

NVIDIA Brand Guidelines for the NVIDIA Partner Network

Brand Compliance Requirements and Usage Examples



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xi gdi Yj Xi dci

I] Z E j gedh Z d [i] h 9 d X j b Z ci

I] h Y d X j b Z ci e g d k Y Z h i] Z i d d a h V c Y b e b j b X d b e a V c X Z \ j Y V c X Z n d j c Z Z Y i d W j a l g V i b V g Z i e \ V h h Z i h l I] V X a V g X d c h h i Z c i C K 9 6 Z c i Z g e h Z k V a j Z e g d e d h i d c [d g n d j g X j h i d b Z g h V c Y e V g c Z g h #

xi Z c Y Z Y j h Z g h d [i] h 7 g v c Y < j Y Z a c Z V g z b Z b W Z g h d [i] Z C K 9 6 E V g c Z g C Z i l d g l C E C I l e X a j Y e \ D g \ e V a f j e b Z c i B V c j [V X i j g z h l D B h l H d a j i d c 6 Y k h d g h 8 a j Y H Z g k X Z E g d k Y Z g h l B H E h l H d a j i d c E g d k Y Z g h l 9 h i g W j i d g h l H d a j i d c h x i Z l g i d g h l V c Y H Z g k X Z 9 Z a k Z g n e V g c Z g h #

h b e d g V c i [d g V a i C E C e V g c Z g h i d V a l c l I] C K 9 6 i g Y Z b V g j h V Z \ j Y Z a c Z h V c Y b Z Z i i] Z b e b j b W j v c Y X d b e a V c X Z g z f j g z b Z c i h l c V b Z l W j v c Y l X d e n l Y Z c Z Y d c e V l Z i d [i] h C K 9 6 7 g v c Y e \ < j Y Z a c Z #

C E C e V g c Z g h X V c i j h Z V c n C K 9 6 i g Y Z b V g h l i g Y Z c V b Z h l a l d h l I g h i Z c a c \ j V l Z l g v e j X h l d g b V l Z h e V c n b V c c Z g i] V i h c d i Z n e g Z h h a n V j i] d g b Z Y W h C K 9 6 V c Y d j i a c Z Y e i] h Y d X j b Z c i # C E C e V g c Z g h V a n d h] d j a c i b d Y l n d g d i] Z g h Z Y Z k V i Z [g d b i] Z C K 9 6 7 g v c Y e \ < j Y Z a c Z h I I] d j i C K 9 6 h e g d g l g h i Z c X d c h Z c i #

6 Y] Z g z c X Z i d i] Z h Z \ j Y Z a c Z h h i g X i a n l d k Z g c Z Y W h i] Z C K 9 6 E V g c Z g C Z i l d g l C E C I l V l g z b Z c i l V c Y X d b e a V c X Z h V h e Z X l X g z f j g z b Z c i d [i] Z B 9 ; E d a X n Y d X j b Z c i d g i] Z C E C e V g c Z g E g d l g v b e j Y Z #

h n d j] V k Z V c n f j Z h i d c h g l V g v e l i] Z j h Z d [i] Z h Z \ j Y Z a c Z h i e a V h Z X d c i V X i n d j g g l d c V a C K 9 6 e V g c Z g b V g Z i e \ g z e g z h Z c i V i k Z #

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.

B Zci ^dc ^c \ °CK 9 6

=dl i'd °EgdeZgn °GZ[Zg'i'd °CK 9 6 °H] Z °8db eVcni

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.

Ad\dh°VcY°J hV\Z

	COMPANY LOGO	NVIDIA PARTNER BADGE
J hV\Z	<p>CK>9>6°AD<D</p> 	<p>CK>9>6° A† : °E6GI C: G°6C9 CK>9>6°EG: ;: GG: 9°E6GI C: G</p>   <p>Use as default unless it is a high-profile partner co-branding opportunity</p> <p>To “qualify/endorse” the partner company</p> <p>In communication, event, and marketing collateral that is perceived to originate from the partner company but pertains to NVIDIA product or services</p>

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).

8db eVcn°Ad\ d

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.

L]Zc'id°J hZ'i] Z°CK 9 6°Ad\ d

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

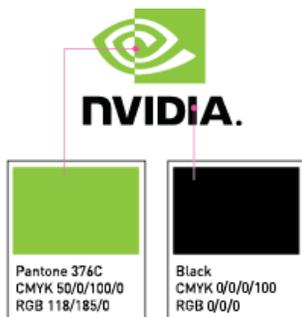


2. Use the NVIDIA company logo only when NVIDIA is a sponsor.



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)

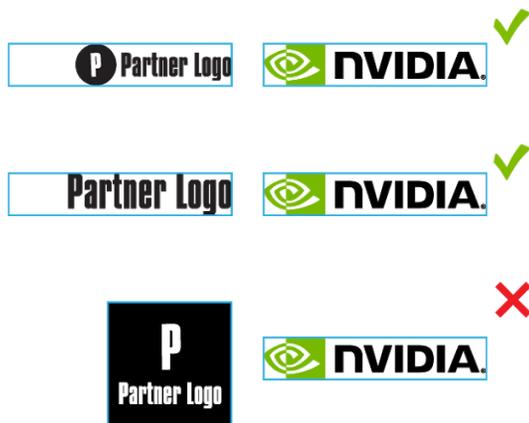
Always adhere to the following co-branding guidelines:

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.



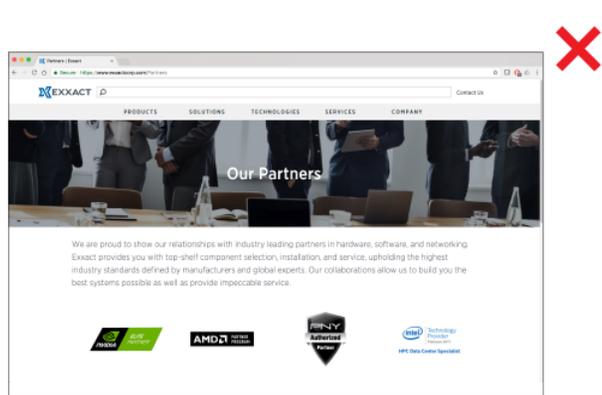
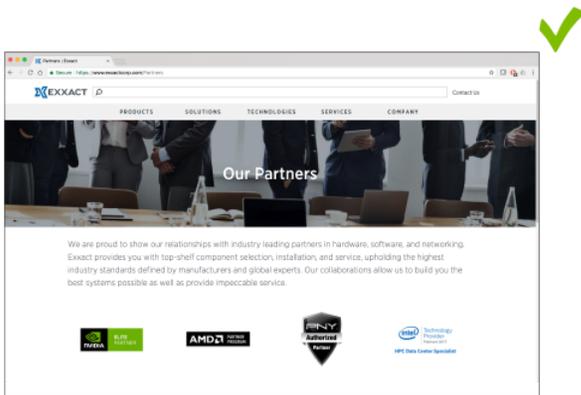
Ensure that the NVIDIA logo clear space is respected.



How to Use the NVIDIA Partner Network Badge

Improper Usage

Partner Web Page



B Zci ^dc ^c \ °Vc °CK 9 6 °EgdYj Xi °dgi ZX] cdad \n

=dl °id °GZ[Zgid °CK 9 6 °EgdYj Xih °VcY°i ZX] cdad \Zh °c °L g† °c \

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.

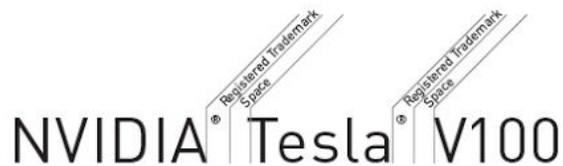
Partners should not advertise consumer products with server-based systems. Only enterprise products should be advertised to enterprise customers.

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):



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.

7G6C9H

CK-9-6- 9<M	
CK-9-6-9G✱:	Cd- ˆdcˆCK-9-6
CK-9-6-ˆ<G-9	Cd- ˆdcˆCK-9-6
CK-9-6- ?Zihdc	
CK-9-6- Fj VYgdˆ	
CK-9-6- Fj VYgdˆGI M	
CK-9-6- 1 Z\g/	
CK-9-6- 1 Zhá/	
CK-9-6-1 † 6C	I † 6C ˆVæXVehˆcdˆig/YZb Vg h
CK-9-6-ˆ=<M	Cdˆig/YZb Vg h
CK-9-6- ˆCKH	

I : 8=CDAD< > H

CK-9-6-GI M	Cd- ˆdcˆCK-9-6
CK-9-6- 8J96	
CK-9-6-9ZhˆcL dg h	Cd- ˆdcˆCK-9-6
CK-9-6- 9> † H	
CK-9-6-9gkZL dg h	Cdˆig/YZb Vg h
CK-9-6-ˆ=daYZXˆ	Cdˆig/YZb Vg h
CK-9-6-?ZIEVXˆ	Cdˆig/YZb Vg h
CK-9-6- ˆCKAˆcˆ	
CK-9-6- ˆHA>	
CK-9-6- 1 ZchdgGI ˆ	
CK-9-6-KGL dg h	Cd- ˆdcˆCK-9-6

6G8= † : 8I JG: H

CK-9-6-B Vm Zaˆ	Cd- ˆdcˆCK-9-6
CK-9-6-EVhXVa	Cd- ˆdcˆCK-9-6
CK-9-6-KdáV	Cd- ˆdcˆCK-9-6
CK-9-6-1 j gˆ\	Cd- ˆdcˆCK-9-6

EA6I ; DGB H

CK-9-6-6<M	Cdˆig/YZb Vg h
CK-9-6-ˆ<EJ ˆ8aj Y	Cdˆig/YZb Vg h
CK-9-6-8a/g/6<M	Cd- ˆdcˆCK-9-6
CK-9-6-9G✱: ˆ6<M	Cd- ˆdcˆCK-9-6
CK-9-6-?Zihdcˆ6<M	Cdˆig/YZb Vg h
CK-9-6- 1 ZchdgGI ˆ ˆ=neZghXVáˆˆc[ZgˆcXZ	

EGD9J 8I H

CDI : /Cdˆig/YZb Vg hˆdcˆcYˆkˆYj VægdYj Xi ˆcVb Zh/K&%%@E) !ZiX#	
CK-9-6- 9<M&	
CK-9-6- 9<Mˆ	
CK-9-6- 9<MHVi ˆdc	
CK-9-6-9G✱: ˆ6<MEZ\Vhj h	
CK-9-6-9G✱: ˆ6<MMk ˆZg	
CK-9-6-ˆ<G-9 ˆK ˆgj Vá6eehˆc<G-9 ˆk6eehˆ	Cd- ˆdcˆCK-9-6
CK-9-6-ˆ<G-9 ˆK ˆgj VáE8ˆc<G-9 ˆkE8I	Cd- ˆdcˆCK-9-6
CK-9-6-ˆ=<M&	Cdˆig/YZb Vg h
CK-9-6-ˆ=<Mˆ	Cdˆig/YZb Vg h
CK-9-6-?Zihdcˆ6<MMk ˆZg	Cdˆig/YZb Vg h
CK-9-6- ?Zihdc ˆ1 Mx	Brand trademarks not affected by product SKUs
CK-9-6- Fj VYgdˆ XXXX	Brand trademarks not affected by product SKUs
CK-9-6- Fj VYgdˆGI M ˆXXXX	Brand trademarks not affected by product SKUs
CK-9-6- Fj VYgdˆ K ˆgj Vá9ViVˆ8ZciZg L dg hiVi ˆdcˆFj VYgdˆk9L HI	
CK-9-6- 1 Zhá/ ˆXXXX	Brand trademarks not affected by product SKUs
CK-9-6-1 † 6C 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

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Trade Shows and Events

Trade shows and events are a key part of our marketing strategy. We provide partner marketing managers with asset kits for trade shows and events. These kits include booth graphics, signage, and promotional materials. All content must be reviewed and approved by your regional or partner marketing manager prior to use.

For more information on trade show and event marketing, please contact your regional or partner marketing manager. We also offer training and support for partner marketing managers. This includes on-site training at trade shows and events, as well as virtual training and support. All training and support is provided at no cost to our partners.

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

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.

7gVcY°6a\cb Zci°8] ZX` ahi

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.

Fj Zhi°dch

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