

## **NVIDIA Trademark and Logo Usage Guidelines**

The NVIDIA Trademark and Logo Usage Guidelines includes information regarding when it is appropriate to use each of the trademarks and logos, when to use various versions of the logo, the correct way to use the trademarks in text, minimum sizing and spacing requirements, and color details.

### **General Requirements for Logo Use**

#### **NVIDIA Logo**

Primarily used to show a relationship with NVIDIA, such as a joint sponsorship at an event or partnership.

#### **Product Logos**

These include NVIDIA, GeForce GTX, Quadro, Tesla, Tegra, and NVS

May be used to promote partner products that include the corresponding NVIDIA products.

#### **Technology Logos**

These include PureVideo, PhysX, 3D Vision, GPU Boost, TXAA, Maximus. Other technology logos require separate license agreements at this time.

- May be used to promote hardware products that include the corresponding technology as well as software products that support the technology.  
(Note: PureVideo HD, 3D Vision, and Maximus require a separate agreement.)

#### **Program Logos**

This includes “Graphics by NVIDIA®”. Other program logos require separate license agreements at this time.

“Graphics by NVIDIA” may be used to promote products that contain NVIDIA GPUs (GeForce or Quadro). Permission must be granted by NVIDIA prior to use. Related stickers are available for use on PC systems.

In general, multiple NVIDIA logos may not be used by licensees unless express permission has been granted by NVIDIA in writing or through current guidelines.

### **Use of NVIDIA Trademarks in Partner Product Names**

As part of the licensing agreement, NVIDIA allows partners to use the GeForce GTX trademarks in partner product names when certain guidelines are followed.

**Example: Partner GeForce® GTX 680**

For all other GeForce product (GeForce GT), NVIDIA must precede GeForce.

**Example: Partner NVIDIA® GeForce® GT 610**

The requirements for inclusion of “GeForce GTX” in partner product name include:  
- The registration symbol or “®” must be included directly after the trademark that is being used (i.e., Partner GeForce® GTX 680.)

- Trademark attribution must appear on packaging stating “GeForce is a registered trademark of NVIDIA Corporation.”
- The entire product name must be in the same font.
- NVIDIA’s trademarks may *not* be combined or incorporated with other terms to form combination or composite marks.

**Example: MaxGeForce or GeForce-OC**

### **Approved Nouns for use with Trademarks**

- GeForce, Quadro: GPU, graphics processor, processor
- Tesla: Processor, computing processor
- PureVideo, PhysX, 3D Vision, 3D Vision Surround, GPU Boost, TXAA, FXAA, Maximus: Technology

### **Licensed NVIDIA Mark(s)**

The following marks and logos are licensed when meeting the requirements for use:

#### **Trademark**

#### **Logo**

**NVIDIA (Vertical)**



**NVIDIA (Horizontal)**



**NVIDIA GRID**



**NVIDIA SHIELD**



**GeForce GT\***

*\*There is currently no NVIDIA GeForce GT badge/logo.  
Please use NVIDIA logo if you need to use a logo mark.*



**NVIDIA GeForce GTX**



**Graphics by NVIDIA**



**PhysX**



**Quadro**



**SHIELD**



**Tegra**



**Tesla**



## **Text-only marks**

The following trademarks may be used in text but do not have associated logos (or logos are available under separate license):

CUDA®

Tegra NOTE™

NVIDIA ION®

NVIDIA 3D Vision®

(When used in reference to supporting this capability on a compatible GPU)

BUILT FOR NVIDIA® TEGRA®

MADE FOR NVIDIA® TEGRA®

NVIDIA DRIVE™

NVIDIA® DGX Station™

NVIDIA® DGX Cloud Services™

NVLink™

SXM™

HGX™

Jetson™