



## NVIDIA GEFORCE4 PRODUCT BRAND IDENTITY AND LOGO USAGE GUIDELINES

### GeForce™4 Logo Usage

This guide outlines the proper usage all NVIDIA GeForce4 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](mailto:marcom@nvidia.com).

### Writing\* GeForce4

The correct way of writing GeForce4 is an uppercase "G," lowercase "e," uppercase "F," followed by lowercase "orce4." 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™4.

- Writing GeForce4 Ti

Write the name "GeForce4" (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™4 Ti 4600. Available models: GeForce4 Ti 4600, GeForce4 Ti 4400, GeForce4 Ti 4200.

- Writing GeForce4 MX

Write the name "GeForce4" (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™4 MX 460. Available models: GeForce4 MX 460, GeForce4 MX 440, GeForce4 MX 420.

- Writing GeForce4 Go



Write the name "GeForce4" (following the above guidelines), followed by a space, an uppercase "G," lowercase "o." The model number follows the "GeForce4," and precedes the "Go," with a space separating the model number on either side. For example GeForce™4 440 Go. Available models: GeForce4 440 Go, GeForce4 420 Go.

### Trademarks

The name NVIDIA and the NVIDIA logo are registered trademarks of NVIDIA Corporation. The name GeForce and all of the GeForce4 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 GeForce4 product color was created based on PMS 690. 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 690	C: 0% M: 97% Y: 0% K: 59%	R: 99 G: 5 B: 54	660066



## Usage

The GeForce4 product logos may appear in the following ways:



Light-colored back-grounds



Dark-colored back-grounds



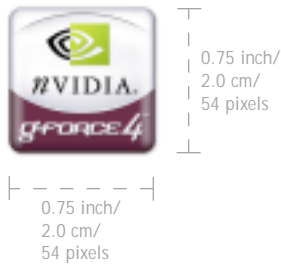
Family series



Model series

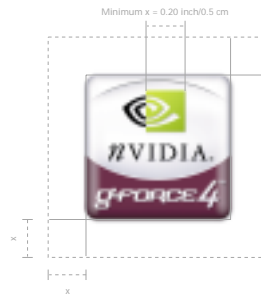
## Minimum Size

The preferred minimum size of any GeForce4 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.