

NVIDIA Brand Guidelines for the NVIDIA Partner Network

Brand Compliance Requirements and Usage Examples



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Introduction

The Purpose of This Document

This document provides the tools and minimum compliance guidance you need to build great marketing assets with a clear, consistent NVIDIA enterprise value proposition for your customers and partners.

Intended users of this Brand Guideline are members of the NVIDIA Partner Network (NPN), including Original Equipment Manufacturers (OEMs), Solution Advisors, Cloud Service Providers (CSPs), Solution Providers, Distributors, Solutions Integrators, and Service Delivery partners.

It's important for all NPN partners to align with NVIDIA trademark usage guidelines and meet the minimum brand compliance requirements (name, brand, copy) defined on page 4 of this NVIDIA Branding Guideline.

NPN partners can't use any NVIDIA trademarks, trade names, logos, written language, graphics, or images in any manner that is not expressly authorized by NVIDIA and outlined in this document. NPN partners also shouldn't modify or otherwise deviate from the NVIDIA Branding Guidelines without NVIDIA's prior written consent.

Adherence to these guidelines is strictly governed by the NVIDIA Partner Network (NPN) agreement, and compliance is a specific requirement of the MDF Policy document or the NPN Partner Program Guide.

If you have any questions regarding the use of these guidelines, please contact your regional NVIDIA partner marketing representative.

Basic Principles

- 1 Know when and how to use the NVIDIA company logos/lockups and NVIDIA partner badges in all advertisements, documentation, promotional collateral, trade show signage, press releases, social media, web pages, and any other promotional materials.



- 2 Know how to properly mention NVIDIA (the company) or any of its products or technologies.
- 3 Use NVIDIA-provided assets (copy, logos, images, etc.) and follow all specific guidelines provided with the program or assets.
- 4 Obtain written permission before using any NVIDIA logos, images, etc.

Mentioning NVIDIA

How to Properly Refer to NVIDIA (The Company)

Use the name NVIDIA when referring to NVIDIA, the company as a whole, and not just one of its products or technologies. In text, always follow the capitalization rules and, in speech, the pronunciation rules.

After the first mention of NVIDIA which includes the registered trademark, the trademark does not need to be included on future mentions within the same document, article, etc.

The initials "NV" should not be used to reference NVIDIA.

Capitalization

Always write NVIDIA in all caps as shown.

NVIDIA ✓

NVidia ✗

nvidia ✗

N-Vidia ✗

NVIDIA ✗

nVIDIA ✗

NVIDIA® ✗

How to Pronounce



NVIDIA®

[**EN** · VID · *EEEE* · **AAHHH**]

Company Description

When referring to NVIDIA the company, in marketing communications use the following standard company description:

NVIDIA's invention of the GPU in 1999 sparked the growth of the PC gaming market, redefined modern computer graphics and revolutionized parallel computing. More recently, GPU deep learning ignited modern AI—the next era of computing—with the GPU acting as the brain of computers, robots and self-driving cars that can perceive and understand the world.

Logos and Usage

	COMPANY LOGO	NVIDIA PARTNER BADGE
	<p>NVIDIA LOGO</p> 	<p>NVIDIA ELITE PARTNER AND NVIDIA PREFERRED PARTNER</p> 
Usage	<ul style="list-style-type: none"> • With permission for partner co-branding in high presence instances • When referring to NVIDIA (the company) • When NVIDIA is a sponsor • In a group of logos from other companies • Equal co-branding partnership 	<ul style="list-style-type: none"> • Use as default unless it is a high-profile partner co-branding opportunity • To “qualify/endorse” the partner company • In communication, event, and marketing collateral that is perceived to originate from the partner company but pertains to NVIDIA product or services

When to use Logo vs. Badge

	NVIDIA LOGO	NVIDIA PARTNER BADGE
		 
Email	✓ *	✓
Webpage	✓	✓
Web Banners	✓ *	✓
Co-Branding (Equal Billing)	✓ *	✗
Co-Branding (Sponsorship, Collaboration, etc.)	✓ *	✗
Social Media**	✓	✓
Standing Banners	✓	✓
Event Signage	✓	✓
Event Physical Booth Walls	✓ *	✓
Packaging**	✓	✓
Print Collateral	✓	✓
Business Cards	✗	✓
Merchandise/Apparel	✓ *	✗
Press Releases**	✗	✗
Video	✓ *	✓
PowerPoint	✓ *	✓

* Please seek approval with NVIDIA before using.

** Please leverage branding from NVIDIA-provided design assets (if provided).

Company Logo

The NVIDIA company logo, in its vertical (preferred) and horizontal formats, is a stand-in for the company as a whole.

You must secure prior written permission for any use of the NVIDIA company logo.

When to Use the NVIDIA Logo

1. Use the NVIDIA company logo by itself when referring to NVIDIA (the company).

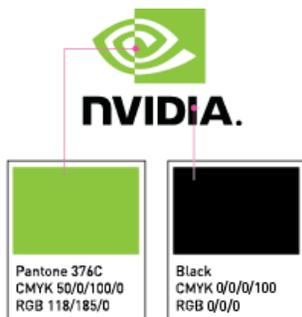


2. Use the NVIDIA company logo only when NVIDIA is a sponsor.



3. Click here to access the [NVIDIA Company Logo](#)

How to Use the NVIDIA Logo



For Light Backgrounds
Use the two-color version

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

CLEAR SPACE



When in use in the NVIDIA design system, outside of the band element, provide clear space equal to the “eye” symbol.

MINIMUM SIZE

0.35 in
9 mm
38 px

Vertical Orientation

0.12 in
3 mm
15 px

Minimum Size

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

Unacceptable Usage Examples



BREAKING THE LOGO MARK



CHANGING THE TYPE LOCK UP



RESCALING LOGO ELEMENTS



DISTORTING THE LOGO



APPLYING EFFECTS TO THE LOGO



INAPPROPRIATE COLOR USE



MANIPULATING THE LOGO



NOT ENOUGH CLEAR SPACE



PLACING THE LOGO ON BUSY BACKGROUNDS

Retired Examples



How to Use the NVIDIA Logo with Partner Co-Branding (Equal Billing)

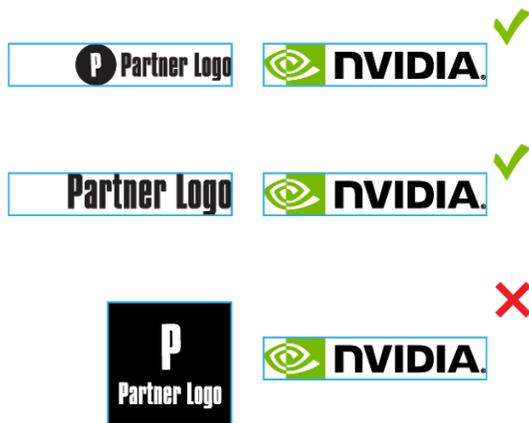
Always adhere to the following co-branding guidelines:

- Use the NVIDIA company logo and not any product, technology, or program logo/lockup in a group of logos from other companies.



- If activity is an equal co-branding partnership (such as 50/50 for two companies), be sure to balance the overall size, spacing, and readability of the NVIDIA logo with all other company logos to give “equal billing” to all companies.

HORIZONTAL LOGO SIZE RELATIONSHIP



VERTICAL LOGO SIZE RELATIONSHIP



How to use the NVIDIA Logo with a partner co-branding (collaboration, contribution, sponsorship opportunities, etc.)

- Ensure that the NVIDIA logo is sized proportionally equal to other adjacent logos.



- Don't place the NVIDIA logo adjacent to a competitor's logo.



- Ensure that the NVIDIA logo clear space is respected.



Using Your NVIDIA Partner Network (NPN) Badge

Featuring the NVIDIA partner “badge” in your marketing communications lets your customers know that you’ve established a strong strategic relationship with an industry leader. This can be a powerful endorsement for a broad range of channel partners. Include it in any communications, event assets, and marketing collateral that are branded by the partner company but pertain to NVIDIA products or services.

Click here to access the [NVIDIA Partner Network Badges](#).

Available Badges



How to Use the NVIDIA Partner Network Badge

ON WHITE OR LIGHT BACKGROUNDS



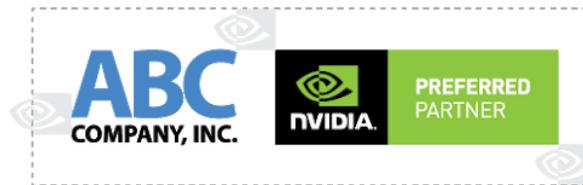
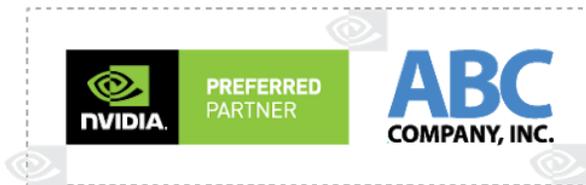
ON DARK OR BLACK BACKGROUNDS



ONE COLORED BACKGROUNDS



CLEAR SPACE



MINIMUM SIZE



Improper Usage



✗ Do not change the badge color.



✗ Do not change the proportions.

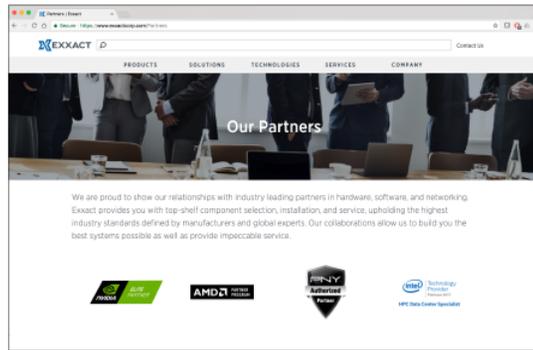
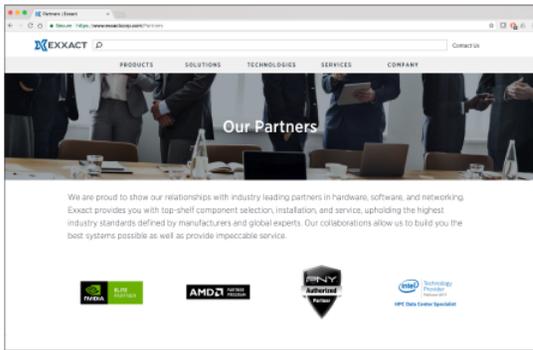


✗ Do not replace the text.



✗ Do not make the badge bigger than the partner logo.

Partner Web Page



Mentioning an NVIDIA Product or Technology

How to Refer to NVIDIA Products and Technologies in Writing

Partners must give all NVIDIA products and technologies the proper attribution. Partners shouldn't omit the NVIDIA company name, product name, or in any other way "debrand" any NVIDIA products or technologies. Partners should not incorporate NVIDIA Brand Features into their own product name, service names, trademarks, logos, or company names.

Partners should not advertise consumer products with server-based systems. Only enterprise products should be advertised to enterprise customers.

Trademarks

Always include the correct trademark (™ vs ®) by referring to the content documents provided or using the list of common NVIDIA products and technologies. After the first mention of the NVIDIA product or technology which includes the appropriate trademarks, the trademark does not need to be included on future mentions within the same document, article. etc.

Proper Attribution and Spacing

Always use the following naming structure when referring to NVIDIA Graphics Processors (GPUs):

NVIDIA[®] Tesla[®] V100

NVIDIA[®] Quadro[®] GP100

NVIDIA Drive[™] PX2

NVIDIA[®] Jetson[™]

Common NVIDIA Products and Technologies Trademarks

When referencing NVIDIA software products, SDKs and other NVIDIA products, refer to this full list of NVIDIA branded products.

BRANDS

NVIDIA® DGX™	
NVIDIA DRIVE™	No ® on NVIDIA
NVIDIA GRID®	No ® on NVIDIA
NVIDIA® Jetson™	
NVIDIA® Quadro®	
NVIDIA® Quadro RTX™	
NVIDIA® Tegra®	
NVIDIA® Tesla®	
NVIDIA TITAN	"TITAN" all caps, no trademarks
NVIDIA HGX	No trademarks
NVIDIA® NVS™	

TECHNOLOGIES

NVIDIA RTX™	No ® on NVIDIA
NVIDIA® CUDA®	
NVIDIA DesignWorks™	No ® on NVIDIA
NVIDIA® DIGITS™	
NVIDIA DriveWorks	No trademarks
NVIDIA Holodeck	No trademarks
NVIDIA JetPack	No trademarks
NVIDIA® NVLink™	
NVIDIA® SLI®	
NVIDIA® TensorRT®	
NVIDIA VRWorks™	No ® on NVIDIA

ARCHITECTURES

NVIDIA Maxwell™	No ® on NVIDIA
NVIDIA Pascal™	No ® on NVIDIA
NVIDIA Volta™	No ® on NVIDIA
NVIDIA Turing™	No ® on NVIDIA

PLATFORMS

NVIDIA AGX	No trademarks
NVIDIA GPU Cloud	No trademarks
NVIDIA Clara AGX™	No ® on NVIDIA
NVIDIA DRIVE™ AGX	No ® on NVIDIA
NVIDIA Jetson AGX	No trademarks
NVIDIA® TensorRT® Hyperscale Inference	

PRODUCTS

NOTE: No trademarks on individual product names: V100, P4, etc.

NVIDIA® DGX-1™	
NVIDIA® DGX-2™	
NVIDIA® DGX Station™	
NVIDIA DRIVE™ AGX Pegasus	
NVIDIA DRIVE™ AGX Xavier	
NVIDIA GRID® Virtual Apps (GRID vApps)	No ® on NVIDIA
NVIDIA GRID® Virtual PC (GRID vPC)	No ® on NVIDIA
NVIDIA HGX-1	No trademarks
NVIDIA HGX-2	No trademarks
NVIDIA Jetson AGX Xavier	No trademarks
NVIDIA® Jetson™ TXX	Brand trademarks not affected by product SKUs
NVIDIA® Quadro® XXXX	Brand trademarks not affected by product SKUs
NVIDIA® Quadro RTX™ XXXX	Brand trademarks not affected by product SKUs
NVIDIA® Quadro® Virtual Data Center Workstation (Quadro vDWS)	
NVIDIA® Tesla® XXXX	Brand trademarks not affected by product SKUs
NVIDIA TITAN X	Brand trademarks not affected by product SKUs

Improper Naming

~~NVIDIA[®] V100~~

✘ Do not omit product name

~~NVIDIA[®] TESLA V100~~

✘ Do not omit trademark

~~Partner Name TESLA[®]~~

✘ Do not alter product names

Usage and Approval

Trade Shows and Events

Any NVIDIA logo usage or NVIDIA mention for event-related purposes (physical booth and signage, digital assets, etc.) must be submitted prior to final production.

Any logo that will be placed adjacent to the NVIDIA logo needs pre-approval by the pertinent marketing manager or marketing leader at NVIDIA.

Any content requiring an NVIDIA logo, demo, video, digital/print content, messaging, or product placement needs to be reviewed and approved by NVIDIA Marketing and Creative teams 6 weeks prior to tradeshow.

Social

NVIDIA often supplies social media content for a variety of platforms as part of marketing campaign asset kits for partner use. Use of this content in partner marketing activities as-is with no modification does not require additional approval. If the NPN partner wishes to modify NVIDIA provided content or write custom content for use on social media channels that references NVIDIA, NVIDIA products or technologies, or trademarks/registered trademarks, this content must be reviewed and approved by your regional or partner marketing manager prior to posting.

Public Relations

Press releases from NPN partners that contain references to NVIDIA, NVIDIA products or technologies, or NVIDIA trademarks/registered trademarks must be approved by NVIDIA PR prior to release. For additional details on press release guidelines, or to submit your press release for review and approval, contact your regional marketing manager or assigned partner marketing manager.

GDPR

EU GDPR guidance: Where booth scans and or database is required please provide in excel format in a password protected file and send the password separately though to the regional marketing approver. Once the claim has been approved the file will be deleted.

Brand Alignment Checklist

Please ensure that the following minimum brand compliance requirements have been met before submitting any item for review or approval, and certainly before producing, printing, or publishing any assets that use any NVIDIA mention or logo.

- ❑ Know when and how to use the NVIDIA company logos/lockups and NVIDIA partner badges in all advertisements, documentation, promotional collateral, trade show signage, press releases, social media, web pages, and any other promotional material containing NVIDIA.
- ❑ Properly mention NVIDIA (the company) and any of its products or technologies.
- ❑ Use only the assets (copy, logos, images, etc.) provided by your NVIDIA marketing representative.
- ❑ Obtain written approval before using any NVIDIA logos, images, etc. from your NVIDIA marketing representative after providing final versions of these asset(s) and how they'll be used, such as blog posts, presentation slides, data sheets, web pages, etc.

Questions

For questions or comments, please contact your NVIDIA marketing representative or email brand@nvidia.com.