

# AMD EPYC™ BRAND GUIDELINES

PID# 1713627-A / VERSION 1  
AUGUST 2017

---

## CONTACT

### Address

**Advanced Micro Devices, Inc**  
7171 Southwest Pkwy  
Austin, Texas 78735  
United States

### Phone

1-512-602-1000

### Online

Email: [Brand.Team@amd.com](mailto:Brand.Team@amd.com)

Website: [www.amd.com](http://www.amd.com)

---



## **AMD EPYC™ BRAND GUIDELINES**

# **TABLE OF CONTENTS**

---

- 03 | THE PURPOSE OF THIS DOCUMENT**
  - 04 | INTRODUCTION TO THE BRAND**
  - 05 | BRAND ELEMENTS**
  - 06 | LOGO DESIGN TREATMENT**
  - 07 | LOGO VERSIONS**
  - 09 | LOGO COLOR PALETTE**
  - 10 | LOGO CLEAR SPACE AND SIZE REQUIREMENTS**
  - 11 | TRADEMARK USAGE AND NOMENCLATURE**
  - 12 | LOGO CO-BRANDING**
-

# THE PURPOSE OF THIS DOCUMENT

---

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

For questions on AMD EPYC guidelines and approval on branded assets, please contact [Brand.Team@amd.com](mailto:Brand.Team@amd.com)

---

# INTRODUCTION TO THE BRAND

---

## **Brand Story**

Information is the currency of our existence, every byte transmitted is part of the mosaic of our culture and economy. The datacenter is the epicenter of our lives. We must break from the current cycle of incremental advancements. **THE TIME TO MAKE A BOLD LEAP, TO RECALIBRATE WHAT IS POSSIBLE, IS NOW.**

**AMD SEES A WORLD MADE MORE RESPONSIVE, MORE SECURE AND MORE CONNECTED.** Critical global communications relayed in a moment. Quicker, more astute life-saving diagnoses. Companies breathing vital information as deeply and safely as possible. Our finite time made more efficient, engaging and rewarding.

With these advancements comes an exponential increase in the volume of information that must flow through and engage with our lives. To succeed, we must embrace the strength of "Zen", creating physical solutions born in the cloud. **THIS IS THE GENESIS OF EPYC.** A thinking, solving core surrounded by an impenetrable will. Built to aggressively utilize time, not just with brute strength but with intelligent, balanced and adaptive response.

EPYC is the manifestation of what we can accomplish when we work together, reimagining the possibilities of how we leverage information to create the world we envision. **EPYC SHATTERS THE CLOSED LOOP OF INCREMENTAL INNOVATION AND EMPOWERS REVOLUTIONARY SOLUTIONS.** The moment it sparks to life, data is no longer stored, it is harnessed. Empowering, adapting and protecting for a new era in the datacenter.

---

# BRAND ELEMENTS

---

The following pages contain creative guidance to help you utilize the AMD EPYC brand elements effectively in your marketing and communications.

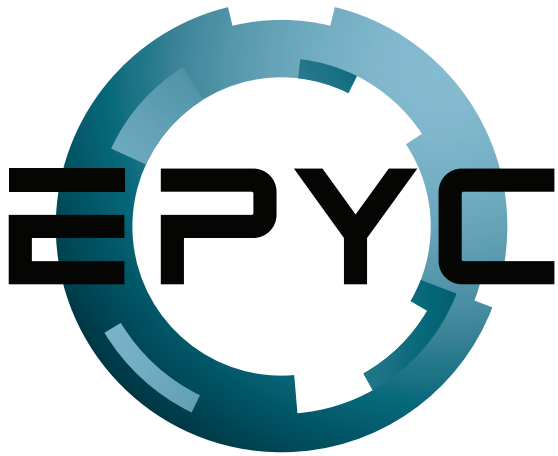
---

## LOGO DESIGN TREATMENT

---

The following pages address the correct treatment of the AMD EPYC™ logo for use in advertising, technical communications, marketing collateral and other printed, web or visual materials. The AMD EPYC logo will work across all media. Using the logo correctly and abiding by its 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.

---

## LOGO VERSIONS

---

The AMD EPYC logo is available in 3D and vector options and will stand out in any media environment.

### 3D

For use as the focal point of an image, or as part of keyart that centres around or is enhanced by the mark. Its use should be limited to real or virtual environments that support its 3D composition.

It should not be used 'flat' on block color backgrounds, or used as a branding element for tagging. It should not be 'cleaned' or made more or less transparent. If the integrity of the 3D effect is in doubt, the Vector EPYC logo should be employed. These logos are available as high-resolution (300 dpi) pngs.

### VECTOR

For use as 'branding' mark, such as stationery headers and footers, product / advertising tagging, partner lock-ups, product sku lock-ups etc. Effectively, wherever demarcation is required, the flat vector should be used. It can be reversed out and scaled accordingly. These logos are available as 4-color process vector eps files.

It should not be used as the focal point in any communications unless the 3D version is incompatible. It should not be used within copy sentences, or as a replacement for the word "EPYC" in any instance.

If you have specific questions on which version should be used, please contact [Brand.Team@amd.com](mailto:Brand.Team@amd.com)

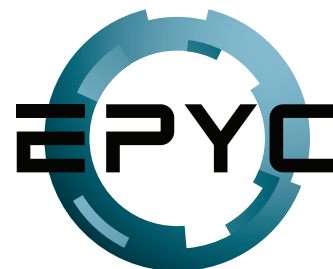
---



**3D VERSION**  
PID# 1732571



**3D VERSION REVERSED**  
PID# 1732571



**VECTOR VERSION**  
PID# 1710731



**VECTOR VERSION REVERSED**  
PID# 1710731

# LOGO VERSIONS: AMD/EPYC™ WORDMARK FOR PARTNER BRANDED MARKETING

---

AMD-branded EPYC logos are available to partners who wish to feature AMD EPYC™ 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](mailto:Brand.Team@amd.com)

---



**AMD EPYC LOCKUP**  
PID# 1730404

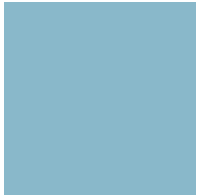


# LOGO COLOR PALETTE

---

The AMD EPYC logo is available in RGB for web and CMYK for print. If spot color is required, please contact Brand.Team@amd.com

---



## PMS 550 C

CMYK : C42 M7 Y8 K8  
RGB : R141 G185 B202  
HEX : #8DB9CA



## PMS 548 C

CMYK : C100 M21 Y28 K76  
RGB : R0 G61 B76  
HEX : #003D4C

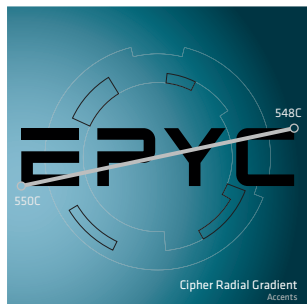


## PMS Process Black

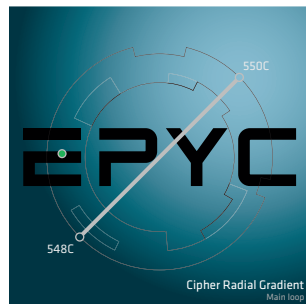
CMYK : C60 M40 Y40 K100  
Pantone : Process Black  
RGB : R0 G0 B0  
HEX : #000000

---

## CIPHER RADIAL GRADIENT



Accents



Main Loop

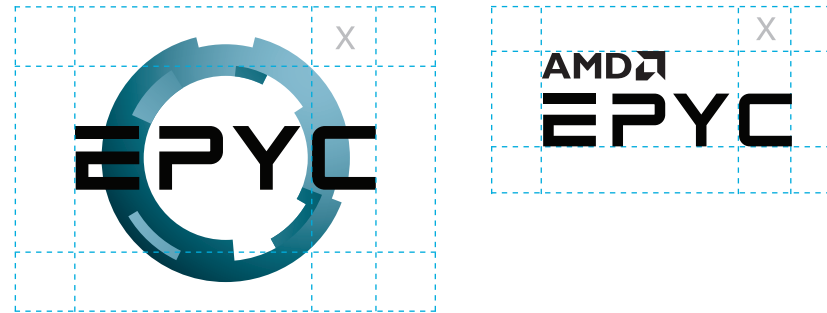
# LOGO CLEAR SPACE AND SIZE REQUIREMENTS

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 logo, 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.



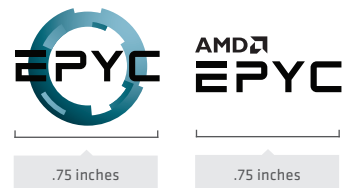
## MINIMUM SIZES

Use caution when scaling the AMD EPYC logo up. If it is too big, it may become overpowering and the viewer will lose the true intent of the messaging.

As the AMD EPYC logo is reduced in size, it is important to make sure it stays legible and recognizable. For that reason, make sure the logo is never smaller than 0.6504" in width.

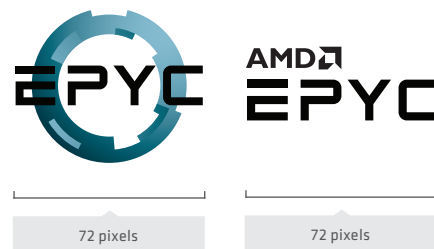
### Print Applications

Minimum size requirement for high-quality printing  
0.75" (19.05 mm) wide

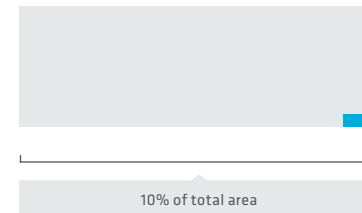


### Digital

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



# TRADEMARK USAGE & NOMENCLATURE

---

The following guidelines address the correct nomenclature and text usage of AMD's EPYC™ trademark as it is used in advertising, technical, collateral, and other printed, Web or visual materials for the AMD EPYC processor

- "AMD EPYC" should appear in one line in body copy. Do not break.
  - Use upper case for the "EPYC" product name in every instance.
  - The first mention of AMD "EPYC™" should be trademarked.
  - Follow the term "AMD EPYC" with an appropriate descriptive term such as "processor," "SoC", "device", etc.
  - You may not translate the trademarked name for non-English documents.
- 

## EXAMPLES

CORRECT – *AMD EPYC™ processor*

CORRECT – *AMD EPYC™ SoC*

INCORRECT – *AMD Epyc™ Premium Processor*

INCORRECT – *AMD  
EPYC™  
Processor*

## COPYRIGHT

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

AMD, and the AMD Arrow logo, AMD EPYC [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 AMD led advertising, and promotional materials which incorporate AMD and /or the AMD Arrow logo, and/or, the AMD EPYC logo.**

©2017 Advanced Micro Devices, Inc. AMD, and the AMD Arrow logo, AMD EPYC [add used and/or remove unused AMD trademarks as necessary] and combinations thereof are trademarks of Advanced Micro Devices, Inc.

## LOGO CO-BRANDING

When locking up the AMD EPYC logo with partner or vendors logos it is important to follow specific guidelines, including clear space between the logos and size considerations of a co-branded logo in relation to the AMD EPYC logo size. The guidance provided here is for an equal partner (where the logo sizes are equal).

### EQUAL PARTNER

When AMD partners with another strong brand to offer complementary products or services that are sold and marketed together, we should position AMD as an equal partner.



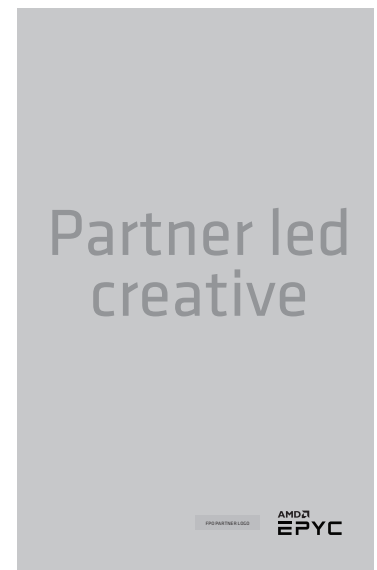
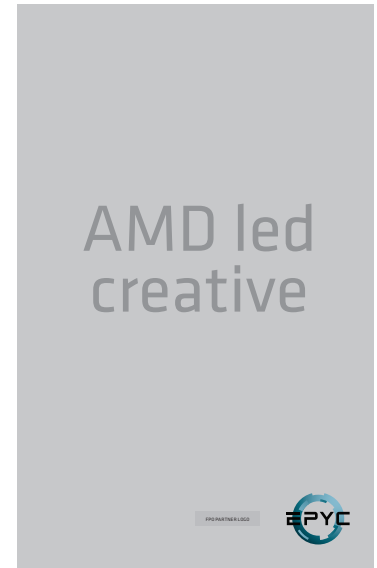
### CLEAR SPACE GUIDANCE

A minimum of 1x the white square in the AMD EPYC logo of clear space should be maintained around each logo lock-up.



### MINIMUM SIZE

As the AMD EPYC logo is reduced in size it is important to make sure it stays legible and recognizable. For that reason, make sure the AMD EPYC logo is never smaller than 0.75" in width.





---

For further information or assistance, please contact [brand.team@amd.com](mailto:brand.team@amd.com).

#### **Legal Disclaimer**

The information presented in this document is for informational purposes only and may contain technical inaccuracies, omissions and typographical errors.

The information contained herein is subject to change and may be rendered inaccurate for many reasons, including but not limited to product and roadmap changes, component and motherboard version changes, new model and/or product releases, product differences between differing manufacturers, software changes, BIOS flashes, firmware upgrades, or the like. AMD assumes no obligation to update or otherwise correct or revise this information. However, AMD reserves the right to revise this information and to make changes from time to time to the content hereof without obligation of AMD to notify any person of such revisions or changes.

AMD MAKES NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE CONTENTS HEREOF AND ASSUMES NO RESPONSIBILITY FOR ANY INACCURACIES, ERRORS OR OMISSIONS THAT MAY APPEAR IN THIS INFORMATION.

AMD SPECIFICALLY DISCLAIMS ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE. IN NO EVENT WILL AMD BE LIABLE TO ANY PERSON FOR ANY DIRECT, INDIRECT, SPECIAL OR OTHER CONSEQUENTIAL DAMAGES ARISING FROM THE USE OF ANY INFORMATION CONTAINED HEREIN, EVEN IF AMD IS EXPRESSLY ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.