



USB Logo Usage Guidelines



Note: The logos you see in these guidelines have been protected with a “not for use” badge printed across them. Upon executing the logo license, you will receive access to all of the electronic USB logo art files and a version of the usage guidelines without the “not for use” badge.



The Universal Serial Bus (USB) connection is a huge success! Today virtually all PCs ship with USB connectivity, and USB-based peripherals are everywhere. Because of its ease of use, speed, and expandability, USB is the preferred PC 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. is introducing a new, trademark-protected USB logo for use by qualified parties. To qualify for the right to display the logo, products must pass the USB-IF compliance testing for product quality. Successful completion of this testing will be communicated through the word "certified" in the logo. The new logo will also allow vendors to highlight their new USB 2.0 high-speed (480Mb/s) products with the Hi-Speed version of the logo.



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The USB logo is available with, and without the Hi-Speed label.

The Basic-Speed version of the logo must be used with Basic-Speed (12Mb/s or 1.5Mb/s) products. The Hi-Speed version of the logo must be used with Hi-Speed (480Mb/s) products. THE HI-SPEED VERSION OF THE LOGO CANNOT BE USED WITH BASIC-SPEED PRODUCTS.

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

Basic-Speed Version



Hi-Speed Version





Basic-Speed Version

To be effective, the USB logo must be treated appropriately and consistently. Clear space, minimum size, and logo position requirements must be followed.

Clear Space

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



Minimum Size for Print

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



(logo displayed at actual size)

Minimum Size for On-Screen

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



Logo Position

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





Hi-Speed Version

Clear Space

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



Minimum Size for Print

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



(logo displayed at actual size)

Minimum Size for On-Screen

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



Logo Position

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





Other Logo Usage Guidelines

Your company name, logo, or product name must appear on any products or related materials where the USB logo(s) are used. The logo(s) cannot be larger or more prominent than your product name, trademark, logo, or company name.

You must use the logo(s) exactly as they are shown in the USB-IF digital artwork files; you may not imitate the USB logo(s) in any of your materials.

You may not combine the USB logo(s) with any other feature, including other marks, words, graphics, photos, slogans, numbers, design features, or symbols. The USB logo(s) may not be used as a design feature on any of your materials.



The Hi-Speed logo has been created as a 2-color logo. (Other color versions are shown on the following page). It is best to reproduce the logo using the Pantone (PMS) 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 blue with slight color variations, e.g., a logo printed using PMS 185 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.



PMS 185

PMS 653



**Red
(PMS 185)**

4-color

| | |
|---------|------|
| Cyan | 0% |
| Magenta | 100% |
| Yellow | 100% |
| Black | 0% |

RGB

| | |
|-------|-----|
| Red | 255 |
| Green | 0 |
| Blue | 0 |

**Blue
(PMS 653)**

4-color

| | |
|---------|------|
| Cyan | 100% |
| Magenta | 60% |
| Yellow | 0% |
| Black | 40% |

RGB

| | |
|-------|-----|
| Red | 0 |
| Green | 51 |
| Blue | 153 |

Note: The logo color guidelines apply to all of the logo versions.



Basic-Speed Version

The 1-color (PMS 653) version is the preferred version of the logo.

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

Choose either the reversed version of the logo, or the 1-color (PMS 653) version when the logo is used on a dark background. A keyline has been added to the 1-color (PMS 653) version to ensure readability over a background of color.

1-Color Logo
PMS 653



1-Color Logo
Black



Reverse Logo
On a dark colored background



1-Color Logo
On a dark colored background





Hi-Speed Version

The 2-color version is the preferred version of the logo.

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

Choose either the reversed version of the logo, or the 2-color version when the logo is used on a dark background. A keyline has been added to the 2-color version to ensure readability over a background of color.

2-Color Logo

PMS 185 & PMS 653



1-Color Logo

Black



Reverse Logo

On a dark colored background



2-Color Logo

On a dark colored background





Proper use of the logo strengthens its effectiveness each time it is seen. The examples to the right depict unacceptable uses of the USB logo for both print and on screen applications.

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



Don't change the colors of the logo.



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



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



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



Don't use the logo without the trademark (TM) symbol.





Incorporating the USB logo into your packaging, marketing materials and advertisements strengthens your marketing efforts by informing your consumers of the USB compatibility of your product(s). The following pages show samples of various marketing materials and examples of the USB logo placement.



Packaging

Packaging is printed in a variety of ways. Coarse printing, such as flexography on corrugate or screen printing on various materials, may benefit from using the one color or the reverse logo. Products that are printed using finer printing methods, such as four color process, 150 line screen printing, can choose any logo that best fits their product box's design. The goal is to choose the logo that will reproduce most attractively onto the material which it is being printed.





Collateral

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





Advertisements

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





The USB logo is available in various digital file formats. The file names are listed next to visuals of the logos for your reference.

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 PMS colors or the 4 color process mix specified on page 6. Type has been converted to outlines; no fonts are required to reproduce the logo. 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. On screen files are saved in PC format only, though can be opened on a Macintosh computer. These versions were rasterized in Adobe* Photoshop* from Adobe Illustrator files (with the exception of the EPS files). The bitmap files are available in PSD, TIF, and GIF file formats. For each logo version, three sizes have been optimized for choice.

Keep in mind that bitmap files look their best when placed at 100% size, or smaller. Should the provided sizes not meet your specific needs, you should create additional files from the original EPS file. Don't forget to convert to the proper RGB color breakdown.



On Screen Applications (cont.)

Photoshop (PSD) files were created in Adobe* Photoshop* and are intended to be master files for all other on screen versions of the logo. These files consist of all the layers built into the logo versions, and are RGB images. PSD files cannot be used in other applications, but can be used to generate other file formats.

Tagged-Image File (TIF) format files were created in Adobe* Photoshop* to be used in Microsoft* Word* documents and PowerPoint* presentations.

GIF files are provided for use in Web applications. The smallest size of each version has been optimized to the minimum size requirements specified in the Logo Usage section of this document.

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