

# AMD Product Logo Usage Guidelines

## AMD Geode™ Solutions

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



### General Guidelines

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

**The following trademark attribution must be used when featuring the AMD Geode™ logo:**

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

Follow the more detailed rules set forth in the Trademark Usage Guidelines for AMD Geode™ Solutions 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 Geode™ Logo

The AMD Geode™ brand logo, consisting of the AMD corporate logo and the AMD Geode 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 Geode logo should be presented in its full-color version.

Full-color version of logo artwork over white background:



### Sufficient Contrast Requirements

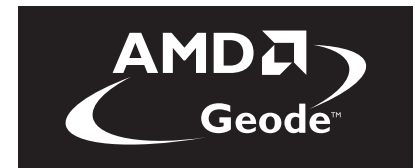
There are four AMD Geode logo versions for use in various types of executions (i.e., placement over white, black, light/dark colors, or photos). Examples of these executions are illustrated to the right. Consider the following points when choosing the most appropriate logo version:

- 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 Geode 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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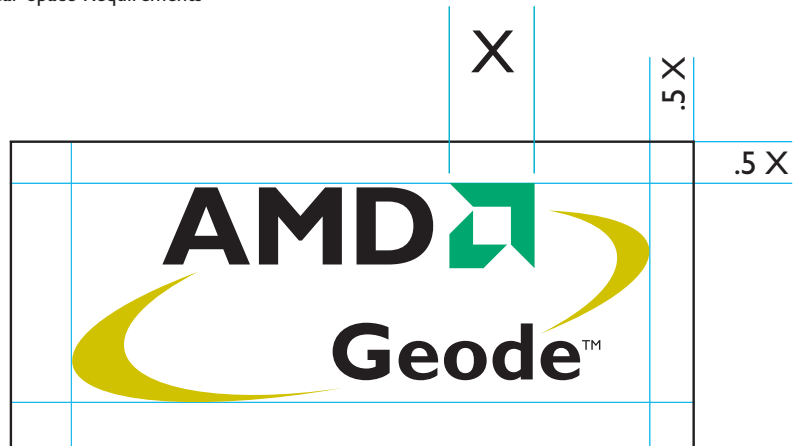
## Minimum Size and Staging Requirements

The AMD Geode™ 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.

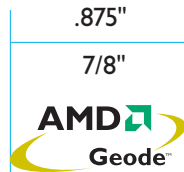
Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, and design features, or symbols, company names, products, and/or services.

Minimum size requirement for the AMD Geode 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 Geode™ logo. We have provided a color list below that will assist in the correct reproduction of the AMD Geode 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

Olive Green = C: 0 M: 0 Y: 100 K: 23

Black = K: 100

### Spot Color

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

AMD Green = Pantone 347

Olive Green = Pantone 3975

Black = Black

### RGB

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

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

Olive Green = R: 204 G: 204 B: 0

Black = R: 0 G: 0 B: 0

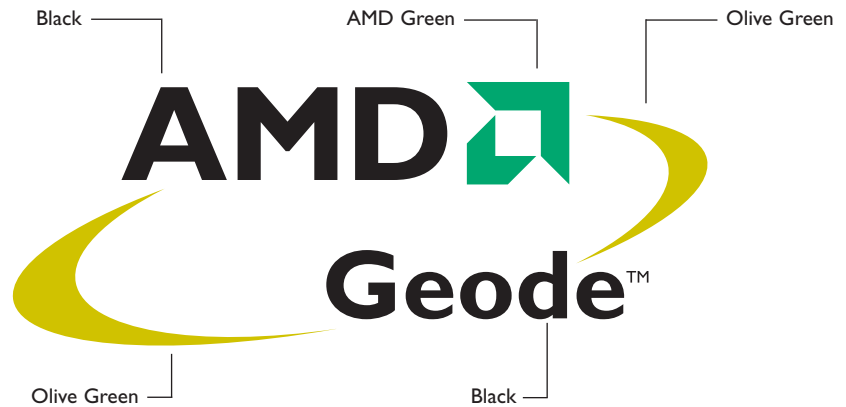
### HEX

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

AMD Green = 009966

Olive Green = CCCC00

Black = 000000



## Preserving the Integrity of the Logo Design

The AMD Geode 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 Geode 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 Geode™ Solutions

The following guidelines address the correct treatment of AMD's "AMD Geode" trademark as it is used in advertising, technical collateral, and other printed, Web, or visual materials for the AMD Geode™ Solutions family.

- AMD's trademark is "AMD Geode." The "AMD Geode" trademark is one term with a space between "AMD" and "Geode." The "AMD Geode" trademark should not be used in an abbreviated form.

**Right:** "AMD Geode™ Solutions..."

**Wrong:** "AMD™ Geode Solutions..."

**Wrong:** "The Geode™ family solutions..."
- 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 Geode" mark with a superscripted ™.

**Right:** "The AMD Geode™ Solutions GX processors..."

**Wrong:** "The AMD Geode Solutions™ GXI processor family..."
- Follow "AMD Geode" with the term "Solutions," "processors," or "development boards." For larger documents these terms may be dropped up to 50% of the time.
- Do not split the "AMD Geode" trademark between the end of one line and the beginning of the next.

**Right:** "Our processors and development boards are branded as AMD Geode™ Solutions."

**Wrong:** "Our processors and development boards are branded as AMD Geode™ Solutions."
- In each publication that uses the "AMD Geode" 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, Geode, and combinations thereof, are trademarks of Advanced Micro Devices, Inc.
- You may not modify or re-create the "AMD Geode" trademark under any circumstances. You may not translate the trademark for non-English documents.

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## Trademark Rules

### 1. **When and where does TM have to be used and when can that mark be omitted?**

First use in heading  
First use in body of document in each chapter  
First use in each graphic or chart or table  
Other prominent locations in document such as chapter, section heading, table titles, etc.

### 2. **How often do we have to use the primary mark versus the secondary mark?**

Our preference is to use the primary mark initially, then use either the primary or secondary mark subsequently. The primary mark should also be used for prominent locations in documents, such as chapter, section heading, table titles, etc. Again, these are preferences and consistent with the handling of AMD marks generally. We are open to consider exceptions, especially if requested by the product line.

### 3. **Can we use primary marks only in the title and the footers on each page as is done commonly in CPG documents and not use primary references elsewhere?**

Generally, that would be fine, especially if endorsed by the product line. We would prefer to also see the primary mark in prominent locations.

### 4. **When can a TM be used as a noun and not cause material harm?**

We're not sure what you mean by "material harm," but as long as (1) above is followed, you can refer to the trademark without its designated noun up to 50% of the time within a document.

### 5. **Can we use abbreviations of formal trademarks and/or leave off TMs for Web links or hyperlinks on our Web site where the primary mark is already used and TM is marked elsewhere on the same page?**

We don't abbreviate our trademarks. It should be okay to leave off the TM symbol for Web links or hyperlinks on the Web site.

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## AMD Geode™ Product Nomenclature

There are several products that fall under the AMD Geode brand. The following is a guide to referencing these products in marketing and technical materials. The mention of certain Geode products requires the use of a footnote. Please reference page 9 for details.

1. **AMD Geode™ Solutions**  
**Products:** Integrated Processors, Companion Devices, System Platforms, Development Boards  
**Primary reference:** AMD Geode™ Solutions
2. **AMD Geode™ Processors**  
**Products:** GXI, GX 533@1.1W, GX 500@1.0W, GX 466@0.9W, LX 800@0.9W, LX 700@0.8W, SC1100, SC1200, SC1201, SC2200, SC3200, NX I250@6W, NX I500@6W, NX I750@14W  
**Primary reference:** AMD Geode™ processors
3. **AMD Geode™ GX Processors**  
**Products:** GXI, GX 533@1.1W, GX 500@1.0W, GX 466@0.9W  
**Primary reference:** AMD Geode™ GX processors  
**Secondary reference:** GX processors
4. **AMD Geode™ GX Processor**  
**Products:** GXI, GX 533@1.1W, GX 500@1.0W, GX 466@0.9W  
**Primary reference:** AMD Geode™ GX 533@1.1W processor  
**Secondary reference:** GX 533@1.1W processor
5. **AMD Geode™ LX Processors**  
**Products:** LX 800@0.9W, LX 700@0.8W  
**Primary reference:** AMD Geode™ LX processors  
**Secondary reference:** LX processors
6. **AMD Geode™ LX Processor**  
**Products:** LX 800@0.9W, LX 700@0.8W  
**Primary reference:** AMD Geode™ LX 800@0.9W processor  
**Secondary reference:** LX 800@0.9W processor
7. **AMD Geode™ NX Processors**  
**Products:** NX I250@6W, NX I500@6W, NX I750@14W  
**Primary reference:** AMD Geode™ NX processors  
**Secondary reference:** NX processors
8. **AMD Geode™ NX Processor**  
**Products:** NX I250@6W, NX I500@6W, NX I750@14W  
**Primary reference:** AMD Geode™ NX I500@6W processor  
**Secondary reference:** NX I500@6W processor

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## AMD Geode™ Product Nomenclature Continued

9. **AMD Geode™ Companion Devices**  
**Products:** CS5535, CS5530A, CS5536  
**Primary reference:** AMD Geode™ companion devices  
**Secondary reference:** companion devices
10. **AMD Geode™ Companion Device**  
**Products:** CS5535, CS5530A, CS5536  
**Primary reference:** AMD Geode™ CS5535 companion device  
**Secondary reference:** CS5535 companion device
11. **AMD Geode™ System Platforms**  
**Products:** SPISC10, SPISC20, SPISC21, SPISC22, SP4SC20, SP4SC30, SP4SC31, SP4SC40, SP4GX10, SP4GX22  
**Primary reference:** AMD Geode™ system platforms  
**Secondary reference:** system platforms
12. **AMD Geode™ System Platform**  
**Products:** SPISC10, SPISC20, SPISC21, SPISC22, SP4SC20, SP4SC30, SP4SC31, SP4SC40, SP4GX10, SP4GX22  
**Primary reference:** AMD Geode™ SPISC10 system platform  
**Secondary reference:** SPISC10 system platform
13. **AMD Geode™ Development Boards**  
**Products:** DBSC1100,\* DBSC1200, GX DB533, LX DB800, NX DBI500  
**Primary reference:** AMD Geode™ development boards  
**Secondary reference:** development boards
14. **AMD Geode™ Development Board**  
**Products:** DBSC1100,\* DBSC1200, GX DB533, LX DB800, NX DBI500  
**Primary reference:** AMD Geode™ GX DB533 development board  
**Secondary reference:** GX DB533 development board
15. **AMD Geode™ Reference Design Kits**  
**Products:** AMD Geode™ LX EPIC reference design kit,\* AMD Geode™ LX ETX reference design kit,\* AMD Geode™ GX SOM-I44 reference design kit,\* thin client reference design kit, AMD Geode™ GX Single Board Computer reference design kit, single board computer design kit  
**Primary reference:** AMD Geode™ LX EPIC reference design kit,\* AMD Geode™ LX ETX reference design kit,\* AMD Geode™ GX SOM-I44 reference design kit,\* AMD Geode™ GX thin client reference design kit, and AMD Geode™ GX Single Board Computer reference design kit  
**Secondary reference:** thin client RDK, single board computer RDK

\*These Geode products can only be used by their primary references; they have no secondary references.

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## AMD Geode™ Model Number Nomenclature Usage Examples

The mention of certain AMD Geode products requires the use of footnotes. Both the MHz information as well as the URL for each respective processor can be found in the chart below. Please reference this when building the footnotes needed. AMD enforces strict adherence to the following usage examples.

### Format:

\*This processor operates at XXXHz. Model numbers reflect performance as described here:  
<http://www.amd.com/connectivitysolutions/XXX>.

Processor	MHz/GHz	URL
AMD Geode™ GX 533@1.1W processor	400MHz	<a href="http://www.amd.com/connectivitysolutions/geodegxbenchmark">http://www.amd.com/connectivitysolutions/geodegxbenchmark</a>
AMD Geode™ GX 500@1.0W processor	366MHz	<a href="http://www.amd.com/connectivitysolutions/geodegxbenchmark">http://www.amd.com/connectivitysolutions/geodegxbenchmark</a>
AMD Geode™ GX 466@0.9W processor	333MHz	<a href="http://www.amd.com/connectivitysolutions/geodegxbenchmark">http://www.amd.com/connectivitysolutions/geodegxbenchmark</a>
AMD Geode™ LX 800@0.9W processor	500MHz	<a href="http://www.amd.com/connectivitysolutions/geodelxbenchmark">http://www.amd.com/connectivitysolutions/geodelxbenchmark</a>
AMD Geode™ LX 700@0.8W processor	433MHz	<a href="http://www.amd.com/connectivitysolutions/geodelxbenchmark">http://www.amd.com/connectivitysolutions/geodelxbenchmark</a>
AMD Geode™ NX 1250@6W processor	667MHz	<a href="http://www.amd.com/connectivitysolutions/geodenxbenchmark">http://www.amd.com/connectivitysolutions/geodenxbenchmark</a>
AMD Geode™ NX 1500@6W processor	1GHz	<a href="http://www.amd.com/connectivitysolutions/geodenxbenchmark">http://www.amd.com/connectivitysolutions/geodenxbenchmark</a>
AMD Geode™ NX 1750@14W processor	1.4GHz	<a href="http://www.amd.com/connectivitysolutions/geodenxbenchmark">http://www.amd.com/connectivitysolutions/geodenxbenchmark</a>

### Example:

AMD Geode™ GX 533@1.1W processor\*

\*This processor operates at 400MHz. Model numbers reflect performance as described here:  
<http://www.amd.com/connectivitysolutions/geodegxbenchmark>.