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1 Revision History

Version	Changes	Publish Date	Effective Date
1.1	- Version number requirement - Adapter and TV port labels - Added countries for language requirement	01-26-2012	180 days after Publish Date
1.2	- Added registered trademark language in Section 6 - Symbol name changed from “5-pin” to “star”		
1.3	Added software content items as section 4		
1.4	Added the purple color to the requirements.		
1.5	Added the logo requirements on direct attached source device Added purple color requirements for cable plug over mold as well as ports.	05-20-2013	

2 General Usage Guidelines

In order to promote the best experience for consumers using MHL™ (Mobile High-Definition Link) enabled products, and to protect the reliability and performance provided in the MHL specification, it is important that the MHL Trademarks and Usage Guidelines are closely followed. Each version number of this guideline goes into effect 180 days after the date of publish, and applies only to products that have launched after the publish date.

The MHL Registered Trademarks (the “Registered Trademarks”) consist of the following:

- The “MHL Logo” including the following logo and underlying type with the star symbol.



These logos are not for reproduction or use and are marked with “Not For Use.” Authorized Adopters will have access to all reproducible logo artwork and graphic files.

- The terms “MHL” and “Mobile High-Definition Link.”

Consistent usage of the Registered Trademarks in all communications, marketing, packaging, product, and training will ensure that the ecosystem of MHL products and information is properly represented and understood.

The right to use the Registered Trademarks as set forth in the MHL Trademarks and Usage Guidelines is for authorized licensees who are MHL Promoters and for MHL Adopters who have entered into an Adopter Agreement with the MHL Licensing Agent, and whose products have been officially certified for compliance based on the MHL Certified Test Specification (CTS). The Registered Trademarks can only be used on products that have been officially certified and for general communications, marketing, packaging, and training to promote those products.

These guidelines are effective immediately and without exception. If you have questions regarding the guidelines please contact: adopter.admin@mhlconsortium.org.

3 MHL Logo Usage Guidelines

3.1 The MHL Logo

The complete MHL logo consists of (a.) the stylized letters “MHL,” (b.) the underlying stylized type “Mobile High-Definition Link” slogan, (c.) the star symbol, and (d.) the trademark.



These logos are not for reproduction or use and are marked with “Not For Use.” Authorized Adopters will have access to all reproducible logo artwork and graphic files.

3.2 Un-allowed Alterations and Changes

The complete logo cannot be altered or changed in any way unless authorized in writing. This includes, but is not limited to, alterations and changes such as:

- Using different colors or color schemes.

- Changing the look or appearance, or replacing the stylized typeface of either the 3-letter “MHL” or the underlying type “Mobile High-Definition Link” in any manner.
- Changing the size relationship between the underlying type “Mobile High-Definition Link” and the 3-letter “MHL” by uncoupling and resizing them.
- Adding drop shadows or 3-dimensional representations.
- Adding additional wording, letters, graphics, artwork, logos, slogans, symbols, photos, or images that can be interpreted as being part of the Registered Trademarks.

3.3 Allowable Logo Versions

The only allowable versions to the complete logo are:

- Using the stylized “MHL” letters with star symbol without the underlying type slogan if the overall logo is reduced to a size where the slogan is difficult to read. The logo can be used without the underlying slogan if the total height of the logo is less than 10mm, and when printed on brown corrugated packaging if the total height of the logo is 30mm or less. Please see “Sizing” section for minimum size requirements.



- Using only the star symbol for designating a connection, such as on a mobile phone where either the entire logo or the 3-letter “MHL” stylized type would be too large or intrusive for placement on the device. Please see “Sizing” section for minimum size requirements.



- Removing the registered mark when the complete logo or 3-letter “MHL” stylized type is reduced in size and the trademark is too small to read. The registered mark can be removed if the total height of the logo is 10mm or less, and when printed on brown corrugated packaging if the total height is 30mm or less.



These logos and symbols are not for reproduction or use and are marked with “Not For Use.” Authorized Adopters will have access to all reproducible logo artwork and graphic files.

3.4 Clear Space

In order to avoid confusion in the labeling of MHL certified product, packaging, and in all other designations of MHL, it is recommended that clutter be avoided by allowing a minimal space around the logo. The minimum required clear space to leave around the logo is $\frac{1}{2}$ the height of the stylized letters “MHL”. For reducing the logo size for placement on products and for designating connections on products the clear space shall be reduced to $\frac{1}{4}$ the height of the stylized letters. The clear space between the 5-pin symbol and the letters should be no less than $\frac{1}{4}$ the height and no greater than $\frac{1}{2}$ the height of the letters. When using the star symbol, the clear space around the symbol in both the x and y direction must be no less than the dimensions of the star symbol itself.

3.5 Sizing

The height of the logo is measured from the lowest points of the descenders of the “g” and “r” of the underlying type, to the highest point of the star symbol as indicated. The width of the logo is measured from the left-most protrusion of the star symbol to the right-most protrusion of the “k” in the word “link” in the underlying type. Variations in measuring height based on the logo without the underlying type, and the star symbol alone are also indicated.



These logos are not for reproduction or use and are marked with “Not For Use.” Authorized Adopters will have access to all reproducible logo artwork and graphic files.

3.6 Print Reproduction Recommendations

- Minimum height for the complete logo is 10mm, and on brown corrugated material 30mm.
- Minimum height for the logo without the slogan is 2mm.
- Minimum height for the star symbol is 2mm.

3.7 On-screen, Web Page Reproduction, and Graphical User Interface (GUI) Reproduction Recommendations

- Minimum height for the complete logo is 25 pixels.
- Minimum height of the logo without the slogan is 11 pixels.

- Minimum height for the star symbol is 11 pixels.

3.8 Colors


The logo colors for the preferred full-color usage are indicated below and no alternatives or variations of these colors are allowed. Alternatives to the full-color logo are also provided in order to meet various needs for reproduction and representation. While the best reproduction of the colors can be achieved by designating Pantone® colors for multi-color spot printing and designations, in some cases it may be more practical to use 4-color process printing and designations. RGB colors for on-screen reproductions are also provided.


3.8.1 General Color Guidelines


- It is recommended to use the full-color version of the logo whenever possible to ensure the easiest recognition of the MHL logo and end-user awareness that the product is MHL-compliant.
- For single-color printing the black-only version is recommended on white and light to medium color backgrounds, or when the printed material does not allow for good full-color reproduction.
- For single-color printing the reversed-out or knocked-out version is recommended on black or dark backgrounds.


3.8.2 Full Color





 **PMS 485**
C-0 M-95 Y-100 K-0
R-238 G-50 B-36

 **PMS 1235**
C-0 M-29 Y-91 K-0
R-253 G-187 B-48

 **PMS 3285**
C-100 M-0 Y-50 K-7
R-0 G-158 B-147

 **PMS 286**
C-100 M-66 Y-0 K-2
R-0 G-93 B-170

 **Pantone
Process Magenta**
C-0 M-100 Y-0 K-0
R-236 G-0 B-140

 **40% grey**
C-0 M-0 Y-0 K-0
R-167 G-169 B-172

3.8.3 Black Only



■ Pantone Process Black
C-0 M-0 Y-0 K-100
R-35 G-31 B-32

3.8.4 Reverse



□ Pantone Process White
C-0 M-0 Y-0 K-0
R-255 G-255 B-255

These logos are not for reproduction or use and are marked with “Not For Use.” Authorized Adopters will have access to all reproducible logo artwork and graphic files.

3.9 General Product and Materials Placement and Positioning

It is recommended that the logo be prominently displayed to alert end-users that their product is MHL-compliant and is enabled with the benefits of MHL features.

3.9.1 Logo sizing when adjacent to other 3rd party logos

The logo should be of equal size when used adjacent to other ingredient or 3rd party logos appearing on product, packaging, screens, or general marketing materials.

3.9.2 Logo placement and obstruction

The logo should be placed on any physical surface other than the bottom of the product or its packaging. The logo should never be obstructed by tags, labels or other graphics.

3.9.3 Logo color requirements on cables and ports

MHL must be indicated on cables and ports using only white, black, molded or engraved, or the official MHL purple color as indicated below.



Pantone 2587C. C-72 M-79 Y-0 K-0 / R-131 G-72 B-181

- When using the purple color on an MHL cable it must be on the cable plug over mold at the very minimum.



- Below please find an example of how to use the purple color to indicate the MHL port on a device.



3.9.4 MHL Trademark as Part of the Reseller's Name

The MHL Registered Trademarks cannot be used as part of the Adopter or Promoter reseller's name or title of a product. The logo may appear adjacent to the name or title as long as the Trademark and Usage Guidelines are followed, and the logo is clearly separated from, and secondary to, the name or title of the product.

3.9.5 Typeface

Neither the MHL logo's stylized type nor the underlying stylized type shall be used as part of the product name or title. The typeface used for the

name or title of the product shall not be stylized in such a way as to try to replicate the MHL logo, or to produce an alternate or proprietary logo that incorporates “MHL.”

3.9.6 Listing of MHL Feature in User Manual

It is required that the MHL feature is listed in the user manual and one or more of the following locations is strongly recommended: 1) setup/quick-start guide and/or 2) somewhere in the GUI of the device.

3.9.7 Listing of the MHL Feature in the Product Specification

Additionally MHL shall be listed as a feature if there is a full product specification on any manufacturer-sponsored website. The letters MHL or the full phrase “Mobile High-Definition Link” must be used, and should not be referred to by other protocol names such as USB or HDMI, unless it is used together with MHL to describe the dual functionality of a port. The manufacturer must confirm with the other protocol standards their specific labeling guidelines.

3.10 Identifying Device Ports that Support MHL

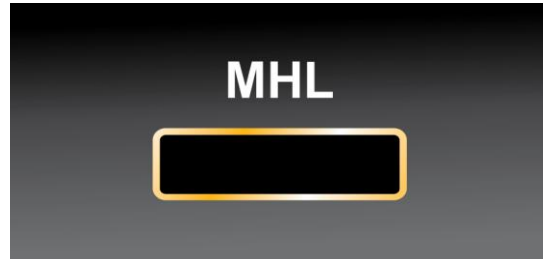
- It is recommended that in order to provide the best end-user experience that ports which are MHL-enabled and compliant should be prominently identified.
- Because of the small size of ports, they may be identified with the MHL logo without the underlying slogan.



Or



- Where logos are not used to identify ports on a device it is recommended that “MHL” be used in all capital letters in the same typeface or font that is used to identify the other ports on the device.



- In some situations where space is very limited, such as on a mobile phone, while it is still best to utilize the logo, the star symbol may be used by itself to identify the MHL-enabled port. In these cases, it is important to make sure the operating manual or quick-start guide for the device identifies the star symbol and explains that it signifies an MHL-enabled port.



3.11 Direct Attach Source/Sink Device

It is required that the connector(s) is/are labeled clearly to identify it as an MHL-enabled port. It is recommended that the MHL logo be placed near the connector. However, at a minimum the connector must be labeled with the letters MHL or the star symbol.



3.12 MHL Cables

These requirements and recommendations apply when referencing MHL cables on product, and in packaging, marketing, communications, and training.

3.12.1 Prominently Display the Complete MHL Logo

It is strongly recommended that the complete MHL logo is prominently displayed whenever possible to clearly identify an MHL cable. When

space is limited the logo can be used without the underlying slogan as noted in section 3.3 of these guidelines.

3.12.2 Naming or Titling of MHL Cable

An MHL cable can only be named or titled “MHL Cable” and cannot be combined with any other wording.

3.12.3 Naming of Connectors on MHL Cables

Stating the names of connectors used on an MHL cable cannot be done in such a way that the connector names are combined with the “MHL Cable” name or title, but may be stated as one of the features or descriptions of the “MHL Cable.”

3.12.4 Logos Associated with Connectors

Logos associated with connectors used on an MHL cable cannot be combined with the MHL logo or used as part of the MHL Cable name or title.

3.12.5 The Typeface Used for the “MHL Cable” Name or Title

The typeface used for the “MHL Cable” name or title may not be stylized in such a way as to try to replicate the MHL logo, or to produce an alternate or proprietary logo.

3.12.6 Use of the “Mobile High-Definition Link” as the Cable Name or Title

The logo’s underlying type “Mobile High-Definition Link” cannot be used as the cable name or title, and cannot be combined with the “MHL Cable” name, but may be stated as one of the features or descriptions of the cable. “Mobile High-Definition Link” can appear adjacent to the “MHL Cable” name as long as it is a descriptor and of a different type or font size or on a secondary line.

3.12.7 Use of the MHL Registered Trademarks as Part of the Reseller’s Name or Title of the Cable

The MHL logo may appear adjacent to the name or title as long as the Trademark and Usage Guidelines are followed, and the logo is clearly separated from, and secondary to, the name or title of the cable.

3.12.8 Packaging

In addition to the above requirements and recommendations, it is required that the MHL logo be on the package whenever possible. The MHL logo must always be no smaller than all other ingredient or 3rd party logos on the cable packaging.

3.12.9 Connector

It is required that connectors on cables are labeled clearly at a minimum with the letters MHL. It is recommended to use the logo font type MHL, or the star symbol.



3.12.10 On-cable Identification

It is required that all MHL cables be printed with “MHL X CABLE” in all capital letters in English only, at practical intervals over the length of the cable. The major version number should also be denoted. The typeface or font should be easy to read, and the color and density of the printing should be of an easily visible size and color.



3.12.11 On Cable Housing Materials

On cable housing materials that are unprintable it is required to use one wrap-around sticker or tag that is attached to the cable housing via adhesive, crimping, snap-lock, or other secure methods, and that clearly is printed with “MHL CABLE” in all capital letters in English only.

3.12.12 On Thin Small Gauge Cables

On small gauge cables thinner than 6mm it is strongly recommended to use one wrap-around sticker or tag that is attached to the cable housing via adhesive, crimping, snap- lock, or other secure methods, and that clearly is printed with “MHL CABLE” in all capital letters in English only. A minimum requirement is to print on the cable housing as described in section 3.12.11.

3.13 MHL-XXX Adapters

MHL adapters must be clearly marked with the MHL connector labeled clearly at a minimum with the letters MHL. It is recommended to use the logo font type MHL, or the star symbol. The port on the other end of the adapter should be clearly marked with the protocol that the MHL signaling is converted to. The manufacturer for these adapters is expected to abide by both the MHL Trademark and Usage Guidelines and other protocol Trademark and Usage Guidelines, if such one exists.

3.13.1 Packaging

In addition to the above requirements and recommendations, it is required that the MHL logo be prominently displayed on the front of the package whenever possible. The MHL logo must always be no smaller than all other ingredient or 3rd party logos on the cable packaging.

3.13.2 Unacceptable Usage on Cables and Adapters

In addition to the other unallowed usages stated in previous sections in these guidelines, the following also apply to the Registered Trademarks:

- They cannot be used as part of any company name.
- They cannot be used as part of a domain name or URL.
- They cannot be incorporated into any product name.
- They cannot appear on any product that is not fully compliant.

4 Software Contents

4.1 Software Content Item Definition

A content item for software content is any executable code, including any application (or “app”), game, or media item designed to run on a mobile device and to be displayed on a bigger screen, such as an MHL-enabled HDTV, monitor, or projector.

4.2 Right to use the Registered Trademarks

The right to use the Registered Trademarks as set forth in the MHL Trademarks and Usage Guidelines is for authorized licensees who have submitted games, applications, or media into the MHL Developer program and had those content items qualify for the program. The Registered Trademarks can only be used on content items that have been submitted to the MHL developer program and have satisfied the requirements to be granted permission to license the MHL logo and for general communications, marketing, packaging, and training to promote those content items.

These content item guidelines are effective immediately and without exception. If you have questions regarding the guidelines please contact: developers@meetmhl.com.

4.3 Labeling Software Content Items

The content item must be labeled with MHL by mentioning MHL, including a link to the MHL consumer website (<http://www.meetmhl.com>) in the text description of the content item on the Google Play store, Amazon App Store, or any other storefront

where the content item is available, as well as on the content item's product page on the developer's or publisher's website. In addition, the content item should be prominently labeled in any other reasonable fashion, for example on a splash screen with the logo appearing on the phone screen during the loading of the content item. The splash screen should appear long enough for the logo to be read and recognized.

4.4 Software Content Creator's or Publisher's Name or Title of a Content Item

The MHL Registered Trademarks cannot be used as part of the content creator's or publisher's name or title of a content item. The logo may appear adjacent to the name or title as long as the Trademark and Usage Guidelines are followed, and the logo is clearly separated from, and secondary to, the name or title of the content item.

4.5 Typeface

The typeface used for the name or title of the content item shall not be stylized in such a way as to try to replicate the MHL logo, or to produce an alternate or proprietary logo that incorporates "MHL".

4.6 Software Content item name or title

Neither the MHL logo's stylized type nor the underlying stylized type shall be used as part of the content item name or title.

5 Referencing MHL

5.1 Including the Registered Mark

At least one instance of "MHL" in any text document or web page shall include a appropriate trademark (® or TM) notation, or shall use the MHL logo with trademark.

5.2 Referencing MHL Specification Version Number

In order to properly communicate the specification version number of MHL that is incorporated into a product it is important to refer to the version number in text or speech, for example in marketing, user manuals, packaging, retailer specification material, and training. The current version is MHL specification version 2.0 and shall be designated as "MHL 2."

5.3 Referencing MHL 2

Referencing MHL 2 may be done by using phrases such as:

- "Incorporates MHL 2"
- "Incorporates MHL 2 (Mobile High-Definition Link)"
- "Incorporates MHL 2 Mobile High-Definition Link"
- "Is enabled with MHL 2"
- "Is MHL 2 enabled"
- "Can connect via its MHL 2 connection"

There shall be at least one reference to MHL 2 in the user manual that is related to the product and which is packaged with the product and/or which may be available online; and it is recommended that there be reference to MHL 2 in at least one of the following communications: 1) exterior of product packing, and 2) product specification materials

(spec sheet) that are provided to distributors and retailers for inclusion into their marketing to end users.

5.4 Referencing MHL in Association with Cables

It is strongly recommended that in addition to all other cable-specific requirements and recommendations in section 3.11, that when referencing MHL in association with MHL cables at least one of the following phrases or similar phrases be used:

- “For use with MHL-enabled products only”
- “Will only operate with MHL-enabled products”

5.5 Referencing MHL-to-MHL and MHL-to-Non-MHL Products

MHL-enabled products can connect with other MHL-enabled products, such as an MHL-enabled mobile phone to an MHL-enabled HDTV, with a direct connection. In some cases an MHL-enabled product can also connect to a non-MHL product with the use of a bridge device such as a dongle. It is therefore recommended that phrases be used on packaging, product manuals, and general marketing, communications, and training that clarify these usage scenarios. For example:

- When designating operation from one MHL-enabled device to another MHL-enabled device, an example phrase that can be used:
- “For MHL to MHL operation.”
- When designating that an MHL-enabled product can also be used with a non-MHL product, for example an MHL-enabled source device such as a mobile phone, camera, camcorder, or portable media player with a non-MHL HDTV, example phrases can be used:
- “Can connect to MHL-enabled HDTVs. Can also connect to non-MHL-enabled HDTVs with the addition of an MHL converter (active cable, dongle or dock).”
- “Must use an MHL converter when used with a non-MHL device.”

6 Multi-language Translations for the Name MHL Cable

English	MHL Cable
Arabic	MHL كابل
Bulgarian	MHL кабел
Chinese (S)	MHL 缆线
Croatian	MHL kabel
Czech	MHL kabel
Danish	MHL-kabel
Dutch (NL)	MHL-kabel
Finnish	MHL-kaapeli
French (FR)	17able MHL
German	MHL-Kabel

Greek	Καλώδιο MHL
Hungarian	MHL kábel
Italian	Cavo MHL
Japanese	MHL ケーブル
Korean	MHL 케이블
Norwegian	MHL-kabel
Polish	Kabel MHL
Portuguese (PT)	cabo MHL
Romanian	Cablu MHL
Russian	MHL –кабель
Slovak	MHL kábel
Slovenian	MHL kabel
Spanish (US)	Cable MHL
Swedish	MHL-kabel
Turkish	MHL Kablosu
Ukrainian	MHL-кабель

7 Other Terms and Conditions

You shall include the following notice or a similar effective notice on all marketing materials, including (but not limited to) brochures, manuals, advertising, websites, and product flyers: MHL, Mobile High-Definition Link and the MHL Logo are trademarks or registered trademarks of the MHL, LLC.

Your license to use any of the Registered Trademarks will terminate no later than the termination or expiration date of the MHL Trademark License Agreement with which you obtained the right to use the Registered Trademarks. Notwithstanding any other termination provision, however, MHL, LLC reserves the right at any time in its sole discretion to terminate or modify the permission granted herein to use any of the Registered Trademarks. For example, MHL, LLC may require that you immediately stop use of a Registered Trademark if you do not use the mark in accordance with these Guidelines or if your use may violate intellectual property or trademark laws of any particular country or jurisdiction.

Nothing herein is intended to grant you any right in any of the Registered Trademarks other than the right to use the marks in accordance with the requirements set forth herein. MHL, LLC reserves the right to take action against any use that does not conform to these requirements, that infringes on any intellectual property or other right, or that violates other applicable laws. However, nothing in these guidelines obligates MHL, LLC or the MHL Promoters to object to such adverse use.

MHL, LLC and all MHL Promoters disclaim any and all warranties whether express or implied by law regarding the use of the Registered Trademarks including without limitation warranties against infringement.