DisplayPort™ and DisplayPort™ over USB-C™/USB Type-C™ Product Packaging Guidelines v1

Overview

VESA emphasizes the importance and value of consistent messaging on DisplayPort™ product packaging, marketing materials and advertising. Inconsistent use of terminology creates confusion in the marketplace, and potentially diminishes VESA's trademark rights.

These guidelines exist to:

- Clarify DisplayPort™ terminology for product marketing materials
- Standardize DisplayPort™ language for USB Type-C™/USB-C™ products
- Minimize consumer confusion

DisplayPort Trademarks

DisplayPort™ and the DisplayPort™ logo are trademarks of VESA®. The DisplayPort™ logo is intended for use with products based on and certified by VESA.

The trademark notice symbol ™ must be included in the first instance of DisplayPort™, in any material. DisplayPort™ should not be translated into languages other than English.

The following trademark attribution statement should be included in any materials using the word mark DisplayPort™ and/or DisplayPort™ logo:

DisplayPort™ and the DisplayPort™ logo are trademarks owned by the Video Electronics Standards Association (VESA) in the United States and other countries.

DisplayPort™ and DisplayPort™ over USB-C™/USB Type-C™ are not intended for use as a label moniker or icon on a product. There are separate logo guidelines to identify DisplayPort cables and ports in the VESA Member WorkZone. Consumer confusion can be reduced with the support and adoption of the VESA Trademark and Logo Licensing Program.

When using DisplayPort™ over the USB-C™/USB Type-C™ please consult USB packaging guidelines at http://www.usb.org/developers/logo_license for proper use of the USB-C™/USB Type-C™ trademarks. For use of logos on certified products see the VESA DisplayPort™ Trademark License Agreement (in the VESA WorkZone) and http://www.usb.org/developers/logo_license/

DisplayPort™
When referring to a product that is based on and compliant with the DisplayPort™ Standard, the word mark DisplayPort™ is acceptable terminology in all print and/or digital circumstances.

DisplayPort™ over USB-C™/USB Type-C™
When referring to a product that is based on and compliant with the DisplayPort™ Alt Mode Standard and the USB Type-C™ Standard, the word mark DisplayPort™ over USB-C™/USB Type-C™ is acceptable terminology in all print and/or digital circumstances.

VESA recommends DisplayPort™ or DisplayPort™ over USB Type-C™ be used in the following materials:

- Press releases
- Technology bulletins
- Product announcements
- Product spec sheets
- Product manuals
- Product websites

VESA recommends DisplayPort™ or DisplayPort™ over USB-C™ be used in the following materials:

- 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

Notice to Retailers, Resellers or Distributors

Online retailers, resellers and distributors are responsible for ensuring the products sold via their channels using the DisplayPort™ trademark are compliant with the DisplayPort™ or DisplayPort™ Alt Mode Standard. The DisplayPort™ website features a public product search that lists the products certified to bear the DisplayPort™ logo. The product search can be found here: http://www.displayport.org/products-database/. Inquiries regarding retail

marketing for DisplayPort™ and DisplayPort™ over USB-C™/USB Type-C™ products can be sent to moderator@vesa.org.

Key Messages

DisplayPort™ Technology

- Backwards compatibility to VGA, DVI with adaptors
- Supports HDMI 2.0a and is backwards compatible with previous versions
- Multiple displays over a single connector
- Up to 8K displays at 60Hz with the latest standard
- Expanded capabilities to support latest audio trends and camera interfaces

DisplayPort™ Over USB-C/USB Type-C™ Technology

- Full DisplayPort audio/video (A/V) performance (up to 8K at 60Hz)
- SuperSpeed USB (USB 3.1) data
- Up to 100 watts of power over a single cable
- Reversible plug orientation and cable direction
- Backwards compatibility to VGA, DVI with adaptors
- Supports HDMI 2.0a and is backwards compatible with previous versions

Capabilities

Capabilities for DisplayPort™ and DisplayPort over USB-C™/USB Type-C™ products will vary. It is essential that device manufacturers clearly advertise in all materials what DisplayPort™ and DisplayPort™ over USB-C™/USB Type-C™ features are supported by a product.

Certification

DisplayPort™ certification can only be claimed if a product passes DisplayPort™ certification and your company is a VESA member.

• The DisplayPort™ certified logo may be used solely in conjunction with product as defined in the VESA Trademark and Logo Usage Guidelines.

• Only certified DisplayPort™ products can utilize the DisplayPort™ logo licensing program. Your company must also be a VESA member. Please reference the VESA DisplayPort™ Trademark License Agreement found in the VESA Member WorkZone for more information.