



NVIDIA GEFORCE FX PRODUCT BRAND IDENTITY AND LOGO USAGE GUIDELINES

GeForce FX Logo Usage

This guide outlines the proper usage of all NVIDIA® GeForce™ FX product badge logos. If you have any questions regarding these logo or brand identity guidelines, please contact the NVIDIA marketing communications department at marcom@nvidia.com.

Writing* GeForce FX

The correct way of writing GeForce FX is an uppercase “G,” lowercase “e,” uppercase “F,” lowercase “orce,” followed by a space, and all uppercase “FX.” The trademark follows “GeForce.” In the first reference, the name “GeForce” should be trademarked, and preceded by “NVIDIA” in all uppercase. The company name should include a registration mark on first reference as well. For example, NVIDIA® GeForce™ FX.

- Writing GeForce FX models

Write the name “GeForce FX” (following the above guidelines), followed by a space, and the number. For example, GeForce™ FX 5900. When writing the name “GeForce FX 5950 Ultra,” follow the number “5950” with a space and an uppercase “U” lowercase “ltra.” For example, GeForce™ FX 5950 Ultra. When writing the name “GeForce FX 5900XT,” follow the number “5900” with no space and an uppercase “XT.” For example, GeForce™ FX 5900XT. When writing the name “GeForce FX 5700LE,” follow the number “5700” with no space and an uppercase “LE.” For example, GeForce™ FX 5700LE. Available models: GeForce FX 5950 Ultra, GeForce FX 5900 Ultra, GeForce FX 5900, GeForce FX 5900XT, GeForce 5700 Ultra, GeForce 5700, GeForce 5700LE, GeForce FX 5600 Ultra, GeForce FX 5600, GeForce FX 5600XT, GeForce FX 5500, GeForce FX 5200 Ultra, and GeForce FX 5200.

Writing* GeForce FX Go

The correct way of writing GeForce FX Go is an uppercase “G,” lowercase “e,” uppercase “F,” lowercase “orce,” followed by a space, and all uppercase “FX,” followed by a space, uppercase “G,” and lowercase “o.” The trademark follows “GeForce.” In the first reference, the name “GeForce” should be trademarked, and preceded by “NVIDIA” in all uppercase. The company name should include a registration mark on first reference as well. For example, NVIDIA® GeForce™ FX Go.

- Writing GeForce FX Go models

Write the name “GeForce FX Go” (following the above guidelines), followed by the model number with no space separating “Go” and the model number. For example GeForce™ FX Go5600. Available models: GeForce FX Go5700, GeForce FX Go5650, GeForce FX Go5600, GeForce FX Go5300, GeForce FX Go5200, and GeForce FX Go5100.

Trademarks

The name NVIDIA and the NVIDIA logo are registered trademarks of NVIDIA Corporation. The name GeForce and the GeForce FX product logos are trademarks of NVIDIA Corporation.

Palette for Print and Web Usage

The NVIDIA green was created based on PMS** 382 and the GeForce FX product color was created based on PMS Cool Gray 2C. Please use the values below to ensure color consistency when printing or using the logos on the Web.

	Spot Color (Pantone)	4 Color Process (CMYK)	Screen (RGB)	Web (Hexidecimal)
	Process 382C	C: 32% M: 0% Y: 100% K: 0%	R: 185 G: 231 B: 0	CCFF00
	PMS Cool Gray 2C	C: 0% M: 0% Y: 0% K: 12%	R: 215 G: 215 B: 220	CCCCCC



Usage

The NVIDIA GeForce FX product logos may appear in the following ways:



Light-colored backgrounds



Dark-colored backgrounds



NVIDIA GeForce FX model badge



NVIDIA GeForce FX model badge



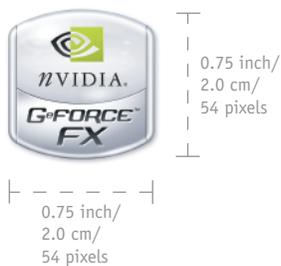
NVIDIA GeForce FX Go series badge



NVIDIA GeForce FX Go model badge

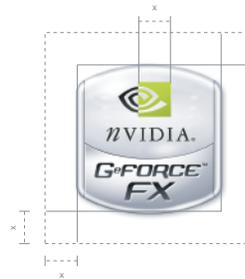
Minimum Size

The preferred minimum size of any GeForce FX product logo on any printed or online document is 0.75 inch or 2.0 cm in height and width.



Clear Space

The clear space should measure at least x on all sides, where x equals the height of the graphic symbol in the logo. Do not place any other trademark, logo, or logotype, or any other graphic, text, photograph, or illustration, in the minimum clear space area.



* The stylized text of the product logo does not necessarily reflect the correct way the product name should be written. For the proper copywriting style and format, please read and follow the guidelines for each product.

** PANTONE® is a registered trademark of PANTONE, Inc. The colors shown on this page and throughout this guide are not intended to match the PANTONE Color Standards. For use of PANTONE Colors, refer to the standards found in the current edition of the PANTONE Color Formulas Guide.

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