



USB4[®] Logo Usage Guidelines

USB
Enabling Connections™

This document provides information pertaining to USB4® Logos.

Logo Usage Guidelines for Hi-Speed USB, SuperSpeed USB 5Gbps, SuperSpeed USB 10Gbps, SuperSpeed USB 20Gbps, Certified USB Chargers, and Certified USB Fast Chargers can be found [here](#).

Welcome to the USB4[®] Logo Usage Guidelines.

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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 USB4® 20Gbps and USB4® 40Gbps Packaging Logos, Cable and Port Logos, and Device Power Port Logos for use 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.

USB4® Logos at a glance

USB4® Performance-only Packaging Logos and Cable and Port Logos



USB4® Device Power Port Logos



USB4® Wordmark



To maintain the integrity of the USB4[®] Logos, all Guidelines must be followed. Refer to this page and the following sections for a complete understanding of how to use the USB4[®] 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 USB4[®] 20Gbps and USB4[®] 40Gbps Packaging, Cable and Port, and Device Power Port 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 USB4[®] 20Gbps and USB4[®] 40Gbps Packaging, Cable and Port, and Device Power Port Logos in any of your materials.

USB Logos May Not Be Used as a Design Feature

The USB4[®] 20Gbps and USB4[®] 40Gbps Packaging, Cable and Port, and Device Power Port 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 the USB4[®] 20Gbps and USB4[®] 40Gbps Packaging, Cable and Port, and Device Power Port 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 Work Mark

“USB4®” is a registered trademark of USB Implementers Forum and is only for use with products based on and compliant with the USB4® specification.

The trademark notice symbol ® must be included in the first instance of “USB4®” in any material. USB4® 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 “USB4®”

USB-IF Wordmark

USB4®

Trademark Attribution Statement

USB4® is a registered trademark of USB Implementers Forum.

USB4® 20Gbps Packaging Logo

The USB4® 20Gbps Packaging Logo must be used solely in conjunction with Product that signals up to 20 Gbps, that has been submitted to and passed the USB-IF Test Procedure for USB4 20Gbps products, and that has been posted on the USB-IF Integrators List.

The USB4® 20Gbps 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.

USB4® 20Gbps Packaging Logo



USB4® 40Gbps Packaging Logo

The USB4® 40Gbps Packaging Logo must be used solely in conjunction with Product that signals up to 40 Gbps, that has been submitted to and passed the USB-IF Test Procedure for USB4 40Gbps products, and that has been posted on the USB-IF Integrators List.

The USB4® 40Gbps 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.

USB4® 40Gbps Packaging Logo



USB4® 20Gbps Cable and Port Logo

The USB-IF USB4® 20Gbps Cable and Port Logo may be used solely in conjunction with Product consisting of a hub, peripheral device, add-in card, motherboard, or cable and connector assembly (anything that is not a USB Host end product) that signals up to 20Gbps, that has been submitted to and passed the USB4 20Gbps Test Procedure, and that has been posted on the USB-IF Integrators List; or solely in conjunction with Product not consisting of a hub, peripheral device, add-in card, motherboard, or cable and connector assembly, that is based on and compliant with the USB-IF USB4 specification.

USB4® 20Gbps Cable and Port Logo



USB4® 40Gbps Cable and Port Logo

The USB-IF USB4® 40Gbps Cable and Port Logo may be used solely in conjunction with Product consisting of a hub, peripheral device, add-in card, motherboard, or cable and connector assembly (anything that is not a USB Host end product) that signals up to 40Gbps, that has been submitted to and passed the USB4 40Gbps Test Procedure, and that has been posted on the USB-IF Integrators List; or solely in conjunction with Product not consisting of a hub, peripheral device, add-in card, motherboard, or cable and connector assembly, that is based on and compliant with the USB-IF USB4 specification.

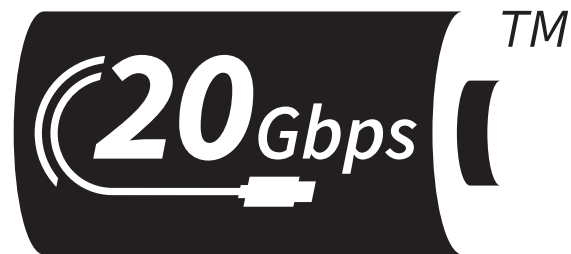
USB4® 40Gbps Cable and Port Logo



USB4® 20Gbps Device Power Port Logo

The USB4® 20Gbps Device Power Port Logo may be used solely in conjunction with Product consisting of hub, peripheral device, add-in card, or motherboard (anything that is not a USB Host end product, or a cable and connector assembly) that has that has been submitted to and passed the USB4 20Gbps Test Procedure and USB Type-C® testing requirements (see USB Compliance Program website for all test procedures); or with Product not consisting of hub, peripheral device, add-in card, or motherboard, that is based on and compliant with the USB-IF USB Type-C® specification, the USB4 specification, and the appropriate USB Power Delivery specification.

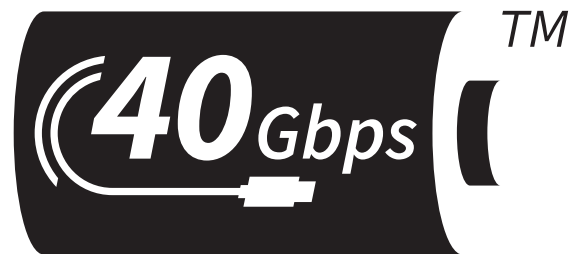
USB4® 20Gbps Device Power Port Logo



USB4® 40Gbps Device Power Port Logo

The USB4® 40Gbps Device Power Port Logo may be used solely in conjunction with Product consisting of hub, peripheral device, add-in card, or motherboard (anything that is not a USB Host end product, or a cable and connector assembly) that has that has been submitted to and passed the USB4 40Gbps Test Procedure and USB Type-C® testing requirements (see USB Compliance Program website for all test procedures); or with Product not consisting of hub, peripheral device, add-in card, or motherboard, that is based on and compliant with the USB-IF USB Type-C® specification, the USB4 specification, and the appropriate USB Power Delivery specification.

USB4® 40Gbps Device Power Port Logo



USB4® 20Gbps Packaging Logo

These requirements apply to use of the USB4® 20Gbps 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) and the minimum height is 0.4 inch (10 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

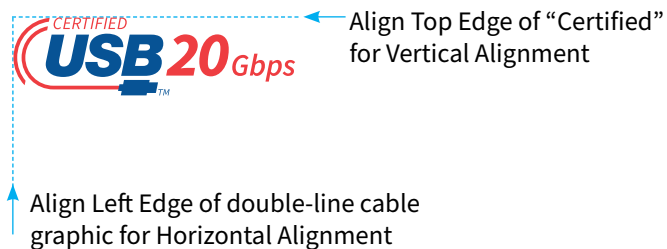


Minimum Size for On-Screen



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

Logo Alignment



USB4® 40Gbps Packaging Logo

These requirements apply to use of the USB4® 40Gbps 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) and the minimum height is 0.4 inch (10 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

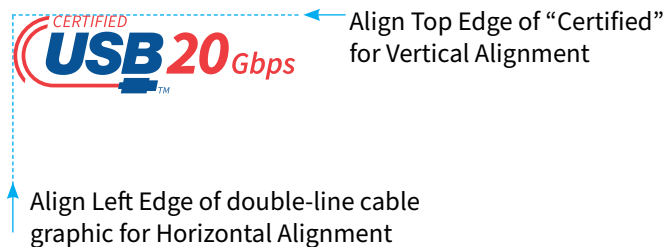


Minimum Size for On-Screen



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

Logo Alignment



USB4® 20Gbps Cable and Port Logo

These requirements apply to use of the USB4® 20Gbps Cable and Port 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 5mm (0.2 inches).

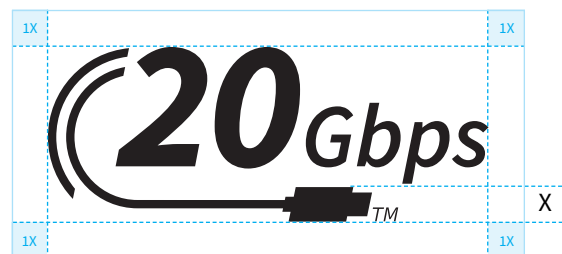
Logo Orientation

The Logo can be oriented horizontally or vertically.

Please Note: The USB4® 20Gbps Cable and Port Logo is only to be used on cables and devices.



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 USB4® 20Gbps Cable and Port Logo for mobile and non-mobile Product, for which the Licensee is printing/engraving on chassis 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 Product: “The USB4® 20Gbps Cable and Port 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 ™.

USB4® 40Gbps Cable and Port Logo

These requirements apply to use of the USB4® 40Gbps Cable and Port 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 5mm (0.2 inches)

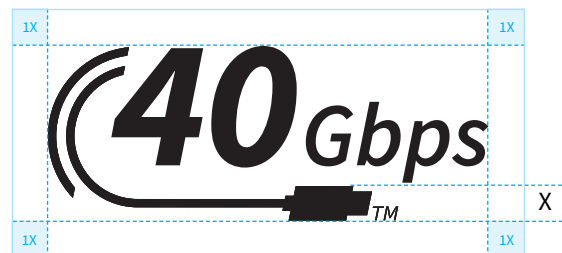
Logo Orientation

The Logo can be oriented horizontally or vertically.

Please Note: The USB4® 40Gbps Cable and Port Logo is only to be used on cables and devices.



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 USB4® 40Gbps Cable and Port Logo for mobile and non-mobile Product, for which the Licensee is printing/engraving on chassis 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 Product: “The USB4® 40Gbps Cable and Port 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 ™.

USB4® 20Gbps Device Power Port Logo

These requirements apply to use of the USB4® 20Gbps Device Power Port 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 width of the battery terminal for the size selected.

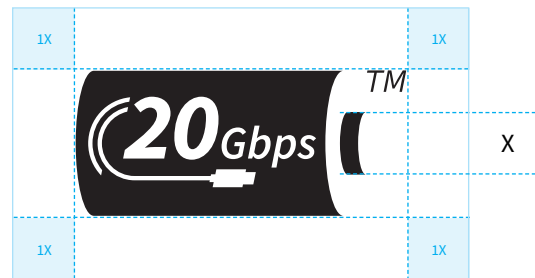
Minimum Sizes

The minimum size of the largest dimension of the Logo is 5mm (0.2 inches). Measurement does not include the “™”.

Logo Orientation

The Logo can be oriented horizontally with the battery terminal to the right or vertically with the battery terminal to the top.

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 USB4® 20Gbps Device Power Port Logo for mobile and non-mobile Product, for which the Licensee is printing/engraving on chassis where the reasonable alternatives for the location and size of the Logos 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 Product: “The USB4® 20Gbps Device Power Port Logo is a trademark of USB Implementers Forum, Inc.” and must be accompanied with the proper USB4® 20Gbps Device Power Port image of the mark with the correct rendering of the ™.

USB4® 40Gbps Device Power Port Logo

These requirements apply to use of the USB4® 40Gbps Device Power Port 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 width of the battery terminal for the size selected.

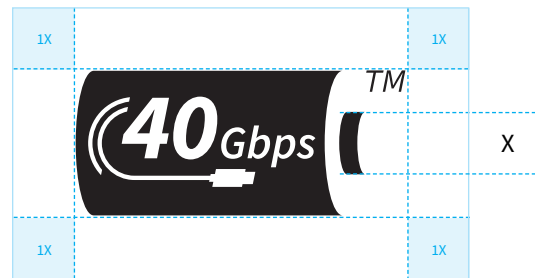
Minimum Sizes

The minimum size of the largest dimension of the Logo is 5mm (0.2 inches). Measurement does not include the “™”.

Logo Orientation

The Logo can be oriented horizontally with the battery terminal to the right or vertically with the battery terminal to the top.

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 USB4® 40Gbps Device Power Port Logo for mobile and non-mobile Product, for which the Licensee is printing/engraving on chassis where the reasonable alternatives for the location and size of the Logos 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 Product: “The USB4® 40Gbps Device Power Port Logo is a trademark of USB Implementers Forum, Inc.” and must be accompanied with the proper USB4® 40Gbps Device Power Port image of the mark with the correct rendering of the™.

USB4® 20Gbps Packaging Logo Color Formulas

These requirements apply to use of the USB4® 20Gbps Packaging Logo and must be followed.

The USB4® 20Gbps 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.

USB4® 20Gbps Packaging Logo Color



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

USB4® 40Gbps Packaging Logo Color Formulas

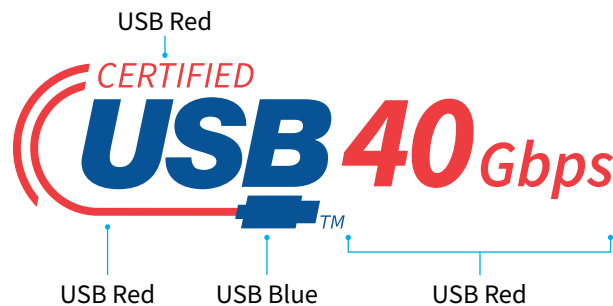
These requirements apply to use of the USB4® 40Gbps Packaging Logo and must be followed.

The USB4® 40Gbps 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.

USB4® 40Gbps Packaging Logo Color



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

USB4® 20Gbps Packaging Logo Color Versions

Two-Color Logo

The 2-color version is the preferred version of the USB4® 20Gbps Packaging Logo.

One-Color Logo

The 1-color, black version of the USB4® 20Gbps Packaging Logo should be used for single-color applications.

Reversed Logo

The reversed version of the USB4® 20Gbps 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



USB4® 40Gbps Packaging Logo Color Versions

Two-Color Logo

The 2-color version is the preferred version of the USB4® 40Gbps Packaging Logo.

One-Color Logo

The 1-color, black version of the USB4® 40Gbps Packaging Logo should be used for single-color applications.

Reversed Logo

The reversed version of the USB4® 40Gbps 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



USB4® 20Gbps and 40Gbps 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. These examples use the USB4® 20Gbps Packaging Logo but apply to the USB4® 40Gbps Packaging Logo as well.

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 USB4® 20Gbps Packaging Logo or the USB4® 40Gbps Packaging Logos without their speed indicators.



Including the USB4® Logos on various materials

Incorporating the USB4® 20Gbps and USB4® 40Gbps Packaging Logos, Cable and Port Logos, and Power Port 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.

USB4® Layout examples at a glance

Packaging



Collateral and Advertising



Manuals



USB4® 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.

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.



USB4® 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

USB4® Manuals

Where the TM symbols of the USB4® 20Gbps and USB4® 40Gbps Cable and Port Logos or Device Power Port Logos have been omitted on the printing/engraving on Product chassis, the manufacturer/Licensees must include the following statement(s) in their user’s manual/ printed materials accompanying the Product:

Statement 1

“The USB4® 20Gbps Cable and Port Logo is a trademark of USB Implementers Forum, Inc.”

Statement 2

“The USB4® 40Gbps Cable and Port Logo is a trademark of USB Implementers Forum, Inc.”

Statement 3

“The USB4® Device Power Port Logos are trademarks of USB Implementers Forum, Inc.”

The statement(s) must be accompanied with the proper USB4® 20Gbps Cable and Port Logo, the USB4® 40Gbps Cable and Port Logo or the USB4® Device Power Port 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



The Logo with “TM” removed due to printing/engraving limitations on Product chassis

Trademark statement with correct rendering of the “TM” and Logo

The following USB4® Logos are available in various digital file formats.

USB4® 20Gbps and USB4® 40Gbps Packaging Logos, Cable and Device Port Logos, and Power Port 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.

* Third-party names and brands are the property of their respective owners. PANTONE® is the property of Pantone, Inc.

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*.