

Mobile AMD Athlon™ 4 Processor

Logo Usage Guidelines

The following information addresses the correct treatment of AMD's "AMD Athlon 4" processor logo and trademarks for use in advertising, collateral, and other printed or visual material for the mobile AMD Athlon™ 4 processor.

General Guidelines

1. The "AMD Athlon™ 4" processor logo may only be used in connection with the promotion of mobile AMD Athlon 4 processors and not for other goods and/or services. Do not modify or recreate the "AMD Athlon 4" 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 Athlon 4" processor logo:

AMD, the AMD Arrow logo, AMD Athlon, and combinations thereof are trademarks of Advanced Micro Devices, Inc.
3. The "AMD Athlon 4" processor logo must appear inside a white box with a minimum amount of white space around the "AMD Athlon 4" processor logo and any other object such as type, photography, borders, edges, etc. (See Figure A for minimum spacing requirements). The "AMD Athlon 4" 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 Athlon 4" 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 Athlon 4" 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 Athlon 4 Processor Trademark Usage Guidelines for all text references.

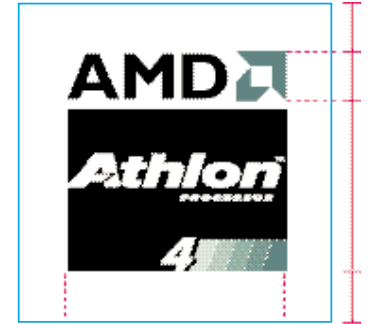


Figure A

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 Athlon" trademark as it is used in advertising, technical collateral, and other printed, web or visual material for the mobile AMD Athlon™ 4 processor.

1. AMD's trademark is "AMD Athlon." The "AMD Athlon" trademark is one term, with a space between "AMD" and "Athlon." When using the form factor designator "4", there should be a space between "AMD Athlon" and "4." Use of the code name, "Palomino" is strictly prohibited. The "AMD Athlon" trademark should not be used in an abbreviated form.

Right: "The mobile AMD Athlon™ 4 processor"

Right: "The mobile AMD Athlon™ 4 processor with QuantiSpeed™ architecture"

Right: "The mobile AMD Athlon™ 4 processor 1500+ with QuantiSpeed™ architecture"

Right: "The mobile AMD Athlon™ 4 processor 1500+"

Wrong: "The mobile AMD Athlon 4™ processor"

Wrong: "The mobile AMD Athlon™ 4™ processor"

Wrong: "The Athlon™ 4 processor"

Wrong: "The 4 processor"

Wrong: "The AMD Athlon™ Palomino 4 processor"

Wrong: "The Palomino 4 processor"

Wrong: "The AMD Athlon™ 1500+ 4 processor"

Wrong: "The 1500+ AMD Athlon™ 4 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 Athlon" mark with a superscripted ™.

Right: "The mobile AMD Athlon™ 4 processor sets a new performance standard..."

Right: "The mobile AMD Athlon™ 4 processor 1500+ sets a new performance standard..."

Right: "The mobile AMD Athlon™ 4 processor with QuantiSpeed™ architecture sets a new performance standard..."

Wrong: "The mobile AMD Athlon processor™ 4 sets a new performance standard..."

Wrong: "The mobile AMD™ Athlon 4 processor 1500+ sets a new performance standard..."

Wrong: "The QuantiSpeed™ AMD Athlon™ 4 processor 1500+ sets a new performance standard..."

3. When referencing a model number, always include a descriptive phrase or bulleted text conveying the performance of QuantiSpeed™ architecture, as well as the speed at which QuantiSpeed architecture operates:

Right: "The mobile AMD Athlon™ 4 Processor 1500+¹"

¹QuantiSpeed™ architecture outperforms competitive 1.5GHz processors. QuantiSpeed architecture operates at 1.3GHz.

Right: "The mobile AMD Athlon™ 4 processor 1500+ with QuantiSpeed™ architecture* outperforms competitive 1.5GHz processors."

*QuantiSpeed architecture operates at 1.3GHz

4. When a model number is used in connection with the “AMD Athlon” mark, the following format should be used:

The mobile AMD Athlon™ 4 processor XXXX+ (where XXXX equals the model number of the processor).

Right: “The mobile AMD Athlon™ 4 processor delivers next generation features...”

Right: “The mobile AMD Athlon™ 4 processor 1500+ delivers next generation features...”

Right: “The mobile AMD Athlon™ 4 processor with QuantiSpeed™ architecture delivers next generation features...”

Right: “The mobile AMD Athlon™ 4 processor 1500+ with QuantiSpeed™ architecture delivers next generation features...”

Wrong: “The mobile AMD 1.3GHz Athlon-4 processor with QuantiSpeed™ architecture delivers next generation features...”

Wrong: “The 1500+ AMD Athlon™ 4 processor delivers next generation features...”

Wrong: “The mobile AMD Athlon™ 4 processor-1500+ delivers next generation features...”

In point of sale materials, printed advertisements, or other media utilizing bulleted lists, etc., *Figure 1* below highlights the correct usage:



Figure 1

Wrong: Any implementation that deviates from the three examples given above.

5. Follow the term “mobile AMD Athlon 4” with an appropriate generic term such as “processor,” “device,” etc.
6. Do not split the “4” designator or the “AMD Athlon” trademark between the end of one line and the beginning of the next.

Right: “AMD designed the mobile AMD Athlon™ 4 processor...”

Right: “AMD designed the mobile AMD Athlon™ 4 processor 1500+...”

Wrong: “AMD designed the mobile AMD Athlon™
4 processor...”

Wrong: “AMD designed the AMD
Athlon™ 4 processor...”

Wrong: “AMD
Athlon™ 4 processor....”

Wrong: “AMD Athlon™ 4 processor
1500+....”

7. In each publication that uses the “AMD Athlon” 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 Athlon, and combinations thereof are trademarks of Advanced Micro Devices, Inc.

8. When using a form factor designator with an AMD Athlon 4 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 9).

Right: “The mobile AMD Athlon™ 4 processor...”

Right: “The mobile version of the AMD Athlon™ 4 processor...”

Wrong: “The Mobile AMD Athlon™ 4 processor...”

Wrong: “The AMD Athlon™ 4 mobile processor...”

9. When using a form factor designator with an AMD Athlon 4 processor version in a header or footer, use the following examples:

Right: “The Mobile AMD Athlon™ 4 Processor”

Right: “The Mobile AMD Athlon™ 4 Processor”

10. When using QuantiSpeed™ architecture, AMD PowerNow!™ technology, or “DDR memory support” as descriptive additions to the mobile AMD Athlon™ 4 processor name, the following format must be used:

Right: “The mobile AMD Athlon™ 4 processor supporting DDR memory...”

Right: “The mobile AMD Athlon™ 4 processor with AMD PowerNow!™ technology...”

Right: “The mobile AMD Athlon™ 4 processor with AMD PowerNow!™ technology and supporting DDR memory...”

Right: “The mobile AMD Athlon™ 4 processor with QuantiSpeed™ architecture...”

Right: “The mobile AMD Athlon™ 4 processor 1500+ supporting DDR memory...”

Right: “The mobile AMD Athlon™ 4 processor with QuantiSpeed™ architecture and supporting DDR memory...”

Wrong: “The AMD Athlon™ DDR 4 processor...”

Wrong: “The mobile AMD Athlon™ 4 DDR processor with AMD PowerNow!™ technology...”

Wrong: “The AMD Athlon™ 4 DDR processor with QuantiSpeed™ architecture...”

Wrong: “The DDR AMD Athlon™ 4 processor...”

11. The following trademark attribution must be used when featuring the “QuantiSpeed” trademark, the “Powered by DDR Memory” logo, and/or the “AMD PowerNow!” trademark in conjunction with mobile AMD Athlon 4 processors:

AMD, the AMD Arrow logo, AMD Athlon and combinations thereof, QuantiSpeed, the Powered by DDR Memory logo, and AMD PowerNow! are trademarks of Advanced Micro Devices, Inc.

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