

# AMD Product Logo Usage Guidelines

## AMD Athlon™ XP Processor

The following information addresses the correct treatment of the AMD Athlon™ XP processor logo and trademarks for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials.



### General Guidelines

An AMD processor logo may only be used in connection with the promotion of the corresponding AMD processor and not for other goods and/or services. Do not modify or re-create an AMD processor logo under any circumstances. Use the artwork provided by Advanced Micro Devices, Inc.

**The following trademark attribution must be used when featuring the AMD Athlon XP processor logo:**

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

Follow the more detailed rules set forth in the Trademark Usage Guidelines for AMD Athlon XP regarding all text references.

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Always use the authorized electronic logo artwork provided by AMD.  
 Authorized artwork can be located on the Web at <http://www.amd.com/logos>

## The AMD Athlon™ XP Processor Logo

The AMD Athlon™ XP processor logo, consisting of the AMD corporate logo and the AMD Athlon XP logotype bound by a unifying elliptical element, is illustrated to the right. Shown below it are the correct color treatments in positive and reverse. Whenever possible, the AMD Athlon XP processor logo should be presented in its full-color version.

Full-color version of logo artwork over white background:



### Sufficient Contrast Requirements

There are four AMD Athlon XP processor logo versions for use in various types of executions (i.e., placement over white, black, light/dark colors, or photos). Examples of these executions are illustrated to the right. Consider the following points when choosing the most appropriate logo version:

- Always use the logo version most appropriate for the particular execution to achieve optimal contrast between the logo and its background.
- Reverse and black versions of the AMD Athlon XP processor logo are available for use over a photo.
- Never place a full-color version of the logo over a photo.

Full-color version over black background:



All white version over black background:



All white version over dark color background:



All black version over light color background:



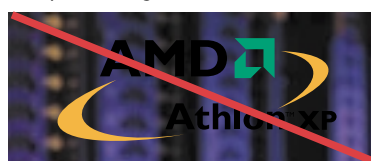
All white version over dark photo background:



All black version over light photo background:



**INCORRECT:** Full-color version over dark photo background:



**INCORRECT:** Full-color version over light photo background:

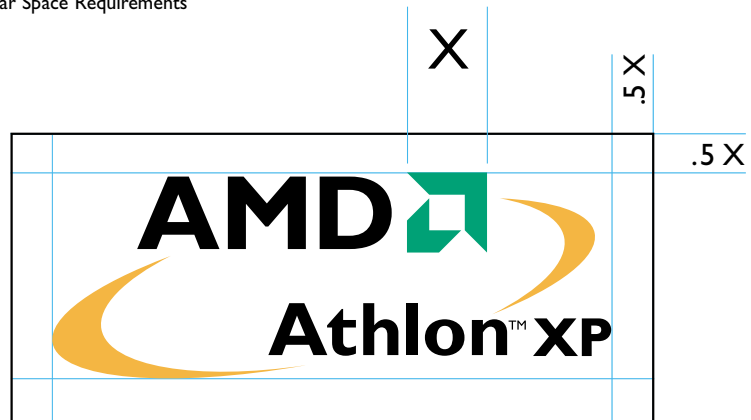


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## Minimum Size and Staging Requirements

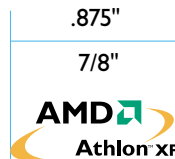
The AMD Athlon™ XP processor logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, as demonstrated in the diagram to the right, must surround the logo in all situations. The clear space requirements indicated represent an area one-half the width of the AMD Arrow icon. Consult the figure examples to the right for further explanation.

Clear Space Requirements



Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, and design features, or symbols, company names, products, and/or services.

Minimum Size Requirements



Minimum size requirements for the AMD Athlon XP processor logo is .875” (7/8 of an inch) in width; the height will fall accordingly.

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## Color Requirements

The color diagram to the right identifies the color of each element of the AMD Athlon™ XP processor logo. We have provided a color list below that will assist in the correct reproduction of the AMD Athlon XP processor logo in the most commonly used media formats.

### CMYK

*(4-color process printing such as: advertisements, marketing collateral, magazines, etc.)*

AMD Green = C: 100 M: 0 Y: 79 K: 0

Orange = C: 0 M: 43 Y: 87 K: 0

Black = K: 100

### Spot Color

*(Multi-ink printing such as: business cards, letterhead, etc.)*

AMD Green = Pantone 347

Orange = Pantone 151

Black = Black

### RGB

*(Electronic representations such as: CD demos, multimedia presentations, etc.)*

AMD Green = R: 0 G: 153 B: 102

Orange = R: 255 G: 153 B: 0

Black = R: 0 G: 0 B: 0

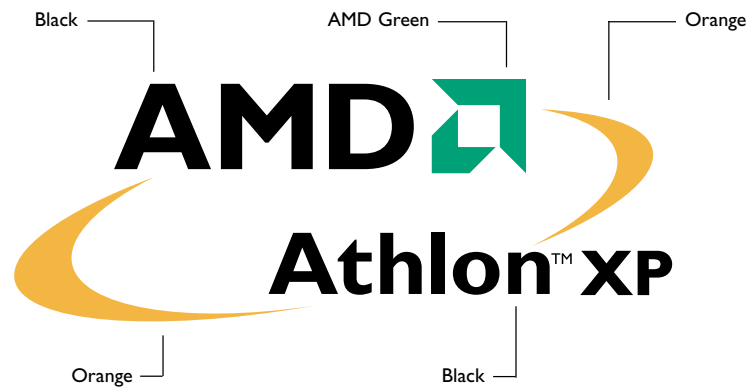
### HEX

*(Electronic representations such as: Web graphics, Web banners, etc.)*

AMD Green = 009966

Orange = FF9900

Black = 000000



## Preserving the Integrity of the Logo Design

The AMD Athlon XP processor logo is designed so as to “float” over the selected background. It should be noted that file types other than EPS have inherently predetermined background colors. Authorized AMD Athlon XP processor logo artwork in the form of a JPEG, GIF, or TIFF file will have a “built-in” white or black background. Always place these types of logo versions over backgrounds in like color to avoid the appearance of a solid white or black box encompassing the logo itself.

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## Trademark Usage Guidelines for AMD Athlon™ XP

The following information addresses the correct treatment of the AMD Athlon™ XP processor logo and trademarks for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials for the AMD Athlon XP processor.

- I. AMD's trademark is "AMD Athlon." The "AMD Athlon" trademark is one term, with a space between "AMD" and "Athlon." If the designator "XP" is used, there should be a space between "AMD Athlon" and "XP." When referring to AMD Athlon XP processors, the use of the term 'Palomino' is strictly prohibited. The codename may only be used when referring to the core technology for comparisons within the same product family name (e.g., Barton and Thoroughbred for AMD Athlon XP processors).

**Right:** "AMD Athlon™ XP processor"  
**Right:** "AMD Athlon™ XP processor with QuantiSpeed™ architecture"  
**Right:** "AMD Athlon™ XP processor 2700+ with QuantiSpeed™ architecture"  
**Right:** "AMD Athlon™ XP processor 2700+"

**Wrong:** "AMD Athlon XP™ processor"  
**Wrong:** "AMD Athlon™ XP™ processor"  
**Wrong:** "Athlon™ XP processor"  
**Wrong:** "XP processor"  
**Wrong:** "AMD Athlon™ Palomino XP processor"  
**Wrong:** "Palomino XP processor"  
**Wrong:** "The AMD Athlon™ 2700+ XP processor"  
**Wrong:** "2700+ AMD Athlon™ XP 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 AMD Athlon™ XP processor sets a new performance standard..."  
**Right:** "The AMD Athlon™ XP processor 2700+ sets a new performance standard..."  
**Right:** "The AMD Athlon™ XP processor with QuantiSpeed™ architecture sets a new performance standard..."

**Wrong:** "The AMD Athlon processor™ XP sets a new performance standard..."  
**Wrong:** "The AMD™ Athlon XP processor 2700+ sets a new performance standard..."  
**Wrong:** "The QuantiSpeed™ AMD Athlon™ XP processor 2700+ 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:** "AMD Athlon™ XP processor 2700+!"  
!QuantiSpeed™ architecture outperforms competitive 2.7GHz processors.  
 QuantiSpeed architecture operates at 2.17GHz.

**Right:** "The AMD Athlon™ XP processor 2700+ with QuantiSpeed™ architecture\* outperforms competitive 2.7GHz processors."  
\*QuantiSpeed architecture operates at 2.17GHz

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

ABC Computer	
AMD Athlon™ XP processor 2700+	\$XXXX
<ul style="list-style-type: none"> <li>• QuantiSpeed™ architecture* outperforms competitive 2.7GHz PC processors</li> <li>• Feature 1</li> <li>• Feature 2</li> <li>• Feature 3</li> </ul>	
*QuantiSpeed architecture operates at 2.17GHz	

Figure 1

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

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

**Right:** “AMD designed the AMD Athlon™ XP processor...”

**Right:** “AMD designed the AMD Athlon™ XP processor 2700+...”

**Wrong:** “AMD designed the AMD Athlon™ XP processor...”

**Wrong:** “AMD designed the AMD Athlon™ XP processor...”

**Wrong:** “AMD Athlon™ XP processor...”

**Wrong:** “AMD Athlon™ XP processor 2700+...”

- 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.

- When the performance designator “XP” is used in connection with the “AMD Athlon” mark, the following format should be used:

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

**Right:** “The AMD Athlon™ XP processor delivers next-generation features...”

**Right:** “The AMD Athlon™ XP processor 2700+ delivers next-generation features...”

**Right:** “The AMD Athlon™ XP processor with QuantiSpeed™ architecture delivers next-generation features...”

**Right:** “The AMD Athlon™ XP processor 2700+ with QuantiSpeed™ architecture delivers next-generation features...”

**Wrong:** “The AMD 2.17GHz Athlon-XP processor with QuantiSpeed™ architecture delivers next-generation features...”

**Wrong:** “The 2700+ AMD Athlon™ XP processor delivers next-generation features...”

**Wrong:** “The AMD Athlon™ XP processor-2700+ delivers next-generation features...”

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8. When using QuantiSpeed™ architecture or “DDR memory support” as descriptive additions to the AMD Athlon™ XP processor name, the following format must be used:

**Right:** “The AMD Athlon™ XP processor supporting DDR memory...”

**Right:** “The AMD Athlon™ XP processor with QuantiSpeed™ architecture...”

**Right:** “The AMD Athlon™ XP processor 2700+ supporting DDR memory...”

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

**Wrong:** “The AMD Athlon™ DDR XP processor...”

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

**Wrong:** “The DDR AMD Athlon™ XP processor...”

9. The following trademark attribution must be used when featuring the “Powered by DDR Memory” logo and the “QuantiSpeed” trademark in conjunction with AMD Athlon XP processors:

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

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