



NVIDIA CORPORATION

NVIDIA[®]CORPORATION

PARTNER CO-BRANDING GUIDELINES

2011 / AUG
RV 1.19

LOGO

LOGO USAGE

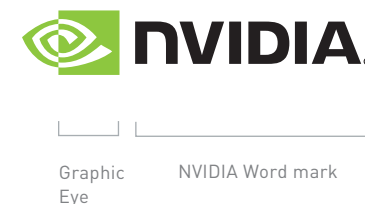
Think about a logo as the corporate equivalent of a person's unique signature. NVIDIA signs all of its communications with the logo.

The NVIDIA logo establishes the company's presence and should appear on all communication materials from the company. Following these guidelines will guarantee that the logo is used correctly. These guidelines also establish rules for co-branding with NVIDIA and its partners.

1.1 NVIDIA LOGO | VERTICAL ORIENTATION (PREFERRED)



1.2 NVIDIA LOGO | HORIZONTAL ORIENTATION



TYPICAL LOGO COLOR:

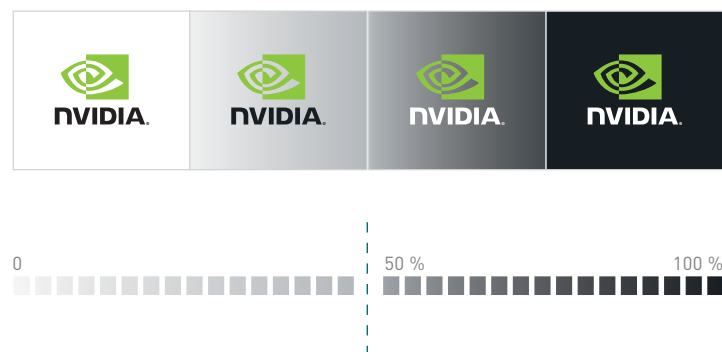


NVIDIA GREEN
Pantone 376 C
CMYK: 50 / 0 / 100 / 0
RGB: 118 / 185 / 0

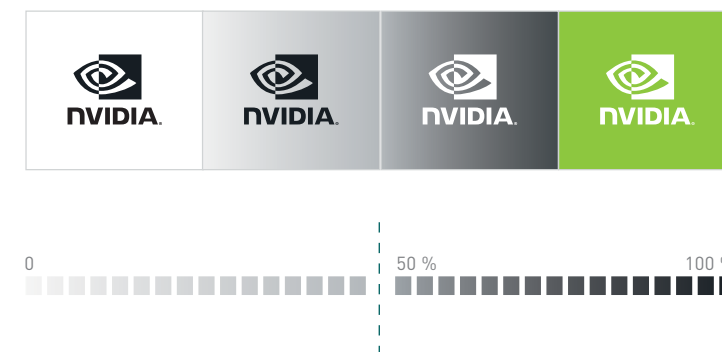


BLACK
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0

1.3 TWO COLOR LOGO ON DIFFERENT BACKGROUNDS



1.4 SINGLE COLOR LOGO ON DIFFERENT BACKGROUNDS



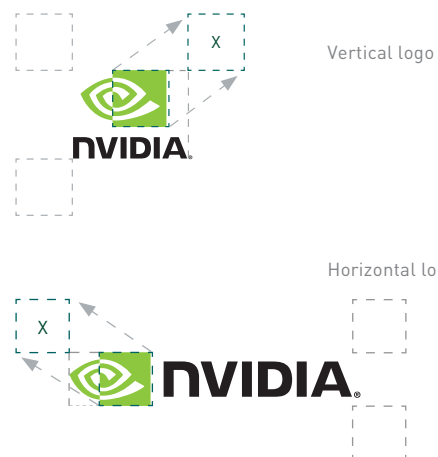
NOTE: The idea is to give the logo enough contrast against a colored background, for maximum visibility.

CLEAR SPACE & MINIMUM SIZE

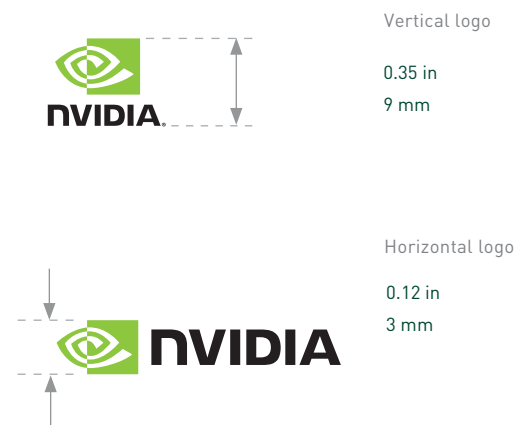
RESTRICTIONS OF THE NVIDIA LOGO

The position, size, color, proportions, and spatial relationships of the NVIDIA logo may not be altered. Always use the approved NVIDIA logo artwork. Do not redraw or re-create the logo.

1.5 MINIMUM CLEAR SPACE OF THE NVIDIA LOGO



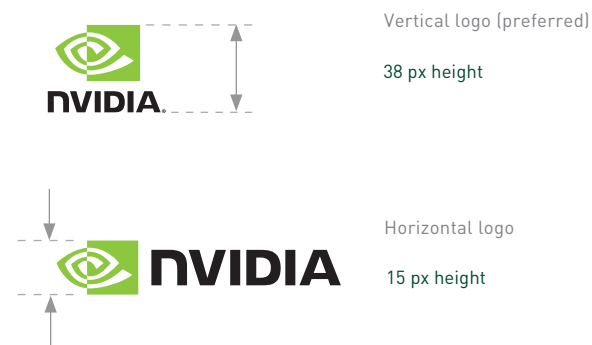
1.6 MINIMUM SIZE OF THE NVIDIA LOGO IN PRINT



1.7 PREFERRED NVIDIA LOGO FOR PRINT



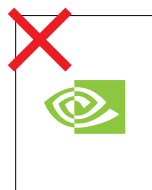
1.8 PREFERRED LOGO USAGE FOR WEB



UNACCEPTABLE LOGO USAGE

Some common unacceptable uses of the NVIDIA logo are shown here.

1.9 UNACCEPTABLE LOGO USAGE



DO NOT SEPARATE
the "eye" symbol
from the NVIDIA
trademark



DO NOT RECOLOR
the logo



**DO NOT USE LESS
CLEAR SPACE** than
the minimum clear
space allows



**DO NOT TYPE
THE LOGO** in
typefaces



**DO NOT SKEW OR
DISTORT** the logo



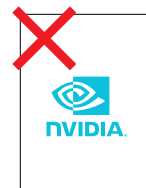
**DO NOT USE
OLD LOGOs**



DO NOT PLACE
the logo on busy
backgrounds



DO NOT RE-SIZE
elements of the logo
independently



DO NOT RECOLOR
the logo or
Trademark



**DO NOT ADD OR
SUBTRACT** elements
from the logo



**DO NOT ADD
EFFECTS** to
the logo



**MAKE SURE THE
LOGO IS VISIBLE**
on a dark colored
background

The 3D rendered versions of the NVIDIA logo should never be used in partner materials.

UNACCEPTABLE LOGO



NVIDIA CORPORATION PARTNER CO-BRANDING GUIDELINES

THE BAND ELEMENT

02

THE BAND ELEMENTS GRAVITY

CENTER OF GRAVITY

Anchor type to a corner of the band, inside the clear space, or with the underlying grid (applicable to print deliverables). In most cases, "Gravity" determines where type should fall within the band element. The center point of "gravity" is usually determined as the center of an image the band element will be residing in. (See example to the right) All text should fall to the point of the band element closest to the center-point of gravity.

REDUCED USE OF GRAVITY

For print projects or those that have significant copy that may sit beneath the band element, left or right aligning the type to the underlying 3-column master grid (Chapter 3.4), while using gravity to dictate top or bottom alignment may provide a more readable and fluid option.

2.1 THE BAND ELEMENT AND ITS GRAVITY



THE BAND ELEMENT, PORTRAIT

The Band Element allows for a dedicated area of nvidia branding in a variety of partner communications materials. It is always flat on the page and is not subject to the lighting or perspective of any background image.

It can be used on covers and internal pages of communications, and to frame background imagery, but can also without an image.

DIMENSIONS PORTRAIT FORMAT

BAND HEIGHT

20% (min.) and 30% (max.) of the pages height.
Depending on text height in the band.

BAND LENGTH

Hint: create page with 3 columns. The columns can help to get the exact proportions.

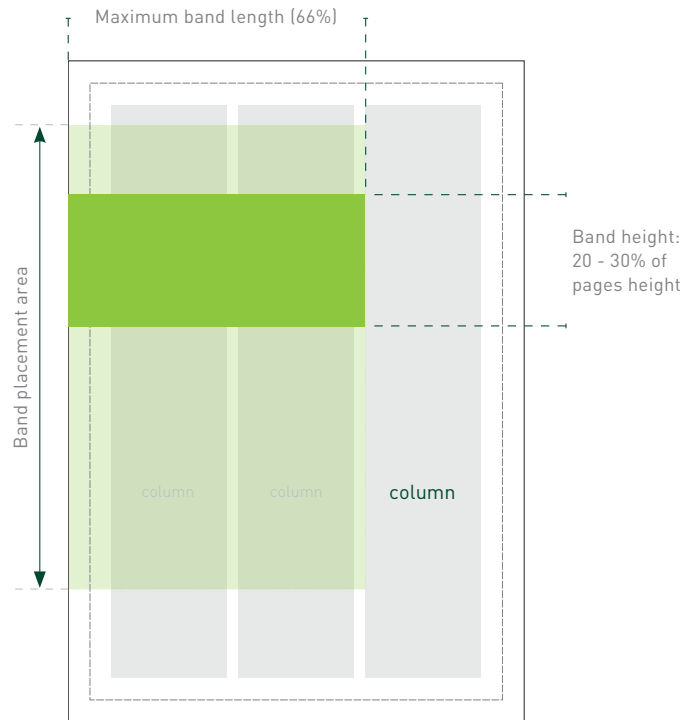
Minimum Band length (Portrait)
1 column (~33%) + edge

Maximum Band length (Portrait)
2 columns, (~66%) + edge

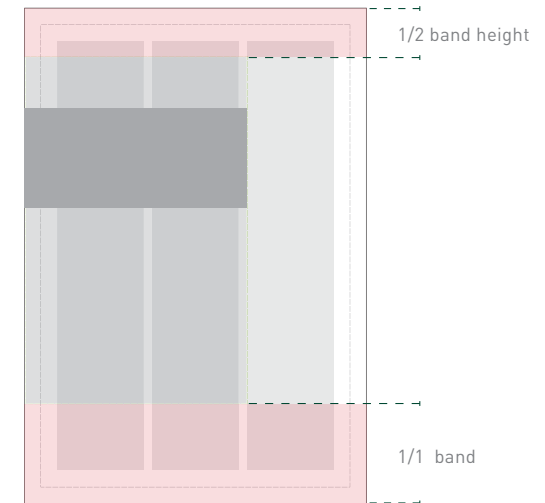
Alignment

The band element can be aligned on the right or left side of the page.

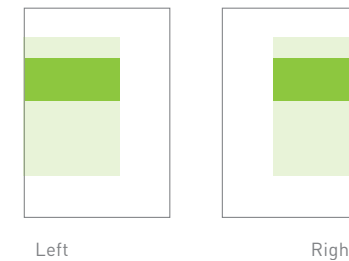
2.2 BAND USAGE IN PRINT, PORTRAIT MODE



2.2.1 SAFE ZONE IN PORTRAIT MODE



2.2.2 ALIGNMENT IN PORTRAIT MODE



THE BAND ELEMENT, LANDSCAPE

DIMENSIONS IN LANDSCAPE FORMAT

Band height

Max. 50% of pages height

Min. 20% of pages height

Band length

Hint: create page with 4 columns. The columns can help to get the exact proportions.

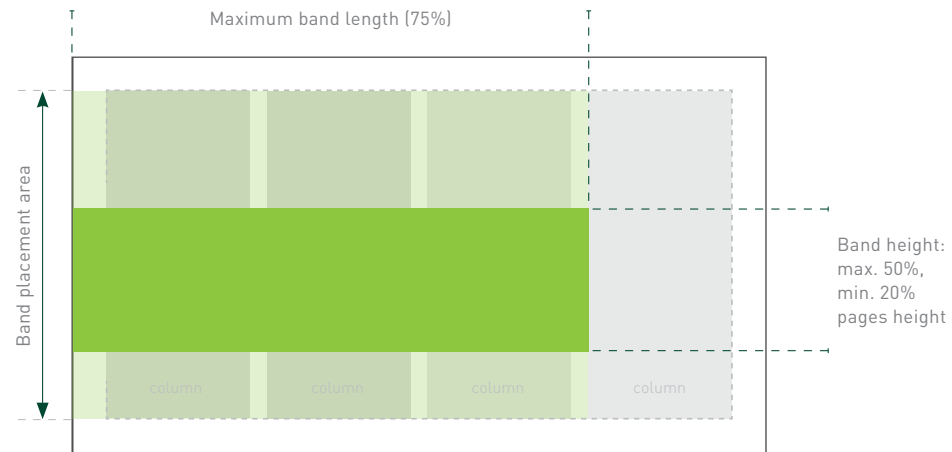
Minimum Band length (landscape)

1 column (~25%) + edge

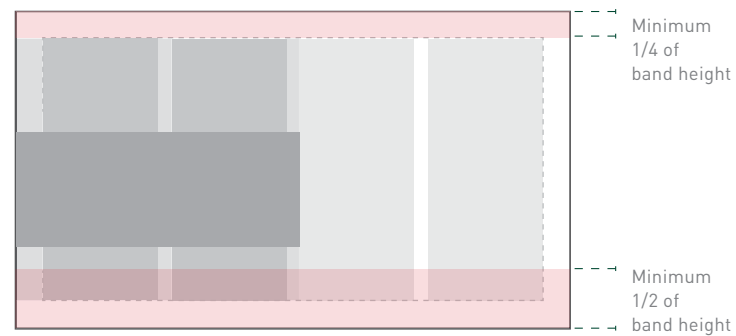
Maximum Band length (landscape)

3 columns (~75%) + edge

2.3 BAND USAGE IN PRINT, LANDSCAPE MODE



2.3.1 SAFE ZONE IN LANDSCAPE MODE



2.3.2 ALIGNMENT IN LANDSCAPE MODE



CLEAR SPACE WITHIN THE BAND ELEMENT

CLEAR SPACE

In the band element under or below the text always a clear space should be maintained.

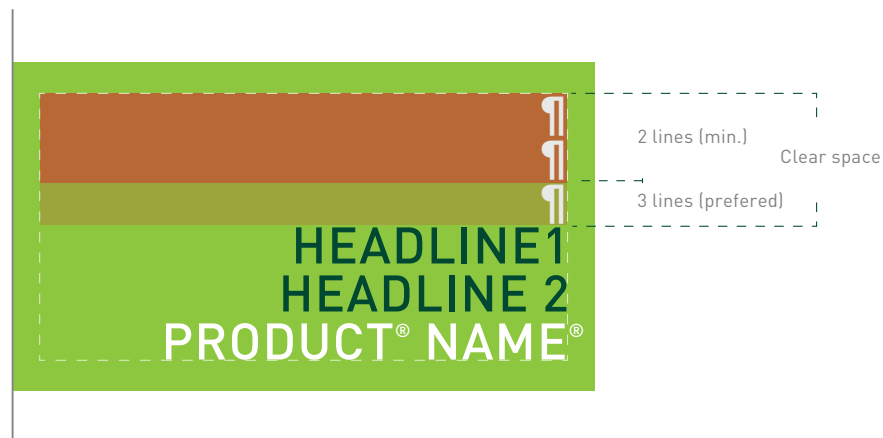
MINIMUM CLEAR SPACE IN THE BAND

According to a clear appearance in the band element a clear space of min. 2 line spaces (3 line spaces preferred) always should be maintained.

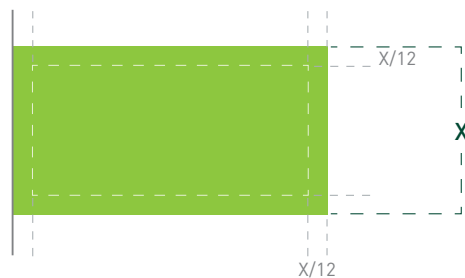
FREE EDGE IN THE BAND

The band element always contains a free edge area. Its size is given by the band elements height (X/12)

2.4 CLEAR SPACE IN THE BAND ELEMENT



2.4.1 EDGE OF THE BAND ELEMENT



TYPE WITHIN THE BAND ELEMENT

TYPE SPECIFICATIONS IN THE BAND

When setting type in the band, follow the general guidelines below.

TYPE PLACEMENT

- > The band should be filled with type.
Empty space on the band is important.
- > Trademark (™) and Registered Mark (®)
Symbols should NOT be taken into consideration when aligning text, due to their small size.
- > Only Text and the NVIDIA logo may be used in the band. Partner logos may not be used in the band.
- > Headlines never should be more than 3 lines
- > Letter-spacing: -15
- > Typo leading = Typo point size

TEXT COLOR

- > Headlines: NVIDIA Green 2
- > Product Name: White

2.5 TYPOGRAPHY IN THE BAND ELEMENT



2.5.1 TYPOGRAPHY VARIATIONS IN THE BAND ELEMENT



TYPE AND ADDITIONAL SYMBOLS IN THE GREEN BAND

TYPE SPECIFICATIONS IN THE BAND

When setting type in the band, follow the general guidelines below.

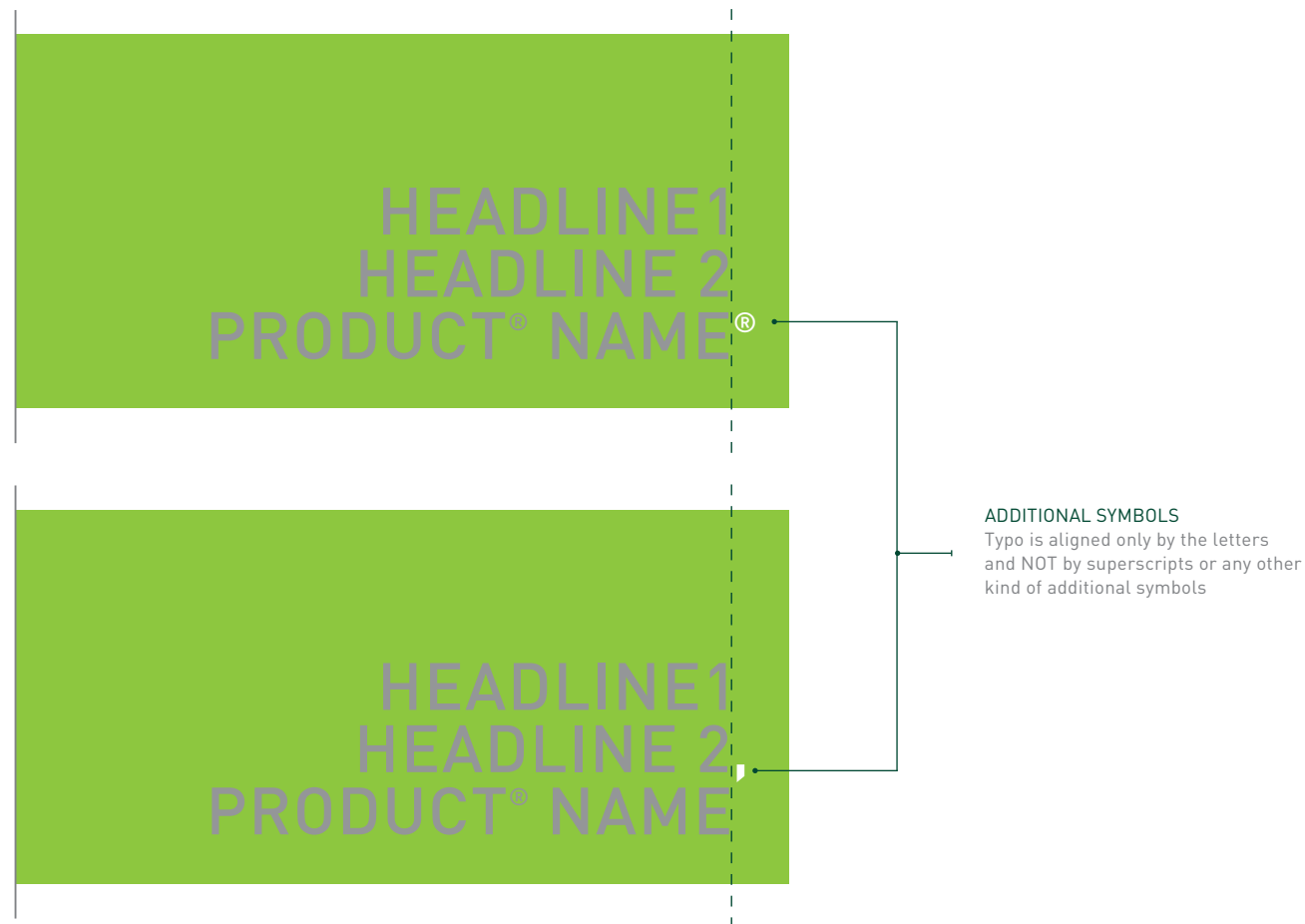
TYPE AND ADDITIONAL SYMBOLS

- > Trademark (™) and Registered Mark (®)
Symbols should NOT be taken into consideration when aligning text, due to their small size.

TEXT COLOR

- > Headlines: NVIDIA Green 2
- > Product Name: White

2.5.2 TYPO ALIGNMENT WITH TRADEMARKS



LOGO WITHIN THE BAND ELEMENT

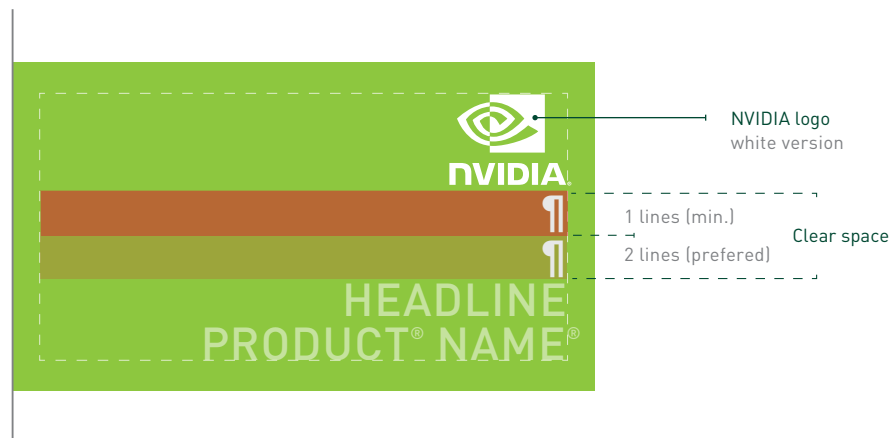
LOGO SPECIFICATIONS IN THE BAND

- > In the band element only the all-white version should be used
- > The NVIDIA logo should be placed in a corner, or in alignment with the underlying type grid.
- > Only Text and the NVIDIA logo may be used in the band. Partner logos may not be used in the band.
- > The NVIDIA all-white logo may be used only in co-branded templates if the primary logo can't be placed outside the band element

BADGE USE INSIDE THE BAND ELEMENT

- > Badges may NOT be used in the band

2.6 LOGO PLACEMENT IN THE BAND ELEMENT



2.6.1 LOGO PLACEMENT VARIATIONS IN THE BAND ELEMENT



UNACCEPTABLE USE OF BAND ELEMENT COMPONENTS

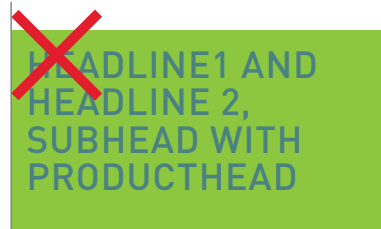
The NVIDIA type style used in the band allows for flexibility across multiple applications, but the type style and communication hierarchy from the previous pages need to be maintained to create a consistent NVIDIA look on all uses.

When placing the NVIDIA logo into deliverables, respect any special guidance included with that logo (clear space requirements, minimum size, etc).

COMMON MISUSES OF BAND TYPOGRAPHY ARE:

- > DO NOT use Upper and Lowercase type in the band element when referring to taglines and products
- > DO NOT justify type opposite of its anchoring corner (refer to section 2.4 for type usage inside the Band Element))
- > DO NOT use more than three different type styles inside the Band Element

2.7 UNACCEPTABLE USE OF TYPOGRAPHY AND LOGO PLACEMENT IN THE BAND ELEMENT



- > DO NOT use text in all one color. Use the NVIDIA color palette and its guidelines
- > DO NOT fill band element with text



- > DO NOT place partner logos in the Band Element
- > ALWAYS place logos in corners per the guidelines outline in section 2.6
- > ALWAYS keep primary headline in white



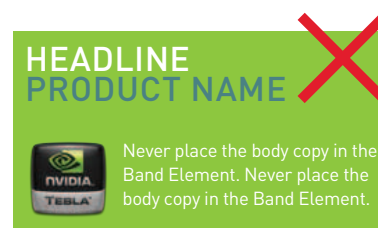
- > DO NOT place the logo diagonal to Headlines
- > DO NOT place the Headline in upper and lower case



- > DO NOT place the NVIDIA logo beside text inside the Band element
- > ALWAYS maintain minimum clear space for text and logo to edges of the band element



- > DO NOT center-align text inside Band Element
- > DO NOT use more than three different type sizes
- > DO NOT USE MORE than three text colors



- > DO NOT place badges in the Band Element
- > DO NOT place body copy in the Band Element

NVIDIA CORPORATION PARTNER CO-BRANDING GUIDELINES

TRADEMARK ATTRIBUTION AND BADGE USE

03

TRADEMARKS & NOMENCLATURE

TRADEMARK LICENCE AGREEMENT

Before using NVIDIA trademarks and/or logos, a Trademark License Agreement must be signed. For more information, please contact your NVIDIA marketing representative or email NVIDIA marketing communications at brand@nvidia.com

TRADEMARK ATTRIBUTION

The following trademark attribution is required on all packaging or promotional materials that display any NVIDIA trademarks:

© 20XX NVIDIA Corporation, NVIDIA, the NVIDIA logo, (list all other NVIDIA trademarks and logos referenced herein) are trademarks and/or registered trademarks of NVIDIA Corporation in the United States and other countries. All rights reserved.

NOTE: NVIDIA requires a minimum font size of six point type for trademark/legal attribution.

The first reference of any product requires proper trademark attribution. Beyond the first reference, use is optional.

3.1 TRADEMARK USAGE AND NOMENCLATURE

IN GENERAL:



3.2 EXTRACTION OF NOMENCLATURE

NVIDIA® GeForce® ...
 NVIDIA® ION™
 NVIDIA® Quadro® ...
 NVIDIA® Tesla™ ...
 NVIDIA® nForce® ...
 NVIDIA® Tegra® ...

EXAMPLES OF NVIDIA TECHNOLOGIES

NVIDIA® SLI® Technology
 NVIDIA® Hybrid SLI® Technology
 NVIDIA® CUDA™ Technology
 NVIDIA® PhysX™ Technology
 NVIDIA® PureVideo® HD Technology
 NVIDIA® 3D Vision™ Technology

EXAMPLES OF NVIDIA PROGRAMS:

NVIDIA® PartnerForce™
 The Way It's Meant to Be Played™

NVIDIA PARTNER CO-BRANDING GUIDELINES

NVIDIA BADGE SYSTEM

The badge is an efficient, self-contained vehicle providing end-users with an indication of the company and the brand, technology, or program presence on whatever they are to be used.

CLEAR SPACE AND MINIMUM SIZE REQUIREMENT FOR BADGES

A minimum of clear space equal to the height of the “n” character in the NVIDIA word mark must be maintained.

DO NOT USE INSIDE THE BAND ELEMENT

Avoid using badges inside of the band element. Rather, place them outside or below the band element when possible, aligning a corner of the document as a sign-on or sign-off, or in conjunction with related content.

3.3 CLEAR SPACE AND MINIMUM SIZE



3.4 BRAND USE WITH APPROPRIATE TECHNOLOGIES AND PROGRAMS

Use the chart provided to the right to identify which of NVIDIA brands align with specific Programs and Technologies.

Technology badges should follow certain rules:
PhysX and PureVideo HD badges may be used on packaging or promotions for products (hardware and/or software) where the technology is used.

SLI-Ready may be used to promote any certified SLI-ready product. Similarly, the NVIDIA 3D Vision badge may be used to promote any certified 3D Vision-ready product.

The SLI badge may only be used with computers or workstations that have two NVIDIA GPUs running together. The SLI badge may be used for general SLI technology promotion.

The Designed for CUDA badge may be used on software that is accelerated with CUDA technology.

The Way It’s Meant to be Played badge may be used to promote software that is part of that program.

		Programs		Technologies			
		THE WAY IT’S MEANT TO BE PLAYED™	PUREVIDEO® HD	NVIDIA SLI® -READY	CUDA™	PHYSX® by NVIDIA®	NVIDIA® 3D VISION™-READY
Brand	NVIDIA® GEFORCE®	✓	✓	✓		✓	✓
	NVIDIA® TESLA™						
	NVIDIA® QUADRO®				✓		
	NVIDIA NFORCE®			✓			
	NVIDIA® ION™	✓	✓		✓		
	NVIDIA® TEGRA™						

BADGE PLACEMENT GUIDE

Many of the NVIDIA badges have similar designs, so it is important not to use more than three badges together. This way the message remains clear.

Product badges may only be used on products that include the depicted NVIDIA brand and on promotional materials that are highlighting those products.

NEVER use a badge on a product that does not feature the relevant product, technology, or platform.

3.5 PLACEMENT GUIDANCE



- > DO NOT place more than 3 Badges side by side



- > Align badges to an appropriate grid, at the same relative height



- > Never use the stand-alone NVIDIA Logo in close proximity to badges



- > Never use the stand-alone NVIDIA Logo in close proximity to badges

3.6 BADGE INTERDICTION



DO NOT Recolour the badge or parts of the badge



DO NOT MANIPULATE OR REMOVE components of the logo



DO NOT REPLACE the NVIDIA Logo with any other logo or graphic element



DO NOT SKEW OR DISTORT the logo



DO NOT ADD any shadows or additional effects



DO NOT place the badge inside the Band element

NVIDIA CORPORATION PARTNER CO-BRANDING GUIDELINES

APPLICATIONS IN PRINT

04

PRINT ADS

The Band Element is the main element that highlights where to place the copy-text. A good readability should maintain and a clear separation of Subheads and Copytext.

TEXT FORMATS:

HEADLINE / MESSAGING IN GREEN BAND

Din Pro, always in Medium,
Colour: NVIDIA Green 2,

PRODUCT NAME IN GREEN BAND

Din Pro, always in Medium,
Colour: always white

SUBHEAD, OUTSIDE BAND ELEMENT

Din Pro, Medium,
Colour: NVIDIA Green
Linespace: Text-size + 1pt

COPYTEXT

Din Pro, Regular,
Colour: pure white
Linespace: Text-size + 3pts

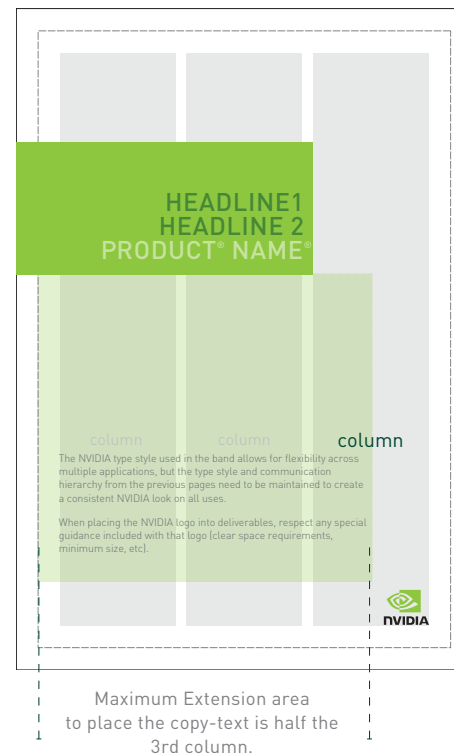
Do not use DinPro in Bold.

4.1 PRIMARY LAYOUT FOR PRINT ADS

Regular



Max. Extension



SAMPLES

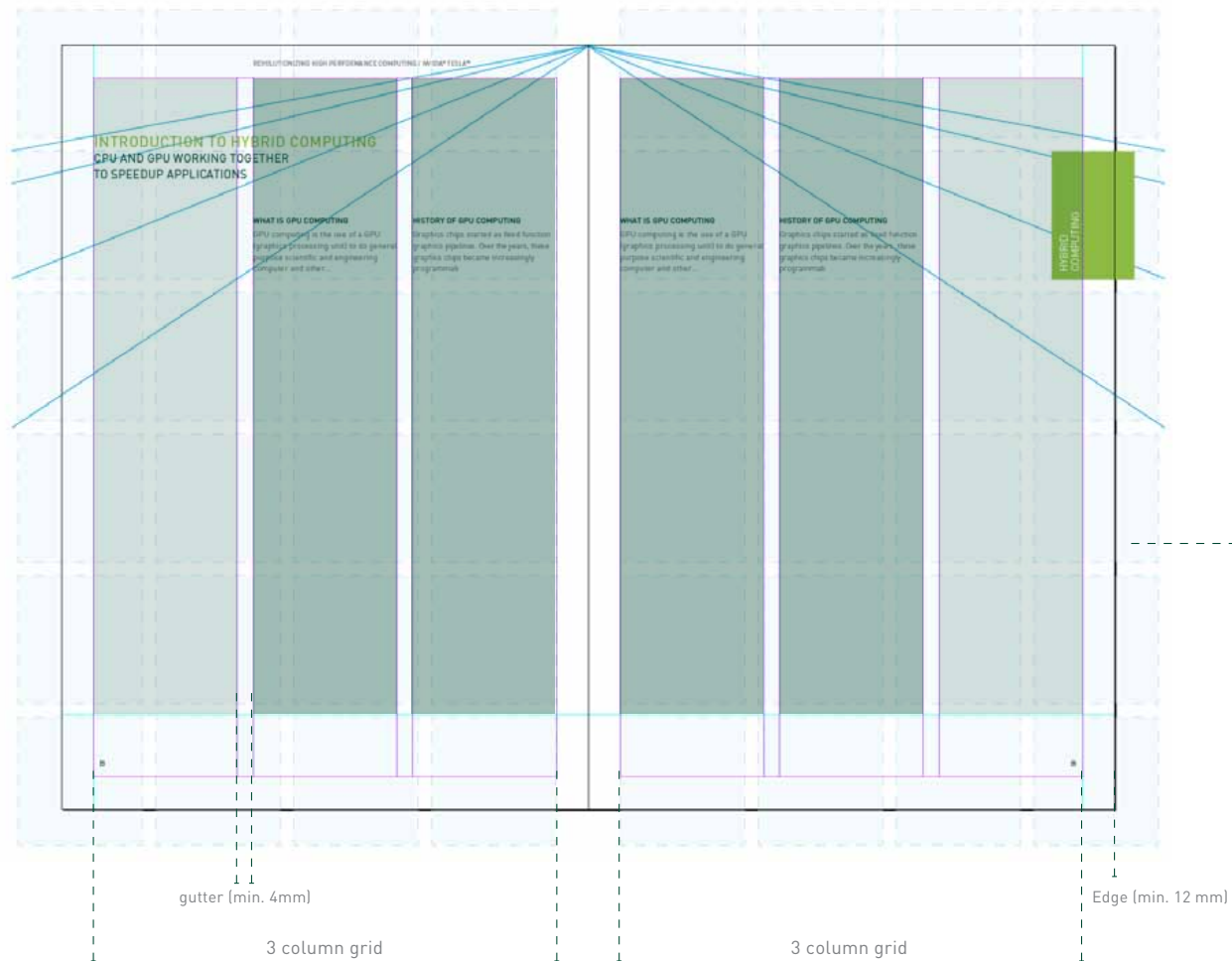


BROCHURE LAYOUT GRID

The brochure grid is always referring to a 3 column grid. It's main elements are the primary 2 columns (always closer the center of a double-page) and the secondary 1 column which is closer to the left or right edge.

4.2 PRIMARY LAYOUT FOR BROCHURES

3 column raw layout-grid

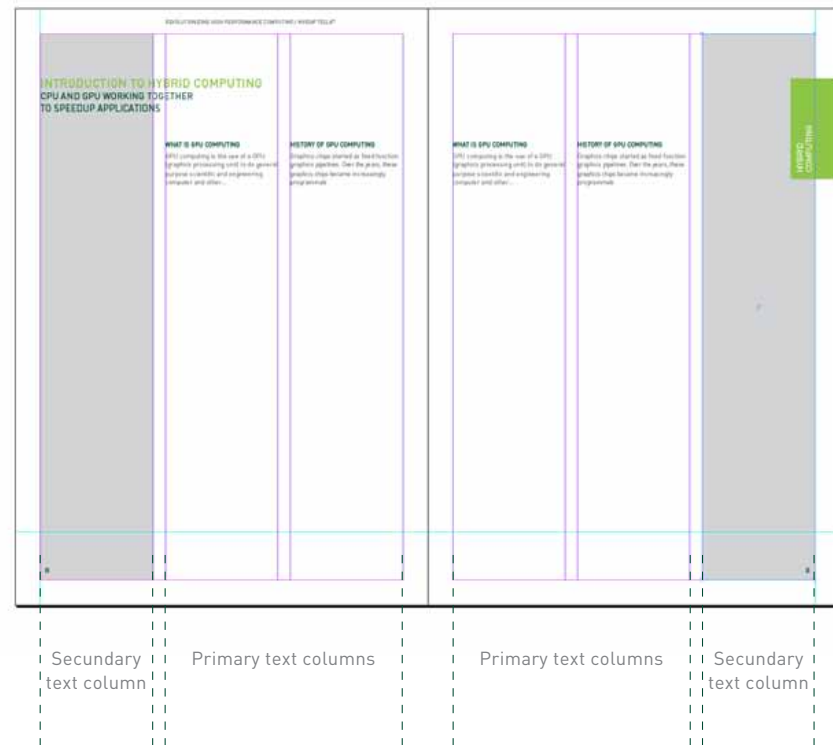


BROCHURE LAYOUT GRID

While the primary columns are mainly for the copytext, the secondary columns can highlight additional images or informations referring to a specific part of the content.

In case of enormous text informations the secondary columns extend the fields for the copytext.

4.2.1 COLUMN DEFINITIONS



Sample for 3-Column grid



NVIDIA CORPORATION PARTNER CO-BRANDING GUIDELINES

APPLICATIONS IN EVENT ASSETS

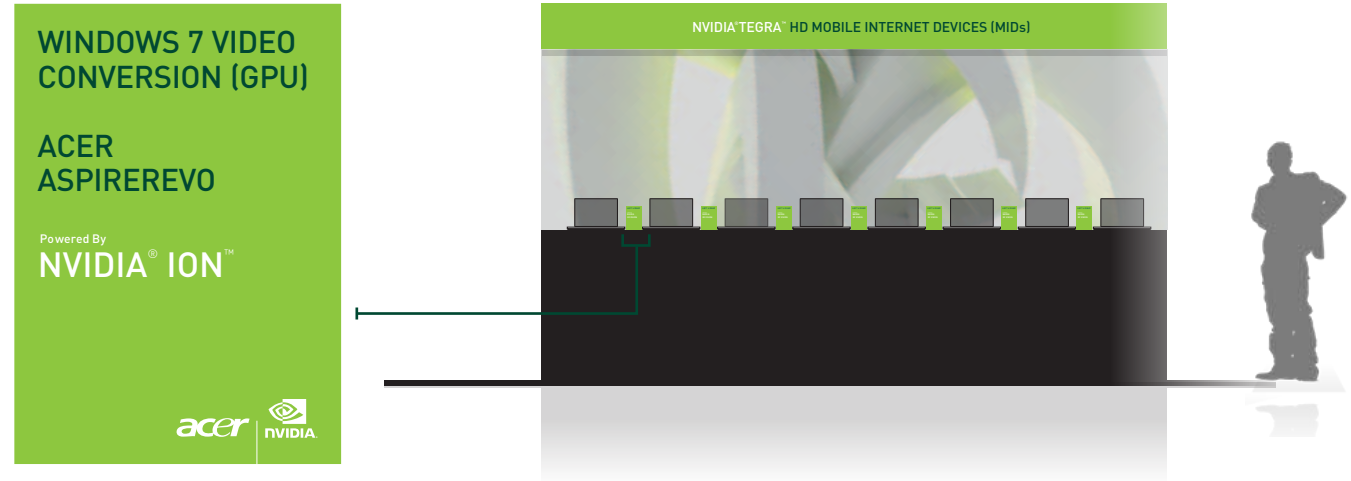
05

EVENT GRAPHICS

When creating booth and exhibition materials the safe zone is the minimum height for the Band Element and/or the logo placement. The minimum height maintains the visibility of the NVIDIA brand on the booth.

Most partner co-branding possibilities will occur on monitor hats, table stands, and secondary elements.

5.1 EVENT GRAPHICS – ON THE BOOTH, SIGNAGES



5.2 BOOTH – GRAPHIC ELEMENTS

SAFE ZONE (APPROX 1100 MM)

Below 1100 mm (or around waist height) the Band Element and the NVIDIA Logo never should be placed.



INTERDICTIONS ON EVENT ASSETS

The mainta.....

5.3 EVENT GRAPHICS – DO NOTs

Safe-Zone, Min. 1m

Do not place NVIDIA and Partner Logos vis-à-vis

Do not place NVIDIA and other Logos BELOW the safe-zone

Do not place the NVIDIA logo at any other place somehow in the center

Do not alternate the colour of text in the green band

NVIDIA logo should not be placed below Safe-Zone.

GREEN BAND
not to place below the safe-zone

BADGE
Should not be placed in the band

COMPLIANCE CHECKLIST

For any questions you may have please contact:

BRAND@NVIDIA.COM

6.1 SIX STEPS TO ENSURE YOUR DELIVERABLES ARE COMPLIANT WITH THE GUIDELINES

1. LOGO SPECIFICATIONS:

- > CHECK for right Logo and Logo size
- > CHECK Minimum clear space
- > CHECK for correct Logo color usage

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☐
☐

2. BAND ELEMENT SPECIFICATIONS:

- > CHECK Band Element proportions
- > CHECK Logo placement in the Band Element
- > CHECK typography in the Band Element

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☐
☐

3. TYPOGRAPHY:

- > CHECK to make sure proper Typeface is being used
- > CHECK for proper Trademarking usage

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☐

4. BADGES:

- > CHECK Minimum clear space and alignments for badges
- > CHECK Badge combination (Badge-combination System)

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☐

5. EVENT GRAPHICS:

- > Minimum height of logo and Bend Element placement (1100 mm)

☐

6. PACKAGING:

- > CHECK for usage compliance for badges
- > CHECK Band Element requirements
- > CHECK partner band placement (non Band element)

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☐

