



"NVIDIA GEFORCE FX: THE WAY IT'S MEANT TO BE PLAYED" PRODUCT BRAND IDENTITY AND LOGO USAGE GUIDELINES

"NVIDIA GeForce FX: The way it's meant to be played" Logo Usage

This guide outlines the proper usage of the "NVIDIA® GeForce™ FX: The way it's meant to be played™" product badge logo. If you have any questions regarding these logo or brand identity guidelines, please contact the NVIDIA marketing communications department at marcom@nvidia.com.

Writing* "NVIDIA GeForce FX: The way it's meant to be played"

The correct way of writing "NVIDIA GeForce FX: The way it's meant to be played" is all uppercase "NVIDIA," a space, uppercase "G," lowercase "e," uppercase "F," lowercase "orce," followed by a space, and all uppercase "FX," followed by a colon and a space, an initial capped "The," followed by "way it's meant to be played" in all lowercase. The registered trademark follows "NVIDIA" and the trademark follows "GeForce" and "played" in the first reference. For example, NVIDIA® GeForce™ FX: The way it's meant to be played™.

Trademarks

The name NVIDIA and the NVIDIA logo are registered trademarks of NVIDIA Corporation. The name GeForce, the tagline "The way it's meant to be played," and the "NVIDIA GeForce FX: The way it's meant to be played" 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 (PMS)	4 Color Process (CMYK)	Screen (RGB)	Web (Hexadecimal)
	Process Black	C: 0% M: 0% Y: 0% K: 100%	R: 0 G: 0 B: 0	000000
	PMS 382	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: The way it's meant to be played” product logos may appear in the following ways:



Light-colored
backgrounds



Dark-colored
backgrounds

Minimum Size

The preferred minimum size of any “NVIDIA GeForce FX: The way it's meant to be played” product logo on any printed or online document is 1.25 inch or 3.18 cm in height and width. Do not make the circle version logo smaller than 0.50 inch or 1.27 cm.



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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