

Pixhawk® trademark guidelines

Version 1.0 (June 26. 2018)

Description of Pixhawk

Pixhawk is an independent open-hardware project that aims to provide the standard for readily-available, high-quality and low-cost autopilot hardware designs for the academic, hobby and developer communities. Pixhawk started as a student project at ETH Zurich led by Lorenz Meier in 2009. As one of the major enabling component of the open source drone ecosystem, the standard is now maintained and supported by [Auterion](#).

Acknowledgement Line(s):

- Whenever the **Pixhawk® logo** appears, the following footnote must also appear: *"Pixhawk and its logo are registered trademarks of Lorenz Meier"*.
- Whenever the **Pixhawk® brand** appears, the following footnote must also appear: *"Pixhawk is a trademark of Lorenz Meier"*.

Trademark and Brand use

- As with all other trademarks, the Pixhawk® trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the trademark (e.g. The Pixhawk *flight controller* is compatible with the latest PX4 software release)
- Use the **trademark symbol ®** in the first appearance of the trademark in a headline, and/or the first prominent use and first appearance in the body of text.
- Never hyphenate or abbreviate the **Pixhawk®** trademark.
- In written form the **Pixhawk®** text is case sensitive. Variations other than **Pixhawk®** are not allowed (e.g. PIXHAWK, pixhawk, PixHawk).

- Never incorporate the **Pixhawk**[®] trademark or any part of the trademark into a third party's company name, product brand name or model number unless previously agreed in writing by the rightful owner.
- Never translate the **Pixhawk**[®] trademark.
- The use of the **Pixhawk**[®] trademark in a product (e.g. Pixhawk[®] 4) is not allowed without previous confirmation in writing by the lawful owner.

Logo use

The **Pixhawk**[®] logo can only be used with the Registered Trademark icon (®). The logo can only be used in white or black fonts. Black is intended for lighter backgrounds and white is intended for darker backgrounds.



For any questions related to the use of the **Pixhawk**[®] please write to lorenz@px4.io.