

NVIDIA® QUADRO® PARTNER CO-BRANDING GUIDELINES

V1.6 | JAN 13

THE NVIDIA PROFESSIONAL BRAND

NVIDIA designs, builds, and tests all NVIDIA Quadro, Tesla, and NVS GPUs.

The controlled production of NVIDIA® Quadro®, Tesla®, and NVS™ GPUs results in higher quality and reliability for professional customers.

To ensure that there's no misrepresentation about who manufacturers these professional products, it's imperative that NVIDIA's professional GPUs are clearly listed as designed, built, and tested by NVIDIA.

The goal of this document is to clearly outline how partners can and cannot refer to NVIDIA Quadro, Tesla, and NVS solutions to ensure NVIDIA maintains premium quality distinction through the channel.







GENERAL USAGE GUIDELINES

No OEM, Quadro, Tesla, or NVS Authorized Partner or channel partner should imply that they are the manufacturer of NVIDIA Quadro, Tesla, or NVS GPUs. For example, the naming of the processor must remain NVIDIA Quadro XXXXX. If an OEM, Quadro, Tesla, or NVS Authorized Partner or channel partner wants to explain its relationship to NVIDIA, they can say NVIDIA Quadro KXXXX is “fulfilled by” or “provided by” their company.

At no time should the brand names NVIDIA Quadro, NVIDIA Tesla, or NVIDIA NVS be described as “by” a third-party manufacturer.

PRESS RELEASES

ANY press release containing NVIDIA trademarks and registered trademarks requires review by NVIDIA in advance of release.
For NVIDIA Quadro, this will also ensure that the product is properly described as designed, built, and tested by NVIDIA.

For any questions/contact Justin Boitano jboitano@nvidia.com

WHEN AND HOW TO USE THE NVIDIA PROFESSIONAL BRANDS: QUADRO, TESLA, AND NVS

01

RULES OF ENGAGEMENT

This document will guide partners in how to co-brand NVIDIA Quadro, Tesla, and NVS products and campaigns— to maintain the integrity of the brand. The scenarios described in these guidelines represent the only NVIDIA Quadro/Tesla/NVS-approved format for co-branding communications material.

The relationship of partner to NVIDIA Quadro/Tesla/NVS is based on the following key brand value:

NVIDIA Quadro is Designed, Built, and Tested by NVIDIA.

NVIDIA Tesla is Designed, Built, and Tested by NVIDIA.

NVIDIA NVS is Designed, Built, and Tested by NVIDIA.

Partner's positioning and the use of the Quadro, Tesla, and NVS brands should not conflict with the above. However, the positioning of partner's value-add of services or customer support is allowable.

WHEN AND HOW TO USE THE NVIDIA QUADRO, TESLA, & NVS BRANDS

The basic component of the NVIDIA Quadro, Tesla, or NVS co-branding identity is the Quadro, Tesla, or NVS text lockup with use of official product name, campaign images, vertical images, product images, and product technologies messaging.

THERE ARE TWO CO-BRANDING SCENARIOS:

1. Partner-driven activities using NVIDIA Quadro/Tesla/NVS assets
2. Applying partner logos, product, and contact information to NVIDIA-branded materials

For materials created by partners, NVIDIA Quadro/Tesla/NVS-approved messaging must be used in conjunction with the appropriate NVIDIA logos.







DESIGNED, BUILT, AND TESTED BY NVIDIA

A SIMPLE FACT

NVIDIA designs, builds, and tests all NVIDIA Quadro, Tesla, and NVS GPUs. The controlled production of these GPUs results in higher quality and reliability for professional customers.

This is a key point of differentiation versus the consumer GPU business, in which NVIDIA just sells the processor and add-in card manufacturers build the boards. This can result in variability in quality from ad-in card company to company. To ensure that there is no misrepresentation about who manufactures NVIDIA's professional products, it is imperative that the company's professional GPUs are clearly listed as designed, built, and tested by NVIDIA in all communications throughout the channel.

WHEN TO USE THIS STATEMENT

Depending on the context, there are several scenarios for using this statement, and three variations that fit the context.

1) In communications materials where NVIDIA Quadro. Tesla, or NVS products are mentioned
2) In communications where both NVIDIA Quadro, Tesla, and NVS are mentioned (ex. NVIDIA Maximus™ technology)
3) NVIDIA Quadro, Tesla, and NVS Packaging
4) Press releases

HOW TO USE THE STATEMENT

> As a sign-off on marketing materials, use in conjunction with the legal blurb
> on packaging
> on press releases

TWO WEIGHTS

Use either Regular or Medium style of NVIDIA Corp font DinProFF when possible, Initial Cap/lc.
Use registered marks on the product name if used alone on communications piece. Do not use bold text if possible.

COLOR AND HIERARCHY

As a general sign-off, it should not take visual priority over the main message of a communication piece unless it is the main point.

The statement should appear as one color—do not mix colors within the statement.

Any questions on usage, please contact brand@nvidia.com.

Use this version on communications materials where NVIDIA Quadro, Tesla, and NVS products are mentioned/promoted.

NVIDIA QUADRO is Designed, Built, and Tested by NVIDIA — Medium weight/Initial Cap/lc

NVIDIA QUADRO is Designed, Built, and Tested by NVIDIA — Medium weight/Initial Cap/lc

Use this version on communications materials where both NVIDIA Quadro, Tesla, and NVS products are mentioned/ promoted, and/or NVIDIA Maximus technology is mentioned promoted

NVIDIA QUADRO and Tesla are Designed, Built, and Tested by NVIDIA

NVIDIA QUADRO and Tesla are Designed, Built, and Tested by NVIDIA

Use this version on NVIDIA Quadro, Tesla, and NVS Packaging.

Designed, Built, and Tested by NVIDIA

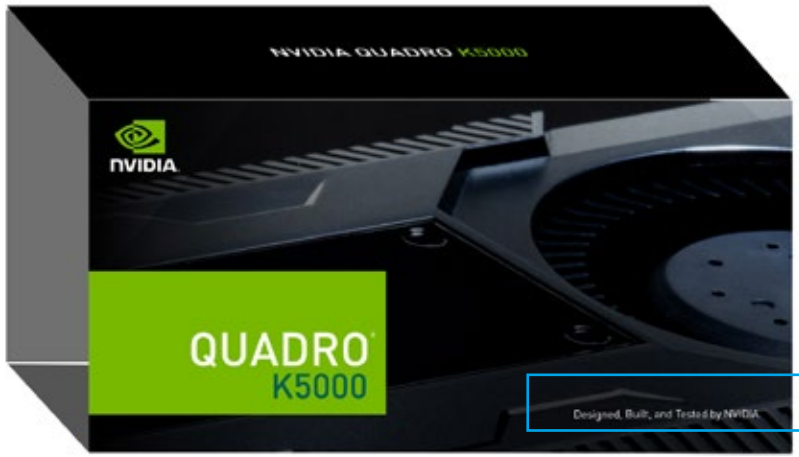
Designed, Built, and Tested by NVIDIA

HOW TO USE DESIGN, BUILT, AND TESTED BY NVIDIA

EXAMPLES

Depending on the context, here are the scenarios for using the statement: **Design, Built, and Tested by NVIDIA**

1) Communications materials where NVIDIA Quadro, Tesla, or NVS products are mentioned
2) Communications where both NVIDIA Quadro, or Tesla, are mentioned (ex. Maximus Technology)
3) NVIDIA Quadro,Tesla, and NVS Packaging
4) Press releases, web site. The intent of the statement can be built into the copy.



package front

package bottom

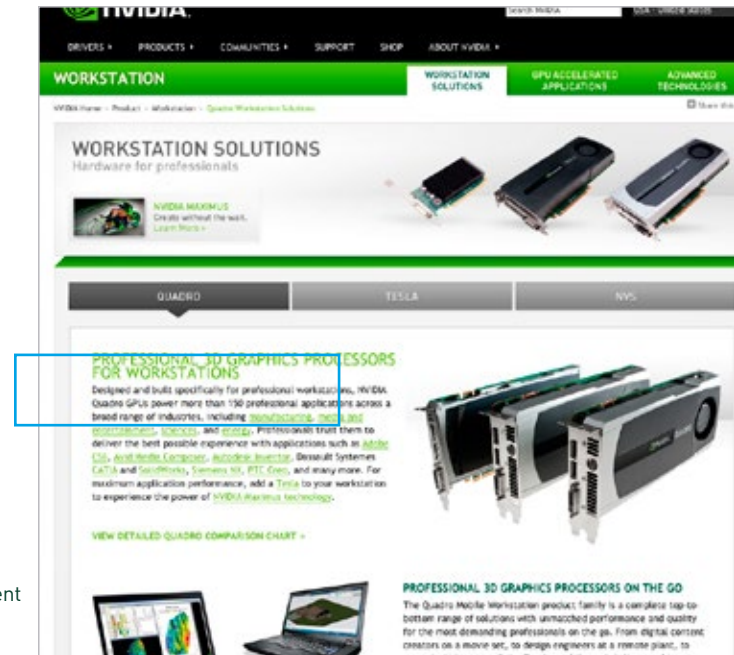




ad for NVIDIA Maximus



partner landing page or email template



web site content

TRADEMARKS AND NOMENCLATURE

When writing copy for communication materials, please cite NVIDIA products/ technologies in headlines or body copy as specified in these guidelines. These rules apply for all applications.

TRADEMARK LICENSE 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.

TRADEMARK USAGE AND NOMENCLATURE

IN GENERAL:



EXAMPLES OF NVIDIA QUADRO/TESLA/NVS PRODUCTS AND TECHNOLOGIES

NVIDIA® QUADRO®
NVIDIA® Quadro®
NVIDIA® QUADRO® K5000
NVIDIA® QUADRO® Graphics Processing Units (GPUs)
NVIDIA® QUADRO® K5000 Graphics Processing Unit (GPU)
NVIDIA® QUADRO® K5000 Graphics Processing Unit (GPU)
NVIDIA® TESLA®
NVIDIA® TESLA® GPU computing processors
NVIDIA® Tesla® M2090
NVIDIA® Tesla® M2090 GPU Computing Processor
NVIDIA® NVS™ Graphics Processing Units (GPUs)
NVIDIA® CUDA® technology

PRONOUNCE NVIDIA

[en-VID-eeyah]

WRITE NVIDIA

✓ NVIDIA (all caps)

✗ nVidia

✗ Nvidia

NVIDIA GPU ARCHITECTURE REFERENCE

When creating or writing copy for communication materials, please cite NVIDIA products/technologies in headlines or body copy as specified in these guidelines. These rules apply for all applications.

NVIDIA GPU ARCHITECTURE

When citing a specific NVIDIA GPU architecture, do not refer to the architecture as a product, as in a line listing or by itself without NVIDIA as part of its reference.

A partner should not lay claim to any NVIDIA architecture or that they are the manufacturer of NVIDIA Quadro, Tesla, or NVS GPUs. The name of the processor must remain ex. NVIDIA QUADRO XXXXX.

An questions regarding GPU architecture alignment with NVIDIA products, please contact your regional NVIDIA marketing or PR manager.

IN GENERAL:

✓ **NVIDIA® Quadro® K5000 is based on the NVIDIA® Kepler™ GPU architecture.**

✓ **NVIDIA® Tesla® C2075 is based on the NVIDIA® Fermi™ GPU architecture**

NVIDIA® Tesla® K10 is based on the NVIDIA® Kepler™ GPU architecture.

✗ Introducing the new NVIDIA Kepler Quadro GPUs.

✗ Available with the upgrade to a Fermi GPU.

✗ The new CompCo Kepler Boards...

Do not refer to architecture as a product.

Do not mix architecture in with the product name.

Do not lay claim in any way other than the agreed partner position.

LINE LISTING NVIDIA QUADRO

GENERAL RULES FOR TRADEMARK IN COMMUNICATION COPY

NVIDIA is always written in uppercase.

When writing copy for communication materials, please use the complete trademark on first reference:

NVIDIA + product family brand + product nomenclature

FOR EXAMPLE:

NVIDIA® Quadro® K5000

The use of the "NVIDIA" brand is not required after the first reference to the brand or technology. See below example of usage:

NVIDIA® Quadro® GPUs are the professional graphics solution of choice for the majority of Fortune 1000 companies. Featuring NVIDIA Scalable Geometry Engine™ technology, NVIDIA Quadro GPUs can process 1.3 billion triangles per second—shattering all real-world professional 3D benchmarks. They're engineered, built, and tested by NVIDIA to provide you with the performance and reliability you need, whenever you need it.

✓ **HP Workstations Powered by NVIDIA® QUADRO® K5000 Professional Graphics**

✗ NVIDIA® QUADRO® by CompCo
✗ Introducing the new CompCo NVIDIA Quadro GPUs

Do not lay claim to designing, building, testing NVIDIA Quadro.

Do not imply that NVIDIA QUADRO is a product and/or brand other than NVIDIA.

✓ **NVIDIA® QUADRO® K5000**

✗ NVIDIA® QUADRO® X-K5000 Pro
✗ QUADRO NT40
CompCo Q40 Pro
Nvidia Quadro K5000

Do not alter product naming convention.
Do not rename.
NVIDIA is written in all caps. Use proper trademarking.

IMPORTANT:

Please do not refer to the architecture in a line listing.
If it's imperative, please always refer to the architecture as:

✓ **NVIDIA® Kepler™ architecture**

IF IMPERATIVE TO LINE LIST:

✓ **NVIDIA® Kepler™ architecture-based NVIDIA® Quadro® K5000**

✗ NVIDIA® QUADRO® Kepler™ GPUs
✗ NVIDIA® Kepler™ GPUs

Do not refer to architecture as a product.

Do not incorrectly refer to architecture as a product.

PRODUCT AND TECHNOLOGY LOCKUPS

02

THE QUADRO PRODUCT TEXT LOCK UP

When referring to the brand, NVIDIA QUADRO, in terms of product and specific features and benefits, use the NVIDIA Product Text Lock up. The same philosophy applies to any NVIDIA Brand or technology lockup, like NVIDIA Tesla, NVIDIA NVS, NVIDIA MAXIMUS TECHNOLOGY, etc...

Use same clear space philosophy as outlined for the NVIDIA logo.

NVIDIA QUADRO PRODUCT TEXT LOCK UP | VERTICAL ORIENTATION IS PREFERRED

NVIDIA QUADRO

NVIDIA QUADRO

NVIDIA MAXIMUS TECHNOLOGY LOCKUP

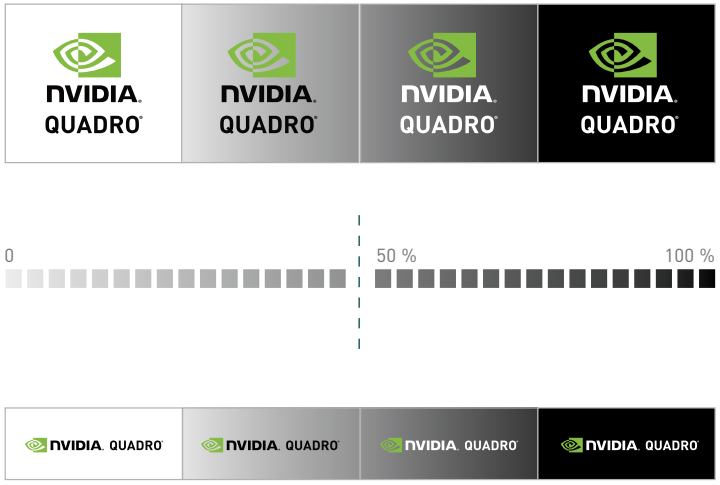
NVIDIA MAXIMUS™ TECHNOLOGY

TYPICAL LOGO COLOR:

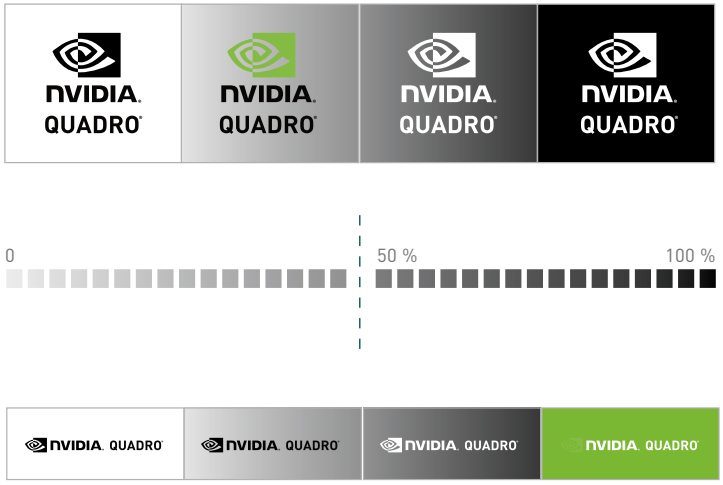
NVIDIA GREEN
Pantone 376
CMYK: 50 / 0 / 100 / 0
RGB: 118 / 185 / 0

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

TWO COLOR LOGO ON DIFFERENT BACKGROUNDS



SINGLE COLOR LOGO ON DIFFERENT BACKGROUNDS



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

THE NVIDIA MAXIMUS TECHNOLOGY TEXT LOCK UP

Use the NVIDIA MAXIMUS TECHNOLOGY lock up on communications materials as necessary. When NVIDIA Maximus technology is a key feature in a communications piece, and space allows, use the NVIDIA Maximus boiler plate.

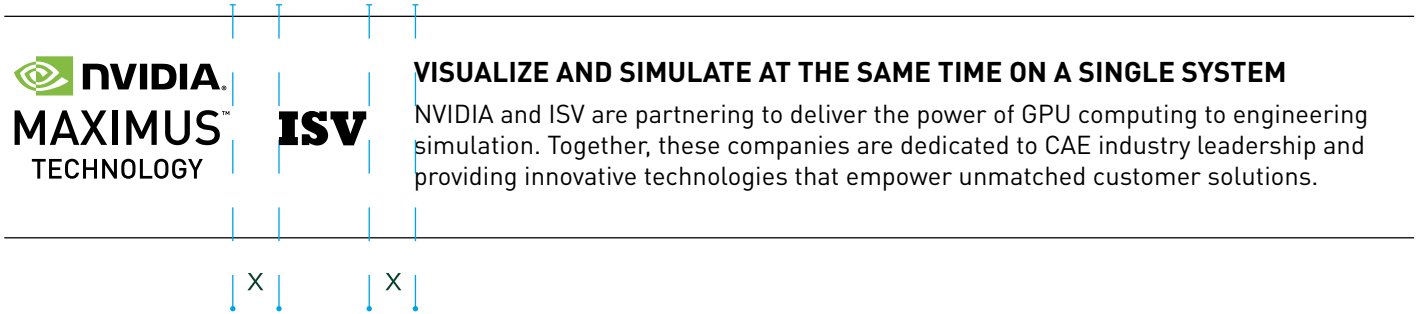
The NVIDIA MAXIMUS TECHNOLOGY lockup and/or Boiler plate can only be used if Maximus is promoted or mentioned in the communications piece.

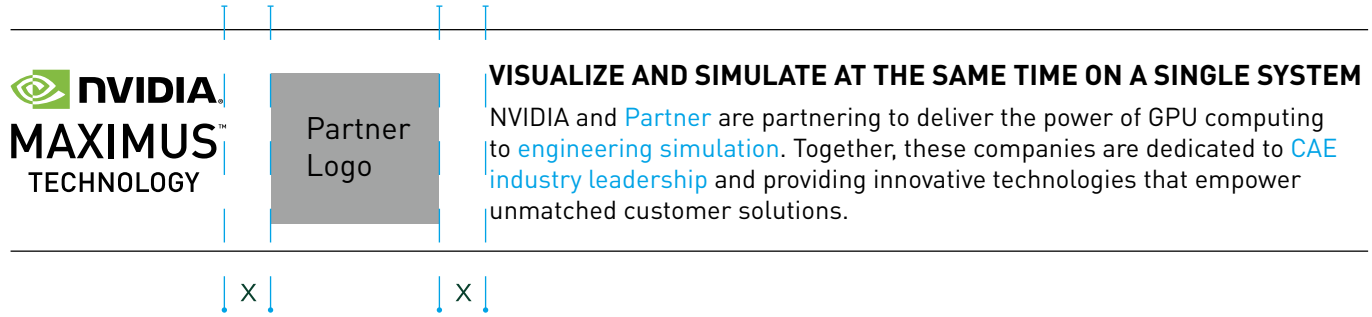
Do not use the boiler plate or the logo by itself to promote NVIDIA Maximus.

Use same clear space philosophy as outlined for the NVIDIA logo.

NVIDIA MAXIMUS TECHNOLOGY LOCKUP

NVIDIA MAXIMUS™ TECHNOLOGY





x = consistent clear space

Blue text indicates text area that can be customized by partner, vertical industry, and audience.

TEXT LOCK UP PLACEMENT

The Product or Technology text lockup should be used as a direct reference to a product or set of products in a line listing or mention in body copy.

A text lockup should never be used to designate ownership of items such as ads, collateral, packaging, web. In other words, **a text lockup should never be used in lieu of the NVIDIA logo for brand designation. Use the NVIDIA logo for designation of brand.**

Do not use the Product or Technology text lockups in the green band. Any reference to product or technology should appear as text. **The main brand driver for all marketing material should be NVIDIA.**

LANDING PAGE TEMPLATES



Text lock up remains outside of the band element, and aligns to partner logo

PRINT AD TEMPLATE EXAMPLE



Brand confusion. Too many NVIDIA logos and/or NVIDIA sub brands in materials create brand confusion. Larger takeaway is NVIDIA. The Product brand is already mentioned in the green band.

Always use the NVIDIA logo for final sign off on NVIDIA based marketing communcations materials. Depending on relatinship of Partner, order of appearance should end with NVIDIA.

Product logos lockups should only be used to reference product — always use the NVIDIA logo to designate overall brand.

NVIDIA MAXIMUS LOCKUP/BOILERPLATE PLACEMENT

The Product or Technology text lockup should be used as a direct reference to a product or set of products in a line listing or mention in body copy.

A text lockup should never be used to designate ownership of items such as ads, collateral, packaging, web. Use the NVIDIA logo for designation of brand.

Do not use the Product or Technology text lockup in the green band. Any reference to product or technology should appear as text. The main brand driver for all marketing material should be NVIDIA.

LANDING PAGE TEMPLATES



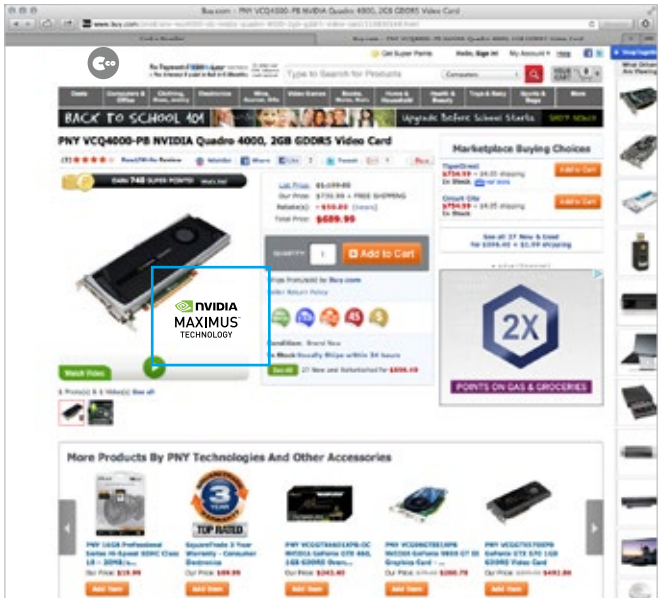
MAXIMUS DATASHEET



DO NOT place Maximus lockup in Green band or key visual







UNACCEPTABLE TEXT LOCKUP USAGE

Many of the NVIDIA product text lock ups look similar, so it is important not to use more than three lockups together. This way the message remains clear.

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

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



> Never use the stand-alone NVIDIA Logo in close proximity to other NVIDIA logos or lockups.

> DO NOT use more than one NVIDIA logo (Main NVIDIA logo is preferred) to sign off marketing materials. The use of too many logos on marketing materials creates brand confusion. Larger takeaway for the viewer is the main NVIDIA brand.



> Align lockups to an appropriate grid, at the same relative height, as in a logo garden in an ad.



DO NOT create a badge or logo that includes the NVIDIA logo.



DO NOT recreate or alter the NVIDIA logo or NVIDIA lockup in any way.
DO NOT use any NVIDIA style badge as shown. Also, do not use more than one NVIDIA logo in close proximity of each other.



DO NOT use NVIDIA- style badge as shown.
DO NOT lay claim as manufacturer or owner of NVIDIA Quadro Products or technologies or anything other than agreed position.



DO NOT place any lockup inside the Band element.



DO NOT Retype or recreate any NVIDIA lockup or parts of the lockup.



DO NOT Recolor the lockup or parts of the lockup.



DO NOT Manipulate or remove components of the lockup.



DO NOT create new lockups or logos using any NVIDIA elements.



DO NOT skew or distort the logo.



DO NOT add any shadows or additional effects.

PARTNER POSITIONING & CO-BRANDING

03

CO-BRANDING SYSTEM

The relationship between NVIDIA and our business partners is important to the success of our businesses. The NVIDIA design system was created to allow for co-branding with select partners in instances where it's important to call out those relationships and provide context for customers.

CO-BRANDING PARTNER TYPES

NVIDIA AUTHORIZED QUADRO, TESLA, or NVS Partner

In the channel, these partners are not distributors, but rather vendors to traditional IT distributors, and provide services and support that distributors generally do not offer. NVIDIA Authorized Quadro/ Tesla/NVS Partner supplies Quadro/Tesla/NVS boards in NALA, EMEA, and APAC.

NVIDIA OEM Partner

An Original Equipment Manufacturer (or OEM) designs and offers workstation solutions featuring NVIDIA, NVIDIA Quadro, Tesla, or NVS technology.

- NVIDIA logo should be sized equally or larger to adjacent partner logos.
- NVIDIA logo should never be smaller than the partner logo.
- When available, use the vertical orientation of logos in order to closely match the square proportions of the NVIDIA vertical logo.
- If a partner logo is horizontally oriented and no alternate version is provided, then the horizontal version of the NVIDIA logo may be used.
- If appropriate, a vertical line (pipe) may be used to visually separate logos from one another.

NVIDIA ISV Partner

The ISV reseller sells software licenses and services. Some also sell hardware solutions designed around the applications their customers are using. We would want these resellers to design/refer solutions using Quadro so that their customers can get the best performance out of the applicationds they are using. NVIDIA logo should be sized equally or larger to adjacent partner logos.

- NVIDIA logo should never be smaller than the partner logo.
- When available, use the vertical orientation of logos in order to closely match the square proportions of the NVIDIA vertical logo.
- If a partner logo is horizontally oriented and no alternate version is provided, then the horizontal version of the NVIDIA logo may be used.
- If appropriate, a vertical line (pipe) may be used to visually separate logos from one another.

Major NVIDIA Authorized Quadro, Tesla, or NVS Partners

PNY
ELSA
LeadTek
Ryoyo

Major OEM Partners

Apple
DELL
HP
Lenovo

Major ISV Partners

Ansys
Adobe
Autodesk
AVID
Dassault Systems
SolidWorks, SIMULIA, CATIA
PTC
Siemens
... and many more

NVIDIA AUTHORIZED PARTNER LOCKUP FOR QUADRO

GENERAL POSITION FOR NVIDIA QUADRO AUTHORIZED PARTNERS

The partner should be referred to as:

"NVIDIA® QUADRO® Authorized Partner"

NVIDIA Quadro products are Designed, Built, and Tested by NVIDIA.

To avoid brand confusion between the manufacturer (NVIDIA) and the partner*, use of a certified text lockup should be used on marketing communication materials to reinforce this message.

Partner attribution is limited to services and value for which they provide (Customer Support + Warranty).

TOUCH POINTS

- The NVIDIA Quadro Authorized Partner may use the lockup to promote/differentiate/define partnership at selling point, but never lay claim as the manufacturer of NVIDIA Quadro.
- On marketing materials promoting NVIDIA Quadro, the NVIDIA Quadro Authorized Partner lockup should not appear any larger than 2/3 the size of the NVIDIA logo.

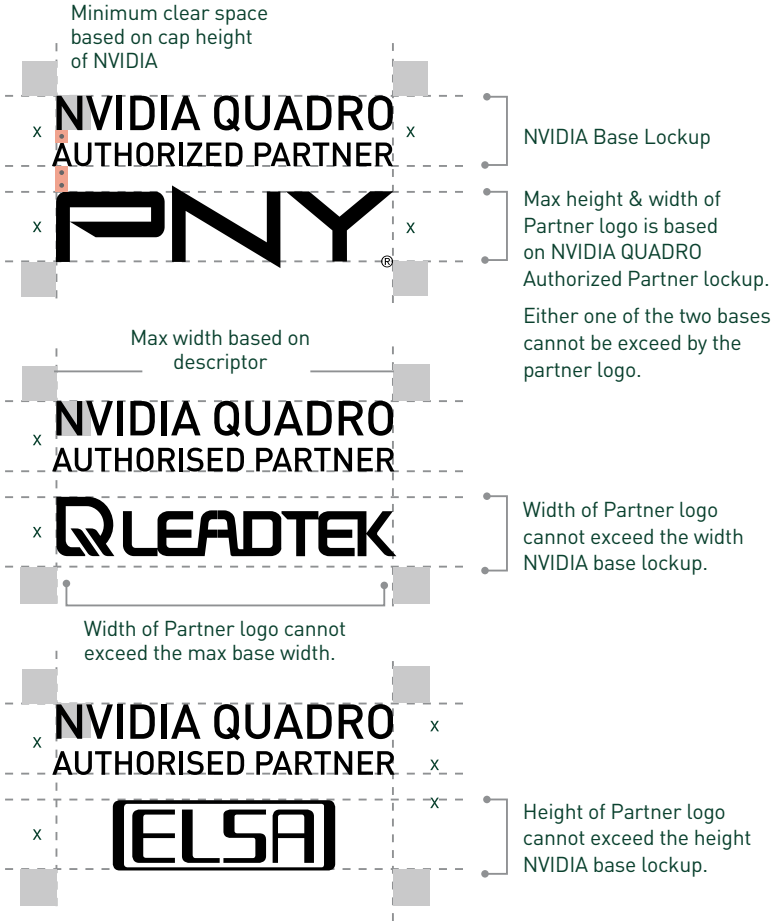
*** NOTE**

Partner attribution may differ depending on the agreed relationship of partner to NVIDIA.

NVIDIA QUADRO
AUTHORIZED PARTNER
PNY

NVIDIA QUADRO
AUTHORISED PARTNER
LEADTEK

NVIDIA QUADRO
AUTHORISED PARTNER
ELSA



PARTNER ATTRIBUTION LOCKUP FOR NVS

GENERAL POSITION FOR NVIDIA NVS AUTHORIZED PARTNERS

The partner should be referred to as:

"NVIDIA® NVS™ Authorized Partner"

NVIDIA NVS products are Designed, Built, and Tested by NVIDIA.

To avoid brand confusion between the Manufacturer (NVIDIA) and the partner*, use of a certified text lockup should be used on marketing communication materials to reinforce this message.

Partner attribution is limited to services and value for which they provide (Customer Support + Warranty).

TOUCH POINTS

> The NVIDIA NVS Authorized Partner may use the lockup to promote/differentiate/define partnership at selling point, but never lay claim as the manufacturer of NVIDIA NVS.

> On marketing materials promoting NVIDIA NVS, the NVIDIA NVS Authorized Partner lockup should not appear any larger than 2/3 the size of the NVIDIA logo.

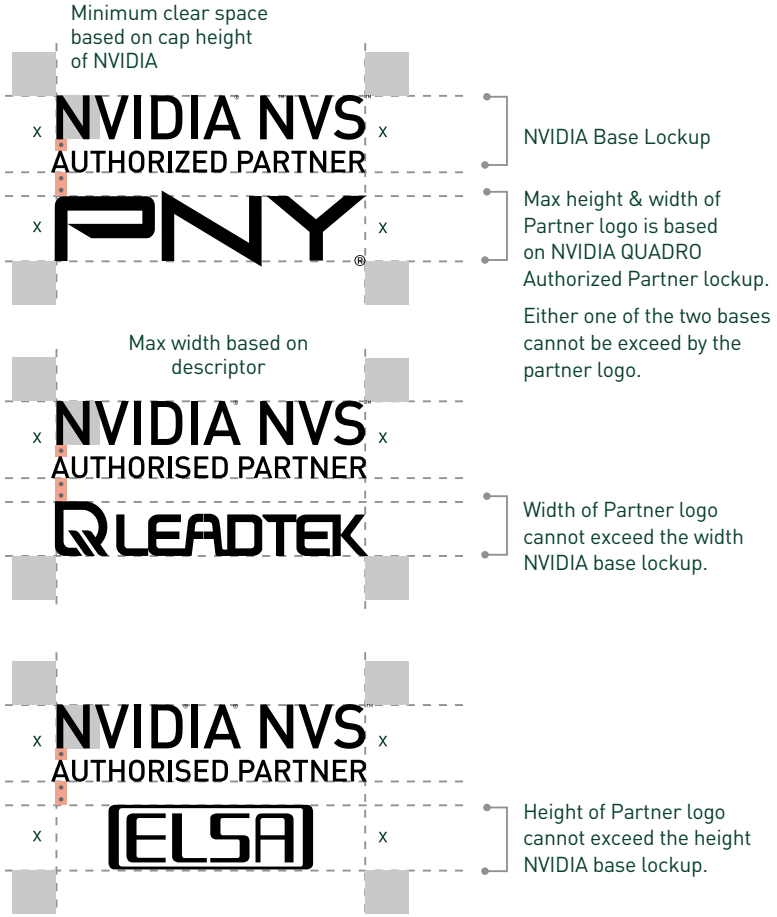
*** NOTE**

Partner attribution may differ depending on the agreed relationship of partner to NVIDIA.

NVIDIA NVS
AUTHORIZED PARTNER
PNY

NVIDIA NVS
AUTHORISED PARTNER
LEADTEK

NVIDIA NVS
AUTHORISED PARTNER
ELSA



OEM/ISV/RESELLER
PARTNER LOGO PLACEMENT

The NVIDIA design system is designed in such a way that to allow for co-branding. The addition of partner logos and imagery help validate our Brand Promise.

Use this option if:

- Using NVIDIA design system with co-branded deliverable
- NVIDIA logo is located outside of the band element
- Imagery does not compete with NVIDIA logo

DO

- Place logos in any of the document corners.
- Use two-color NVIDIA logo if possible.
- Leave adequate clear space for all logos and respect partner logo guidelines.

DO NOT

- Size the logos larger than 50% of the height of the band element.
- Place logos inside the green band.

LOGO ORDER

Depending on the co-branding agreement and type of partner, the sign off area where the NVIDIA logo would position may be shared on marketing materials that utilize the NVIDIA Design system.

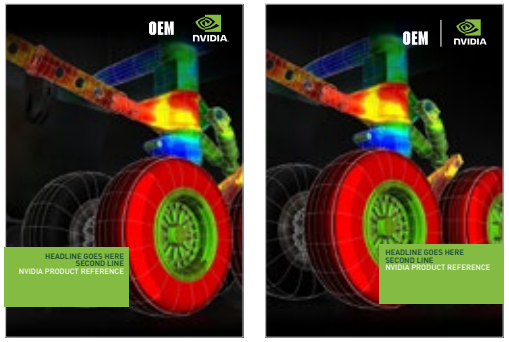


Co-Branded Ad

- Depending on the co-branding arrangement, the NVIDIA logo may share sign off with partner, but the NVIDIA logo positions to the right on a horizontal arrangement or the at the bottom on a vertical arrangement.
- This applies to NVIDIA-branded materials using the NVIDIA design system.



Co-Branded Event 3' x 8' Standing Event Banner Example



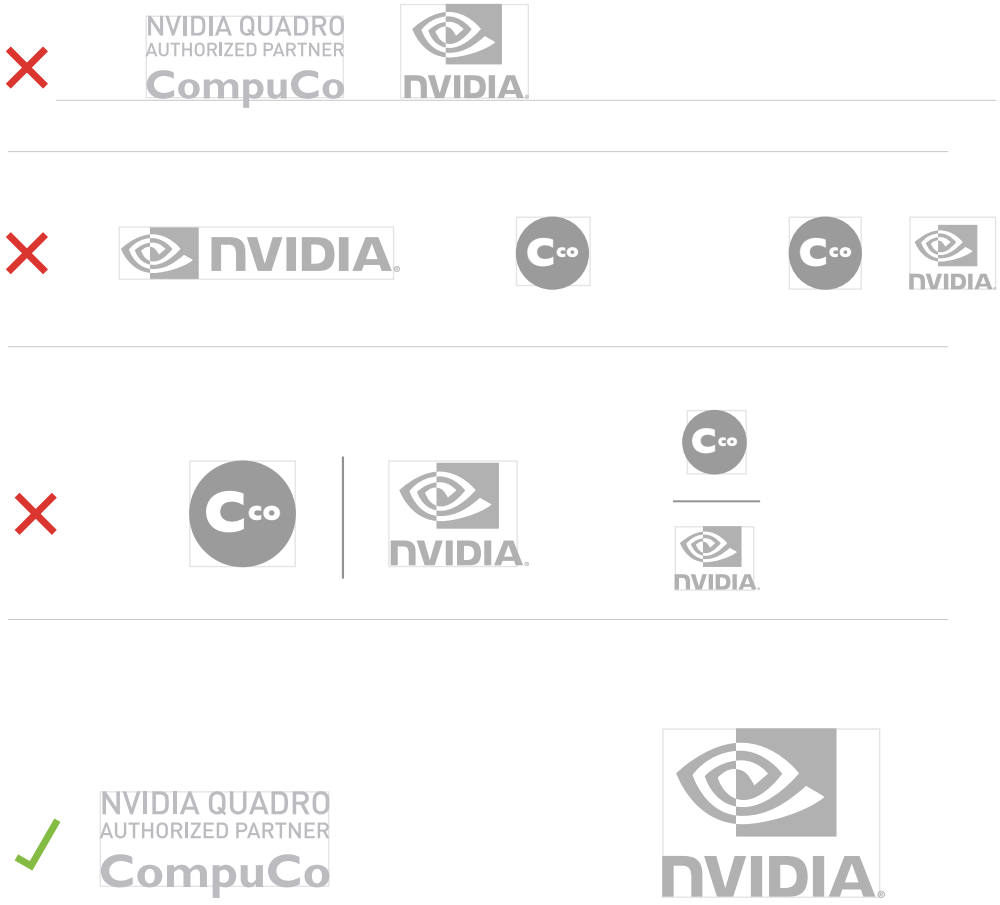
Other Possible Logo Arrangements

NVIDIA QUADRO/TESLA/NVS AUTHORIZED PARTNERS:
LOGO PROPORTION

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

For NVIDIA Authorized Partners for Quadro/Tesla/NVS the following guidelines must be used:

- Partner should never lay claim as manufacturer or anything other than NVIDIA Authorized Quadro/ Tesla/NVS Partner.
- The NVIDIA Authorized Quadro/Tesla/NVS Partner lockup should never be used as a signoff on NVIDIA-based marketing communication materials.
- NVIDIA Authorized Partners: Use dedicated NVIDIA Authorized lockup as a Call to Action on NVIDIA-based marketing materials.
- Channel partner should be clear as to it's relationship to NVIDIA in marketing materials.
- larger than 3/4 the size of the largest NVIDIA logo used onthe same marketing communications item (print or web)
- The The NVIDIA Authorized Quadro/Tesla/NVS Partner lockup should not not appear more than once on any given marketing communications item (print or web.)



The above examples should not be taken as posiotning for logos/lockups, but only as a proporational guide for relative acceptable and unacceptable size.

NVIDIA QUADRO/TESLA/NVS AUTHORIZED PARTNERS:
CALL TO ACTION BOILER PLATE AND PLACEMENT

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

For NVIDIA Authorized Partners for Quadro/Tesla/NVS the following guidelines must be used:

- Partner should never lay claim as manufacturer or anything other than NVIDIA Authorized Quadro/ Tesla/NVS Partner.
- NVIDIA Authorized Partners must only use dedicated NVIDIA Authorized lockup as a Call to Action on NVIDIA-based marketing materials as space allows in NVIDIA-based marketing materials.
- The NVIDIA Authorized Quadro/Tesla/NVS Partner lockup should never be used as a signoff on NVIDIA-based marketing communication materials.
- An The NVIDIA Authorized Quadro/Tesla/NVS Partner should never use their company logo without the confines of the NVIDIA Authorized Quadro/Tesla/ NVS Partner lockup on NVIDIA-based marketing communication materials.
- Partner relationship should be clear as to it's relationship to NVIDIA in marketing communication materials.
- The NVIDIA Authorized Quadro/Tesla/NVS Partner lockup should not not appear more than once on any given marketing communications material (print or web.) or larger than 3/4 the size of the largest NVIDIA

NVIDIA QUADRO AUTHORIZED PARTNER CompuCo | For more information about NVIDIA NVS, visit www.compuco.com/nvs

Align up to max width of body copy area, but width of legal blurb is preferred





Do Not use Authorized Lockup as a sign off



NVIDIA Quadro/Tesla/NVS Authorized Partners must not use their logo out of the context of the Authorized lockup n NVIDIA-based marketing communication materials.

OEM/ISV/RESELLER PARTNERS:
GENERAL LOGO PROPORTION

Generally, when placing partner* logos into deliverables, respect any special guidance included with that logo (clear space requirements, minimum size, etc).

Additionally, use the following guidelines when placing next to an NVIDIA logo:

- NVIDIA logo should be sized equally or larger to adjacent partner logos.
- NVIDIA logo should never be smaller than the partner logo.
- When available, use the vertical orientation of logos in order to closely match the square proportions of the NVIDIA vertical logo.
- If a partner logo is horizontally oriented and no alternate version is provided, then the horizontal version of the NVIDIA logo may be used.
- If appropriate, a vertical line (pipe) may be used to visually separate logos from one another.

*** NOTE**

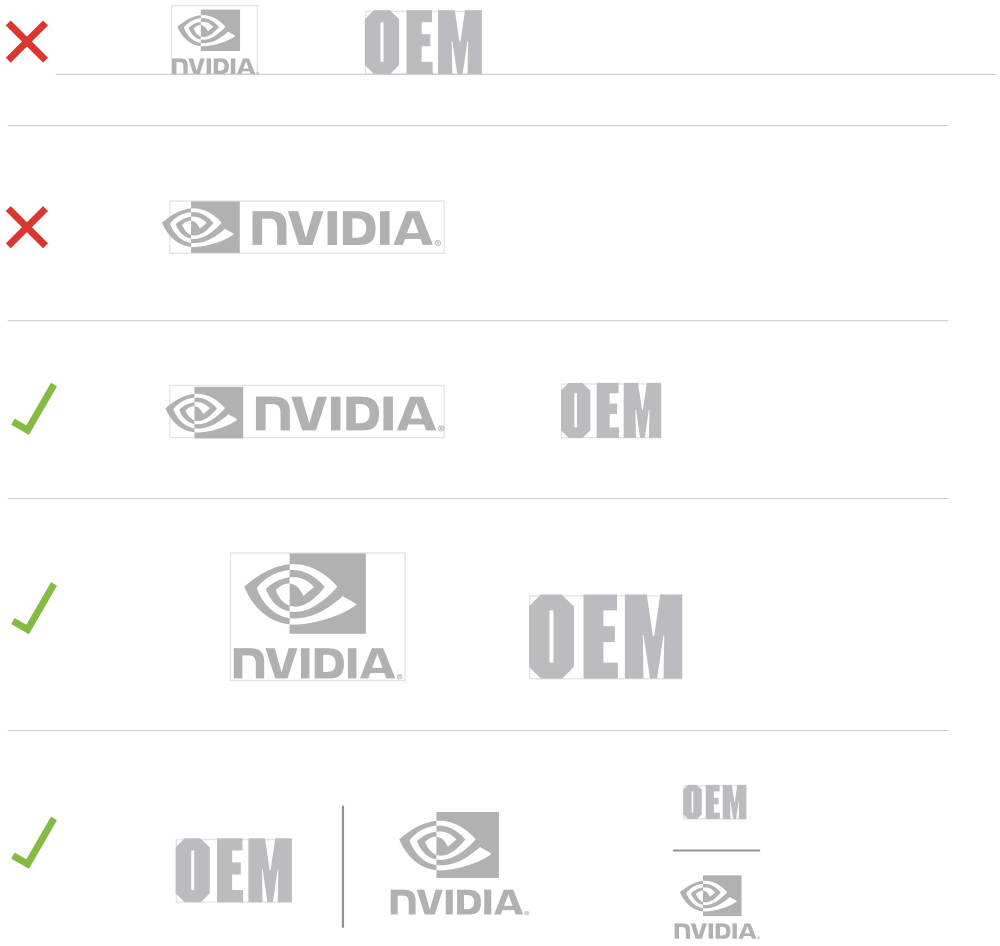
Partner attribution may differ depending on the relationship of partner to NVIDIA, and depending on the co-branding opportunity with a partner.

- OEM, ISV partners may usually co-brand on NVIDIA-based marketing materials.

- NVIDIA Authorized Partners and Resellers may brand on NVIDIA-based marketing materials as providers or fulfillment operators. but should label themselves as such:

  - NVIDIA Authorized Partners: Use dedicated NVIDIA Authorized lockup as a Call to Action on NVIDIA-based marketing materials.

  - Channel partner should be clear as to it's relationship to NVIDIA in marketing materials.



When using partner logos, and multiple orientations are provided, use an orientation that matches the proportion of the NVIDIA logo used. The top two examples above show how mismatching proportions causes one or the other logo to visually dominate.

OEM/ISV/RESELLER
CO-BRANDING | UNACCEPTABLE USE

Proper attribution for the Channel ecosystem is important to NVIDIA.

NVIDIA QUADRO/TESLA/NVS IS DESIGNED, BUILT, AND TESTED BY NVIDIA.

Co-branding positioning and size is dependent on the relationship to NVIDIA, an OEM partner; Quadro, Tesla, or NVS Authorized partner; or Channel partner.

In General for OEMs, ISVs, Resellers:

- NVIDIA logo should be sized equally or larger to adjacent partner logos.
- NVIDIA logo should never be smaller than the partner logo.
- No partner should ever lay claim as the manufacturer of NVIDIA products.
- Final sign off of an NVIDIA-branded marketing communciation piece is the NVIDIA logo.
- If appropriate, a vertical line (pipe) may be used to visually separate logos from one another, but the NVIDIA logo should appear to the right on a horizontal orientation, and at the bottom of a vertical orientation.
- **DO NOT** place partner logos within the NVIDIA green brand element.
- **DO NOT** place partner logos within the image area. Logos should appear as sign off or in the Call to Action area, depending on the agreed relationship.
- **DO NOT** place NVIDIA Quadro/Tesla/NVS Authorized lockups as sign off.

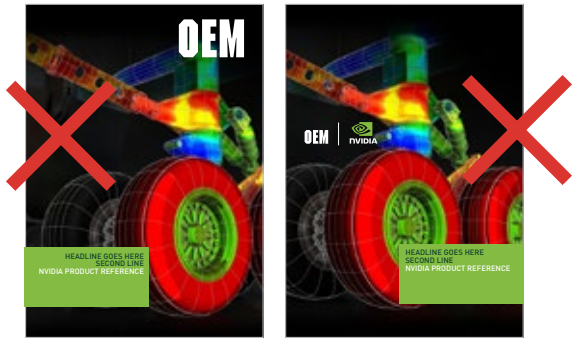


> While there are some instances where the NVIDIA logo is positioned within the green band, there should never be any doubt as the originator of the ad. Signing off with the HP logo implies that this is soley an HP ad.



> NVIDIA logo should appear in final signoff location to the right

> Depending on relationship of Partner to NVIDIA, logo sizes should be equal.



> **DO NOT** use NVIDIA-based materials without the NVIDIA logo.

> Use dedicated positions for logos.

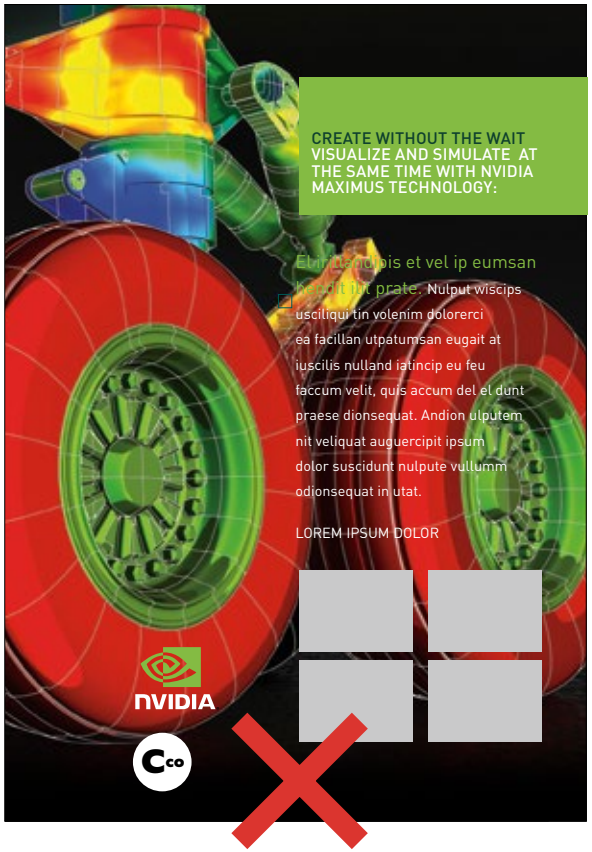
NVIDIA AUTHORIZED LOCKUP USAGE



- On NVIDIA-based marketing materials,sign off on the piece should be NVIDIA only.
- Use the dedicated Authorized Partner lockup as the Call to Action.







- **Authorized Board partners, or resellers:**
  DO NOT redesign NVIDIA template to promote NVIDIA product
  Use the NVIDIA marketing templates created specifically for co-branding.
- If a brand new asset is needed that cannot be created using an existing NVIDIA template, use the guidance in this document or contact your NVIDIA representative for assistance.
- Sign off on marketing materials should adhere to rules outlined in the NVIDIA Partner or Co-Branding Guidelines
- NVIDIA Authorized Partner lockups should be used as a call to action for where to buy and/or services/value for which they provide.

EXAMPLES | WEB BANNERS



NVIDIA ONLY or NVIDIA Authorized Partner Ads.



CO-BRANDED DEPENDENT ON AGREED POSITION

Region containing key visual, band element, headline, and NVIDIA logo remains clear of any partner logos, branding, or design features.

When region where a Partner logo would normally be placed, here is a good alternative



NVIDIA ONLY or NVIDIA Authorized Partner Ads.



CO-BRANDED DEPENDENT ON AGREED POSITION



NVIDIA ONLY



NVIDIA ONLY or NVIDIA Authorized Partner Ads.



CO-BRANDED DEPENDENT ON AGREED POSITION

CO-BRANDING | PARTNER SITES



- Region containing key visual, band element, headline, and NVIDIA logo remains clear of any partner logos, branding, or design features.
- This is an instance where NVIDIA branding area is limited and the NVIDIA logo appears in the green band.



DO NOT add partner logo to green band element.

PARTNER PACKAGING

04

PRODUCT PACKAGING

The relationship of NVIDIA and its business partners is an important one, and the NVIDIA design system has been designed to accommodate instances where a partner wishes to co-brand with NVIDIA.

For companies who are packaging NVIDIA Quadro, Tesla, and/or NVS products, the product packaging should not deviate from NVIDIA's corporate packaging guidelines.

PARTNER POSITIONING
ON NVIDIA QUADRO PACKAGING

Proper attribution for the Channel ecosystem is important to NVIDIA.

NVIDIA QUADRO/TESLA/NVS IS DESIGNED, BUILT, AND TESTED BY NVIDIA.

The NVIDIA Authorized Partner should not lay claim as the manufacturer or owner of NVIDIA products, but should be clear as to the service and/or value they provide in their position.

In General:

- Description and positioning of NVIDIA product in package should be used as provided by NVIDIA.
- NVIDIA Authorized Partner must not rename product or realign the NVIDIA brand to give false allusion that the NVIDIA product is a brand other than NVIDIA's.
- **DO NOT** rename relationship of NVIDIA Authorized Partner to NVIDIA other than what is contractually agreed upon.

✓ **NVIDIA® QUADRO® K5000**

✗ NVIDIA® QUADRO® by CompCo
✗ CompCo Quadro K5000
✗ CompCo NVIDIA Quadro K5000
✗ CompCo K5K Quadro LT

Do not lay claim to designing, building, testing NVIDIA Quadro.

Do not give false allusion that NVIDIA QUADRO is a product and/or brand other than NVIDIA.

Do Not Rename Product.

✓ **NVIDIA QUADRO Authorized Partner CompCo**

✗ Exclusive Partner for QUADRO®

Do not label partnership position other than what is contractually agreed upon.

APPLICATION : PACKAGE DESIGN

GENERAL POSITION FOR NVIDIA QUADRO AUTHORIZED PARTNERS

The partner should be referred to as:

"NVIDIA QUADRO Authorized Partner"

NVIDIA Quadro is:

Design, Built, and Tested by NVIDIA.



EXAMPLE : Front of Box

NVIDIA® QUADRO®
AUTHORIZED PARTNER
CompuCo

EXAMPLE :
Authorized board partner lockup



EXAMPLE : Back of Box

Size Restriction: The size of the Lockup shall not exceed over 2/3 of the largest NVIDIA logo on any face of a product package or communication material.

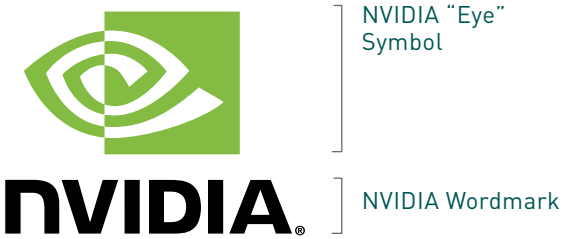


EXAMPLE : Bottom of Box

THE NVIDIA LOGO

05

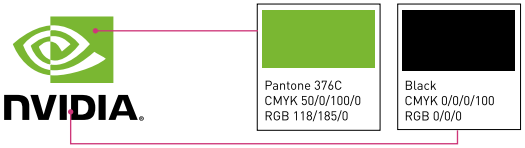
NVIDIA LOGO AT A GLANCE



NVIDIA Logo
Vertical Orientation (Preferred)



NVIDIA Horizontal Logo
(Use when space constraints do not allow for Vertical Orientation)



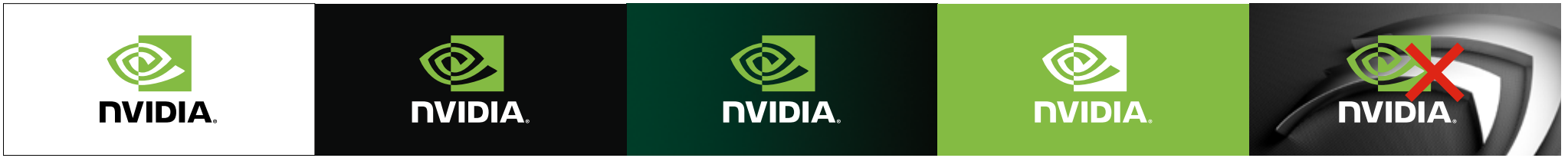
NVIDIA Logo Colors
In lieu of the colors listed on this page, PANTONE® colors may be used, the standards for which can be found in the current edition of the PANTONE formula guide. The colors, CMYK and RGB breakdowns shown on this page have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is the property of Pantone, Inc.



Minimum Size
Vertical Orientation
(logo is actual size)



Minimum Size
Horizontal Orientation
(logo is actual size)



For light backgrounds, use the two-color version.

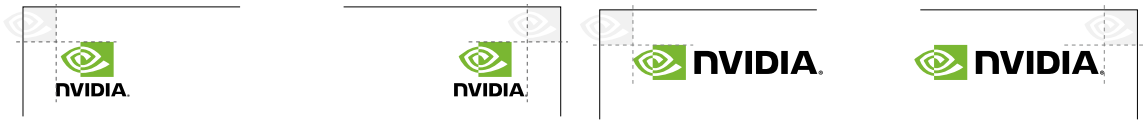
On black, use the two-color version with wordmark in white.

For darker backgrounds, use the two-color version with wordmark in white.

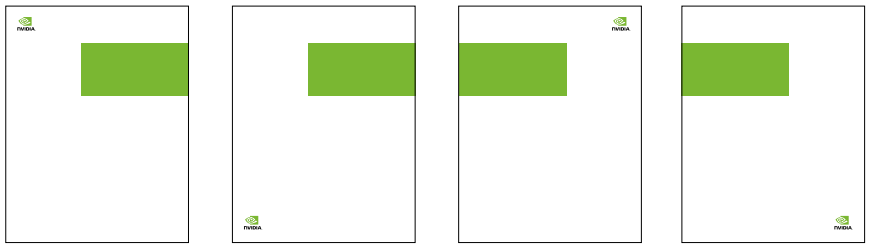
On surfaces with a similar hue to the primary NVIDIA Green, use the single-color version of the logo.

Do not put the logo on a busy background.

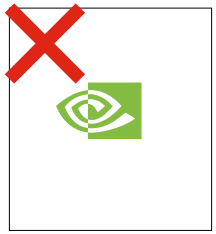
General clear space for NVIDIA logos



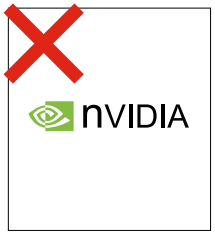
Examples of placement in context to the band element



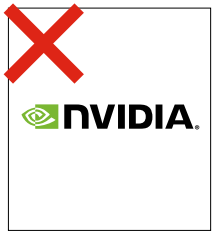
NVIDIA LOGO AT A GLANCE : DO NOTs



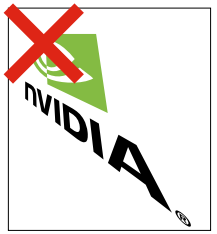
Separating the NVIDIA symbol from the NVIDIA logo requires approval. Contact *brand@nvidia.com*.



Do not create or use any font for the wordmark.



Do not resize elements independently.



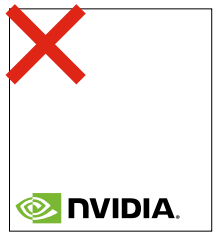
Do not skew or distort the logo.



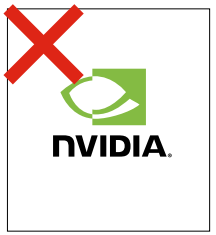
Do not add effects to the logo.



Do not recolor or modify the color relationship of the eye and NVIDIA



Do not use less clear space than the minimum requirements allow.

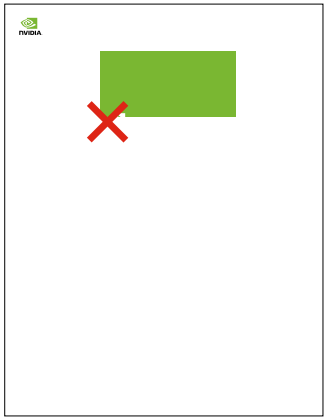


Do not add or subtract elements from the logo.





NVIDIA logo in 3D is no longer in use.





Avoid using too many NVIDIA logos on a page or viewing perspective.

DESIGN SYSTEM

06

COLOR RATIOS

This page shows the three main types of communications and the color use ratios associated with them.

The ratio charts shown here are intended to be used as a guide when creating deliverables.

The primary and secondary bands should always be NVIDIA Green.

If technical and or production limitations allow, the secondary band may also use one of the subtle gradients shown to the right. Gradients should be restricted for NVIDIA-exclusive communications, not partner or co-branded deliverables, and used sparingly.

PRIMARY PALETTE

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

Rich Black
CMYK 60/50/50/100
RGB 0/0/0/0

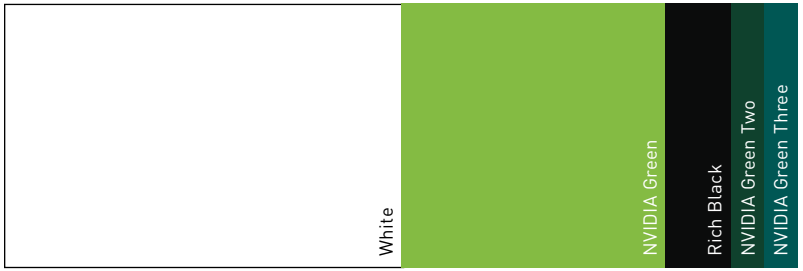
SECONDARY PALETTE

NVIDIA Green Two
Pantone 560C
CMYK 50/0/100/0
RGB 0/72/49

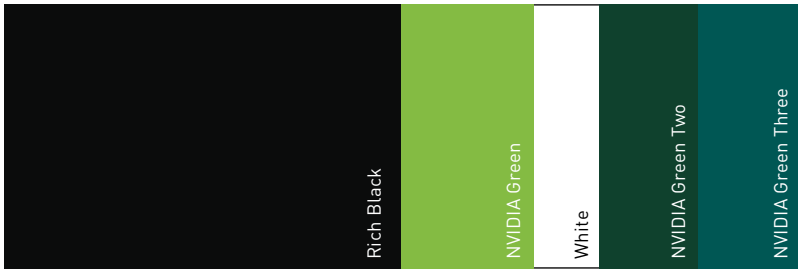
NVIDIA Green Three
Pantone 7476C
CMYK 60/50/50/100
RGB 0/132/113

COLOR USE RATIOS

Corporate (NVIDIA only)



Professional (Quadro, Tesla)



Consumer (Mainstream GeForce, Tegra)



GENERAL TYPOGRAPHY

BULLETS

When using bullets in body copy, use a pointed bracket symbol (>) instead of the default bullet (•) when possible. Bold face should be used for ease of identification in dense copy blocks.

Size 50% of pt height of adjacent copy
Style FF DIN Pro Bold

When bulleting body copy, use pointed bracket symbol (>) instead of the default bullet (•)

> Lorem ipsum dolMod magna alis et ulla core feui et atummod mod dolore minci bla conummodit vulla ad ming esto consequ ismodio dolortinim venisi blaor sum nis ex eugiam, suscin henim velit velit nos nim nim qui etu doluptat.
> Met, quis et wis dolore te minis essectem del iril
> Landip erat, quat in volesecte feugiat. Uptat. Ut tat aliquisit vel ut vel dip et, suscil iure tat, co
> Ureet, veliquatis nim dolesequi tet iureetu do erosto ercipis acipsus ciduismod tion

THE 'AT' SYMBOL

When using the 'at' symbol (@), avoid using the default character set with FF DIN Pro (shown as the incorrect example on the far right). Instead, if the application supports OpenType and Stylistic Alternates, use the alternative glyphs.

When using the 'at' symbol (@), avoid using the default character (shown on the right). Instead, if the application supports OpenType and Stylistic Alternates, use the alternative glyphs.



Adobe Photoshop
Type Window > *flydown menu* > OpenType > Stylistic Alternates

Adobe Illustrator
OpenType Window > Stylistic Alternate Button

Adobe InDesign
Window > Type and Tables > Glyphs, select the correct "@" symbol

ALTERNATE FONT: TREBUCHET

If FF DIN Pro cannot be used (some languages are not available in FF DIN Pro) use Trebuchet.
If neither of these fonts can be used, do not use the NVIDIA design system.

Trebuchet is the alternate font when FF DIN Pro cannot be used. This includes some languages and web sites where only system fonts used.

CHARACTER COUNT

GREEN BAND TEXT

HEADLINE - max 45 characters (w/spaces)

NVIDIA REFERENCE max 45 characters (w/spaces)

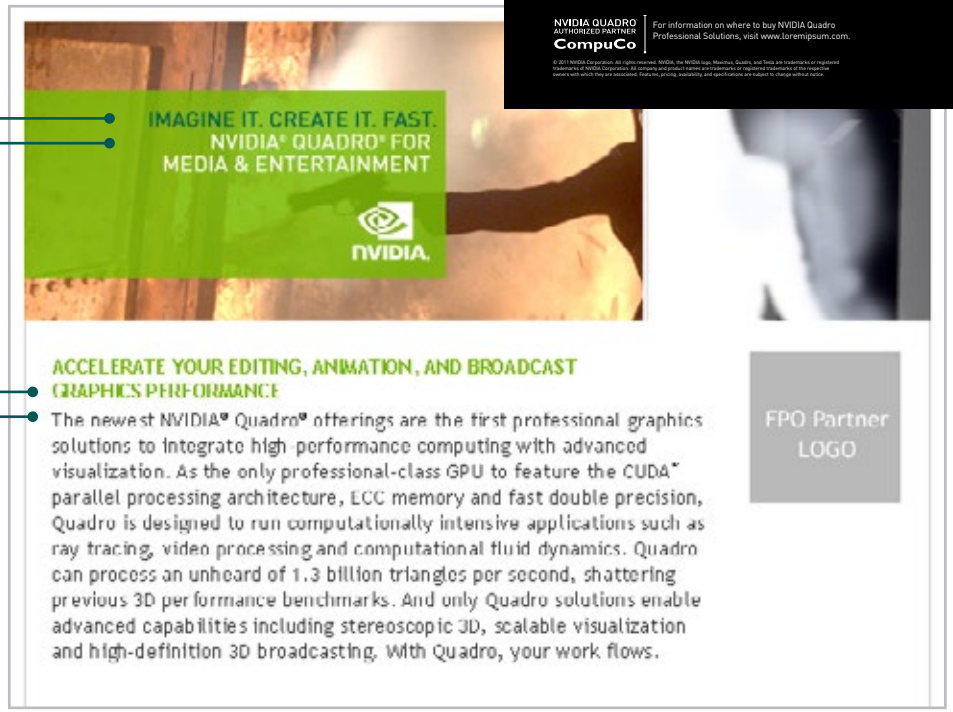
SUBHEAD/DESCRIPTOR (only if needed) - max 35 characters (w/spaces)

BODY COPY

Full page ad - 70 words

Landing page
- 175 words





THE MASTER GRID

When laying out elements, use the grid as shown on this page as a starting block. This is based on an 8.5" x 11" (US) format. For metric formats such as A4, follow a similar format of 3 columns.

The light gray areas represent the maximum area in which any text may be placed. This includes captions, links, call-out boxes, specifications, etc.

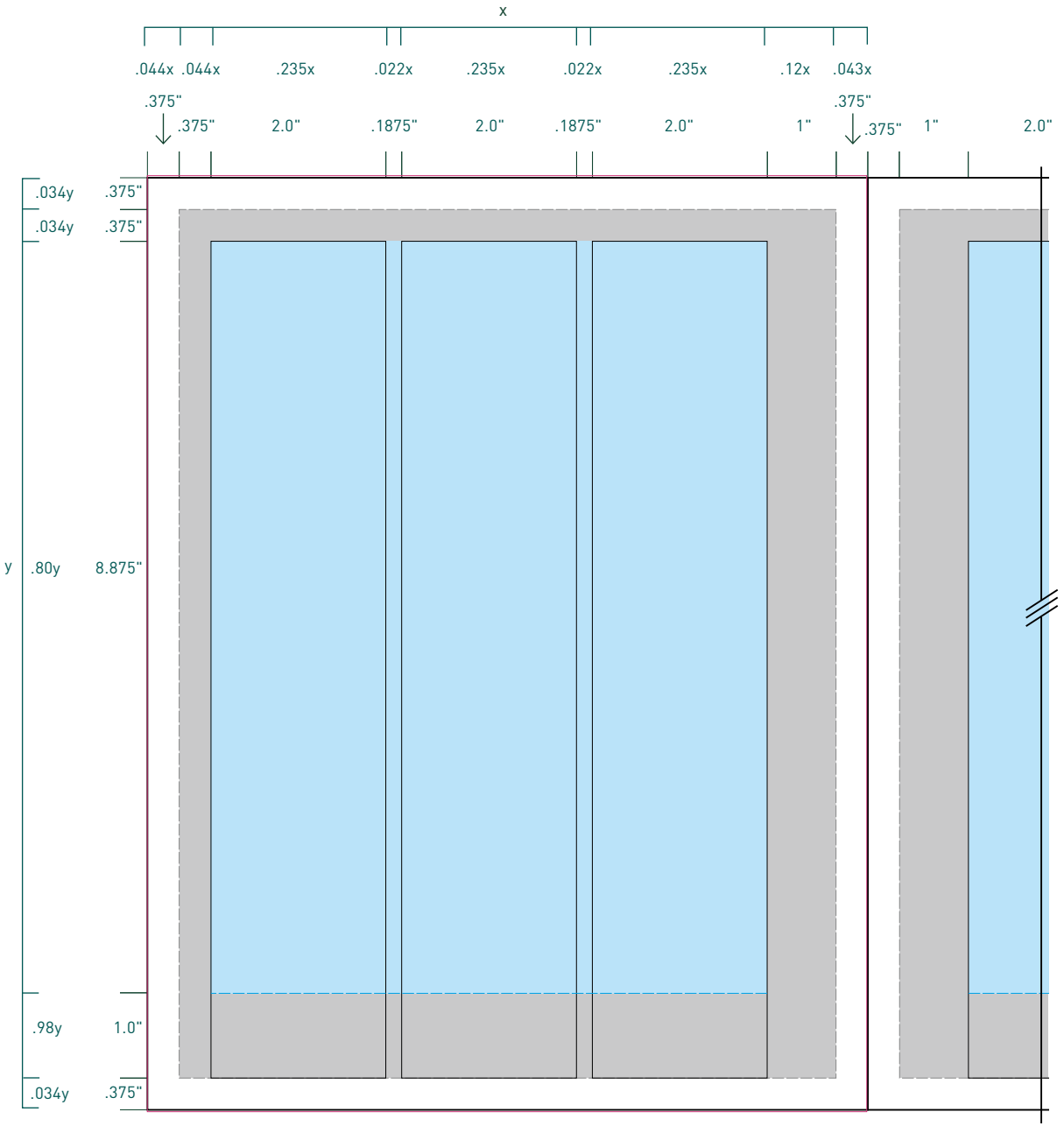
The light cyan areas represent the maximum area in which main body copy (article content) may be placed.

The white outer edge is kept clear of all text.

When laying out elements on an inside spread, the following grid (shown on a left-page only) should be mirrored onto a right-page as well.

If the 3-column grid cannot be used due to space constraints, etc. or flexibility is desired, a 2-column or 6-column grid may be used (see following page). However all appropriate proportions defined for band placement must be followed.

For formats highly horizontal or vertical in nature, see Chapter 3.9 on how to address secondary band usage.



Maximum area for any text placement (captions, links, call out boxes, etc.)

Maximum area for body copy placement (main articles, content, etc.)

THE BAND ELEMENTS & GRAVITY

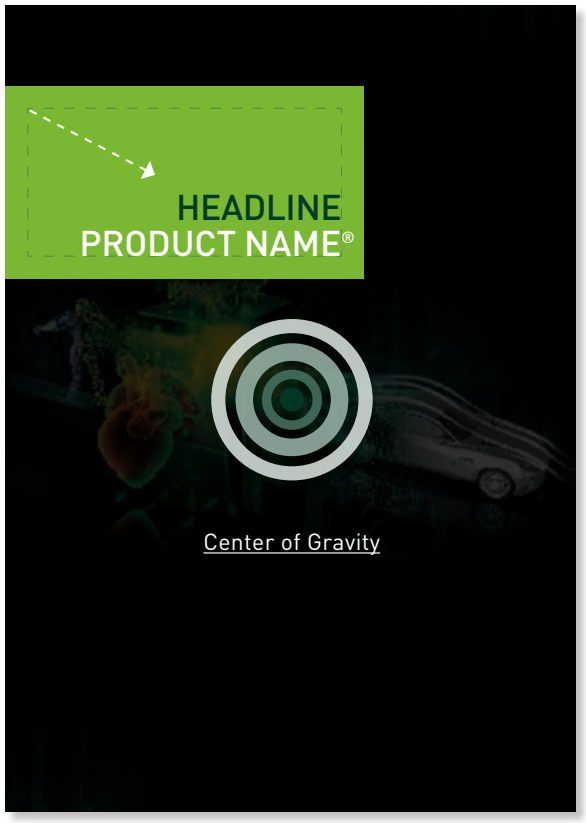
CENTER OF GRAVITY

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.

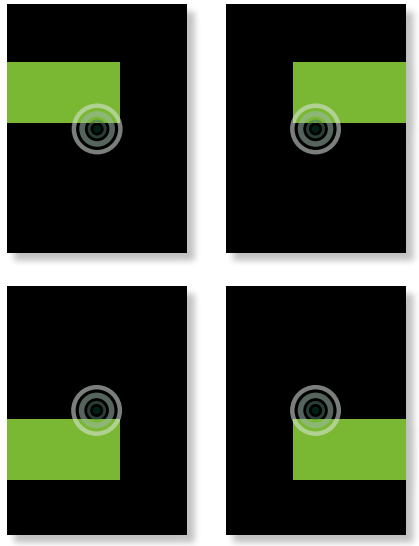
REDUCED USE OF GRAVITY

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, while using gravity to dictate top or bottom alignment, may provide a more readable and fluid option.

Visual as "Center of Gravity"

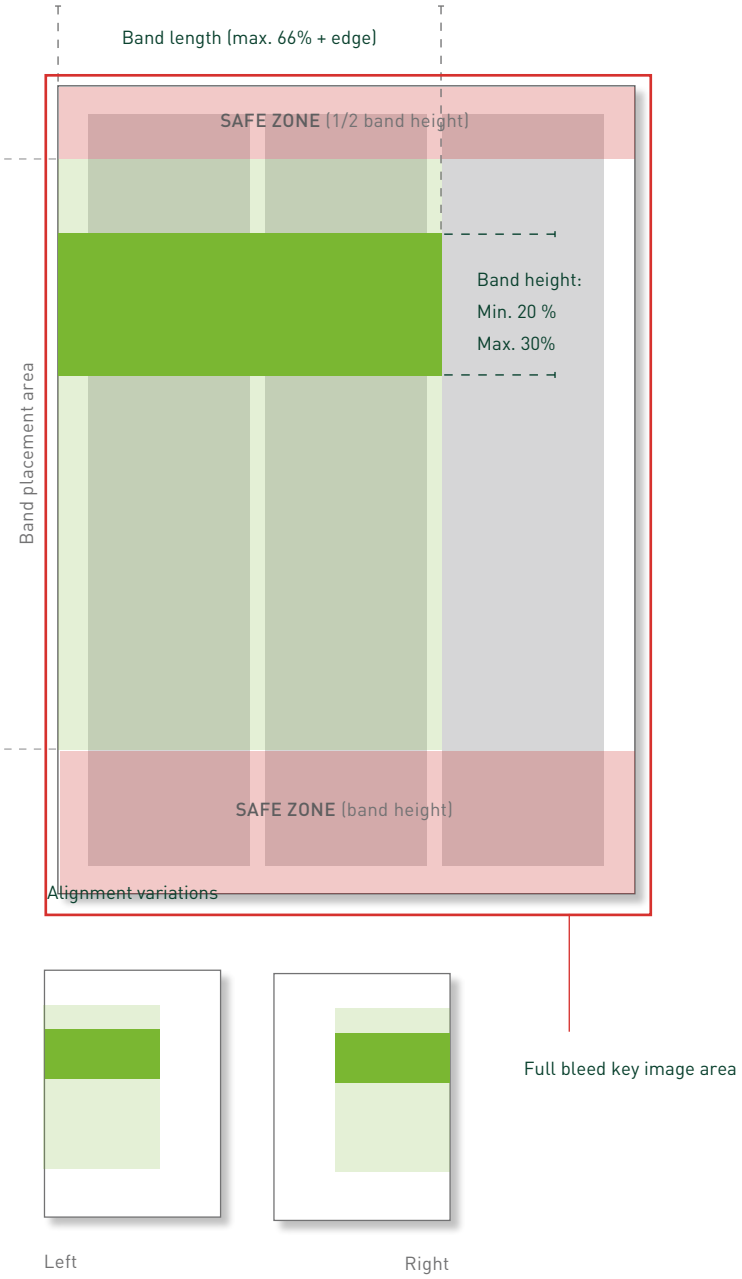


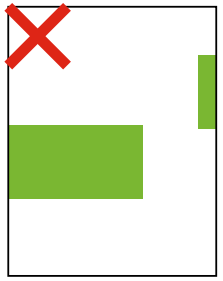
Variations of Green Band placement



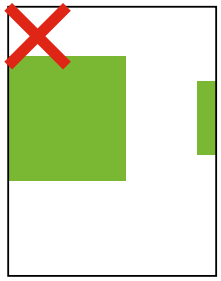
Left Right

THE BAND ELEMENT & THE GRID | PORTRAIT

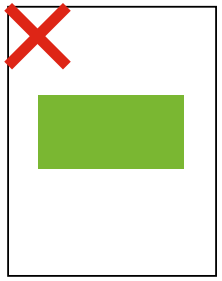




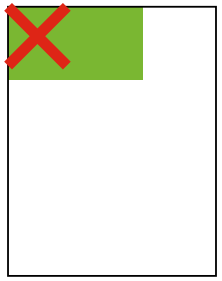
DO NOT use bands at different heights on the same page or spread.



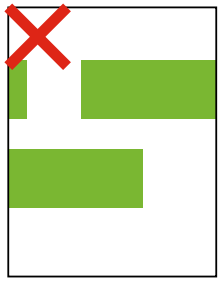
DO NOT use bands of different sizes on the same page or spread.



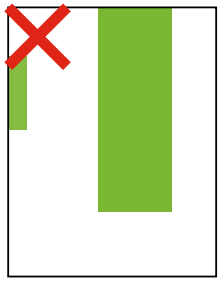
DO NOT use a band that does not bleed off one vertical side of the page.



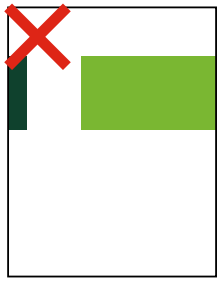
DO NOT bleed a band off the top or bottom of the page or spread.



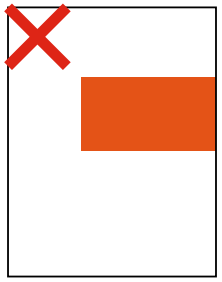
DO NOT use more than one band and one tab on the same page or spread.



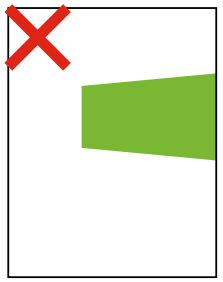
DO NOT use a horizontal and vertical band on the same page or spread.



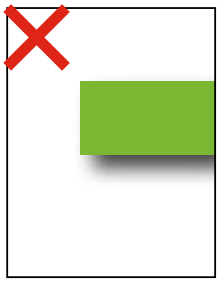
DO NOT use bands of different colors on the same page or spread.



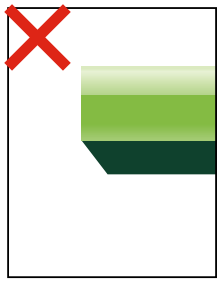
DO NOT use a color for the band other than the approved NVIDIA colors.



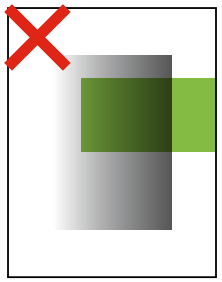
DO NOT skew the band.



DO NOT add a shadow or outline to the band.



DO NOT dimensionalize the band.



DO NOT make the band more than 10% transparent.

TYPE PLACEMENT IN THE BAND | GRID & GRAVITY

Anchor type to a corner of the band, inside the clear space, or with the underlying grid (in 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. All text should fall to the point of the band element closest to the center-point of gravity.

THE GRID AND 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.

Type placement

> The band should NOT be filled with type.

Empty space in the band is important.

> Only Text and the NVIDIA logo may be used in the band. Partner logos may not be used in the band.

> Headlines/Taglines should never be more than 3 lines

> Letter-spacing: -15

> Type leading should be equal to the point size.

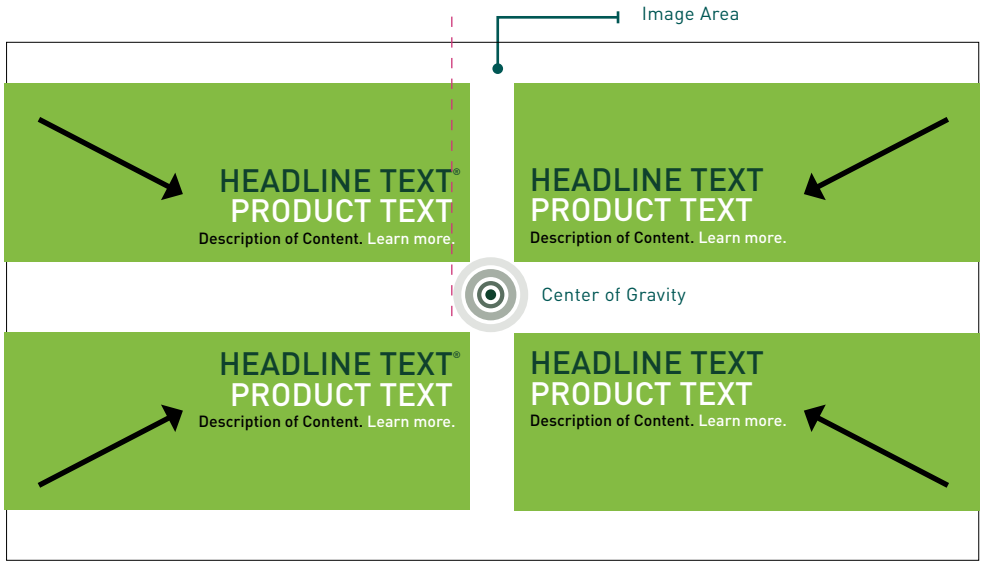
Text alignment

Type is aligned only by the letters and NOT by superscripts or any other kind of symbol.

Text Color

> Headline/Tagline: NVIDIA Green 2

> Product name or NVIDIA reference: White



"Gravity" Influences where text is placed within the band element



Disregard Registered Mark and Trademark symbols when aligning type within the band element.



The underlying type 3-column master grid may be used to affect left or right alignment in uses with heavy text in the document.

BAND TYPOGRAPHY HIERARCHY
GENERAL OVERVIEW

Communication on the band element should be broken into three parts: **primary, secondary, and tertiary**, based on the most intuitive order of reading.

PRIMARY (Headline, Line or Model Name)

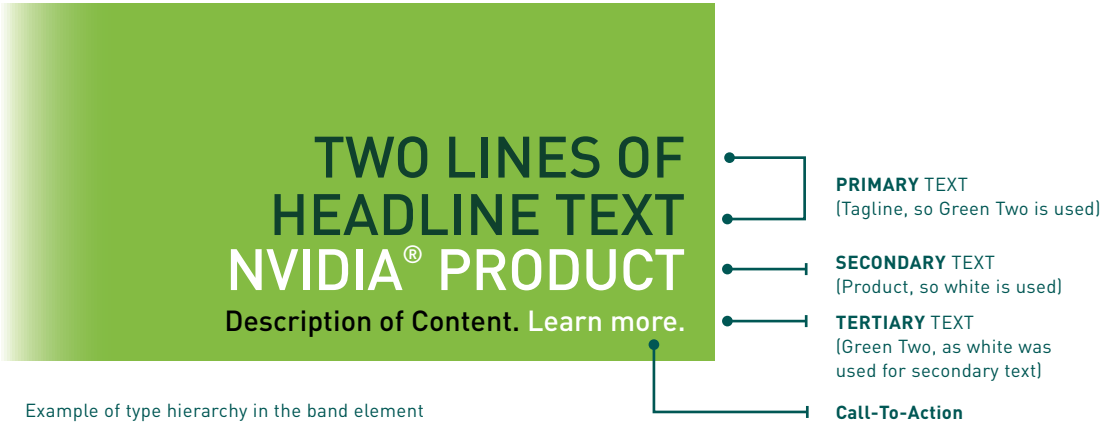
- Should always be used to draw readers into the rest of the copy. The Primary text element in the green band Headline is more often the tagline. In these instances, the type should appear in NVIDIA Green Two. In some instances the Primary text element is the NVIDIA product, technology, or service reference. In these cases the type is white and the headline becomes Secondary, and appears in Green Two. The order in which the headline or NVIDIA reference appears is dependent on the message emphasis.
- Should be in all caps except when product names call for an exception. Ex. Some Partner Names or Products that are normally expressed in lower case : AUTODESK 3ds max
- Longer copy should break into even multiple lines. Each line should be 1-4 words and all lines should be the same size and color.

SECONDARY (Tagline, Line or Model Name, Descriptor)

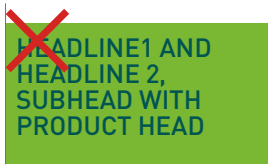
- Should be in all caps except when product names call for an exception
- Must be limited to a single line

TERTIARY (Explanatory text, Call to Action, Tech Specs)

- Is significantly smaller in size than primary
- Both caps and upper & lower-case are allowed
- Color must change within the tertiary line when identifying call-to-action text



Example of type hierarchy in the band element
Web-Main-Feature-Graphic format shown



- 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 the NVIDIA logo beside text inside the Band element
- always maintain minimum clear space for text and logo to edges of the band element



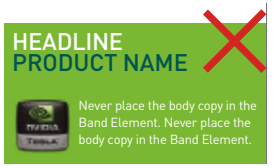
- DO NOT center-align text inside Band Element
- DO NOT use more than three different type sizes
- DO NOT USE MORE than three text colors



- DO NOT place any partner logos in the Band Element
- ALWAYS place logos in corners per the guidelines outline in section 2.6



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



- DO NOT place badges or any other logo other than the NVIDIA logo in the band in the Band Element
- DO NOT place body copy in the Band Element

UNACCEPTABLE BAND TYPOGRAPHY

The NVIDIA type style as 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.

Some common misuses of band typography are shown here.

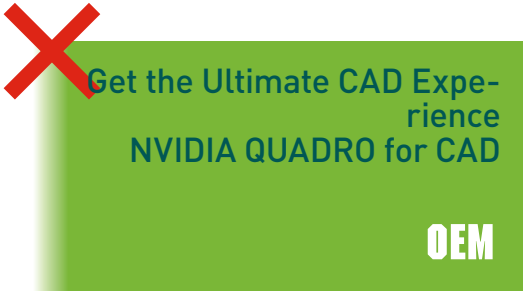
- Do not use upper– and lower-case type in the band element when referring to taglines and/or products.
- Do not justify type opposite of its anchoring corner.
- Do not use more than three different type styles.



Do not use more than three different type sizes

Do not space type more than specified

Do not use badges in the band element

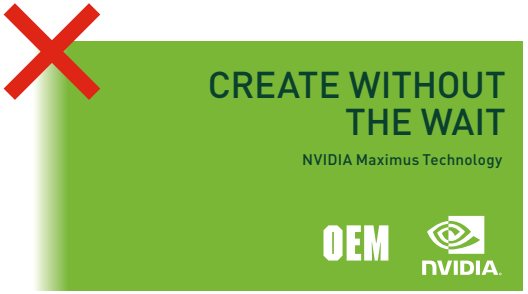


Do not set a main headline in Upper & Lowercase

Do not use word hyphenation

Do not use type in all one color other than white

Do not use partner logos within the band element



Do not use partner logos within the band element

NVIDIA reference should appear in white

Tagline and Headline should be same size, leading is same as type size. No extra space above or below.



Do not center-align type

Do not place type or logo away from a corner

Do not use a color other than white on the primary message



Do not fill the band vertically with type, providing little "white space"
(Increase the height of band if possible)

Unless specifically identified, do not use more than two colors on type in one band.



Do not use more than one type of font (either DinPro or Trebuchet, not both, and not any combination of any other font)

Do not fill the band area with type, providing little "white space" (Increase the height of band if possible)

Do not use colors apart from the NVIDIA color palette

Do not deviate from the color palette for the Green band

BAND ELEMENT USAGE
PRINT ADVERTISING

The NVIDIA logo is used as a sign off at all times. depending on the relationship/pgreed partner position, NVIDIA may share a portion of the the ad with a partner.

NVIDIA ONLY/DISTRIBUTOR/RESELLER AD
In these cases, use only the NVIDIA logo to sign off. These partners may use the call to action area to list their where to buy information

PARTNER ATTRIBUTION
Depending on the relationship, ad buy, or agreed partner position, the NVIDIA logo may be placed either inside the green band or share the sign off area with a partner.

ADVERTISING / MAGAZINE ADS

Band Element	20 - 35% Page Height
Product Name/	DIN Pro Medium, White
Headline	DIN Pro Regular 16 pt/16 pt, Green Two
Body Copy	DIN Pro Regular 8.5 pt /11 pt



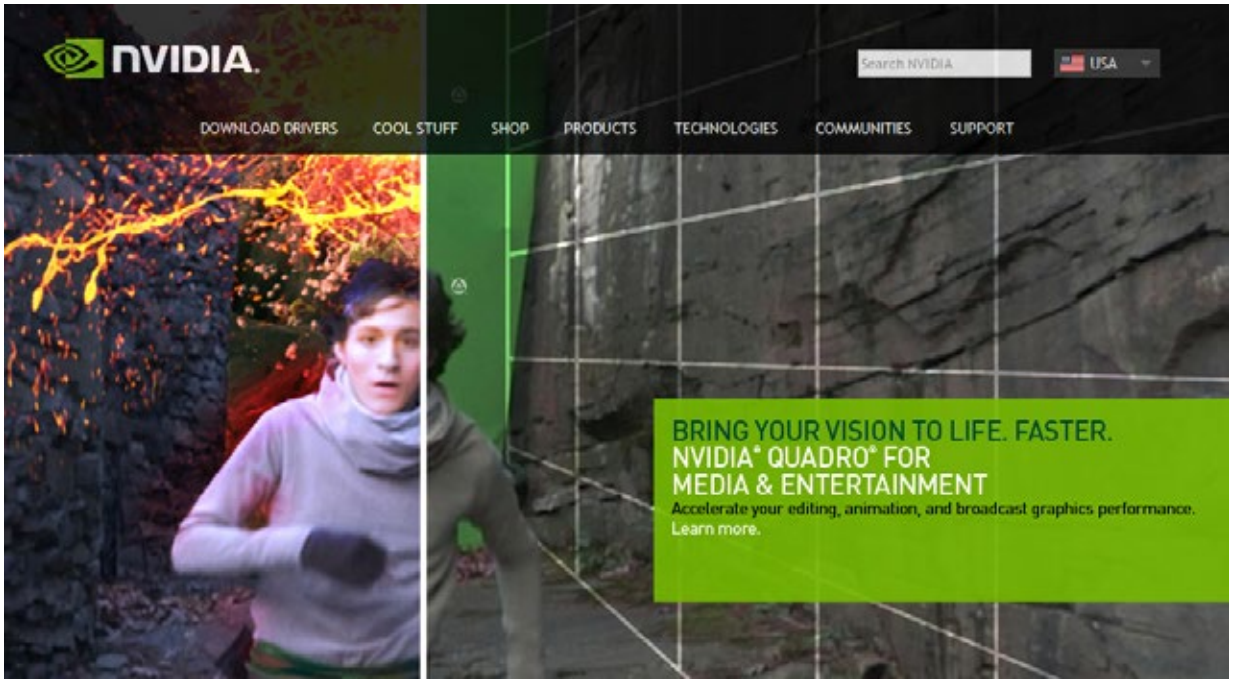
NVIDIA Ad : NVIDIA only/Distributor/Reseller
Logos or lockup should appear in the CTA area, no larger than 2/3 of the largest NVIDIA logo on the communication piece.



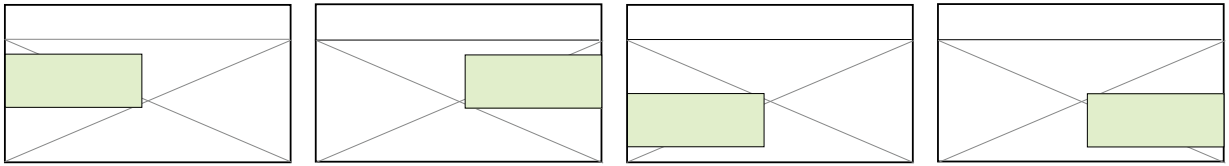
Co-branded Ad : OEM/ISV Logos should be equally sized, placed side by sid, respecting each company's clear space as dictated on their respective logo usage guidelines.

BAND ELEMENT USAGE
WEB MAIN FEATURE GRAPHICS NVIDIA.COM

Band Height	50% (from top to bottom of image)
Tagline	DIN Pro Medium x pt/x pt Green Two
NVIDIA Product/ Technology/ Platform	DIN Pro Medium x pt/ x pt White
Call To Action	DIN Pro Regular .25x pt / .25x pt Black / White
NVIDIA Logo	In site navigation



Web Main Feature Graphic



Possible Band Positions

BAND ELEMENT USAGE
EMAIL TEMPLATE

EMAIL TEMPLATE



UNACCEPTABLE USAGE



DO NOT change the typeface in the band to anything beyond Din Pro or Trebuchet

DO NOT overlay product shot on campaign image.

DO NOT place partner logo in the band.

DO NOT remove, recolor, or otherwise manipulate any elements provided in template files.

CAMPAIGN IMAGES

07

CAMPAIGN IMAGES

Key images used for campaigns help create brand recognition and consistency and can be used unaltered in communications material directly associated with that particular campaign or product solution. It is imperative the integrity of the campaign image is maintained to ensure brand recognition and consistency.

To ensure that the NVIDIA Quadro Key image always appears clearly and unobstructed, it is important to provide an area of clear space. The visual may be cropped to the acceptable area shown, however this should only be attempted if readability of the image is compromised in the deliverable.

The NVIDIA Quadro key image should only be used with the NVIDIA Brand element band and NVIDIA logo. No other products may be used in association with this image. This image may not represent any other product or initiative other than its original intention.





CAMPAIGN IMAGE DO NOTS

As a general rule, NVIDIA campaign images are not to be:

- Altered or flopped to form a new image,
- Combined with or overlapped by other imagery or graphics
- Combined with product images
- Combined with or overlapped by other graphics
- Combined with another company's logo
- Altered to represent anything other than its original intent— these images are a visual representation of NVIDIA Workstation
- Altered so that the NVIDIA brand element (green band) is positioned in a way other than as provided
- Cropped in any way that alters the original focal intent



> DO NOT alter or change colors of the image



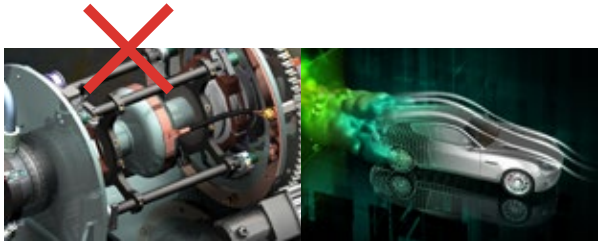
> DO NOT overlap graphics or typography over image



> DO NOT combine with product image



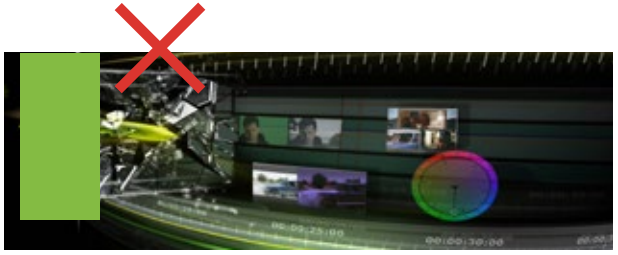
> DO NOT combine with another company's logo



> DO NOT combine multiple campaign images or graphics



> DO NOT alter NVIDIA brand element in anyway other than provided or as sanctioned by NVIDIA



> DO NOT alter NVIDIA brand element position

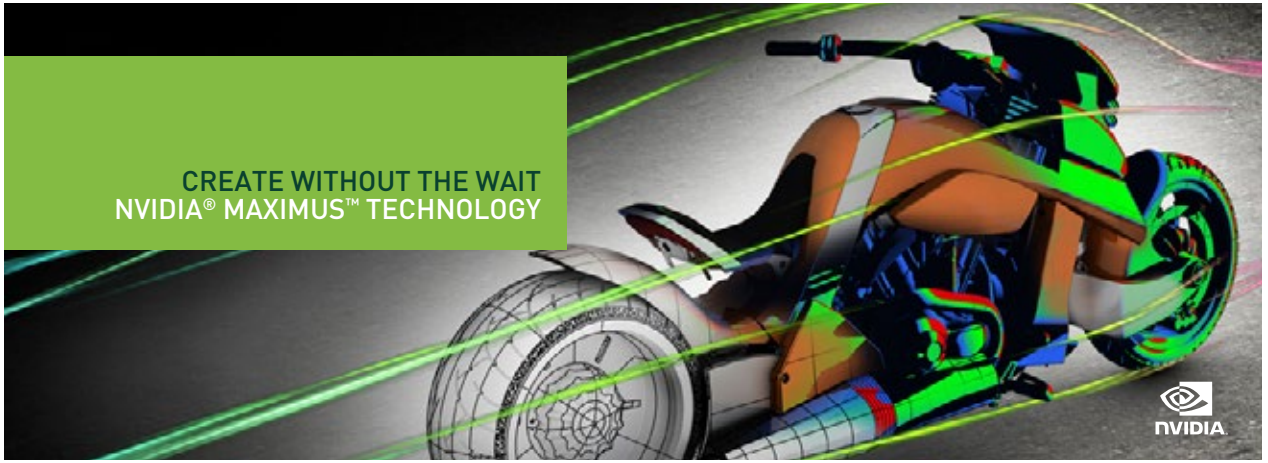


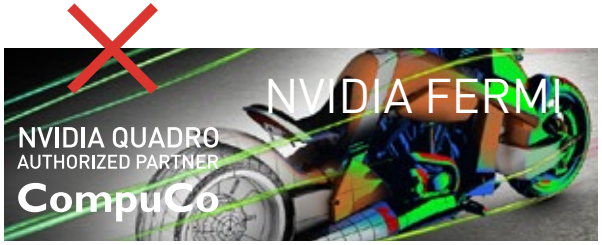


> DO NOT crop image in a way that alters the original focal intent

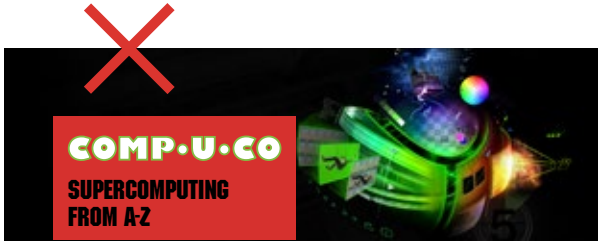
CAMPAIGN MESSAGING

Consistency in campaign messaging is a key point of making sure customers understand what our products are about, and what benefits they provide. When the messes are inconsistent, it creates brand confusion, which can affect sales.





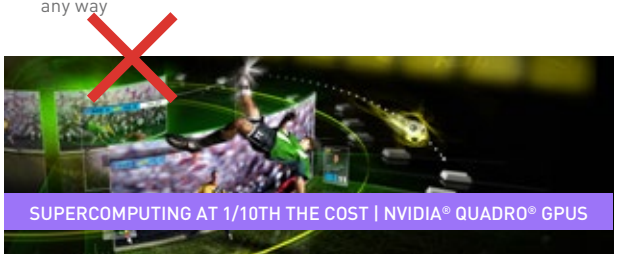
> DO NOT delete the Green Band Brand Element



> DO NOT alter the Green Band element or it's message intent in any way



> DO NOT alter NVIDIA brand element position or place any other logos within the band element



> DO NOT alter NVIDIA brand element in anyway other than provided or as sanctioned by NVIDIA

COMPLIANCE CHECKLIST

4.8 FOUR STEPS TO ENSURE YOUR COMMUNICATION MATERIAL IS COMPLIANT WITH THE GUIDELINES

1. LOGO:

- > INCLUSION of the NVIDIA or Quadro/Tesla/NVS logo lockup ☐
- > CHECK for right logo size ☐
- > CHECK minimum clear space ☐
- > CHECK for correct logo color usage ☐

2. CAMPAIGN IMAGE:

- > CHECK for correct image for the campaign/product ☐
- > CHECK it is unaltered ☐
- > CHECK for image integrity (no secondary image/graphic/logo incorporated) ☐

3. BADGES:

- > CHECK minimum clear space and alignments for badges ☐
- > CHECK product lockup combination ☐

5. EVENT GRAPHIC:

- > SEND proofs to NVIDIA marketing for review prior to print ☐

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