



## NVIDIA GEFORCE FX PRODUCT BRAND IDENTITY AND LOGO USAGE GUIDELINES

### GeForce™ FX Logo Usage

This guide outlines the proper usage of all NVIDIA® GeForce FX 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\* GeForce FX

The correct way of writing GeForce FX is an uppercase "G," lowercase "e," uppercase "F," lowercase "orce," a space followed by all uppercase "FX." 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™ FX.

### Trademarks

The name NVIDIA and the NVIDIA logo are registered trademarks of NVIDIA Corporation. The name GeForce and the GeForce FX 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 GeForceFX product color was created based on PMS Cool Gray 2C. 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 Cool Gray 2C	C: 0% M: 0% Y: 0% K: 12%	R: 215 G: 215 B: 220	CCCCCC

### Usage

The NVIDIA GeForce FX product logos may appear in the following ways:



Light-colored  
backgrounds



Dark-colored  
backgrounds



# NVIDIA®

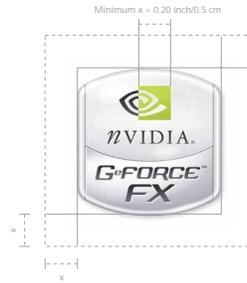
## Minimum Size

The preferred minimum size of any GeForce FX 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.