

Works with Loxone - Guidelines

Overview and Requirements

These guidelines are intended to help Loxone Licensees correctly use the 'works with Loxone' badge (WWLX) and communicate compatibility with Loxone compatible products in marketing materials related to a certified product. As used in these guidelines, the term "certified product" means a product, which is implemented with a working template in our [Loxone Library](#), so that it can easily be integrated in a Loxone project and got the certificate from Loxone Electronics GmbH. To help showcase your product most effectively, it is important to follow these guidelines.

Basic badge requirements

- Use the WWLX badge on the product packaging of a certified product that got the certification from Loxone
- Always use artwork provided by Loxone without modification

Device Template and Loxone Config file

Template entry

Both, Template name and description as well as the template itself has to be provided in english. The name of the template has to clearly describe which product is associated with the template. If more than one product is integrated through the template they have to be listed in the 'supported devices' section. Ensure that the description includes all information that is required to use the template.

Quality

Products and devices supported through a template must be safe to use in home and building environments and comply with common safety standards such as CE conformity, NRTL approval (UL, ETL), electrical safety and thermal protection. Products and devices supported through a template must not imitate core Loxone products such as the Miniserver and its Extensions. Products and devices supported through a template that are used in critical home and building infrastructure (such as base lighting, heating, security) must communicate through a reliable interface to ensure functionality and quality that is expected in professionally installed environments. Make sure to test your template for full functionality. Loxone reserves the right to reject or remove any templates at any time without further notice.

Following additional requirements are especially given for Vendor templates:

- The template must be provided with a corresponding Loxone Config sample file
- The vendor has to provide support details (e-mail address and phone number) that are listed in the Loxone Library
- The vendor must name an employee of their company with appropriate contact data who can be contacted for questions that arise or in case of problems
- The vendor agrees to keep the template up to date to ensure compatibility with the vendor device/system and the Loxone system

Device testing

To guarantee the functionality and rightness of the created Loxone device template and the provided Loxone Config file in combination with a reliable communication between the certified product and the Loxone Miniserver, a test device with all necessary information should be provided to Loxone.

In case that a test device can not be made available, because of e.g. size, location, amount of costs, etc., a communication test can also be done via remote access if a test structure is on site.

Training

To ensure knowledge and understanding how the Loxone Config and app works, also in connection with third party products, and to guarantee functionality and quality regarding the provided templates, it is recommended to absolve at least one training ([Qualification Training](#)) at Loxone.

Works with Loxone Badge

Use the WWLX badge to communicate that a product has been implemented with an appropriate template in our Loxone Library, or directly in Loxone Config so that it can easily be integrated into the Loxone Config project.

Badge versions

The WWLX badge is provided as black-and-white or colored line art (as you see below) for use on printed materials and onscreen. Badge artwork is only provided in english.

Do not create your own localized version of the badge. A translation of the “Works with” into other languages is not allowed.



Artwork

Badge artwork is provided in:

- Resolution-independent SVG scalable art, for web and onscreen use
- JPG-file with fixed resolution
- PDF-file

Use only the artwork provided by Loxone. Do not alter the artwork in any way except to change its size to fit your layout.

Placement

The WWLX badge cannot dominate a layout. The badge must be clearly subordinate to your company or product identity or main message. It must be smaller than that identity and placed below it. A description of WWLX should always accompany the badge on marketing materials.

Background color

The badge can appear on black, white or other color backgrounds and on photographic backgrounds, as long as it is clearly legible against the background.

Packaging

One WWLX badge must be printed on the package of a certified product that is available in the Loxone Library. Place the badge in a visible area on the outside of the packaging. It should be clearly subordinate in both size and position to the product identity.

Web

Use the WWLX badge only in connection with the certified product. Do not use the badge on general information or company pages, such as an “About Us” page. The badge should be clearly subordinate in both size and position to the certified product identity or main message. Place the badge near content that describes the benefits of Loxone.

Advertising and marketing communications

In advertising and other marketing communications, use the WWLX badge only in connection with the certified product. The badge should be clearly subordinate in both size and position to the certified product identity or main message.

The certified product must be advertised on the manufacturer's website with the WWLX badge. Additionally there has to be an information page or article on the vendors website, that informs about the cooperation and the Loxone Library entry. Furthermore, the manufacturer of the certified product agrees that the trademark may be used by Loxone for worldwide marketing purposes in connection with one or more certified products available in the [Loxone Library](#).

Exhibits

For trade shows and other exhibits, display the WWLX badge only in connection with the certified product. For example, signage placed near a certified product display can include the badge and a description of “works with Loxone”.

The badge should be clearly subordinate in both size and position to the certified product identity or main message. Do not use the WWLX badge to represent the company; they can be used only in connection with a certified product.

App promotions

When the licensed product communications also promote an app that supports the certified product, the WWLX badge can be used only in connection with the certified product, not the app.

Do's and Don'ts

Do

- One WWLX badge must be printed on the package of a certified product that is supported in the Loxone Library. Place the badge in a visible area on the outside of the packaging.
- Place the WWLX badge in a subordinate position on the layout following your certified product or company identity or main message. The badge should be smaller than your identity or main message.
- In manuals, the WWLX badge can accompany text that describes the template features and benefits.
- The WWLX badge can be used on advertising and promotions related to the certified product.
- Use only current badge artwork provided by Loxone without modification.

Don't

- Do not use a WWLX badge if your media is not supported or implemented in the Loxone Library
- Do not use the badge if your media cannot reproduce the badge artwork clearly and at high resolution
- Do not use the badge on general company or product communications. It must be used only in connection with your certified product.
- Do not make the badge the primary message or main graphic. It must be secondary to your main message and certified product or company identity.
- Do not animate, rotate, or tilt the badge.
- Do not alter the badge artwork in any way.
- Do not render the badge artwork to look 3D. Do not add effects such as reflections, shadows, or glows around the badge.
- Do not translate or localize the badge artwork and do not add words or model numbers.
- Do not print a WWLX badge on a certified product. Do not engrave it on an accessory or put anything permanent on an accessory.