

AMD Product Logo Usage Guidelines

AMD Sempron™ Processor Logo

The following information addresses the correct treatment of the AMD Sempron™ processor logo for use in advertising, technical communications, marketing collateral, and other print, Web, or audiovisual material.

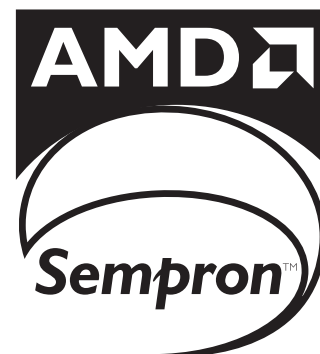
General Guidelines

The AMD Sempron™ processor logo may only be used to promote the corresponding processor, and not for other goods or services. There are only two versions of the AMD Sempron™ processor logo as shown on this page, i.e. color and black & white. Masters of these logos should always be used without modification, and no attempt should be made to recreate these logos under any circumstances. Use only the artwork provided by Advanced Micro Devices, Inc.

The following trademark attribution must be used when featuring the AMD Sempron™ processor logo:

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

When referencing the trademark in text, follow the more detailed rules set forth on page 6.



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Always use the authorized electronic logo artwork provided by AMD, available at www.amd.com/logos

The AMD Sempron™ Processor Logo

Combining the AMD corporate logo, the Sempron™ logotype and an elliptical symbol, the AMD Sempron™ processor logo comes in a unified block that must never be altered in any way.

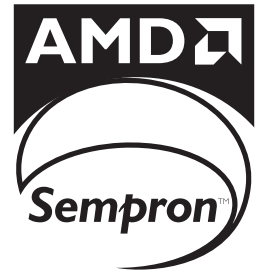
The logo is available in two different versions, i.e. in color and in black & white. The color version is available in both CMYK and spot color.

The AMD Sempron™ product logo is used to reinforce product awareness. Therefore, this logo belongs in communications dealing with the corresponding product only. In communications that feature both AMD Sempron™ and Mobile AMD Sempron™ products, each product logo should be present.

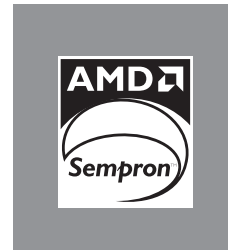
Sufficient Contrast Requirements

To ensure optimal contrast on all backgrounds, the AMD Sempron™ processor logo includes a white contour that surrounds the other elements of the logo. The examples on the right illustrate common scenarios for logo applications.

Full-color and black & white versions of the logo



Full-color version over a color background



Black & white version over a gray background



Full-color version over a color photo background



Black & white version over a grayscale photo background

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Available Formats

Listed at right are the available formats of the AMD Sempron™ processor logo.



31838A_Sempron_P_4c.eps
Four-color (CMYK) process version for traditional printing

31838A_Sempron_P_SP.eps
Three-spot-color version for projects that require specialized printing, e.g. screen printing

31838A_Sempron_P_Blk.eps
Black & white version for limited color printing

31838A_Sempron_E_RGB.eps
RGB eps version for online or multimedia use, e.g. PowerPoint

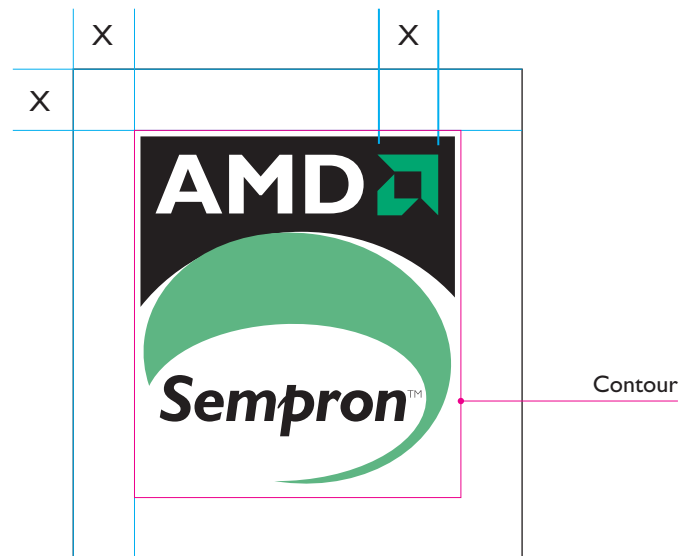
31838A_Sempron_E_RGB.gif
RGB.gif version for online usage

31838A_Sempron_E_RGB.jpg
RGB jpg version for online usage

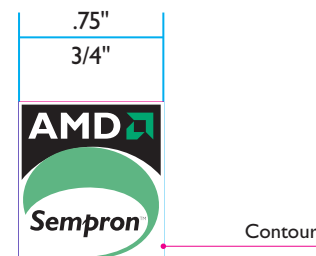
Minimum Size and Clear Space

The AMD Sempron™ processor logo is most effective when surrounded by as much unobstructed space as possible. For this reason, a minimum clear space equal to the width of the AMD arrow icon (see diagram on the right) must surround the logo at all times. This clear space must always remain free of any visual element (graphic, typographic or other).

Minimum Clear Space



Minimum Size



The width of the AMD Sempron™ processor logo must never be less than 3/4 of an inch.

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Color Requirements

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

CMYK

(4-color process printing such as ads, marketing collateral, magazines, etc.)

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

Light Green = C:60; M:0; Y:80; K:7

Black = K:100

White = K:0

Spot Color

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

AMD Green = Pantone 347

Light Green = Pantone 7489

Black = Black

White = White

RGB

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

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

Light Green = R:94; G:180; B:90

Black = R:0; G:0; B:0

White = R:255; G:255; B:255

HEX

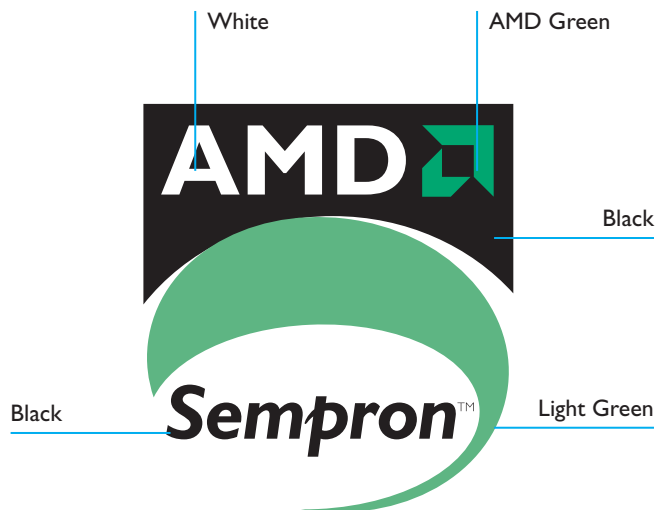
(Electronic representations such as Web graphics, Web banners, etc.)

AMD Green = 009966

Light Green = 66CC33

Black = 000000

White = FFFFFFFF



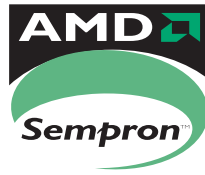
Preserving the Integrity of the Logo Design

Available in JPEG, GIF, or TIFF format, the AMD Sempron™ processor logo has a built-in white contour to make it stand out on color backgrounds. You may still place the logo on a white background, in which case the contour will simply blend in.

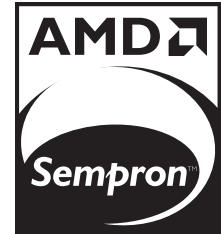
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Common Misuses

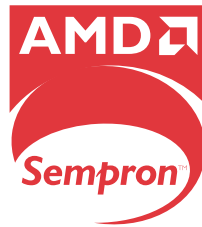
The examples on the right illustrate some common misuses of the AMD Sempron™ processor logo. To avoid this kind of misstep, the authorized electronic logo artwork provided by AMD should always be used as is. The official logos may never be altered in any way.



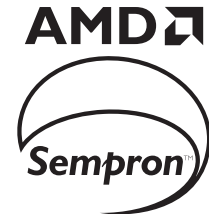
Do not distort the logo in any way.



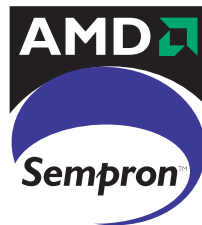
Do not create other versions of the logo.



Do not create spot-color versions of the logo.



Do not create floating versions of the logo.



Do not alter any color of the logo.



Do not add elements to the logo.



Do not alter or remove the white text or the white contour.

Always use the authorized electronic logo artwork provided by AMD, available at www.amd.com/logos

Usage Guidelines for the AMD Sempron Trademark

The following information addresses the correct treatment of the AMD Sempron™ processor trademark in advertising, technical communications, marketing collateral, and other print, Web, or audiovisual material.

- The trademark for this brand is “AMD Sempron”. This should be regarded as one term, with a space between the words “AMD” and “Sempron”. No abbreviated forms are permitted.

Right: “The AMD Sempron™ processor”

Wrong: “The Sempron™ processor”
- In a title, in the first occurrence in text, and in other prominent instances (i.e. in bold, in header, or in footer), always follow the words “AMD Sempron” with the ™ symbol in superscript.

Right: “The AMD Sempron™ processor is ideal for...”

Wrong: “The AMD Sempron processor™ is ideal for...”

Wrong: “The AMD™ Sempron processor is ideal for...”
- Always follow the term “AMD Sempron™” with an appropriate generic term such as “processor”, “device”, etc.

Right: “The AMD Sempron™ processor is available at...”

Wrong: “The AMD Sempron™ is available at...”
- Do not split the “AMD Sempron” trademark between the end of one line and the beginning of the next.

Right: “AMD designed the AMD Sempron™ processor...”

Wrong: “AMD designed the AMD
Sempron™ processor...”
- In each communication piece that uses the “AMD Sempron” trademark, provide an attribution notice for all AMD trademarks used in that piece, e.g. “AMD, the AMD Arrow logo, AMD Sempron, and combinations thereof are trademarks of Advanced Micro Devices, Inc.”
- You may not modify or re-create the “AMD Sempron” trademark under any circumstances, and you may not translate the trademark for non-English documents.