FMVSS No. 108, "Lamps, reflective devices and associated equipment", sections that include the labeling requirements.

S5.7.1.5 Certification. The letters DOT-C2, DOT-C3, or DOT-C4, as appropriate, constituting a certification that the retroreflective sheeting conforms to the requirements of S5.7.1.2, shall appear at least once on the exposed surface of each white or red segment of retroreflective sheeting, and at least once every 300 mm on retroreflective sheeting that is white only. The characters shall be not less than 3 mm high, and shall be permanently stamped, etched, molded, or printed in indelible ink.

S5.7.2.3 Certification. The exposed surface of each reflex reflector shall be marked with the letters DOT-C which constitutes a certification that the reflector conforms to all applicable requirements of Sec. 571.108 of this part. The certification shall be not less than 3 mm high, and permanently stamped, etched, molded or printed in indelible ink.