

**Table of Contents**

- 1. General Usage Guidelines .....2**
- 2. MHL Logo Usage Guidelines .....3**
  - 2.1. The MHL Logo.....3
  - 2.2. Unallowed Alterations and Changes.....3
  - 2.3. Allowable Logo Versions.....3
  - 2.4. Clear Space.....4
  - 2.5. Sizing.....4
  - 2.6. Colors.....5
  - 2.7. General Product and Materials Placement and Positioning.....7
  - 2.8. Identifying Device Ports that Support MHL.....8
  - 2.9. MHL Cables.....9
  - 2.10. Unacceptable Usage.....10
- 3. Referencing MHL .....10**
  - 3.1. Including the Trademark.....10
  - 3.2. Referencing MHL Specification Version Number.....10
  - 3.3. Referencing MHL in Association with Cables.....11
  - 3.4. Referencing MHL-to-MHL and MHL-to-Non-MHL Products.....11
- 4. MHL Cable Name Translations .....12**
- 5. Other Terms and Conditions .....12**

## 1. 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.

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

- The “MHL Logo” including the following logo and underlying type with 5-pin 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 Adopted 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 Adopted 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 Adopted 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](mailto:adopter.admin@mhlconsortium.org)

## 2. MHL Logo Usage Guidelines

2.1. **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 5-pin 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.

2.2. **Unallowed 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:

- 2.2.1. Using different colors or color schemes.
- 2.2.2. 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.
- 2.2.3. Changing the size relationship between the underlying type “Mobile High-Definition Link” and the 3-letter “MHL” by uncoupling and resizing them.
- 2.2.4. Adding drop shadows or 3-dimensional representations.
- 2.2.5. Adding additional wording, letters, graphics, artwork, logos, slogans, symbols, photos, or images that can be interpreted as being part of the Adopted Trademarks.

2.3. **Allowable Logo Versions.** The only allowable versions to the complete logo are:

- 2.3.1. Using the stylized “MHL” letters with 5-pin 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.



2.3.2. Using only the 5-pin 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.



2.3.3. Removing the trademark when the complete logo or 3-letter “MHL” stylized type is reduced in size and the trademark is too small to read. The trademark 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.

2.4. **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 letter “H” in the stylized type “MHL.” For reducing the logo size for placement on products and for designating connections on products the clear space shall be reduced to  $\frac{1}{3}$  the height of the “H”.

2.5. **Sizing.** The height of the logo is measured from the lowest points of the descenders of the “g” and “f” of the underlying type, to the highest point of the 5-pin symbol as indicated. The width of the logo is measured from the left-most protrusion of the 5-pin 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 5-pin 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.

### 2.5.1. Print Reproduction.

- 2.5.1.1. Minimum height for the complete logo is 10mm, and on brown corrugated material 30mm.
- 2.5.1.2. Minimum height for the logo without the slogan is 3mm.
- 2.5.1.3. Minimum height for the 5-pin symbol is 3mm.

### 2.5.2. On-screen, Web Page Reproduction, and Graphical User Interface (GUI) Reproduction.

- 2.5.2.1. Minimum height for the complete logo is 25 pixels.
- 2.5.2.2. Minimum height of the logo without the slogan is 11 pixels.
- 2.5.2.3. Minimum height for the 5-pin symbol is 11 pixels.

2.6. **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.

### 2.6.1. General Color Guidelines.

- 2.6.1.1. 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.
- 2.6.1.2. 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.


2.6.1.3. For single-color printing the reversed-out or knocked-out version is recommended on black or dark backgrounds.

### 2.6.2. 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

### 2.6.3. Black Only.



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

#### 2.6.4. 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.

#### 2.7. General Product and Materials Placement and Positioning.

- 2.7.1. 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.
- 2.7.2. The logo should be of equal size when used adjacent to other ingredient or 3<sup>rd</sup> party logos appearing on product, packaging, screens, or general marketing materials.
- 2.7.3. The logo should be placed on any physical surface other than the bottom of the product or its packaging.
- 2.7.4. The logo should never be obstructed by tags, labels or other graphics.
- 2.7.5. The MHL Adopted 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.
- 2.7.6. 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."
- 2.7.7. Neither the MHL logo's stylized type nor the underlying stylized type shall be used as part of the product name or title.
- 2.7.8. Stating the names of connections used on an MHL-enabled product cannot be done in such a way that the connection names are combined with the MHL logo or any of the Adopted Trademarks.

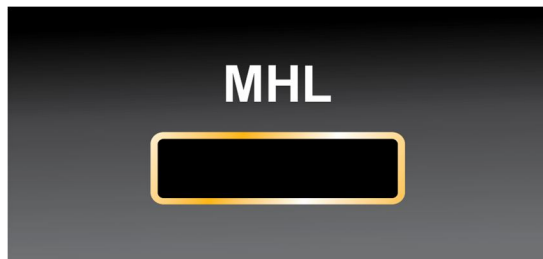
- 2.7.9. Logos associated with connections used on an MHL-enabled product cannot be combined with the MHL logo or any of the Adopted Trademarks.

## 2.8. Identifying Device Ports that Support MHL.

- 2.8.1. 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.
- 2.8.2. Because of the small size of ports, they may be identified with the MHL logo without the underlying slogan.



- 2.8.3. 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.



- 2.8.4. In some situations where space is very limited, such as on a mobile phone, while it is still best to utilize the logo, the 5-pin 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 5-pin symbol and explains that it signifies an MHL-enabled port.





- 2.9. **MHL Cables.** These requirements and recommendations apply when referencing MHL cables on product, and in packaging, marketing, communications, and training.
- 2.9.1. It is strongly recommended to prominently display the complete MHL logo 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 2.3 of these guidelines.
  - 2.9.2. An MHL cable can only be named or titled “**MHL Cable**” and cannot be combined with any other wording.
  - 2.9.3. Stating the names of connections used on an MHL cable cannot be done in such a way that the connection 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.”
  - 2.9.4. 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.
  - 2.9.5. 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.
  - 2.9.6. 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.
  - 2.9.7. The MHL Adopted Trademarks cannot be used 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.
  - 2.9.8. **Packaging.** In addition to the above requirements and recommendations, it is recommended 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 3<sup>rd</sup> party logos on the cable packaging.
  - 2.9.9. **On-cable Identification.** It is a requirement that all MHL cables be printed with “MHL CABLE” in all capital letters in English only, at practical intervals over the length of the cable. 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.



- 2.9.9.1. 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 2.9.9.
- 2.9.9.2. 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.

2.10. **Unacceptable Usage.** In addition to the other unallowed usages stated in various sections in these guidelines, the following also apply to the Adopted Trademarks:

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

### 3. Referencing MHL

3.1. **Including the Trademark.** At least one instance of “MHL” in any text document or web page shall include a trademark (™) notation, or shall use the MHL logo with trademark.

3.2. **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 1.0 and shall be designated as “MHL 1.”

- 3.2.1. Referencing MHL 1 may be done by using phrases such as:
  - “Incorporates MHL 1”

- “Incorporates MHL 1 (Mobile High-Definition Link)”
- “Incorporates MHL 1 Mobile High-Definition Link”
- “Is enabled with MHL 1”
- “Is MHL 1 enabled”
- “Can connect via its MHL 1 connection”

3.2.2. There shall be at least one reference to MHL 1 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 1 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.

**3.3. Referencing MHL in Association with Cables.** It is strongly recommended that in addition to all other cable-specific requirements and recommendations in section 2.9, 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”

**3.4. 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:

3.4.1. 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.”

3.4.2. 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.”

## 4. MHL Cable Name Translations

- French Câble MHL
- German MHL-Kabel
- Greek Καλώδιο MHL
- Japanese MHL ケーブル
- Korean MHL 케이블
- Portuguese Cabo MHL
- Russian кабель MHL
- Simplified Chinese MHL 线
- Spanish Cable MHL

## 5. Other Terms and Conditions

Your license to use any of the Adopted Trademarks will terminate no later than the termination or expiration date of the Adopter Agreement with which you obtained the right to use the Adopted 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 Adopted Trademarks. For example, MHL, LLC may require that you immediately stop use of an Adopted 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 Adopted 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 Adopted Trademarks including without limitation warranties against infringement.