



NVIDIA QUADRO PRODUCT BRAND IDENTITY AND LOGO USAGE GUIDELINES

NVIDIA Quadro® Logo Usage

This guide outlines the proper usage of all the NVIDIA Quadro 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* NVIDIA Quadro

The correct way of writing NVIDIA Quadro is the name "NVIDIA" in all uppercase, followed by a space, an uppercase "Q," lowercase "uadro." In the first reference, the name Quadro should be followed by a registered trademark symbol. Always precede the name Quadro with the company name, NVIDIA, in all caps. For NVIDIA Quadro products, the name "NVIDIA" does not require a registration mark. For example, NVIDIA Quadro®.

- Writing NVIDIA Quadro FX

Write the name "NVIDIA Quadro" (following the above guidelines), followed by a space, and all uppercase "FX." The model number follows the "FX," with a space separating the model number and the word "FX." For example, NVIDIA Quadro® FX 2000. Available models: NVIDIA Quadro FX 2000, and NVIDIA Quadro FX 1000.

- Writing NVIDIA Quadro NVS




Write the name "NVIDIA Quadro" (following the above guidelines), followed by a space, and all uppercase "NVS." The model number follows the "NVS," with a space separating the model number and the word "NVS." For example, NVIDIA Quadro® NVS 400. Available models: NVIDIA Quadro NVS 400, NVIDIA Quadro NVS 280, NVIDIA Quadro NVS 200, and NVIDIA Quadro NVS 100.

Trademarks

The name NVIDIA and the NVIDIA logo are registered trademarks of NVIDIA Corporation. The name NVIDIA Quadro and the NVIDIA Quadro product logos are trademarks of NVIDIA Corporation.

Palette for Print and Web Usage

The 3D NVIDIA green was created based on PMS** 382, the NVIDIA Quadro product color was created based on PMS 2728, and the NVIDIA Quadro NVS product color was created based on PMS 550. Please use the values below to ensure color consistency when printing or using the logos on the Web.

	Spot Color (Pantone)	4 Color Process (CMYK)	Screen (RGB)	Web (Hexadecimal)
	PMS 382	C: 32% M: 0% Y: 100% K: 0%	R: 185 G: 231 B: 0	CCFF00
	PMS 2728	C: 100% M: 69% Y: 0% K: 0%	R: 14 G: 51 B: 147	004FFF
	PMS 550	C: 50% M: 20% Y: 15% K: 0%	R: 133 G: 176 B: 198	6699CC



Usage

The NVIDIA Quadro product logos may appear in the following ways:



Light-colored
Backgrounds



Dark-colored
Backgrounds



NVIDIA Quadro
FX family badge



NVIDIA Quadro
FX 2000



NVIDIA Quadro
NVS family badge



NVIDIA Quadro
NVS 400

Minimum Size

The preferred minimum size of any NVIDIA Quadro 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.