



NVIDIA NFORCE PRODUCT BRAND IDENTITY AND LOGO USAGE GUIDELINES

NVIDIA nForce Logo Usage

This guide outlines the proper usage of the NVIDIA nForce product badge logo. 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 nForce

The correct way of writing NVIDIA nForce is all uppercase "NVIDIA," followed by a space, lowercase "n," uppercase "F," followed by lowercase "orce." The trademark follows "nForce," on first reference. The name nForce should always be preceded by "NVIDIA" in all uppercase. For example, NVIDIA nForce™.

- Writing NVIDIA nForce IGP

Write the name "nForce" (following the above guidelines), followed by a space, and all uppercase "IGP." In the first reference, IGP should be spelled out completely as written: "NVIDIA nForce Integrated Graphics Processor (IGP)."

- Writing NVIDIA nForce SPP

Write the name "nForce" (following the above guidelines), followed by a space, and all uppercase "SPP." In the first reference, SPP should be spelled out completely as written: "NVIDIA nForce System Platform Processor (SPP)."

- Writing NVIDIA nForce MCP

Write the name "nForce" (following the above guidelines), followed by a space, and all uppercase "MCP." In the first reference, MCP should be spelled out completely as written: "NVIDIA nForce Media and Communications Processor (MCP)."

- Writing NVIDIA nForce MCP-T



Write the name "nForce" (following the above guidelines), followed by a space, and all uppercase "MCP-T." In the first reference, MCP-T should be spelled out completely as written: "NVIDIA nForce Media and Communications Processor-Turbo (MCP-T)."

Trademarks

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

Palette for Print and Web Usage

The NVIDIA green was created based on PANTONE MATCHING SYSTEM®(PMS)** 382 and the NVIDIA nForce product color was created based on PMS 320. 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 (Hexadecimal)
	Process Black	C: 0% M: 0% Y: 0% K: 100%	R: 0 G: 0 B: 0	000000
	PMS 320	C: 100% M: 0% Y: 31% K: 6%	R: 1 G: 143 B: 146	009999



Usage

The NVIDIA nForce product logo may appear in the following ways:



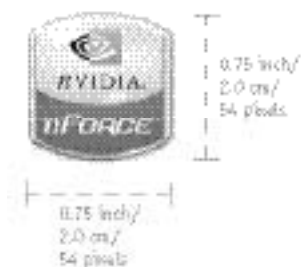
Light-colored
backgrounds



Dark-colored
backgrounds

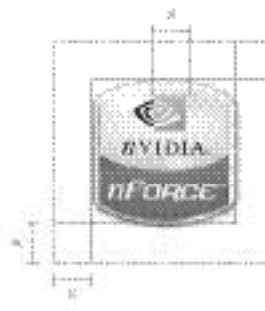
Minimum Size

The preferred minimum size of the NVIDIA nForce 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 and width 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® and PANTONE MATCHING SYSTEM® are registered trademarks 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.

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