AMD RYZEN™ CORPORATE BRAND GUIDELINES

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THE PURPOSE 
OF THIS DOCUMENT

These guidelines are an introduction to the AMD Ryzen™ processor brand usage and visual identity system. This content is to be learned and absorbed – not transcribed or repeated verbatim.

For questions on the AMD Ryzen Brand and approval on branded assets, please contact: Brand.Team@amd.com
INTRODUCTION TO THE BRAND

Brand promise
Powerful in purpose. Efficient in design.

Brand personality
A kindred spirit, determined to empower you on the journey.

Brand story
With Ryzen, we offer a new form of strength. Powerful and determined in purpose, unique and efficient in design. Ready to empower the spirit of the bold and ignite the imagination of exceptional minds. Ryzen will enable the digital creators, VR pioneers, game world explorers, and tech thrill-seekers. Those determined to imagine, code, and conquer without boundaries in the immersive computing era.
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The following pages contain creative guidance to help you utilize the AMD Ryzen brand elements effectively in your marketing and communications.

**BRAND ELEMENTS**

- Logo and Design Treatment
- Logo Versions
- Logo Color Palette
- Logo Clear Space and Size Requirements
- Product Nomenclature
- Strategic Alliance
LOGO DESIGN TREATMENT

The following pages address the correct treatment of the AMD Ryzen™, Ryzen™ Threadripper™ and Ryzen™ PRO logos for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials.

The Ryzen logos will work across all media. Using the logos correctly and abiding by the specifications will ensure clarity and identification in the industry.

Attention
Use of any stylized, animated, hand drawn or alternate versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency.

NOTE: There is an alternate version of the Ryzen Threadripper logo available for use. This version of the Ryzen Threadripper logo should be used when legibility of the brand would be compromised when the logo is reduced for consistency.
LOGO VERSIONS: COLOR/PRIMARY LOGO
FOR AMD BRANDED ASSETS

These Ryzen logos are to be used in AMD branded marketing assets and are appropriate for most traditional web and print media which follow AMD corporate brand guidelines. If you have questions, please contact Brand.Team@amd.com
LOGO VERSIONS: AMD RYZEN WORDMARKS
FOR PARTNER BRANDED MARKETING

AMD-branded Ryzen logos are available to partners who wish to feature AMD Ryzen processors in marketing assets that follow their own brand and design guidelines. This wordmark should only be used in black or reversed to white. If you have questions, please contact Brand.Team@amd.com
LOGO VERSIONS: AMD RYZEN PROCESSOR PRODUCT BADGES FOR PRODUCT LEVEL BRANDING OF AMD POWERED SYSTEMS

AMD Ryzen segmentation digital badges have been created for merchandising either in print or online with system configurations. For AMD marketing and co-marketing assets, we prefer the use of the AMD Ryzen logos or the AMD Ryzen wordmarks. If you have questions, please contact Brand.Team@amd.com
LOGO VERSIONS: AMD/RYZEN/RADEON WORDMARK
LOCKUP FOR PARTNER BRANDED MARKETING

An AMD-branded Ryzen and Radeon lockup is available to partners who wish to feature both AMD Ryzen processors and Radeon™ graphics cards in marketing assets that follow their own brand and design guidelines. This wordmark should only be used in black or reversed to white. If you have questions, please contact Brand.Team@amd.com
LOGO COLOR PALETTE

The Ryzen logos are available in RGB for web and CMYK for print. If spot color is required please contact Brand.Team@amd.com

ENSO COLOR MATCHING GUIDANCE

YELLOW:
- CMYK : C0 M48 Y100 K0
- Pantone : Promatch PMS 144
- RGB : R157 G000 B020
- HEX : #970a1b

RED:
- CMYK : C0 M100 Y96 K28
- Pantone : Promatch PMS 1807
- RGB : R157 G000 B020
- HEX : #970a1b

Please use the same color guidance for the Ryzen Threadripper and Ryzen Pro logos.
LOGO CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS: AMD RYZEN LOGOS AND AMD RYZEN WORDMARKS

AMD product logos are most effective when surrounded by as much clear space as possible. Clear space is defined as an area completely free of other objects or elements. A minimum area demonstrated in the diagram below must surround the identity in all executions.

CLEAR SPACE

Definition
Whenever you use these logos, they should be surrounded with clear space to ensure the visibility and impact. Nothing should intrude into this specified clear space, although you can have more clear space than the minimum.
LOGO CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS:
AMD RYZEN LOGOS AND AMD RYZEN WORDMARKS

Use caution when scaling the Ryzen logos up. If they are too big, they may become overpowering and the viewer will lose the true intent of the messaging.

As the Ryzen logos are reduced in size, it is important to make sure they stay legible and recognizable. For that reason, make sure the logo is never smaller than 0.6504” in width.

MINIMUM SIZES

Print Applications
Minimum size requirement for high-quality printing
0.75” (19.05 mm) wide

Digital
Minimum size requirement for digital applications is 72 pixels wide

Out-of-home media (above 300 in or 1900 cm) Minimum size requirement for out-of-home media 10% of total area
LOGO CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS:
AMD RYZEN/RADEON LOCKUP

AMD product logos are most effective when surrounded by as much clear space as possible. Clear space is defined as an area completely free of other objects or elements. A minimum area demonstrated in the diagram below must surround the identity in all executions.

CLEAR SPACE

Definition
Whenever you use the lockup, it should be surrounded with clear space to ensure its visibility and impact. Nothing should intrude into this specified clear space, although you can have more clear space than the minimum.

MINIMUM SIZES

Use caution when scaling the AMD Radeon/Ryzen lockup. If it is too big, it may become overpowering and the viewer will lose the true intent of the messaging. As the Ryzen logo is reduced in size, it is important to make sure it stays legible and recognizable.

Print Applications
Minimum size requirement for high-quality printing is 1” (25.4 mm) wide for the horizontal version and 0.75” (19.05 mm) wide for the stacked version

Digital
Minimum size requirement for digital applications is 72 pixels wide

Out-of-home media (above 300 in or 1900 cm) Minimum size requirement for out-of-home media 10% of total area
LOGO CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS:
AMD RYZEN PROCESSOR PRODUCT BADGES

AMD product badges are most effective when surrounded by as much clear space as possible. Clear space is defined as an area completely free of other objects or elements. A minimum area demonstrated in the diagram below must surround the identity in all executions.

CLEAR SPACE

Definition
Whenever you use the Ryzen product badges, they should be surrounded with clear space to ensure its visibility and impact. Nothing should intrude into this specified clear space, although you can have more clear space than the minimum.
LOGO CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS:
AMD RYZEN PROCESSOR PRODUCT BADGES

Use caution when scaling the AMD Ryzen badges. If it is too big, they may become overpowering and the viewer will lose the true intent of the messaging. As the Ryzen product badges are reduced in size, it is important to make sure it stays legible and recognizable.

MINIMUM SIZES

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<th>Digital</th>
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<tr>
<td>Minimum size requirement for high-quality printing is 0.75” (19.05 mm) wide</td>
<td>Minimum size requirement for electronic applications 55 pixels wide</td>
<td>Minimum size requirement for out-of-home media 10% of total area</td>
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PRODUCT FAMILY NOMENCLATURE

- The full product name, AMD Ryzen™ processor, should be used in the first reference.
- Do not use all upper case for product name except as required for design consistency such as in a headline.
- The first mention of AMD Ryzen™ processor should be trademarked.

EXAMPLES

CORRECT – AMD Ryzen™ processor
INCORRECT – AMD Ryzen™ Premium Processor
INCORRECT – AMD RYZEN™ Processor

- The full product name, Ryzen™ Threadripper™ processor should be used in the first reference.
- The first mention of Ryzen™ Threadripper™ processor should be trademarked.
- Do not use all upper case for product name except as required for design consistency such as in a headline.

EXAMPLES

CORRECT – Ryzen™ Threadripper™ processor
INCORRECT – Ryzen Threadripper premium processor
INCORRECT – RYZEN THREADRIPPER Processor
PRODUCT TIER NOMENCLATURE

- Use of full product tier name including segmentation (or product family name) should be used in every reference.
- Do not use all upper case for product name, with the exception of PRO, or as required for design consistency such as in a headline.
- The first mention of AMD Ryzen™ 7 processor, AMD Ryzen™ 5 processor, AMD Ryzen™ 3 processor and AMD Ryzen™ PRO should be trademarked.

EXAMPLES

**CORRECT** – AMD Ryzen™ 7 processor (AMD Ryzen™ 7 CPU is allowed but not preferred)
- INCORRECT – AMD 7 Ryzen™ processor
- INCORRECT – AMD 7 processor
- INCORRECT – AMD R7 processor
- INCORRECT – AMD Zen processor

**CORRECT** – AMD Ryzen™ 3 processor (AMD Ryzen™ 3 CPU is allowed but not preferred)
- INCORRECT – AMD 3 Ryzen™ processor
- INCORRECT – AMD 3 processor
- INCORRECT – AMD R3 processor
- INCORRECT – AMD Zen processor

**CORRECT** – AMD Ryzen™ 5 processor (AMD Ryzen™ 5 CPU is allowed but not preferred)
- INCORRECT – AMD 5 Ryzen™ processor
- INCORRECT – AMD 5 processor
- INCORRECT – AMD R5 processor
- INCORRECT – AMD Zen processor

**CORRECT** – AMD Ryzen™ 7 PRO
- INCORRECT – AMD 7 PRO
- INCORRECT – Ryzen 7 PRO
- INCORRECT – AMD R7 PRO
RYZEN PRODUCT TOOLKITS
FOR CHANNEL

TOOLKITS

AMD provides creative toolkits for partners to use to promote Ryzen products which are aligned with AMD’s product messaging and brand.

Please submit your altered toolkit items to brand.team@amd.com for approval.
CO-BRANDING WITH RYZEN AND AMD RYZEN/RADEON

• AMD wordmarks and partner logos should be the same relative size.
• All partner logos must be in either 100% black or reversed to white.
• If logos appear side-by-side, please separate with a vertical rule. See examples below.

Please note: The following legal line must be used in all advertising, and promotional materials which incorporate AMD and /or the AMD Arrow logo and/or, Ryzen and/or the Ryzen logo, Radeon and/or the Radeon logo.

AMD, the AMD Arrow logo, Ryzen, Radeon, [add used and/or remove unused AMD trademarks as necessary] and combinations thereof are trademarks of Advanced Micro Devices, Inc.

Please note: The following legal line must be used in all advertising, and promotional materials which incorporate AMD and /or the AMD Arrow logo and/or, Ryzen and/or the Ryzen logo, and/or Ryzen Threadripper and/or Ryzen Threadripper logo, Radeon and/or the Radeon logo.

AMD, the AMD Arrow logo, Ryzen, Threadripper, Radeon, [add used and/or remove unused AMD trademarks as necessary] and combinations thereof are trademarks of Advanced Micro Devices, Inc.
CO-BRANDING WITH RYZEN AND AMD RYZEN/RADEON

AMD RYZEN/RADEON AS DOMINANT PARTNER

- AMD should be the lead brand on all collateral.
- Partner logos must appear as either 100% black or reversed to white.
- AMD Ryzen/Radeon lockup should appear above the partner logo if the layout allows it.
- AMD Ryzen/Radeon lockup should be twice the size of the partner logo.
- When logos are side by side, include a dividing rule line between AMD Ryzen/Radeon lockup and its external partner.
- In cases where the perceptions or equity of partner brands are unclear, create a distance of at least twice the logo length between the AMD Ryzen/Radeon lockup and partner logos.

equals partnership

If the contract or partner guidelines do not specify a visual treatment, the following guidance applies. For the instance where a partner brand enjoys greater relevance among end users and customers, allow the partner logo to lead on the left (or above if there are space constraints).

- AMD Ryzen/Radeon lockup and partner logos should be the same relative size and separated by a vertical line.
- Surrounding elements are in the partner’s look and feel; if partner guidelines allow, consider using the AMD look and feel.

Please note: The following legal line must be used in all advertising, and promotional materials which incorporate AMD and/or the AMD Arrow logo and/or, Ryzen and/or the Ryzen logo, Radeon and/or the Radeon logo.

AMD, the AMD Arrow logo, Ryzen, Radeon, [add used and/or remove unused AMD trademarks as necessary] and combinations thereof are trademarks of Advanced Micro Devices, Inc.
ADDITIONAL RESOURCES

The following resources are available on the AMD Marketing Asset Resource System: http://mars.amd.com.

PID# 169751-A  AMD RYZEN™ PROCESSOR LOGOS
PID# 10994-A   AMD RYZEN™ RADEON LOCKUP
PID# 1711173-A  AMD RYZEN™ WORDMARK
PID# 1711054-A  AMD RYZEN™ THREADRIPPER™ PROCESSOR LOGOS
PID# 1728931    AMD RYZEN™ THREADRIPPER™ WORDMARK
PID# 1711307-A  AMD RYZEN™ PRO PROCESSOR LOGOS
PID# 1711308    AMD RYZEN™ PRO WORDMARK

For further information or assistance, please contact the brand team at brand.team@amd.com.

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