

EXHIBIT P

# USB Logo Usage Guidelines

# USB Logo Usage Guidelines

## Basic-Speed and Hi-Speed USB Packaging Logos



## USB Type-C<sup>®</sup> Charging Trident Logos



## Certified USB Charger Logos



## USB-IF Word Marks

**USB Type-C<sup>®</sup>**

**USB-C<sup>®</sup>**

Logo Usage Guidelines for Certified USB 5Gbps, USB 10Gbps, USB 20Gbps, USB 40Gbps, and USB 80Gbps Performance Logos can be found [here](#).

Logo Usage Guidelines for Certified USB Type-C<sup>®</sup> Cables Logos can be found [here](#).

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 Basic-Speed USB Logo(s), Hi-Speed USB Logo(s), USB Type-C® Charging Trident Logo(s), the Certified USB Charger Logo(s), and the Certified USB Fast Charger Logo(s) 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.

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## General Logo Usage Guidelines

Your company name, logo, or product name must appear on any products or related materials where the Basic-Speed USB Logo(s), Hi-Speed USB Logo(s), the USB Type-C<sup>®</sup> Charging Trident Logo(s), the Certified USB Charger Logo(s), or the Certified USB Fast Charger Logo(s) are used. The Logos cannot be larger or more prominent than your product name, trademark, logo, or company name.

You must use the logos exactly as they are shown in the USB-IF digital artwork files; you may not imitate the Basic-Speed USB Logo(s), Hi-Speed USB Logo(s), the USB Type-C<sup>®</sup> Charging Trident Logo(s), the Certified USB Charger Logo(s), or the Certified USB Fast Charger Logo(s) in any of your materials.

You may not combine the Basic-Speed USB Logo(s), Hi-Speed USB Logo(s), the USB Type-C<sup>®</sup> Charging Trident Logo(s), the Certified USB Charger Logo(s), or the Certified USB Fast Charger Logo(s) with any other feature, including other marks, words, graphics, photos, slogans, numbers, design features, or symbols.

The Basic-Speed USB Logo(s), Hi-Speed USB Logo(s), the USB Type-C<sup>®</sup> Charging Trident Logo(s), the Certified USB Charger Logo(s), or the Certified USB Fast Charger Logo(s) may not be used as a design feature on any of your materials.

**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 Type-C®” and “USB-C®” are registered trademarks of USB Implementers Forum and are only 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. USB Type-C® and USB-C® should not be translated into languages other than English.

The trademark attribution statement should be included in any materials using the word marks “USB Type-C®” and/or “USB-C®”

### **USB-IF Word Marks**

**USB Type-C®**

**USB-C®**

### **Trademark Attribution Statement**

*USB Type-C® and USB-C® are registered trademarks of USB Implementers Forum.*

The Basic-Speed USB Logo must be used with Basic-Speed (12 Mbps or 1.5 Mbps) Product. The Hi-Speed USB Logo must be used with Hi-Speed (480 Mbps) Product. THE HI-SPEED VERSIONS OF THE LOGOS CANNOT BE USED WITH BASIC-SPEED PRODUCT.

The Basic-Speed USB Logo and the Hi-Speed 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 registered 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.

### Basic-Speed USB



### Hi-Speed USB



The USB-IF USB Type-C<sup>®</sup> Charging Trident 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 been submitted to and passed the Basic or Hi-Speed Test Procedure and USB Type-C<sup>®</sup> 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<sup>®</sup> specification and the appropriate USB Power Delivery specification.

**USB Type-C<sup>®</sup> Charging  
Trident Logo**





The USB-IF Certified USB Charger Logo and Certified USB Fast Charger Logo are available with various wattage labels. Companies should contact [admin@usb.org](mailto:admin@usb.org) with specific requests. The Certified USB Charger Logo and Certified USB Fast Charger Logo must be used solely in conjunction with Product that has been submitted to and passed the appropriate USB-IF Test Procedures and that has been posted on the USB-IF Integrators List.

The Certified USB Charger Logo and Certified USB Fast Charger Logo may be reproduced only in the versions shown in this document and may not be altered in any way. Please note that the registered trademark (®) and the wattage number are integral parts of the Logo(s). They are considered part of the Logo art and should not be altered in any way. The Logo(s) must be reproduced from the USB-IF digital artwork files.

The Certified USB Charger Logo and Certified USB Fast Charger Logo must be used solely in conjunction with Product as defined in the usage guidelines. Certified USB Chargers must comply with one of the Certified USB Charger Categories defined in the USB Logo Usage Guidelines.

**Certified USB Charger Logo**



**Certified USB Fast Charger Logo**



## Certified USB Charger Categories

- ▶ **Category 1** - Single-port Assured Capacity USB Type-C® Charger
- ▶ **Category 2** - Multi-port Assured Capacity USB Type-C® Charger
- ▶ **Category 3** - Multi-port Shared Capacity USB Type-C® Charger
- ▶ **Category 4** - Multi-port USB Type-C® Charger with at least one USB Standard-A port
- ▶ **Category 5** - Multi-port USB Type-C® Charger with both Assured and Shared ports

## Category 1

### Single-port Assured Capacity USB Type-C® Charger

Requirements:

- The Product must have a single USB Type-C® port and no other USB Charging ports.
- The USB Type-C® port must be labeled to identify the power supplied.
- The USB Type-C® port must supply the stated power level.
- The Certified USB Charger Logo wattage label must define the power level of the USB Type-C® port.
- The Product must meet the appropriate requirements as defined in the USB-IF Trademark License Agreement Mark Requirements Chart for either the Certified USB Charger Logo or the Certified USB Fast Charger Logo.

Example:

45W Single-port Assured Capacity USB Type-C® Charger



USB Type-C® port wattage label



Packaging and/or Product Logo

## Category 2

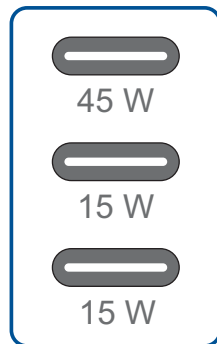
### Multi-port Assured Capacity USB Type-C® Charger

Requirements:

- The Product must have multiple USB Type-C® ports and no other USB Charging ports.
- Each USB Type-C® port must behave independently and be unaffected by the status and loading of the other ports. Each
- USB Type-C® port must be labeled to identify the power supplied.
- Each USB Type-C® port must supply the stated power capability, independent of the status and loading of the other ports.
- The Certified USB Charger Logo wattage label must define the USB Type-C® port that supplies the highest power.
- The Product must meet the appropriate requirements as defined in the USB-IF Trademark License Agreement Mark Requirements Chart for either the Certified USB Charger Logo or the Certified USB Fast Charger Logo.

Example:

45W Multi-port Assured Capacity USB Type-C® Charger



USB Type-C® port labels



Packaging and/or Product Logo

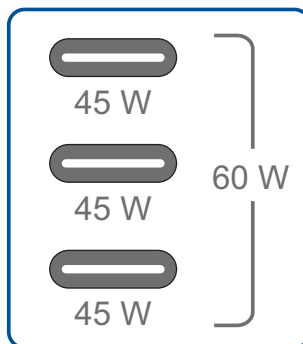
## Category 3

### Multi-port Shared Capacity USB Type-C® Charger

Requirements:

- Product must have multiple USB Type-C® ports and no other USB Charging ports.
- Each USB Type-C® port must be labeled to identify the highest capable power level.
- Prior to any USB Type-C® ports being connected to a power sink, each USB Type-C® port must be capable of the same maximum power capability.
- Each USB Type-C® port is not required to supply the stated power level at all times.
- As USB Type-C® ports are connected and a power contract is established, the remaining unconnected USB Type-C® ports must equally offer the remaining available power capability.
- The Product labeling and packaging must inform consumers that when a single port is supplying the highest power rating, the remaining ports will supply different power ratings.
- The total combined power level must be indicated on the Product.
- The Product must meet the appropriate requirements as defined in the USB-IF Trademark License Agreement Mark Requirements Chart for either the Certified USB Charger Logo or the Certified USB Fast Charger Logo.

*Example: 45W Multi-port Shared Capacity USB Type-C® Charger*



*USB Type-C® port labels*



*Packaging and/or Product Logo*

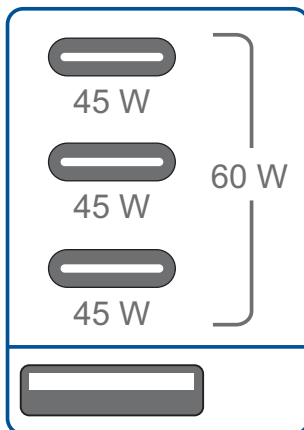
## Category 4

### Multi-port USB Type-C® Charger with at least one USB Standard-A port

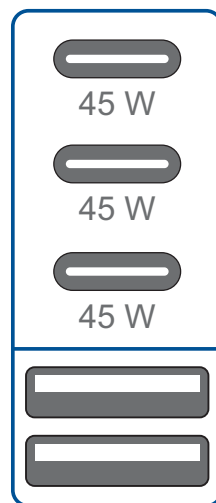
Requirements:

- Each USB Type-C® port must be labeled according to the appropriate Certified USB Charger Category.
- Each USB Type-C® port must supply the power level according to the appropriate Certified USB Charger Category.
- The Certified USB Charger Logo wattage label must define the USB Type-C® port according to the appropriate Certified USB Charger Category.
- Products that also include USB Standard-A ports are required to supply a minimum of 4.5W.
- The Product must meet the appropriate requirements as defined in the USB-IF Trademark License Agreement Mark Requirements Chart for either the Certified USB Charger Logo or the Certified USB Fast Charger Logo.

*Examples: 45W Multi-port USB Type-C® Chargers with at least one USB Standard-A port*



*USB Type-C® port labels*



*USB Type-C® port labels*



*Packaging and/or Product Logo*

## Category 5

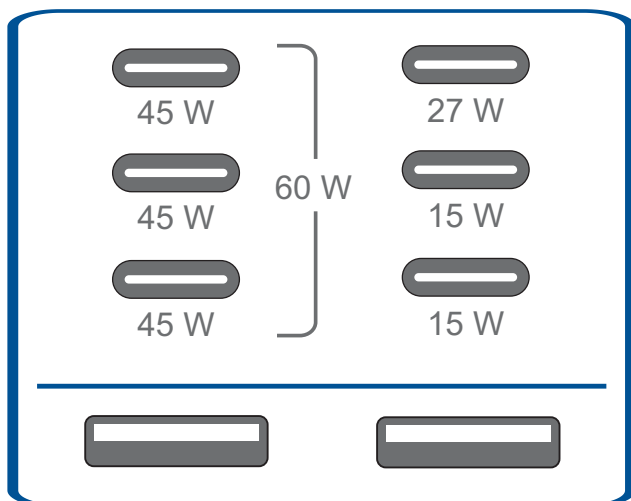
### Multi-port USB Type-C® Charger with both Assured and Shared ports

Requirements:

- Each USB Type-C® port must be labeled according to the appropriate Certified USB Charger Category.
- Each USB Type-C® port must supply the power level according to the appropriate Certified USB Charger Category.
- The Certified USB Charger Logo wattage label must define the single USB Type-C® port that supplies the highest wattage.
- Products that also include USB Standard-A ports are required to supply a minimum of 4.5W.
- The Product must meet the appropriate requirements as defined in the USB-IF Trademark License Agreement Mark Requirements Chart for either the Certified USB Charger Logo or the Certified USB Fast Charger Logo.

*Example: 45W Multi-port USB Type-C® Assured and Shared Port Charger with USB Standard-A ports*

*Shared USB Type-C® ports      Assured USB Type-C® ports*



*Packaging and/or Product Logo*

## Basic-Speed USB Version

To be effective, the USB-IF Basic-Speed 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 key line around it. The clear space does not include the key line.

### Minimum Size for Print

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

### Minimum Size for On-Screen

The minimum width of the 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 USB Version

These requirements apply to use of the USB-IF Hi-Speed USB Logo.

### 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 key line around it. The clear space does not include the key line.



### Minimum Size for Print

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



### Minimum Size for On-Screen

The minimum width of the 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.



## USB Type-C® Charging Trident Logo

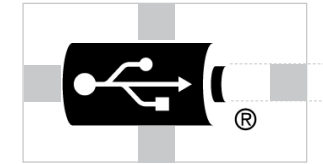
These requirements apply to use of the USB-IF USB Type-C® Charging Trident Logo.

Licensee is not obligated to use the “®” and may omit the trademark ® symbol on the USB Type-C® Charging Trident 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 manufacture/Licensees must include the following statement in their user’s manual/ printed materials accompanying the Product: “The USB Type-C® Charging Trident Logo is a registered trademark of USB Implementers Forum, Inc.” and must be accompanied with the proper USB Type-C® Charging Trident image of the mark with the correct rendering of the ®.

### 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 Size

The minimum size of the largest dimension of the Logo is 5mm (0.2 inches).

*Measurement does not include the “®”.*



### Logo Position

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

## Certified USB Charger Logo

These requirements apply to use of the Certified USB Charger Logo.

### Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to the height of the word “certified”.



### Minimum Size for Print

The minimum width of the Logo is 0.75 inch (19 mm) and the minimum height for the Logo is 0.48 inch (12.15 mm).



### Minimum Size for On-Screen

The minimum width of the Logo is 125 pixels. The supplied on-screen Logos are created with the clear space built into the files. The smallest file available (125 pixels) is set to the minimum size requirement and should not be scaled down.



### Logo Position

To position the Logo correctly, use the left edge of the word “charger” as the vertical guideline. Use the top of the lightning bolt symbol as the horizontal guideline.

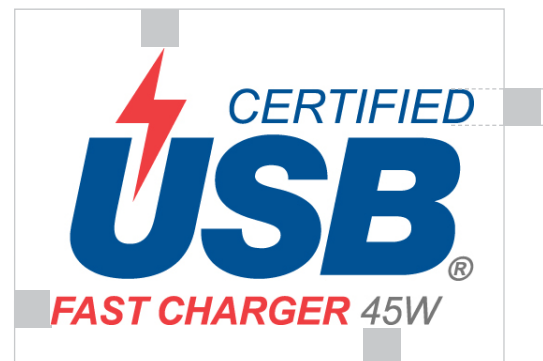


## Certified USB Fast Charger Logo

These requirements apply to use of the Certified USB Fast Charger Logo.

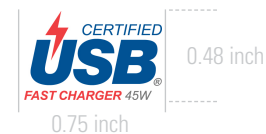
### Clear Space

Avoid visual clutter by maintaining a minimum amount of clear space around the Logo that is equal to the height of the word “certified”.



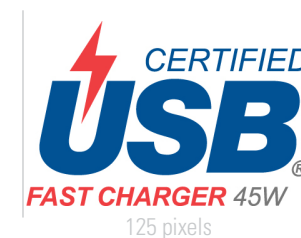
### Minimum Size for Print

The minimum width of the Logo is 0.75 inch (19 mm) and the minimum height for the Logo is 0.48 inch (12.15 mm).



### Minimum Size for On-Screen

The minimum width of the Logo is 125 pixels. The supplied on-screen Logos are created with the clear space built into the files. The smallest file available (125 pixels) is set to the minimum size requirement and should not be scaled down.



### Logo Position

To position the Logo correctly, use the left edge of the word “fast” as the vertical guideline. Use the top of the lightning bolt symbol as the horizontal guideline.



## Basic-Speed USB Logo

The USB-IF Basic-Speed USB Logo has been created as a 1-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 Blue with slight color variations, e.g., a Logo printed using USB Blue as a spot color may result in a slightly different hue of blue 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.



### USB Blue

### Use PANTONE® 653C

#### 4-color

Cyan	100%
Magenta	62%
Yellow	0%
Black	20%

#### RGB

Red	0
Green	82
Blue	149

## Hi-Speed USB Logo

The USB-IF Hi-Speed USB 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.



**USB Red**

**Use PANTONE® 185C**

**4-color**

Cyan	0%
Magenta	91%
Yellow	76%
Black	0%

**RGB**

Red	239
Green	62
Blue	66



**USB Blue**

**Use PANTONE® 653C**

**4-color**

Cyan	100%
Magenta	62%
Yellow	0%
Black	20%

**RGB**

Red	0
Green	82
Blue	149

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.

### Certified USB Charger Logo and Certified USB Fast Charger Logo

The USB-IF Certified USB Charger Logo(s) have been created as 3-color Logos. (Other color versions are shown on the following pages). It is best to reproduce the Logo(s) 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, USB Blue and Gray 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.



**USB Red**  
Use PANTONE® 185C

**4-color**

Cyan	0%
Magenta	91%
Yellow	76%
Black	0%

**RGB**

Red	239
Green	62
Blue	66



**USB Blue**  
Use PANTONE® 653C

**4-color**

Cyan	100%
Magenta	62%
Yellow	0%
Black	20%

**RGB**

Red	0
Green	82
Blue	149



**Wattage Gray**  
70% Black

**4-color**

Cyan	0%
Magenta	0%
Yellow	0%
Black	70%

**RGB**

Red	120
Green	120
Blue	120

## Basic-Speed USB Versions

### Basic-Speed USB Logo

The USB-IF Basic-Speed USB Logo has been created as a 1-color Logo. The 1-color (USB Blue) version is the preferred version of the Basic-Speed USB Logo.

The 1-color, black, version of the Basic-Speed USB Logo should be used for single-color applications.

Choose either the reversed version of the Basic-Speed USB Logo, or the 1-color (USB Blue) version when the Basic-Speed USB Logo is used on a dark background. A key line has been added to the 1-color (USB Blue) version to ensure readability over a background of color.

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.

### 1-Color Logo

USB Blue PANTONE® 653C



### 1-Color Logo

Black



### Reverse Logo

On a dark colored background



### 1-Color Logo

On a dark colored background





## Hi-Speed USB Versions

### Hi-Speed USB Logo

The 2-color version is the preferred version of the USB-IF Hi-Speed USB Logo.

The 1-color, black version of the Hi-Speed USB Logo should be used for single-color applications.

Choose either the reversed version of the Hi-Speed USB Logo, or the 2-color version when the Hi-Speed USB Logo is used on a dark background. A key line has been added to the 2-color version to ensure readability over a background of color.

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.

### 2-Color Logo

USB Red PANTONE® 185  
USB Blue PANTONE® 653



### 1-Color Logo

Black



### Reverse Logo

On a dark colored background



### 2-Color Logo

On a dark colored background



## Certified USB Charger and Certified USB Fast Charger Versions

### Certified USB Charger Logo(s)

The 3-color version is the preferred version of the USB-IF Certified USB Charger Logo(s).

The 1-color, black, blue or red version of the Certified USB Charger Logo(s) should be used for single-color applications.

Choose the reversed version of the Certified USB Charger Logo when the it is used on a dark background.

### 3-Color Logo

USB Red PANTONE® 185C  
 USB Blue PANTONE® 653C  
 70% Black

### 1-Color Logo

Black

### 1-Color Logo

Blue PANTONE® 653C

### 1-Color Logo

Red PANTONE® 185C

### Reverse Logo

On a dark colored background



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.

Proper use of the USB Logos strengthens its effectiveness each time they are seen. The following examples depict unacceptable uses of the USB Logos 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** use the Logo without the trademark ® symbol.



**Don't** change the colors of the Logo.



**Don't** use the Logo without the wattage label.



**Don't** use any Hi-Speed version of the Logos without the word "Hi-Speed."



**Don't** use the Logo without the "®" symbol.



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



**Don't** use the Logo without the word "CERTIFIED".

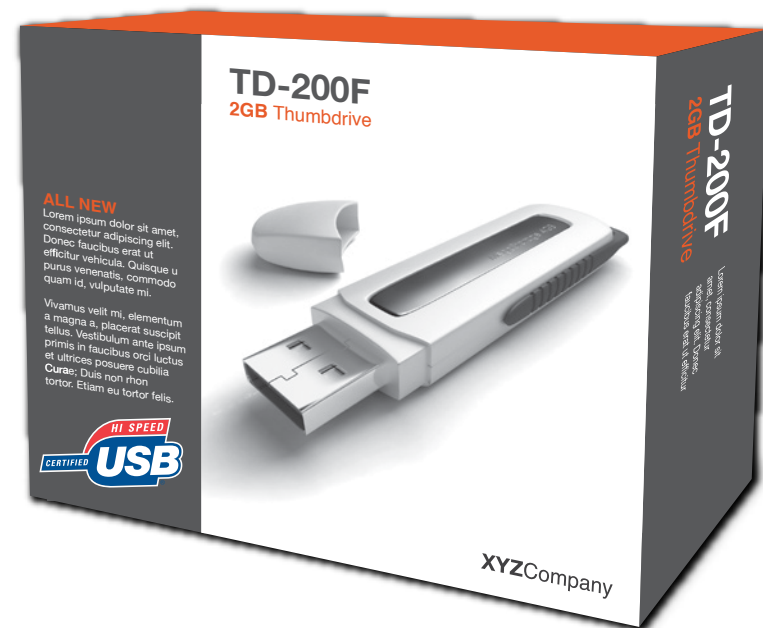


**Note:** The "Logo don'ts" guidelines apply to all of the Logo versions.

Incorporating the Basic-Speed USB Logo(s), the Hi-Speed USB Logo(s), the Certified USB Charger Logo(s), or the Certified USB Fast Charger Logo(s) 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.

## 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 reverse Logo. Product that is printed using finer printing methods, such as 4-color process 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, 1-color or reverse versions of the Logo.



## Advertisements

For 1-color newspaper advertisements, use the black or reverse version of the Logo. Full color magazine ads may use the 1-color, reverse or full color versions of the Logo, choosing the Logo that works best with the design of the ad.

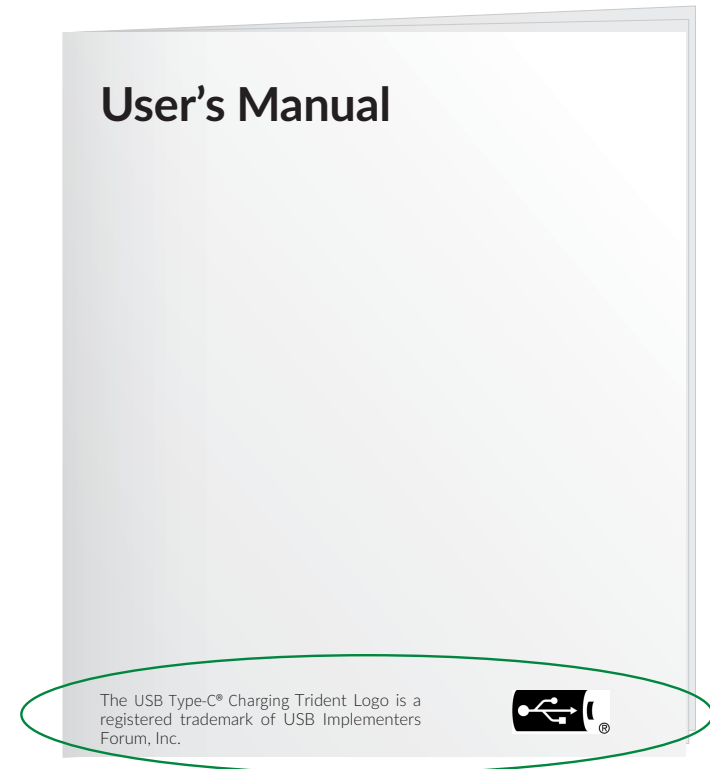


## Manuals

Where the ® symbol of the USB-IF USB Type-C® Charging Trident Logos have been omitted on the printing/engraving on Product chassis, the manufacturer/Licensees must include the following statement in their user's manual/printed materials accompanying the Product:

**“The USB Type-C® Charging Trident Logos are registered trademarks of USB Implementers Forum, Inc.”**

The statement must be accompanied with the proper USB Type-C® Charging Trident image of the mark(s) with the correct rendering of the ®.



The Basic-Speed USB Logo(s), the Hi-Speed USB Logo(s), USB Type-C® Charging Trident Logo(s), the Certified USB Charger Logo(s), and the Certified USB Fast Charger Logo(s) are available in various digital file formats.

### **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.

### **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\*.

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