



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.

Writing* GeForce FX

The correct way of writing GeForce FX is an uppercase “G,” lowercase “e,” uppercase “F,” lowercase “orce,” followed by a space, and 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.

- Writing GeForce FX 5900 and GeForce FX 5900 Ultra

Write the name “GeForce FX” (following the above guidelines), followed by a space, and the number “5900.” For example GeForce™ FX 5900. When writing the name GeForce FX 5800 Ultra, follow the number “5900” with a space and an uppercase “U” lowercase “ltra.” For example, GeForce™ FX 5900 Ultra.

- Writing GeForce FX 5600 and GeForce FX 5600 Ultra

Write the name “GeForce FX” (following the above guidelines), followed by a space, and the number “5600.” For example GeForce™ FX 5600. When writing the name GeForce FX 5600 Ultra, follow the number “5600” with a space and an uppercase “U” lowercase “ltra.” For example, GeForce™ FX 5600 Ultra.

- Writing GeForce FX 5200 and GeForce FX 5200 Ultra

Write the name “GeForce FX” (following the above guidelines), followed by a space, and the number “5200.” For example GeForce™ FX 5200. When writing the name GeForce FX 5200 Ultra, follow the number “5200” with a space and an uppercase “U” lowercase “ltra.” For example, GeForce™ FX 5200 Ultra.

- Writing GeForce FX Go, GeForce FX Go5600, and GeForce FX Go5200



Write the name “GeForce FX” (following the above guidelines), followed by a space, an uppercase “G,” lowercase “o.” The model number follows “Go,” with no space separating “Go” from the model number. For example GeForce™ FX Go5600. Available models: GeForce FX Go5600, GeForce FX Go5200.

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 NVIDIA green was created based on PMS** 382 and the GeForce FX 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 (CMYK)	Screen (RGB)	Web (Hexadecimal)
	Process 382C	C: 32% M: 0% Y: 100% K: 0%	R: 185 G: 231 B: 0 CCFF00
	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 GeForce
FX model badge



NVIDIA GeForce
FX model badge



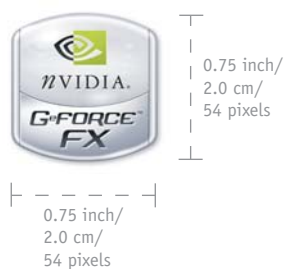
NVIDIA GeForce
FX Go series badge



NVIDIA GeForce
FX Go model badge

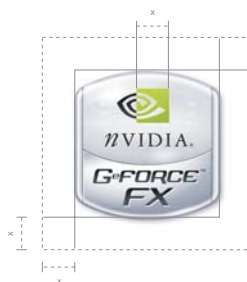
Minimum Size

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.

© 2003 NVIDIA Corporation. All rights reserved.