

# AMD Brandmark Usage Guidelines

The following information addresses the correct treatment of the AMD brandmark for use in advertising, technical, collateral, and other printed, Web, or visual materials.



## General Guidelines

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

**The following trademark attribution must be used when featuring the AMD brandmark:**

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

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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 Brandmark

The AMD brandmark, consisting of the AMD logotype and arrow symbol in the horizontal configuration, is illustrated to the right. Shown below it are correct color treatments in positive and reverse. Whenever possible, the AMD brandmark should be presented in its full-color version.

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Positive Reproduction - Full-Color



Reverse Reproduction - Full-Color



Positive Reproduction - One-Color



Reverse Reproduction - One-Color



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## Minimum Size and Staging Requirements

The AMD brandmark 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 left, must surround the brandmark in all situations.

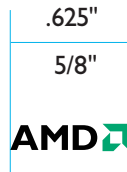
### Minimum Size

The AMD logotype (the “AMD” lettering within the brandmark) should never be reproduced at sizes smaller than 0.625" (or 5/8") wide.

Clear Space Requirements



Minimum Size Requirements



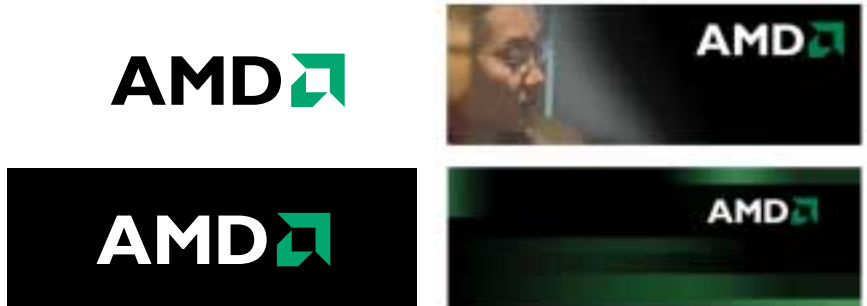
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## Correct and Incorrect Uses of the AMD Brandmark

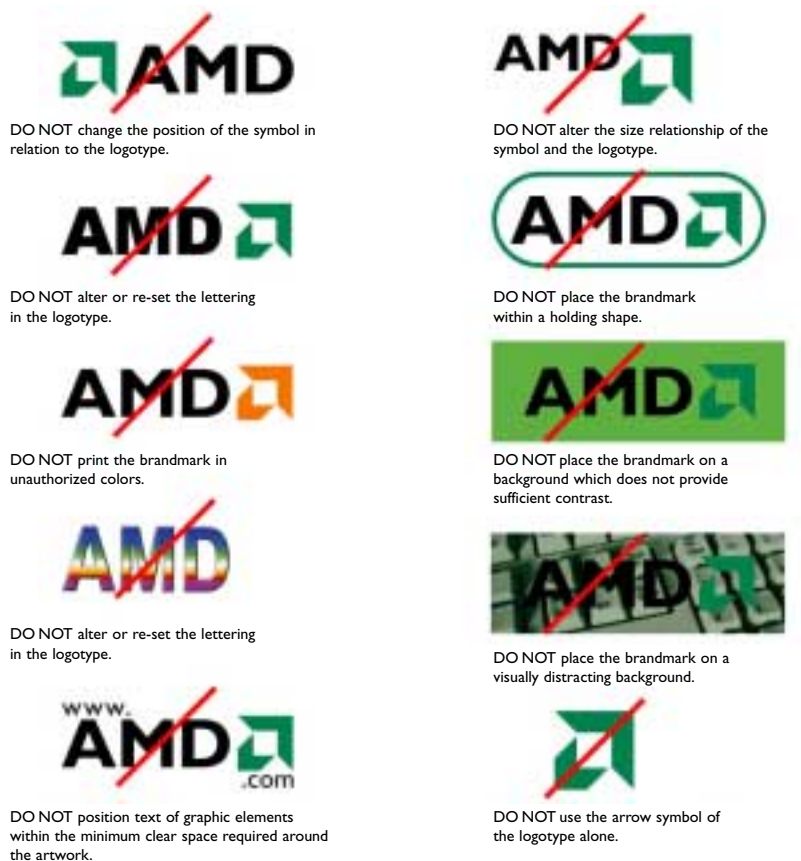
There are four AMD brandmark artwork versions for use in various types of executions, (i.e., placement over white, black, light/dark colors, or photos). Examples of these executions are illustrated to the right. Consider the following points when choosing the most appropriate brandmark version:

- Always use the brandmark version most appropriate for the particular execution to achieve optimal contrast between the brandmark and its background.
- Reverse and black versions of the AMD brandmark are available for use over a photo.

### CORRECT Use of the AMD Brandmark:



### INCORRECT Use of the AMD Brandmark:



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## Color Requirements

The color diagram to the right identifies the color of each element of the AMD brandmark. We have provided a color list below that will assist in the correct reproduction of the AMD brandmark 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

Black = K: 100

### Spot Color

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

AMD Green = Pantone 347

Black = Black

### RGB

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

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

Black = R: 0 G: 0 B: 0

### HEX

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

AMD Green = #009966

Black = #000000

## Preserving the Integrity of the Logo Design

The AMD brandmark 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 brandmark 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.