

# AMD Product Logo Usage Guidelines

## Mobile AMD Athlon™ 64 Processor

The following information addresses the correct treatment of the Mobile AMD Athlon™ 64 processor logo for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials.

### General Guidelines

The Mobile AMD Athlon™ 64 processor logo may only be used in connection with the promotion of the corresponding Mobile AMD Athlon 64 processor and not for other goods and/or services.

There are only two versions of the Mobile AMD Athlon 64 processor logo as shown on this page—color and black and white. Do not modify or re-create the Mobile AMD Athlon 64 processor logo under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

**The following trademark attribution must be used when featuring the Mobile 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 Mobile AMD Athlon 64 when referenced in text.



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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>

## Available formats

Listed to the right are the available formats of the Mobile AMD Athlon™ 64 processor logos.



**27433A\_ATH64\_MB\_P\_4c.eps**  
 Four-color (CMYK) process color version for traditional printing

**27433A\_ATH64\_MB\_P\_SP.eps**  
 Three spot color version for projects that require specialized printing, e.g. Screen printing

**27433A\_ATH64\_MB\_P\_BlK.eps**  
 Black and white version for limited color printing

**27433A\_ATH64\_MB\_E\_RGB.eps**  
 RGB .eps version for online or multimedia use, e.g. Macromedia Flash

**27433A\_ATH64\_MB\_E\_RGB.gif**  
 RGB .gif version for online usage

**27433A\_ATH64\_MB\_E\_RGB.jpg**  
 RGB .jpg version for online or multimedia usage, e.g. PowerPoint

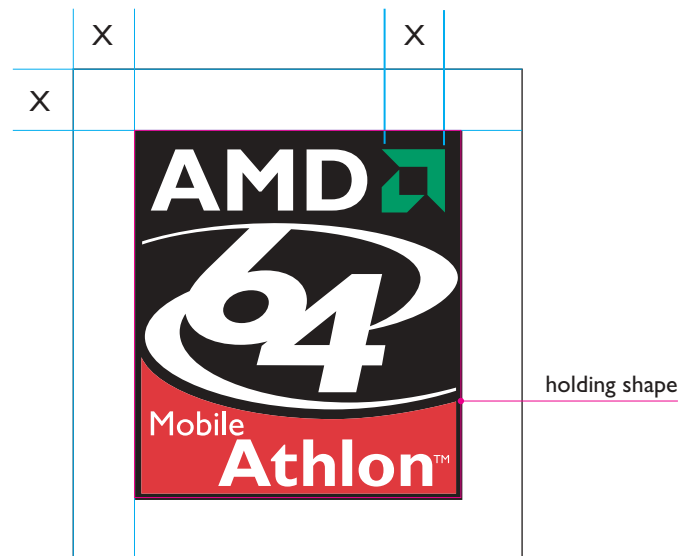
## Minimum Size and Staging Requirements

The Mobile 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 equal to the width of the AMD Arrow icon. This is clearly illustrated in the example on the right.

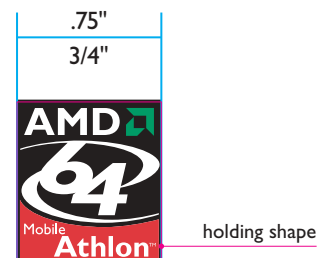
Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, and design features, or symbols, company names, products, and/or services.

The minimum size requirement for the Mobile AMD Athlon 64 processor logo is .75" (3/4 of an inch) wide.

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 Mobile AMD Athlon 64 processor logo. We have provided a color list below that will assist in the correct reproduction of the Mobile AMD Athlon 64 processor logo in the most commonly used media formats.

### CMYK

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

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

Red = C: 0 M: 91 Y: 76 K: 6

Black = K: 100

White = K: 0

### Spot Color

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

AMD Green = Pantone 347

Red = Pantone 186

Black = Black

White = White

### RGB

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

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

Red = R: 255 G: 0 B: 51

Black = R: 0 G: 0 B: 0

White = R: 255 G: 255 B: 255

### HEX

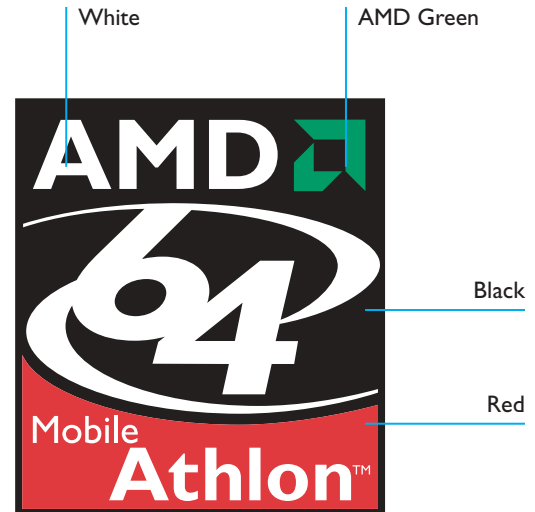
*(Electronic representations such as: Web graphics, Web banners, etc.)*

AMD Green = 009966

Red = FF0033

Black = 000000

White = FFFFFFFF



## Preserving the Integrity of the Logo Design

The Mobile AMD Athlon™ 64 processor logo is designed to “badge” the materials it is applied to. Authorized Mobile AMD Athlon 64 processor logo artwork in the form of a JPEG, GIF, or TIFF file has a “built-in” white holding shape for use on color backgrounds. It is acceptable to place the logo on a white background, even though this border will in essence disappear. On darker backgrounds it will help the logo “pop.”

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

## Incorrect Usage

The examples on the right illustrate some common misuses of the Mobile AMD Athlon™ 64 processor logo.

Always use the authorized electronic logo artwork provided by AMD.

The Mobile AMD Athlon™ 64 processor logo is used to reinforce product awareness. In situations where AMD64 technology is referred to in general or when more than one AMD64 product is referred to, the AMD64 portfolio logo may be used. However, the Mobile AMD Athlon 64 processor logo is always the preferred option.



Do not distort the Mobile AMD Athlon 64 processor logo in any way



Do not create other versions of the Mobile AMD Athlon 64 processor logo



Do not create color versions of the Mobile AMD Athlon 64 processor logo from the black and white artwork



Do not create floating versions of the Mobile AMD Athlon 64 processor logo



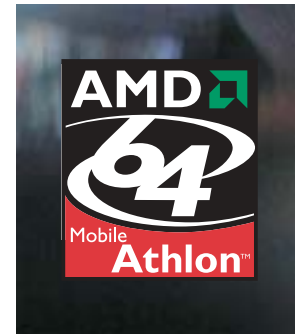
Do not alter the color of the the Mobile AMD Athlon 64 processor logo



Do not add elements to the Mobile AMD Athlon 64 processor logo



Do not alter or remove the white holding shape



Do not alter or remove the white holding shape

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

## Trademark Usage Guidelines for Mobile AMD Athlon™ 64

The following guidelines address the correct treatment of AMD's "AMD Athlon™" trademark as it is used in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials for the Mobile 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." If the designator "64" is used, there should be a space between "AMD Athlon" and "64."

**Right:** "The Mobile AMD Athlon™ 64 processor"

**Wrong:** "AMD™ Mobile Athlon 64 processor"

**Wrong:** "The Mobile 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 Mobile AMD Athlon™ 64 processor sets a new performance standard..."

**Wrong:** "The Mobile AMD Athlon 64 processor™ sets a new performance standard..."

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

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

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

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

**Wrong:** "Mobile AMD  
Athlon™ 64 processors..."

5. 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.

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