



NVIDIA®

“NVIDIA: THE WAY IT’S MEANT TO BE PLAYED” LOGO USAGE GUIDELINES

“NVIDIA®: The way it’s meant to be played™” Logo Usage

This guide outlines the proper usage of the “NVIDIA: The way it’s meant to be played” logo. If you have any questions regarding these logo or brand identity guidelines, please contact the NVIDIA marketing communications department at marcom@nvidia.com or your NVIDIA contact.

Writing “NVIDIA: The way it’s meant to be played”

The correct way of writing the tagline “NVIDIA: The way it’s meant to be played™” is the name NVIDIA in all uppercase, followed by a colon, a space, an initial capped “The,” followed by “way it’s meant to be played” in all lowercase. The registered trademark follows “NVIDIA” and the trademark follows “played” in the first reference. For example, NVIDIA®: The way it’s meant to be played™.

Trademark Usage

Any use of the “The way it’s meant to be played” logo must be accompanied by the following credit line: The NVIDIA logo and the “The way it’s meant to be played” logo are registered trademarks or trademarks of NVIDIA Corporation.

Which Logo to Use for Which Medium:

Box Art

- Use the circle version TWIMTBP logo on the front, back, and side. If the preferred minimum size of the circle version does not fit on the back, please use the alternative horizontal version.

Print Ads

- Use the circle version. If the preferred minimum size of the circle version does not fit, please use the alternative horizontal version.

Games/Screenshots/Web

- Only use the circle version.

Videos

- Only use the circle version. If the size of the logo must be smaller than the preferred minimum, please dedicate a minimum of three seconds solely to the TWIMTBP logo in the video.

Approval Process

- All materials need to be provided to your NVIDIA contact for approval.
- All guidelines are subject to change without notice.
- If you have any questions, please contact your NVIDIA contact directly.



Palette for Print and Web Usage

The 3D NVIDIA green was created based on PANTONE MATCHING SYSTEM®(PMS)* 382. 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 (Hexidecimal) |
|---|-------------------------|-------------------------------------|--------------------------|----------------------|
|  | Process Black | C: 0% M: 0% Y: 0% K: 100% | R: 0 G: 0 B: 0 | 000000 |
|  | PMS 382 | C: 32% M: 0% Y: 100% K: 0% | R: 185 G: 231 B: 0 | CCFF00 |

Usage

The “NVIDIA: The way it’s meant to be played” logo may appear in the following ways (preferred format is the circle version):



Circle Version



Horizontal Version

Minimum Size

The preferred minimum size of the circle version on any printed or online document is 1.25 inch or 3.18 cm in height and width. The preferred minimum size of the horizontal version is 1.25 inch or 3.18 cm in width. Do not make the circle version logo smaller than 0.50 inch or 1.27 cm; or the horizontal version logo smaller than 0.75 inch or 1.91 cm.

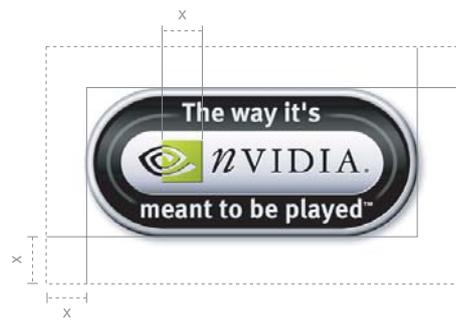
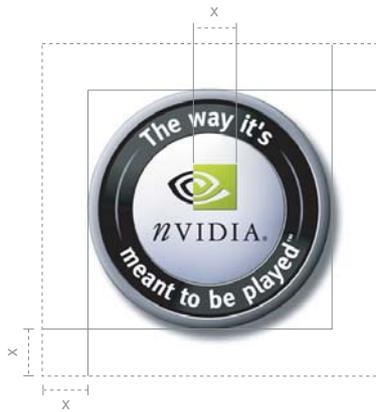




NVIDIA®

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. In special cases on a full spread page ad, please keep at least 2 inches from the spine of the magazine.



* 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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