

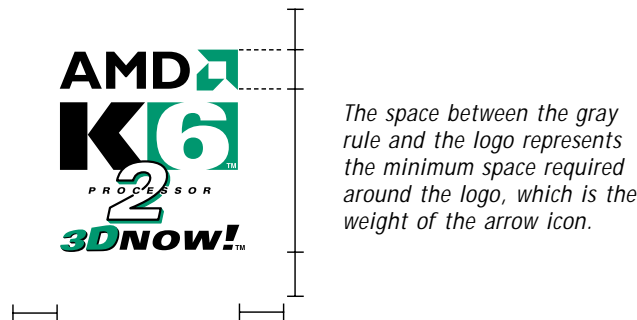


## AMD-K6<sup>®</sup>-2 and 3DNow!<sup>™</sup> LOGO GUIDELINES

The following guidelines address the correct treatment of AMD's "AMD-K6" and "3DNow!" trademarks and associated logos in advertising, technical, collateral, and other printed or visual material for the AMD-K6<sup>®</sup>-2 processor.

### Logo Usage Guidelines

1. Use the enclosed CD ROM to access an image of the "AMD-K6-2 and 3DNow!" logo. The "AMD-K6-2 and 3DNow!" logo may only be used in connection with the promotion of AMD-K6-2 processors and not for any other goods and/or services. Do not modify or recreate the "AMD-K6-2 and 3DNow!" logo under any circumstances. Use the artwork provided by Advanced Micro Devices, Inc.
2. The following trademark attribution must accompany use of the "AMD-K6-2 and 3DNow!" logo:  
*AMD, the AMD logo, K6, 3DNow!, and combinations thereof are trademarks of Advanced Micro Devices, Inc.*
3. The "AMD-K6-2 and 3DNow!" logo should always appear on chip markings as illustrated in the enclosed CD ROM. Do not alter the images in any manner.
4. The "AMD-K6-2 and 3DNow!" logo must stand alone. A minimum amount of empty space must be left between the "AMD-K6-2 and 3DNow!" logo and any other object such as type, photography, borders, edges, etc. The minimum space required is proportional to the weight of the arrow icon in the "AMD-K6-2 and 3DNow!" logo.



5. You may not combine the "AMD-K6-2 and 3DNow!" logo with any other feature including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols. You may not combine or incorporate the "AMD-K6-2 and 3DNow!" logo in any other trademark, including, but not limited to, the names of your company, products, and/or services.
6. Minimum size for the "AMD-K6-2 and 3DNow!" logo is 1" height by 1" width.
7. AMD-K6-2 and 3DNow! Logo Color Options:
  - Black/green (PMS 347 spot; PMS 348 CMYK) logo—prints over white only
  - Black/white logo with gray drop shadow—prints over white only
  - Black logo—prints over white or light background
  - White logo—prints over dark background
  - All Platinum/Silver (PMS 877) logo—prints over dark background (represent platinum at 40% black for non-print use such as web and video)
  - All Gold (PMS 873) logo—prints over dark background (represent gold using PMS 119 for non-print use such as web and video)



## AMD-K6®-2 and 3DNow!™ LOGO GUIDELINES, continued

### AMD-K6®-2 and 3DNow!™ Trademarks Written in Copy:

1. If you use the AMD-K6 and 3DNow! trademarks together in written copy and wish to refer to processor speed, use the following format:

AMD-K6®-2/XXX processor with 3DNow!™ technology  
AMD(hyphen)K6®(hyphen)2(slash)XXX processor with 3DNow(exclamation mark)™  
(XXX equals the speed of the processor)

2. If you use the AMD-K6 and 3DNow! trademarks in written copy and do not wish to refer to processor speed, use the following format:

AMD-K6®-2 processor with 3DNow!™ technology

3. Never separate the AMD-K6-2/XXX name between lines of copy. Examples:

**Right:** "The best microprocessor around is the AMD-K6®-2/300 processor with 3DNow!™ technology."

**Wrong:** "The greatest microprocessor in the industry today is the AMD-K6®-2/300 processor with 3DNow! technology."

4. Please follow the more detailed rules set forth in the AMD-K6-2 and 3DNow! Trademark Usage Guidelines for all text references.



## AMD-K6<sup>®</sup>-2 and 3DNow!<sup>™</sup> TRADEMARK USAGE GUIDELINES

The following guidelines address the correct treatment of AMD's "AMD-K6" and "3DNow!" trademarks and associated logos in advertising, technical, collateral, and other printed or visual material for the AMD-K6<sup>®</sup>-2 processor.

1. Use the AMD trademarks solely in connection with AMD products and not for any other goods and/or services. Do not combine or incorporate the AMD trademarks as part of any other trademark and do not use the AMD trademarks as part of any trade name or in a manner that suggests that they are another company's trademarks, company name, service name, brand name, model name or system designation. Do not use AMD trademarks in any manner which may disparage the AMD trademarks or impair the validity, scope, title, or goodwill of AMD in the AMD trademarks.

**Right:** "ABC Computer with AMD-K6<sup>®</sup>-2 processor..."

**Wrong:** "ABC AMD-K6-2 Computer..."

2. In the title, in the first occurrence in text, and in other prominent instances, (i.e., in bold, in header or footer), always follow the "AMD-K6" mark with a superscripted (R) (®).

**Right:** "The AMD-K6<sup>®</sup>-2 processor offers superior..."

**Right:** "The AMD-K6<sup>®</sup>-2/300 processor offers superior..."

**Wrong:** "AMD-K6-2<sup>®</sup> processors offer superior..."

**Wrong:** "AMD-K6-2/300<sup>®</sup> processors offer superior..."

3. Most of the time, follow the mark "AMD-K6-2" with an appropriate generic term such as "processor," "device," etc.
4. The "AMD-K6" trademark should not be used in an abbreviated form.

**Right:** "AMD-K6<sup>®</sup>-2 processor"

**Wrong:** "K6<sup>®</sup>"

**Wrong:** "K6<sup>®</sup>-2"

5. The designator "2" should be used as a suffix to the AMD-K6 mark, using a hyphen as a connector, having the form of "-2" or, (hyphen)2.

**Right:** "AMD-K6<sup>®</sup>-2 processors offer superior ..."

**Wrong:** "AMD-K6<sup>®</sup> 2 processors offer superior..."

**Wrong:** "AMD-K6<sup>®</sup>/2 processors offer superior..."

6. When a speed designation is used in connection with the AMD-K6-2 mark, the following format should be used:

AMD-K6<sup>®</sup>-2/XXX where XXX equals the speed of the processor.

**Right:** "AMD-K6<sup>®</sup>-2/300 processors offer superior..."

**Wrong:** "AMD-K6<sup>®</sup>-2 300 processors offer superior..."

**Wrong:** "AMD-K6<sup>®</sup>-2-300 processors offer superior..."

7. In the title, in the first occurrence in text, and in other prominent instances, (i.e., in bold, in header or footer), always follow the "3DNow!" mark with a superscripted TM (™).

**Right:** "The 3DNow!<sup>™</sup> technology offers superior..."

**Right:** "The AMD-K6<sup>®</sup>-2 processor with 3DNow!<sup>™</sup> technology offers superior..."

**Wrong:** "3DNow! technology<sup>™</sup> offers superior..."



## AMD-K6<sup>®</sup>-2 and 3DNow!<sup>™</sup> TRADEMARK USAGE GUIDELINES, continued

8. The "3DNow!" mark is one term and there should be no space between "3D" and "Now!". The "N" in "Now!" should always be capitalized and followed by an exclamation point.

**Right:** "3DNow! technology offers..."

**Wrong:** "3D Now! technology offers..."

**Wrong:** "3D-Now! technology offers..."

9. Most of the time, follow the mark "3DNow!" with an appropriate generic term such as "technology," "instructions," etc...

10. In each publication that uses the "AMD-K6" mark and/or the "3DNow!" mark, provide a trademark attribution notice that includes all AMD trademarks used in that publication, material, or item. For example:

"AMD, the AMD logo, K6, 3DNow! and combinations thereof are trademarks, and AMD-K6 is a registered trademark of Advanced Micro Devices, Inc."

11. With the exception of the "-2" suffix, do not follow a trademark with a hyphen.

**Right:** "AMD-K6<sup>®</sup>-2 processor-based systems..."

**Wrong:** "AMD-K6<sup>®</sup>-2-based systems..."

12. Do not use a trademark in a plural or possessive form.

**Right:** "The AMD-K6<sup>®</sup>-2 processor's high performance design..."

**Wrong:** "The AMD-K6<sup>®</sup>-2's high-performance design..."

**Wrong:** "The AMD-K6<sup>®</sup>-2s are available in..."

13. Do not split a trademark from the end of one line to the beginning of the next.

**Wrong:** "AMD designed the AMD-K6<sup>®</sup>-  
2 to fit the low cost, high volume..."

14. In the title, the first occurrence in text, and in other instances where its appearance is prominent, (i.e., in bold, in header or footer), always follow the mark "MMX" with a superscripted TM (<sup>™</sup>).

**Right:** "The AMD-K6<sup>®</sup>-2 processor with 3DNow!<sup>™</sup> technology and MMX<sup>™</sup> instructions..."

**Wrong:** "The AMD-K6<sup>®</sup>-2 processor with 3DNow!<sup>™</sup> technology and MMX instructions<sup>™</sup>..."

15. Additional examples of permitted uses of the "MMX" mark include:

"executes MMX instructions"

"runs MMX software"

"with MMX instructions"

"executes the MMX technology"

"compatible with MMX technology"

This is not intended to be an exclusive list of permitted uses. Apply Guideline 14 to these uses of the "MMX" mark as well.



## AMD-K6®-2 and 3DNow!™ TRADEMARK USAGE GUIDELINES, continued

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- 16.** In each publication, as well as any other item that uses the "MMX" mark, provide a trademark attribution notice for this mark. For example:

"MMX is a trademark of Intel Corporation.

Other product names used in this publication are for identification purposes only and may be trademarks of their respective companies."

The attribution must be easily readable and of customary prominence. If there is not enough room for trademark attribution on a particular item, do not use the "MMX" mark on that item.

- 17.** In text and in graphics, the "MMX" mark must be no larger than the size of the most prominent AMD identifier, (i.e., AMD-K6®-2, 3DNow!™).
- 18.** AMD's customers, retailers, and third parties are allowed to use Intel's "MMX" mark with respect to AMD's microprocessors as set forth in Guidelines 14 through 17 above, provided the "MMX" mark is used proximate to, and is no larger than the AMD processor identifier.



**What does the AMD logo represent?**

The AMD logo is composed of two elements – the initials and the arrow icon. The initials AMD have come to represent Advanced Micro Devices in the semiconductor industry. The arrow icon symbolizes the AMD principle of growth in the right direction. Together, they form a graphic image that identifies AMD to the world.

**How should the logo be used?**

The AMD logo may only be used in connection with the promotion of AMD products, and not for any other goods and/or services. Do not modify or recreate the AMD logo under any circumstances. Use the artwork provided by Advanced Micro Devices, Inc.

When the AMD logo is used, you must include the following attribution:

*AMD, the AMD logo, and combinations thereof are trademarks of Advanced Micro Devices, Inc.*

**Proportion.** There are two versions of the logo. For the applications that do not allow for a horizontal format, AMD has created an alternate vertical format. For consistency, please use the vertical version only where the horizontal won't fit. Both versions are shown here. The best way to maintain accurate proportions is to use the image from the spec sheet below.

**Orientation.** The initials AMD in the logo are always positioned to the left of the arrow in the horizontal version of the logo. In the vertical version, the initials are below the arrow.

The logo should never be rotated or skewed. The AMD initials combined with the arrow icon together make up the single logo element. No part of this element may be graphically modified with illustrations or graphics coming from or showing in the middle space.

**Spacing.** Always maintain space around the logo to set it apart from other graphic elements or text on a page. The minimum space required is proportional to the weight of the arrow icon. You may not combine the AMD logo with any other feature including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols. You may not combine the AMD logo with any other trademark, including, but not limited to, the names of your company, products, and/or services.

**Color.** The AMD logo (AMD initials plus arrow icon) can be produced in the following colors only:

- AMD initials black with (PMS 347 spot; PMS 384 CMYK) green arrow—prints over white only
- All black—prints over white or light background
- All white—prints over black or dark background
- All Platinum/Silver (PMS 877) logo—prints over dark background (represent platinum at 40% black for non-print use such as web and video)
- All Gold (PMS 873) logo—prints over dark background (represent gold using PMS 119 for non-print use such as web and video)

Colors used should always be solid. Do not use gray continuous tone, screens, special fills, or outlined treatments.

**AMD Logos**



Horizontal logo:  
all black.



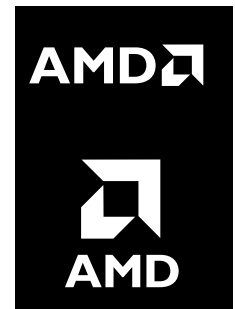
Horizontal logo:  
black initials with  
Pantone 347 green arrow.



Vertical stacked logo:  
all black.



Vertical stacked logo:  
black initials with  
Pantone 347 green arrow.



Both logos reversed out.