

# AMD Duron™ Processor

## Logo Usage Guidelines

The following information addresses the correct treatment of AMD's "AMD Duron" processor logo and trademarks for use in advertising, collateral, and other printed or visual material for the AMD Duron™ processor.

### General Guidelines

1. The "AMD Duron™" processor logo may only be used in connection with the promotion of AMD Duron processors and not for other goods and/or services. Do not modify or recreate the "AMD Duron" processor logo under any circumstances. Use the artwork provided by Advanced Micro Devices, Inc.
2. The following trademark attribution must be used when featuring the "AMD Duron" processor logo:

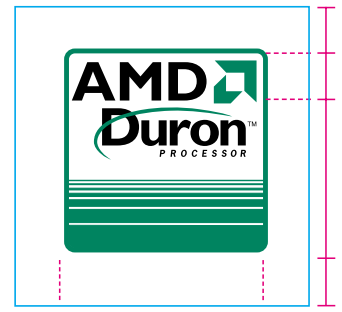
AMD, the AMD Arrow logo, AMD Duron and combinations thereof are trademarks of Advanced Micro Devices, Inc.
3. The "AMD Duron" processor logo must appear inside a white box with a minimum amount of white space around the "AMD Duron" processor logo and any other object such as type, photography, borders, edges, etc. (See Figure A for minimum spacing requirements). The "AMD Duron" processor logo may be placed over an object or photo provided the logo appears inside a white box as noted here.
4. The minimum spacing requirements set forth above in Number 3 of these General Guidelines should also be complied with when using the "AMD Duron" processor logo with any other features and/or trademarks, including but not limited to, other logos, words, graphics, photos, slogans, numbers, design features or symbols, the names of your company, products, and/or services.

### Size

- ▶ Minimum size for the "AMD Duron" processor logo is 1" height by 1" width.

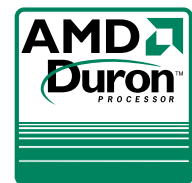
### Color Options

- ▶ Spot: Pantone 347 green, black and white  
Must appear on white background only or inside a white box on any background.
- ▶ CMYK: Pantone 348 green, black and white  
Must appear on white background only or inside a white box on any background.
- ▶ RGB: Green = R:0 G:128 B:78; Black = R:0 G:0 B:0  
Must appear on white background only or inside a white box on any background.
- ▶ Black and White (Grayscale): black, gray and white  
Must appear on white background only or inside a white box on any background.
- ▶ Follow the more detailed rules set forth in the AMD Duron Processor Trademark Usage Guidelines for all text references.

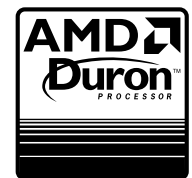


**Figure A**

*The blue outline represents the bounding edges of the white box which must appear behind the logo; the space between the magenta rule and the logo represents the minimum white space which must appear around the logo separating it from other objects or text.*



**Black/green/white**  
Pantone 347 green (spot)  
Pantone 348 green (CMYK)  
Must appear on white background only or inside white box on any background.



**Black/gray/white**  
Must appear on white background only or inside white box on any background.

## Trademark Usage Guidelines

The following guidelines address the correct treatment of AMD's "AMD Duron" trademark as it is used in advertising, technical, collateral, and other printed or visual material for the AMD Duron™ processor.

1. AMD's trademark is "AMD Duron." The "AMD Duron" trademark is one term, with a space between "AMD" and "Duron." The "AMD Duron" trademark should not be used in an abbreviated form.

**Right:** "AMD Duron™ processor"

**Wrong:** "AMD™ Duron processor"

**Wrong:** "Duron™ processor"

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 Duron" mark with a superscripted ™.

**Right:** "The AMD Duron™ processor sets a new performance standard..."

**Right:** "The AMD Duron™ processor 950MHz sets a new performance standard..."

**Right:** "The 950MHz AMD Duron™ processor sets a new performance standard..."

**Wrong:** "AMD Duron processor™ sets a new performance standard..."

**Wrong:** "The AMD™ Duron 950MHz processor sets a new performance standard..."

3. Follow the mark "AMD Duron" with an appropriate generic term such as "processor," "device," etc.
4. Do not split the "AMD Duron" trademark between the end of one line and the beginning of the next.

**Right:** "AMD designed the AMD Duron™ processors..."

**Wrong:** "AMD designed the AMD  
Duron™ processors..."

**Wrong:** "AMD  
Duron™ Processors...."

5. In each publication that uses the "AMD Duron" trademark, provide a trademark attribution notice that includes all AMD trademarks used in that publication, material, or item. For example:

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

6. When using a form factor designator with an AMD Duron processor version in copy, use the following examples. For form factor description, do not capitalize unless usage is in a header or footer (see number 7).

**Right:** "The mobile AMD Duron™ processor..."

**Right:** "The mobile version of the AMD Duron™ processor..."

**Wrong:** "The Mobile AMD Duron™ processor..."

**Wrong:** "The AMD Duron™ mobile processor..."

7. When using a form factor designator with an AMD Duron processor version in a header or footer, use the following examples:

**Right:** “Mobile AMD Duron™ Processor”

**Right:** “The Mobile AMD Duron™ Processor”

8. When a speed designation is used in connection with the “AMD Duron” mark, the following format should be used:

The AMD Duron™ processor XXXMHz (where XXX equals the speed of the processor).

**Right:** “The AMD Duron™ processor 950MHz delivers next generation features...”

**Right:** “The 950MHz AMD Duron™ processor delivers next generation features...”

**Wrong:** “AMD 950MHz Duron processors deliver next generation features...”

9. When using AMD PowerNow!™ technology as a descriptive addition to the mobile AMD Duron™ processor name, the following format must be used:

**Right:** “The mobile AMD Duron™ processor with AMD PowerNow!™ technology...”

**Right:** “Mobile AMD Duron™ processors with AMD PowerNow!™ technology ...”

**Wrong:** Mobile AMD Duron™ PowerNow! processor

**Wrong:** The PowerNow! mobile AMD Duron™ processor

10. The following trademark attribution must be used when featuring the AMD PowerNow! trademark in conjunction with mobile AMD Duron processors:

AMD, the AMD Arrow logo, AMD Duron and combinations thereof, and AMD PowerNow! are trademarks of Advanced Micro Devices, Inc.

11. You may not modify or recreate the “AMD Duron” trademark under any circumstances. You may not translate the trademark for non-English documents.

## Consult the Legal Department With Any Questions

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