NVIDIA Trademark and Logo Usage Guidelines

The NVIDIA Trademark and Logo Usage Guidelines includes information regarding when it is appropriate to use each of the trademarks and logos, when to use various versions of the logo, the correct way to use the trademarks in text, minimum sizing and spacing requirements, and color details.

General Requirements for Logo Use

NVIDIA Logo
Primarily used to show a relationship with NVIDIA, such as a joint sponsorship at an event or partnership.

Product Logos
These include NVIDIA, GeForce GTX, GeForce RTX, Quadro, Quadro RTX, SHIELD, Tesla, Tegra, and NVS. May be used to promote partner products that include the corresponding NVIDIA products.

Technology Logos
These include PureVideo, PhysX, 3D Vision, GPU Boost, TXAA, Maximus. Other technology logos require separate license agreements at this time.
- May be used to promote hardware products that include the corresponding technology as well as software products that support the technology.
(Note: PureVideo HD, 3D Vision, and Maximus require a separate agreement.)

Program Logos
This includes "Graphics by NVIDIA®". Other program logos require separate license agreements at this time.
"Graphics by NVIDIA" may be used to promote products that contain NVIDIA GPUs (GeForce or Quadro). Permission must be granted by NVIDIA prior to use. Related stickers are available for use on PC systems.

In general, multiple NVIDIA logos may not be used by licensees unless express permission has been granted by NVIDIA in writing or through current guidelines.

Use of NVIDIA Trademarks in Partner Product Names

As part of the licensing agreement, NVIDIA allows partners to use the GeForce GTX trademarks in partner product names when certain guidelines are followed.
Example: Partner GeForce® GTX 680

For all other GeForce product (GeForce GT), NVIDIA must precede GeForce.
Example: Partner NVIDIA® GeForce® GT 610

The requirements for inclusion of "GeForce GTX" in partner product name include:
- The registration symbol or "®" must be included directly after the trademark that is being used (i.e., Partner GeForce® GTX 680.)

> - Trademark attribution must appear on packaging stating: "GeForce is a registered trademark of NVIDIA Corporation."
> - The entire product name must be in the same font.
> - NVIDIA's trademarks may ***not*** be combined or incorporated with other terms to form combination or composite marks.
> **Example: MaxGeForce or GeForce-OC**

Approved Nouns for use with Trademarks

➢	GeForce, Quadro:	GPU, graphics processor, processor
➢	Tesla:	Processor, computing processor
➢	PureVideo, PhysX, 3D Vision, 3D Vision Surround, GPU Boost, TXAA, FXAA, Maximus:	Technology

Licensed NVIDIA Mark(s)

The following marks and logos are licensed when meeting the requirements for use:

NVIDIA (Vertical)	
NVIDIA (Horizontal)	
GeForce	
GeForce GTX	
GeForce MAX-Q	
GeForce RTX	
NVIDIA GPU Cloud	
NVIDIA GRID	
NVIDIA SHIELD	

Licensed NVIDIA Mark(s)

PhysX	
Quadro	
SHIELD	
Tegra	
Tesla (Vertical)	
Tesla (Horizontal)	

<u>Text Only Marks</u>

The following trademarks may be used in text but do not have associated logos, or logos are available under separate license:

CUDA®

BUILT FOR NVIDIA® TEGRA®

G-SYNC™

HGX™

Jetson™

MADE FOR NVIDIA® TEGRA®

NGC™

NVIDIA 3D Vision®

NVIDIA DRIVE™

NVIDIA ION®

NVIDIA® DGX Cloud Services™

NVIDIA® DGX Station™

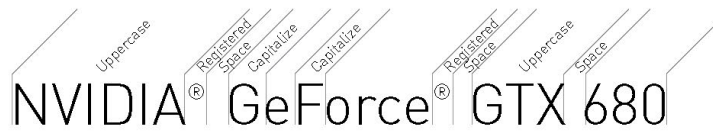NVIDIA RTX™

NVLink®

Quadro RTX™
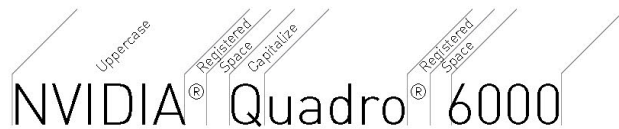
SXM™

Proper Writing of NVIDIA Trademarks

NVIDIA® GeForce® graphics processing units (GPUs).
Always precede with NVIDIA on first written instance.
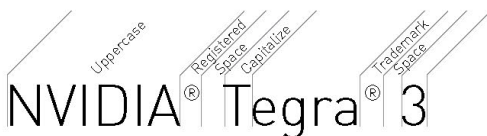
NVIDIA® GeForce® GTX 680

NVIDIA® Quadro® graphics board.
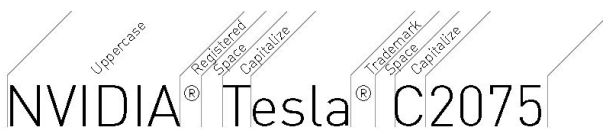*Always precede with NVIDIA on first written instance.*

NVIDIA® Quadro® 6000

NVIDIA® Tegra® computer-on-a-chip.
Always precede with NVIDIA on first written instance.

NVIDIA® Tegra® 3
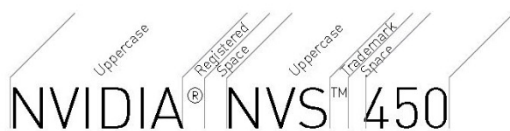
NVIDIA® Tesla® computing processor.
Always precede with NVIDIA on first written instance
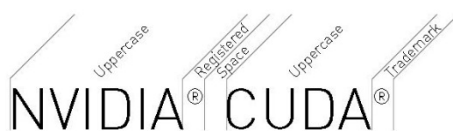
NVIDIA® Tesla® C2075

NVIDIA® NVS™ professional business graphics solutions.
Always precede with NVIDIA on first written instance.

NVIDIA® NVS™ 450

NVIDIA® CUDA® technology.
Always precede with NVIDIA on first written instance.

NVIDIA® CUDA®

NVIDIA® PhysX® technology.
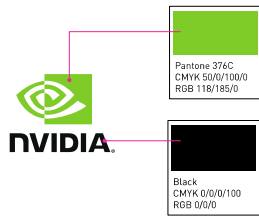*Always precede with NVIDIA on first written instance.*

NVIDIA® PhysX®

NVIDIA "Eye" Symbol

NVIDIA Wordmark

NVIDIA Logo
Vertical Orientation (Preferred)

NVIDIA Horizontal Logo
(Use when space constraints do not allow for Vertical Orientation)

Pantone 376C
CMYK 50/0/100/0
RGB 118/185/0

Black
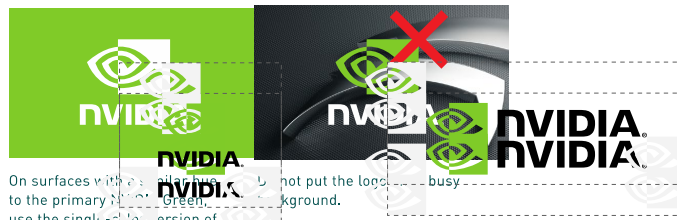CMYK 0/0/0/100
RGB 0/0/0

For light backgrounds, use the two-color version.

On black, use the two-color version with wordmark in white.

For darker backgrounds, use the two-color version with wordmark in white.

NVIDIA Logo Colors
In lieu of the colors listed on this page, PANTONE® colors may be used, the standards for which can be found in the current edition of the PANTONE formula guide. The colors, CMYK and RGB breakdowns shown on this page have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is the property of Pantone, Inc.

On surfaces with a similar hue to the primary NVIDIA Green, use the single-color version of the logo.

Do not put the logo on a busy background.

0.35 in
9 mm
38 px

Minimum Size
Vertical Orientation (logo is actual size)

0.12 in
3 mm
15 px

Minimum Size
Horizontal Orientation (logo is actual size)

General clear space for NVIDIA logos

COLOR PALETTE

Please note that the dark area is gray, not black.

NVIDIA Green
PMS: 376C (Ref.)
CMYK: 50/0/100/0
RGB: 118/185/0
HEX: 76B900

Dark Gray
CMYK: 0/0/0/95
RGB: 30/30/30
HEX: 1E1E1E

White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFF

CLEAR SPACE

MINIMUM SIZING

0.55 in
14 mm
60 px

COLOR APPLICATION

Single color available when color logo is not reproducible

CO-BRANDING

x

2/3x

x

2/3x

DO NOT

Do not place the full-color logos on a green background.

Do not apply effects to the logos.

Do not attempt to recreate the logos.

Do not modify or alter the logos in any way.

Do not use less clear space than the minimum specified.

Do not scale the logos to where they are illegible or smaller than specified.

Do not use the simple-color logos on busy backgrounds.

Do not change the single-color logos to an unspecified color.

Do not crop the logo.

Do not rotate or angle the logos.

Please note that the dark area is gray, not black.

NVIDIA Green
PMS: 376C (Ref.)
CMYK: 50/0/100/0
RGB: 118/185/0
HEX: 76B900

Dark Gray
CMYK: 0/0/0/95
RGB: 30/30/30
HEX: 1E1E1E

White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFF

CLEAR SPACE

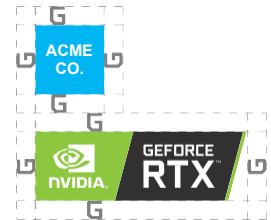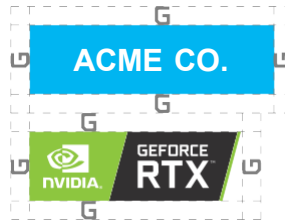
MINIMUM SIZING

0.55 in
14 mm
60 px

COLOR APPLICATION

Single color available when color logo is not reproducible

CO-BRANDING

DO NOT

Do not place the full-color logos on a green background.
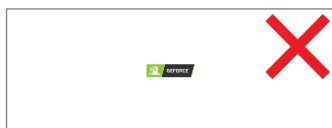
Do not apply effects to the logos.

Do not attempt to recreate the logos.

Do not modify or alter the logos

Do not use less clear space than the minimum specified.

Do not scale the logos to where they are illegible or smaller than specified.

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