



NVIDIA CORPORATION

# NVIDIA<sup>®</sup> 3D VISION<sup>™</sup> LOGO USAGE GUIDELINES

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# INTRODUCTION

## 1.1

### TRADEMARK LICENCE AGREEMENT

You must sign a Trademark License Agreement before you can use any NVIDIA trademarks and/or logos. For more information, please contact your NVIDIA marketing representative or email NVIDIA marketing communications at [brand@nvidia.com](mailto:brand@nvidia.com)

### TRADEMARK ATTRIBUTION

The following trademark attribution is required on all packaging or promotional materials that display any NVIDIA trademarks:

**NVIDIA, (list all other NVIDIA trademarks and logos referenced herein) are trademarks and/or registered trademarks of NVIDIA Corporation in the United States and other countries.**

Example of trademark attribution for material displaying the NVIDIA, NVIDIA Logo, GeForce and NVIDIA 3D Vision trademarks:

**NVIDIA, the NVIDIA logo, GeForce, and 3D Vision are trademarks and/or registered trademarks of NVIDIA Corporation in the United States and other countries.**

### PLACEMENT

The trademark attribution should be placed on packaging or promotional materials in close proximity to where the NVIDIA trademarks/logos are displayed and must be noticeable to the reader.

NVIDIA requires a minimum font size of six point type.

LOGO USE

02

# LOGO DESIGNS AND PROPER USE

2.1

Two designs have been created for the NVIDIA® 3D Vision™ ecosystem. Knowing when to use which design is critical for approval.

A complete PC shipped with the following components for a 3D Vision experience must use the NVIDIA® 3D Vision™ logo (without “Ready”):

1. Select 3D Vision-Ready GeForce® GPUs
2. NVIDIA® 3D Vision Glasses
3. 3D Vision Ready display
4. Microsoft® Windows® Vista or Windows 7

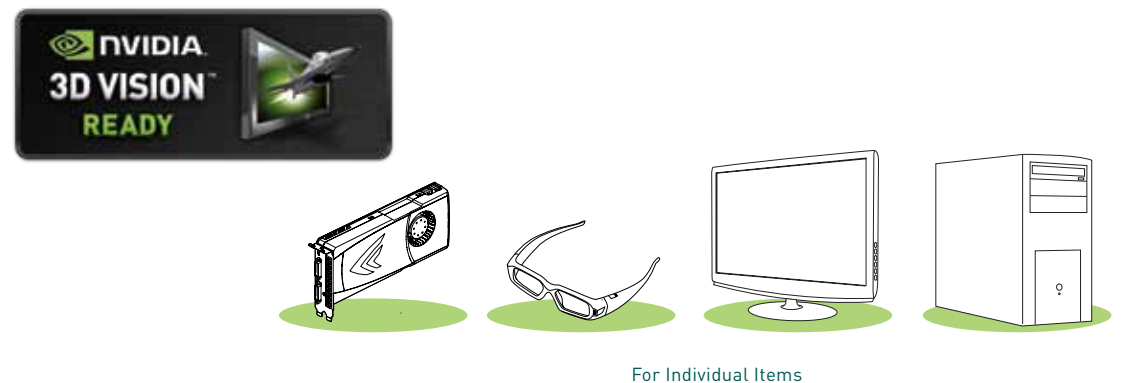
**The 3D Vision logo may not be used in any other circumstances.**



When sold separately, each of the above components may use the 3D Vision Ready logo.

This logo is intended to identify to consumers products which support the 3D Vision capabilities. Those products may fit into a number of categories, including but not limited to:

- > Select 3D Vision-Ready GeForce® graphics cards
- > Monitors and TVs
- > Games and other applications
- > Digital Cameras
- > Notebook or Desktop PCs with select 3D Vision-ready GeForce GPUs



## LOGO USE (CONTINUED)

2.2

The 3D Vision logo may be used on the product itself as well as packaging. Packaging of products that support 3D Vision must use the logo to help consumers identify and purchase compatible products. See the following page for more information on logo use on packaging.

The 3D Vision logo may also be used on promotional material, including web sites, data sheets, advertisements, and signage.

In particular cases, the sticker format of the logo should be used. For more information, see *Section 3: Sticker Guide*.



# LOGO USE ON PACKAGING

2.3

3D Vision or 3D Vision Ready logos are mandatory on all product outer packaging.

## PLACEMENT

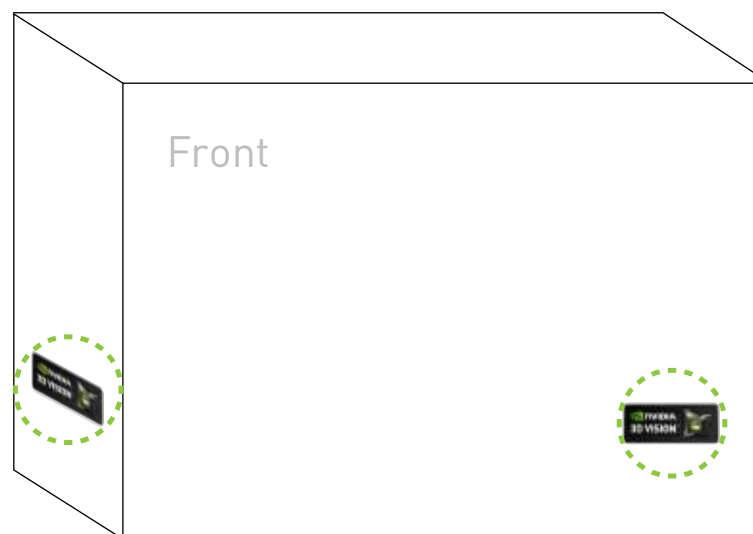
FOR MAXIMUM VISIBILITY, 3D VISION OR 3D VISION READY LOGOS MUST BE PLACED MINIMUM ON TWO LOCATIONS ON PACKAGING—FRONT AND SIDE OF PACKAGING MOST VISIBLE TO THE CUSTOMER.

## MINIMUM SIZE

3D Vision logo may be used no smaller than 2.5" wide proportionally scaled on packaging.

## USE WITH 3D VISION PC PROMOTIONAL ELEMENT

3D Vision PC promotional element may be used in addition to 3D Vision logo on packaging, but may never replace it.



Placement on Packaging



3D Vision PC Promotional Element



2.5 in



1 in

2.5 in

Logo Minimum Size

# VARIATIONS

2.4

NVIDIA 3D Vision / 3D Vision Ready logos exist in four variations: 3D rendered, flat 2-color, flat 1-color, and flat 2-color reduced dimension.

## 3D LOGO

The 3D rendered version of a logo is the preferred version to be used on detailed print collateral and rich media applications, where color or textured backgrounds abound.

Use the 3D version whenever possible.

## 2D LOGO

The flat 2-color version of a logo should be used on applications where technical or size limitations impede the use of the 3D rendered version (e.g., embroidery, silk screening, game boxes)

In one-color applications, the logo may only be reproduced in black or white ink.

## REDUCED DIMENSION LOGO

The reduced dimension version of the logo should be used in situations where space constraints absolutely do not allow the normal sized logo to exist. This logo should not be used in any other circumstances. Prior authorization is required before use.

## PLEASE NOTE

*Sticker application (see Section 3: Sticker Guide) artwork has been specifically sized for readability and for proper border width (to match existing NVIDIA branding logo stickers). minimum size requirements. These sizes differ slightly from general minimum size requirements.*

3D Rendered  
Version



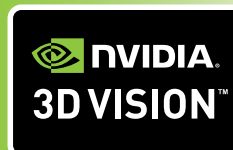
Flat 2-Color  
Version



Flat 1-Color  
Version



Reduced Dimension  
2-Color Version





# CLEAR SPACE & MINIMUM SIZE

## CLEAR SPACE

Clear space is the area surrounding an NVIDIA 3D Vision Logo that must always be kept free of any text or graphic elements. It is defined by the measurement “n”, and is equal to the height of the NVIDIA word of the NVIDIA logo, as shown.

An NVIDIA 3D Vision Logo should always be surrounded by ample clear space. The minimum amount of clear space required is the “n” height, as shown. Whenever possible, allow for more clear space than this minimum requirement.

## MINIMUM SIZE

To ensure the clarity and integrity of an NVIDIA 3D Vision Logo, a minimum reproduction size has been established.

The minimum size of the 3D logo in print applications is 0.59 inches tall (15 mm, 60 pixels). The minimum size of the 2D color logo is .5 inches tall (12 mm, 56 pixels).

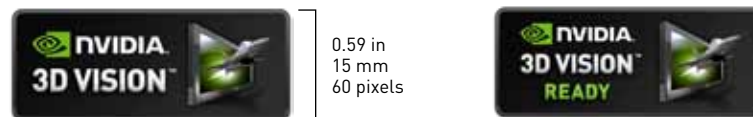
Do not reproduce a logo smaller than its established minimum sizes.

## PLEASE NOTE

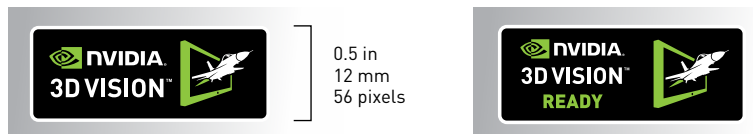
*Sticker application (see Section 3: Sticker Guide) artwork has been specifically sized for readability and for proper border width (to match existing NVIDIA branding logo stickers). minimum size requirements. These sizes differ slightly from general minimum size requirements.*



3D Logo Minimum Size



2D Logo Minimum Size



# COLOR BACKGROUND USE

2.6

An NVIDIA 3D Vision Logo must always appear clearly and legibly. The background color should provide sufficient contrast for a logo.

The examples show all the approved color versions of a logo across the NVIDIA Color Palette.

Notice that over dark or colored backgrounds, the flat color versions require the use of a white line around them, so they do not blend into the background.



# IMAGERY BACKGROUND USE

2.7

Photographs, 3D renderings and textures may be appropriate backgrounds if they are not too busy and if there is sufficient contrast between them and the Logo.

The examples show all the approved color versions of a logo across light-, dark- and medium-toned imagery.

Notice that over dark- or medium-toned imagery, the flat color versions require the use of a white line around them, for them not to blend into the background.



# UNACCEPTABLE USE

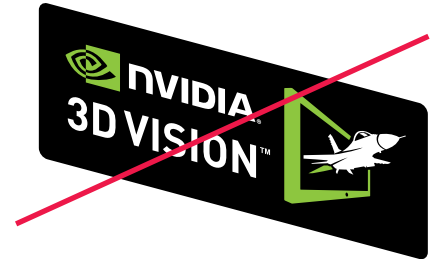
2.8

To preserve the integrity of an NVIDIA 3D Vision Logo, never alter the approved configurations or deviate from the reproduction standards detailed in these guidelines.

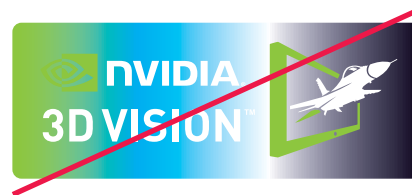
1. Do not reposition the elements that form a logo.
2. Do not distort a logo in any way.
3. Do not modify the color configuration of a logo.
4. Do not change the scale of the elements that compose a logo.
5. Do not remove any of the elements that compose a logo.
6. Do not outline a logo.
7. Do not create new logo designs.
8. Do not re-create or redraw any part of a logo.



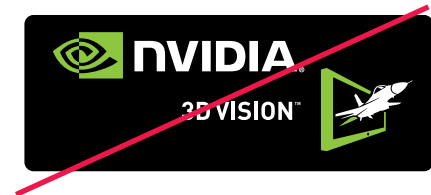
1



2



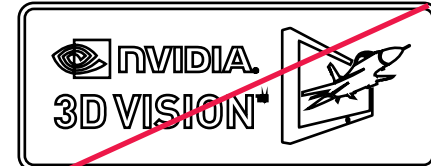
3



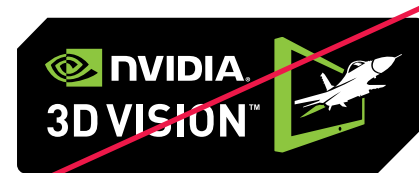
4



5



6



7



8

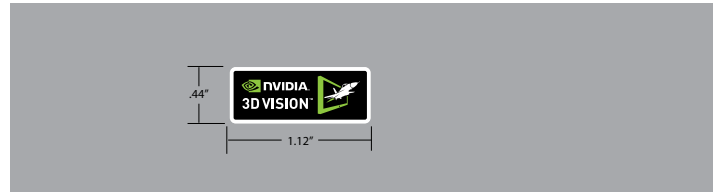
# STICKER GUIDE

03

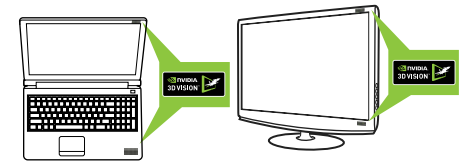
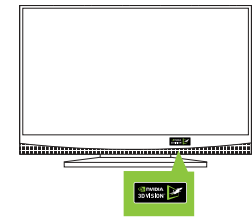
# STICKER SPECIFICATIONS

Artwork has been specially sized for readability and for proper border width to match existing NVIDIA branding badge stickers.

## SIZE



## RECOMMENDED USE

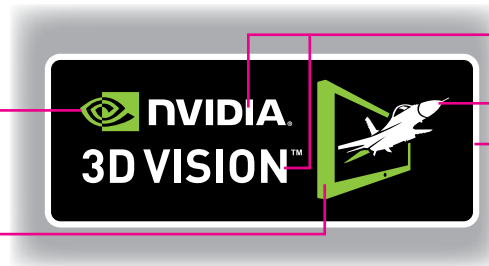


## COLOR CALLOUTS

The NVIDIA 3D Vision Sticker is intended to be used with high quality flexography or lithography only.

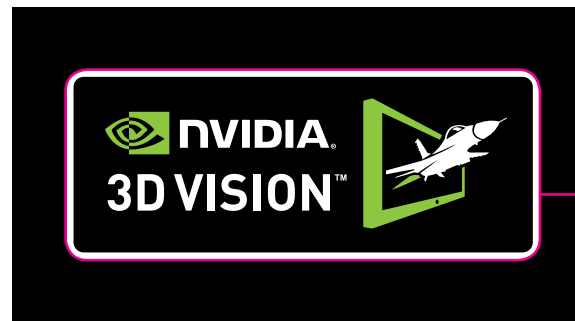
DO NOT use silkscreen to reproduce the artwork.

Pantone 376C



All white shows through as 100% silver metal substrate (sticker material)

Badge as Shown on Black Material

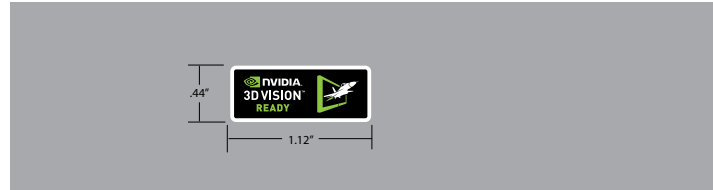


Die Line (in Pink)

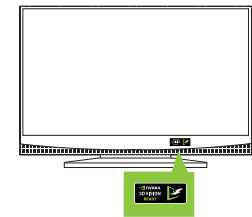
# STICKER SPECIFICATIONS

Artwork has been specially sized for readability and for proper border width to match existing NVIDIA branding badge stickers.

## SIZE



## RECOMMENDED USE



## COLOR CALLOUTS

The NVIDIA 3D Vision Ready Sticker is intended to be used with high quality flexography or lithography only.

DO NOT use silkscreen to reproduce the artwork.

Pantone 376C



All white shows through as 100% silver metal substrate (sticker material)

Badge as Shown on Black Material



Die Line (in Pink)