” are registered trademarks of Multimedia over Coax Alliance in the United States and other countries. All other trademarks are the property of their respective holders.



Corporate Logo – Reversed to White, with or without orange color in coax icon.



MoCA Blue
Pantone 287
...
100% Cyan
68% Magenta
0% Yellow
12% Black
...
0 Red
83 Green
155 Blue
...
00539B Hex



MoCA Orange
Pantone 151
...
0% Cyan
45% Magenta
100% Yellow
0% Black
...
249 Red
156 Green
28 Blue
...
F99C1C Hex

The MoCA® corporate logo is the distinctive visual symbol representing the Multimedia over Coax Alliance and is our over-arching insignia.

Logo Artwork

The bold, contemporary typeface underscores the MoCA core value of supporting cutting-edge innovation and bringing it to the home. The logotype is designed to aid readability and comprehension, clearly communicating who we are.

The counter balance of the two colors – one cool, one warm – is appropriate to our objectives and mission. Blue symbolizes wisdom, dignity, and solidarity. Orange symbolizes ambition and enthusiasm. The two colors combined represent confidence and creativity. The orange coax icon achieves visual punctuation. The preferred representation of the MoCA corporate logo is the full color version.

The black version is for one color printing and instances where MoCA colors are not available. It should appear in 100% black. Do not screen the logo. When employing a dark background please use the white logo version.

Proper use and reproduction of the MoCA corporate logo creates a consistent branding message. Always use the logo version that results in clarity and legibility. All reproduction, enlargements and reductions should only be made from the authorized MoCA corporate logo artwork. Do not attempt to typeset or recreate the artwork. Electronic artwork is available for all versions of the corporate logo to meet any digital or print need.

The corporate logo cannot be used by non-members. It is only available to MoCA members. Further, it is *not* to be used as a certification logo. Please see the section on the authorized MoCA Certified Logo.

Logo Colors

The preferred MoCA logo uses two colors to create visual interest and recognition with the full legal name in black for accent and clarity. The color version is for four-color (CMYK) process or Pantone reproduction.





Minimum Clear Space



Logo Staging

The clear space around the MoCA corporate logo ensures visibility and legibility. The minimum clear space required on all sides of the logo is at least X, where X equals the width of the logo's coax 'O' icon.

No text, graphics, photographs, illustrations, or other logos should be placed in the clear space. Only the trademark symbol and the corporate logo are permitted within this space.

Minimum Size

The minimum size the MoCA logo may be reproduced is 3/4". This is the width of the "MoCA" logotype. Use the logo at a larger size whenever possible.



Acceptable



Not Acceptable



Acceptable



Not Acceptable



Not Acceptable

Background Colors

Visual clarity is the goal when placing the MoCA logo on a background color. When the background color causes any part of the full color logo to become illegible use either the black or white logo versions instead. To assure the logo is recognized easily, background colors should complement and not clash with the logo colors. Make sure the logo's contrast to the background does not compromise its legibility.

The color version of the MoCA logo should not appear on black, photographic or dark color backgrounds that obscure any portion of the logo or full corporate name.

The black version of the MoCA logo should only be printed on white or light color backgrounds not to exceed 40% grayscale in value.

The white version should only be printed on dark color backgrounds no less than 25% grayscale in value.

Please contact the MoCA Marketing Work Group if you have any questions regarding proper usage and placement of the MoCA corporate logo.



40% Grayscale



25% Grayscale



Not Acceptable



Not Acceptable



Not Acceptable



Not Acceptable



Not Acceptable

Incorrect Usage

Because of the visual values it embodies, the MoCA corporate logo must not be modified in any aspect of its configuration for any reason whatsoever. Alteration of the logo weakens its ability to communicate and endangers its protectability and validity.

The MoCA corporate logo combines the MoCA logotype and "Multimedia over Coax Alliance" text in a specific configuration. The elements and their relative size and positioning must not be altered. Do not separate the logo elements or alter the artwork proportionally in any way. Do not redraw, modify, distort or remove the "Multimedia over Coax Alliance" text or the coax cable icon.

Do not change or translate the logo or corporate name into other languages. Do not attempt to typeset, change the font, or recreate the logo. Never obscure, cut off or place any design over the logo.

The black logo version should appear in 100% black. Do not screen the logo.

Do not use any part of the MoCA logo as a decorative illustration, graphic element, or background pattern. Do not place the logo at an angle or surround it with a border.

All reproduction, enlargements and reductions should only be made from the authorized MoCA corporate logo artwork. Electronic artwork is available for all versions of the corporate logo to meet any digital or print need. Please only use the artwork available in the Member Area Marketing Tools section of the MoCA Web site at www.mocalliance.org or supplied by MoCA.



MoCA Access Logo – Full Color



MoCA Access Logo – One Color Black



Corporate Logo – Reversed to White, with or without orange color in coax icon.



MoCA Blue
Pantone 287
...
100% Cyan
68% Magenta
0% Yellow
12% Black
...
0 Red
83 Green
155 Blue
...
00539B Hex



MoCA Orange
Pantone 151
...
0% Cyan
45% Magenta
100% Yellow
0% Black
...
249 Red
156 Green
28 Blue
...
F99C1C Hex

The MoCA Access™ logo is the distinctive visual symbol representing the Multimedia over Coax Alliance's Fiber Extension Standard.

Logo Artwork

The MoCA Access™ logo follows all the parameters of the Corporate logo in colors, options, design uses, and how not to use. Refer to the Corporate logo for guidance.

The corporate logo cannot be used by non-members. It is only available to MoCA members. Further, it is *not* to be used as a certification logo. Please see the section on the authorized MoCA Certified Logo.

Logo Colors

The preferred MoCA logo uses two colors to create visual interest and recognition with the full legal name in black for accent and clarity. The color version is for four-color (CMYK) process or Pantone reproduction.





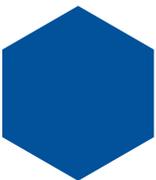
MoCASec Logo – Full Color



MoCASec Logo – One Color Black



Corporate Logo – Reversed to White, with or without orange color in coax icon.



MoCA Blue
Pantone 287
...
100% Cyan
68% Magenta
0% Yellow
12% Black
...
0 Red
83 Green
155 Blue
...
00539B Hex



MoCA Orange
Pantone 151
...
0% Cyan
45% Magenta
100% Yellow
0% Black
...
249 Red
156 Green
28 Blue
...
F99C1C Hex

The MoCASec™ logo is the distinctive visual symbol representing the Multimedia over Coax Alliance's peer to peer Security .

Logo Artwork

The MoCASec™ logo follows all the parameters of the Corporate logo in colors, options, design uses, and how not to use. Refer to the Corporate logo for guidance.

The corporate logo cannot be used by non-members. It is only available to MoCA members. Further, it is *not* to be used as a certification logo. Please see the section on the authorized MoCA Certified Logo.

MoCASec Icon

The MoCASec™ icon is used to note the security technology is available in an environment where MoCASec™ technology is noted in text.



Logo Colors

The preferred MoCA logo uses two colors to create visual interest and recognition with the full legal name in black for accent and clarity. The color version is for four-color (CMYK) process or Pantone reproduction.





Certified Logo
Black



Access Certified Logo
Black



Certified Logo
Reversed to White

Access Certified Logo
Reversed to White

The MoCA Certified logo is designed to enable easy identification that a product has passed MoCA certification testing and a certificate has been issued by the MoCA Certification Board for the product bearing the logo.

The MoCA Certified logo can be used with active and passive devices. An example of an active device is a set-top-box, a bridge or a display device. An example of a passive device is a filter, diplexer or a triplexer.

A product must pass MoCA certification *prior* to use of the logo. If a manufacturer elects to use the logo it should be displayed on the product and, if possible, on the product packaging.

The Certified logo utilizes the graphic theme of the MoCA consumer landmark to support the brand suite, establishing a consistent visual message across all elements and uses.

The Certified logo is created in black for convenience in reproduction. It should appear in 100% black. Do not screen the logo. When employing a dark background please use the white logo version so the logo appears reversed to white. The logo's coax element and 'O' icon has been modified slightly for reduced logo sizing. This allows placement on small devices or where graphic real estate is at a premium.



Minimum Clear Space



Logo Staging

The clear space around the MoCA Certified logo ensures legibility. The minimum clear space required on all sides of the logo is at least X, where X equals the width of the coax icon in the center of the house.

No text, graphics, photographs, illustrations, or other logo's should be placed in the clear space.

Minimum Size

The minimum size for the Certified logo is 1/4". This is the width of the 'MoCA' logotype. Use the logo at a larger size whenever possible. It is specifically designed to be reproduced in small sizes and low resolution instances and yet remain clearly recognizable.



Acceptable



Acceptable



Acceptable



Acceptable



Not Acceptable



Not Acceptable



Acceptable



Acceptable



Acceptable



Not Acceptable



Not Acceptable



Not Acceptable

Background Colors

Visual clarity is the goal when placing the MoCA Certified logo on a background color. The preferred background for the Certified logo is white or a pale gray background not to exceed 10% grayscale in value.

When employing a dark background please use the white Certified logo version. The background color should never cause any part of the black or white logo to become illegible.

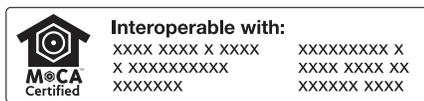
Make sure the logo's contrast to the background does not compromise its legibility. The Certified logo should not appear on patterned, photographic or dark color backgrounds such that any portion of the logo is obscured.

The MoCA Certified logo art used in this guide are strictly for illustration purposes. MoCA will provide you with logo artwork appropriate for all uses.

Please contact the MoCA Marketing Work Group if you have any questions regarding proper usage and placement of the MoCA Certified logo.



Product packaging



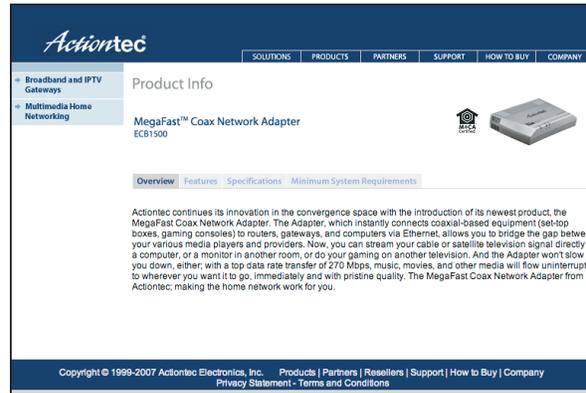
Product labeling



Logo Usage

By utilizing the MoCA Certified logo, you can ensure your MoCA certified products are readily identifiable and receive maximum customer recognition in the retail space.

MoCA Certified logo may appear on certified products, packaging, online promotions, your product's web page, and other marketing materials.



Product web page

Incorrect Usage

Because of the brand values and unique forms in the MoCA Certified logo, it must not be modified in any aspect of its configuration for any reason whatsoever. Alteration of the logo weakens its ability to communicate and endangers its protectability and validity.

The Certified logo combines the MoCA logotype and "Certified" text in a specific configuration. The elements and their relative size and positioning must not be altered. Do not separate the logo elements or alter the artwork proportionally in any way. Do not redraw, modify, distort or remove the "Certified" text or the house and coax icon.

Do not change or translate the Certified logo into other languages. Do not attempt to typeset, change the font, or recreate the logo. Never obscure, cut off or place any design over the logo. Do not screen the logo. It must print as 100% black or 100% white.

Do not use any part of the MoCA Certified logo as a decorative illustration, graphic element, or background pattern. Do not place the logo at an angle or surround it with a border.

All reproduction, enlargements and reductions should only be made from the authorized MoCA Certified logo artwork. Electronic artwork is available to meet any digital or print need. Please only use the artwork available in the Member Area Marketing Tools section of the MoCA Web site at www.mocalliance.org or supplied by MoCA.



The Multimedia over Coax Alliance reserves the right to review all uses of its trademarks by others and to conduct periodic spot checks of such use. Upon request from MoCA, you must provide a copy of any product, packaging, or other materials bearing a MoCA trademark.

You must correct any deficiencies in the use of a MoCA trademark or the MoCA name. Refusal to correct such deficiencies may result in revocation of your right to use the MoCA trademark or name.

Conclusion:

The Multimedia over Coax Alliance takes protection of our trademarks seriously and will pursue any deviation, dilution or misuse.

Always refer to these Guidelines to assure you are in compliance. The Guidelines is available on the MoCA web site along with approved logo artwork. Go to www.mocalliance.org.

If you have guideline question or need assistance in applying the program, please contact:

Rob Gelpman
Vice President, Marketing & Member Relations
Multimedia over Coax Alliance
(408) 838-7458
robgelpman@mocalliance.org