



RNY

BRAND GUIDELINES



These guidelines are designed to help maintain branding consistency. If you have any questions around Professional products or Graphics cards, please email: promarketing@pny.com, or contact marketingops@pny.com for questions around Flash/SSD products.

The PNY logo is a registered trademark of PNY Technologies, Inc. All other trademarks are the property of their respective owners.

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INDEX

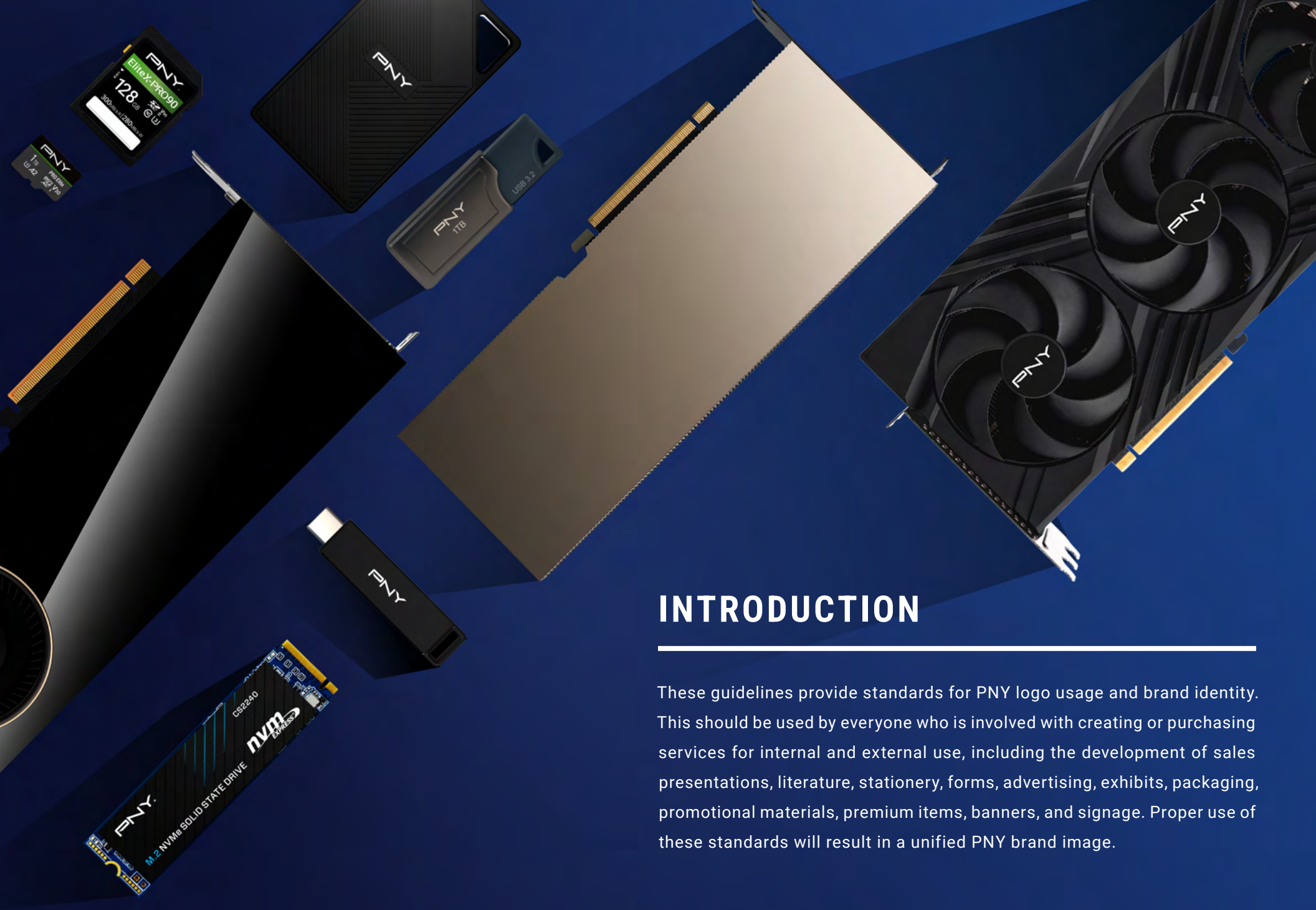
OUR STORY	3
INTRODUCTION	4
LOGOS	
Corporate	5
Retail	6
Professional	7
When to Use	8
LOGOS & USAGE	9-11
LOGOS & USAGE - NVIDIA	12-15
EXAMPLE TYPOGRAPHY	16
COLORS	17
GRADIENTS	18
SECONDARY GRADIENTS	19
GRADIENTS - USAGE VIOLATIONS	20
TYPOGRAPHY	21
WEB IMAGES	22
ICONS	23
IMAGERY	24
PHOTOGRAPHY	25
Not for use	26
ILLUSTRATIONS	27
SELL SHEETS	
Headers	28
Body	29
Footer	30



Our Story

Since 1985, PNY has been a trusted global technology leader, delivering innovative solutions for consumers, B2B providers, and OEMs in over 50 countries.

Our products, available through major retailers, e-tailers, and distributors worldwide, are backed by 20 global locations and 40 years of expertise. We're committed to providing reliable, high-performance technology that enhances digital experiences at work, home, and on the go.



INTRODUCTION

These guidelines provide standards for PNY logo usage and brand identity. This should be used by everyone who is involved with creating or purchasing services for internal and external use, including the development of sales presentations, literature, stationery, forms, advertising, exhibits, packaging, promotional materials, premium items, banners, and signage. Proper use of these standards will result in a unified PNY brand image.

PROPORTIONS & SPACING

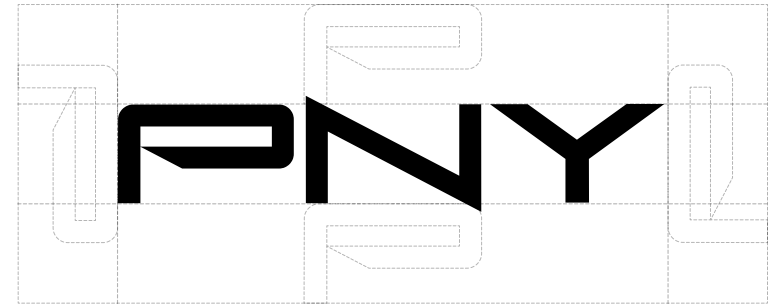
CLEAR SPACE

In order to protect readability it is extremely important to maintain proper spacing around the PNY logo.

The PNY logo should have the following minimum amounts of space around it. No other elements are to appear in the clear space.

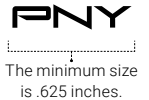


Reversed Logo



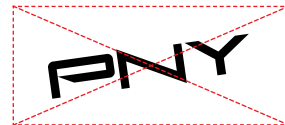
SIZING

The PNY logo should never appear smaller than .625 in. wide.



! When designing for Geforce, only use the PNY logo

USAGE VIOLATIONS



DO NOT alter positioning of logo.



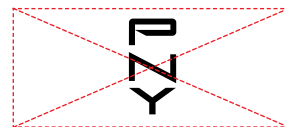
DO NOT distort logo.



DO NOT stretch or squeeze logo.



DO NOT change color of logo.



DO NOT alter elements of logo.



DO NOT apply effects to logo.



No longer used.

PROPORTIONS & SPACING

CLEAR SPACE

In order to protect readability it is extremely important to maintain proper spacing around the PNY logo.

The PNY logo should have the following minimum amounts of space around it. No other elements are to appear in the clear space.



Reversed Logo

SIZING

The PNY logo should never appear smaller than .625 in. wide.



USAGE VIOLATIONS

 When designing for Geforce, only use the PNY logo



DO NOT alter positioning of logo.



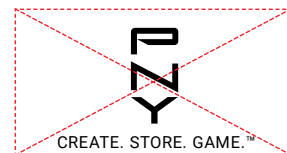
DO NOT distort logo.



DO NOT stretch or squeeze logo.



DO NOT change color of logo.



DO NOT alter elements of logo.



DO NOT apply effects to logo.

 **PNY PRO**

Logos

PROFESSIONAL



PNY/PRO Lockup



PNY Pro Hex Logo



PNY Pro Hex



Logo Lockup with Tagline


Authorized PNY Partners Only:



Authorized Partner Logo



Retired Partner Logo

 Only use the PNY Pro logos for professional products like NVIDIA® Professional Graphics & NVIDIA Data Center GPUs.



Logos

WHEN TO USE



#004697



#FFFFFF

When using any of the PNY Pro official logos, lighter backgrounds should use the logos with PNY True Blue and darker backgrounds should use the reversed white logo.

Use the solid black logo version only in situations where full color is not an option, such as black-and-white print projects or limited-color applications.



For Black & White Applications Only

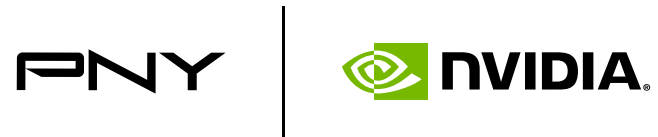


Logos & Usage

CORPORATE PARTNER
ADVERTISING GUIDELINES

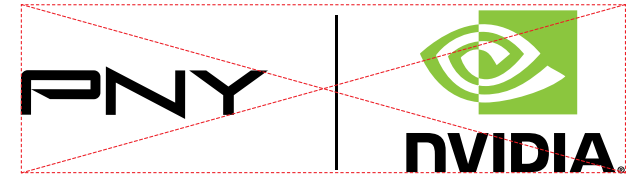
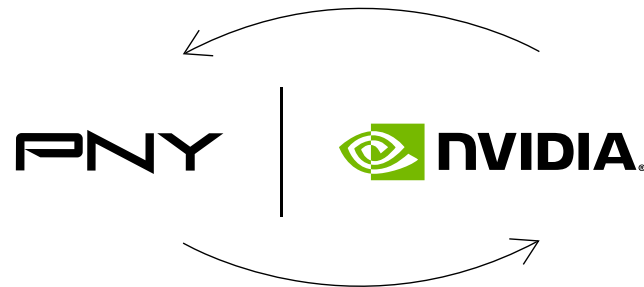
ARRANGEMENT

Horizontal arrangement is preferred and recommended. For PNY, only the horizontal arrangement is used, as a vertical version of the PNY logo does not exist.



LOGO ORDER

The logo order is defined by who owns or has the lead of the initiative (campaign, booth, or presentation) and the supporting marketing assets.



PROPORTIONS & SPACING

The divider line should match the height of the NVIDIA logo and extend equally on the top and bottom by the height of the NVIDIA 'n'. Use the NVIDIA logo eyemark to maintain consistent spacing between the divider, logos, edges, and other assets. Center the divider line between the two logos.



The NVIDIA partner lockup is required wherever an NVIDIA Professional product is featured or referenced, ensuring consistent and accurate brand representation.



Logos & Usage

CORPORATE PARTNER
ADVERTISING GUIDELINES

(CONTINUED)

COLORWAYS

Horizontal arrangement is preferred and recommended. For PNY, only the horizontal arrangement is used, as a vertical version of the PNY logo does not exist.



DARK LOGO

For use on light backgrounds



LIGHT LOGO

For use on dark backgrounds



BLACK & WHITE LOGOS

Only for use where color printing
is not available.

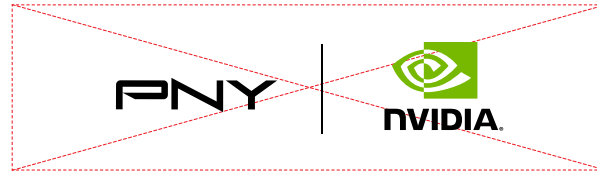


Logos & Usage

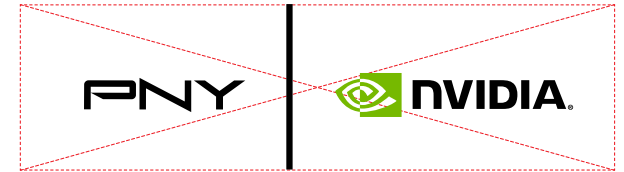
CORPORATE PARTNER
ADVERTISING GUIDELINES

(CONTINUED)

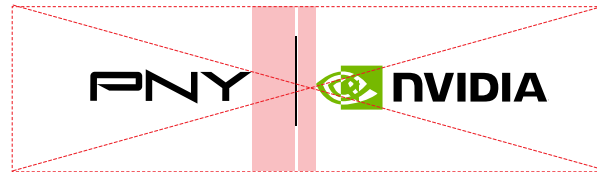
USAGE VIOLATIONS



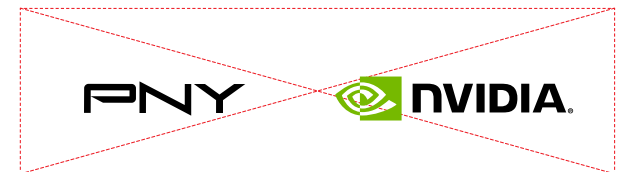
**DO NOT COMBINE VERTICAL AND
HORIZONTAL LOCKUPS**



**DO NOT CHANGE THE LENGTH OR
THICKNESS OF THE DIVIDER LINE**



**DON'T CHANGE THE CLEAR SPACE
BETWEEN THE DIVIDER LINE AND
THE LOGOS**



**DON'T REMOVE THE DIVIDER LINE UNLESS
ADDING ADDITIONAL PARTNER LOGOS
(3 OR MORE)**



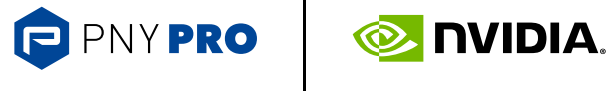
Logos & Usage

PROFESSIONAL PARTNER ADVERTISING GUIDELINES

LOGO USAGE - NVIDIA PARTNER LOCKUPS

The NVIDIA partner lockup is required wherever an NVIDIA product is featured or referenced, ensuring consistent and accurate brand representation. If the products featured are professional products, use the PNY Pro lockup. If the products featured include both professional and consumer products, use the PNY Lockup.

PROFESSIONAL PRODUCTS



PROFESSIONAL & CONSUMER PRODUCTS



ARRANGEMENT

Horizontal arrangement is preferred and recommended. In limited scenarios without enough horizontal space, the logos may be vertically stacked.

PREFERRED



WHERE SPACE IS LIMITED





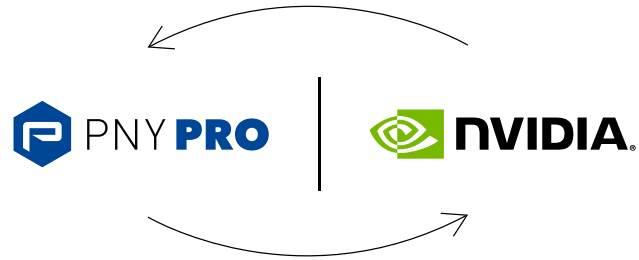
Logos & Usage

PROFESSIONAL PARTNER
ADVERTISING GUIDELINES

(CONTINUED)

LOGO ORDER

The logo order is defined by who owns or has the lead of the initiative (campaign, booth, or presentation) and the supporting marketing assets.



If NVIDIA is leading the campaign or initiative, the logo order should be reversed.

PROPORTIONS & SPACING

The divider line should match the height of the NVIDIA logo and extend equally on the top and bottom by the height of the NVIDIA 'n'. Use the NVIDIA logo eyemark to maintain consistent spacing between the divider, logos, edges, and other assets. Center the divider line between the two logos.





Logos & Usage

PROFESSIONAL PARTNER
ADVERTISING GUIDELINES

(CONTINUED)

COLORWAYS



DARK LOGO

For use on light backgrounds



LIGHT LOGO

For use on dark backgrounds



BLACK & WHITE LOGOS

Only for use where color printing is not available.





Logos & Usage

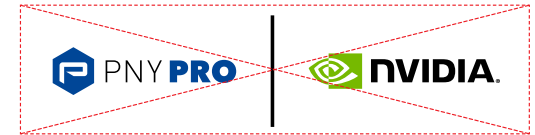
PROFESSIONAL PARTNER
ADVERTISING GUIDELINES

(CONTINUED)

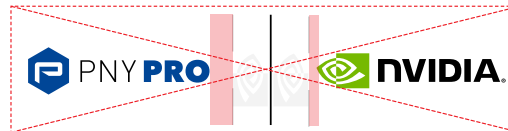
USAGE VIOLATIONS



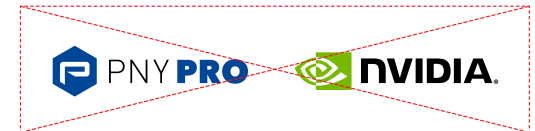
**DO NOT COMBINE VERTICAL AND
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**DO NOT CHANGE THE LENGTH OR
THICKNESS OF THE DIVIDER LINE**



**DON'T CHANGE THE CLEAR SPACE
BETWEEN THE DIVIDER LINE AND
THE LOGOS**



**DON'T REMOVE THE DIVIDER LINE
UNLESS ADDING ADDITIONAL
PARTNER LOGOS (3 OR MORE)**



Please see the NVIDIA Brand Guidelines for specific guidance on NVIDIA messaging guidelines, trademark and registration use, and more.

Example Typography

PNY PRO

EXPLORE MORE. DELIVER MORE.

PNY Commercial Solutions provide customers with powerful tools to manage heavy workloads, including: NVIDIA Professional and Computing Gaming Graphics Cards, Data Center GPUs, and Networking Solutions, PNY Memory Upgrades and Solid-State Drives. All PNY products are designed and built with system integrators in mind to provide advanced application performance, top productivity, and greater power efficiency.

For any print projects, body copy font size should not exceed 9pt and be no lower than 7.5pt. This is to maintain legibility on each sell sheet or other print material. For any web content, body copy should be 16px.

Colors

True Blue

HEX: #004697
CMYK: 92, 65, 0, 4
RGB: 0, 70, 151
PANTONE: 286 C

Luxe Black

HEX: #000000
CMYK: 60, 40, 40, 100
RGB: 0, 0, 0
PANTONE: Black C

Clarity White

HEX: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

Charcoal Gray

HEX: #222222
CMYK: 63, 52, 51, 79
RGB: 34, 34, 34
PANTONE: 432 C

Extra Light Gray

HEX: #DEDEDE
CMYK: 15, 10, 10, 0
RGB: 222, 222, 222
PANTONE: 427 C

Integrity Blue

HEX: #202C60
CMYK: 100, 90, 16, 18
RGB: 32, 44, 96
PANTONE: 280 C

Dark Gray

HEX: #444444
CMYK: 60, 49, 48, 43
RGB: 68, 68, 68
PANTONE: 431 C

Light Gray

HEX: #C8C8C8
CMYK: 25, 16, 16, 1
RGB: 200, 200, 200
PANTONE: 428 C

Gradients

Gradients are a dynamic part of the PNY visual identity, adding excitement and visual interest to our designs. When used correctly, gradients enhance branding while maintaining a polished and professional look.

PRIMARY PNY GRADIENTS

2-STEP GRADIENT

Integrity Blue to True Blue

This simple gradient is vibrant and clean, perfect for key brand elements that need a more subtle gradient transition.



3-STEP GRADIENT

Luxe Black to Integrity Blue to True Blue

The 3-step gradient adds richness and depth, ideal for more impactful designs.



EXAMPLE USES



Secondary Gradients

Secondary gradients bring flexibility and creative energy to designs, making them perfect for applications like gaming products, holiday-themed artwork, and special campaigns. Secondary gradients may include as many steps as needed and can combine Primary PNY colors with additional complementary colors.

SECONDARY GRADIENTS

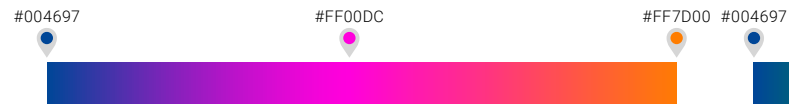
RAINBOW VALUES



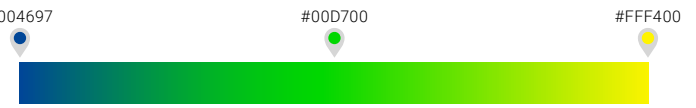
BLACK & GRAY



EXPERIMENTAL MIXTURES (WITH TRUE BLUE)

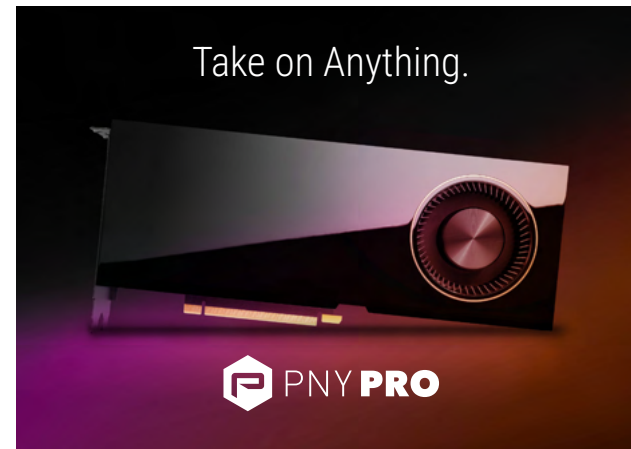


Example 1



Example 2

EXAMPLE USES



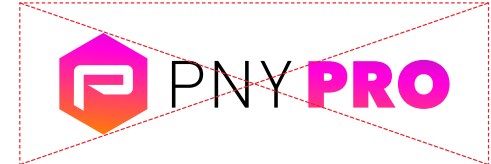
Gradients

USAGE VIOLATIONS



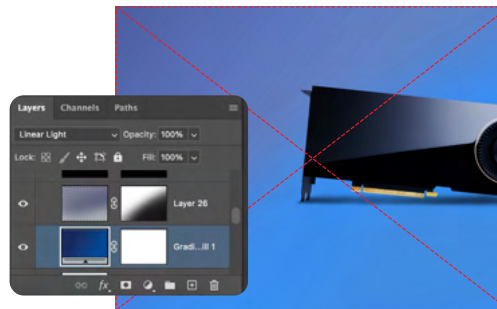
NO GRADIENTS OVER PNY LOGOS

Gradients should not be placed over logos to preserve their clarity.

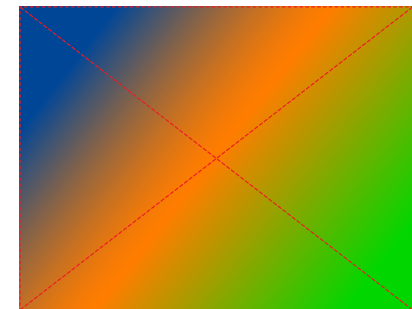


NO GRADIENTS ON PNY LOGOS

Gradients should be applied only to backgrounds, shapes, or decorative elements—not to logos.



DO NOT APPLY TRANSPARENCY EFFECTS TO GRADIENTS



AVOID GRADIENTS THAT CREATE POOR GRADIENT BLENDS OR BANDING

Choose colors with sufficient contrast in both hue and value.

Typography

Aa

Roboto Condensed

ExtraLight
ExtraLight Italic
Thin
Thin Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic

SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic

Aa

Roboto

Thin
Thin Italic
Light
Light Italic
Regular
Italic
Medium

Medium Italic
Bold
Bold Italic Black
Black Italic

Aa

Trebuchet

(System Font)

Regular
Italic
Bold
Bold Italic

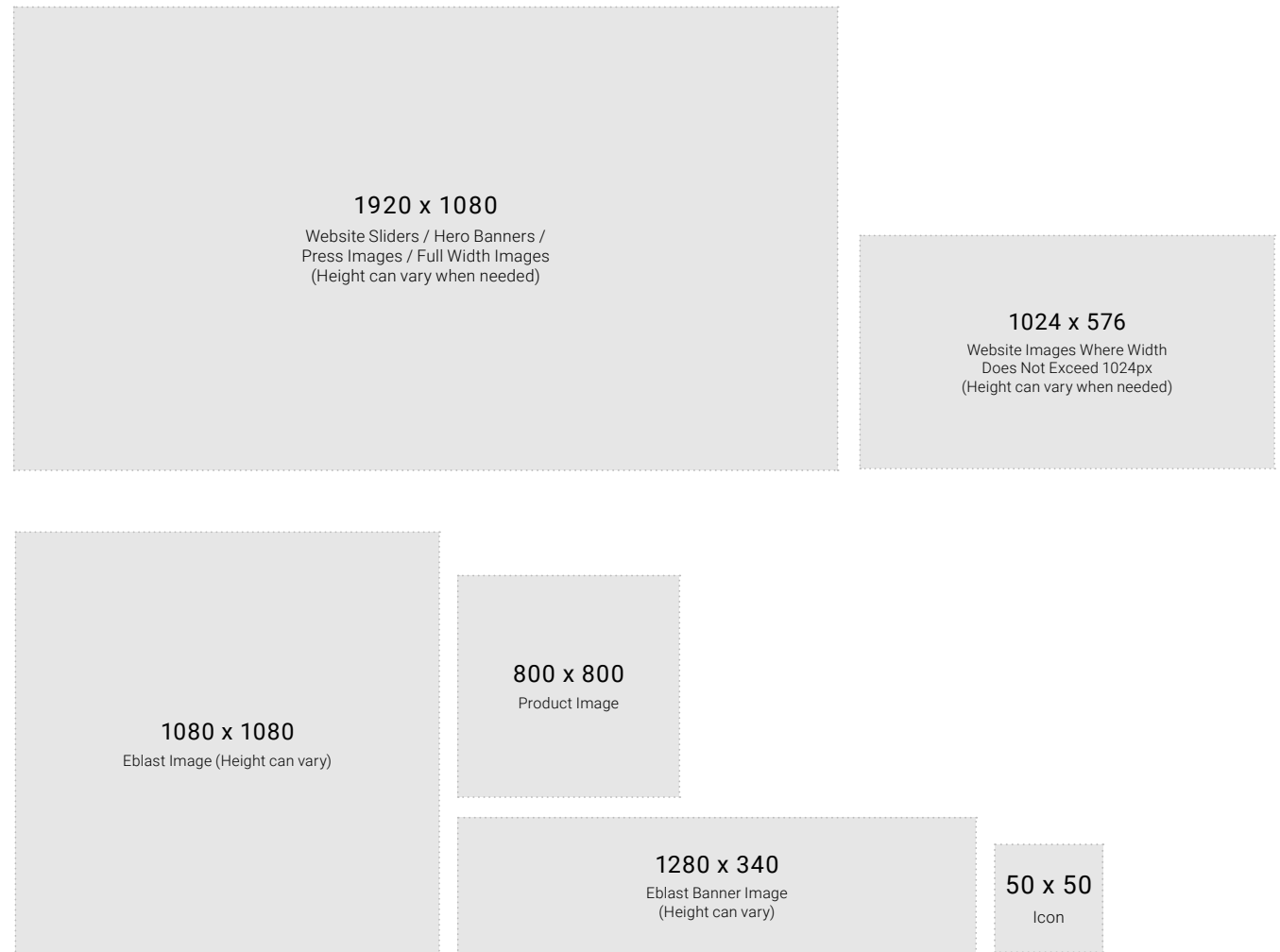
System fonts should be used only in cases where custom brand fonts are not supported or practical, such as in PowerPoint presentations, Word documents, or other non-digital design environments.



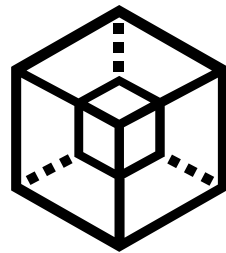
Web Images

SIZING GUIDELINES

These standard sizes are dictated by PNY website requirements which ensure images are displayed properly across all digital media platforms.



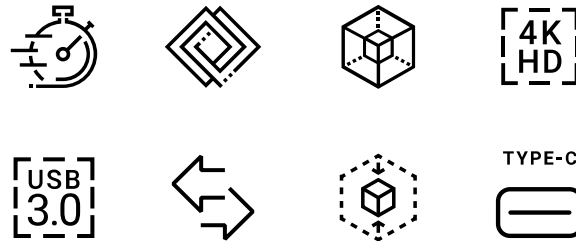
Icons



SIZING

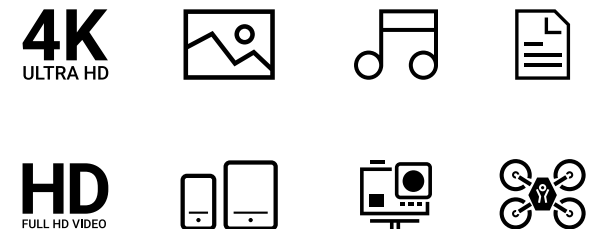
All icons are based off a 50px x 50px grid and utilize a 2pt stroke weight where applicable. Not all icons will maintain an exact square, but should reach at least two opposing sides for visual consistency. Each new icon should be approved internally before being put to use.

FOR WEB USE



Web icons are stylized with a smooth look and feel that includes strokes rather than fills to keep the appearance simplistic and modern.

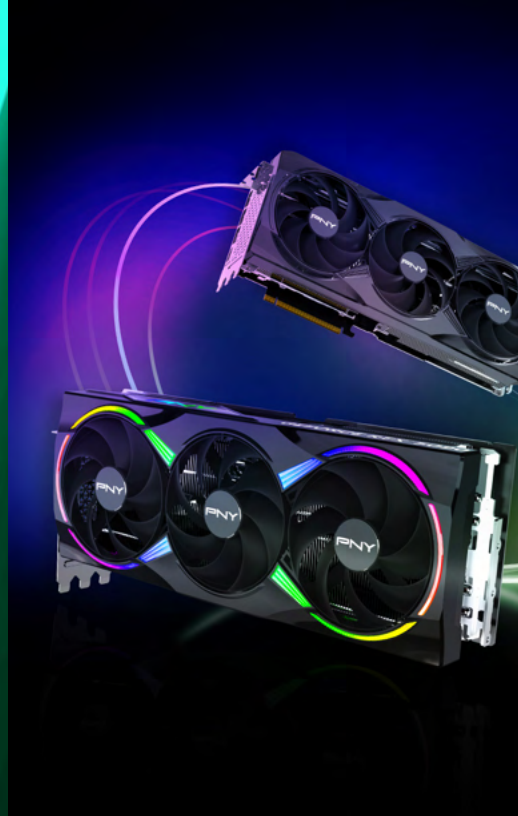
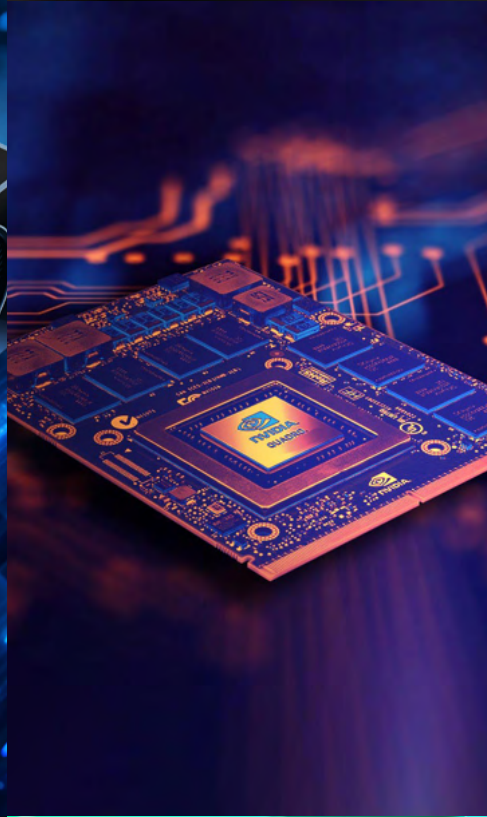
FOR PRINT USE



Print icons do not contain any text within a box, frame, or shape. This is for visual clarity and legibility. When an icon includes several details, minor fills are added to help meet these standards.

Imagery

When using product imagery, the photos should be bright and colorful with dramatic lighting and angles.



Photography

PNY's lifestyle images reflect the daily lives of our consumers, embodying a modern, relatable style that aligns with the brand's direction. Filters add energy and vibrancy, ensuring consistency across the selection.



Photography

NOT FOR USE

These examples are the types of images PNY is moving away from. We feel more original and energetic lifestyle photography resonates better with our consumers.



Illustrations

Illustrations are not core to our visual identity but play a valuable role in specific contexts when applied thoughtfully and in alignment with brand guidelines. PNY illustrations should reflect a polished, professional, and high-tech aesthetic. When used, they should blend seamlessly with other design elements, particularly product photography.



CONTINUOUS TONE IMAGERY

Illustrative elements should have realistic effects, and tech-inspired themes, and incorporate gradients, glows, opacities, and shadows to create depth and dimension. Illustrations should always work in tandem with product imagery, enhancing rather than distracting from the focal point.

Sell Sheets

HEADERS

For headers on sell sheets, they should follow the format below. A dark gradient background (#000000 – #222222) with white text. The main title of the sheet should be in a larger size font using Roboto Light. Below or above, depending on the content, should be the subtitle which should be all uppercase, Roboto light, and tracked out.

Use the appropriate PNY Pro logo or partner logo(s) in the top right. If there is a specified image to use, place it as the background image for the subheader. The images will be provided or there will be an existing image for the specific topic of the sell sheet.



Sell Sheets

BODY

The body copy should be on a white or very light gradient background, using the appropriate PNY Pro colors. For body copy titles and subtitles, continue to use the same style for as the header. For copy text, font size should not exceed 9pt as most of the sell sheets contain a large amount of important information so it is necessary to fit all of the information without crowding the page.

Advance Your Knowledge

WHAT'S NEW

PNY is dedicated to our Partner Program members. As part of a continued effort to offer additional benefits, we are introducing PNY University. PNY University is an eLearning series designed to advance your knowledge with easy access to a library of on-demand video resources. We offer beginner, intermediate and advanced training on NVIDIA® RTX, NVIDIA GeForce®, Solid State Drives, Flash Memory Cards and USB Flash Drives. Learn how to successfully sell our full range of commercial solutions today!

BENEFITS

- Easily access our on-demand video library
- Beginner, Intermediate and Advanced courses
- Learn about NVIDIA Quadro, NVIDIA GeForce, Solid State Drives, Flash Memory Cards and USB Flash Drives
- Control your eLearning by tracking your progress

Note: You must pass the quiz and select the "Mark Complete" button to complete the course.



HOW TO GET STARTED WITH PNY UNIVERSITY



Sell Sheets

FOOTER

Footers should always contain a "For more information". Based on the content, it will have the gopny@pny.com email alias (or a partner email alias), and/or a web link.

If applicable, then program/content specific call outs would be displayed next in the footer.

The PNY copyright information will always display following the above contact information. It is important to always confirm the date to ensure the correct copyright date is displayed. The copyright information should always be 5.5pt font.

Use the provided partner logo or PNY Pro logo in the bottom right corner (dependent of the collateral piece - see Logos in guidelines).

F O R M O R E I N F O R M A T I O N :

Contact your **PNY Account Manager** or email GOPNY@PNY.COM

*Reseller must be a PNY Authorized partner to qualify. Promotion available on NVIDIA RTX A6000, NVIDIA RTX A5500, NVIDIA RTX A5000 and NVIDIA RTX A4500 and must be pre-approved by PNY. Terms and conditions subject to change without notice. Features and specifications subject to change without notice. Cannot be combined with any other promotion/program.

PNY Technologies, Inc. 100 Jefferson Road, Parsippany, NJ 07054 | Tel 973-515-9700 | Fax 973-560-5590 | WWW.PNY.COM/PNYPRO

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