USB Type-C® and USB 2.0 Type-C™ Cable and Connector
Language Usage Guidelines from USB-IF

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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® and USB 2.0 Type-C™ products
- Minimize consumer confusion

Trademarks

“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 and are only intended for use with products based on and compliant with the USB Type-C® cable and connector 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. The following registered trademark attribution statement should be included in any materials using the word marks “USB Type-C® and/or “USB-C®” and “USB 2.0 Type-C™:

**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.**

**USB Type-C®, USB-C® and USB 2.0 Type-C™**

When referring to a product that is based on and compliant with the USB Type-C® cable and connector specification, these word marks “USB Type-C®”, “USB-C®”, and “USB 2.0 Type-C™” are acceptable terminology in all print and/or digital circumstances based on the specific implementation. No other variation is recommended by USB-IF.
USB-IF recommends “USB Type-C®” or “USB 2.0 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

**Note:** When referencing the specification in any material, always use the word mark USB Type-C® or USB 2.0 Type-C depending on the implementation.

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®, USB-C®, or USB 2.0 Type-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®, USB-C®, and USB 2.0 Type-C™ registered 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](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 doesn’t matter which end of the cable or which side of the connector you plug in
**USB 2.0 Type-C™ Product Key Messages**

USB 2.0 Type-C™ allows for a less expensive simpler implementation for USB 2.0 technology to operate over a USB 2.0 Type-C cable/connector

- A USB 2.0 Type-C™ to USB 2.0 Type-C™ cable only supports USB 2.0 data operation and can support USB Power Delivery.
- Cable does not support/include USB 3.2 nor USB4 or Alt-Mode capabilities.

**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 3.2
  - The USB Type-C® cable and connector specification is a supplement to the USB 3.2 specification, however USB Type-C® is not USB 3.2. 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.
- USB Type-C® will support USB Power Delivery and/or USB 3.2 if present
  - Device manufacturers can choose to support USB Power Delivery and/or USB 3.2 performance, but it is not required for USB Type-C® products

**USB 2.0 Type-C™ Technology Key Messages**

- Supports up to 480Mbps data operation
- Supports USB Power Delivery implementations

**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 3.2 specification, USB-IF recommends the following language depending on the performance capabilities of the product:

- PRODUCT signals at 5 Gbps
PRODUCT supports SuperSpeed USB 5Gbps
- PRODUCT supports SuperSpeed USB 10Gbps
- PRODUCT supports SuperSpeed USB 20Gbps

Power and Performance Capabilities Key Messages for USB 2.0 Type-C™ Products
- Supports up to 480Mbps data operation
- Supports USB Power Delivery implementations

USB Type-C® Cable and Connector Specification Key Messages
- Defines the requirements to implement USB Type-C® receptacles, plugs and cables
- Enables 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 2.0 Type-C™ Cable and Connector Specification Key Messages
- A USB 2.0 Type-C™ cable physically cannot support USB 3.2 nor USB4 signals.
- In a USB 2.0 Type-C™ receptacle, neither the USB 3.2 nor USB4 signal contacts are implemented.
- USB 2.0 Type-C™ cables are only intended to support USB 2.0 functionality, the TX/RX and Alt-Mode (SBU) signals are not implemented.

Note: A USB 3.2 or USB4 host/device if used with a USB 2.0 product and/or a USB 2.0 Type-C™ cable, will perform at the slower USB 2.0 speed.

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

USB Type-C® and USB 2.0 Type-C Products
Companies can include USB Type-C®, USB-C® or USB 2.0 Type-C™ in product names only if the product is based on and compliant with the USB Type-C® cable and connector specification.

“USB Type-C®”, “USB-C®” and/or USB 2.0 Type-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® and USB 2.0 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® and USB 2.0 Type-C™
“USB Type-C®”, “USB-C®” and/or “USB 2.0 Type-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® and/or USB Type-C™ are specific features of a product, they are not a generic description. Think of “USB Type-C®” and/or “USB 2.0 Type-C” as adjectives 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.

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.

USB 2.0 Type-C™ Cable and Connector – Naming and Packaging Recommendations from USB-IF

Companies should ensure the consumer understands that to get the maximum benefit out of USB 3.2 or USB4, the host (e.g. the computer) and the device (e.g., external hard drive) must all offer USB 3.2 or USB4 capabilities and a full featured USB Type-C™ to USB Type-C cable must be used. A USB Full-Featured USB Type-C® Plug is a USB Type-C plug specifically designed to implement the USB Full-Featured USB Type-C cable.

**Note:** A USB 3.2 or USB4 host/device if used with a USB 2.0 product and/or a USB 2.0 Type-C™ cable will perform at the slower USB 2.0 speed.