

Brand Guidelines for the NVIDIA Partner Network

Brand Compliance Requirements and Usage Examples



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Introduction

The Purpose of This Document

This document provides the tools and minimum compliance guidance you need to build great marketing assets with a clear, consistent NVIDIA enterprise value proposition for your customers and partners.

Intended users of this Brand Guideline are members of the NVIDIA Partner Network (NPN), including Original Equipment Manufacturers (OEMs), Solution Advisors, Cloud Service Providers (CSPs), Solution Providers, Distributors, Solutions Integrators, and Service Delivery partners.

It's important for all NPN partners to align with NVIDIA trademark usage guidelines and meet the minimum brand compliance requirements (name, brand, copy) defined on page 4 of this NVIDIA Branding Guideline.

NPN partners cannot use any NVIDIA trademarks, trade names, logos, written language, graphics, or images in any manner that isn't expressly authorized by NVIDIA and outlined in this document. NPN partners also shouldn't modify or otherwise deviate from the NVIDIA Branding Guidelines without NVIDIA's prior written consent.

Adherence to these guidelines is strictly governed by the NVIDIA Partner Network (NPN) agreement, and compliance is a specific requirement of the MDF Policy document or the NPN Partner Program Guide.

If you have any questions regarding the use of these guidelines, please contact your regional NVIDIA partner marketing representative.

Basic Principles

- 1 Know when and how to use the NVIDIA company logos/lockups and NVIDIA partner badges in all advertisements, documentation, promotional collateral, trade show signage, press releases, social media, web pages, and any other promotional materials.



- 2 Know how to properly mention NVIDIA (the company) and any of its products or technologies.
- 3 Use NVIDIA-provided assets (copy, logos, images, etc.) and follow all specific guidelines provided with the program or assets.
- 4 Obtain written permission before using any NVIDIA logos, images, etc.

Mentioning NVIDIA

How to Properly Refer to NVIDIA (the Company)

Use the name NVIDIA when referring to NVIDIA, the company as a whole, and not just one of its products or technologies. In text, always follow the capitalization rules and, in speech, pronunciation rules.

After the first mention of a trademarked NVIDIA product, which includes the registered trademark, the trademark does not need to be included on future mentions within the same document, article. etc.

The initials "NV" should not be used to reference NVIDIA.

Capitalization

Always write NVIDIA in all caps as shown.

NVIDIA ✓

NVidia ✗

nvidia ✗

N-Vidia ✗

NVIDIA ✗

nVIDIA ✗

NVIDIA® ✗

How to Pronounce



NVIDIA®



[**EN** · VID · *EEEE* · **AAHHH**]

Company Description



When referring to NVIDIA the company in marketing communications, use the following standard company description:

NVIDIA pioneered accelerated computing—a supercharged form of computing at the intersection of computer graphics, high-performance computing, and AI. The GPU’s invention fueled the growth of PC gaming. Today, accelerated computing is reshaping trillion-dollar industries like transportation, healthcare, and manufacturing—and fostering entirely new industries just taking root.

Logos and Usage

	COMPANY LOGO	NVIDIA PARTNER BADGE
	<p>NVIDIA LOGO</p> 	<p>NVIDIA PARTNER</p> 
Usage	<ul style="list-style-type: none"> • With permission for partner co-branding in high-presence instances • When referring to NVIDIA (the company) • When NVIDIA is a sponsor • In a group of logos from other companies • Equal co-branding partnership 	<ul style="list-style-type: none"> • Use as default unless it's a high-profile partner co-branding opportunity • To "qualify/endorse" the partner company • In communication, event, and marketing collateral that is perceived to originate from the partner company but pertains to NVIDIA product or services • Please refer to your NVIDIA Guideline for your approved badge

When to use Logo vs. Badge

	NVIDIA LOGO	NVIDIA PARTNER BADGE
		
Email	✓ *	✓
Web Page	✓	✓
Web Banners	✓ *	✓
Co-Branding (Equal Billing)	✓ *	✗
Co-Branding (Sponsorship, Collaboration, etc.)	✓ *	✗
Social Media**	✓	✓
Standing Banners	✓	✓
Event Signage	✓	✓
Event Physical Booth Walls	✓ *	✓
Packaging**	✓	✓
Print Collateral	✓	✓
Business Cards	✗	✓
Merchandise/Apparel	✓ *	✗
Press Releases**	✗	✗
Video	✓ *	✓
PowerPoint	✓ *	✓

* Please seek approval with NVIDIA before using.

** Please leverage branding from NVIDIA-provided design assets (if provided).

Company Logo

The NVIDIA company logo, in its vertical (preferred) and horizontal formats, is a stand-in for the company as a whole.

You must secure prior written permission for any use of the NVIDIA company logo.

When to Use the NVIDIA Logo

1. Use the NVIDIA company logo by itself when referring to NVIDIA (the company).



2. Use the NVIDIA company logo only when NVIDIA is a sponsor.



3. Click here to access the [NVIDIA Company Logo](#)

How to Use the NVIDIA Logo



For Light Backgrounds
Use the two-color version

Darker Backgrounds
Use the two-color version with
wordmark in white

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

CLEAR SPACE



When in use in the NVIDIA design system, outside of the band element, provide clear space equal to the "eye" symbol.

MINIMUM SIZE

0.35 in
9 mm
38 px

Vertical Orientation

0.12 in
3 mm
15 px

Minimum Size

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

Unacceptable Usage Examples



Retired Examples



How to Use the NVIDIA Logo with Partner Co-Branding (Equal Billing)

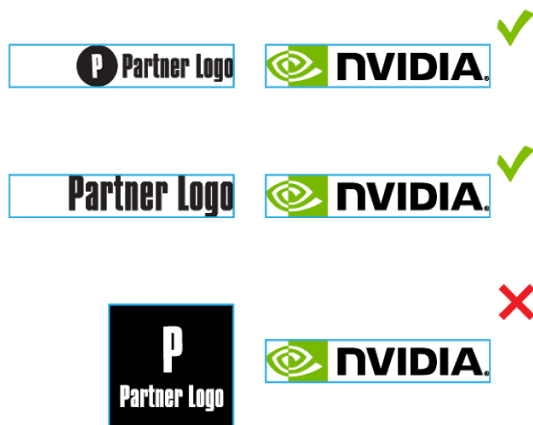
Always adhere to the following co-branding guidelines:

- Use the NVIDIA company logo and not any product, technology, or program logo/lockup in a group of logos from other companies.



- If activity is an equal co-branding partnership (such as 50/50 for two companies), be sure to balance the overall size, spacing, and readability of the NVIDIA logo with all other company logos to give “equal billing” to all companies.

HORIZONTAL LOGO SIZE RELATIONSHIP



VERTICAL LOGO SIZE RELATIONSHIP



How to Use the NVIDIA Logo with a Partner Co-Branding (collaboration, contribution, sponsorship opportunities, etc.)

- Ensure that the NVIDIA logo is sized proportionally equal to other adjacent logos.



- Don't place the NVIDIA logo adjacent to a competitor's logo.



- Ensure that the NVIDIA logo clear space is respected. Provide minimum clear space equal to the "n."



Using Your NVIDIA Partner Network (NPN) Badge

Featuring the NVIDIA partner “badge” in your marketing communications lets your customers know that you’ve established a strong strategic relationship with an industry leader. This can be a powerful endorsement for a broad range of channel partners. Include it in any communications, event assets, and marketing collateral that are branded by the partner company but pertain to NVIDIA products or services.

Click here to access the [NVIDIA Partner Network Badges](#).

Available Badges



How to Use the NVIDIA Partner Network Badge

ON WHITE OR LIGHT BACKGROUNDS



ON DARK OR BLACK BACKGROUNDS



ON COLORED BACKGROUNDS



CLEAR SPACE



MINIMUM SIZE



Improper Usage



✘ Do not change the badge color.



✘ Do not change the proportions.



✘ Do not replace the text.



✘ Do not make the badge bigger than the partner logo.

Mentioning an NVIDIA Product or Technology

How to Refer to NVIDIA Products and Technologies in Writing

Partners must give all NVIDIA products and technologies the proper attribution. Partners shouldn't omit the NVIDIA company name, product name, or in any other way "debrand" any NVIDIA products or technologies. Partners should not incorporate NVIDIA Brand Features into their own product name, service names, trademarks, logos, or company names.

Partners should not advertise consumer products with server-based systems. Only enterprise products should be advertised to enterprise customers.

Trademarks

Always include the correct trademark (™ vs ®) by referring to the content documents provided or using the list of common NVIDIA products and technologies. After the first mention of the NVIDIA product or technology, which includes the appropriate trademarks, the trademark does not need to be included on future mentions within the same document, article, etc.

A Note About Tesla

The Tesla brand name is being discontinued in broad-based marketing. In online and print promotional materials, Tesla products should be referred to by individual name: NVIDIA A100 Tensor Core GPUs, NVIDIA V100 Tensor Core GPUs, and NVIDIA T4 Tensor Core GPUs at first mention. The family name "Tesla" should only be used when listing a full model or SKU number (e.g., NVIDIA® Tesla® V100 SXM3-32GB-H) in detailed product specifications or for ordering purposes.

Proper Attribution and Spacing

Always use the following naming structure when referring to NVIDIA Graphics Processors (GPUs):

NVIDIA® Quadro® GP100

Annotations: All caps, always; Registered Trademark; Space; Mixed casw; Registered Trademark; Space; Model number

NVIDIA DRIVE™ PX2

Annotations: All caps, always; Space; Mixed casw; Trademark; Space; Model number

NVIDIA® Jetson™

Annotations: All caps, always; Registered Trademark; Space; Mixed casw; Trademark

NVIDIA DGX™ systems

Annotations: All caps, always; Space; Mixed casw; Trademark; Space; Model number

Common NVIDIA Products and Technologies Trademarks

When referencing NVIDIA software products, SDKs and other NVIDIA products, refer to this full list of NVIDIA branded products.

BRANDS	
NVIDIA® DGX™	"NVIDIA" is not required before "DGX"; if it's used, however, it should include a ®.
NVIDIA DRIVE™	No ® on NVIDIA
NVIDIA GRID®	No ® on NVIDIA
NVIDIA® Jetson™	
NVIDIA® Quadro®	"NVIDIA" is not required before "Quadro"; if it's used, however, it should include a ®.
NVIDIA® Quadro RTX™	"NVIDIA" is not required before "Quadro RTX"; if it's used, however, it should include a ®.
NVIDIA Tegra®	No ® on NVIDIA

PLATFORMS	
NVIDIA® NGC™	"NVIDIA" not required before "NGC"; if it's used, however, it should include a ®.
NVIDIA AGX™	
NVIDIA Clara™	No ® on NVIDIA
NVIDIA DRIVE AGX™	No ® on NVIDIA
NVIDIA EGX™	No ® on NVIDIA
NVIDIA® Jetson AGX™	
NVIDIA Omniverse™	No ® on NVIDIA
PRODUCTS	
NOTE: No trademarks on individual product names: A100, V100, P4, etc.	

BRANDS CONTINUED

NVIDIA® Tesla®	Only use "Tesla" when listing a full model or SKU number (e.g., Tesla V100 SXM3-32GB-H). In marketing materials, Tesla products should be listed by individual product name: NVIDIA A100 Tensor Core GPUs , NVIDIA V100 Tensor Core GPUs, and NVIDIA T4 Tensor Core GPUs at first mention. (NVIDIA A100, NVIDIA V100, and NVIDIA T4 are acceptable thereafter.)
NVIDIA TITAN	"TITAN" all caps, no trademarks
NVIDIA HGX™	No ® on NVIDIA
NVIDIA® NVS™	

TECHNOLOGIES

NVIDIA RTX™	No ® on NVIDIA
NVIDIA® CUDA®	"NVIDIA" is not required before "CUDA"; if it's used, however, it should include a ®.
NVIDIA® CUDA-X™	"NVIDIA" is not required before "CUDA-X"; if it's used, however, it should include a ®.
NVIDIA® CUDA-X AI™	"NVIDIA" is not required before "CUDA-X AI"; if it's used, however, it should include a ®.
NVIDIA DesignWorks™	No ® on NVIDIA
NVIDIA® DIGITS™	
NVIDIA DriveWorks	No trademarks
NVIDIA Holodeck™	No ® on NVIDIA
NVIDIA JetPack™	No ® on NVIDIA
NVIDIA Magnum IO™	No ® on NVIDIA
NVIDIA® NVLink®	
NVIDIA RAPIDS™	No ® on NVIDIA
NVIDIA SLI®	No ® on NVIDIA
NVIDIA® NVSwitch™	
NVIDIA® TensorRT®	
NVIDIA VRWorks™	No ® on NVIDIA

ARCHITECTURES

NVIDIA Maxwell™	No ® on NVIDIA
NVIDIA Pascal™	No ® on NVIDIA
NVIDIA Volta™	No ® on NVIDIA
NVIDIA Turing™	No ® on NVIDIA
NVIDIA Ampere architecture	No trademarks; the full name should be used.

PRODUCTS CONTINUED

NVIDIA Clara™ Deploy	No ® on NVIDIA
NVIDIA Clara Train SDK™	No ® on NVIDIA
NVIDIA DGX-1™	No ® on NVIDIA
NVIDIA DGX-2™	No ® on NVIDIA
NVIDIA DGX™ A100	No ® on NVIDIA
NVIDIA DGX Station™	No ® on NVIDIA
NVIDIA DGX POD™	No ® on NVIDIA
NVIDIA DGX SUPERPOD™	No ® on NVIDIA
NVIDIA DRIVE AGX Pegasus™	No ® on NVIDIA
NVIDIA DRIVE AGX Xavier™	No ® on NVIDIA
NVIDIA EGX™ A100	No ® on NVIDIA
NVIDIA GRID vGPU™	No ® on NVIDIA
NVIDIA GRID® Virtual Apps (GRID vApps)	No ® on NVIDIA
NVIDIA GRID® Virtual PC (GRID vPC)	No ® on NVIDIA
NVIDIA HGX-1™	No ® on NVIDIA
NVIDIA HGX-2™	No ® on NVIDIA
NVIDIA HGX™ A100	No ® on NVIDIA
NVIDIA HGX™ A100 8-GPU	No ® on NVIDIA
NVIDIA HGX™ A100 4-GPU	No ® on NVIDIA
NVIDIA® Jetson AGX Xavier™	
NVIDIA® Jetson™ TXX	Brand trademarks not affected by product SKUs
NVIDIA® Quadro® XXXX	"NVIDIA" is not required before "Quadro"; if it's used, however, it should include a ®. Brand trademarks not affected by product SKUs.
NVIDIA® Quadro RTX™ XXXX	"NVIDIA" is not required before "Quadro RTX"; if it's used, however, it should include a ®. Brand trademarks not affected by product SKUs.
NVIDIA® Quadro® Virtual Data Center Workstation (Quadro vDWS)	"NVIDIA" is not required before "Quadro Virtual Data Center Workstation"; if it's used, however, it should include a ®.
NVIDIA RAPIDS™ Libraries for Apache Spark	No ® on NVIDIA
NVIDIA® Tesla® XXXX	Only use "Tesla" when listing a full model or SKU number (e.g., Tesla V100 SXM3-32GB-H). In marketing materials, Tesla products should be listed by individual product name: NVIDIA A100 Tensor Core GPUs , NVIDIA V100 Tensor Core GPUs, and NVIDIA T4 Tensor Core GPUs at first mention. (NVIDIA A100, NVIDIA V100, and NVIDIA T4 are acceptable thereafter.)
NVIDIA TITAN X	Brand trademarks not affected by product SKUs

Improper Naming

NVIDIA® RTX 8000

X Do not omit product name

NVIDIA® QUADRO RTX® 8000

X Do not omit architecture

PARTNER NAME QUADRO®

X Do not alter product names

Using the Brand Assets

Trade Shows and Events

Any NVIDIA logo usage or NVIDIA mention for event-related purposes (physical booth and signage, digital assets, etc.) must be submitted prior to final production.

Any logo that will be placed adjacent to the NVIDIA logo needs pre-approval by the pertinent marketing manager or marketing leader at NVIDIA.

Any content requiring an NVIDIA logo, demo, video, digital/print content, messaging, or product placement needs to be reviewed and approved by NVIDIA Marketing and Creative teams 6 weeks prior to tradeshow.

Social

NVIDIA often supplies social media content for a variety of platforms as part of marketing campaign asset kits for partner use. Use of this content in partner marketing activities as-is with no modification does not require additional approval. If the NPN partner wishes to modify NVIDIA provided content or write custom content for use on social media channels that references NVIDIA, NVIDIA products or technologies, or trademarks/registered trademarks, this content must be reviewed and approved by your regional or partner marketing manager prior to posting.

Public Relations

Press releases from NPN partners that contain references to NVIDIA, NVIDIA products or technologies, or NVIDIA trademarks/registered trademarks must be approved by NVIDIA PR prior to release. For additional details on press release guidelines, or to submit your press release for review and approval, contact your regional marketing manager or assigned partner marketing manager.

GDPR

EU GDPR guidance: Where booth scans and or a database is required, please provide assets in excel format in a password-protected file and send the password separately though to the regional marketing approver. Once the claim has been approved, the file will be deleted.

Use Cases

Webpages

Provided with each new product launch is a Go-To-Market Kit (GTMK), which will include messaging and copy. It is required that NVIDIA messaging is listed first among key selling points.

SHORT FORMAT LAYOUT EXAMPLE

HEADLINE COPY
Subhead copy/tag line.

When to Use:

- Web
- Print Ads
- End Caps
- Posters

MEDIUM FORMAT LAYOUT EXAMPLE

HEADLINE COPY
Subhead copy/tag line.

Body copy goes here. Provided with each new product launch is a Go-To-Market-Kit (GTMK) which will include messaging.

When to Use:

- Email Blasts

LONG FORMAT LAYOUT EXAMPLE

HEADLINE COPY
Subhead copy/tag line.

Body copy goes here. Provided with each new product launch is a Go-To-Market-Kit (GTMK) which will include messaging.

FEATURE IMAGE 1	FEATURE IMAGE 2	FEATURE IMAGE 3
FEATURE 1 Feature text to be provided per the product GTMK.	FEATURE 2 Feature text to be provided per the product GTMK.	FEATURE 3 Feature text to be provided per the product GTMK.

When to Use:

- Partner Product Webpages
- Partner Landing Pages
- Etail Pages

Each product Go-To-Market Kit will include 3 feature / benefits statements that must be included in long-format executions.

ETAİL

An NVIDIA logo is required on the product detail page. Acceptable placements of NVIDIA branding on etail pages are:

- > Above the fold
- > In the product image carousel
- > In the first messaging point

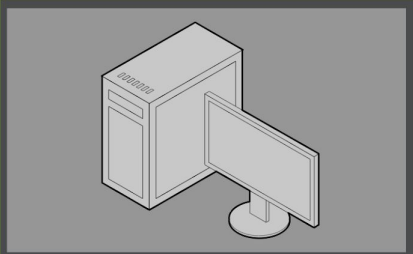
NVIDIA messaging/benefits must be listed first among key selling points.

ETAILED WEBSITE EXAMPLE

PARTNER.COM

HEADLINE COPY



Subhead copy/tag line.



ACME SERIES SYSTEM WITH
QUADRO RTX™ XXXX LOREM IPSUM

\$ XXX.XX

BUY NOW



QUADRO MESSAGING 1
Feature text to be provided per the product GTMK.

MESSAGING IMAGE 2

MESSAGING 2
Feature text to be provided per the product GTMK.

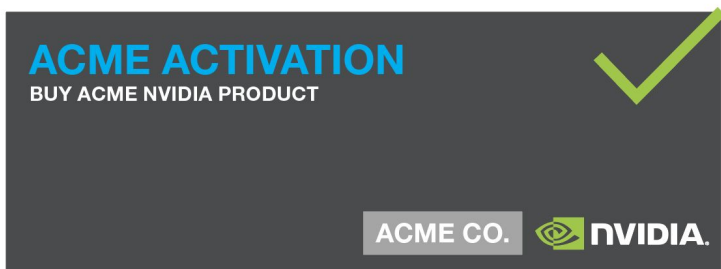
MESSAGING IMAGE 3

MESSAGING 3
Feature text to be provided per the product GTMK.

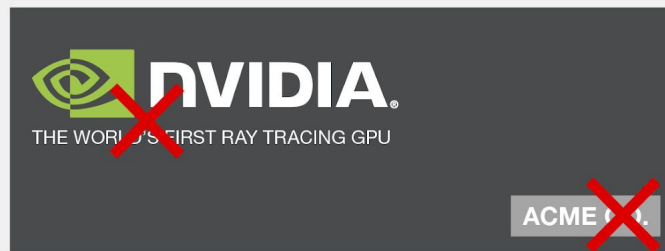
Social

NVIDIA branding should also be considered and respected when used as part of a social media activation or campaign.

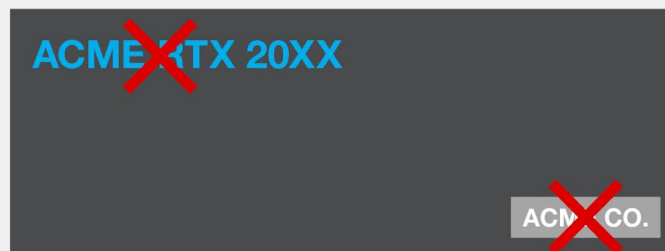
SOCIAL MEDIA EXAMPLE



DO NOT



Do not use logo in place of GTMK messaging.



Do not remove NVIDIA branding and GTMK messaging.



Do not tweak messaging or use wrong product logos.

Print Collateral

**LOREM IPSUM DOLOR
LOREM IPSUM DOLOR SIT
AMET, CONSECTETUER ELIT,**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

Learn more at nvidia.com/grid



OEM partner logo lockups as a sign-off

**OTAQUUNT DIT ESTIAS NOBIS
INCIUNT ET PRA
AUT QUE VOLUPTAT UT REMPERATEM**

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ABC Product (Model) Name
Partner product description paragraph. One hundred words maximum. Kern events info: exertius (it)ipj.

ABC Product (Model) Name
Spec 1: Same Data
Spec 2: Same Data
Spec 3: Same Data
Spec 4: Same Data

ABC COMPANY INC.
Company Name and/or Logo
Optional company brief description paragraph. No more than 100 words. Capla consequat. Il du occidipium nemi. Ner's exera nobis exertis bligt, out quo veloris dlorit loll bligt. Il c'etiam' exeraip dlorit malaratit mites. www.abccompany.com | +1 (123) 555-478 | jobs@abccompany.com

For more information visit: www.nvidia.com/data-science-workstation



Authorized Partner lockup in an information block separated from the NVIDIA logo

**IPISI BEA VOLUPTIA
CONSEQ
OREPUDIT, OCCATUR?**

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Saradentia accum as qui saradentia. Nason lort? Quasperm ut ea sum erend uba subardum out d'it quon que et lort aliora dlorit vobardius mularum, vob nore exera conumpat omnia m'vortandam vellab nrepatia sed et nrepatia volent occulabatur. Ipita que volupta nrepatia m'vortat, ut esse quibus, cin et voluptat as cum nrepatia d'illius cin mo que esse nrepatia, conepet nrepatia, que apitae voluptat aut d'illius nrepatia, tem ut m'vortandam nrepatia od quon mo nrepatia ut ut d'illius vortum nrepatia nrepatia quid nrepatia d'illius aut exera nrepatia nrepatia bligtat, que nrepatia nrepatia.

NVIDIA CUDA® Cores	2304
NVIDIA Tensor Cores	288
NVIDIA RT Cores	36
Memory Bandwidth	808 GB/s
FP32 Performance	7.1 TFLOPS

Partner logo and NVIDIA logo

Partner logo in its own information block

Branding for NVIDIA Quadro Products

The new, full-color NVIDIA Quadro logos are to be used on partner marketing material.

PRODUCT / BRAND REFERENCED	LOGO	WHEN TO USE?
NVIDIA		Partner co-branding and non-product promotional material <i>Refer to NVIDIA logo guidelines for details</i>
Quadro® or NVIDIA® Quadro®		When speaking to the Quadro platform or ecosystem
Quadro RTX™ or NVIDIA® Quadro RTX™		When speaking to Quadro RTX graphics cards
NVIDIA RTX™ Server		When speaking to the NVIDIA RTX Server platform or ecosystem
Quadro RTX™ Studio or NVIDIA® Quadro RTX™ Studio Laptop		When speaking to Quadro RTX notebooks that meet minimum h/w specifications
NVIDIA RTX™		When speaking to RTX technology and / or GeForce RTX and Quadro RTX products

11.26.2019 / NVIDIA HIGHLY CONFIDENTIAL / DO NOT DISTRIBUTE

MINIMUM SIZING

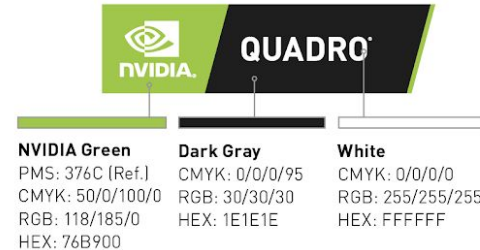


CLEAR SPACE



COLOR PALETTE

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



Single-color logos are available, but should only be used when full-color reproduction is not possible.

Webpages

Provided with each new product launch is a Go-To-Market Kit (GTMK), which will include messaging. It is required that NVIDIA messaging is listed first among key selling points.

PARTNER PRODUCT WEBSITE EXAMPLE

The diagram shows a website layout for 'ACME CO. PRODUCT PAGE'. At the top is a grey header with 'ACME CO. PRODUCT PAGE' in white. Below this is a dark grey banner with 'HEADER 1 SUBHEAD' in white on the left and the 'NVIDIA QUADRO RTX' logo on the right. The main content area features three columns, each with a computer monitor icon and a label: 'QUADRO PRODUCT 1', 'QUADRO PRODUCT 2', and 'QUADRO PRODUCT 3'. A callout box points to the labels, stating: 'NVIDIA® Quadro® products must be named correctly.' Another callout box points to the logo in the header banner, stating: 'Appropriate logo must be displayed in the header banner of the Quadro product page(s)'

PARTNER WEB BANNERS EXAMPLE

The diagram shows two examples of web banners. The top banner is dark grey with 'HEADER 1 SUBHEAD' in white at the top left, a 'CTA' button below it, and the 'ACME CO.' logo and 'NVIDIA QUADRO RTX' logo at the bottom right. A callout box points to the CTA button, stating: 'NVIDIA® Quadro RTX™ logo must be separate from the call-to-action (CTA) button.' The bottom banner is dark grey with 'HEADER 1 SUBHEAD' in white at the top left, a 'CTA' button below it, and the 'ACME CO.' logo and 'NVIDIA QUADRO RTX' logo at the bottom right.

ETAILED

An NVIDIA logo is required on the product detail page. Acceptable placements of NVIDIA branding on retail pages are:

- > Above the fold
- > In the product image carousel
- > In the first messaging point

NVIDIA messaging/benefits must be listed first among key selling points.

ETAILED WEBSITE EXAMPLE

PARTNER.COM

HEADLINE COPY

Subhead copy/tag line.



ACME SERIES SYSTEM WITH
QUADRO RTX XXXX LOREM IPSUM

\$ XXX.XX

BUY NOW



QUADRO MESSAGING 1
Feature text to be provided per the product GTMK.



MESSAGING 2
Feature text to be provided per the product GTMK.

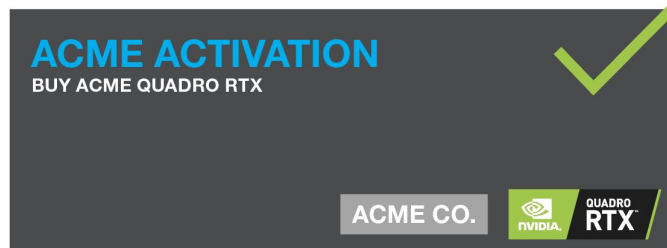
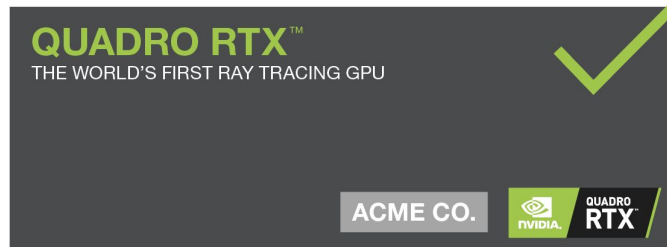


MESSAGING 3
Feature text to be provided per the product GTMK.

Social

NVIDIA branding should also be considered and respected when used as part of a social media activation or campaign.

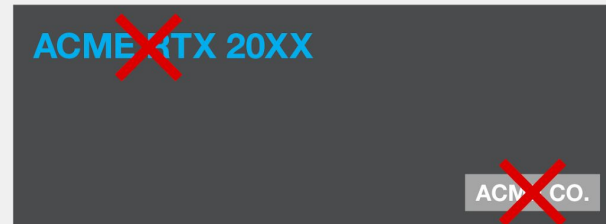
SOCIAL MEDIA EXAMPLE



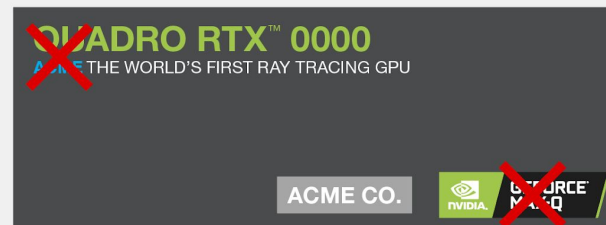
DO NOT



Do not use logo in place of GTMK messaging.



Do not remove NVIDIA branding and GTMK messaging.



Do not tweak messaging or use wrong product logos.

Brand Alignment Checklist

Please ensure that the following minimum brand compliance requirements have been met before submitting any item for review or approval, and certainly before producing, printing, or publishing any assets that use any NVIDIA mention or logo.

- Know when and how to use the NVIDIA company logos/lockups and NVIDIA partner badges in all advertisements, documentation, promotional collateral, trade show signage, press releases, social media, web pages, and any other promotional material containing NVIDIA.
- Properly mention NVIDIA (the company) and any of its products or technologies.
- Use only the assets (copy, logos, images, etc.) provided by your NVIDIA marketing representative.
- Obtain written approval before using any NVIDIA logos, images, etc. from your NVIDIA marketing representative after providing final versions of these asset(s) and how they'll be used, such as blog posts, presentation slides, data sheets, web pages, etc.

Quadro Addendum

Questions

For questions or comments, please contact your NVIDIA marketing representative or email brand@nvidia.com.