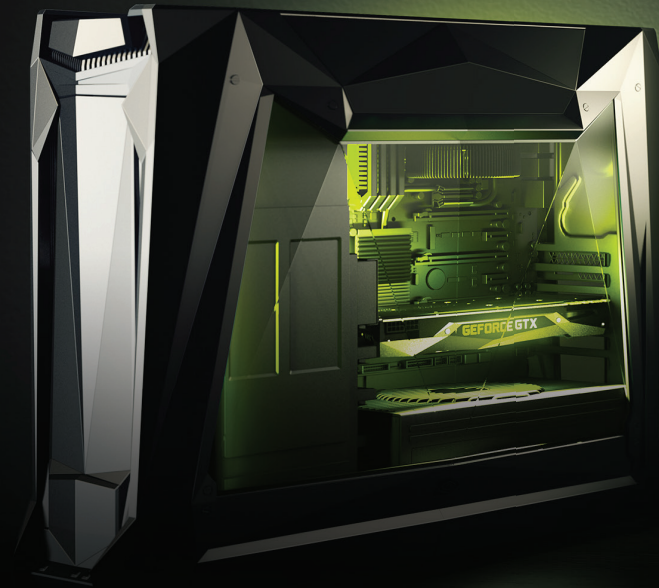




GEFORCE[®] EXPERIENCE™



NVIDIA HIGHLIGHTS BRAND TOOLKIT

03/08/2018

NVIDIA HIGHLIGHTS - TOOLKIT

The purpose of this toolkit is to provide guidelines and specifications to implement NVIDIA Highlights branding and messaging into your game.

Branding and naming are integral to the success of a product. In this guide you will find information to help use the button properly within your game, how to use written lockups, and how to properly refer to NVIDIA Highlights when speaking about the feature.

NVIDIA HIGHLIGHTS BUTTON PROPER USAGE

Proper use of the button is critical to developing a consistent brand representation. This includes adhering to sizes, clear space, and specific colors.

CLEAR SPACE



BLACK ONLY



Preferred Button
on Black Background



Preferred Badge
on White Background



Button Example
in FORTNITE

NVIDIA HIGHLIGHTS LOCKUP PROPER USAGE

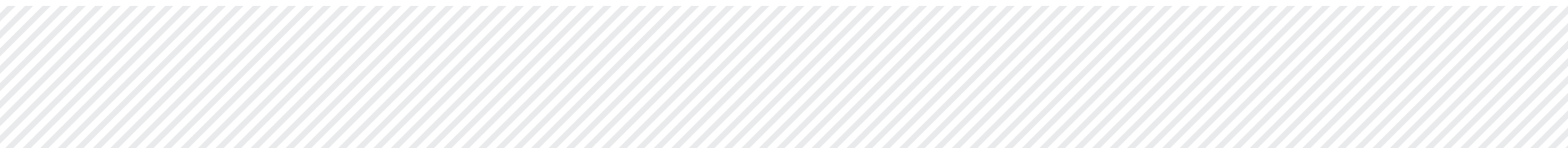
HIGHLIGHTS SPECIFIC - LOCKUP

NVIDIA® HIGHLIGHTS

Preferred Badge
on White Background

NVIDIA® HIGHLIGHTS

Preferred Button
on Black Background



NVIDIA HIGHLIGHTS WRITTEN/VERBAL PROPER USAGE

Preferred usage is **“NVIDIA HIGHLIGHTS”** to align with the button and reduce the amount of text needed to describe the feature.

When more real estate is available expand to the following:

- **“NVIDIA Highlights is a feature of GeForce Experience.”**
- **“NVIDIA Highlights, a feature of GeForce Experience, uses ShadowPlay technology to automatically capture your best in-game moments without impact to your performance.”**