



IPMX Brand Usage Guidelines



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Purpose

The IPMX Brand Usage Guidelines define how the IPMX name, logo, certification marks, and related visual elements may be used in marketing, product materials, packaging, software interfaces, and documentation. These rules ensure that the IPMX brand is represented consistently and respectfully in the market, preserving its meaning and value for manufacturers, integrators, and end users.

Scope

These guidelines apply to all organizations and individuals who wish to reference IPMX in any public or customer-facing material, including:

- Certified product manufacturers
- OEM/ODM partners
- Software vendors
- Media and press
- Distributors, resellers, and integrators

Use of the IPMX brand, including the “IPMX Certified” mark, is restricted to products and companies that meet the formal certification requirements established by AIMS. Misuse of the IPMX name or logo may result in public correction or removal from certification listings.

The [IPMX Qualification and Certification Requirements](#) document defines the technical and procedural obligations for passing certification. This Branding Guide covers what may be said or shown once certification has been achieved and what non-certified products may say when referencing the underlying specifications, e.g., [VSF TR-10](#).

1. Name Usage Rules

The term “IPMX” (short for Internet Protocol Media Experience) is a protected name representing a specific, open set of standards and open specifications developed by [The Alliance for IP Media Solutions](#) (AIMS), [The Advanced Media Workflow Association](#) (AMWA), [The Video Services Forum](#) (VSF) and referenced standards and specifications, notably [SMPTE ST 2110](#) and [AES67](#). To maintain clarity and trust in the IPMX ecosystem, the following rules

govern how this name may be used in product marketing, packaging, technical documentation, and UI.

1.1 Permitted Uses

The IPMX name may be used accurately and respectfully in the following ways:

- When referring to the specification itself,
 - e.g., “based on the IPMX specification.”
- **When describing a product’s certification status**
 - **“IPMX Certified”** is reserved exclusively for products that have completed formal IPMX Certification and are listed in the official Registry. Certified products may also display the IPMX Certified logo lockup in accordance with these Guidelines.
- **When describing capabilities or features of a Certified product**
 - The IPMX name may be used descriptively to identify specific capabilities, features, options, or components within a product that has been certified (e.g., “supports IPMX discovery and registration”).
 - Such references must be accurate and may not be presented in a way that implies certification of capabilities, features, components, or other products that have not themselves been certified.
- **For non-certified products**
 - The IPMX name may not be used in product branding, product names, or marketing claims.
 - Vendors may describe products as conforming to the underlying technical specifications (e.g., “conforms to VSF TR-10”), but may not use the IPMX name or logo unless the product is Certified.
- **“IPMX Ready”** (transitional use)
 - This term was permitted only prior to the availability of official IPMX testing and certification. It is now considered obsolete and may no longer be used.

These terms must be used truthfully and only in ways that reflect the product’s actual support or certification status.

1.2 Prohibited Uses

The IPMX name shall not be used:

- In product or company names without prior written permission (e.g., not allowed: “IPMX Toolkit Pro”, “IPMXCam 5000”).

- In a way that implies certification if none has been granted (e.g., “IPMX Certified” on a product that has not passed official testing).

1.3 Required Clarifications

In marketing and documentation:

- The terms “IPMX Certified” must be used with clear, distinguishing context:
 - **“IPMX Certified”**: Reserved for products that have passed full certification, including all required baseline tests and at least one Profile.
 - **“Certified for IPMX [Profile or Capability]”**: May only be used in conjunction with “IPMX Certified” to specify which Profiles or Capabilities successfully passed the testing process.
- Any partial implementation (e.g., IPMX control protocols but no media transport) must be clearly identified and not marketed as being IPMX Certified.

1.4 Labeling Supportive Products Outside the IPMX Certification Scope

Note: This section excludes devices that qualify for IPMX certification. This includes any device that transmits or receives IPMX compatible flows.

Some products play a supporting role in environments with IPMX devices, but are not eligible for certification. These include:

- Control systems (e.g., NMOS IS-04/05/11 controllers)
- Network infrastructure (e.g., switches and routers)
- Management platforms or orchestration software
- Certain developer tools, SDKs, or configuration utilities that do not include senders or receivers.

To ensure clarity and consistency in the marketplace, the following rules apply:

- These products must not use the term “IPMX Certified” or display any IPMX certification badges or logos.
- Acceptable phrasing includes:
 - “Designed to work with IPMX devices”
 - “Supports NMOS control protocols (IS-04/05/11), which are used by IPMX devices.”
 - “Designed for use in IPMX environments.”
 - “Vendor-tested for compatibility with IPMX workflows”
- References to IPMX should clearly indicate the nature of the support (e.g., control-only, no media handling) and avoid implying full compliance.
- AIMS may publish guidance or reference testing to help integrators understand the product’s interoperability posture, but this does not constitute formal certification.
- References in specifications, documentation, or training materials: Standards, specifications, technical documents, and educational or training resources that describe technologies used within IPMX systems may use the IPMX name when doing so accurately (e.g., “NMOS IS-04 is used in IPMX environments” or “this course covers IPMX workflows”). Such references are permitted and are not considered branding or product claims.

These distinctions help preserve the meaning of IPMX certification while recognizing the important role played by adjacent technologies in a functioning IPMX ecosystem.

2. Logo Usage Guidelines

All visual use of the IPMX logo is governed by the [IPMX Visual Identity Guidelines](#), which defines approved artwork, color specifications, clearspace, sizing, and placement rules. Only the official logo files provided by AIMS may be used; modification or recreation of the logo is not permitted.

For questions or to obtain official logo assets, contact AIMS Marketing and Branding at branding@aimsalliance.org.

3. Capability and Profile Declarations

To help users, integrators, and purchasers understand what an IPMX product supports, every Certified product includes a standardized declaration of its capabilities and profiles. This declaration appears as part of the product's entry in the official **IPMX Certified Product Registry** and may also be published by the vendor in product datasheets, documentation, and user interfaces.

Note: The IPMX Certified Product Registry is not yet published. Once the registry is published a link will be provided in an updated version of this document.

This standardized format, referred to as the IPMX Device Declaration, serves as a clear and consistent label for the product. It is similar to the standardized labeling used in food or medicine, providing an authoritative summary of the product's Certified features.

3.1 Registry Entry Details

The official Registry entry for each Certified product includes:

- **Profiles and Capabilities** tested and passed for that product/version.
- **Formatted Device Declaration** text, provided to the vendor at certification, for use in product datasheets and documentation.
- **QR code** linking directly to the product's Registry entry.

3.2 Declaration Rules

Requirements:

- Only products that have completed certification may display the IPMX Device Declaration.
- Vendors are encouraged to use the standardized Device Declaration text in product literature, ensuring consistency and clarity across the market.

- References included in the Device Declaration must relate to network, media-transport, timing, connection-management, control, or other interoperability-relevant behaviors. Product-specific features that do not affect IPMX interoperability—such as image processing functions, graphics generation, on-device UI features, or proprietary workflows—must not be included.
- The QR code supplied by AIMS must not be modified and must link directly to the official Registry entry.
- **Note:** For in-product display rules, see Section 6.

3.5 Forbidden Use

The following practices are strictly prohibited with respect to the IPMX Device Declaration and Registry entry:

- Altering, omitting, or adding items to the official Device Declaration.
- Using the Device Declaration or its QR code with products or versions that have not completed certification, except where explicitly permitted under the Certification Pending provisions defined in Section 5.5 of the IPMX Product Qualification and Certification Requirements.
- Misrepresenting untested capabilities as certified. Products may identify features or capabilities that are part of the IPMX specification but for which no official IPMX test currently exists (for example, ST 2022-7, or NMOS IS-12). These may be listed for informational purposes but must not be described or presented as “tested,” “verified,” or “certified” unless a corresponding IPMX test has been formally established and passed.

4. Technical Claims and Specifications

All technical and marketing materials referencing IPMX, whether in datasheets, websites, manuals, press releases, or sales collateral, must reflect the true capabilities and certification status of the product. Clear, accurate language preserves trust in the IPMX ecosystem and helps users make informed decisions.

4.1 Accuracy and Scope

All claims about IPMX support must be truthful and accurately represent the certified scope of implementation.

Rules (must):

- Claims must not overstate support. Products may not be described as “IPMX Certified” or “IPMX interoperable” except as confirmed in the official Certification Registry.
- Claims must not imply certification of features, capabilities, or product versions beyond those listed in the Registry.
- Inaccurate or misleading use of the IPMX name may result in revocation of certification rights.

Guidelines (should):

- Avoid broad statements like “fully interoperable with all IPMX devices.”
- Use precise language (e.g., “Supports IPMX JPEG XS Video Profile” rather than simply “Supports IPMX”).
- Clarify the scope of implementation when relevant (e.g., “IPMX supported on SDI output only”).

4.2 Certification Claims

In technical specifications, datasheets, and related product documentation, only products that have passed official testing for at least one Profile or Capability may use the following phrases:

- “IPMX Certified”, or
- * “Certified for IPMX [Profile or Capability]”

Products that have not completed certification must not use these phrases in technical materials. Alternative descriptive language for supportive or non-certifiable products is provided in Section 1.4.

Note: These requirements apply specifically to technical claims and specifications. Rules for logo and branding usage are described in Section 2, and rules for Registry entries and declarations are described in Section 3.

4.3 Required Context and Qualifiers

When referencing IPMX support in technical specifications:

- Clearly indicate the specific **Profiles** and **Capabilities** implemented.
- Identify any limitations, such as supported resolutions, media formats, or IO configurations that restrict full compliance.

Examples:

- ✓ “Supports the IPMX JPEG XS Profile; Certification pending.”
- ✓ “IPMX Certified for IS-04/05/11 with receiver-only support for JPEG XS video.”
- ✗ “IPMX Certified” (if the product is only self-tested or under development).
- ✗ “Fully IPMX Certified” (not permitted; products may only be described as Certified for the specific Profiles/Capabilities listed in the Registry).

4.4 Disclaimers and Footnotes

Marketing materials that reference IPMX support should include a footnote or disclaimer clarifying the scope of support where ambiguity may exist. For example:

Example: *“This product supports select IPMX Profiles and Capabilities. See [URL] for full compatibility details.”*

While not mandatory, using this practice is strongly encouraged as it helps ensure consistent communication across vendors and reduces the risk of misleading integrators or users.

5. Positioning and Co-Branding

IPMX is a full-stack, open standard that addresses both the transport and control of interoperable AV-over-IP systems. When IPMX branding is used alongside other technologies or platforms—such as Dante, SDVoE, NDI, AES67, or HDMI—it must be presented as a peer. IPMX must not be visually or verbally subordinate to proprietary technologies in logos, lockups (combined logo arrangement), or product descriptions.

Approved examples:

- “Now shipping: Dante audio with IPMX video”
- Logo row with IPMX and other partner logos at equal size and placement

- “Supports HDMI, IPMX, and SDVoE workflows” (equal phrasing)

Prohibited examples:

- “Enhanced by Dante, with IPMX support”
- “Built on the SDVoE platform, with IPMX support”
- IPMX logo placed at smaller scale, lighter weight, or faded compared to co-branded logos
- Phrasing that suggests IPMX is subordinate (e.g., “Powered by ____, with IPMX”)

Visual consistency, scale, and language must reflect the equal standing of IPMX in multi-technology products. In co-branding, the goal is to highlight IPMX as an equal and open counterpart in the ecosystem. Where possible, phrase integrations as collaborative (‘IPMX + Dante’) rather than hierarchical (‘Powered by Dante with IPMX’).

6. In-Product Use

Certified products may include references to their IPMX certification within device user interfaces, configuration tools, or help/about dialogs. All in-product use must be accurate, respectful, and aligned with the official certification status as recorded in the IPMX Registry.

6.1 Approved Contexts

IPMX branding elements may appear in the following contexts, provided they adhere to the rules in this section:

- Device GUIs and Web UIs
 - e.g., “This device is IPMX Certified” with a link to the official Registry entry.
- Menu Overlays on Displays
 - e.g., input selection or routing menus that include certification status or supported profiles.
- Embedded Configuration Tools
 - e.g., setup wizards, system dashboards, diagnostics views, or “About” dialogs showing Device Declaration details.

6.2 Visual Integrity

When displaying IPMX branding in a product interface:

- The IPMX logo may only be displayed for Certified products, in accordance with the Branding Guidelines (e.g., clearspace, sizing, no modification).
- The IPMX Device Declaration text provided during certification may be displayed in-product.
- A link or QR code to the product’s official Registry entry should be included; the Certification ID may also be shown, but the Registry link/QR code is preferred.
- Do not alter, omit, or add to the official Device Declaration.
- Do not place the IPMX logo or Device Declaration in ways that imply uncertified features or full certification beyond those listed in the Registry.

6.3 Required Disclaimers

Products that have passed official certification must include their IPMX certification details in a clearly accessible location (e.g., “About” screen, status page, or support menu).

Note: Declaration fields are defined in Section 3

An toy example template is provided:

IPMX Certified

This product has passed official IPMX certification for the following Profiles and Capabilities:

- JPEG XS Video Profile
- PCM Digital Audio Profile

Certification ID: IPMX-C-000123

Software/Firmware Version: v2.3.1

[QR Code or link to official Registry entry]

Note: An official IPMX Certified Product logo lockup is in active development. Once available, this document will be updated to include the official graphics.

7. Certification Mark Usage

The IPMX Certified mark is a legally protected designation used to identify products that have passed official testing in accordance with the IPMX Certification Program.

7.1 Usage Requirements

Only products listed in the official IPMX Certification Registry may use the “IPMX Certified” mark, the IPMX Certified logo, or the phrase “IPMX Certified.”

Detailed rules for logo usage, technical claims, and in-product declarations are provided in:

- **Section 2:** Branding and Logo Usage
- **Section 3:** Device Declarations and Registry Entries
- **Section 4:** Technical Claims and Specifications
- **Section 6:** In-Product Use

7.2 Prohibited Uses

The IPMX Certified mark may not be used on uncertified products, features, or versions, nor may it be applied as a company-wide designation or to accessories, modules, or software that have not been individually certified.

7.3 Legal Language and Trademark Notices

The “IPMX Certified” designation is a certification mark of the Alliance for IP Media Solutions (AIMS), used under license. All usage must conform to the IPMX Branding Guidelines and Certification Program Terms.

Include the following notice where appropriate:

IPMX® and the IPMX Certified mark are trademarks of the Alliance for IP Media Solutions (AIMS). All rights reserved.

Trademark registration status (™ vs ®) will be updated once finalized.

8. Editorial Guidelines

To ensure consistency and clarity in how IPMX is represented across the industry, all written materials—including datasheets, websites, manuals, and press releases—should follow the editorial rules outlined below.

These guidelines are mandatory for vendors and partners using the IPMX brand and strongly recommended for the broader community when writing about IPMX.

8.1 Naming Conventions

- Always refer to the technology as IPMX (all capital letters).

 Incorrect: ipmx, I.P.M.X., IpMx

 Correct: IPMX

- On first use in formal materials, it is recommended to include the full term in parentheses:

“IPMX (Internet Protocol Media Experience) is an open standard for AV over IP...”

8.2 Trademark Use

- Use IPMX® if the mark is registered in your region.
- Use IPMX™ until registration is confirmed.
- Include the trademark symbol on first use in each major section or document.

e.g., “IPMX™ is a suite of standards...”

- Include the trademark attribution in small print or footer:

IPMX® is a trademark of the Alliance for IP Media Solutions (AIMS). Used with permission.

- Do not add the ® or ™ symbol to the IPMX logo artwork itself; only use the official logo files provided by AIMS.

For additional legal requirements, see Section 7.3 (Legal Language and Trademark Notices). AIMS will provide updated guidance as registration status evolves.

8.3 Certification Language

Use these terms carefully and consistently:

Term	Meaning	Allowed On
IPMX Certified	Product has passed official IPMX certification and is listed in the Registry	Certified hardware/software only
Certified for IPMX Profile/Capability	Product has passed testing for specific Profiles/Capabilities, as listed in the Registry	Certified product documentation, UIs, and marketing
Designed for IPMX	Supporting product intended to operate within IPMX environments (but not itself certifiable)	Non-certifiable products (e.g., control systems, orchestration software, switches)
Conforms to VSF TR-10	Product implements the technical specifications without IPMX certification or logo use	Uncertified products; descriptive claims only (no IPMX branding)

Avoid ambiguous or misleading phrases:

- ✗ “Fully interoperable with all IPMX products”
- ✗ “IPMX Approved”
- ✗ “IPMX Compliant” (use “Certified”, if true or Conforms to VSF TR-10 if not true)

8.4 Tone and Accuracy

The way IPMX is described in written and marketing materials should reflect its role as an open standard. While not strictly enforceable, the following guidelines are strongly recommended:

- **Avoid exaggeration or hyperbole.** IPMX is a standard, not a product. Claims should be factual and restrained.
- **Emphasize transparency and interoperability.** Highlight certified capabilities and the open, multi-vendor nature of the ecosystem.
- **Be precise about certification.** Describe clearly what has been certified, and do not imply coverage beyond what was tested and listed in the Registry.

Examples:

✓ “This device is IPMX Certified for the PCM Digital Audio Profile.”

✓ “Supports NMOS IS-04, IS-05, and IS-11 for IPMX compatibility.”

✗ “Now with full IPMX!”

✗ “IPMX built in!”

8.5 Documentation and Public Statements

Vendors must ensure that public-facing materials do not imply or state that certification constitutes endorsement by AIMS, VSF, or AMWA. Certification confirms conformance with technical requirements but is not a product endorsement.

9. Closing and Contact

These guidelines are designed to ensure clarity, consistency, and trust in how IPMX is presented across the industry. By following them, vendors, developers, and integrators help strengthen the value of IPMX as an open, interoperable standard for AV over IP.

For questions, requests for logo assets, or clarification about specific branding use cases, please contact:

9.1 AIMS Marketing and Branding

 branding@aimsalliance.org

 ipmx.io/technical-information/

AIMS reserves the right to update these guidelines at any time. All parties using the IPMX name or logo are expected to stay current with the latest version (see also Section 7: Certification Mark Usage).

Appendix A: Version History

Version	Date	Summary of Changes
1.0	2025-12	Initial Release