

## EXHIBIT A

### Licensed NVIDIA Mark(s)

The following marks and logos are licensed when meeting the requirements for use:

#### Trademark

#### Logo

“NVIDIA”



“GeForce”



“Gelato”



“GoForce”



“NVIDIA nForce”



“NVIDIA Quadro”



“PureVideo”



## **EXHIBIT B**

### **NVIDIA Trademark and Logo Usage Guidelines**

The NVIDIA Trademark and Logo Usage Guidelines includes information regarding when it is appropriate to use each of the trademarks and logos, when to use various versions of the logo, the correct way to use the trademarks in text, minimum sizing and spacing requirements, and color details.

#### **General Requirements for Logo Use**

##### **NVIDIA Logo**

Primarily used to show a relationship with NVIDIA, such as a joint sponsorship at an event or partnership.

Not to be used by itself on partner packaging.

##### **Product Logos**

These include GeForce, Gelato, GoForce, NVIDIA nForce, and NVIDIA Quadro.

May be used to promote partner products that include the corresponding NVIDIA products.

Multiple products logos may be used on packaging and promotions if appropriate.

##### **Technology Logos**

These include PureVideo. Other technology logos require separate license agreements at this time.

May be used to promote hardware products that include PureVideo technology as well as software products that support PureVideo technology. (Note: PureVideo HD requires a separate agreement).

##### **Program Logos**

These include “Graphics by NVIDIA” and “Powered by NVIDIA”. Other program logos require separate license agreements at this time.

“Graphics by NVIDIA” may be used to promote products that contain NVIDIA GPUs (GeForce, GoForce, or NVIDIA Quadro). Stickers are available for use on PC systems.

“Powered by NVIDIA” may be used to promote products that contain NVIDIA MCPs (NVIDIA nForce).

In general, multiple NVIDIA logos may be used by licensees where appropriate.

## **Use of NVIDIA Trademarks in Partner Product Names**

As part of the licensing agreement, NVIDIA allows partners to use the GeForce and NVIDIA nForce trademarks in partner product names when certain guidelines are followed.

**Example: Partner GeForce® 7900 GTX**

The requirements for inclusion of “GeForce” or “NVIDIA nForce” in partner product name include:

- The registration symbol or “®” must be included directly after the trademark that is being used (i.e. Partner GeForce® 7900 GTX or Partner NVIDIA nForce® 4).
- Trademark attribution must appear on packaging stating “NVIDIA and GeForce are registered trademarks of NVIDIA Corporation.” (and/or NVIDIA nForce).
- The entire product name must be in the same font.
- NVIDIA’s trademarks may **not** be combined with or incorporated into other terms to form combination or composite marks.

**Example: MaxGeForce or GeForce-OC**

The Quadro trademark may be used by partners selling add-in cards using the following template:

**NVIDIA Quadro® FX 4500 by Partner**

The same requirements apply as noted above.

## **Approved Nouns for use with Trademarks**

GeForce, GoForce, NVIDIA Quadro: GPU, graphics processor, processor

NVIDIA nForce: MCP, media and communications processor, core logic, chipset

PureVideo: technology

## Proper Writing of NVIDIA Trademarks

ALL  
UPPERCASE  
NVIDIA® REGISTERED  
UPPERCASE GeForce® UPPERCASE  
UPPERCASE 7800 REGISTERED  
UPPERCASE GTX  
SPACE SPACE SPACE

Example: NVIDIA® GeForce® graphics processing units (GPUs)

NOTE: Always precede with "NVIDIA" on first written instance.

NVIDIA® GeForce® UPPERCASE  
UPPERCASE Go 7800 UPPERCASE  
UPPERCASE GTX  
SPACE SPACE SPACE

Example: NVIDIA® GeForce® Go graphics processing units for notebooks

NOTE: Always precede with "NVIDIA" on first written instance.

NVIDIA® GoForce® 4800  
SPACE

Example: NVIDIA® GoForce® handheld graphics processing units (GPUs)

NOTE: Always precede with "NVIDIA" on first written instance.

UPPERCASE  
UPPERCASE NVIDIA UPPERCASE nForce® UPPERCASE 590 UPPERCASE SLI™  
UPPERCASE UPPERCASE UPPERCASE UPPERCASE UPPERCASE  
SPACE SPACE SPACE SPACE SPACE

Example: NVIDIA nForce® media and communications processors (MCPs)

NOTE: Never write "nForce" without preceding with "NVIDIA". The official trademarked term is "NVIDIA nForce" as a whole. Therefore, there is no registration mark after "NVIDIA", only after "NVIDIA nForce".

UPPERCASE  
UPPERCASE NVIDIA UPPERCASE Quadro® UPPERCASE FX 4500 UPPERCASE SDI  
UPPERCASE UPPERCASE UPPERCASE UPPERCASE UPPERCASE  
SPACE SPACE SPACE SPACE SPACE

Example: NVIDIA Quadro® graphics boards

NOTE: Never write "Quadro" without preceding with "NVIDIA". The official trademarked term is "NVIDIA Quadro" as a whole. Therefore, there is no registration mark after "NVIDIA", only after "NVIDIA Quadro".

UPPERCASE  
UPPERCASE NVIDIA® UPPERCASE PureVideo™  
UPPERCASE UPPERCASE UPPERCASE UPPERCASE UPPERCASE  
SPACE SPACE SPACE SPACE SPACE

Example: NVIDIA® PureVideo™ technology

NOTE: Always precede with "NVIDIA" on first written instance.

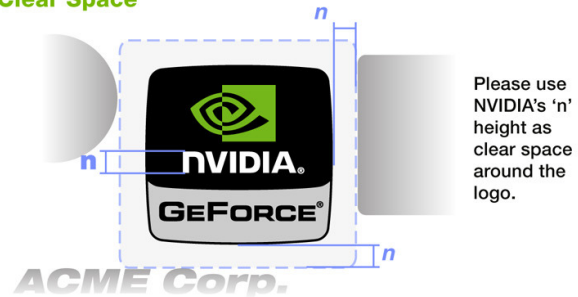
## Badge Usage

### Basics

**DO NOT** modify the badge or any elements inside the badge.  
**DO NOT** combine inside other logos or badges.  
**DO NOT** add any graphic elements or logos.

The only change allowed is proportional scaling while respecting the minimum size requirements.

### Clear Space



### Compositing Effects

For light backgrounds



**Drop Shadow**  
Required for 3D badge, optional for 2D version.

For dark backgrounds

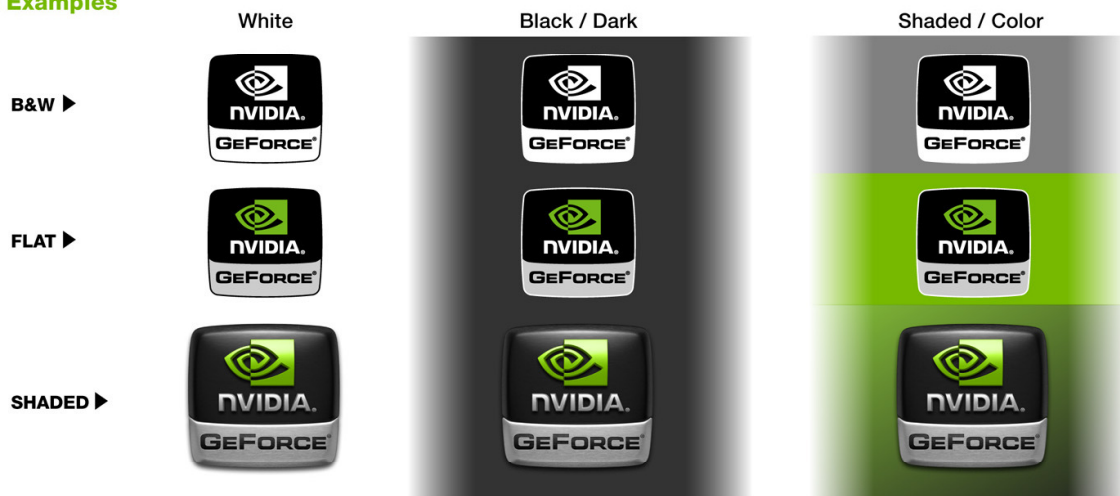


**White Line**  
Required for 2D badge. (See 'white line' file)



No effects needed for the 3D badge. Stands out on its own.

### Usage Examples



### When Do I Use Shaded Badges vs Flat Badges?



Shaded version is preferred when meets minimum requirements above.



Use flat version when having technical or mechanical limitations like silkscreen, embossing, etc.  
Make sure the NVIDIA logo meets minimum size requirements.

## NVIDIA Logo Usage

### For White Backgrounds



Vertical version (preferred)

Horizontal version

### For Dark Backgrounds



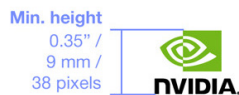
Vertical version (preferred)

Horizontal version

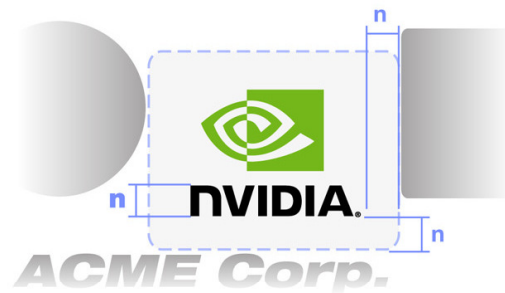
### Minimum Sizes: Vertical vs Horizontal

The vertical logo in black text is preferred at all times except when the NVIDIA logo falls below 0.35" / 9 mm / 38 pixels vertically. Please use the horizontal logo below this minimum size.

The horizontal logo's height cannot be smaller than 0.12" / 3 mm / 15 pixels vertically.



### Clear Space



DO NOT break apart the 'eye' graphic symbol from the NVIDIA type. DO NOT transform or resize the elements independently.  
DO NOT use on highly textured or multi-colored backgrounds.

The only change allowed is proportional scaling as a unit while respecting the minimum size requirements.

### Logo Color Palette

	SPOT COLOR	PRINT	SCREEN
	PANTONE	CMYK	RGB
	PMS 376 C	50 0 100 0	118 185 0

	SPOT COLOR	PRINT	SCREEN
	PANTONE	CMYK	RGB
	White	0 0 0 0	255 255 255

	SPOT COLOR	PRINT	SCREEN
	PANTONE	CMYK	RGB
	Cool Grey 3 C	0 0 0 17	216 216 216

	SPOT COLOR	PRINT	SCREEN
	PANTONE	CMYK	RGB
	Black C	0 0 0 100	0 0 0