



# **USB Type-C<sup>®</sup>** Cable Logo Usage Guidelines



This document provides information pertaining to the USB Type-C® Cable Logos.

Logo Usage Guidelines for Hi-Speed USB, Certified USB Chargers and Certified USB Fast Chargers can be found [here](#).

Logo Usage Guidelines for USB 80Gbps, 40Gbps, 20Gbps, 10Gbps and 5Gbps Performance Logos can be found [here](#).

---

## USB-C® to USB-C® Cable Logo Requirements

All USB-C-to-USB-C cables must now be marked with either a power capability of 60W or 240W and the appropriate data rate that a cable supports in order to pass through the USB-IF Compliance Program. The one exception is Hi-Speed USB (USB 2.0) USB-C-to-USB-C cables, where labeling only the power rating is required. Cables must feature the appropriate icon prior to compliance testing, which will be verified by the test lab before any testing can begin. If the cable should fail to pass through the USB-IF Compliance Program, then the cable is not authorized to display the logos and cannot be sold in the marketplace.

Further details about the USB-C-to-USB-C Cable Logo Requirements can be found on the Cables and Connectors Compliance page.

# Welcome to the USB Type-C® Cable Logo Usage Guidelines.

## Table of Contents

---

### **1:2 Introduction**

### **1:3 General Logo Usage Guidelines**

### **2:1 Logos and Word Mark**

Word Mark and Trademark Attribution Statement  
Hi-Speed USB Type-C® Cable 60W Packaging Logo  
Hi-Speed USB Type-C® Cable 240W Packaging Logo  
USB Type-C® Cable 60W/5Gbps Combined Packaging Logo  
USB Type-C® Cable 60W/20Gbps Combined Packaging Logo  
USB Type-C® Cable 60W/40Gbps Combined Packaging Logo  
USB Type-C® Cable 60W/80Gbps Combined Packaging Logo  
USB Type-C® Cable 240W/5Gbps Combined Packaging Logo  
USB Type-C® Cable 240W/20Gbps Combined Packaging Logo  
USB Type-C® Cable 240W/40Gbps Combined Packaging Logo  
USB Type-C® Cable 240W/80Gbps Combined Packaging Logo  
Hi-Speed USB Type-C® Cable 60W Logo  
Hi-Speed USB Type-C® Cable 240W Logo  
USB Type-C® Cable 60W/5Gbps Combined Logo  
USB Type-C® Cable 60W/20Gbps Combined Logo  
USB Type-C® Cable 60W/40Gbps Combined Logo  
USB Type-C® Cable 60W/80Gbps Combined Logo  
USB Type-C® Cable 240W/5Gbps Combined Logo  
USB Type-C® Cable 240W/20Gbps Combined Logo  
USB Type-C® Cable 240W/40Gbps Combined Logo  
USB Type-C® Cable 240W/80Gbps Combined Logo

### **3:1 Logo Usage (All Versions)**

Minimum Clear Space  
Minimum Size  
Logo Orientation

### **4:1 Logo Color**

Hi-Speed USB Type-C® Cable 60W Packaging Logo  
Hi-Speed USB Type-C® Cable 240W Packaging Logo  
USB Type-C® Cable 60W/5Gbps Combined Packaging Logo  
USB Type-C® Cable 60W/20Gbps Combined Packaging Logo  
USB Type-C® Cable 60W/40Gbps Combined Packaging Logo  
USB Type-C® Cable 60W/80Gbps Combined Packaging Logo  
USB Type-C® Cable 240W/5Gbps Combined Packaging Logo  
USB Type-C® Cable 240W/20Gbps Combined Packaging Logo  
USB Type-C® Cable 240W/40Gbps Combined Packaging Logo  
USB Type-C® Cable 240W/80Gbps Combined Packaging Logo

### **5:1 Logo Improper Usage**

### **6:1 Layout and Logo Usage**

Including USB Type-C® Cable Logos on various materials  
USB Type-C® Cable Packaging  
USB Type-C® Cable Collateral and Advertisements  
USB Type-C® Cable Manuals

### **7:1 Art Files**

We are expanding the USB experience through quality and ease of use.

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 Type-C® Cable Power Rating 60W, 240W, and Combined Power/Performance Packaging Logos and Cable Logos 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.

## USB Type-C® Cable Logos at a glance

### USB Type-C® Cable Packaging Logos and Cable Logos



### USB Type-C® Cable Combined Power/Performance Packaging and Cable Logos



To maintain the integrity of the USB Type-C® Cable Logos, all Guidelines must be followed. Refer to this page and the following sections for a complete understanding of how to use the USB Type-C® Cable Logos.

### **Your Brand in Relation to USB Logos**

Your company name, logo, or product name must appear on any products or related materials where the USB Type-C® Cable Power Rating Packaging and Cable Logos are used. The Logos cannot be larger or more prominent than your product name, trademark, logo, or company name.

### **USB Logo Usage Certification Requirement**

As stated in Section 2 of the USB-IF Trademark License Agreement, a Certified USB-IF logo may be used solely in conjunction with a product that has been submitted to and passed the USB-IF Compliance Testing Program and are included on the USB-IF Integrators List. The company also must have a valid USB-IF Trademark License Agreement on file. USB-IF Certified Logos cannot be used generically on your website or product packaging, collateral, advertisements, or manuals.

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

### **USB Logos Must Not Be Altered**

You must use the logos exactly as they are shown in the USB-IF digital artwork files; you may not imitate the USB Type-C® Cable Power Rating Packaging and Cable Logos in any of your materials.

### **USB Logos May Not Be Used as a Design Feature**

The USB Type-C® Cable Power Rating Packaging and Cable Logos may not be used as a design feature on any of your materials.

### **USB Logos Can Not Be Combined with Any Other Feature**

You may not combine USB Type-C® Cable Power Rating Packaging and Cable Logos with any other feature, including other marks, words, graphics, photos, slogans, numbers, design features, or symbols.

### Word Mark and Trademark Attribution Statement

#### USB-IF Word Mark

“USB Type-C®” and “USB-C®” are a registered trademarks of USB Implementers Forum, “USB 2.0 Type-C™” is a trademark of USB Implementers Forum and are only for use with products based on and compliant with the USB Type-C® specification.

The registered trademark notice symbol ® must be included in the first instance of “USB Type-C®” or “USB-C®” in any material. The trademark notice symbol ™ must be included in the first instance of “USB 2.0 Type-C™” in any material.

USB Type-C®, USB-C®, and USB 2.0 Type-C™ should not be translated into languages other than English.

#### Trademark Attribution Statement

The trademark attribution statement should be included in any materials using the word mark “USB Type-C®”, “USB-C®”, and/or “USB 2.0 Type-C™”

#### USB-IF Word Mark

**USB Type-C®**

**USB-C®**

**USB 2.0 Type-C™**

#### Trademark Attribution Statement

*USB Type-C® and USB-C® are registered trademarks of USB Implementers Forum. USB 2.0 Type-C™ is a trademark of USB Implementers Forum.*

### Hi-Speed USB Type-C® Cable 60W Packaging Logo

The Hi-Speed USB Type-C® Cable 60W Packaging Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 60W, that has been submitted to and passed the Test Procedure for USB Power Delivery 3.1 Standard Power Range and Hi-Speed USB Type-C® cables, and that has been posted on the USB-IF Integrators List.

The Hi-Speed USB Type-C® Cable 60W Packaging 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.

#### Hi-Speed USB Type-C® Cable 60W Packaging Logo



Hi-Speed USB (USB 2.0) USB-C-to-USB-C cables are only required to display the cable power rating.

## Hi-Speed USB Type-C® Cable 240W Packaging Logo

The Hi-Speed USB Type-C® Cable 240W Packaging Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 240W, that has been submitted to and passed the Test Procedure for USB Power Delivery 3.1 Extended Power Range and Hi-Speed USB Type-C® cables, and that has been posted on the USB-IF Integrators List.

The Hi-Speed USB Type-C® Cable 240W Packaging 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.

### Hi-Speed USB Type-C® Cable 240W Packaging Logo



Hi-Speed USB (USB 2.0) USB-C-to-USB-C cables are only required to display the cable power rating.



### USB Type-C® Cable 60W/5Gbps Combined Packaging Logo

The USB Type-C® Cable 60W/5Gbps Combined Packaging Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 60W and signals at 5Gbps, that has been submitted to and passed the Test Procedure for USB Power Delivery 3.1 Standard Power Range and USB 5Gbps USB Type-C® cables, and that has been posted on the USB-IF Integrators List.

The USB Type-C® Cable 60W/5Gbps Combined Packaging 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.

#### USB Type-C® Cable 60W/5Gbps Combined Packaging Logo



### USB Type-C® Cable 60W/20Gbps Combined Packaging Logo

The USB Type-C® Cable 60W/20Gbps Combined Packaging Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 60W and signals at 20Gbps, that has been submitted to and passed the Test Procedures for USB Power Delivery 3.1 Standard Power Range, USB 20Gbps, and USB Type-C® Connectors and Cable Assemblies 2.1, and that has been posted on the USB-IF Integrators List.

The USB Type-C® Cable 60W/20Gbps Combined Packaging 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.

#### USB Type-C® Cable 60W/20Gbps Combined Packaging Logo



### USB Type-C® Cable 60W/40Gbps Combined Packaging Logo

The USB Type-C® Cable 60W/40Gbps Combined Packaging Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 60W and signals at 40Gbps, that has been submitted to and passed the Test Procedures for USB Power Delivery 3.1 Standard Power Range, USB 40Gbps, and USB Type-C® Connectors and Cable Assemblies 2.1, and that has been posted on the USB-IF Integrators List.

The USB Type-C® Cable 60W/40Gbps Combined Packaging 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

#### USB Type-C® Cable 60W/40Gbps Combined Packaging Logo



### USB Type-C® Cable 60W/80Gbps Combined Packaging Logo

The USB Type-C® Cable 60W/80Gbps Combined Packaging Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 60W and signals at 80Gbps, that has been submitted to and passed the Test Procedures for USB Power Delivery 3.1 Standard Power Range, USB 80Gbps, and USB Type-C® Connectors and Cable Assemblies 2.1, and that has been posted on the USB-IF Integrators List.

The USB Type-C® Cable 60W/80Gbps Combined Packaging 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

#### USB Type-C® Cable 60W/80Gbps Combined Packaging Logo



### USB Type-C® Cable 240W/5Gbps Combined Packaging Logo

The USB Type-C® Cable 240W/5Gbps Combined Packaging Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 240W and signals at 5Gbps, that has been submitted to and passed the Test Procedure for USB Power Delivery 3.1 Extended Power Range and USB 5Gbps USB Type-C® cables, and that has been posted on the USB-IF Integrators List.

The USB Type-C® Cable 240W/5Gbps Combined Packaging 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

#### USB Type-C® Cable 240W/5Gbps Combined Packaging Logo



### USB Type-C® Cable 240W/20Gbps Combined Packaging Logo

The USB Type-C® Cable 240W/20Gbps Combined Packaging Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 240W and signals at 20Gbps, that has been submitted to and passed the Test Procedures for USB Power Delivery 3.1 Extended Power Range, USB 20Gbps, and USB Type-C® Connectors and Cable Assemblies 2.1, and that has been posted on the USB-IF Integrators List.

The USB Type-C® Cable 240W/20Gbps Combined Packaging 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.

#### USB Type-C® Cable 240W/20Gbps Combined Packaging Logo



### USB Type-C® Cable 240W/40Gbps Combined Packaging Logo

The USB Type-C® Cable 240W/40Gbps Combined Packaging Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 240W and signals at 40Gbps, that has been submitted to and passed the Test Procedures for USB Power Delivery 3.1 Extended Power Range, USB 40Gbps, and USB Type-C® Connectors and Cable Assemblies 2.1, and that has been posted on the USB-IF Integrators List.

The USB Type-C® Cable 240W/40Gbps Combined Packaging 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.

#### USB Type-C® Cable 240W/40Gbps Combined Packaging Logo



### USB Type-C® Cable 240W/80Gbps Combined Packaging Logo

The USB Type-C® Cable 240W/80Gbps Combined Packaging Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 240W and signals at 80Gbps, that has been submitted to and passed the Test Procedures for USB Power Delivery 3.1 Extended Power Range, USB 80Gbps, and USB Type-C® Connectors and Cable Assemblies 2.1, and that has been posted on the USB-IF Integrators List.

The USB Type-C® Cable 240W/80Gbps Combined Packaging 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.

#### USB Type-C® Cable 240W/80Gbps Combined Packaging Logo

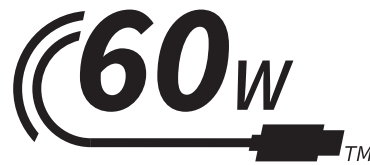




## Hi-Speed USB Type-C® Cable 60W Logo

The Hi-Speed USB Type-C® Cable 60W Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 60W, that has been submitted to and passed the Test Procedure for USB Power Delivery 3.1 Standard Power Range and Hi-Speed USB Type-C® cables, and that has been posted on the USB-IF Integrators List.

### Hi-Speed USB Type-C® Cable 60W Logo



Hi-Speed USB (USB 2.0) USB-C-to-USB-C cables are only required to display the cable power rating.

## Hi-Speed USB Type-C® Cable 240W Logo

The Hi-Speed USB Type-C® Cable 240W Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 240W, that has been submitted to and passed the Test Procedure for USB Power Delivery 3.1 Extended Power Range and Hi-Speed USB Type-C® cables, and that has been posted on the USB-IF Integrators List.

### Hi-Speed USB Type-C® Cable 240W Logo

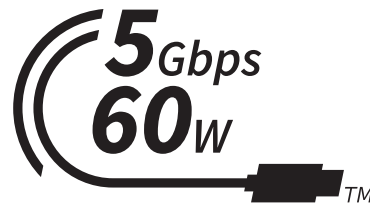


Hi-Speed USB (USB 2.0) USB-C-to-USB-C cables are only required to display the cable power rating.

### USB Type-C® Cable 60W/5Gbps Combined Logo

The USB Type-C® Cable 60W/5Gbps Combined Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 60W and signals at 5Gbps, that has been submitted to and passed the Test Procedure for USB Power Delivery 3.1 Standard Power Range and USB 5Gbps USB Type-C® cables, and that has been posted on the USB-IF Integrators List.

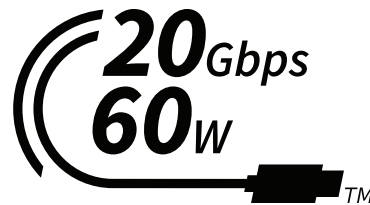
#### USB Type-C® Cable 60W/5Gbps Combined Logo



### USB Type-C® Cable 60W/20Gbps Combined Logo

The USB Type-C® Cable 60W/20Gbps Combined Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 60W and signals at 20Gbps, that has been submitted to and passed the Test Procedures for USB Power Delivery 3.1 Standard Power Range, USB 20Gbps, and USB Type-C® Connectors and Cable Assemblies 2.1, and that has been posted on the USB-IF Integrators List.

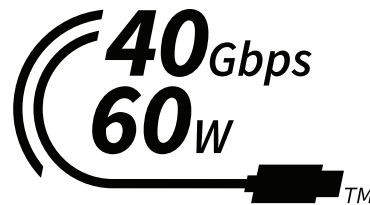
#### USB Type-C® Cable 60W/20Gbps Combined Logo



## USB Type-C® Cable 60W/40Gbps Combined Logo

The USB Type-C® Cable 60W/40Gbps Combined Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 60W and signals at 40Gbps, that has been submitted to and passed the Test Procedures for USB Power Delivery 3.1 Standard Power Range, USB 40Gbps, and USB Type-C® Connectors and Cable Assemblies 2.1, and that has been posted on the USB-IF Integrators List.

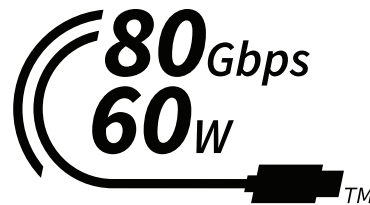
### USB Type-C® Cable 60W/40Gbps Combined Logo



### USB Type-C® Cable 60W/80Gbps Combined Logo

The USB Type-C® Cable 60W/80Gbps Combined Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 60W and signals at 80Gbps, that has been submitted to and passed the Test Procedures for USB Power Delivery 3.1 Standard Power Range, USB 80Gbps, and USB Type-C® Connectors and Cable Assemblies 2.1, and that has been posted on the USB-IF Integrators List.

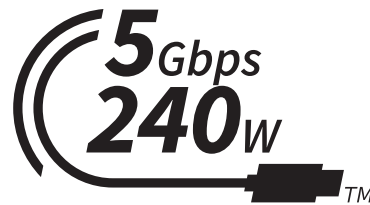
#### USB Type-C® Cable 60W/80Gbps Combined Logo



### USB Type-C® Cable 240W/5Gbps Combined Logo

The USB Type-C® Cable 240W/5Gbps Combined Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 240W and signals at 5Gbps, that has been submitted to and passed the Test Procedure for USB Power Delivery 3.1 Extended Power Range and USB 5Gbps USB Type-C® cables, and that has been posted on the USB-IF Integrators List.

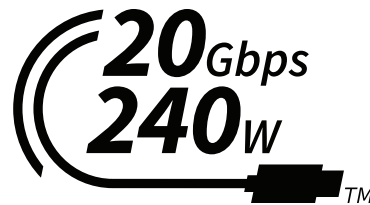
#### USB Type-C® Cable 240W/5Gbps Combined Logo



### USB Type-C® Cable 240W/20Gbps Combined Logo

The USB Type-C® Cable 240W/20Gbps Combined Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 240W and signals at 20Gbps, that has been submitted to and passed the Test Procedures for USB Power Delivery 3.1 Extended Power Range, USB 20Gbps, and USB Type-C® Connectors and Cable Assemblies 2.1, and that has been posted on the USB-IF Integrators List.

#### USB Type-C® Cable 240W/20Gbps Combined Logo

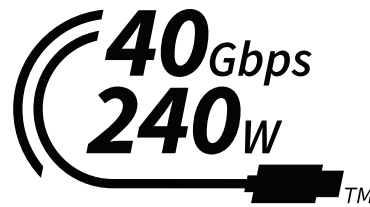




### USB Type-C® Cable 240W/40Gbps Combined Logo

The USB Type-C® Cable 240W/40Gbps Combined Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 240W and signals at 40Gbps, that has been submitted to and passed the Test Procedures for USB Power Delivery 3.1 Extended Power Range, USB 40Gbps, and USB Type-C® Connectors and Cable Assemblies 2.1, and that has been posted on the USB-IF Integrators List.

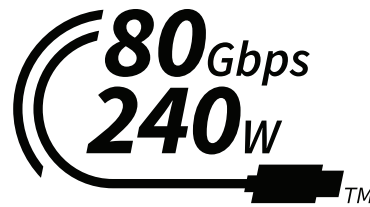
#### USB Type-C® Cable 240W/40Gbps Combined Logo



### USB Type-C® Cable 240W/80Gbps Combined Logo

The USB Type-C® Cable 240W/80Gbps Combined Logo must be used solely in conjunction with a USB Type-C® cable that is rated for 240W and signals at 80Gbps, that has been submitted to and passed the Test Procedures for USB Power Delivery 3.1 Extended Power Range, USB 80Gbps, and USB Type-C® Connectors and Cable Assemblies 2.1, and that has been posted on the USB-IF Integrators List.

#### USB Type-C® Cable 240W/80Gbps Combined Logo



## Hi-Speed USB Type-C® Cable 60W Packaging Logo

These requirements apply to use of the Hi-Speed USB Type-C® Cable 60W Packaging Logo and must be followed.

### Minimum Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to 1/2 the height of USB.

### Minimum Size for Print

The minimum width is .875 inch (22.25 mm).

### Minimum Size for On-Screen

The minimum width of the Logo is 74 pixels.

### Logo Alignment

To align the Logo correctly with margins or other elements, use the top and left edge of the circular arc.

### Minimum Clear Space



### Minimum Size for Print

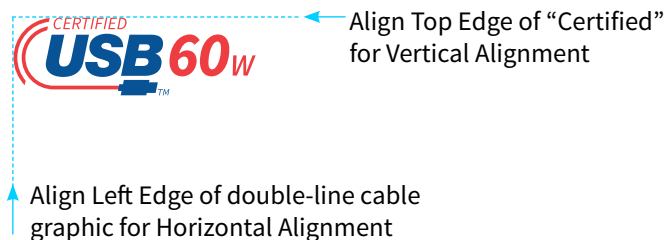


### Minimum Size for On-Screen



Minimum Size includes the logo Clear Space, indicated by the blue margin.

### Logo Alignment



## Hi-Speed USB Type-C® Cable 240W Packaging Logo

These requirements apply to use of the Hi-Speed USB Type-C® Cable 240W Packaging Logo and must be followed.

### Minimum Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to 1/2 the height of USB.

### Minimum Size for Print

The minimum width is 1 inch (25.4 mm).

### Minimum Size for On-Screen

The minimum width of the Logo is 82 pixels.

### Logo Alignment

To align the Logo correctly with margins or other elements, use the top and left edge of the circular arc.

### Minimum Clear Space



### Minimum Size for Print

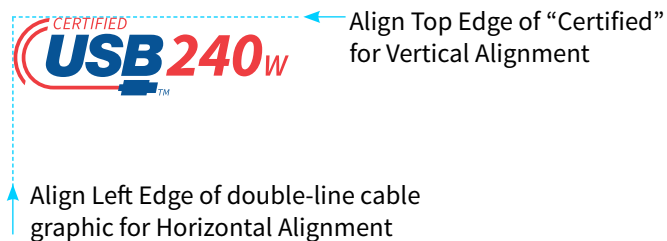


### Minimum Size for On-Screen



Minimum Size includes the logo Clear Space, indicated by the blue margin.

### Logo Alignment



## USB Type-C® Cable 60W/5Gbps Combined Packaging Logo

These requirements apply to use of the USB Type-C® Cable 60W/5Gbps Combined Packaging Logo and must be followed.

### Minimum Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to 1/2 the height of USB.

### Minimum Size for Print

The minimum width is .94 inch (23.88 mm).

### Minimum Size for On-Screen

The minimum width of the Logo is 72 pixels.

### Logo Alignment

To align the Logo correctly with margins or other elements, use the top and left edge of the circular arc.

### Minimum Clear Space



### Minimum Size for Print

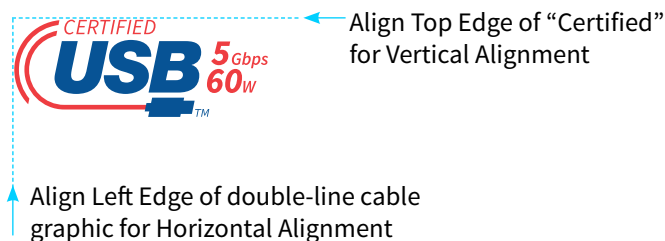


### Minimum Size for On-Screen



Minimum Size includes the logo Clear Space, indicated by the blue margin.

### Logo Alignment



## USB Type-C® Cable 60W/20Gbps Combined Packaging Logo

These requirements apply to use of the USB Type-C® Cable 60W/20Gbps Combined Packaging Logo and must be followed.

### Minimum Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to 1/2 the height of USB.

### Minimum Size for Print

The minimum width is 1 inch (25.4 mm).

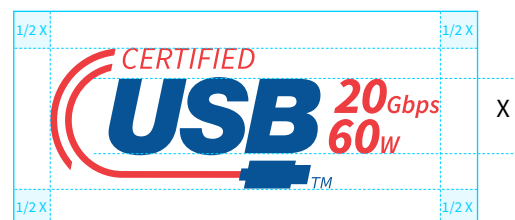
### Minimum Size for On-Screen

The minimum width of the Logo is 82 pixels.

### Logo Alignment

To align the Logo correctly with margins or other elements, use the top and left edge of the circular arc.

### Minimum Clear Space



### Minimum Size for Print

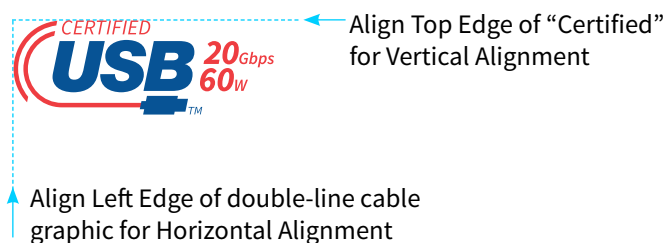


### Minimum Size for On-Screen



Minimum Size includes the logo Clear Space, indicated by the blue margin.

### Logo Alignment



## USB Type-C® Cable 60W/40Gbps Combined Packaging Logo

These requirements apply to use of the USB Type-C® Cable 60W/40Gbps Combined Packaging Logo and must be followed.

### Minimum Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to 1/2 the height of USB.

### Minimum Size for Print

The minimum width is 1 inch (25.4 mm).

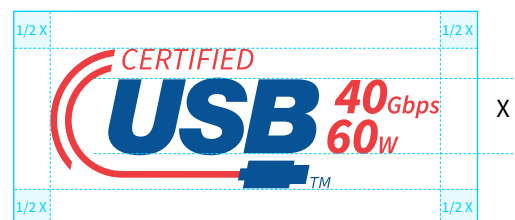
### Minimum Size for On-Screen

The minimum width of the Logo is 82 pixels.

### Logo Alignment

To align the Logo correctly with margins or other elements, use the top and left edge of the circular arc.

### Minimum Clear Space



### Minimum Size for Print

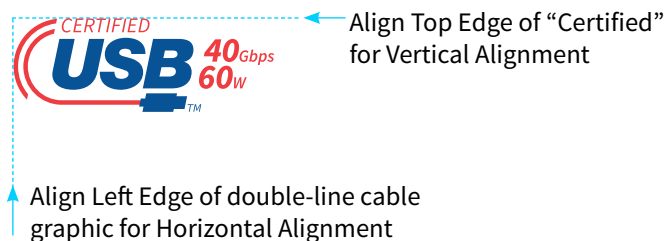


### Minimum Size for On-Screen



Minimum Size includes the logo Clear Space, indicated by the blue margin.

### Logo Alignment



## USB Type-C® Cable 60W/80Gbps Combined Packaging Logo

These requirements apply to use of the USB Type-C® Cable 60W/80Gbps Combined Packaging Logo and must be followed.

### Minimum Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to 1/2 the height of USB.

### Minimum Size for Print

The minimum width is 1 inch (25.4 mm).

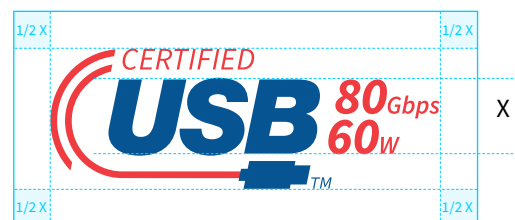
### Minimum Size for On-Screen

The minimum width of the Logo is 82 pixels.

### Logo Alignment

To align the Logo correctly with margins or other elements, use the top and left edge of the circular arc.

### Minimum Clear Space



### Minimum Size for Print

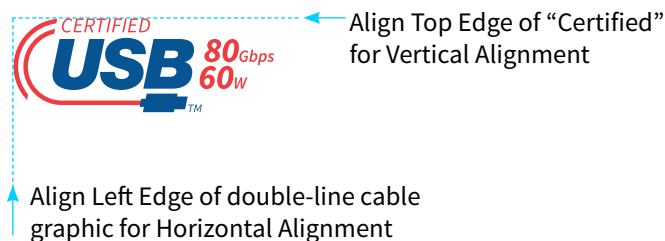


### Minimum Size for On-Screen



Minimum Size includes the logo Clear Space, indicated by the blue margin.

### Logo Alignment





## USB Type-C® Cable 240W/5Gbps Combined Packaging Logo

These requirements apply to use of the USB Type-C® Cable 240W/5Gbps Combined Packaging Logo and must be followed.

### Minimum Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to 1/2 the height of USB.

### Minimum Size for Print

The minimum width is .96 inch (24.38 mm).

### Minimum Size for On-Screen

The minimum width of the Logo is 79 pixels.

### Logo Alignment

To align the Logo correctly with margins or other elements, use the top and left edge of the circular arc.

### Minimum Clear Space



### Minimum Size for Print

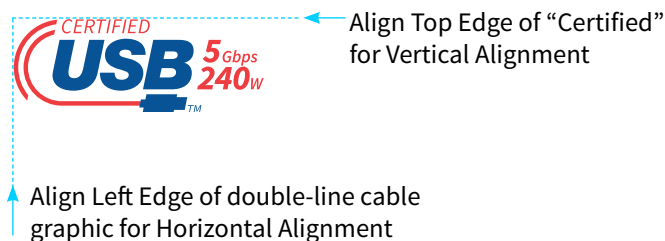


### Minimum Size for On-Screen



Minimum Size includes the logo Clear Space, indicated by the blue margin.

### Logo Alignment



## USB Type-C® Cable 240W/20Gbps Combined Packaging Logo

These requirements apply to use of the USB Type-C® Cable 240W/20Gbps Combined Packaging Logo and must be followed.

### Minimum Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to 1/2 the height of USB.

### Minimum Size for Print

The minimum width is 1 inch (25.4 mm).

### Minimum Size for On-Screen

The minimum width of the Logo is 82 pixels.

### Logo Alignment

To align the Logo correctly with margins or other elements, use the top and left edge of the circular arc.

### Minimum Clear Space



### Minimum Size for Print

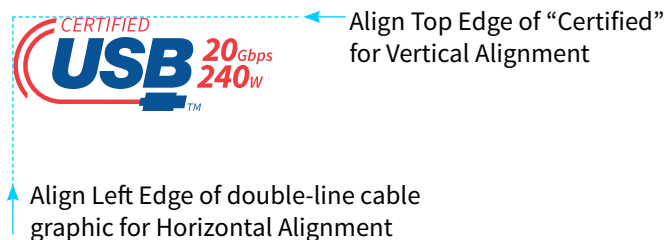


### Minimum Size for On-Screen



Minimum Size includes the logo Clear Space, indicated by the blue margin.

### Logo Alignment



## USB Type-C® Cable 240W/40Gbps Combined Packaging Logo

These requirements apply to use of the USB Type-C® Cable 240W/40Gbps Combined Packaging Logo and must be followed.

### Minimum Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to 1/2 the height of USB.

### Minimum Size for Print

The minimum width is 1 inch (25.4 mm).

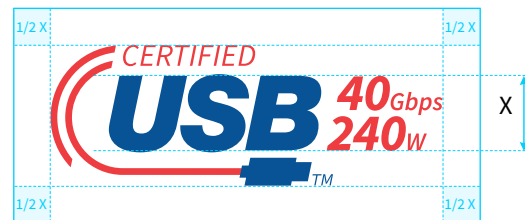
### Minimum Size for On-Screen

The minimum width of the Logo is 82 pixels.

### Logo Alignment

To align the Logo correctly with margins or other elements, use the top and left edge of the circular arc.

### Minimum Clear Space



### Minimum Size for Print

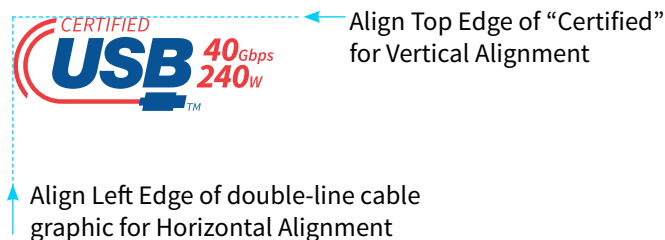


### Minimum Size for On-Screen



Minimum Size includes the logo Clear Space, indicated by the blue margin.

### Logo Alignment



## USB Type-C® Cable 240W/80Gbps Combined Packaging Logo

These requirements apply to use of the USB Type-C® Cable 240W/80Gbps Combined Packaging Logo and must be followed.

### Minimum Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to 1/2 the height of USB.

### Minimum Size for Print

The minimum width is 1 inch (25.4 mm).

### Minimum Size for On-Screen

The minimum width of the Logo is 82 pixels.

### Logo Alignment

To align the Logo correctly with margins or other elements, use the top and left edge of the circular arc.

### Minimum Clear Space



### Minimum Size for Print

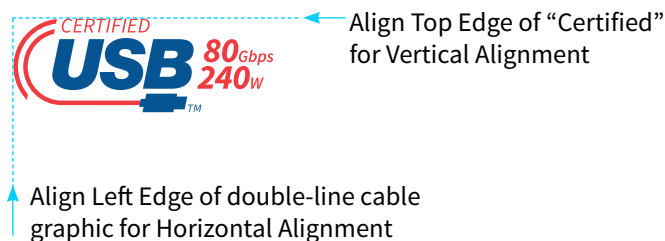


### Minimum Size for On-Screen



Minimum Size includes the logo Clear Space, indicated by the blue margin.

### Logo Alignment



## Hi-Speed USB Type-C® Cable 60W Logo

These requirements apply to use of the Hi-Speed USB Type-C® Cable 60W Logo and 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 cable end device for the size selected.

### Minimum Size

The minimum size of the largest dimension of the Logo is 0.25 inches (6.35mm).

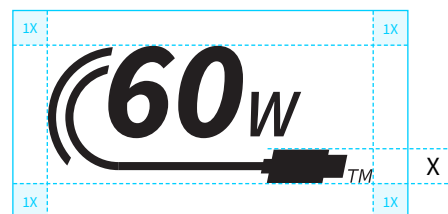
### Logo Orientation

The Logo can be oriented horizontally or vertically.

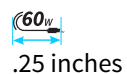
**Please Note:** The Hi-Speed USB Type-C® Cable 60W Logo is only to be used on USB Type-C® cables.



### Minimum Clear Space



### Minimum Size



### Logo Orientation



Horizontal  
Orientation



Vertical  
Orientation

Licensee is not obligated to use the “™” and may omit the trademark ™ symbol on the Hi-Speed USB Type-C® Cable 60W Logo, for which the Licensee is printing/engraving on the cable over mold 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 manufacturer/Licensees must include

the following statement in their user’s manual/printed materials accompanying the cable: “The Hi-Speed USB Type-C® Cable 60W Logo is a trademark of USB Implementers Forum, Inc.” and must be accompanied with the image of the mark with the correct rendering of the “™”.

## Hi-Speed USB Type-C® Cable 240W Logo

These requirements apply to use of the Hi-Speed USB Type-C® Cable 240W Logo and 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 cable end device for the size selected.

### Minimum Size

The minimum size of the largest dimension of the Logo is 0.25 inches (6.35mm).

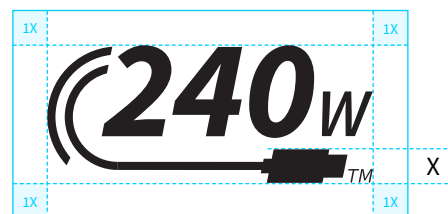
### Logo Orientation

The Logo can be oriented horizontally or vertically.

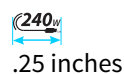
**Please Note:** The Hi-Speed USB Type-C® Cable 240W Logo is only to be used on USB Type-C® cables.



### Minimum Clear Space



### Minimum Size



### Logo Orientation



Horizontal  
Orientation



Vertical  
Orientation

Licensee is not obligated to use the “™” and may omit the trademark ™ symbol on the Hi-Speed USB Type-C® Cable 240W Logo, for which the Licensee is printing/engraving on the cable over mold 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 manufacturer/Licensees must include

the following statement in their user’s manual/printed materials accompanying the cable: “The Hi-Speed USB Type-C® Cable 240W Logo is a 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® Cable 60W/5Gbps Combined Logo

These requirements apply to use of the USB Type-C® Cable 60W/5Gbps Combined Logo and 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 cable end device for the size selected.

### Minimum Size

The minimum size of the largest dimension of the Logo is 0.25 inches (6.35mm).

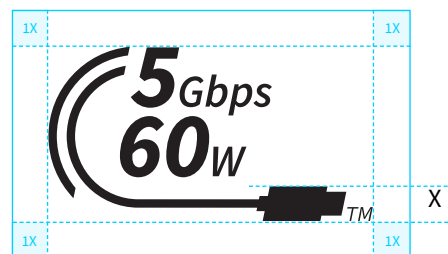
### Logo Orientation

The Logo can be oriented horizontally or vertically.

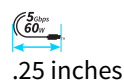
**Please Note:** The USB Type-C® Cable 60W/5Gbps Combined Logo is only to be used on USB Type-C® cables.



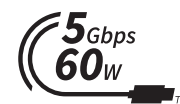
### Minimum Clear Space



### Minimum Size



### Logo Orientation



Horizontal  
Orientation



Vertical  
Orientation

Licensee is not obligated to use the “™” and may omit the trademark ™ symbol on the USB Type-C® Cable 60W/5Gbps Combined Logo, for which the Licensee is printing/engraving on the cable over mold 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 manufacturer/Licensees must include

the following statement in their user’s manual/printed materials accompanying the cable: “USB Type-C® Cable 60W/5Gbps Combined Logo is a 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® Cable 60W/20Gbps Combined Logo

These requirements apply to use of the USB Type-C® Cable 60W/20Gbps Combined Logo and 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 cable end device for the size selected.

### Minimum Size

The minimum size of the largest dimension of the Logo is 0.25 inches (6.35mm).

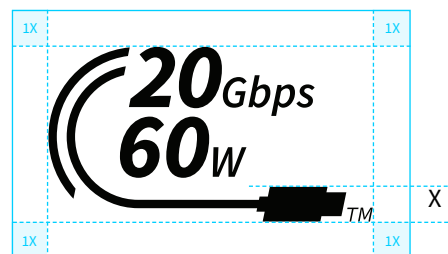
### Logo Orientation

The Logo can be oriented horizontally or vertically.

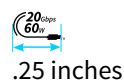
**Please Note:** The USB Type-C® Cable 60W/20Gbps Combined Logo is only to be used on USB Type-C® cables.



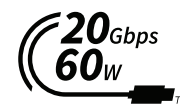
### Minimum Clear Space



### Minimum Size



### Logo Orientation



Horizontal  
Orientation



Vertical  
Orientation

Licensee is not obligated to use the “™” and may omit the trademark ™ symbol on the USB Type-C® Cable 60W/20Gbps Combined Logo, for which the Licensee is printing/engraving on the cable over mold 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 manufacturer/Licensees must include the

following statement in their user’s manual/printed materials accompanying the cable: “The USB Type-C® Cable 60W/20Gbps Combined Logo is a 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® Cable 60W/40Gbps Combined Logo

These requirements apply to use of the USB Type-C® Cable 60W/40Gbps Combined Logo and 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 cable end device for the size selected.

### Minimum Size

The minimum size of the largest dimension of the Logo is 0.25 inches (6.35mm).

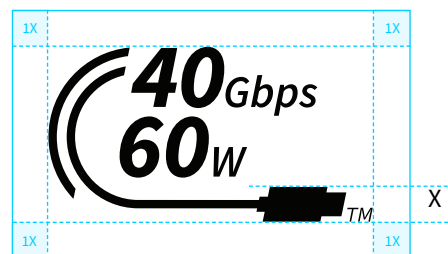
### Logo Orientation

The Logo can be oriented horizontally or vertically.

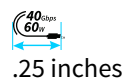
**Please Note:** The USB Type-C® Cable 60W/40Gbps Combined Logo is only to be used on USB Type-C® cables.



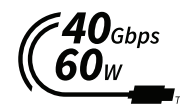
### Minimum Clear Space



### Minimum Size



### Logo Orientation



Horizontal  
Orientation



Vertical  
Orientation

Licensee is not obligated to use the “™” and may omit the trademark ™ symbol on the USB Type-C® Cable 60W/40Gbps Combined Logo, for which the Licensee is printing/engraving on the cable over mold 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 manufacturer/Licensees must include the

following statement in their user’s manual/printed materials accompanying the cable: “The USB Type-C® Cable 60W/40Gbps Combined Logo is a 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® Cable 60W/80Gbps Combined Logo

These requirements apply to use of the USB Type-C® Cable 60W/80Gbps Combined Logo and 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 cable end device for the size selected.

### Minimum Size

The minimum size of the largest dimension of the Logo is 0.25 inches (6.35mm).

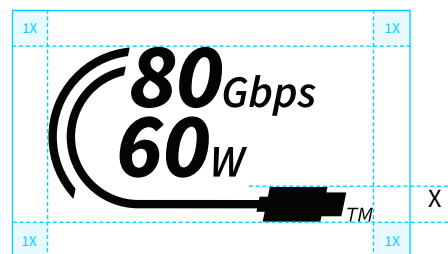
### Logo Orientation

The Logo can be oriented horizontally or vertically.

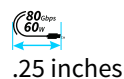
**Please Note:** The USB Type-C® Cable 60W/80Gbps Combined Logo is only to be used on USB Type-C® cables.



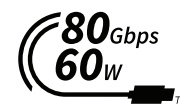
### Minimum Clear Space



### Minimum Size



### Logo Orientation



Horizontal  
Orientation



Vertical  
Orientation

Licensee is not obligated to use the “™” and may omit the trademark ™ symbol on the USB Type-C® Cable 60W/80Gbps Combined Logo, for which the Licensee is printing/engraving on the cable over mold 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 manufacturer/Licensees must include the

following statement in their user’s manual/printed materials accompanying the cable: “The USB Type-C® Cable 60W/80Gbps Combined Logo is a 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® Cable 240W/5Gbps Combined Logo

These requirements apply to use of the USB Type-C® Cable 240W/5Gbps Combined Logo and 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 cable end device for the size selected.

### Minimum Size

The minimum size of the largest dimension of the Logo is 0.25 inches (6.35mm).

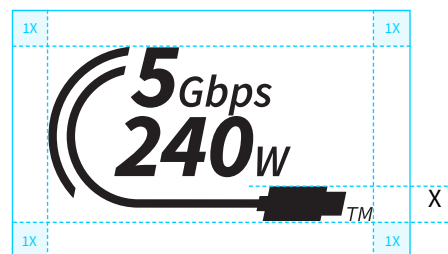
### Logo Orientation

The Logo can be oriented horizontally or vertically.

**Please Note:** The USB Type-C® Cable 240W/5Gbps Combined Logo is only to be used on USB Type-C® cables.



### Minimum Clear Space



### Minimum Size



### Logo Orientation



Horizontal  
Orientation



Vertical  
Orientation

Licensee is not obligated to use the “™” and may omit the trademark ™ symbol on the USB Type-C® Cable 240W/5Gbps Combined Logo, for which the Licensee is printing/engraving on the cable over mold 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 manufacturer/Licensees must include

the following statement in their user’s manual/printed materials accompanying the cable: “USB Type-C® Cable 240W/5Gbps Combined Logo is a 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® Cable 240W/20Gbps Combined Logo

These requirements apply to use of the USB Type-C® Cable 240W/20Gbps Combined Logo and 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 cable end device for the size selected.

### Minimum Size

The minimum size of the largest dimension of the Logo is 0.25 inches (6.35mm).

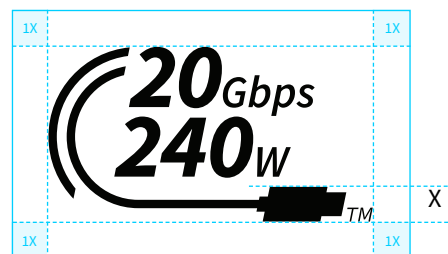
### Logo Orientation

The Logo can be oriented horizontally or vertically.

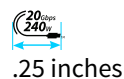
**Please Note:** The USB Type-C® Cable 240W/20Gbps Combined Logo is only to be used on USB Type-C® cables.



### Minimum Clear Space



### Minimum Size



### Logo Orientation



Horizontal  
Orientation



Vertical  
Orientation

Licensee is not obligated to use the “™” and may omit the trademark ™ symbol on the USB Type-C® Cable 240W/20Gbps Combined Logo, for which the Licensee is printing/engraving on the cable over mold 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 manufacturer/Licensees must include

the following statement in their user’s manual/printed materials accompanying the cable: “The USB Type-C® Cable 240W/20Gbps Combined Logo is a 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® Cable 240W/40Gbps Combined Logo

These requirements apply to use of the USB Type-C® Cable 240W/40Gbps Combined Logo and 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 cable end device for the size selected.

### Minimum Size

The minimum size of the largest dimension of the Logo is 0.25 inches (6.35mm).

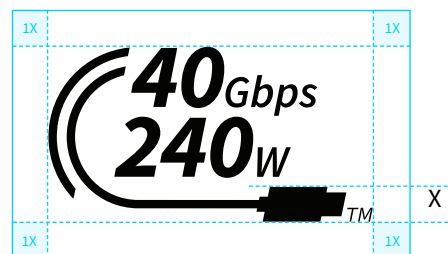
### Logo Orientation

The Logo can be oriented horizontally or vertically.

**Please Note:** The USB Type-C® Cable 240W/40Gbps Combined Logo is only to be used on USB Type-C® cables.



### Minimum Clear Space



### Minimum Size



### Logo Orientation



Horizontal  
Orientation



Vertical  
Orientation

Licensee is not obligated to use the “™” and may omit the trademark ™ symbol on the USB Type-C® Cable 240W/40Gbps Combined Logo, for which the Licensee is printing/engraving on the cable over mold 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 manufacturer/Licensees must include

the following statement in their user’s manual/printed materials accompanying the cable: “The USB Type-C® Cable 240W/40Gbps Combined Logo is a 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® Cable 240W/80Gbps Combined Logo

These requirements apply to use of the USB Type-C® Cable 240W/80Gbps Combined Logo and 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 cable end device for the size selected.

### Minimum Size

The minimum size of the largest dimension of the Logo is 0.25 inches (6.35mm).

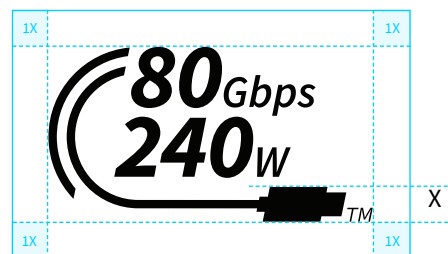
### Logo Orientation

The Logo can be oriented horizontally or vertically.

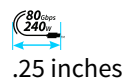
**Please Note:** The USB Type-C® Cable 240W/80Gbps Combined Logo is only to be used on USB Type-C® cables.



### Minimum Clear Space



### Minimum Size



### Logo Orientation



Horizontal  
Orientation



Vertical  
Orientation

Licensee is not obligated to use the “™” and may omit the trademark ™ symbol on the USB Type-C® Cable 240W/80Gbps Combined Logo, for which the Licensee is printing/engraving on the cable over mold 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 manufacturer/Licensees must include

the following statement in their user’s manual/printed materials accompanying the cable: “The USB Type-C® Cable 240W/80Gbps Combined Logo is a trademark of USB Implementers Forum, Inc.” and must be accompanied with the image of the mark with the correct rendering of the ™.

## Hi-Speed USB Type-C® Cable 60W Packaging Logo Color Formulas

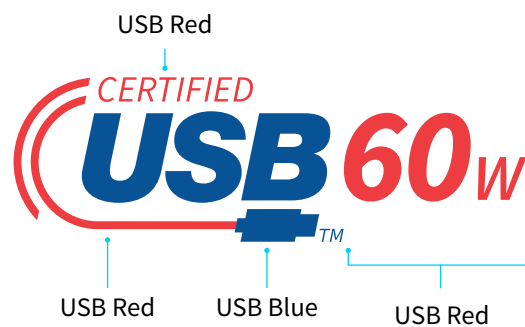
These requirements apply to use of the Hi-Speed USB Type-C® Cable 60W Packaging Logo and must be followed.

The Hi-Speed USB Type-C® Cable 60W Packaging 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.

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 Type-C® Cable 60W Packaging Logo Colors



**USB Red**

**PMS**  
PANTONE® 185C

**CMYK**  
C0 - M91 - Y76 - K0

**RGB**  
R235 - G0 - B41



**USB Blue**

**PMS**  
PANTONE® 653C

**CMYK**  
C100 - M62 - Y0 - K20

**RGB**  
R52 - G96 - B148

## Hi-Speed USB Type-C® Cable 240W Packaging Logo Color Formulas

These requirements apply to use of the Hi-Speed USB Type-C® Cable 240W Packaging Logo and must be followed.

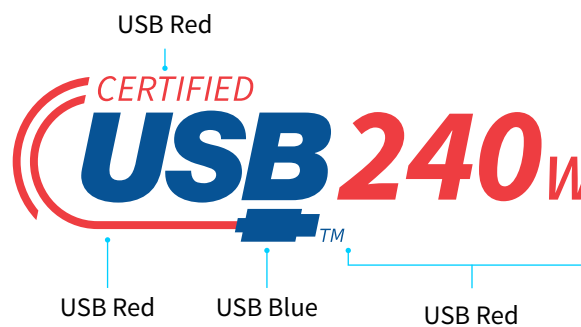
The Hi-Speed USB Type-C® Cable 240W Packaging Logo has been created as a 2-color Logo. (Other color versions are shown on the following pages). It is best to reproduce the Logo using the PANTONE® numbers shown at the right.

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.

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 Type-C® Cable 240W Packaging Logo Colors



**USB Red**

**PMS**  
PANTONE® 185C

**CMYK**  
C0 - M91 - Y76 - K0

**RGB**  
R235 - G0 - B41



**USB Blue**

**PMS**  
PANTONE® 653C

**CMYK**  
C100 - M62 - Y0 - K20

**RGB**  
R52 - G96 - B148



## USB Type-C® Cable 60W/5Gbps Combined Packaging Logo Color Formulas

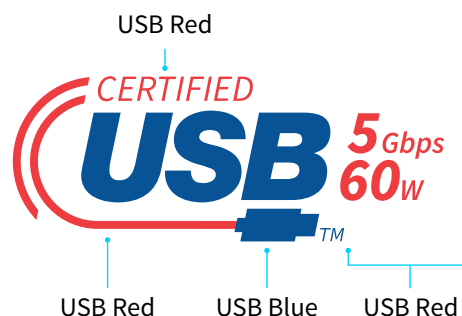
These requirements apply to use of the USB Type-C® Cable 60W/5Gbps Combined Packaging Logo and must be followed.

The USB Type-C® Cable 60W/5Gbps Combined Packaging 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.

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 Type-C® Cable 60W/5Gbps Combined Packaging Logo Colors



#### USB Red

**PMS**  
PANTONE® 185C

**CMYK**  
C0 - M91 - Y76 - K0

**RGB**  
R235 - G0 - B41



#### USB Blue

**PMS**  
PANTONE® 653C

**CMYK**  
C100 - M62 - Y0 - K20

**RGB**  
R52 - G96 - B148

## USB Type-C® Cable 60W/20Gbps Combined Packaging Logo Color Formulas

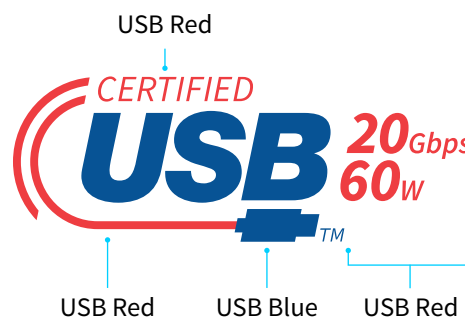
These requirements apply to use of the USB Type-C® Cable 60W/20Gbps Combined Packaging Logo and must be followed.

The USB Type-C® Cable 60W/20Gbps Combined Packaging 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.

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 Type-C® Cable 60W/20Gbps Combined Packaging Logo Colors



#### USB Red

**PMS**  
PANTONE® 185C

**CMYK**  
C0 - M91 - Y76 - K0

**RGB**  
R235 - G0 - B41



#### USB Blue

**PMS**  
PANTONE® 653C

**CMYK**  
C100 - M62 - Y0 - K20

**RGB**  
R52 - G96 - B148

## USB Type-C® Cable 60W/40Gbps Combined Packaging Logo Color Formulas

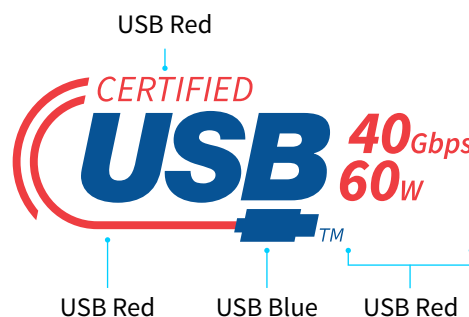
These requirements apply to use of the USB Type-C® Cable 60W/40Gbps Combined Packaging Logo and must be followed.

The USB Type-C® Cable 60W/40Gbps Combined Packaging 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.

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 Type-C® Cable 60W/40Gbps Combined Packaging Logo Colors



#### USB Red

**PMS**  
PANTONE® 185C

**CMYK**  
C0 - M91 - Y76 - K0

**RGB**  
R235 - G0 - B41



#### USB Blue

**PMS**  
PANTONE® 653C

**CMYK**  
C100 - M62 - Y0 - K20

**RGB**  
R52 - G96 - B148

## USB Type-C® Cable 60W/80Gbps Combined Packaging Logo Color Formulas

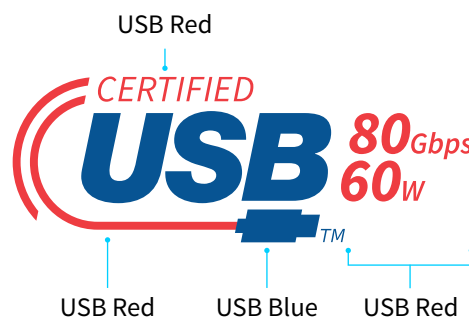
These requirements apply to use of the USB Type-C® Cable 60W/80Gbps Combined Packaging Logo and must be followed.

The USB Type-C® Cable 60W/80Gbps Combined Packaging 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.

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 Type-C® Cable 60W/80Gbps Combined Packaging Logo Colors



#### USB Red

**PMS**  
PANTONE® 185C

**CMYK**  
C0 - M91 - Y76 - K0

**RGB**  
R235 - G0 - B41



#### USB Blue

**PMS**  
PANTONE® 653C

**CMYK**  
C100 - M62 - Y0 - K20

**RGB**  
R52 - G96 - B148

## USB Type-C® Cable 240W/5Gbps Combined Packaging Logo Color Formulas

These requirements apply to use of the USB Type-C® Cable 240W/5Gbps Combined Packaging Logo and must be followed.

The USB Type-C® Cable 240W/5Gbps Combined Packaging 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.

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 Type-C® Cable 240W/5Gbps Combined Packaging Logo Colors



#### USB Red

**PMS**  
PANTONE® 185C

**CMYK**  
C0 - M91 - Y76 - K0

**RGB**  
R235 - G0 - B41



#### USB Blue

**PMS**  
PANTONE® 653C

**CMYK**  
C100 - M62 - Y0 - K20

**RGB**  
R52 - G96 - B148

## USB Type-C® Cable 240W/20Gbps Combined Packaging Logo Color Formulas

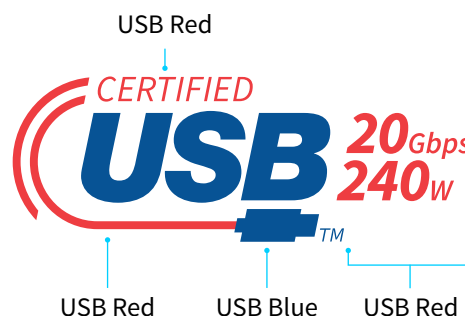
These requirements apply to use of the USB Type-C® Cable 240W/20Gbps Combined Packaging Logo and must be followed.

The USB Type-C® Cable 240W/20Gbps Combined Packaging 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.

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 Type-C® Cable 240W/20Gbps Combined Packaging Logo Colors



#### USB Red

**PMS**  
PANTONE® 185C

**CMYK**  
C0 - M91 - Y76 - K0

**RGB**  
R235 - G0 - B41



#### USB Blue

**PMS**  
PANTONE® 653C

**CMYK**  
C100 - M62 - Y0 - K20

**RGB**  
R52 - G96 - B148

## USB Type-C® Cable 240W/40Gbps Combined Packaging Logo Color Formulas

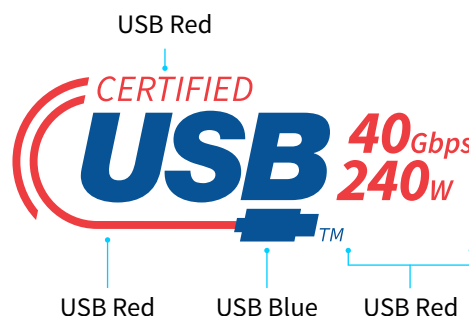
These requirements apply to use of the USB Type-C® Cable 240W/40Gbps Combined Packaging Logo and must be followed.

The USB Type-C® Cable 240W/40Gbps Combined Packaging 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.

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 Type-C® Cable 240W/40Gbps Combined Packaging Logo Colors



#### USB Red

**PMS**  
PANTONE® 185C

**CMYK**  
C0 - M91 - Y76 - K0

**RGB**  
R235 - G0 - B41



#### USB Blue

**PMS**  
PANTONE® 653C

**CMYK**  
C100 - M62 - Y0 - K20

**RGB**  
R52 - G96 - B148

## USB Type-C® Cable 240W/80Gbps Combined Packaging Logo Color Formulas

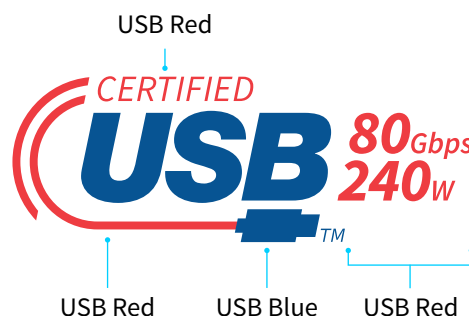
These requirements apply to use of the USB Type-C® Cable 240W/80Gbps Combined Packaging Logo and must be followed.

The USB Type-C® Cable 240W/80Gbps Combined Packaging 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.

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 Type-C® Cable 240W/80Gbps Combined Packaging Logo Colors



#### USB Red

**PMS**  
PANTONE® 185C

**CMYK**  
C0 - M91 - Y76 - K0

**RGB**  
R235 - G0 - B41



#### USB Blue

**PMS**  
PANTONE® 653C

**CMYK**  
C100 - M62 - Y0 - K20

**RGB**  
R52 - G96 - B148



## Hi-Speed USB Type-C® Cable 60W Packaging Logo Color Versions

### Two-Color Logo

The 2-color version is the preferred version of the Hi-Speed USB Type-C® Cable 60W Packaging Logo.

### One-Color Logo

The 1-color, black version of the Hi-Speed USB Type-C® Cable 60W Packaging Logo should be used for single-color applications.

### Reversed Logo

The reversed version of the Hi-Speed USB Type-C® Cable 60W Packaging Logo should be used on dark backgrounds and over photography. When placed over photography make sure to use photographs that have enough tone to support the Logo and don't prohibit legibility.

### Note:

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.

### Two-Color Logo

USB Red PANTONE® 185C  
USB Blue PANTONE® 653C



### One-Color Logo

Black



### Reversed Logo

On dark-colored background



## Hi-Speed USB Type-C® Cable 240W Packaging Logo Color Versions

### Two-Color Logo

The 2-color version is the preferred version of the Hi-Speed USB Type-C® Cable 240W Packaging Logo.

### One-Color Logo

The 1-color, black version of the Hi-Speed USB Type-C® Cable 240W Packaging Logo should be used for single-color applications.

### Reversed Logo

The reversed version of the Hi-Speed USB Type-C® Cable 240W Packaging Logo should be used on dark backgrounds and over photography. When placed over photography make sure to use photographs that have enough tone to support the Logo and don't prohibit legibility.

### Note:

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.

### Two-Color Logo

USB Red PANTONE® 185C  
USB Blue PANTONE® 653C



### One-Color Logo

Black



### Reversed Logo

On dark-colored background



## USB Type-C® Cable 60W/5Gbps Combined Packaging Logo Color Versions

### Two-Color Logo

The 2-color version is the preferred version of the USB Type-C® Cable 60W/5Gbps Combined Packaging Logo.

### One-Color Logo

The 1-color, black version of the USB Type-C® Cable 60W/5Gbps Combined Packaging Logo should be used for single-color applications.

### Reversed Logo

The reversed version of the USB Type-C® Cable 60W/5Gbps Combined Packaging Logo should be used on dark backgrounds and over photography. When placed over photography make sure to use photographs that have enough tone to support the Logo and don't prohibit legibility.

### Note:

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.

### Two-Color Logo

USB Red PANTONE® 185C  
USB Blue PANTONE® 653C



### One-Color Logo

Black



### Reversed Logo

On dark-colored background



## USB Type-C® Cable 60W/20Gbps Combined Packaging Logo Color Versions

### Two-Color Logo

The 2-color version is the preferred version of the USB Type-C® Cable 60W/20Gbps Combined Packaging Logo.

### One-Color Logo

The 1-color, black version of the USB Type-C® Cable 60W/20Gbps Combined Packaging Logo should be used for single-color applications.

### Reversed Logo

The reversed version of the USB Type-C® Cable 60W/20Gbps Combined Packaging Logo should be used on dark backgrounds and over photography. When placed over photography make sure to use photographs that have enough tone to support the Logo and don't prohibit legibility.

### Note:

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.

### Two-Color Logo

USB Red PANTONE® 185C  
USB Blue PANTONE® 653C



### One-Color Logo

Black



### Reversed Logo

On dark-colored background



## USB Type-C® Cable 60W/40Gbps Combined Packaging Logo Color Versions

### Two-Color Logo

The 2-color version is the preferred version of the USB Type-C® Cable 60W/40Gbps Combined Packaging Logo.

### One-Color Logo

The 1-color, black version of the USB Type-C® Cable 60W/40Gbps Combined Packaging Logo should be used for single-color applications.

### Reversed Logo

The reversed version of the USB Type-C® Cable 60W/40Gbps Combined Packaging Logo should be used on dark backgrounds and over photography. When placed over photography make sure to use photographs that have enough tone to support the Logo and don't prohibit legibility.

### Note:

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.

### Two-Color Logo

USB Red PANTONE® 185C  
USB Blue PANTONE® 653C



### One-Color Logo

Black



### Reversed Logo

On dark-colored background



## USB Type-C® Cable 60W/80Gbps Combined Packaging Logo Color Versions

### Two-Color Logo

The 2-color version is the preferred version of the USB Type-C® Cable 60W/80Gbps Combined Packaging Logo.

### One-Color Logo

The 1-color, black version of the USB Type-C® Cable 60W/80Gbps Combined Packaging Logo should be used for single-color applications.

### Reversed Logo

The reversed version of the USB Type-C® Cable 60W/80Gbps Combined Packaging Logo should be used on dark backgrounds and over photography. When placed over photography make sure to use photographs that have enough tone to support the Logo and don't prohibit legibility.

### Note:

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.

### Two-Color Logo

USB Red PANTONE® 185C  
USB Blue PANTONE® 653C



### One-Color Logo

Black



### Reversed Logo

On dark-colored background



## USB Type-C® Cable 240W/5Gbps Combined Packaging Logo Color Versions

### Two-Color Logo

The 2-color version is the preferred version of the USB Type-C® Cable 240W/5Gbps Combined Packaging Logo.

### One-Color Logo

The 1-color, black version of the USB Type-C® Cable 240W/5Gbps Combined Packaging Logo should be used for single-color applications.

### Reversed Logo

The reversed version of the USB Type-C® Cable 240W/5Gbps Combined Packaging Logo should be used on dark backgrounds and over photography. When placed over photography make sure to use photographs that have enough tone to support the Logo and don't prohibit legibility.

### Note:

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.

### Two-Color Logo

USB Red PANTONE® 185C  
USB Blue PANTONE® 653C



### One-Color Logo

Black



### Reversed Logo

On dark-colored background



## USB Type-C® Cable 240W/20Gbps Combined Packaging Logo Color Versions

### Two-Color Logo

The 2-color version is the preferred version of the USB Type-C® Cable 240W/20Gbps Combined Packaging Logo.

### One-Color Logo

The 1-color, black version of the USB Type-C® Cable 240W/20Gbps Combined Packaging Logo should be used for single-color applications.

### Reversed Logo

The reversed version of the USB Type-C® Cable 240W/20Gbps Combined Packaging Logo should be used on dark backgrounds and over photography. When placed over photography make sure to use photographs that have enough tone to support the Logo and don't prohibit legibility.

### Note:

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.

### Two-Color Logo

USB Red PANTONE® 185C  
USB Blue PANTONE® 653C



### One-Color Logo

Black



### Reversed Logo

On dark-colored background





## USB Type-C® Cable 240W/40Gbps Combined Packaging Logo Color Versions

### Two-Color Logo

The 2-color version is the preferred version of the USB Type-C® Cable 240W/40Gbps Combined Packaging Logo.

### One-Color Logo

The 1-color, black version of the USB Type-C® Cable 240W/40Gbps Combined Packaging Logo should be used for single-color applications.

### Reversed Logo

The reversed version of the USB Type-C® Cable 240W/40Gbps Combined Packaging Logo should be used on dark backgrounds and over photography. When placed over photography make sure to use photographs that have enough tone to support the Logo and don't prohibit legibility.

### Note:

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.

### Two-Color Logo

USB Red PANTONE® 185C  
USB Blue PANTONE® 653C



### One-Color Logo

Black



### Reversed Logo

On dark-colored background



## USB Type-C® Cable 240W/80Gbps Combined Packaging Logo Color Versions

### Two-Color Logo

The 2-color version is the preferred version of the USB Type-C® Cable 240W/80Gbps Combined Packaging Logo.

### One-Color Logo

The 1-color, black version of the USB Type-C® Cable 240W/80Gbps Combined Packaging Logo should be used for single-color applications.

### Reversed Logo

The reversed version of the USB Type-C® Cable 240W/80Gbps Combined Packaging Logo should be used on dark backgrounds and over photography. When placed over photography make sure to use photographs that have enough tone to support the Logo and don't prohibit legibility.

### Note:

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.

### Two-Color Logo

USB Red PANTONE® 185C  
USB Blue PANTONE® 653C



### One-Color Logo

Black



### Reversed Logo

On dark-colored background



## Hi-Speed USB Type-C® Cable 60W and 240W Packaging Logos Improper Usage

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

You must use the Logos exactly as they are shown in the USB-IF digital artwork files. No alterations are permitted.

- 1 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.
- 2 Don't change the colors of the Logo.
- 3 Don't use any version of the Logos without the "double-line cable graphic."
- 4 Don't use the Logo without the trademark ™ symbol.
- 5 Don't use the Logo without the word "CERTIFIED".
- 6 Don't use the Hi-Speed USB Type-C® Cable 60W and 240W Packaging Logos without their power rating indicators.

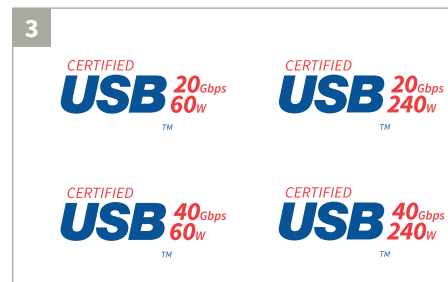
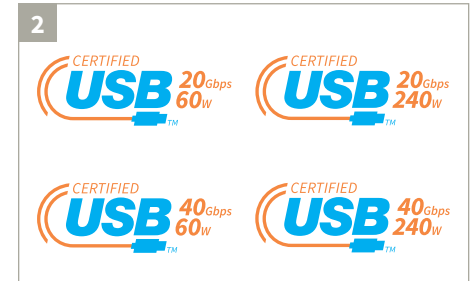
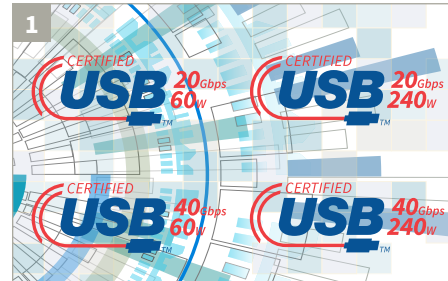


## USB Type-C® Cable 60W/5Gbps, 240W/5Gbps, 60W/20Gbps, 240W/20Gbps, 60W/40Gbps, 240W/40Gbps, 60W/80Gbps, 240W/80Gbps Combined Packaging Logos Improper Usage

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

You must use the Logos exactly as they are shown in the USB-IF digital artwork files. No alterations are permitted.

- 1 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.
- 2 Don't change the colors of the Logo.
- 3 Don't use any version of the Logos without the "double-line cable graphic."
- 4 Don't use the Logo without the trademark ™ symbol.
- 5 Don't use the Logo without the word "CERTIFIED".
- 6 Don't use the USB Type-C® Cable 60W/5Gbps, 240W/5Gbps, 60W/20Gbps, 240W/20Gbps, 60W/40Gbps, 240W/40Gbps, 60W/80Gbps, 240W/80Gbps Combined Packaging Logos without their power rating and/or speed indicators.



## Including USB Type-C® Cable Logos on various materials

Incorporating the USB Type-C® Cable 60W, 240W, and Combined Power/Performance Packaging Logos and Cable Logos 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.

Examples shown on this page can only be used in correlation with a product that has been certified by the USB-IF and met the specific certification requirements.

## USB Type-C® Cable Logos Layout at a glance

### Packaging



### Collateral and Advertising



### Manuals



### USB Type-C® Cable 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 reversed Logo. Product that is printed using finer printing methods, such as 4-color process, can choose any Logo that best fits its Product box's design. The goal is to choose the Logo that will reproduce most attractively onto the material upon which it is being printed.

The example shown on this page can only be used in correlation with a product that has been certified by the USB-IF and met the specific certification requirements.



### USB Type-C® Rating Collateral and Advertisements

#### 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 1-color or reversed versions of the Logo.

#### One-Color Advertisements

For 1-color newspaper advertisements, use the black or reversed version of the Logo.

#### Full-Color Magazine Advertisements

Full-color magazine ads may use the 1-color, reversed or full-color versions of the Logo, choosing the Logo that works best with the design of the ad.

Examples shown on this page can only be used in correlation with a product that has been certified by the USB-IF and met the specific certification requirements.

#### Collateral



#### One-Color Advertisement



#### Full-Color Magazine Advertisement

## USB Type-C® Cable Manuals

Where the TM symbols of the USB Type-C® Cable 60W, 240W, and Combined Power/Performance Cable Logos have been omitted on the printing/engraving on cable over mold, the manufacturer/Licensees must include the following statement(s) in their user's manual/printed materials accompanying the Product:

**Statement 1**

"The Hi-Speed USB Type-C® Cable 60W Logo is a trademark of USB Implementers Forum, Inc."

**Statement 2**

"The Hi-Speed USB Type-C® Cable 240W Logo is a trademark of USB Implementers Forum, Inc."

**Statement 3**

"The USB Type-C® Cable 60W/5Gbps Combined Logo is a trademark of USB Implementers Forum, Inc."

**Statement 4**

"The USB Type-C® Cable 60W/20Gbps Combined Logo is a trademark of USB Implementers Forum, Inc."

**Statement 5**

"The USB Type-C® Cable 60W/40Gbps Combined Logo is a trademark of USB Implementers Forum, Inc."

**Statement 6**

"The USB Type-C® Cable 60W/80Gbps Combined Logo is a trademark of USB Implementers Forum, Inc."

**Statement 7**

"The USB Type-C® Cable 240W/5Gbps Combined Logo is a trademark of USB Implementers Forum, Inc."

**Statement 8**

"The USB Type-C® Cable 240W/20Gbps Combined Logo is a trademark of USB Implementers Forum, Inc."

**Statement 9**

"The USB Type-C® Cable 240W/40Gbps Combined Logo is a trademark of USB Implementers Forum, Inc."

**Statement 10**

"The USB Type-C® Cable 240W/80Gbps Combined Logo is a trademark of USB Implementers Forum, Inc."

The statement(s) must be accompanied with the proper USB Type-C® Cable 60W, 240W, and Combined Power/Performance Cable Logos image of the mark(s) with the correct rendering of the TM.

Example shown on this page can only be used in correlation with a product that has been certified by the USB-IF and met the specific certification requirements.

### Manual Example



Trademark statement with correct rendering of the "TM" and Logo



The following USB Type-C® Cable Logos are available in various digital file formats.

USB Type-C® Cable 60W, 240W, and Combined Power/  
Performance Packaging Logos and Cable Logos

### **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.