

AMD Product Logo Usage Guidelines

AMD Athlon™ 64 Processor

The following information addresses the correct treatment of the AMD Athlon™ 64 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 64 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 64 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™ 64 Processor Logo

The AMD Athlon™ 64 processor logo, consisting of the AMD corporate logo and the AMD Athlon 64 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 64 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 64 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 64 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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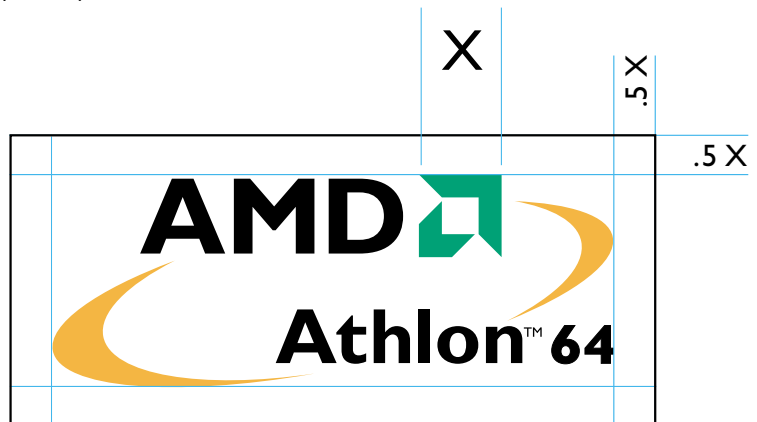
Minimum Size and Staging Requirements

The AMD Athlon™ 64 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.

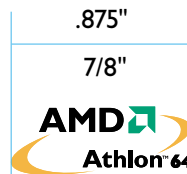
Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, and design features, or symbols, company names, products, and/or services.

Minimum size requirements for the AMD Athlon 64 processor logo is .875" (7/8 of an inch) in width; the height will fall accordingly.

Clear Space Requirements



Minimum Size Requirements



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Color Requirements

The color diagram to the right identifies the color of each element of the AMD Athlon™ 64 processor logo. We have provided a color list below that will assist in the correct reproduction of the AMD Athlon 64 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

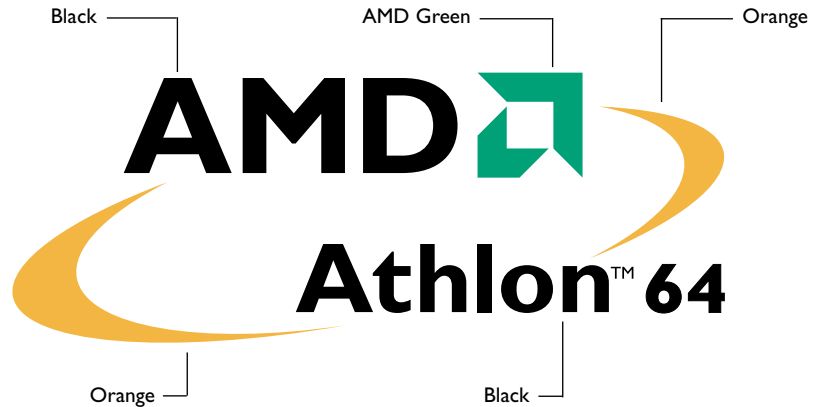
HEX

(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 64 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 64 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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Authorized artwork can be located on the Web at <http://www.amd.com/logos>

Trademark Usage Guidelines for AMD Athlon™ 64

The following guidelines address the correct treatment of AMD's "AMD Athlon™ 64" trademark as it is used in advertising, technical, collateral, and other printed, Web, or visual materials for the AMD Athlon 64 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 performance designator "64," there should be a space between "AMD Athlon" and "64." The "AMD Athlon" trademark should not be used in an abbreviated form.

Right: "The AMD Athlon™ 64 processor..."

Wrong: "AMD™ Athlon 64 processor"

Wrong: "The Athlon™ 64 processor"

Wrong: "AMD Athlon 64™ 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™ 64 processor sets the standard for cutting-edge 64-bit technology..."

Wrong: "The AMD Athlon 64 processor™ sets the standard for cutting-edge 64-bit technology"

3. Follow the term "AMD Athlon 64" with an appropriate generic term such as "processor," "device," etc.

4. Do not split the "64" designator or the "AMD Athlon" trademark between the end of one line and the beginning of the next.

Right: "AMD designed the AMD Athlon™ 64 processor..."

Wrong: "AMD designed the AMD Athlon™
64 processor..."

Wrong: "AMD designed the AMD
Athlon™ 64 processor..."

5. When the performance designator "64" is used in connection with the "AMD Athlon" mark, the following format should be used:

The AMD Athlon™ 64 processor XXXX+ (where XXXX equals the model number of the processor).

Right: "The AMD Athlon™ 64 processor delivers next-generation features..."

Right: "The AMD Athlon™ 64 processor 3000+ delivers next-generation features..."

Wrong: "The 2.8GHz Athlon™ 64 processor delivers next-generation features..."

Wrong: "The 3000+ AMD Athlon™ 64 processor delivers next-generation features..."

6. 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.

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