NVIDIA LOGO GUIDELINES

1.0

LOGO

Think about a logo as the corporate equivalent of a person's unique signature. NVIDIA signs all of its communications with the logo.

The NVIDIA logo establishes the company's presence and should appear on all communication materials from the company. Following these guidelines will guarantee that the logo is used correctly.

The position, size, color, proportions, and spatial relationships of the NVIDIA logo may not be altered. Always use the approved NVIDIA logo artwork. Do not redraw or re-create the logo.

HORIZONTAL VS. VERTICAL ORIENTATION

The preferred logo orientation is the vertical format. The horizontal orientation of the logo should be used only when size or space constraints compromise the legibility of the logo and the composition it is placed in.

NVIDIA is always written in upper case.

NVIDIA "Eye" Symbol

NVIDIA Wordmark

NVIDIA Logo
Vertical Orientation (Preferred)

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

NVIDIA Symbol
(May be used on its own, BY APPROVAL ONLY. Contact *brand@nvidia.com*)

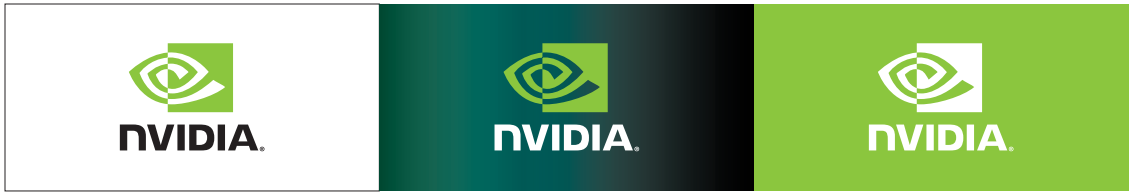
LOGO USAGE

2-COLOR VS 1-COLOR

When using the NVIDIA logo, two-color variant (with the eye symbol in NVIDIA Green) is the preferred version.

A single color (white) version may also be used when NVIDIA Green or a similar color is used as the background.

The two-color NVIDIA logo may also be used on a gradient or image, provided there is enough contrast to maintain legibility. Otherwise use the single color logo.



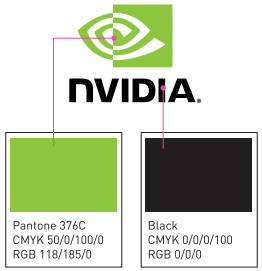
For Light Backgrounds
Use the two-color version

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

MINIMUM SIZING

The NVIDIA logo may scale up as large as desired but should never be used smaller than 0.35" height (9 mm or 38 px). The horizontal NVIDIA logo should never be used smaller than 0.12" height (3 mm or 15 px).



Minimum Size
Vertical Orientation

Minimum Size
Horizontal Orientation

NVIDIA 3D LOGOS

Do not use the 3D logos, they are no longer part of the corporate brand system.

NVIDIA Logo in 3D is no longer in use.

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.

LOGO PLACEMENT AND CLEAR SPACE

USING THE LOGO WITHIN THE NVIDIA DESIGN SYSTEM

When using the NVIDIA design system and placing the NVIDIA logo within a project, but NOT inside of the primary or secondary bands, please allow for at least the "eye" mark's height as minimum clear space.

Additionally, position the logo in a corner of the layout when possible.

GENERAL LOGO CLEAR SPACE REQUIREMENT

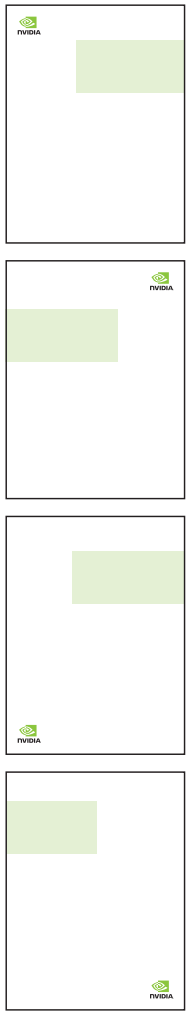
If the NVIDIA logo is being used outside of the NVIDIA design system, a minimum of clear space equal to the height of the "n" character in the NVIDIA wordmark must be maintained.

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

Minimum clear space for Vertical NVIDIA Logo

Minimum clear space for Horizontal NVIDIA Logo

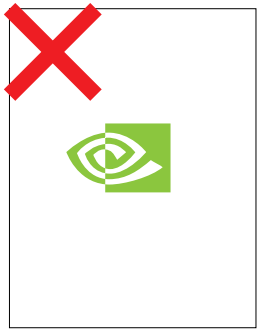
Minimum clear space for NVIDIA Logos



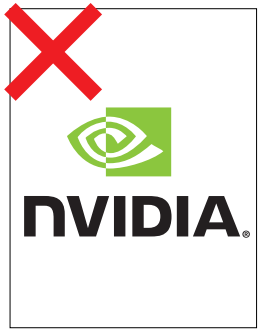
Examples of placement in context to the band element

UNACCEPTABLE LOGO USAGE

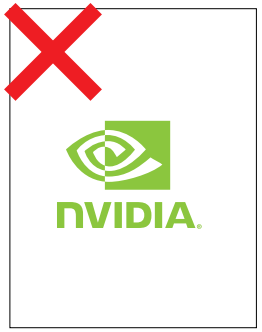
When using the NVIDIA logo, please respect the following guidance.



Separating the NVIDIA symbol from the NVIDIA logo requires approval. Contact *brand@nvidia.com*.

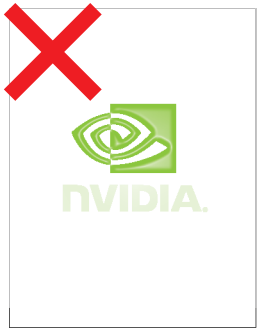


Do not resize elements independently

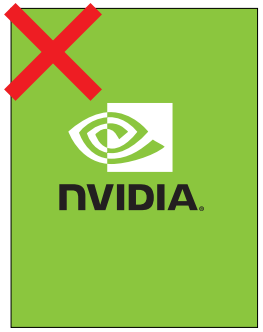


Do not recolor the logo

Do not skew or distort the logo

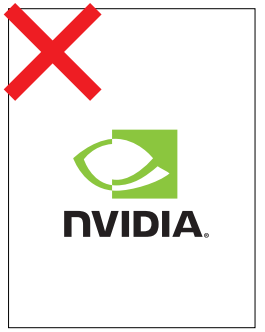


Do not add effects to the logo



Do not modify the color relationship of the eye and NVIDIA

Do not use less clear space than the minimum requirements allow



Do not add or subtract elements from the logo

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