NVIDIA GEFORCE2 PRODUCT BRAND IDENTITY AND LOGO USAGE GUIDELINES

GeForce™2 Logo Usage

This guide outlines the proper usage of all NVIDIA® GeForce2 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* GeForce2

The correct way of writing GeForce2 is an uppercase "G," lowercase "e," uppercase "F," followed by lowercase "orce2." 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™2.

- Writing GeForce2 MX

Write the name "GeForce2" (following the above guidelines), followed by a space, and all uppercase "MX." The model number follows the "MX," with a space separating the MX from the model number. For example GeForce™2 MX 400. Available models: GeForce2 MX 200 and GeForce2 MX 400.

- Writing GeForce2 Go

Write the name "GeForce2" (following the above guidelines), followed by a space, an uppercase "G," lowercase "o." The model number follows the "Go," with a space separating the Go from the model number. For example GeForce™2 Go 100. Available models: GeForce2 Go 100 and GeForce2 Go 200.

Trademarks

The name NVIDIA and the NVIDIA logo are registered trademarks of NVIDIA Corporation. The name GeForce and all of the GeForce2 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 GeForce2 product color was created based on PMS 363. 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 (Hexidecimal)
⬛	Process Black	C: 0% M: 0% Y: 0% K: 100%	R: 0 G: 0 B: 0	000000
🟩	PMS 363	C: 76% M: 0% Y: 100% K: 24%	R: 47 G: 126 B: 32	00C200

Usage

The GeForce2 product logos may appear in the following ways:

Light-colored Backgrounds

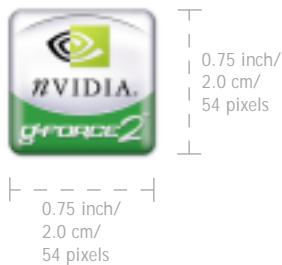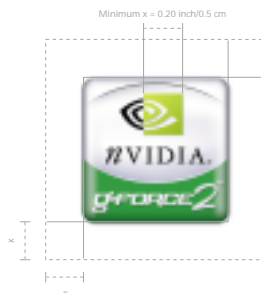**Dark-colored Backgrounds**

Series Badge

Model Badge

Minimum Size

The preferred minimum size of any GeForce2 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.

0.75 inch/
2.0 cm/
54 pixels

0.75 inch/
2.0 cm/
54 pixels

Minimum x = 0.20 inch/0.5 cm

x

x

* 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 thePANTONE Color Standards. For use of PANTONE Colors, refer to the standards found in the current edition of the PANTONE Color Formulas Guide.