USB Type-C™ Cable and Connector
Language Usage Guidelines from USB-IF

USB-IF emphasizes the importance and value of consistent messaging on USB product packaging, marketing materials and advertising. Inconsistent use of terminology creates confusion in the marketplace, and potentially diminishes USB-IF's trademark rights.

These guidelines exist to:

- Clarify USB terminology for product marketing materials
- Standardize USB language for USB Type-C™ products
- Minimize consumer confusion

Trademarks

"USB Type-C™" and "USB-C™" are trademarks of USB Implementers Forum and are only intended 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 following trademark attribution statement should be included in any materials using the word marks "USB Type-C™ and/or "USB-C™":

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

USB Type-C™ and USB-C™

When referring to a product that is based on and compliant with the USB Type-C™ cable and connector specification, either of the word marks "USB Type-C™" and "USB-C™" is acceptable terminology in all print and/or digital circumstances. No other variation is recommended by USB-IF.

USB-IF recommends "USB Type-C™" be used in at least the first mention in the following materials:

- Press releases
- Technology bulletins
- Product announcements
- Product spec sheets
- Product manuals
- Product websites
- **To note:** When referencing the specification in any material, always use the word mark USB Type-C™.

USB-IF also supports the use of "USB-C™" as viable terminology to minimize word count or for other marketing purposes. Acceptable scenarios include but are not limited to:

- Spokesperson quotes
- Marketing videos or advertisements
- Collateral including brochures and handouts
- Event signage
- Retail displays
- Social media promotions
- Presentations, speeches, podcasts or webinars
- Email marketing

Approved use in educational resources

Requests to use USB Type-C™ or USB-C™ in educational materials must be submitted to USB-IF for consideration and will be decided upon on an individual basis. Please submit requests via email to admin@usb.org.

Notice to retailers, resellers or distributors

Online retailers, resellers and distributors are responsible for ensuring the products sold via their channels using USB Type-C™ and USB-C™ trademarks are compliant with the USB Type-C™ cable and connector specification. The USB-IF website features a public product search that lists the products certified to bear the USB-IF logo(s). The product search can be found here: http://www.usb.org/kcompliance/view. Inquiries regarding retail marketing for USB Type-C™ products can be sent to admin@usb.org.

USB Type-C™ Product Key Messages

USB Type-C™ is a type of connector. USB Type-C™ key messages should focus on the design of the connector, ease of use and future device interoperability. Recommended key messages include:

- Slim and sleek design tailored for emerging products
- Robust connector strong enough for laptops, tablets and larger platforms
- Reversible plug orientation and cable direction
    - It will no longer matter which end of the cable or which side of the connector you plug in

USB Type-C™ Technology Key Messages

- The future of USB technology
- Supports scalable power and performance to future-proof your solution
- Slim form factor to support evolving design trends
- Backwards USB protocol compatibility
- Tailored to fit mobile device product designs, yet robust enough for laptops and tablets

Please note the following:

- USB Type-C™ **is not** USB 3.1
    - The USB Type-C™ cable and connector specification is a supplement to the USB 3.1 specification, however USB Type-C™ is not USB 3.1. These terms are not interchangeable.
- USB Type-C™ **is not** USB Power Delivery
    - USB Power Delivery is a protocol/hardware solution that increases USB power capabilities up to 100W. These terms are not interchangeable.
- If a product features USB Type-C™ it does not necessarily support USB Power Delivery and/or USB 3.1
    - Device manufacturers can choose to support USB Power Delivery and/or USB 3.1 performance but it is not required for USB Type-C™ products

Power and Performance Capabilities Key Messages for USB Type-C™ Products

Performance and power capabilities for USB Type-C™ products will vary. It is essential that device manufacturers clearly advertise in all materials what USB protocols are supported by a product.

If a USB Type-C™ product also supports USB Power Delivery, USB-IF recommends the following language for all marketing materials:

- PRODUCT supports USB Power Delivery

If a USB Type-C™ product also supports the USB 3.1 specification, USB-IF recommends the following language depending on the performance capabilities of the product:

- PRODUCT signals at 5 Gbps
    - PRODUCT supports USB 3.1 Gen 1
- PRODUCT signals at 10 Gbps
    - PRODUCT supports USB 3.1 Gen 2

USB Type-C™ Cable and Connector Specification Key Messages

- Addresses the elements required to implement and support USB Type-C™ receptacles, plugs and cables
- Enables new and exciting host and device form-factors where size, industrial design and style are important parameters
- Works with existing USB host and device silicon solutions
- Enhances ease of use for connecting USB devices with a focus on minimizing user confusion for plug and cable orientation

USB Type-C™ Cable and Connector
Naming and Packaging Recommendations from USB-IF

USB Type-C™ Products

Companies can include USB Type-C™ or USB-C™ in product names only if the product is based on and compliant with the USB Type-C™ cable and connector specification. Relevant products include but are not limited to:

- Cables
- Adapters
- Hubs
- Docking stations
- Dongles
- Thumb drives
- Wall plugs
- Hub or Device Controllers

"USB Type-C™" and/or "USB-C™" are not intended for use as a label, moniker or icon on a product. There are separate logo guidelines to identify USB Type-C™ cables and ports (available here: http://www.usb.org/developers/logo_license/). Consumer confusion can be reduced with the support and adoption of the USB-IF Certification and Logo Licensing Program.

Products featuring USB Type-C™

"USB Type-C™" and/or "USB-C™" can only be used with products that are based on and compliant with the USB Type-C™ cable and connector specification. USB Type-C™ is a

specific feature of a product, it is not a generic description. Think of “USB Type-C” as an adjective not as a noun.

Products that feature USB Type-C™ should include USB Type-C™ key messages in the product benefits, spec sheets, product packaging and other marketing materials. Relevant products include but are not limited to:

- Tablets
- Mobile phones
- Laptops
- 2-in-1s
- Docking stations
- Monitors

USB Compliance Messages

- Only products that have passed the requirements of the USB Compliance Program can utilize the USB-IF logo licensing program. Please reference the Trademark License Agreement (found here: http://www.usb.org/developers/logo_license/) for more information.
- USB-IF logos may be used solely in conjunction with product as set forth in the USB Logo Usage Guidelines.