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. 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 or USB4®
    - The USB Type-C® cable and connector specification is a supplement to the USB 3.2 and USB4® specifications, however USB Type-C® is not USB 3.2 or USB4® . 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 240W. These terms are not interchangeable.
- USB Type-C® will support USB Power Delivery, USB4® , and/or USB 3.2 if present
    - Device manufacturers can choose to support USB Power Delivery, USB4®, 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 USB4® and/or USB 3.2 specifications, USB-IF recommends the following language depending on the performance capabilities of the product:

- PRODUCT signals at 80 Gbps
    - PRODUCT supports USB 80Gbps
- PRODUCT signals at 40 Gbps
    - PRODUCT supports USB 40Gbps
- PRODUCT signals at 20 Gbps
    - PRODUCT supports USB 20Gbps
- PRODUCT signals at 10 Gbps
    - PRODUCT supports USB 10Gbps
- PRODUCT signals at 5 Gbps
    - PRODUCT supports USB 5Gbps

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.