

# Product Brand Logo Guidelines

AMD Turion™ 64 Mobile Technology



## Product Brand Logo Guidelines

### AMD Turion™ 64 Mobile Technology

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## Introduction

Welcome.

This document is your introduction to the fundamental rules which must be followed when applying the AMD Turion™ 64 Mobile Technology logo to communications.

These rules are meant to provide a solid framework to ensure that the usage of the AMD Turion™ 64 mobile technology logo remains consistent across markets and across geographies.

Adherence to these guidelines is **MANDATORY**. Only the AMD Brand Council may allow exceptions to the guidelines as they are outlined here.

If, at any time, you have questions or comments about this document, please contact the Mobile Brand Manager, Scott Shutter, at [scott.shutter@amd.com](mailto:scott.shutter@amd.com)

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

## General Logo Guidelines

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

### General Guidelines

The AMD Turion™ 64 mobile technology logo may only be used in connection with the promotion of the corresponding AMD Turion™ 64 mobile technology goods and/or services and not for other uses. Do not modify or re-create an AMD Turion™ 64 mobile technology logo under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

There are two versions of the AMD Turion™ 64 mobile technology logo—one with a border and one without. There are three variations of these versions—color, grayscale and line.

When the AMD Turion™ 64 mobile technology brand is referenced in text, follow the more detailed rules set forth in the Trademark Usage Guidelines on page 10.

**The following trademark attribution must be used when featuring the AMD Turion™ 64 Mobile Technology logo:** AMD, the AMD Arrow logo, AMD Turion, and combinations thereof, are trademarks of Advanced Micro Devices, Inc.



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## Elements of the AMD Turion™ 64 Mobile Technology Logo

The AMD Turion™ 64 Mobile Technology logo consists of three elements: the AMD corporate logo, ‘The Sail,’ and the Turion 64 logotype. These elements have a fixed relationship, which must not be altered.

There are two versions of the AMD Turion™ 64 mobile technology logo—one with a border and one without. There are three variations of these versions—color, grayscale and line.

### When to Use Logos with the Black Border

The AMD Turion™ 64 mobile technology logo with a black border is intended for use on all materials that provide a white background.

### When to Use Logos without the Black Border

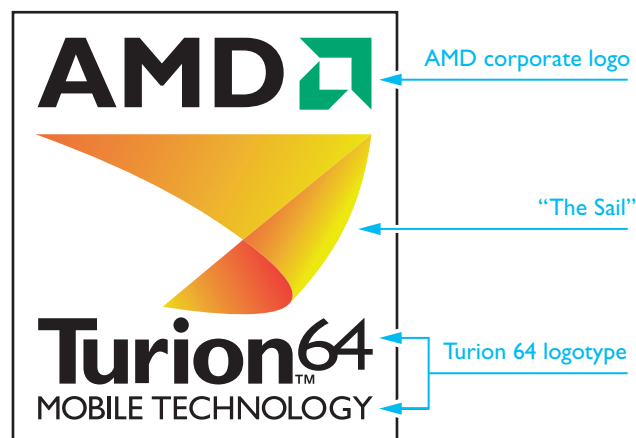
The AMD Turion™ 64 mobile technology logo sans border is for use only on materials that have a background color other than white.

‘The Sail’ can be used separately from the AMD corporate and the AMD Turion™ 64 mobile technology logos, but cannot be distorted.

The AMD Turion™ 64 mobile technology logo is used to reinforce product awareness. When referring to AMD64 technology or more than one AMD64 product, the logo for the AMD64 technology portfolio logo may be used. However, the AMD Turion™ 64 mobile technology logo is the primary logo and is always the preferred option.

### Example:

If a partner sells a system based on AMD Turion™ 64 mobile technology, i.e. clearly using an AMD Turion™ 64 mobile technology product, then the partner should use the correct AMD Turion™ 64 mobile technology logo in related print promotional materials.



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## Available Formats

Listed below are the available formats of the AMD Turion™ 64 Mobile Technology logos.

### Primary Logo with Black Border

#### **32806A\_TUR\_64\_P\_4c.eps**

*Four-color (CMYK) process color version for traditional printing*

#### **32806A\_TUR\_64\_P\_Gs.eps**

*Grayscale version for one-color printing, e. g . newspapers or white papers*

#### **32806A\_TUR\_64\_P\_BlK.eps**

*Line version for limited color printing*

#### **32806A\_TUR\_64\_E\_RGB.eps**

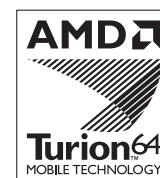
*RGB .eps version for online or multimedia use, e.g. PowerPoint*

#### **32806A\_TUR\_64\_E.gif**

*Low resolution (72 dpi) RGB .jpg version for simple online usage*

#### **32806A\_TUR\_64\_E\_RGB.jpg**

*High resolution (300 dpi) RGB .jpg version for online usage*



### Primary Logo without Border

#### **32806C\_TUR\_64\_P\_4c.eps**

*Four-color (CMYK) process color version for traditional printing*

#### **32806C\_TUR\_64\_P\_Gs.eps**

*Grayscale version for one-color printing, e. g . newspapers or white papers*

#### **32806C\_TUR\_64\_P\_BlK.eps**

*Line version for limited color printing*

#### **32806C\_TUR\_64\_E\_RGB.eps**

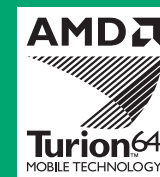
*RGB .eps version for online or multimedia use, e.g. PowerPoint*

#### **32806C\_TUR\_64\_E.gif**

*Low resolution (72 dpi) RGB .jpg version for simple online usage*

#### **32806C\_TUR\_64\_E\_RGB.jpg**

*High resolution (300 dpi) RGB .jpg version for online usage*



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## Clear Space and Minimum Size Requirements

The AMD Turion™ 64 Mobile Technology logos are most effective when surrounded by as much clear space as possible. 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, design features, symbols, company names, products, and/or services. A minimum area demonstrated in the diagram to the right must surround the logo in all situations. The clear space area is equal to the width of the AMD Arrow symbol. This is clearly illustrated in the example on the right.

Minimum size requirement for the AMD Turion™ 64 mobile technology logo for print reproduction is 0.75" (3/4 of an inch) wide.



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## Color Requirements

The color diagram to the right identifies the colors that make up the AMD Turion™ 64 Mobile Technology logo. A color list is provided below that will assist in the correct reproduction of the AMD Turion™ 64 mobile technology logo. Note that ‘The Sail’ is a gradient fill created by using the CMYK equivalent of Pantone® 185 and Pantone® 109 from the AMD color palette.

### CMYK

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

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

White = K: 0

### RGB

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

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

White = R: 255 G: 255 B: 255

### HEX

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

AMD Green = 009966

White = FFFFFFFF

### Preserving the Integrity of the Logo Design

The AMD Turion™ 64 mobile technology logo is designed to “badge” the materials to which it is applied. Authorized AMD Turion™ 64 mobile technology logo artwork in the form of an EPS, JPEG, GIF, or TIFF file has a “built-in” white background.

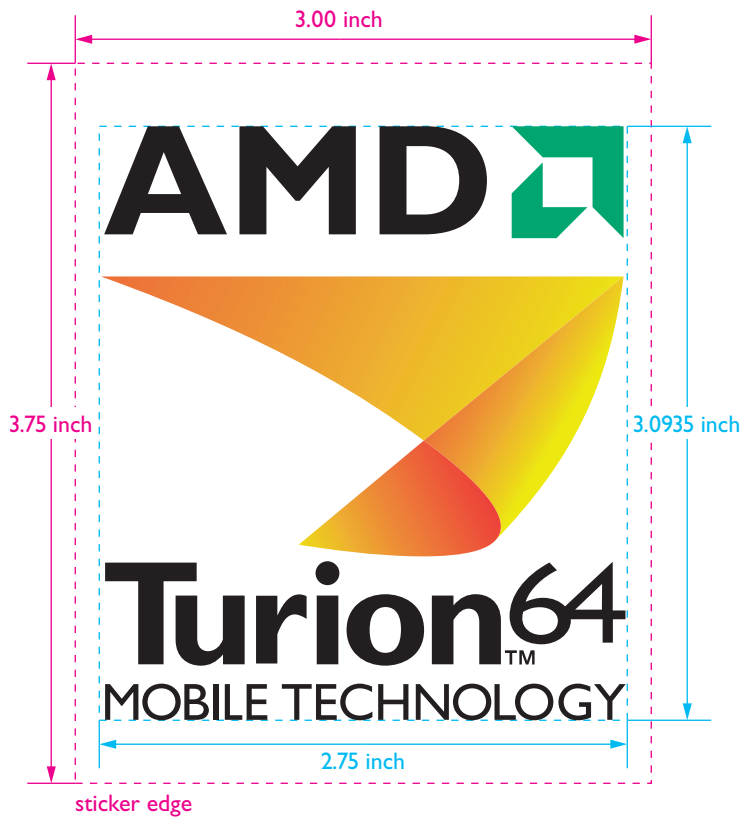
The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® publications for accurate color. PANTONE® is the property of Pantone, Inc.



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

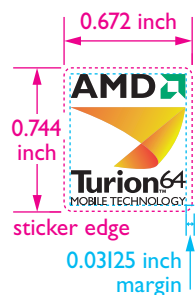
## Carton and Bezel Label Guidelines

The examples below show the required dimensions for AMD Turion™ 64 Mobile Technology logo labels, sans white border. Any questions regarding carton and bezel labels should be addressed to a product brand manager.



### Carton

2.75" wide x 3.0935" tall



### Bezel

0.672" wide x 0.744" tall

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## Incorrect Logo Usage

The examples on the right illustrate common misuses of the AMD Turion™ 64 Mobile Technology logo. For any questions, reference PG 2 or call Scott Shutter at 512-602-8347.

Always use the authorized electronic logo artwork provided by AMD.



Do not distort the AMD Turion™ 64 mobile technology logo in any way



Do not create other versions of the AMD Turion™ 64 mobile technology logo



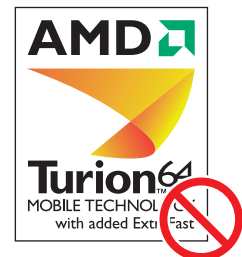
Do not use 'The Sail' for other AMD mobile technology products



Do not alter the relationship between the various elements of the AMD Turion™ 64 mobile technology logo



Do not alter the color of the AMD Turion™ 64 mobile technology logo



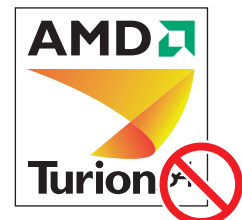
Do not add elements to the AMD Turion™ 64 mobile technology logo



Do not create other versions of the AMD Turion™ 64 mobile technology logo



Do not apply the line version of the AMD Turion™ 64 mobile technology logo in colors other than black or white



Do not remove the words "mobile technology" from the AMD Turion™ 64 mobile technology logo

## Trademark Usage Guidelines for Referring to AMD Turion™ 64 Mobile Technology in Text

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

1. AMD's trademark is "AMD Turion™ 64." The "AMD Turion™ 64" trademark is one term, with a space between "AMD" and "Turion" and "64." The "AMD Turion™" trademark should not be used in an abbreviated form.

**Right:** "AMD Turion™ 64 Mobile Technology..."

**Wrong:** "AMD™ Turion 64 Mobile Technology"

**Wrong:** "The Turion™ 64 Mobile Technology"

**Wrong:** "AMD 64 Turion™ processor"

2. In the title, in the first occurrence in text, and in other prominent instances (i.e., in bold, headers, footers, captions, or subheads), always follow the "AMD Turion" mark with a superscripted™.

**Right:** "AMD Turion™ 64 Mobile Technology sets the standard for cutting-edge 64-bit technology..."

**Wrong:** "AMD Turion 64 Mobile Technology™ sets the standard for cutting-edge 64-bit technology..."

3. Follow the term "AMD Turion™ 64" with the term "Mobile Technology" in the heading and the first use in copy. All subsequent references in the copy may be shortened to AMD Turion™ 64. The term "Mobile Technology" should be capitalized when used in bold, headers, footers, captions, subheads, or labels, but should be lowercase in body copy.

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

**Right:** "AMD designed AMD Turion™ 64 Mobile Technology..."

**Wrong:** "AMD designed AMD Turion™ 64 Mobile Technology..."

**Wrong:** "AMD designed the AMD Turion™ 64 Mobile Technology..."

5. When the model number is used in connection with the "AMD Turion™ 64" mark, the following format should be used:

AMD Turion™ 64 Mobile Technology XX-51 (where XX equals the model number of the processor).

**Right:** "AMD Turion™ 64 Mobile Technology XX-51 delivers next-generation features..."

**Wrong:** "The 2.8GHz Turion™ 64 XX-51 processor delivers next-generation features..."

**Wrong:** "3000+ AMD Turion™ 64 XX-51 Mobile Technology delivers next-generation features..."

6. In each publication that uses the "AMD Turion" 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 Turion and combinations thereof, are trademarks of Advanced Micro Devices, Inc.

7. You may not modify or re-create the AMD Turion™ 64 mobile technology logo or the "AMD Turion" trademark under any circumstances. You may not translate the trademark for non-English documents.

### Other Usage Guidelines

The word "processor" should not follow the product name. The correct product name is AMD Turion™ 64 Mobile Technology.

**Right:** "AMD designed AMD Turion™ 64 Mobile Technology..."

**Wrong:** "The AMD Turion™ 64 Mobile Technology processor enables consumers ..."

**Wrong:** "The AMD Turion™ 64 processor enables consumers ..."