

Naming & Packaging Recommendations for SuperSpeed USB



The USB-IF would like to emphasize the importance and value of using the Certified USB Logos and clear, consistent messaging on USB product packaging, marketing materials and advertising. Inconsistent use of terminology creates confusion in the marketplace. **The correct nomenclature for SuperSpeed USB products is “SuperSpeed USB.”** This should be taken into consideration for product naming.

There are three Certified USB Logos which are not interchangeable (see below). Products that operate at only low or full-speed can qualify to use only the Basic Version of the logo (i.e. without the special Hi-Speed identifier). Products that can operate at high-speed can qualify to use the Hi-Speed version of the logo. **Only products that can operate at SuperSpeed can qualify to use the SuperSpeed version of the logo.** The Certified USB Logos indicate products that have successfully completed the USB-IF Compliance Program. The USB-IF continues to fund retail awareness programs to educate retail sales staff and promote Certified USB products. In order for the channel program to have maximum impact and benefit, the USB-IF would like all vendors to consistently and proudly display the Certified USB Logo on product packaging, marketing materials and advertisements. In order for a product to qualify to bear a Certified USB Logo, both the following requirements must be met:

1. The product must successfully complete the USB-IF Compliance Testing Program and be listed on the Integrators List under your company name.
2. Your company must execute the USB-IF Trademark License Agreement.

SuperSpeed Product Packaging Recommendations

There are very important key messages associated with the SuperSpeed USB logo program. The following is a list of recommendations the USB-IF would like all vendors to incorporate into the design of their SuperSpeed USB product packaging. Please note the correct nomenclature for SuperSpeed USB products is "SuperSpeed USB" (same as the logo). Also take care to review closely the logo usage guidelines and leave sufficient clear space between the logo and additional messaging.

Front Packaging Key Messages

SuperSpeed USB is:

1. Up to 10X Faster than Hi-Speed USB
2. Fully compatible with Hi-Speed USB and Original USB

Side or Back of Packaging Key Messages (Detailed Information)

1. SuperSpeed USB is up to 10X faster than Hi-Speed USB
2. If applicable, use technical performance data to show comparison benefits between SuperSpeed USB and Hi-Speed USB.
3. To achieve SuperSpeed USB performance, the computer system, peripherals, cables and software must all support SuperSpeed USB.

Other Recommendations/Requirements:

1. Use the logo in its exact color and design scheme as prescribed in the logo license agreement. This is a requirement. Any other form violates the Trademark License Agreement and causes confusion to the consumer.
2. Use SuperSpeed USB in its entirety (Do not use variations, i.e. SuperSpeed USB 3.0, USB 3.0, SSUSB, SSUSB 3.0).
3. Stay away from lengthy comparisons between USB 3.0/2.0/1.1/1.0.