



NVIDIA GEFORCE3 PRODUCT BRAND IDENTITY AND LOGO USAGE GUIDELINES

GeForce™3 Logo Usage

This guide outlines the proper usage of all NVIDIA® GeForce3 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* GeForce3

The correct way of writing GeForce3 is an uppercase “G,” lowercase “e,” uppercase “F,” followed by lowercase “orce3.” 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™3.

- Writing GeForce3 Ti

Write the name “GeForce3” (following the above guidelines), followed by a space, an uppercase “T,” lowercase “i.” The model number follows the “Ti,” with a space separating the Ti from the model number. For example, GeForce™3 Ti 200. Available models: GeForce3 Ti 200 and GeForce3 Ti 500.

Trademarks

The name NVIDIA and the NVIDIA logo are registered trademarks of NVIDIA Corporation. The name GeForce and all of the GeForce3 product logos are trademarks of NVIDIA Corporation.

Palette for Print and Web Usage

The 3D NVIDIA green was created based on PMS** 382 and the GeForce3 product color was created based on PMS 2597. Please use the values below to ensure color consistency when printing or using the logos on the Web.

| | Spot Color (Pantone) | 4 Color Process | Screen | Web (Hexadecimal) |
|---|----------------------|-------------------------------------|-------------------------|-------------------|
|  | Process Black | C: 0% M: 0% Y: 0% K: 100% | R: 0 G: 0 B: 0 | 000000 |
|  | PMS 2597 | C: 87% M: 100% Y: 0% K: 0% | R: 48 G: 2 B: 125 | 2100FF |

Usage

The GeForce3 product logos may appear in the following ways:



Light-colored Backgrounds



Dark-colored Backgrounds



Series Badge



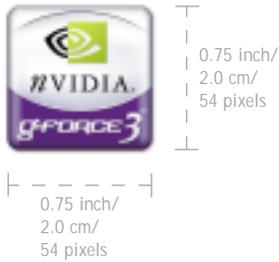
Model Badge



NVIDIA®

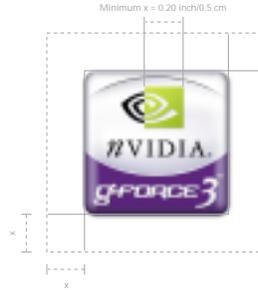
Minimum Size

The preferred minimum size of any GeForce3 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.