

EXHIBIT P

USB Logo Usage Guidelines

USB Logo Usage Guidelines

USB Performance-only Packaging, Cable and Port Logos



USB Type-C™ Charging Trident Logos



Certified USB Charger Logos



USB-IF Word Marks

USB Type-C™ **USB-C™**

The Universal Serial Bus (USB) has gone beyond its original intent to connect peripherals to PCs and is now a dominate standard in the interconnect market. USB can be found everywhere from PCs to consumer electronics to mobile devices. Because of its ease of use, speed and expandability, USB is the preferred connection for many consumers. This presents a continued market opportunity for the future.

In order to realize this opportunity, USB products must continue to enhance the consumers' experience through high quality and ease of use. That's why USB Implementers Forum, Inc. (USB-IF) developed trademark-protected USB Logo(s), SuperSpeed USB Logo(s), SuperSpeed USB 10 Gbps Logo(s), USB Type-C™ Charging Trident Logo(s), the Certified USB Charger Logo(s), and the Certified USB Fast Charger Logo(s) for use by qualified parties. To qualify for the right to display these logos, products must pass the specified USB-IF compliance testing for product quality.

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General Logo Usage Guidelines

Your company name, logo, or product name must appear on any products or related materials where the USB Logo(s), the SuperSpeed USB Logo(s), the SuperSpeed USB 10 Gbps Logo(s), the USB Type-C™ Charging Trident Logo(s), the Certified USB Charger Logo(s), or the Certified USB Fast Charger Logo(s) are used. The Logos cannot be larger or more prominent than your product name, trademark, logo, or company name.

You must use the logos exactly as they are shown in the USB-IF digital artwork files; you may not imitate the USB Logo(s), the SuperSpeed USB Logo(s), the SuperSpeed USB 10 Gbps Logo(s), the USB Type-C™ Charging Trident Logo(s), the Certified USB Charger Logo(s), or the Certified USB Fast Charger Logo(s) in any of your materials.

You may not combine the USB Logo(s), the SuperSpeed USB Logo(s), the SuperSpeed USB 10 Gbps Logo(s), the USB Type-C™ Charging Trident Logo(s), the Certified USB Charger Logo(s), or the Certified USB Fast Charger Logo(s) with any other feature, including other marks, words, graphics, photos, slogans, numbers, design features, or symbols.

The USB Logo(s), the SuperSpeed USB Logo(s), the SuperSpeed USB 10 Gbps Logo(s), the USB Type-C™ Charging Trident Logo(s), the Certified USB Charger Logo(s), or the Certified USB Fast Charger Logo(s) may not be used as a design feature on any of your materials.

IMPORTANT: Please refer to the USB-IF Trademark License Agreement Mark Requirements Chart for details regarding the USB-IF Test Procedures and other requirements.

The Basic-Speed USB Logo must be used with Basic-Speed (12 Mbps or 1.5 Mbps) Product. The Hi-Speed USB Logo must be used with Hi-Speed (480 Mbps) Product. THE HI-SPEED VERSIONS OF THE LOGOS CANNOT BE USED WITH BASIC-SPEED PRODUCT.

The Basic-Speed USB Logo and the Hi-Speed USB Logo may be reproduced only in the versions shown in this document and may not be altered in any way.

Please note that the trademark (™ & ®) and the word “certified” are integral parts of the Logos. They are considered part of the Logo art and should not be altered in any way. The Logos must be reproduced from the USB-IF digital artwork files.

Basic-Speed USB



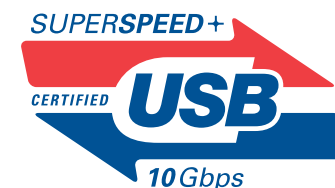
Hi-Speed USB



The SuperSpeed USB Logo must be used solely in conjunction with Product that signals at 5 Gbps, that has been submitted to and passed the USB-IF Test Procedure for SuperSpeed USB products, and that has been posted on the USB-IF Integrators List.

SuperSpeed USB

The SuperSpeed USB 10 Gbps Logo must be used solely in conjunction with Product that signals at 10 Gbps, that has been submitted to and passed the USB-IF Test Procedure for SuperSpeed USB 10 Gbps products, and that has been posted on the USB-IF Integrators List.

SuperSpeed USB 10 Gbps

The SuperSpeed USB Logo may be reproduced only in the versions shown in this document and may not be altered in any way. Please note that the trademark (®) and the word “certified” are integral parts of the Logos. They are considered part of the Logo art and should not be altered in any way. The Logos must be reproduced from the USB-IF digital artwork files.

The SuperSpeed USB 10 Gbps Logo may be reproduced only in the versions shown in this document and may not be altered in any way. Please note that the trademark (®), the word “certified”, the plus “+” label and the “10 Gbps” label are integral parts of the Logos. They are considered part of the Logo art and should not be altered in any way. The Logos must be reproduced from the USB-IF digital artwork files.

The USB-IF SuperSpeed USB Trident Logo may be used solely in conjunction with Product consisting of a hub, peripheral device, add-in card, motherboard, or cable and connector assembly (anything that is not a USB Host end product) that signals at 5 Gbps, that has been submitted to and passed the SuperSpeed USB Test Procedure, and that has been posted on the USB-IF Integrators List; or solely in conjunction with Product *not* consisting of a hub, peripheral device, add-in card, motherboard, or cable and connector assembly, that is based on and compliant with the USB-IF USB 3.2 specification.

**SuperSpeed USB
Trident Logo**



**SuperSpeed USB 10 Gbps
Trident Logo**



The USB-IF SuperSpeed USB 10 Gbps Trident Logo may be used solely in conjunction with Product consisting of a hub, peripheral device, add-in card, motherboard, or cable and connector assembly (anything that is not a USB Host end product) that signals at 10 Gbps, that has been submitted to and passed the SuperSpeed USB 10 Gbps Test Procedure, and that has been posted on the USB-IF Integrators List; or solely in conjunction with Product *not* consisting of a hub, peripheral device, add-in card, motherboard, or cable and connector assembly, that is based on and compliant with the USB-IF USB 3.2 specification.

The USB-IF USB Type-C™ Charging Trident Logo may be used solely in conjunction with Product consisting of hub, peripheral device, add-in card, or motherboard (anything that is not a USB Host end product, or a cable and connector assembly) that has been submitted to and passed the Basic or Hi-Speed Test Procedure and USB Type-C™ testing requirements (see USB Compliance Program website for all test procedures); or with Product *not* consisting of hub, peripheral device, add-in card, or motherboard, that is based on and compliant with the USB-IF USB Type-C™ specification and the appropriate USB Power Delivery specification.

**USB Type-C™ Charging
Trident Logo**



The USB-IF SuperSpeed USB Type-C™ Charging Trident Logo may be used solely in conjunction with Product consisting of hub, peripheral device, add-in card, or motherboard (anything that is not a USB Host end product, or a cable and connector assembly) that has that has been submitted to and passed the SuperSpeed USB Test Procedure and USB Type-C™ testing requirements (see USB Compliance Program website for all test procedures); or with Product *not* consisting of hub, peripheral device, add-in card, or motherboard, that is based on and compliant with the USB-IF USB Type-C™ specification, the USB 3.2 specification, and the appropriate USB Power Delivery specification.

**SuperSpeed USB Type-C™
Charging Trident Logo**



The USB-IF SuperSpeed USB 10 Gbps USB Type-C™ Charging Trident Logo may be used solely in conjunction with Product consisting of hub, peripheral device, add-in card, or motherboard (anything that is not a USB Host end product, or a cable and connector assembly) that has that has been submitted to and passed the SuperSpeed USB 10 Gbps Test Procedure and USB Type-C™ testing requirements (see USB Compliance Program website for all test procedures); or with Product *not* consisting of hub, peripheral device, add-in card, or motherboard, that is based on and compliant with the USB-IF USB Type-C™ specification, the USB 3.2 specification, and the appropriate USB Power Delivery specification.

**SuperSpeed USB 10 Gbps
USB Type-C™ Charging
Trident Logo**



The USB-IF Certified USB Charger Logo and Certified USB Fast Charger Logo are available with various wattage labels. Companies should contact admin@usb.org with specific requests. The Certified USB Charger Logo and Certified USB Fast Charger Logo must be used solely in conjunction with Product that has been submitted to and passed the appropriate USB-IF Test Procedures and that has been posted on the USB-IF Integrators List.

The Certified USB Charger Logo and Certified USB Fast Charger Logo may be reproduced only in the versions shown in this document and may not be altered in any way. Please note that the trademark (™) and the wattage number are integral parts of the Logo(s). They are considered part of the Logo art and should not be altered in any way. The Logo(s) must be reproduced from the USB-IF digital artwork files.

The Certified USB Charger Logo and Certified USB Fast Charger Logo must be used solely in conjunction with Product as defined in the usage guidelines. Certified USB Chargers must comply with one of the Certified USB Charger Categories defined in the USB Logo Usage Guidelines.

Certified USB Charger Logo



Certified USB Fast Charger Logo



“USB Type-C™” and “USB-C™” are trademarks of USB Implementers Forum and are only in for use with products based on and compliant with the USB Type-C™ cable and connector specification.

The trademark notice symbol ™ must be included in the first instance of “USB Type-C™” or “USB-C™” in any material. USB Type-C™ and USB-C™ should not be translated into languages other than English.

The trademark attribution statement should be included in any materials using the word marks “USB Type-C™” and/or “USB-C™”

USB-IF Word Marks

USB Type-C™

USB-C™

Trademark Attribution Statement

USB Type-C™ and USB-C™ are trademarks of USB Implementers Forum.

Certified USB Charger Categories

- ▶ Category 1 - Single-port Assured Capacity USB Type-C™ Charger
- ▶ Category 2 - Multi-port Assured Capacity USB Type-C™ Charger
- ▶ Category 3 - Multi-port Shared Capacity USB Type-C™ Charger
- ▶ Category 4 - Multi-port USB Type-C™ Charger with at least one USB Standard-A port
- ▶ Category 5 - Multi-port USB Type-C™ Charger with both Assured and Shared ports

Category 1

Single-port Assured Capacity USB Type-C™ Charger

Requirements:

- The Product must have a single USB Type-C™ port and no other USB Charging ports.
- The USB Type-C™ port must be labeled to identify the power supplied.
- The USB Type-C™ port must supply the stated power level.
- The Certified USB Charger Logo wattage label must define the power level of the USB Type-C™ port.
- The Product must meet the appropriate requirements as defined in the USB-IF Trademark License Agreement Mark Requirements Chart for either the Certified USB Charger Logo or the Certified USB Fast Charger Logo.

Example:

45W Single-port Assured Capacity USB Type-C™ Charger



USB Type-C™ port wattage label



Packaging and/or Product Logo

Category 2

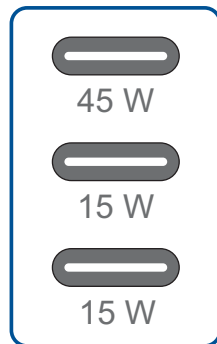
Multi-port Assured Capacity USB Type-C™ Charger

Requirements:

- The Product must have multiple USB Type-C™ ports and no other USB Charging ports.
- Each USB Type-C™ port must behave independently and be unaffected by the status and loading of the other ports.
- Each USB Type-C™ port must be labeled to identify the power supplied.
- Each USB Type-C™ port must supply the stated power capability, independent of the status and loading of the other ports.
- The Certified USB Charger Logo wattage label must define the USB Type-C™ port that supplies the highest power.
- The Product must meet the appropriate requirements as defined in the USB-IF Trademark License Agreement Mark Requirements Chart for either the Certified USB Charger Logo or the Certified USB Fast Charger Logo.

Example:

45W Multi-port Assured Capacity USB Type-C™ Charger



USB Type-C™ port labels



Packaging and/or Product Logo

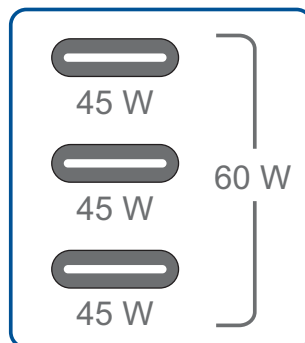
Category 3

Multi-port Shared Capacity USB Type-C™ Charger

Requirements:

- Product must have multiple USB Type-C™ ports and no other USB Charging ports.
- Each USB Type-C™ port must be labeled to identify the highest capable power level.
- Prior to any USB Type-C™ ports being connected to a power sink, each USB Type-C™ port must be capable of the same maximum power capability.
- Each USB Type-C™ port is not required to supply the stated power level at all times.
- As USB Type-C™ ports are connected and a power contract is established, the remaining unconnected USB Type-C™ ports must equally offer the remaining available power capability.
- The Product labeling and packaging must inform consumers that when a single port is supplying the highest power rating, the remaining ports will supply different power ratings.
- The total combined power level must be indicated on the Product.
- The Product must meet the appropriate requirements as defined in the USB-IF Trademark License Agreement Mark Requirements Chart for either the Certified USB Charger Logo or the Certified USB Fast Charger Logo.

Example: 45W Multi-port Shared Capacity USB Type-C™ Charger



USB Type-C™ port labels



Packaging and/or Product Logo

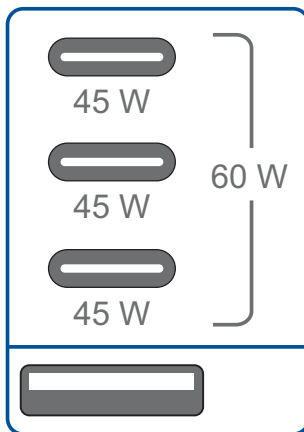
Category 4

Multi-port USB Type-C™ Charger with at least one USB Standard-A port

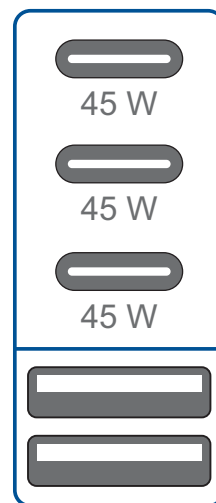
Requirements:

- Each USB Type-C™ port must be labeled according to the appropriate Certified USB Charger Category.
- Each USB Type-C™ port must supply the power level according to the appropriate Certified USB Charger Category.
- The Certified USB Charger Logo wattage label must define the USB Type-C™ port according to the appropriate Certified USB Charger Category.
- Products that also include USB Standard-A ports are required to supply a minimum of 4.5W.
- The Product must meet the appropriate requirements as defined in the USB-IF Trademark License Agreement Mark Requirements Chart for either the Certified USB Charger Logo or the Certified USB Fast Charger Logo.

Examples: 45W Multi-port USB Type-C™ Chargers with at least one USB Standard-A port



USB Type-C™ port labels



USB Type-C™ port labels



Packaging and/or Product Logo

Category 5

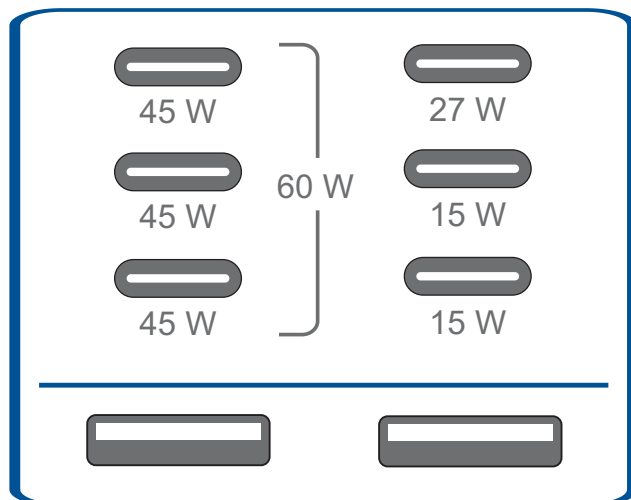
Multi-port USB Type-C™ Charger with both Assured and Shared ports

Requirements:

- Each USB Type-C™ port must be labeled according to the appropriate Certified USB Charger Category.
- Each USB Type-C™ port must supply the power level according to the appropriate Certified USB Charger Category.
- The Certified USB Charger Logo wattage label must define the single USB Type-C™ port that supplies the highest wattage.
- Products that also include USB Standard-A ports are required to supply a minimum of 4.5W.
- The Product must meet the appropriate requirements as defined in the USB-IF Trademark License Agreement Mark Requirements Chart for either the Certified USB Charger Logo or the Certified USB Fast Charger Logo.

Example: 45W Multi-port USB Type-C™ Assured and Shared Port Charger with USB Standard-A ports

Shared USB Type-C™ ports Assured USB Type-C™ ports



Packaging and/or Product Logo

Basic-Speed USB Version

To be effective, the USB-IF Basic-Speed USB Logo must be treated appropriately and consistently.

Clear space, minimum size, and Logo position requirements must be followed.

Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to the height of the blue bar that contains the word “certified” for the size selected. Please note that when the Logo reverses out of a dark background, it includes a key line around it. The clear space does not include the key line.

Minimum Size for Print

The minimum width is 0.5 inch (13 mm) and the minimum height is 0.17 inch (4.3 mm).

Minimum Size for On-Screen

The minimum width of the Logo is 100 pixels. The supplied on-screen Logos are created with the clear space built into the files. The smallest file available (100 pixels) is set to the minimum size requirement and should not be scaled down.

Logo Position

To position the Logo correctly, use the left corner of the Logo as the vertical guideline. Use the top edge of the Logo as the horizontal guideline.



Hi-Speed USB Version

These requirements apply to use of the USB-IF Hi-Speed USB Logo.

Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to the height of the blue bar that contains the word “certified” for the size selected. Please note that when the Logo reverses out of a dark background, it includes a key line around it. The clear space does not include the key line.



Minimum Size for Print

The minimum width is 0.5 inch (13 mm) and the minimum height is 0.23 inch (5.85 mm).



Minimum Size for On-Screen

The minimum width of the Logo is 100 pixels. The supplied on-screen Logos are created with the clear space built into the files. The smallest file available (100 pixels) is set to the minimum size requirement and should not be scaled down.



Logo Position

To position the Logo correctly, use the left corner of the Logo as the vertical guideline. Use the top edge of the Logo as the horizontal guideline.



SuperSpeed USB Version

These requirements apply to use of the USB-IF SuperSpeed USB Logo.

Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to the height of the white space that contains the word “certified” for the size selected. Please note that when the Logo reverses out of a dark background, it includes a key line around it. The clear space does not include the key line.



Minimum Size for Print

The minimum width of the Logo is 0.75 inch (19 mm) and the minimum height for the Logo is 0.38 inch (9.8 mm).



Minimum Size for On-Screen

The minimum width of the Logo is 125 pixels. The supplied on-screen Logos are created with the clear space built into the files. The smallest file available (125 pixels) is set to the minimum size requirement and should not be scaled down.



Logo Position

To position the Logo correctly, use the upper left corner top arrow as the vertical guideline. Use the top edge of the word SUPERSPEED as the horizontal guideline.



SuperSpeed USB 10 Gbps Version

These requirements apply to use of the USB-IF SuperSpeed USB 10 Gbps Logo.

Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to the height of the white space that contains the word “certified” for the size selected. Please note that when the Logo reverses out of a dark background, it includes a key line around it. The clear space does not include the key line.

Minimum Size for Print

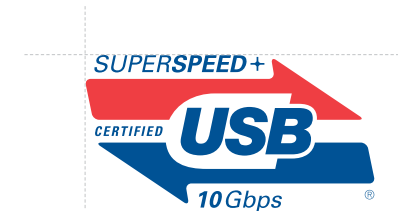
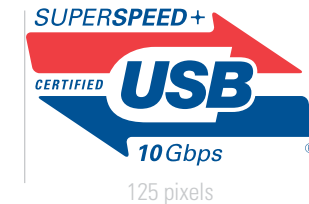
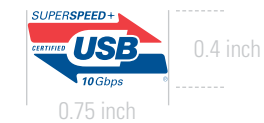
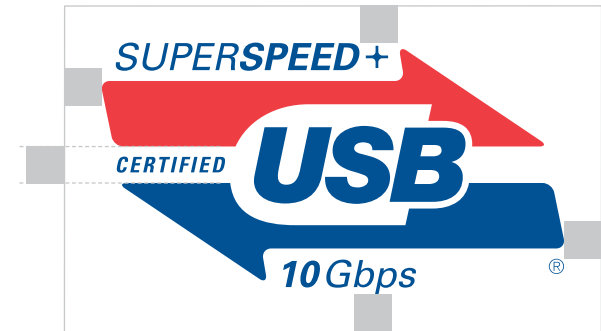
The minimum width of the Logo is 0.75 inch (19 mm) and the minimum height for the Logo is 0.4 inch (10.16 mm).

Minimum Size for On-Screen

The minimum width of the Logo is 125 pixels. The supplied on-screen Logos are created with the clear space built into the files. The smallest file available (125 pixels) is set to the minimum size requirement and should not be scaled down.

Logo Position

To position the Logo correctly, use the upper left corner top arrow as the vertical guideline. Use the top edge of the word SUPERSPEED + as the horizontal guideline.



SuperSpeed USB Trident Logo

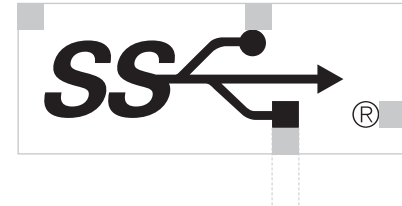
These requirements apply to use of the USB-IF SuperSpeed USB Trident Logo.

Please note that the SuperSpeed USB Trident Logo is only to be used on cables and devices.



Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to the width of the square of the trident for the size selected.



Minimum Sizes

The minimum size of the largest dimension of the Logo is 5mm (0.2 inches). *Measurement does not include the "®".*



Logo Position

The Logo can be oriented horizontally with the SS on the left or vertically with the SS at the bottom.

Licensee is not obligated to use the "Circle R[®]" and may omit the registered trademark[®] symbol on the SuperSpeed USB Trident Logo for mobile and non-mobile Product, for which the Licensee is printing/engraving on chassis where the reasonable alternatives for the location and size of the Logo do not allow for the symbol to have a maximum dimension of 15mm or more. This permission is limited only to these exact situations.

Where the symbol is so omitted, the manufacture/Licensees must include the following statement in their user's manual/printed materials accompanying the Product: **"The SuperSpeed USB Trident Logo is a registered trademark of USB Implementers Forum, Inc."** and must be accompanied with the image of the mark with the correct rendering of the[®].

SuperSpeed USB 10 Gbps Trident Logo

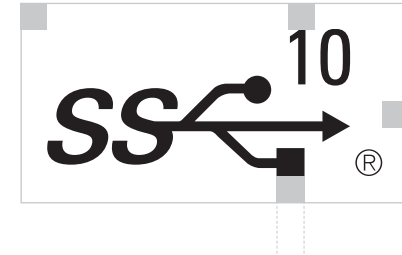
These requirements apply to the use of the USB-IF SuperSpeed USB 10 Gbps Trident Logo.

Please note that the SuperSpeed USB 10 Gbps Trident Logo is only to be used on cables and devices.



Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to the width of the square of the trident for the size selected.



Minimum Sizes

The minimum size of the largest dimension of the Logo is 5mm (0.2 inches). *Measurement does not include the "®".*



Logo Position

The Logo can be oriented horizontally with the SS on the left or vertically with the SS at the bottom.

Licensee is not obligated to use the "Circle R ®" and may omit the registered trademark ® symbol on the SuperSpeed USB 10 Gbps Trident Logo for mobile and non-mobile Product, for which the Licensee is printing/engraving on chassis where the reasonable alternatives for the location and size of the Logo do not allow for the symbol to have a maximum dimension of 15mm or more. This permission is limited only to these exact situations.

Where the symbol is so omitted, the manufacture/Licensees must include the following statement in their user's manual/printed materials accompanying the Product: **"The SuperSpeed USB 10 Gbps Trident Logo is a registered trademark of USB Implementers Forum, Inc."** and must be accompanied with the image of the mark with the correct rendering of the ®.

USB Type-C™ Charging Trident Logos

These requirements apply to use of the USB-IF USB Type-C™ Charging Trident Logos.

Licensee is not obligated to use the “™” and may omit the trademark™ symbol on the USB Type-C™ Charging Trident Logos for mobile and non-mobile Product, for which the Licensee is printing/engraving on chassis where the reasonable alternatives for the location and size of the Logos do not allow for the symbol to have a maximum dimension of 15mm or more. This permission is limited only to these exact situations.

Where the symbol is so omitted, the manufacture/Licensees must include the following statement in their user’s manual/ printed materials accompanying the Product: “The USB Type-C™ Charging Trident Logos are trademarks of USB Implementers Forum, Inc.” and must be accompanied with the proper USB Type-C™ Charging Trident image of the mark with the correct rendering of the™.

Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to the width of the battery terminal for the size selected.

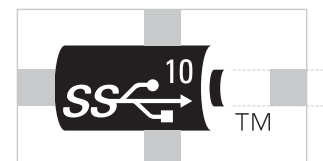
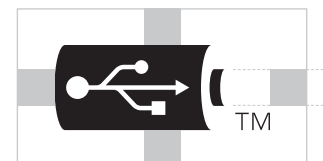
Minimum Size

The minimum size of the largest dimension of the Logo is 5mm (0.2 inches).

Measurement does not include the “™”.

Logo Position

The Logo can be oriented horizontally with the battery terminal to the right or vertically with the battery terminal to the top.



Certified USB Charger Logo

These requirements apply to use of the Certified USB Charger Logo.

Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to the height of the word “certified”.



Minimum Size for Print

The minimum width of the Logo is 0.75 inch (19 mm) and the minimum height for the Logo is 0.48 inch (12.15 mm).



Minimum Size for On-Screen

The minimum width of the Logo is 125 pixels. The supplied on-screen Logos are created with the clear space built into the files. The smallest file available (125 pixels) is set to the minimum size requirement and should not be scaled down.



Logo Position

To position the Logo correctly, use the left edge of the word “charger” as the vertical guideline. Use the top of the lightning bolt symbol as the horizontal guideline.



Certified USB Fast Charger Logo

These requirements apply to use of the Certified USB Fast Charger Logo.

Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to the height of the word “certified”.



Minimum Size for Print

The minimum width of the Logo is 0.75 inch (19 mm) and the minimum height for the Logo is 0.48 inch (12.15 mm).



Minimum Size for On-Screen

The minimum width of the Logo is 125 pixels. The supplied on-screen Logos are created with the clear space built into the files. The smallest file available (125 pixels) is set to the minimum size requirement and should not be scaled down.



Logo Position

To position the Logo correctly, use the left edge of the word “fast” as the vertical guideline. Use the top of the lightning bolt symbol as the horizontal guideline.



Basic-Speed USB Logo

The USB-IF Basic-Speed USB Logo has been created as a 1-color Logo. (Other color versions are shown on the following pages). It is best to reproduce the Logo using the PANTONE® numbers shown at the right. When reproducing these colors in 4-color process inks, or on screen (RGB), the screen tints listed here should be used.

Different color models may reproduce the USB Blue with slight color variations, e.g., a Logo printed using USB Blue as a spot color may result in a slightly different hue of blue when compared to one printed using 4-color process or compared to an on screen (RGB) Logo.



USB Blue

Use PANTONE® 653C

4-color

Cyan	100%
Magenta	62%
Yellow	0%
Black	20%

RGB

Red	0
Green	82
Blue	149

PANTONE Colors displayed here may not match PANTONE-identified standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Hi-Speed USB Logo

The USB-IF Hi-Speed USB Logo has been created as a 2-color Logo. (Other color versions are shown on the following pages). It is best to reproduce the Logo using the PANTONE® numbers shown at the right. When reproducing these colors in 4-color process inks, or on screen (RGB), the screen tints listed here should be used.

Different color models may reproduce the USB Red and USB Blue with slight color variations, e.g. a Logo printed using USB Red as a spot color may result in a slightly different hue of red when compared to one printed using 4-color process or compared to an on screen (RGB) Logo.



USB Red

Use PANTONE® 185C

4-color

Cyan	0%
Magenta	91%
Yellow	76%
Black	0%

RGB

Red	239
Green	62
Blue	66



USB Blue

Use PANTONE® 653C

4-color

Cyan	100%
Magenta	62%
Yellow	0%
Black	20%

RGB

Red	0
Green	82
Blue	149

PANTONE Colors displayed here may not match PANTONE-identified standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

SuperSpeed USB Logo

The USB-IF SuperSpeed USB Logo has been created as a 2-color Logo. (Other color versions are shown on the following pages). It is best to reproduce the Logo using the PANTONE® numbers shown at the right. When reproducing these colors in 4-color process inks, or on screen (RGB), the screen tints listed here should be used.

Different color models may reproduce the USB Red and USB Blue with slight color variations, e.g., a Logo printed using USB Red as a spot color may result in a slightly different hue of red when compared to one printed using 4-color process or compared to an on screen (RGB) Logo.



USB Red

Use PANTONE® 185C

4-color

Cyan	0%
Magenta	91%
Yellow	76%
Black	0%

RGB

Red	239
Green	62
Blue	66



USB Blue

Use PANTONE® 653C

4-color

Cyan	100%
Magenta	62%
Yellow	0%
Black	20%

RGB

Red	0
Green	82
Blue	149

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SuperSpeed USB 10 Gbps Logo

The USB-IF SuperSpeed USB 10 Gbps Logo has been created as a 2-color Logo. (Other color versions are shown on the following pages). It is best to reproduce the Logo using the PANTONE® numbers shown at the right. When reproducing these colors in 4-color process inks, or on screen (RGB), the screen tints listed here should be used.

Different color models may reproduce the USB Red and USB Blue with slight color variations, e.g., a Logo printed using USB Red as a spot color may result in a slightly different hue of color red when compared to one printed using 4-color process or compared to an on-screen (RGB) Logo.

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USB Red

Use PANTONE® 185C

4-color

Cyan	0%
Magenta	91%
Yellow	76%
Black	0%

RGB

Red	239
Green	62
Blue	66



USB Blue

Use PANTONE® 653C

4-color

Cyan	100%
Magenta	62%
Yellow	0%
Black	20%

RGB

Red	0
Green	82
Blue	149

Certified USB Charger Logo and Certified USB Fast Charger Logo

The USB-IF Certified USB Charger Logo(s) have been created as 3-color Logos. (Other color versions are shown on the following pages). It is best to reproduce the Logo(s) using the PANTONE® numbers shown at the right. When reproducing these colors in 4-color process inks, or on screen (RGB), the screen tints listed here should be used.

Different color models may reproduce the USB Red, USB Blue and Gray with slight color variations, e.g., a Logo printed using USB Red as a spot color may result in a slightly different hue of red when compared to one printed using 4-color process or compared to an on screen (RGB) Logo.

PANTONE Colors displayed here may not match PANTONE-identified standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.



USB Red
Use PANTONE® 185C

4-color

Cyan	0%
Magenta	91%
Yellow	76%
Black	0%

RGB

Red	239
Green	62
Blue	66



USB Blue
Use PANTONE® 653C

4-color

Cyan	100%
Magenta	62%
Yellow	0%
Black	20%

RGB

Red	0
Green	82
Blue	149



Wattage Gray
70% Black

4-color

Cyan	0%
Magenta	0%
Yellow	0%
Black	70%

RGB

Red	120
Green	120
Blue	120

Basic-Speed USB Versions

Basic-Speed USB Logo

The USB-IF Basic-Speed USB Logo has been created as a 1-color Logo. The 1-color (USB Blue) version is the preferred version of the Basic-Speed USB Logo.

The 1-color, black, version of the Basic-Speed USB Logo should be used for single-color applications.

Choose either the reversed version of the Basic-Speed USB Logo, or the 1-color (USB Blue) version when the Basic-Speed USB Logo is used on a dark background. A key line has been added to the 1-color (USB Blue) version to ensure readability over a background of color.

PANTONE Colors displayed here may not match PANTONE-identified standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

1-Color Logo

USB Blue PANTONE® 653C



1-Color Logo

Black



Reverse Logo

On a dark colored background



1-Color Logo

On a dark colored background



Hi-Speed USB Versions

Hi-Speed USB Logo

The 2-color version is the preferred version of the USB-IF Hi-Speed USB Logo.

The 1-color, black version of the Hi-Speed USB Logo should be used for single-color applications.

Choose either the reversed version of the Hi-Speed USB Logo, or the 2-color version when the Hi-Speed USB Logo is used on a dark background. A key line has been added to the 2-color version to ensure readability over a background of color.

PANTONE Colors displayed here may not match PANTONE-identified standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

2-Color Logo

USB Red PANTONE® 185
USB Blue PANTONE® 653



1-Color Logo

Black



Reverse Logo

On a dark colored background



2-Color Logo

On a dark colored background



SuperSpeed USB Versions

SuperSpeed USB Logo

The 2-color version is the preferred version of the USB-IF SuperSpeed USB Logo.

The 1-color, black, version of the SuperSpeed USB Logo should be used for single-color applications.

Choose either the reversed version of the SuperSpeed USB Logo, or the 2-color version when the SuperSpeed USB Logo is used on a dark background. A key line has been added to the 2-color version to ensure readability over a background of color.

PANTONE Colors displayed here may not match PANTONE-identified standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

2-Color Logo

USB Red PANTONE® 185C

USB Blue PANTONE® 653C



1-Color Logo

Black



Reverse Logo

On a dark colored background



2-Color Logo

On a dark colored background



SuperSpeed USB 10 Gbps Versions

SuperSpeed USB 10 Gbps Logo

The 2-color version is the preferred version of the USB-IF SuperSpeed USB 10 Gbps Logo.

The 1-color, black, version of the SuperSpeed USB 10 Gbps Logo should be used for single-color applications.

Choose either the reversed version of the SuperSpeed USB 10 Gbps Logo, or the 2-color version when the SuperSpeed USB 10 Gbps Logo is used on a dark background.

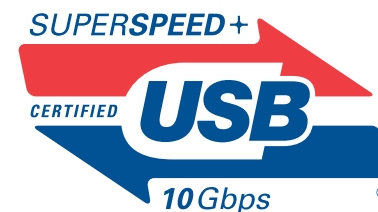
A key line has been added to the 2-color version to ensure readability over a background of color.

PANTONE Colors displayed here may not match PANTONE-identified standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

2-Color Logo

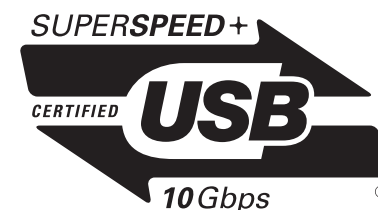
USB Red PANTONE® 185C

USB Blue PANTONE® 653C



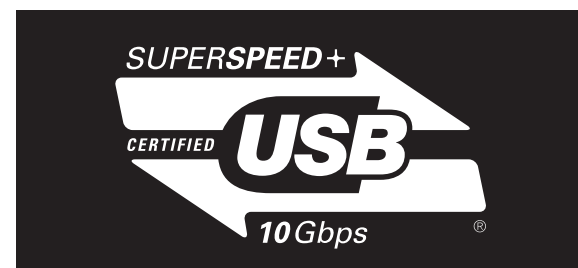
1-Color Logo

Black



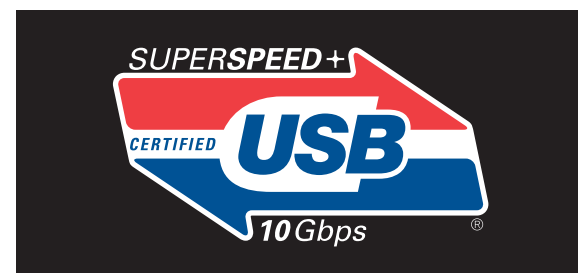
Reverse Logo

On a dark colored background



2-Color Logo

On a dark colored background



Certified USB Charger and Certified USB Fast Charger Versions

Certified USB Charger Logo(s)

The 3-color version is the preferred version of the USB-IF Certified USB Charger Logo(s).

The 1-color, black, blue or red version of the Certified USB Charger Logo(s) should be used for single-color applications.

Choose the reversed version of the Certified USB Charger Logo when the it is used on a dark background.

3-Color Logo

USB Red PANTONE® 185C
USB Blue PANTONE® 653C
70% Black

1-Color Logo

Black

1-Color Logo

Blue PANTONE® 653C

1-Color Logo

Red PANTONE® 185C

Reverse Logo

On a dark colored background



PANTONE Colors displayed here may not match PANTONE-identified standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Proper use of the USB Logos strengthens its effectiveness each time they are seen. The following examples depict unacceptable uses of the USB Logos for both print and on screen applications.

Don't place the Logo on a busy background. A busy background would not follow the clear space guidelines, spelled out earlier in this document.



Don't use the Logo without the trademark (™) or ® symbol.



Don't change the colors of the Logo.



Don't use the Logo without the word "CERTIFIED".



Don't use any Hi-Speed version of the Logos without the word "Hi-Speed."



Don't use the Logo without the word "SUPERSPEED".



Don't use any version of the Logos without the word "certified."



Note: The "Logo don'ts" guidelines apply to all of the Logo versions.

Don't use the Logo without the word "SUPERSPEED +".



Don't use the Logo without the wattage label.



Don't use the Logo without the word "10 Gbps".



Don't use the Logo without the "TM" symbol.



Don't use the Logo without the word "CERTIFIED".



Don't use the Logo without the word "CERTIFIED".



Note: The "Logo don'ts" guidelines apply to all of the Logo versions.

Don't use the USB-IF SuperSpeed USB Trident Logo or the USB-IF SuperSpeed USB 10 Gbps Trident Logo on packaging.

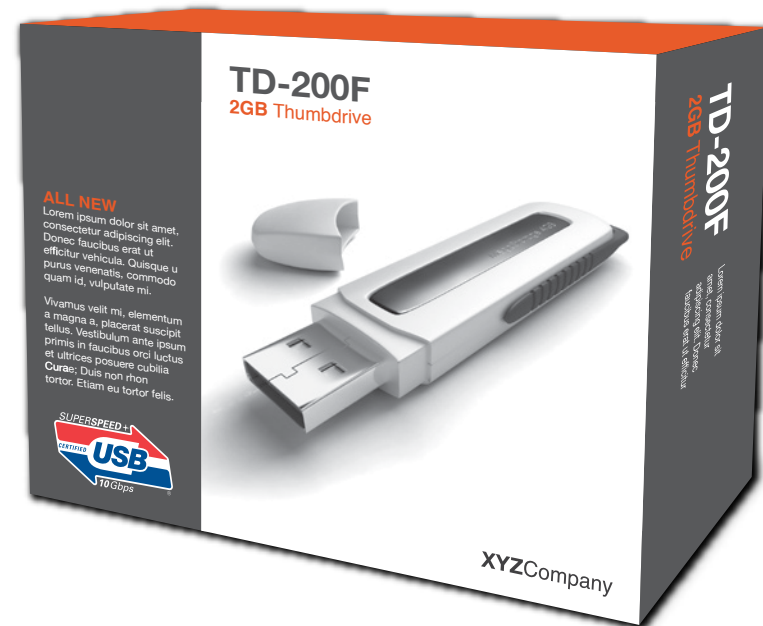


Note: The “Logo don’ts” guidelines apply to all of the Logo versions.

Incorporating the USB Logo(s), the SuperSpeed USB Logo(s), the SuperSpeed USB 10 Gbps Logo(s), the Certified USB Charger Logo(s), or the Certified USB Fast Charger Logo(s) into your packaging, marketing materials, advertisements and manuals strengthens your marketing efforts by informing your consumers of the USB compatibility of your product(s). The following pages show samples of various marketing materials and examples of the USB Logo placement.

Packaging

Packaging is printed in a variety of ways. Coarse printing, such as flexography on corrugate or screen printing on various materials, may benefit from using the 1-color or the reverse Logo. Product that is printed using finer printing methods, such as 4-color process can choose any Logo that best fits their Product box's design. The goal is to choose the Logo that will reproduce most attractively onto the material which it is being printed.



Collateral

Where you are not restricted by color, the full color Logo can be used for your print material. In situations where color is restricted, use the black, or if appropriate, 1-color or reverse versions of the Logo.



Advertisements

For 1-color newspaper advertisements, use the black or reverse version of the Logo. Full color magazine ads may use the 1-color, reverse or full color versions of the Logo, choosing the Logo that works best with the design of the ad.



Manuals

Where the ® or ™ symbols of the USB-IF SuperSpeed USB Trident Logo, the USB-IF SuperSpeed USB 10 Gbps Trident Logo or the USB-IF USB Type-C™ Charging Trident Logos have been omitted on the printing/engraving on Product chassis, the manufacturer/Licensees must include the following statement(s) in their user's manual/printed materials accompanying the Product:

“The SuperSpeed USB Trident Logo is a registered trademark of USB Implementers Forum, Inc.”

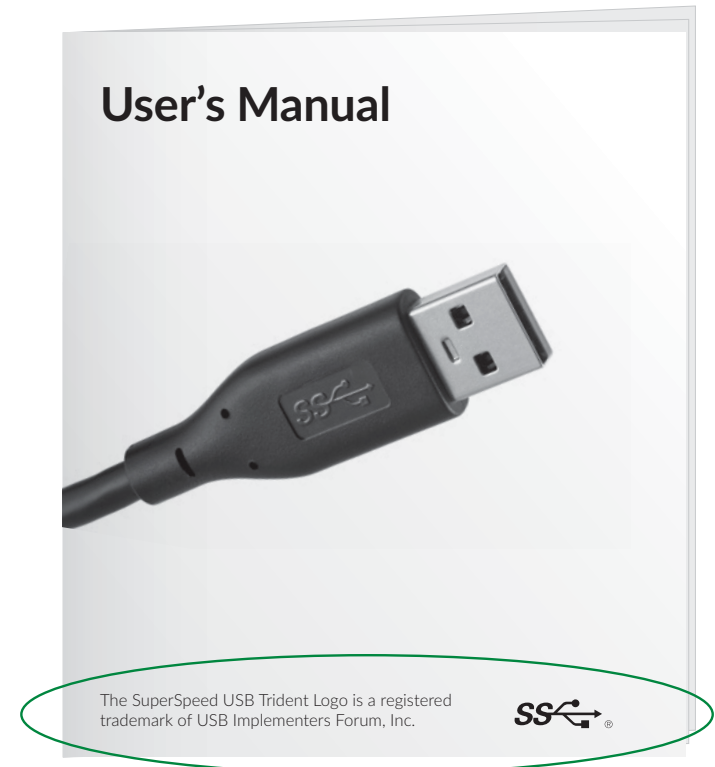
or

“The SuperSpeed USB 10 Gbps Trident Logo is a registered trademark of USB Implementers Forum, Inc.”

or

“The USB Type-C™ Charging Trident Logos are trademarks of USB Implementers Forum, Inc.”

The statement(s) must be accompanied with the proper USB Type-C™ Charging Trident, SuperSpeed USB Trident, or SuperSpeed USB 10 Gbps Trident image of the mark(s) with the correct rendering of the ® or ™.



The USB Logo(s), the SuperSpeed USB Logo(s), the SuperSpeed USB 10 Gbps Logo(s), the SuperSpeed USB Trident Logo(s), the SuperSpeed USB 10 Gbps Trident Logo(s), the USB Type-C™ Charging Trident Logo(s), the Certified USB Charger Logo(s), and the Certified USB Fast Charger Logo(s) are available in various digital file formats.

Print Applications

Encapsulated Postscript (EPS) files were created in Adobe* Illustrator* and can be reproduced at any size without compromising quality. Use these versions for printing. Each version is a separate file. Logos can be printed using either PANTONE® colors or the 4-color process mix specified on page 6. Type has been converted to outlines; no fonts are required to reproduce the Logos. The files have been saved for both Macintosh* and PC.

On Screen Applications

These versions are for on screen applications such as the Web or Microsoft* PowerPoint* presentations. They have been created in RGB color mode, and should not be used for offset printing. These versions were rasterized in Adobe* Photoshop* from Adobe Illustrator files (with the exception of the EPS files). Keep in mind that these files look their best when placed at 100% size, or smaller.

PNG and or JPG files are provided for use in on-screen applications.

EPS files were created in Adobe* Illustrator* and are saved in RGB color format. These files are to be used in software applications that utilize vector-based artwork, e.g., Adobe* Flash*.

*Third party names and brands are the property of their respective owners. PANTONE® is the property of Pantone, Inc.

Logo Guidelines for USB Type-C™ Products and Cables that Support Alternate Modes

The USB Type-C™ specification enables Alternate Modes (Alt Modes), an option that permits a vendor or standards organization to support additional features.

These logo guidelines were created for vendors and standards organizations implementing Alternate Modes on USB Type-C™ hosts, devices and cables that have obtained a standard or vendor ID (SVID) assigned by the USB Implementers Forum (USB-IF). These guidelines outline the proper Logo Groupings, Logo Order, Logo Clear Space, and Logo Placement. The USB Logos can only be used solely in conjunction with Product as defined in the USB Logo Usage Guidelines.

To provide the best user experience, it is recommended that all USB Type-C™ Ports on hosts and devices that support Alternate Modes and have obtained a SVID assigned by the USB-IF should be prominently identified.

To visually display that a USB Type-C™ Port supports an Alternate Mode(s), the SuperSpeed USB Trident Logo or SuperSpeed USB Type-C™ Charging Trident Logo may be positioned side-by-side with non-USB technology logo/s. This is called a Logo Grouping.

The SuperSpeed USB Trident Logo may be used solely in conjunction with Product as defined in the USB Logo Usage Guidelines.

The SuperSpeed USB Type-C™ Charging Trident Logo is for use with a USB Type-C™ Port that delivers power over USB VBUS as defined in the USB Logo Usage Guidelines.

**SuperSpeed USB Trident Logo
+ Non-USB Technology Logo**



**SuperSpeed USB Type-C™ Charging Trident Logo
+ Non-USB Technology Logo**



Example non-USB technology Logo displayed as “LOGO”

To provide the best user experience, it is recommended that all USB Type-C™ Ports on hosts and devices that support Alternate Modes and have obtained a SVID assigned by the USB-IF should be prominently identified.

To visually display that a USB Type-C™ Port supports an Alternate Mode(s), the SuperSpeed USB 10 Gbps Trident Logo or SuperSpeed USB 10 Gbps USB Type-C™ Charging Trident Logo may be positioned side-by-side with non-USB technology Logo/s. This is called a Logo Grouping.

The SuperSpeed USB 10 Gbps Trident Logo may be used solely in conjunction with Product as defined in the USB Logo Usage Guidelines.

The SuperSpeed USB 10 Gbps USB Type-C™ Charging Trident Logo is for use with a USB Type-C™ Port that delivers power over USB VBUS as defined in the USB Logo Usage Guidelines.

**SuperSpeed USB 10 Gbps Trident Logo
+ Non-USB Technology Logo**



**SuperSpeed USB 10 Gbps Power Delivery Trident Logo
+ Non-USB Technology Logo**



Example non-USB technology Logo displayed as “LOGO”

Logo Grouping

To properly identify that a USB Type-C™ Port supports Alternate Mode(s), the SuperSpeed USB Trident Logo, the SuperSpeed USB 10 Gbps Trident Logo or USB Type-C™ Charging Trident Logos may be positioned side-by-side with 1-3 non-USB technology Logo/s. This is called a Logo Grouping.

A USB Logo may not be grouped with more than three non-USB technology Logo/s.

Logo Grouping displaying three non-USB Technology Logos



Example non-USB technology Logo displayed as “LOGO”. USB Type-C™ Port not to scale.

Logo Order

When a SuperSpeed USB Trident Logo, SuperSpeed USB 10 Gbps Trident Logo, or USB Type-C™ Charging Trident Logo is grouped with a non-USB technology Logo/s, it is required that the USB Logo appear as the furthest Logo to the left of the entire Logo Grouping.

Within a Logo Grouping, the SuperSpeed USB Trident Logo, the SuperSpeed USB 10 Gbps Trident Logo or USB Type-C™ Charging Trident Logo should NOT be placed in between or to the right of any non-USB technology Logo/s.

Logo Order with USB Logo always displayed to the left



Logo Clear Space

These requirements apply to use of the SuperSpeed USB Trident Logo, the SuperSpeed USB 10 Gbps Trident Logo and the USB Type-C™ Charging Trident Logos when grouped with a non-USB technology Logo/s.

Logo Clear Space

When the USB Logos are used, avoid visual clutter by maintaining a minimum amount of clear space around the Logos that is equal to the width of the square on the trident symbol.

If the USB Type-C™ Charging Trident Logos are used, maintain a minimum amount of clear space around the logo that is equal to the width of the battery terminal for the size selected.

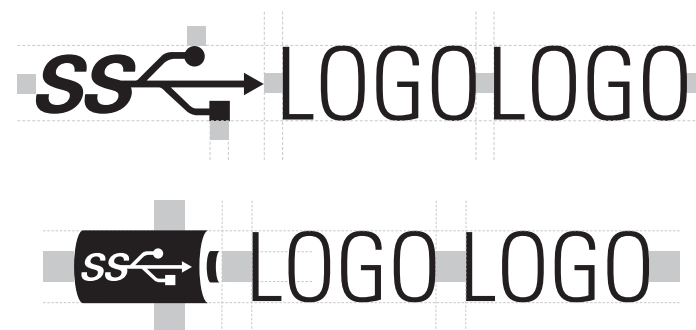
Non-USB Technology Logo Clear Space

Logo Groupings should consider minimum clear space for each individual technology Logo. If a non-USB technology Logo

guidelines specify a clear space that is wider than the width needed for the corresponding USB Logo, then the clear space between the Logos should be the minimum required by the non-USB technology Logo.

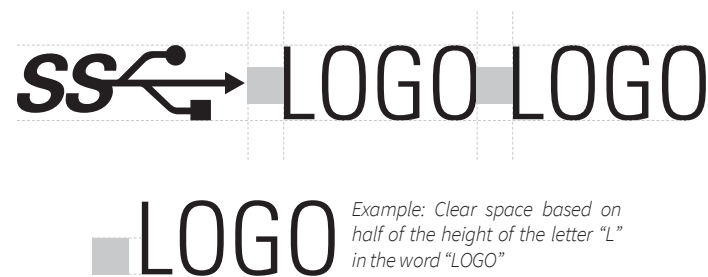
If a non-USB technology Logo requires a wider clear space than that required by the USB Logo, the clear space between all Logos in the Logo Grouping should be based on the Logo that specifies the widest amount of clear space. For consistent spacing, the amount of Logo Clear Space should be used between each of the Logos displayed adjacent to the USB Type-C™ Port.

Logo Clear Space based on the SuperSpeed USB Trident Logo



Logo Clear Space based on non-USB Technology Logo's Clear Space minimum

(If required to be wider than USB Logo clear space)



Example non-USB technology Logo displayed as "LOGO"

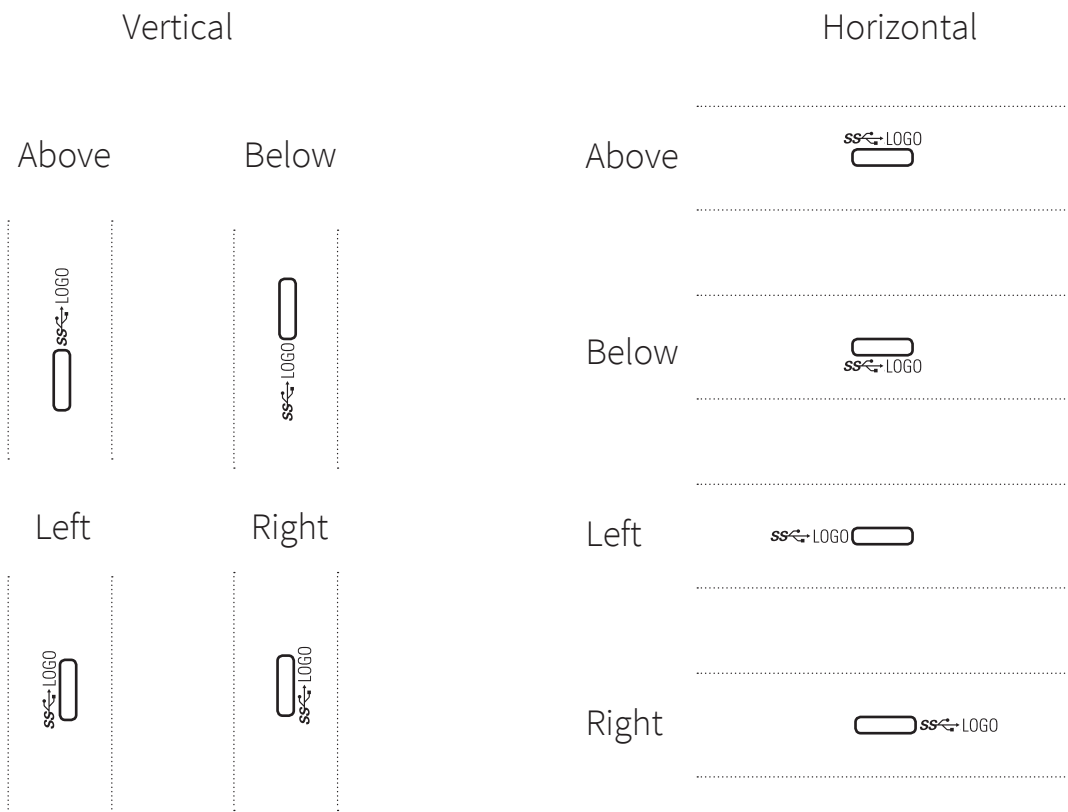
Logo Placement in Relation to a USB Type-C™ Port

To provide the best user experience, it is recommended that all USB Type-C™ Ports on hosts and devices that support Alternate Modes and have obtained a SVID assigned by the USB-IF should be prominently identified with a Logo adjacent to the USB Type-C™ Port.

Logo Groupings may be placed above, below, to the left, or to the right of the USB Type-C™ Port.

If a USB Type-C™ port is vertical on a host, hub or device, rotate the USB and non-USB technology Logos so that they are parallel with the long side of the port.

Logo Groupings may also be stacked. For stacked Logo Groupings, the USB Logo should be on top.



 Representative of USB Type-C™ Port

Example non-USB technology Logo displayed as "LOGO"

Logo Placement in Relation to a USB Type-C™ Port

These requirements apply to the use of the SuperSpeed USB Trident Logo, the SuperSpeed USB 10 Gbps Trident Logo and the USB Type-C™ Charging Trident Logos when grouped with non-USB technology Logo/s.

Logo Height

All non-USB technology Logos within the Logo Grouping should be scaled proportionately to equal the height of the USB Logo. Non-USB technology Logos should not be greater in height than the USB Logo.

Logo Position

Logo Groupings should be centered horizontally to the USB Type-C™ Port when placed above or below the Port or centered vertically to the USB Type-C™ Port when placed to the right or to the left of the Port.

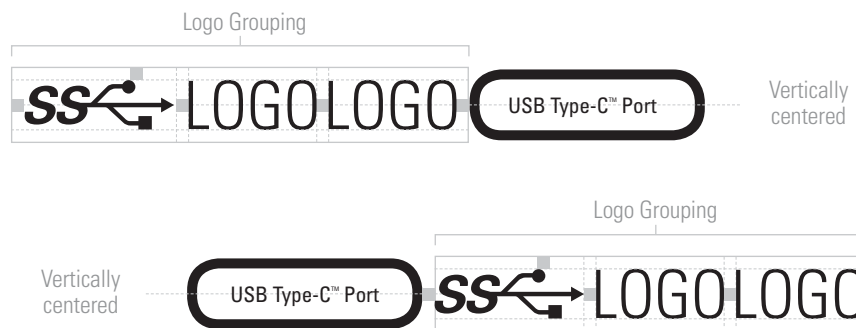
Logo Orientation

When placed adjacent to the USB Type-C™ Port, SuperSpeed USB Trident Logos and USB Type-C™ Charging Trident Logos can be oriented horizontally with the large circle or SS on the left.

Placement of Logo Grouping above or below the USB Type-C™ Port



Placement of Logo Grouping to the right or to the left of the USB Type-C™ Port



Example non-USB technology Logo displayed as "LOGO". USB Type-C™ Port not to scale.

Logo Usage

In some situations where space is limited, a device may not support the ability to display a USB Logo or Logo Grouping. Where the SuperSpeed USB Trident Logo, the SuperSpeed USB 10 Gbps Trident Logo or the USB Type-C™ Charging Trident Logos have been omitted on the printing/engraving on Product chassis adjacent to the USB Type-C™ Port, the manufacturer/Licensees must include the following statement(s) in their user's manual/package/printing materials accompanying the Product:

“The USB Type-C™ Charging Trident Logos are registered trademarks of USB Implementers Forum, Inc.”

and/or

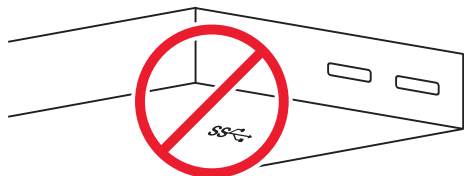
“The SuperSpeed USB Trident Logo is a registered trademark of USB Implementers Forum, Inc.”

and/or

“The SuperSpeed USB 10 Gbps Trident Logo is a registered trademark of USB Implementers Forum, Inc.”

The statement(s) must be accompanied with the proper USB Type-C™ Charging Tridents, SuperSpeed USB Trident, or SuperSpeed USB 10 Gbps Trident Logos with the correct rendering of the ® or ™. All other trademarks are registered to their respective groups.

Don't place the Logo on the bottom surface of a Product or its packaging.



Don't use more than four Logos in a Logo Grouping, including the USB Logo.



Don't place a USB Logo in the middle of a Logo Grouping.



Don't obstruct the Logo with labels or other graphics.



Don't make the non-USB technology Logo larger in height than a USB Logo.



Don't place a non-USB technology Logo next to a USB Type-C™ Port without the appropriate USB Logo included in a proper Logo Grouping.



Don't reproduce USB Type-C™ Port Logos in other colors than white, black, molded or engraved.



Don't place a USB Logo to the right of a Logo Grouping.



Example non-USB technology Logo displayed as "LOGO". USB Type-C™. Port not to scale.

Note: The "Logo don'ts" guidelines apply to all of the Logo versions.

Example A

SuperSpeed USB 10 Gbps Trident Logo
+ DisplayPort Logo



SuperSpeed USB 10 Gbps USB Type-C™ Charging Trident Logo
+ DisplayPort Logo



Example B

SuperSpeed USB 10 Gbps Trident Logo
+ HDMI Logo



SuperSpeed USB 10 Gbps USB Type-C™ Charging Trident Logo
+ HDMI Logo



Use of the HDMI logo should follow the HDMI Adopted Trademark and Logo Usage Guidelines found at www.hdmi.org/logosphotos/atlug.aspx

All other trademarks are registered to their respective groups.

Example C

SuperSpeed USB 10 Gbps Trident Logo
+ MHL Logo



SuperSpeed USB 10 Gbps USB Type-C™ Charging Trident Logo
+ MHL Logo



SuperSpeed USB 10 Gbps Trident Logo
+ MHL Symbol



Examples

USB Type-C™ to USB Type-C™ full-featured passive cables are intended to support all Alternate Mode solutions that utilize USB Type-C™ to USB Type-C™ cables and will not bear any Alternate Mode markings.



USB Type-C™ to USB Type-C™ active cables that only support one specific Alternate Mode solution may bear Alternate Mode markings and the appropriate USB Logos.



USB Type-C™ adapter cables that only support one specific Alternate Mode solution may bear Alternate Mode markings and the USB trident only.

