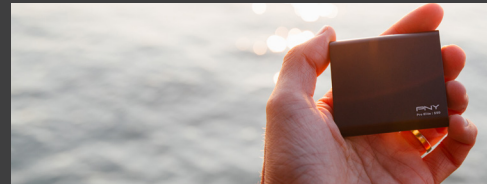
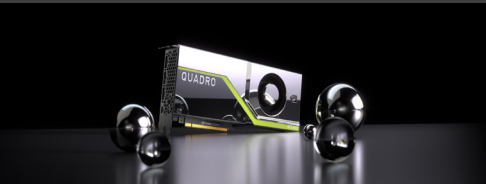


# NVY<sup>®</sup>



**BRAND**  
GUIDELINES

# INDEX

---

<b>OUR STORY</b>	<b>3</b>	<b>COMMERCIAL</b>	<b>19</b>
<b>INTRODUCTION</b>	<b>4</b>	LOGO	<b>20</b>
<b>LOGO USAGE</b>	<b>5</b>	COLORS	<b>21</b>
<b>COLORS</b>	<b>6</b>	FONTS	<b>22</b>
<b>CATEGORY COLORS</b>	<b>7</b>	PNY PARTNER ADVERTISING	<b>23</b>
<b>FONTS</b>	<b>8</b>	RULES & GUIDELINES	
<b>WEB BANNERS</b>	<b>9</b>	TRADEMARKS & NOMENCLATURE	<b>24</b>
<b>ICONS</b>	<b>10</b>	HOW TO USE THE NVIDIA LOGO	<b>26</b>
<b>PHOTOGRAPHY</b>	<b>11</b>	COMMON NVIDIA PRODUCTS	<b>29</b>
<b>PHOTOGRAPHY: NOT FOR USE</b>	<b>12</b>	AND TECHNOLOGIES	
<b>COMPONENTS</b>	<b>13</b>	TRADEMARKS COMPONENTS	
LOGO	<b>14</b>	COMPLIANCE CHECKLIST	<b>30</b>
COLORS	<b>15</b>		
FONTS	<b>16</b>		
BACKGROUND IMAGES	<b>17</b>		
TRADEMARKS & NOMENCLATURE	<b>18</b>		

These guidelines are designed to help maintain branding consistency.  
If you have any questions please email: [marketingops@pny.com](mailto:marketingops@pny.com)

The PNY logo is a registered trademark of PNY Technologies, Inc.  
All other trademarks are the property of their respective owners.  
© 2018 PNY Technologies, Inc. All rights reserved.

# OUR STORY

---

Established in 1985, PNY is a global technology leader dedicated to consumer and business-grade electronics manufacturing. PNY has over 30 years of business experience serving consumers, B2Bs, and OEMs worldwide. Available in over 50 countries with 20 company locations throughout North America, Latin America, Europe, and Asia, our products are sold at major retail, e-tail, wholesalers, and distributors worldwide.





## 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.

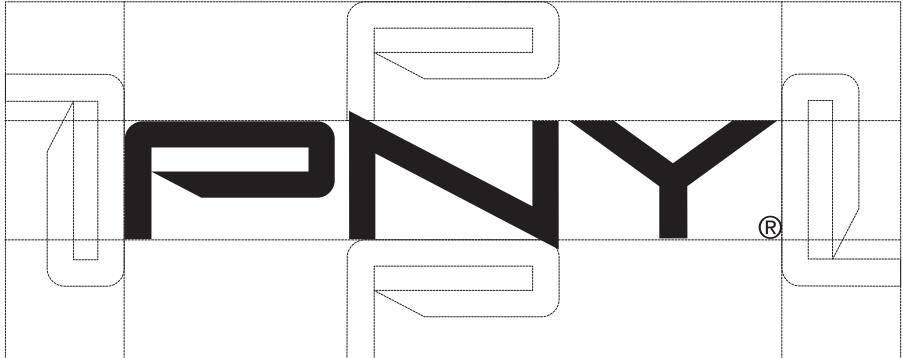
# LOGO USAGE

## 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.



The height of the "P" forms the clear space.

### SIZING

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



## 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.

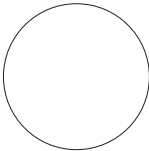
# COLORS

---

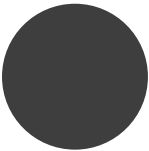
## RECOMMENDED SWATCHES



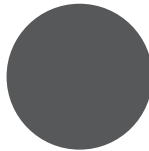
**Black**  
PMS BLK  
0 / 0 / 0 / 100  
0 / 0 / 0  
#000000



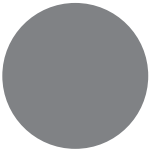
**White**  
PMS WHT  
0 / 0 / 0 / 0  
255 / 255 / 255  
#ffffff



**Dark Gray**  
0 / 0 / 0 / 90  
65 / 64 / 66  
#414042



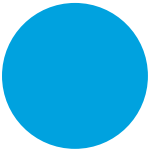
**Dark Gray 2**  
PMS Cool Gray 11 C  
0 / 0 / 0 / 80  
88 / 89 / 91  
#58595B



**Gray**  
PMS Cool Gray 8 C  
0 / 0 / 0 / 60  
128 / 130 / 133  
#808285



**Light Gray**  
PMS Cool Gray 2 C  
0 / 0 / 0 / 20  
209 / 211 / 212  
#D1D3D4



**Blue**  
PMS 299 C  
100 / 15 / 0 / 0  
0 / 155 / 223  
#009BDF



**Green**  
PMS 368 C  
60 / 0 / 100 / 0  
118 / 188 / 33  
#76BC21

---

Colors are not limited to the above, but should be utilized whenever possible. All new color selections should be approved internally before use.

The PNY logo may be printed on any solid color, screen of color, illustrative or photographic background provided that the signature stands out from the background and is clearly visible. Although, the logo may be printed on any background, the integrity of the logo demands that no words or images overlap or merge with it. It should never be integrated into illustrations, cartoons, symbols or other logos.

# CATEGORY COLORS

---

These colors have been selected to determine and differentiate product categories. Each color helps establish a unique identity for that product while maintaining consistency across a variety of platforms.

## FLASH MEMORY



**Green**  
60 / 0 / 100 / 0  
118 / 188 / 33  
#76BC21

## USB FLASH DRIVES



**Blue**  
100 / 15 / 0 / 0  
0 / 155 / 223  
#009BDF

## COMPONENTS



**Red**  
25 / 100 / 100 / 25  
153 / 27 / 30  
#991b1e

## COMMERCIAL



**Dark Blue**  
95 / 60 / 27 / 8  
25 / 100 / 138  
#19648a

# FONTS

---

## RECOMMENDED FONTS

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-[]{}|/<>|;

Regular  
**Bold**

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-[]{}|/<>|;

Regular  
**Bold**

Helvetica Neue LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-[]{}|/<>|;

45 Light  
55 Roman  
57 Condensed  
**75 Bold**  
**77 Bold Condensed**

The entire font families of the above are suitable for use.



# WEB BANNERS

---

1920 x 900

Homepage Banner / Category Page Banner

## SIZING GUIDELINES

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



600 x 325

Homepage Tile Size 1

1200 x 325

Homepage Tile Size 2

1000 x 1000

Product Image

600 x 400

Eblast Main Image  
(Height can vary when needed)

200 x 200

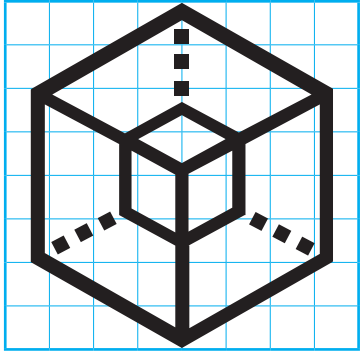
Mega Menu  
Product  
Thumbnail

50 x 50

Icon

# ICONS

---

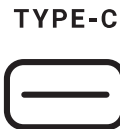


## SIZING

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.

# PHOTOGRAPHY

---

The current lifestyle images associated with the PNY brand are influenced by the daily life of our consumers. This style of imagery is not only current and modern, but is relatable and reflects the direction the PNY brand is heading in. All images are adjusted with filters to help add energy and vibrancy while maintaining consistency throughout each selection.



# PHOTOGRAPHY (NOT FOR USE)

---

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





**XLR8<sup>®</sup>**

This XLR8 Style Guide is designed to help maintain XLR8 branding consistency.

If you have any questions please email:  
[marketingops@xlr8gam1ng.com](mailto:marketingops@xlr8gam1ng.com)

# LOGO USAGE

Horizontal logo.  
When arrow cannot fit.



KEEP XLR8 logo as is.

DO NOT rearrange/distort/retype/recolor/  
remove or manipulate any components of  
the approved lockup.



XLR8™



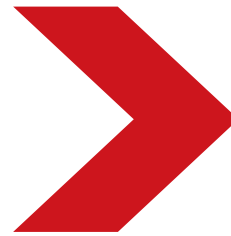
4-color CMYK logo.  
For print related items.



XLR8™



Logo with effect.  
For web use only.



XLR8™



2-color CMYK logo.  
For print use only.



XLR8™  
G A M I N G



Gaming logo.  
Minimum height of 1.14 in.



XLR8™



Grayscale logo.  
For B/W use only.



XLR8™



XLR8™



XLR8™



XLR8™  
G A M I N G

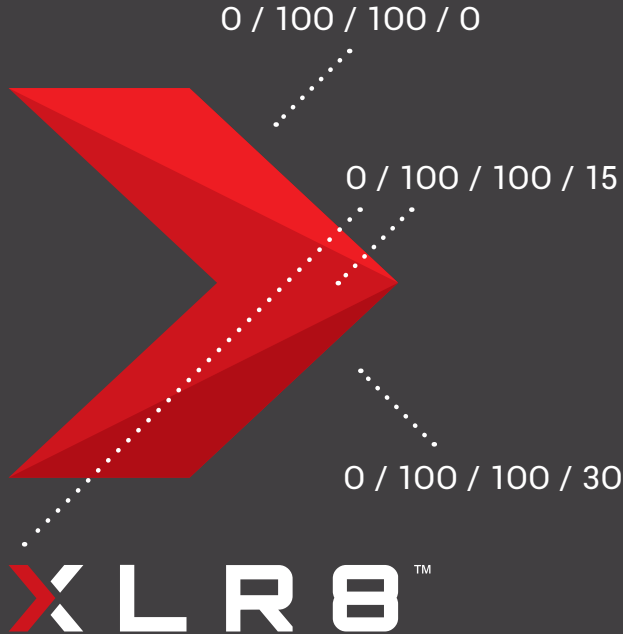


XLR8™



# COLORS

---



# FONTS

---

## Orbitron

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-[]\|/;<>|;

Regular      **Bold**  
Medium      **Black**

---

Aa

## Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-[]\|/;<>|;

Regular  
**Bold**

---

Aa



# BACKGROUND IMAGES

---



Images are not limited to the above, but must resemble a similar aesthetic.  
Backgrounds should contain dark tones and maintain large shapes and/or minimal textures.  
All new concepts should be approved internally before use.

# TRADEMARKS & NOMENCLATURE

---

When writing copy for communication materials, please cite XLR8 or NVIDIA products/technologies in headlines or body copy as specified in these guidelines. These rules apply for all applications.

## **TRADEMARK ATTRIBUTION (XLR8 Only)**

The following trademark attribution is required on all promotional materials that display any XLR8 trademarks:

The XLR8 logo trademark of PNY Technologies, Inc. All other trademarks are the property of their respective owners. © 20XX PNY Technologies, Inc. All rights reserved

## **XLR8 and NVIDIA**

The following trademark attribution is required on all promotional materials that display any XLR8 and NVIDIA trademarks: © 20XX NVIDIA Corporation and XLR8. All rights reserved. NVIDIA, the NVIDIA logo, (list all other NVIDIA trademarks and logos referenced herein) are trademarks and/or registered trademarks of NVIDIA Corporation in the U.S. and other countries. The XLR8 logotype is a trademark of PNY Technologies, Inc.

NOTE: requires a minimum font size of six point type for trademark/legal attribution. The first reference of any product requires proper trademark attribution. Beyond the first reference, use is optional.

**PNY**®

---

**PNY PRO**

This PNY Style Guide is designed to help you build marketing assets with consistent PNY branding.

If you have any questions, please email [pnypro@pny.com](mailto:pnypro@pny.com).

# LOGO

---

KEEP PNY logo and text lockup as is.

DO NOT rearrange/distort/retype/  
recolored/remove or manipulate any  
components of the approved lockup.



For light backgrounds,  
use dark blue.



For dark backgrounds,  
use light blue.



Use black or white overlay only.

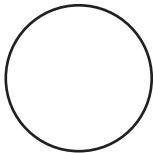


No longer used for PNY branding.



# COLORS

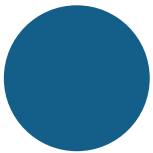
---



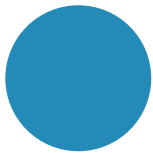
**White**  
0 / 0 / 0 / 0  
#ffffff



**Black**  
0 / 0 / 0 / 100  
#000000



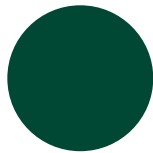
**Dark Blue**  
Pantone 7469C  
95 / 60 / 27 / 8  
#19648a



**Light Blue**  
Pantone 7689C  
80 / 34 / 14 / 0  
#248ab6



**NVIDIA Light Green**  
Pantone 376C  
50 / 0 / 100 / 0



**NVIDIA Dark Green**  
Pantone 560C  
80 / 0 / 63 / 75

# FONTS

---

## Avenir Next LT Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-[{}]\/<>|:;

Regular	<i>Italic</i>
Demi	<i>Demi Italic</i>
<b>Bold</b>	

---

Aa

## Avenir Next Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-[{}]\/<>|:;

Ultra Light	<i>Ultra Light Italic</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
Demi Bold	<i>Demi Bold Italic</i>
<b>Bold</b>	<i>Bold Italic</i>
<b>Heavy</b>	<i>Heavy Italic</i>

---

Aa

FOR NVIDIA CONTENT ONLY

Aa

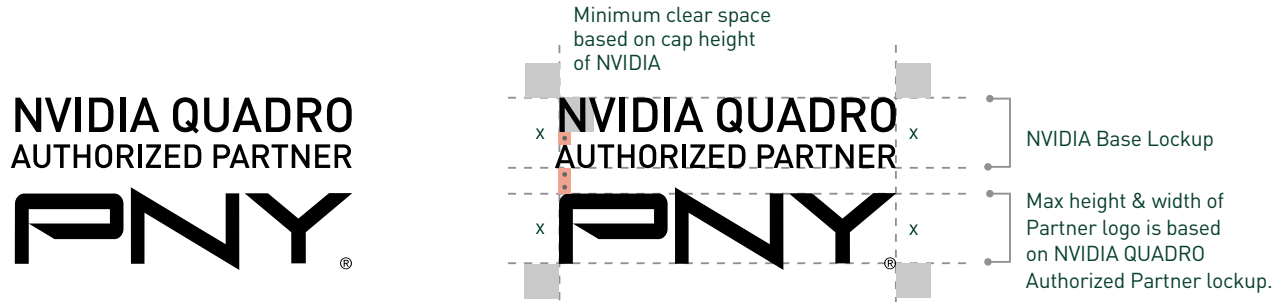
## DINPro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()-[{}]\/<>|:;

Regular  
**Bold**

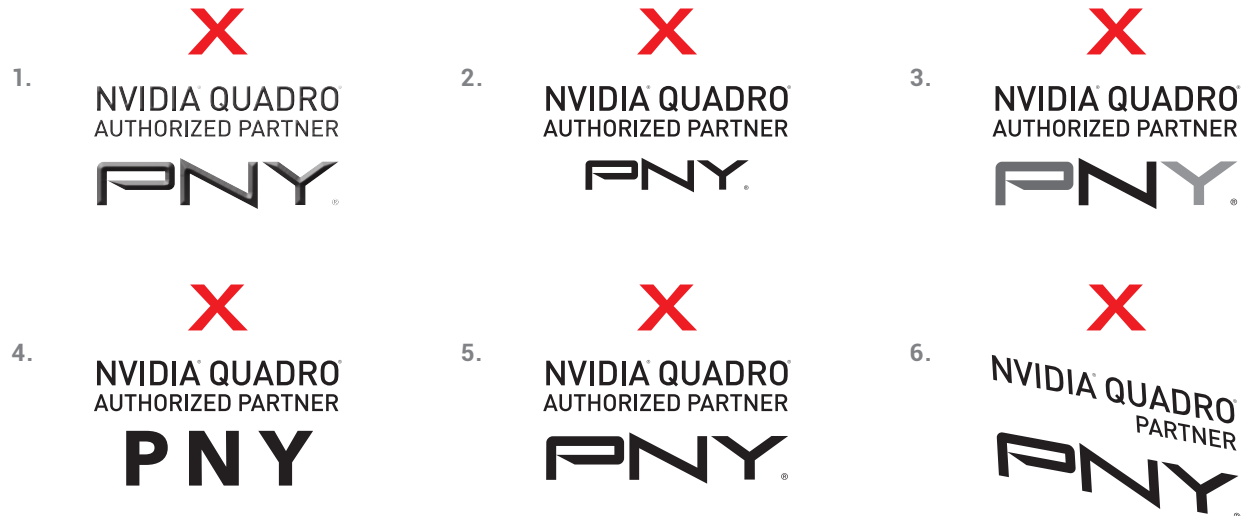
# PNY PARTNER ADVERTISING RULES & GUIDELINES

## PNY AUTHORIZED PARTNER LOCKUP FOR QUADRO



### UNACCEPTABLE LOGO USAGE

1. Do not add effects to the logo.
2. Do not resize elements independently.
3. Do not recolor or modify the color.
4. Do not create or use any font for the wordmark.
5. Do not use less clear space than the minimum requirements allow.
6. Do not skew or distort the logo. Do not add or subtract elements from the logo.



# TRADEMARKS & NOMENCLATURE

---

When writing copy for communication materials, please cite PNY or NVIDIA products/technologies in headlines or body copy as specified in these guidelines. These rules apply for all applications.

## **Trademark Attribution (PNY Only)**

The following trademark attribution is required on all promotional materials that display any PNY trademarks:

The PNY logo is a registered trademark of PNY Technologies, Inc. All other trademarks are the property of their respective owners. © 20XX PNY Technologies, Inc. All rights reserved

## **PNY and NVIDIA**

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

© 20XX NVIDIA Corporation and PNY. All rights reserved. NVIDIA, the NVIDIA logo, (list all other NVIDIA trademarks and logos referenced herein) are trademarks and/or registered trademarks of NVIDIA Corporation in the U.S. and other countries. The PNY logotype is a registered trademark of PNY Technologies.

NOTE: PNY requires a minimum font size of six point type for trademark/legal attribution. The first reference of any product requires proper trademark attribution. Beyond the first reference, use is optional.



# TRADEMARKS & NOMENCLATURE

---

## NVIDIA QUADRO TRADEMARK USAGE & NOMENCLATURE

IN GENERAL:



EXAMPLES OF NVIDIA QUADRO/TESLA/NVS PRODUCTS AND TECHNOLOGIES

NVIDIA® QUADRO®

NVIDIA® Quadro®

NVIDIA® QUADRO® K5000

NVIDIA® QUADRO® Graphics Processing Units (GPUs)

NVIDIA® QUADRO® K5000 Graphics Processing Unit (GPU)

NVIDIA® QUADRO® K5000 Graphics Processing Unit (GPU)

NVIDIA® TESLA®

NVIDIA® TESLA® GPU computing processors

NVIDIA® Tesla® M2090

NVIDIA® Tesla® M2090 GPU Computing Processor

NVIDIA® NVS™ Graphics Processing Units (GPUs)

NVIDIA® CUDA® technology

## NVIDIA GEFORCE TRADEMARK USAGE

1. Always write the complete product name exactly as referenced below, plus the model number.

GeForce® GTX 000 ✓

2. The product name may also be written in all caps if the rest of the headline is all caps:

GEFORCE® GTX 000 ✓

3. Always use proper trademarks exactly as referenced below on first use. All are written in superscript.

GeForce® GTX 000 ✓

GTX 000 ✗

GeForce® GTX 000 ✗

---

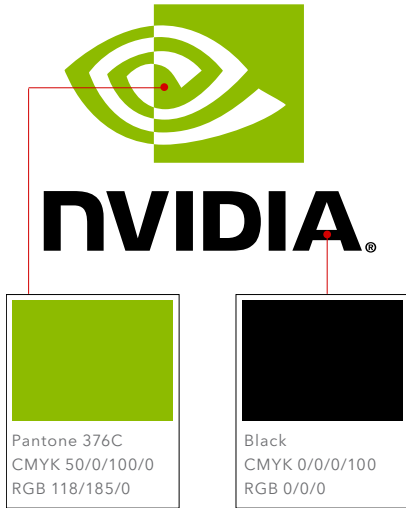
WRITE NVIDIA

✓ NVIDIA (all caps)

✗ nVidia

✗ Nvidia

# 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, us the single-  
color version of the logo

## CLEAR SPACE



## MINIMUM SIZE

0.35 in  
9 mm  
38 px



0.12 in  
3 mm  
15 px



When in use in the NVIDIA design system, outside of the brand element,  
provide clear space equal to the “eye” symbol

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

---



BREAKING THE LOGOMARK



CHANGING THE TYPE LOCKUP



RESCALING LOGO ELEMENTS



DISTORTING THE LOGO



APPLYING EFFECTS TO THE LOGO



INAPPROPRIATE COLOR USE



MANIPULATING THE LOGO



NOT ENOUGH CLEAR SPACE



PLACING THE LOGO ON BUSY BACKGROUNDS

## RETIRED EXAMPLES



# HOW TO USE THE NVIDIA LOGO WITH PARTNER CO-BRANDING (EQUAL BILLING)

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



# 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 DRIVE™	(no ® on NVIDIA)
NVIDIA® GRID™	
NVIDIA® Jetson™	
NVIDIA® QUADRO™	
NVIDIA® Tegra™	
NVIDIA® Tesla™	
NVIDIA® TITAN	("TITAN") all caps, no trademarks
TECHNOLOGIES	
NVIDIA® CUDA™	
NVIDIA® DesignWorks™	
NVIDIA® DGX-1™ / NVIDIA® DGX STATION™	
NVIDIA® DIGITS™	
NVIDIA® DriveWorks	(no trademarks)
NVIDIA® GRID™ vGPU™	(no ® on NVIDIA)
NVIDIA® Holodeck	(no trademarks)
NVIDIA® JetPack	(no trademarks)
NVIDIA® NVLink™	
NVIDIA® NVS™	
NVIDIA® SLI®	
NVIDIA® TENSORRT™	
NVIDIA® VRWorks™	(no ® on NVIDIA)

PLATFORMS	
NVIDIA GPU CLOUD (NGC)	(no trademarks)
ARCHITECTURES	
NVIDIA HGX	(no trademarks)
NVIDIA MAXWELL™	(no ® on NVIDIA)
NVIDIA PASCAL™	(no ® on NVIDIA)
NVIDIA VOLTA	(no trademarks)

~~NVIDIA® V100~~  
 ✗ Do not omit product name

~~NVIDIA® TESLA V100~~  
 ✗ Do not omit trademark

~~Partner Name TESLA®~~  
 Do not alter product names

✗

# COMPLIANCE CHECKLIST

---

## PNY PARTNER ADVERTISING RULES AND GUIDELINES

The PNY co-op advertising program is designed to encourage regional advertising at the Partner level while maintaining a consistent marketing and messaging strategy that respects brand use guidelines. PNY's goal is to assist Partners with the costs of advertising and promotion of PNY Products.

Advertising templates, rules and guidelines, which will be updated regularly, can be found at [WWW.PNY.COM/PARTNER](http://WWW.PNY.COM/PARTNER).

Prior approval from PNY Marketing Department is required for all Co-op forms of advertising and promotion such as print advertising, web banners, trade shows, billboards, flyers, event sponsorship and direct mail. Supporting documentations such as contracts and photos will also be required.

PNY does not represent NVIDIA nor does PNY claim to list herein any and all requirements of NVIDIA with regard to NVIDIA trademark usage and nomenclature.

## PNY ADVERTISING STANDARDS

- All advertisements must comply with applicable federal, provincial and other laws.
- All partner advertising and promotional materials must correctly utilize the PNY logo and NVIDIA logos (e.g. Quadro, NVS, Tesla) where applicable.
- Any ad considered for co-funding by PNY must feature the PNY logo or PNY Authorized Quadro Partner lockup in a size as large as that of any other logo(s) featured.
- Any product performance claims must be consistent with information described in sales literature, or warranties and product information. Benchmarks must state the software tool utilized and relevant specifications of the test system.
- Advertisements must not present insulting portrayals of individuals or groups, and must not exploit violence, sex, children, customs or characteristics of religious or ethnic groups, persons with disabilities or any person or group in a way that offends current legal and ethical standards.
- Advertisements must not contain statements that, in PNY's opinion, are ambiguous, misleading or deceptive due to unclear, unverifiable or inaccurate information.
- Advertisements cannot refer to an award unless its source and date is disclosed and approved.

---

## COMPLIANCE CHECKLIST

1. Logo
  - i. Check for right logo size
  - ii. Check Minimum clear space
  - iii. Check for correct color usage
2. Content
  - i. Check content adheres to PNY Advertising Standards
3. Approval
  - i. Send proofs to PNY Marketing for review prior to print

**IF YOU HAVE ANY QUESTIONS,  
PLEASE CONTACT [PNYPRO@PNY.COM](mailto:PNYPRO@PNY.COM)**



© 2019 PNY Technologies, Inc. All rights reserved.