

AFDX[®]

Below are basic guidelines for properly using the Airbus AFDX[®] Trademark. These guidelines should be used for all materials which bear the AFDX[®] Trademark, internally and externally, including those available on the Internet, for all public documents communications, e.g. contracts and patent applications.

Proper Trademark Usage

Proper usage of the AFDX[®] Trademark requires consistent presentation of the mark, as well as proper forms of notice:

(1) Use AFDX[®] as an Adjective.

All trademarks are adjectives and must always be followed by a noun or a generic product or service name. The generic name for a product is usually a dictionary word that can be freely used by anyone. For example, the generic name for the AFDX[®] technology is "data network." The generic name "data network" describes the product, but does not identify the source or the quality of the product. The use of a trademark together with the generic name of the product tells the public exactly what the product is and who produced it.

When describing product, use:

- ✓ AFDX[®] (adjective) data network (generic noun)

Using the AFDX[®] Trademark with other text, i.e. as part of a sentence or phrase, should always show the AFDX[®] mark followed by the generic term "data network" or similar.

Similarly, use of the AFDX[®] Trademark with a picture of the product should also have the AFDX[®] mark followed by an appropriate generic term, e.g. "data network" or similar, so it does not appear that AFDX[®] is the generic name of the product shown in the picture.

Do not use the AFDX[®] Trademark as a:

- ✗ Possessive: AFDX's technology
- ✗ Noun: ADFX is the optimal data network
- ✗ Plural Noun: lots of AFDXs onboard airplanes
- ✗ Verb: AFDX it

When describing specific product compatible with Airbus' AFDX[®] data network, use:

Example

- ✓ AFDX[®] data network compatible
- ✓ AFDX[®] compatible

Wherever possible, do not use AFDX[®] standalone. Only use AFDX[®] as a standalone in limited circumstances, e.g. it could be a standalone header or cover on marketing materials, with the ® symbol and the notice:

- ✓ AFDX[®] is a registered trademark of Airbus.

(2) Provide Proper Notice.

When using the AFDX[®] Trademark in Europe or other countries where the Trademark is registered, use a ® symbol with the AFDX[®] Trademark, and where possible also with the notice, "AFDX[®] is a registered trademark of Airbus", for example on the bottom of the page.

Example:

- ✓ AFDX[®] data network.....
- ✓ AFDX[®] is a registered trademark of Airbus.

When using the AFDX[®] Trademark in a country where the Trademark is not yet registered but a trademark application is pending, use a TM symbol with the use of the Trademark:

Example:

- ✓ AFDX[™] data network

(3) Use AFDX[®] in a Special Design (logo)

Using a special design (logo) also is helpful to represent the AFDX[®] Trademark as a Trademark and not a product description.

The guidelines for the AFDX[®] logo are shown on the following pages.

Plain logo



Blue



AFDX®

Black



AFDX®

White



AFDX®

Minimum exclusion zone



Logo with trademark notice



AFDX®

AFDX is a registered trademark of Airbus.

Colour



C	93
M	4
Y	8
K	24

R	0
G	133
B	173

#0085AD

7704 C

Minimum size



5mm **AFDX®**

7mm **AFDX®**
AFDX is a registered trademark of Airbus.

Application:

Further to the AFDX® trademark usage guidelines, the AFDX® logo must be used in its defined shape, proportions and colours and not be changed in any way.

The plain variant of AFDX® logo is composed of the letters “AFDX” followed by the ® (registered) sign. These two elements are not to be dissociated or changed in their proportions but used as such as provided.

The variant with trademark notice is composed of the letters “AFDX” followed by the ® (registered) sign and the trademark notice “AFDX is a registered trademark of Airbus”, these three elements are not to be dissociated or changed in their proportions but used as such as provided.

Colour versions:

Three different colour versions are at disposal:

- The 2D blue version is the preferred version and should be used whenever possible. This version is made to be applied on white or light backgrounds.
- The 2D black version to be used if a four colour print process is not possible. This version is made to be applied on white or light backgrounds.
- The 2D white version is to be used on dark backgrounds.

Exclusion zone

The logo must always have clear space around to maintain impact and legibility. It is important to keep the logo clear of any graphic elements.

To regulate this, an exclusion zone equal to the width of the “F” letter exists as illustrated.

Nothing should appear within this zone.

Minimum size

The AFDX® logo is used in different sizes on a range of applications, ranging from print to on-screen. As it is important to retain logotype quality when applied to each application, we have established a minimum size with the height of 5mm for the Plain logo and 7mm for the logo with trademark notice.

File formats:

For all three versions of the logo we provide following file formats:

- Illustrator (vector based file for professional publishing & layouts)
- PNG (pixel based file - just like JPG but with transparent background for Office applications).

Horizontal alignment



Vertical alignment



Logo arrangements

Publications which include the AFDX® logo can implicate a display of the AFDX® logo with a partner logo.

The formal arrangement of the AFDX® logo with a partner logo follows a simple organizational principle.

The preferred position of the AFDX® logo is to the right of the partner logo. A dimensioning concept is used to specify the distance and alignment of the logotypes to each other.

1: The logos are aligned along a horizontal axis either on the base line of the logos or centered at a minimum distance of three times the width of the letter “F”.

2: The logos are aligned vertically either left aligned or centered on a vertical axis at a minimum distance of height of the letter “F”.