



NVIDIA®

## NVIDIA PERSONAL CINEMA PRODUCT BRAND IDENTITY AND LOGO USAGE GUIDELINES

### Personal Cinema™ Logo Usage

This guide outlines the proper usage of the NVIDIA® Personal Cinema logo. 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\* Personal Cinema



The correct way of writing Personal Cinema is an uppercase “P,” lowercase “ersonal,” followed by a space, uppercase “C” and lowercase “inema”. The trademark follows “Personal Cinema.” In the first reference, the name “Personal Cinema” should be preceded by “NVIDIA” in all uppercase. For example, NVIDIA® Personal Cinema™.

### Trademarks

The name NVIDIA and the NVIDIA logo are registered trademarks of NVIDIA Corporation. The name Personal Cinema and the Personal Cinema logo are trademarks of NVIDIA Corporation.

### Palette for Print and Web Usage

The 3D NVIDIA green was created based on PMS\*\* 382 and the Personal Cinema product color was created based on PMS 109. 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 (Hexidecimal)
	Process Black	C: 0% M: 0% Y: 0% K: 100%	R: 0 G: 0 B: 0	000000
	PMS 109	C: 0% M: 9% Y: 94% K: 0%	R: 255 G: 232 B: 18	FFFF00

### Usage

The Personal Cinema product logo may appear in the following ways:



Light-colored  
Backgrounds



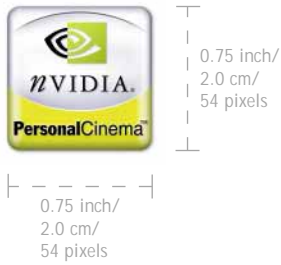
Dark-colored  
Backgrounds



**nVIDIA®**

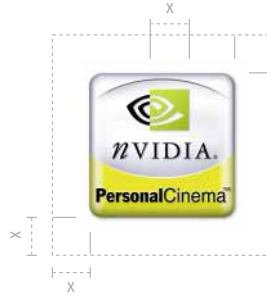
### Minimum Size

The preferred minimum size of the Personal Cinema 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.