



Corporate and Product Branding Guidelines

Version 4 - April 2021

The Purpose of This Document

These comprehensive guidelines contain guidance on Corporate Visual Identity, Tone of Voice & Product Branding currently being used across the organization.

It is critical for the consistency and protection of the AMD brand and reputation that these branding guidelines are followed and no logos, lock ups, or other branded assets are created ad hoc. **Any requests for new branding should go to the brand team via Workfront.**

For questions and approval, please contact BrandTeam@amd.com.

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Branding Guidelines

Version 4 - April 2021

Bringing the Brand to Life

This section contains a guidance on the key brand elements that will help to bring the AMD brand to life visually and verbally. These tools are meant to open doors rather than close them. That means creative solutions are encouraged, but never at the risk of losing the equity that lies in a cohesive brand identity.

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Overview of Key Branding Elements

Logo



The AMD logo is the strongest visual representation of the company, so should be prominent on all communications.

Color

Corporate Palette



Primary Palette



Neutral Palette



Tone of Voice

BOLD

Fearless
Gutsy

POSITIVE

Inspiring
Ambitious

PUNCHY

Direct
Succinct

White Text Box



The white text box with arrow mark provides instant AMD recognition across our campaigns, delivering consistency and a strong sense of purpose and clarity to our communications.

It allows us to be punchy and economical with words, maximise space and ensuring our copy stands out.

Typography

This is our primary font

Klavika

This is our secondary font

Arial

Logo Overview

Logo – All Uses



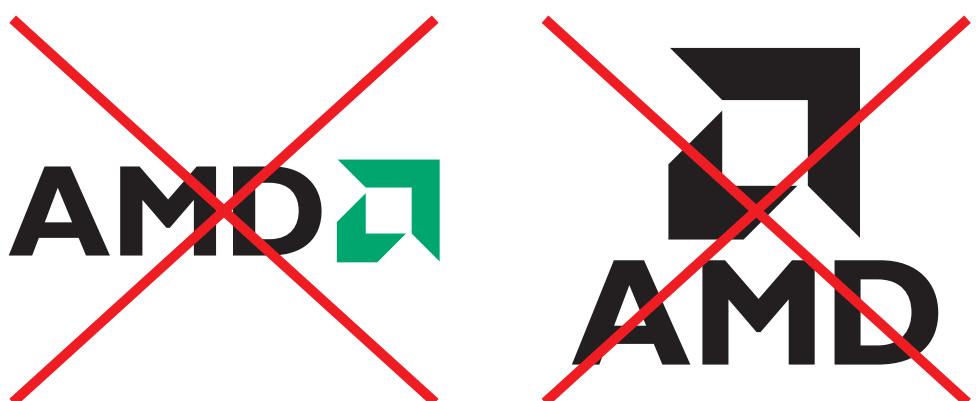
Black



Reversed

External-facing logo appropriate for any media. Only the standard black logo or the reversed-out white logo may be used. The reversed logo can be used on any color (not just black).

Logo Usage – Don'ts



We **NO LONGER** use the AMD logo with the green arrow. We are providing a standard black logo along with a reversed-out white logo to stand out in any environment.

The arrowmark should **NEVER** be moved from its original orientation. Stacked logos are not permitted.

Any green, colored-arrow or stacked logos in printed or digital media MUST be replaced immediately with the monochrome version:
mars.amd.com/Go/xbHH9zrm

Arrowmark – Internal Only



Black



Reversed

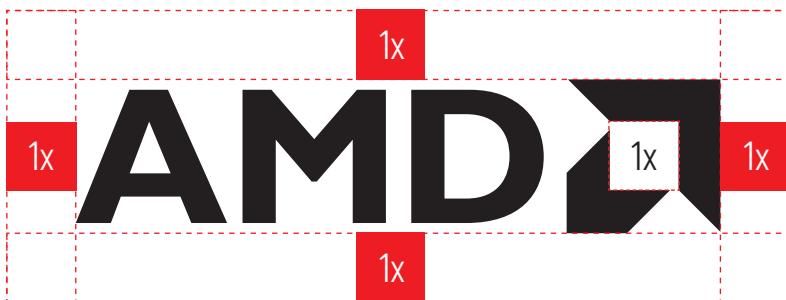
The arrowmark stand-alone can ONLY be used on internal-facing communications and on employee-branded materials such as T-shirts etc., but it must be used with the full AMD logo on the same piece of communication.

Any other use must be approved by the AMD Brand Team via [Workfront](#) (internal only). Or email BrandTeam@amd.com.

Logo Size and Placement

The AMD logo is always required. It should be placed in the top right corner whenever possible.

Minimum Clear Space



The AMD logo needs adequate space to stand out with confidence and clarity. The minimum clear space is measured by 1x – the white square in the AMD arrowmark. Nothing should intrude into this specified clear space, although you can have more clear space than the minimum.

*Please note that after careful consideration, an exception to the minimum clear space around the logo was made on the application of AMD's product badges. Adhere to the guidelines above in every other instance.

Minimum Logo Size

Print Applications

Minimum size requirement for high-quality printing



0.675 Inches

Digital

Minimum sizing requirement for digital applications



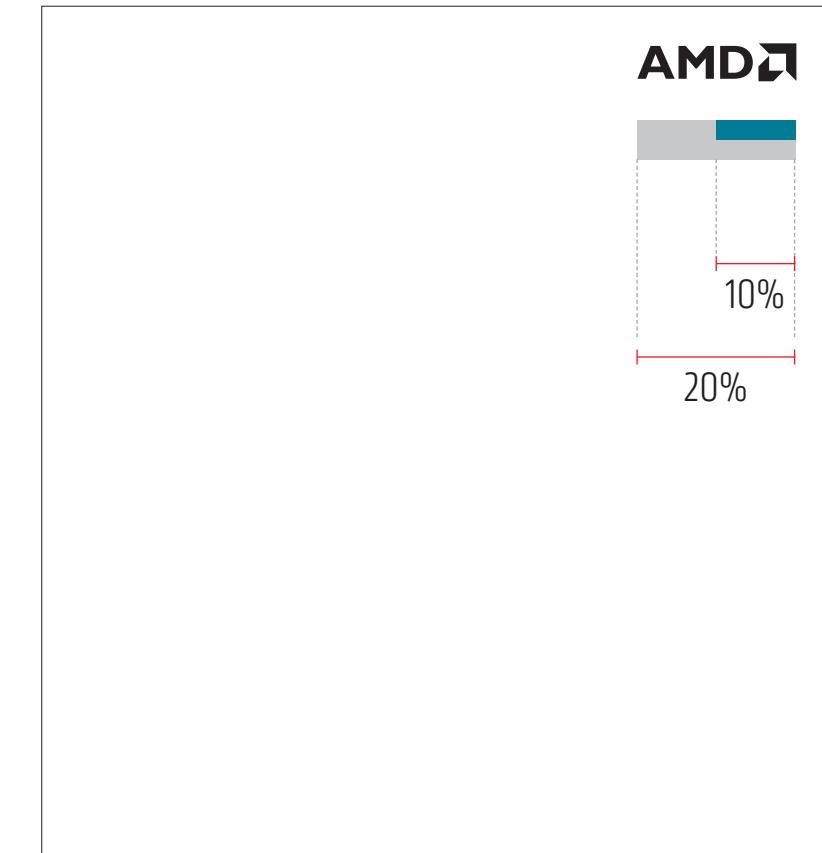
72 pixels

Application	Minimum size
Newspaper applications	1" (26 mm) wide
Print applications	0.675" (17.14 mm) wide
Electronic applications	72 pixels wide
Embroidery	1.25" (31.75mm)
Notebook bezels	0.675" (17.14 mm) wide
Out-of-home media (above 300 in ² or 1900 cm ²)	3% of total area
Broadcast	Width should be at least 15% of the height of the screen's safe area

Use caution when scaling the AMD 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 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 72px for digital and 0.675" for print in width.

Logo Scaling and Positioning



For the best representation across all print and web medias – scaling the logo to 20% of total width or height is preferred with a minimum size requirement of 10%.

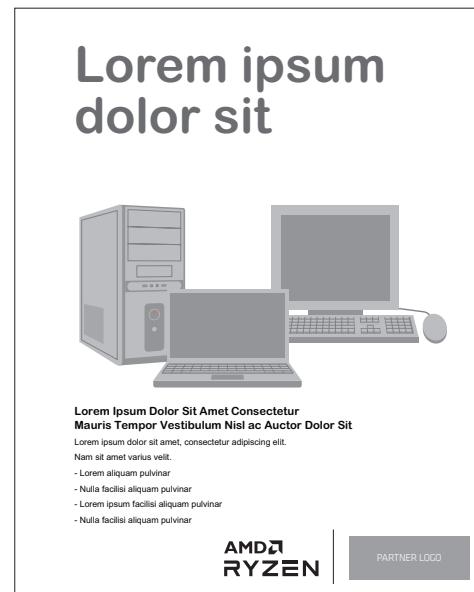
Co-Branding and Partner Logo Lockups

The below guidelines outlines our preferred options for co-branding & partner logo lock-ups.
Please get in touch with the brand team if you would like to discuss new requirements. BrandTeam@amd.com.

Lockup usage

Follow sizing and clear space guidance.

Correct AMD product mention should be featured following the applicable nomenclature guidelines.



ADVERTISING EXAMPLE 1
Lockup utilized in co-branding



ADVERTISING EXAMPLE 2
Lockup utilized with corporate logo in co-branding

Corporate Logo Used in Co-Branding (Preferred)



The AMD corporate logo may be featured in association with the system manufacturer's corporate logo.

Lockup Used in Co-Branding



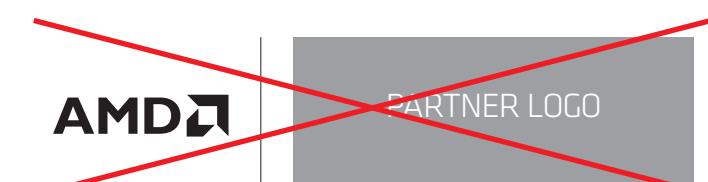
In cases where AMD and partners share equal brand relevance, you may show partnership by placing equally sized logos together with appropriate clear space and separated by a line. This applies to all co-marketing deliverables.

In those instances where the partner does not allow a lock-up with the line, please just ensure that AMD and the partner logo are equal in height and prominence .

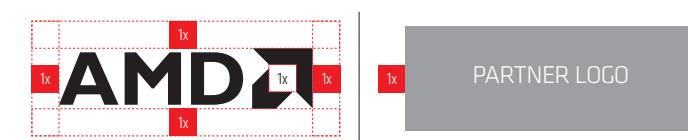
Lockup Construction



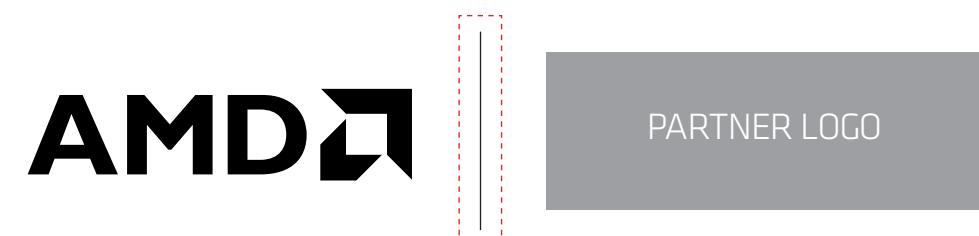
Always maintain at least the minimum logo sizing.



Never size one logo larger than the other. The logos should be similar in height and roughly equal in visual weight.



Always adhere to spacing guidelines. Give the logos a little extra room to breathe on either side of the line.



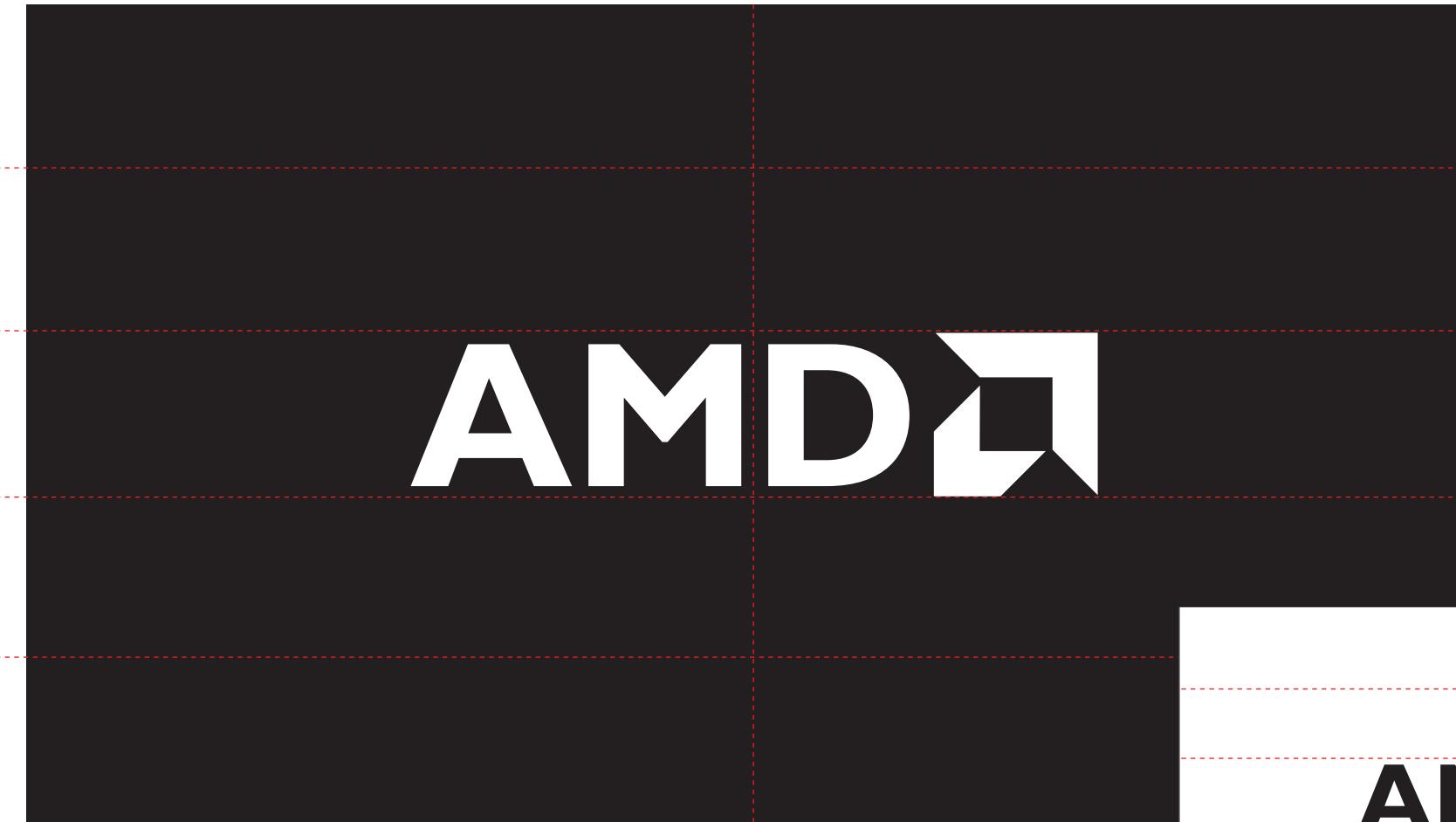
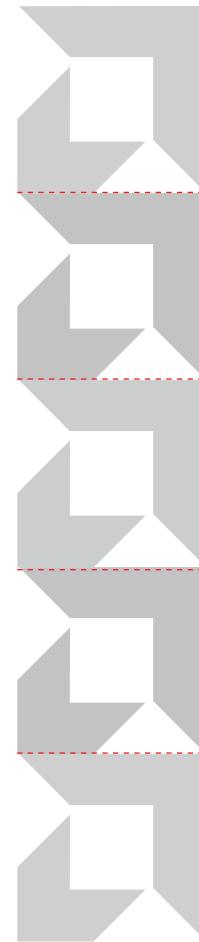
The divider line should be a thin weight that does not detract from the lockup but thick enough that it maintains a clear separation between the logos. Going too thick will call too much attention to the divider.

Video End Card

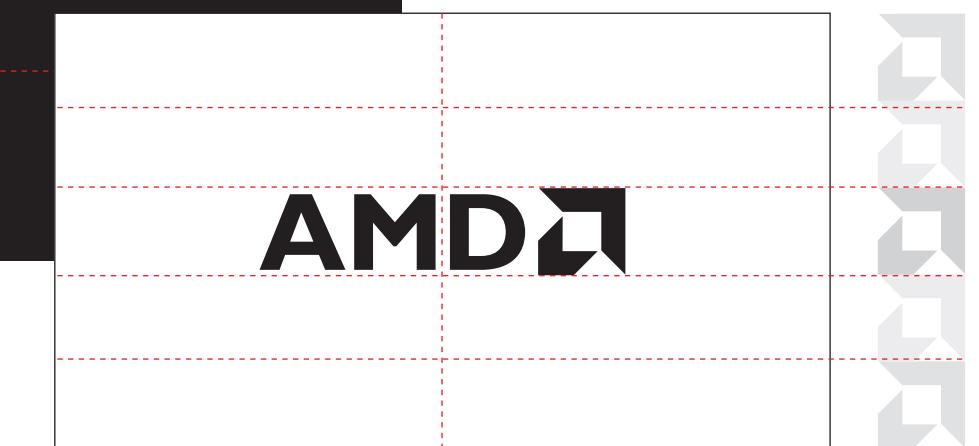
All AMD video content must feature the AMD logo at the end slate shown below. The AMD logo can animate on as is in keeping with the video content, however it must resolve as a white logo on a black background (or reversed if this fits the video better). The AMD logo should not be amended in anyway.

AMD LOGO SHOWN WITHIN A 16:9 FRAME

The AMD logo should be sized to 20% height of the screen frame



The AMD logo must be centered within the frame



Reversed example

Tone of Voice | Overview

On the following pages we outline the AMD Tone of Voice. The aim of this guidance is to:

Enable true-to-brand copywriting to help build a stronger voice in market and a more consistent tone across audiences and geographies.

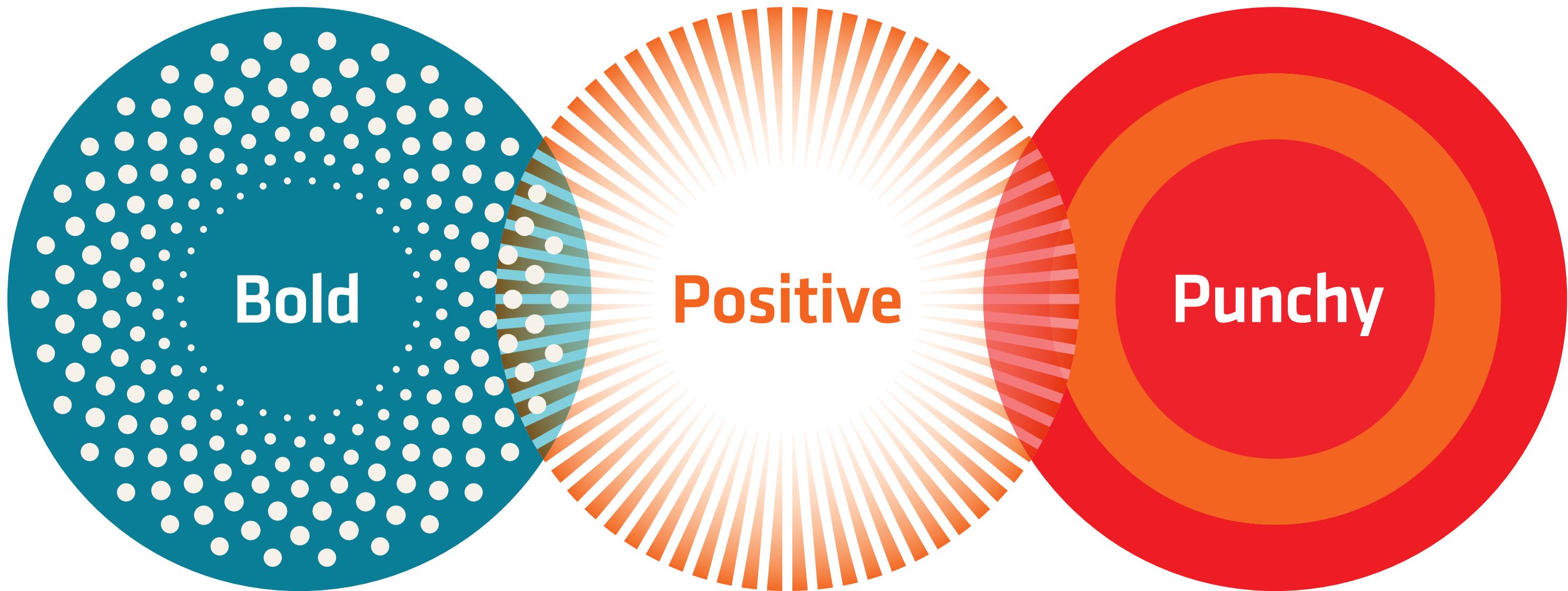
Be true across the AMD business; from commercial to consumer and gaming

Evoke pride in the uniqueness of AMD: innovation and collaboration

Full Tone of Voice guidelines available [here](#)

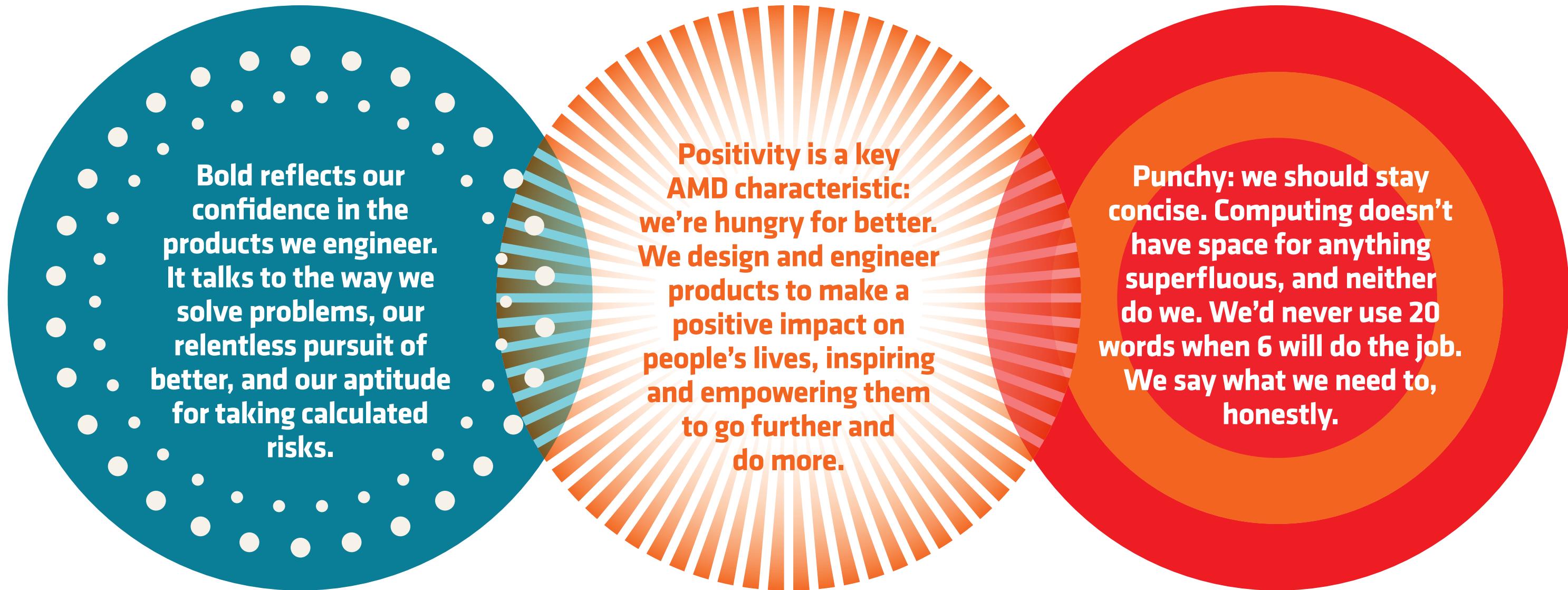
Tone of Voice | Three Words

Three words encapsulate our tone of voice:



Tone of Voice | Three Words

At AMD, there are three key words that capture the spirit of the way we talk to all our audiences.



Color

It is acceptable to use a combination of a single product's color palette in conjunction with corporate colors.

This is not a list of the only colors that can be used in creative assets, but relevant color palette colors should be prominent in any AMD asset.

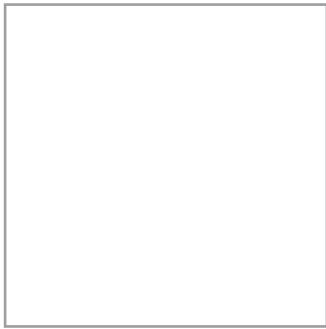
Where multiple AMD products are represented in creative, e.g. on an event booth, a combination of AMD corporate and product color palettes can be drawn from.

Color Palette

1. Corporate Palette



PMS: **Process Black**
HEX: **000000**



PMS: **NA**
HEX: **FFFFFF**

C: **0** R: **0**
M: **0** G: **0**
Y: **0** B: **0**
K: **100**

C: **0** R: **255**
M: **0** G: **255**
Y: **0** B: **255**
K: **0**

2. Primary Palette



PMS: **186 C**
HEX: **ed1c24**

C: **0** R: **237**
M: **100** G: **28**
Y: **100** B: **36**
K: **0**



PMS: **1595 C**
HEX: **f26522**

C: **0** R: **242**
M: **75** G: **101**
Y: **100** B: **34**
K: **0**



PMS: **7468 C**
HEX: **007c97**

C: **100** R: **0**
M: **40** G: **124**
Y: **35** B: **151**
K: **0**

3. Neutral Palette



PMS: **Cool Gray 11 C**
HEX: **636466**

C: **0** R: **99**
M: **0** G: **100**
Y: **0** B: **102**
K: **75**



PMS: **Cool Gray 8 C**
HEX: **9d9fa2**

C: **0** R: **157**
M: **0** G: **159**
Y: **0** B: **162**
K: **45**

The primary palette is the foundation of the color that makes up the AMD brand. The neutral palette has been created to bring balance to the expressive nature of the primary palette. AMD teams are encouraged to use any of these colors when creating corporate, GTM campaigns and product creative that is dynamic, confident and authentic. We do understand that, in certain instances, other colors will need to be used. For those circumstances, please use your best judgement and ensure your branded content is submitted for brand approval via [Workfront](#) (internal only) or email BrandTeam@amd.com.

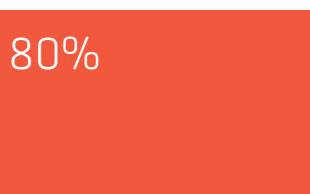
Primary Palette Color Tints

AMD Red



PMS: **186 C**
HEX: **ed1c24**

C: **0** R: **237**
M: **100** G: **28**
Y: **100** B: **36**
K: **0**



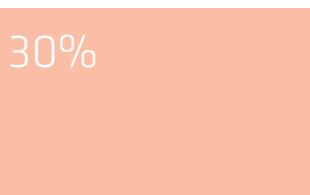
80%
HEX: **f14950**

C: **0** R: **241**
M: **87** G: **73**
Y: **66** B: **80**
K: **0**



60%
HEX: **f4777c**

C: **0** R: **244**
M: **67** G: **119**
Y: **39** B: **124**
K: **0**



30%
HEX: **fababd**

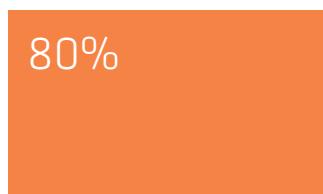
C: **0** R: **250**
M: **33** G: **186**
Y: **14** B: **189**
K: **0**

AMD Orange



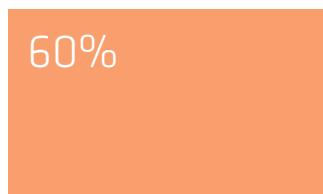
PMS: **1595 C**
HEX: **f26522**

C: **0** R: **242**
M: **75** G: **101**
Y: **100** B: **34**
K: **0**



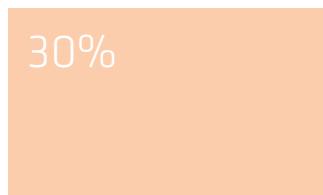
80%
HEX: **f5844e**

C: **0** R: **245**
M: **60** G: **132**
Y: **75** B: **78**
K: **0**



60%
HEX: **f7a37a**

C: **1** R: **247**
M: **43** G: **163**
Y: **52** B: **122**
K: **0**



30%
HEX: **fbdb0bc**

C: **1** R: **251**
M: **21** G: **208**
Y: **22** B: **188**
K: **0**

AMD Blue



PMS: **7468 C**
HEX: **007c97**

C: **100** R: **0**
M: **40** G: **124**
Y: **35** B: **151**
K: **0**



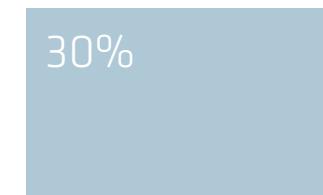
80%
HEX: **3396ac**

C: **76** R: **51**
M: **26** G: **150**
Y: **27** B: **172**
K: **1**



60%
HEX: **66b0c1**

C: **59** R: **102**
M: **15** G: **176**
Y: **21** B: **193**
K: **0**



30%
HEX: **b2d7e0**

C: **29** R: **178**
M: **4** G: **215**
Y: **9** B: **224**
K: **0**

Take advantage of the Color Tints option, which allows further flexibility of our primary color palette to match your creative needs and gives greater variety.

Core Typeface – For Use in All Languages

AMD's corporate fonts are Klavika and Arial. Klavika is our core and primary font. Arial is our secondary font and is generally used for web text or in business applications like Word or PowerPoint. In regions where the alphabet includes non-Roman characters, the approved fonts on the following pages may be substituted for Klavika and Arial.

Klavika

BOLD & BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR & REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM & MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIGHT & LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Klavika Condensed

BOLD CONDENSED & BOLD CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR CONDENSED & REGULAR CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM CONDENSED & MEDIUM CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIGHT CONDENSED & LIGHT CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Core Typeface Features

Klavika Open Type Features

SMALL CAPS

SETTING IN ALL SMALL CAPS

LIGATURE SUPPORT

ff fi fj fl ffi ffj ffi

PROPORTIONAL / REGULAR AND OLD STYLE

0123456789 - 0123456789

TABULAR / REGULAR AND OLD STYLE

0123456789 - 0123456789

SMALL CAPS / PROPORTIONAL AND TABULAR

0123456789 - 0123456789

STYLISTIC ALTERNATES / (LETTER G AND AMPERSAND)

gq &G

Klavika Character Set and Glyphs

We recommend limited use of the Klavika ampersand symbol. Spelling out “and” (i.e., “Sales and Marketing”) is preferred.

Secondary Typeface - Arial

BOLD & BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

REGULAR & REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Approved Fonts for Regions

Below are a list of approved fonts that may be substituted for specific languages.

Chinese (Simplified) - Noto Sans *

**Denotes a system font.

Chinese (Traditional) - Noto Sans *

* Noto Sans is a Google font available for [download](#).

English (US and UK) - Klavika

Klavika is a licensed font.

French - Klavika

German - Klavika

Indonesian - Arial **

Japanese - Meiryo **

Korean - Noto Sans *

Polish - Klavika

Portuguese (Brazilian) - Klavika

Portuguese (European) - Klavika

Romanian - Klavika

Russian - Calibri **

Spanish - Klavika

Thai - Tahoma **

Turkish - Klavika

Vietnamese - Arial **

If you are unable to use Klavika, Arial, or the other approved regional fonts, please contact BrandTeam@amd.com for assistance.

Email Signature

It is important that each of us, as guardians of the AMD brand, use a consistent e-mail signature, no matter the business unit or region. The signature is available in four (4) different color options from the AMD palette. Please feel free to choose one based on personal preference or set up several to align with specific audiences or communications/marketing activities. For template downloads and step by step instructions please visit <https://amdcloud.sharepoint.com/sites/connect/tools/brand/Pages/Email-signature.aspx>.

AMD Orange

FIRSTNAME LASTNAME

Job Title | **AMD**
Division Name
O +(1) 555-555-5555 **C** +(1) 555-555-5555

2485 Augustine Drive, Santa Clara, CA 95054
[Facebook](#) | [Twitter](#) | [amd.com](#)



AMD Red

FIRSTNAME LASTNAME

Job Title | **AMD**
Division Name
O +(1) 555-555-5555 **C** +(1) 555-555-5555

2485 Augustine Drive, Santa Clara, CA 95054
[Facebook](#) | [Twitter](#) | [amd.com](#)



AMD Blue

FIRSTNAME LASTNAME

Job Title | **AMD**
Division Name
O +(1) 555-555-5555 **C** +(1) 555-555-5555

2485 Augustine Drive, Santa Clara, CA 95054
[Facebook](#) | [Twitter](#) | [amd.com](#)



AMD Neutral Gray

FIRSTNAME LASTNAME

Job Title | **AMD**
Division Name
O +(1) 555-555-5555 **C** +(1) 555-555-5555

2485 Augustine Drive, Santa Clara, CA 95054
[Facebook](#) | [Twitter](#) | [amd.com](#)



Merchandising

Sales and Merchandising items are fundamental in supporting the AMD brand.

These items can be directed at customers, sales staff, employees, or OEM channel partners to provide added value or incentives to maximize brand exposure, stimulate product sales, reward employees & loyal customers.

To properly maintain the value of our brand, the rules of appropriate usage of the AMD logo must always be adhered to when creating any items.

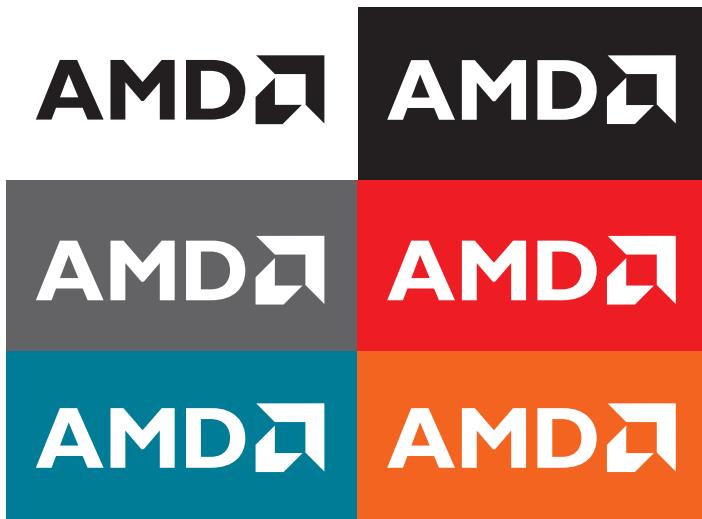
Quality of the items sourced should reflect the AMD brand and our products.

These guidelines detail the correct use of the AMD logo, our policies on the creation of any items and our green procurement standards to be adhered to.

It is the responsibility of everyone to ensure that these rules are understood and enforced when sourcing merchandise.

Merchandising | Overview

AMD Logo Color



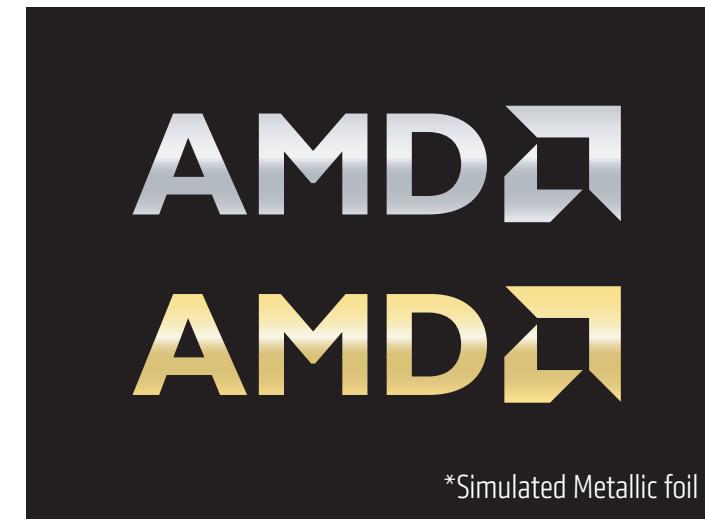
Only black or white should be used for the AMD logo. (embroidery, print, etc.).

AMD Logo Quality



The logo should be reproduced accurately. The shape of embroidered logos is easily deformed. Hence use high-quality embroidery to minimize any logo deformations. A minimum of 1.25" (31.75mm) width is recommended for embroidery.

Exceptions



The AMD logo may be stamped in gold or silver on high value items (certificates, awards, shields, etc.) or gifts (notebooks, ornaments, etc.). The logo must be firmly and clearly embossed but must not be distorted or cracked.

Merchandise Quality

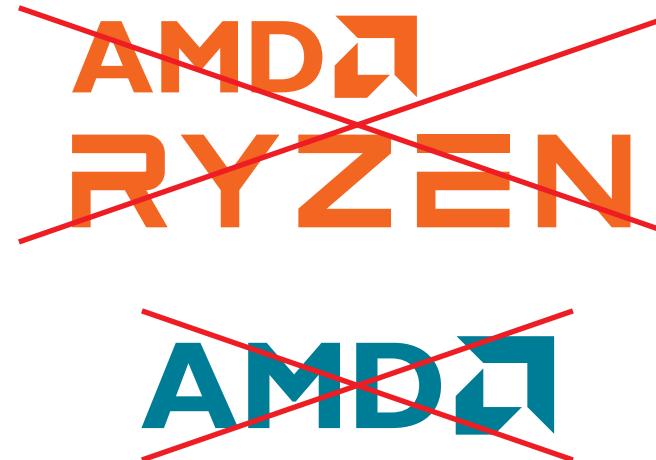


Source branded merchandise of good quality and always aim to source and distribute merchandise to suitably represent AMD as an environmentally minded global brand.

Merchandising | Don'ts



Don't use product logos on their own.
The AMD logo must ALWAYS be included as a part of the lockup.



Don't produce the AMD logo or product lockups in any other color than black or white.



Don't use unapproved fonts



Don't augment or change the AMD Arrowmark AMD logo or product lockups.

Merchandising | Clothing Guidelines

How to stay on-brand

Design Approval Process

Our standard process for creating branded assets is for stakeholders to submit Creative Studio request via [Workfront](#) so our designers can support in the creation of assets/deliverables as they sit within the Brand & Creative team.

Our primary goal is to protect and elevate the AMD brand, we understand exceptions are sometimes needed and we are happy to collaborate with you or your partners as early as possible to find a creative solve that meets the need while honoring the AMD brand.

It is important that all branded content have brand approval before use:

Submit new content via [Workfront](#) using the “Branded Asset Review” queue. See the [Request Guide](#) for detailed instructions on submitting any type of request.

1. Visit [Workfront](#) when you have a near-final branded asset
2. Submit a Corporate Marketing Request for “Branded Asset Review”
 - a. [See here for a detailed HOW-TO](#)
3. Brand team will review the asset and provide feedback or approval. Together, we can ensure your content is brand-compliant!

Examples of on-brand AMD clothing designs:



AMD Contacts and Resources

For questions and brand approval, please contact BrandTeam@amd.com.

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.

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AMD EPYC™ Product Branding Guidelines

Version 4 - April 2021

Introduction to the Product Brand

The following pages have been created to guide you through the core elements of the AMD EPYC™ brand identity, ensuring it always clearly represents the AMD Master Brand. You'll find details of proper usage, color palette, and branding usage, as well as various applications. It will assist you in designing and producing compelling communications with a high degree of creative flexibility.

Information is the currency of our existence, every byte transmitted is part of the mosaic of our culture and economy. The data center 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 AMD 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. AMD 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.

AMD 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 data center.

AMD EPYC™ Branding | Primary

The following pages address the correct treatment of the AMD EPYC™ lockup 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 branding correctly and abiding by its specifications will ensure clarity and identification in the industry. This AMD EPYC™ branding is the preferred use of product branding across external communications and all consumer-facing marketing assets. AMD-branded EPYC branding is available to partners who wish to feature AMD EPYC™ processors in marketing assets that follow their own brand guidelines.

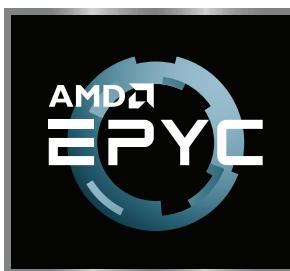
This AMD EPYC™ branding is to be used in AMD branded marketing assets and is appropriate for most web and print media, while following AMD corporate brand guidelines. If you have any questions please contact BrandTeam@amd.com

AMD EPYC™ Lockup (Preferred)



AMD EPYC™ Lockup
PID# 1730404-B

AMD EPYC™ Badge



AMD EPYC™ Badge
PID# 20600351-A

Any and all uses of this branding on an asset needs to include the AMD corporate logo in the vicinity and the AMD font should be at least as big as the EPYC font, as well as in accordance with general branding size rules (i.e. guidance at 20% of asset height, no smaller than 10%). Use of these logos must be approved for use by the brand team via [Workfront](#) (internal only) or email BrandTeam@amd.com.

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.

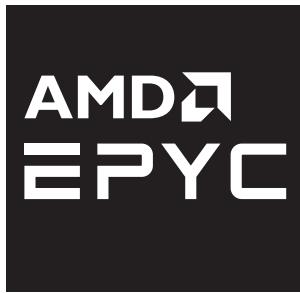
The AMD logo should be used on ALL AMD EPYC™ processor marketing materials.



Logo Versions

The AMD EPYC™ logo is available in 3D and vector options and will stand out in any media environment. Where possible, the 3D version is preferred. The preferred use of the AMD EPYC™ logo is on a black or dark background. If the background will be white, then please consider using the AMD EPYC™ lockup in black. Use of these logos must be approved for use by the brand team via [WorkFront](#) (internal only). If you have any questions please contact: BrandTeam@amd.com.

Primary



Lockup

Dark Background

PID# 1730404-B



Lockup

Light Background

PID# 1730404-B

AMD/EPYC/Instinct Lockup

An AMD-branded EPYC and Instinct lockup is available for assets featuring both AMD EPYC™ processors and Instinct graphics cards. This lockup should only be used in black or reversed to white.



Horizontal

PID# 20471017-A



Stacked

PID# 20471017-A

Secondary



3D

Dark Background
PID# 18104487-A

3D

For use as the focal point of an image, or as part of keyart that centers 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 solid 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 AMD EPYC™ logo should be employed. These logos are available as high-resolution (300 dpi) pngs.



Vector

Dark Background
PID# 18112888-A

For use as a '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.

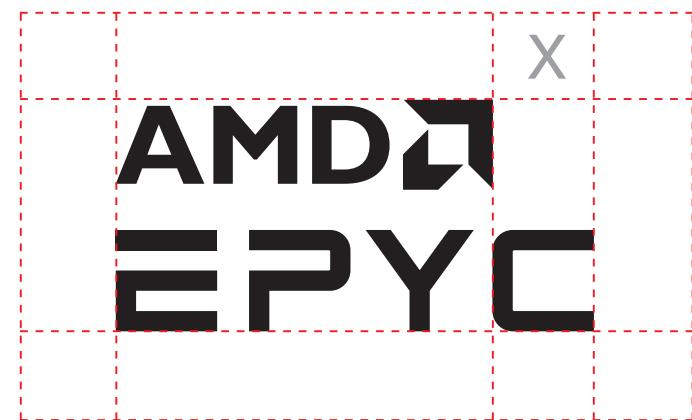
It should not be used as the focal point in any communications unless the 3D version is incompatible. It should not be used within copy sentences, or as a replacement for the word "EPYC" in any instance.

The AMD EPYC™ lockup should only be used in black or reversed to white.

Logo Size and Placement

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.

Minimum Clear Space



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

Print Applications

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



75 inches

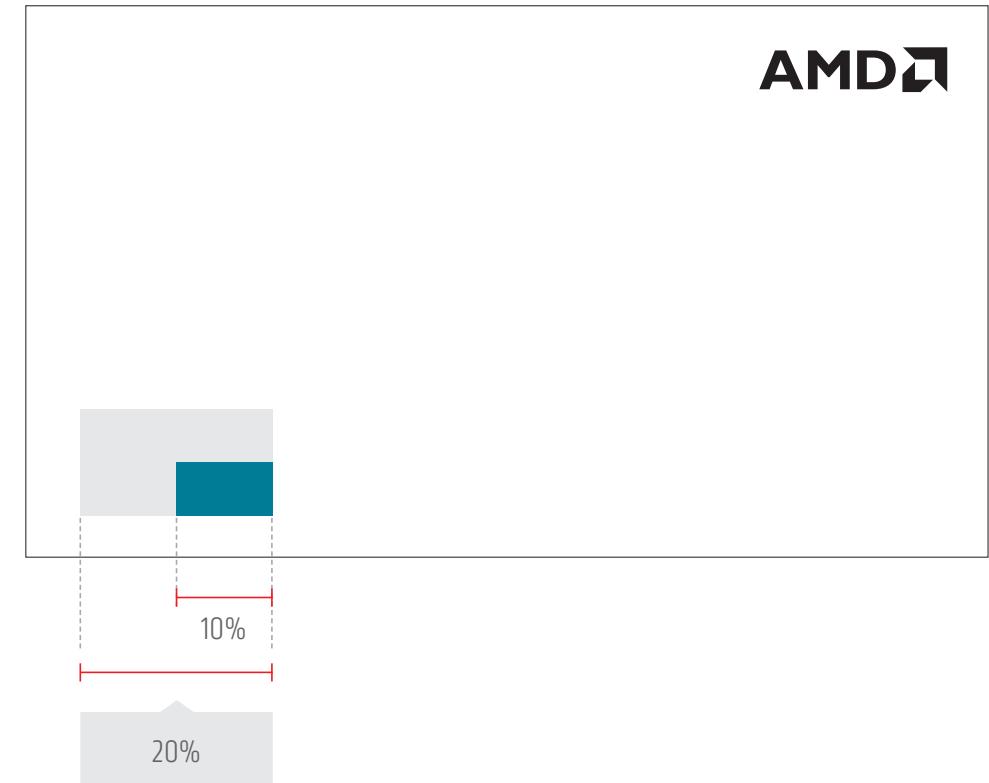
Digital

Minimum size requirement for digital applications is 72 pixels wide



72 pixels

Logo Scaling and Placement



AMD branding elements should each ideally be 20% of the asset height, with a minimum size requirement of 10%. The AMD corporate logo must always be prominent, ideally top right and the AMD font should be at least as big as the product logo font, while also being in accordance with general branding scaling rules. As such product branding often sits best bottom left or center.

AMD EPYC™ Color Palette

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

This is not a list of the only colors that can be used in creative assets, but relevant color palette colors should be prominent in any creative asset.

AMD Primary Blue

This color can be used as an accent on creative assets.



PMS 7468 C

CMYK: C100 M40 Y35 K0

RGB: R0 G124 B151

HEX: #007c97

Color Usage Examples

Processor In Box (PIB)



Presentations



For other examples of campaign creative click here:

<https://mars.amd.com/Website/?AssetId=78961>

Logo Colors



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



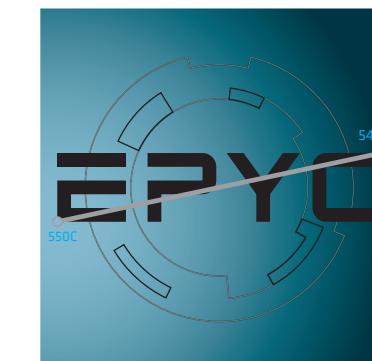
PMS Process Black

CMYK: C60 M40 Y40 K100

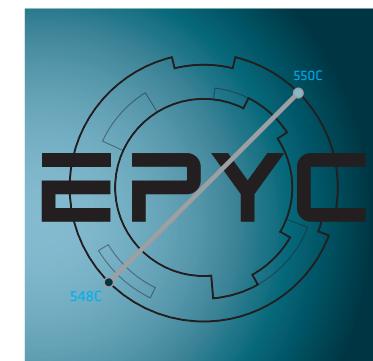
RGB: R0 G0 B0

HEX: #000000

Cipher Radial Gradient



Accents



Main Loop

Trademark Usage

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.

Usage

"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.

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.

©2021 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.

AMD Instinct™ Product Branding Guidelines

Version 4 - April 2021

Introduction to the Product Brand

The following pages have been created to guide you through the core elements of the AMD Instinct™ brand identity, detailing its usage, color palette and construction as well as various internal and external applications.

This document will assist you in designing and producing compelling communications with a high degree of creative flexibility where possible.

AMD Instinct™ Branding | Primary

The following pages address the correct treatment of the AMD Instinct™ branding for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials. The AMD Instinct™ Lockup has been designed to be used effectively in all print & digital applications. The characters should not be redrawn and the kerning should not be altered in any way. Ensure only the master artwork is used at all times.

This AMD Instinct™ branding is to be used in AMD branded marketing assets and is appropriate for most web and print media, while following AMD corporate brand guidelines. If you have any questions please contact BrandTeam@amd.com.

AMD Instinct™ Family Lockup



AMD Instinct™ Lockup
PID# 20470651-A

Attention

The AMD logo should be used on ALL AMD Instinct™ marketing materials.



AMD/EPYC/Instinct Lockup

An AMD-branded EPYC and Instinct lockup is available for assets featuring both AMD EPYC™ processors and AMD Instinct™ graphics cards. This lockup should only be used in black or reversed to white.



Horizontal
PID# 20471017-A



Stacked
PID# 20471017-A

The AMD trademark may not be combined with a third party mark or product number without prior written approval by AMD.

Any and all uses of this branding on an asset needs to include the AMD corporate logo in the vicinity and the AMD font should be at least as big as the Instinct font, as well as in accordance with general branding size rules (i.e. guidance at 20% of asset height, no smaller than 10%). Use of these logos must be approved for use by the brand team via [Workfront](#) (internal only) or email BrandTeam@amd.com.

AMD Instinct™ Branding | Product Packaging Lockups

AMD Instinct™ Product Packaging Lockups have been created for merchandising either in print or online with system configurations.
For product level branding of AMD powered systems.

AMD Instinct Product Lockups



Instinct MI100 Lockup
PID# 20483464-A



Instinct V640 Lockup
PID# 20508015-A



Instinct V620 Lockup
PID# 20508014-A

Legacy Product Lockups

This is just a sample of current product lockups. A comprehensive list of current and legacy product badges is available on the [additional resources](#) page at the end of this section.

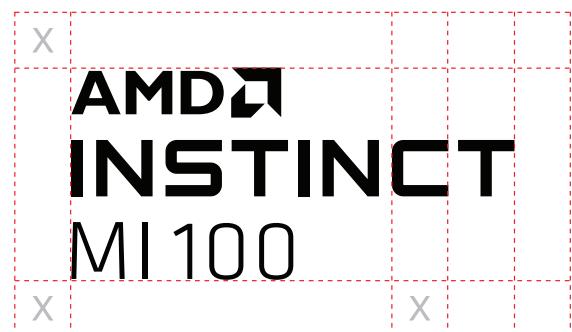
Attention

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.

Size and Placement

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.

Minimum Clear Space

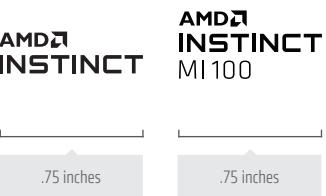


Whenever you use the lockups and badges, they should be surrounded with clear space to ensure its visibility and impact. Nothing should intrude into this specified clear space, although you can have more clear space than the minimum.

Minimum Sizes

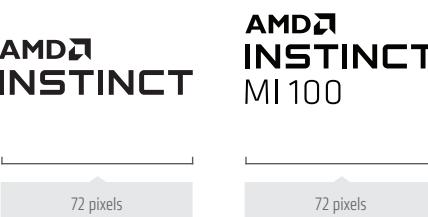
Print Applications

Minimum size requirement for high-quality printing

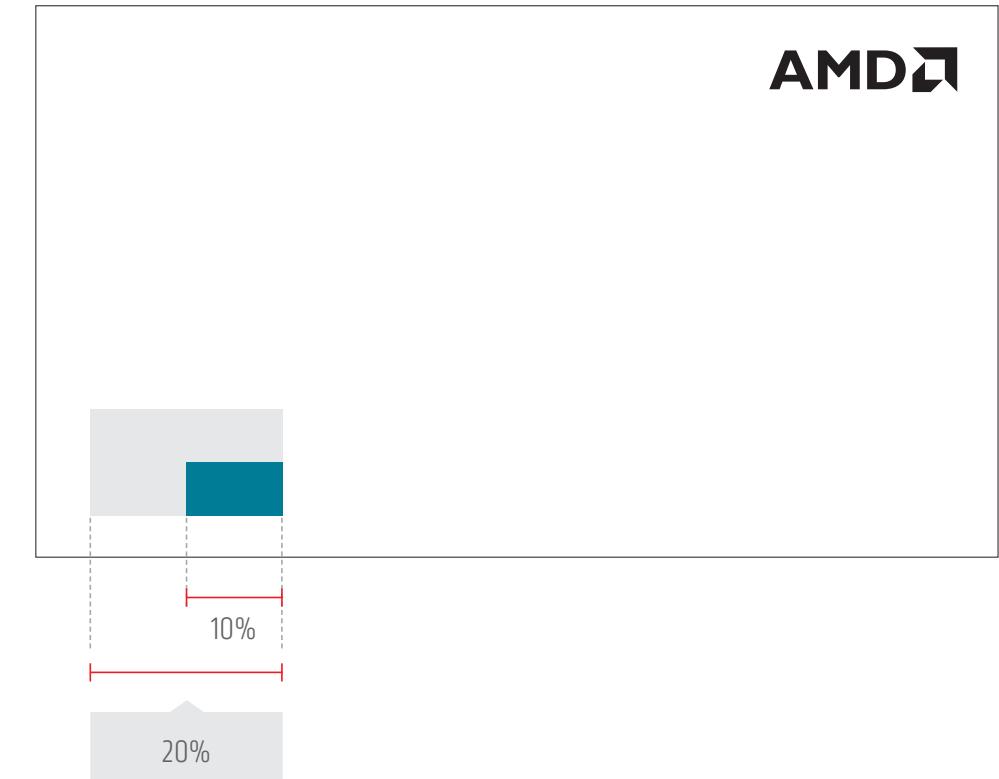


Digital

Minimum size requirement for digital applications is 72 pixels wide



Logo Scaling and Placement



AMD branding elements should each ideally be 20% of the asset height, with a minimum size requirement of 10%. The AMD corporate logo must always be prominent, ideally top right and the AMD font should be at least as big as the product logo font, while also being in accordance with general branding scaling rules. As such product branding often sits best bottom left or center.

Instinct Color Palette

The AMD Instinct™ lockups are available in RGB for web and CMYK for print. If spot color is required please contact BrandTeam@amd.com.

This is not a list of the only colors that can be used in creative assets, but relevant color palette colors should be prominent in any creative asset.

Primary Color

This color can be used on logos and as an accent on creative assets.



PMS: Cool Gray 8 C

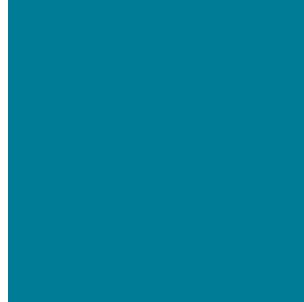
CMYK: C0 M0 Y0 K45

RGB: R157 G159 B162

HEX: # 9d9fa2

Secondary Color

This color can be used as an accent on creative assets.



PMS 7468 C

CMYK: C100 M40 Y35 K0

RGB: R0 G124 B151

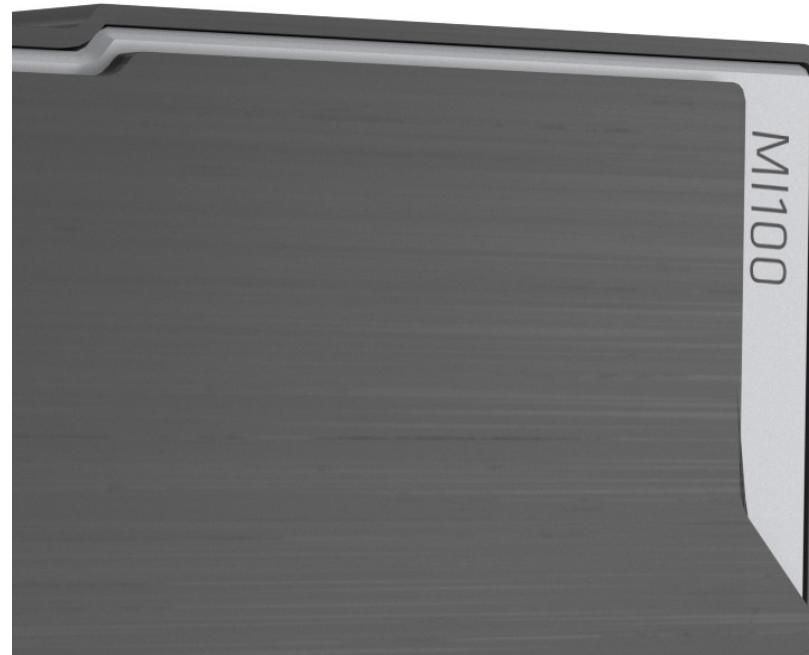
HEX: #007c97

Color Usage Examples

Campaigns



Shroud



Nomenclature | Product Family

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

AMD Instinct Usage

The full product name, AMD Instinct™ should be used in every 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 Instinct™ should be trademarked.

Examples

Correct – AMD Instinct™ processor

Correct – AMD Instinct™ GPU

Incorrect – AMD Instinct

Incorrect – AMD INSTINCT™

Additional Resources

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

-
- PID# 20470651-A AMD Instinct™ Lockup
 - PID# 20483464-A AMD Instinct™ MI100 Lockup
 - PID# 20508015-A AMD Instinct™ V640 Lockup
 - PID# 20508014-A AMD Instinct™ V620 Lockup

Legacy AMD Radeon™ Instinct Products

- PID# 1897819-A AMD Radeon™ Instinct Logo
- PID# 1892825-A AMD Radeon™ Instinct MI6 Product Lockups
- PID# 1892826-A AMD Radeon™ Instinct MI8 Product Lockups
- PID# 1892827-A AMD Radeon™ Instinct MI25 Product Lockups
- PID# 18159851-A AMD Radeon™ Instinct MI50 Product Lockups
- PID# 18159852-A AMD Radeon™ Instinct MI60 Product Lockups

Nomenclature | Product Family

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

The full product name, AMD Instinct™ should be used in every 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 Instinct™ should be trademarked.

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

AMD Ryzen™ Product Branding Guidelines

Version 4 - April 2021

Introduction to the Product Brand

The following pages have been created to guide you through the core elements of the AMD Ryzen™ brand identity, ensuring it always clearly represents the AMD Master Brand. You'll find details of proper usage, color palette, and branding usage, as well as various applications.

It will assist you in designing and producing compelling communications with a high degree of creative flexibility.

Product Brand promise

Powerful in purpose. Efficient in design.

Product Brand personality

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

Product 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.

AMD Ryzen™ Branding | Primary

The following pages address the correct treatment of the AMD Ryzen™, Ryzen™ Threadripper™ and Ryzen™ PRO branding for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials. The AMD Ryzen™ lockups are the primary use of product branding across external communications and all consumer-facing marketing assets except for e-tail and retail point of sale. Badges are intended for e-tail and retail point of sale merchandising only. AMD-branded Ryzen branding is available to partners who wish to feature AMD Ryzen™ processors in marketing assets that follow their own brand guidelines.

This AMD Ryzen™ branding is to be used in AMD branded marketing assets and is appropriate for most web and print media, while following AMD corporate brand guidelines. If you have any questions please contact BrandTeam@amd.com.

Ryzen Family Lockups/Badges



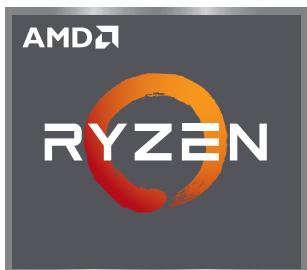
AMD Ryzen Lockup
PID# 1711173-B



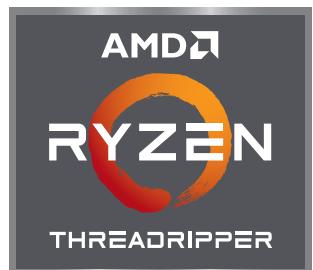
AMD Ryzen Threadripper Lockup
PID# 1728931-B



AMD Ryzen PRO Lockup
PID# 1711308-B



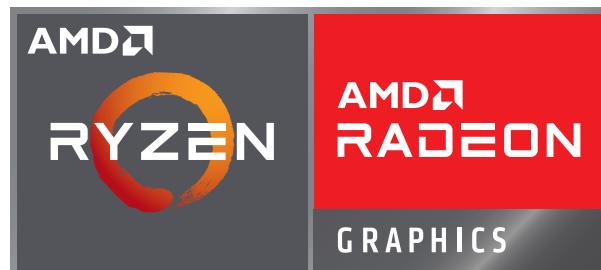
Ryzen Family Badge
PID# 18113258-A



Ryzen Threadripper Badge
PID# 1732263-A



Ryzen PRO Family Badge
PID# 1712666-A



Ryzen With Radeon Graphics Family Badge
PID# 21908997-A

Attention

The lockup should only be used in black or reversed to white.

The AMD logo should be used on ALL AMD Ryzen™ processor marketing materials.



AMD Ryzen/Radeon Wordmark Lockup

An AMD-branded Ryzen and Radeon lockup is available for assets featuring both AMD Ryzen™ processors and Radeon™ graphics cards. This wordmark should only be used in black or reversed to white.



Horizontal
PID# 2010994-B



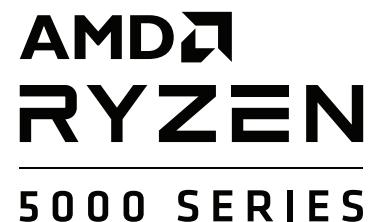
Stacked
PID# 2010994-B

Any and all uses of this branding on an asset needs to include the AMD corporate logo in the vicinity and the AMD font should be at least as big as the Ryzen font, as well as in accordance with general branding size rules (i.e. guidance at 20% of asset height, no smaller than 10%). Use of these logos must be approved for use by the brand team via WorkFront.

AMD Ryzen™ Branding | Secondary

Any and all uses of this branding on an asset needs to include the AMD corporate logo in the vicinity and the AMD font should be at least as big as the RYZEN font, as well as in accordance with general branding size rules (i.e. guidance at 20% of asset height, no smaller than 10%). Use of these logos must be approved for use by the brand team via WorkFront. If you have any questions please contact BrandTeam@amd.com

AMD Ryzen Series Lockup/Family Logos



|
AMD Ryzen 5000 Series Lockup
PID# 20611435-A

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.

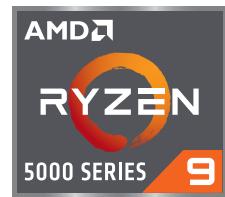
Legacy Lockups

This is just a sample of current series lockups. A comprehensive list of current and legacy series lockups is available on the [additional resources](#) page at the end of this section.

AMD Ryzen™ Branding | Product Badges

AMD Ryzen™ segmentation digital badges have been created for e-tail and retail point of sale merchandising either in print or online with system configurations. For product level branding of AMD powered systems.

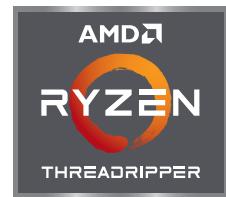
Ryzen Product Badges



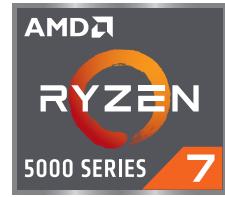
Ryzen 9 Badge
PID# 20602961-A



Ryzen 9 PRO Badge
PID# 19259038-A



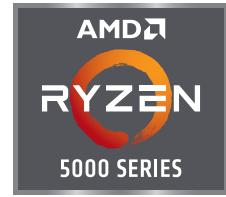
Ryzen Threadripper Badge
PID# 1732263-A



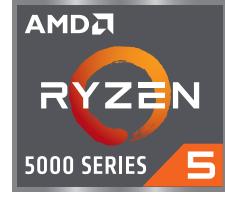
Ryzen 7 Badge
PID# 20602960-A



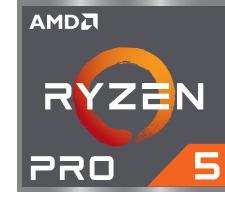
Ryzen 7 PRO Badge
PID# 1711306-A



Ryzen 5000 Family Badge
PID# 20602962-A



Ryzen 5 Badge
PID# 20602959-A



Ryzen 5 Pro Badge
PID# 1711462-A



Ryzen 3 Badge
PID# 20602958-A

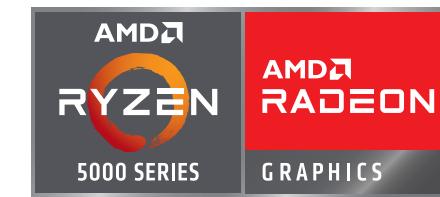


Ryzen 3 PRO Badge
PID# 1711463-A

Ryzen 5000 Series With Radeon Graphics Product Badges



Ryzen 9 Badge
PID# 20602966-A



Ryzen 5000 Family Badge
PID# 20602967-A



Ryzen 7 Badge
PID# 20602965-A



Ryzen 5 Badge
PID# 20602964-A



Ryzen 3 Badge
PID# 20602963-A

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.

Legacy Badges

This is just a sample of current product badges. A comprehensive list of current and legacy product badges is available on the [additional resources](#) page at the end of this section.

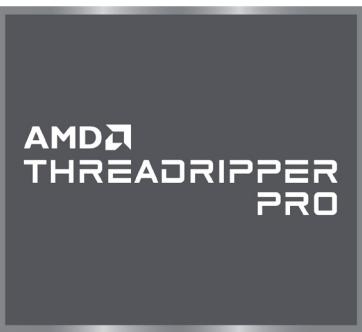
AMD Ryzen™ Threadripper™ PRO Branding

This AMD Ryzen™ Threadripper™ PRO branding has been adapted to a more concise, impactful lock up for external use that more clearly ladders up to the AMD corporate brand. The below AMD Threadripper™ PRO lockup and badge is to be used in AMD branded marketing assets and is appropriate for most web and print media, while following AMD corporate brand guidelines. If you have any questions please contact BrandTeam@amd.com.

Threadripper PRO Family Lockup/Badge



AMD Ryzen Threadripper PRO Lockup
PID# 20470652-A



AMD Ryzen Threadripper PRO Badge
PID# 20617150-A

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.

Attention

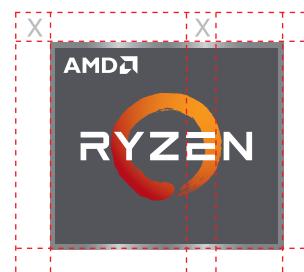
The AMD logo should be used on ALL AMD Ryzen™ Threadripper™ PRO marketing materials.



Size and Placement

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.

Minimum Clear Space

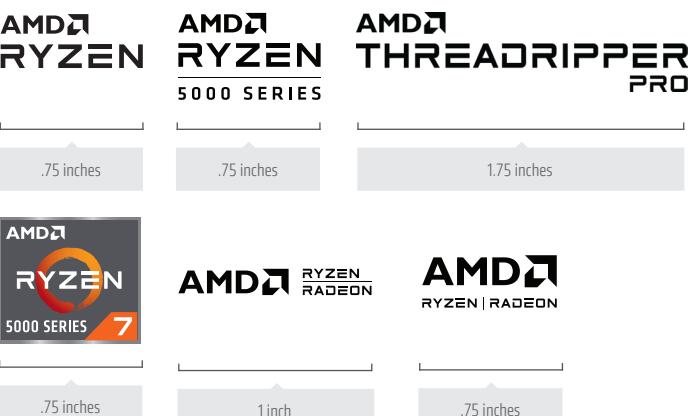


Whenever you use the lockups and badges, they should be surrounded with clear space to ensure its visibility and impact. Nothing should intrude into this specified clear space, although you can have more clear space than the minimum.

Minimum Sizes

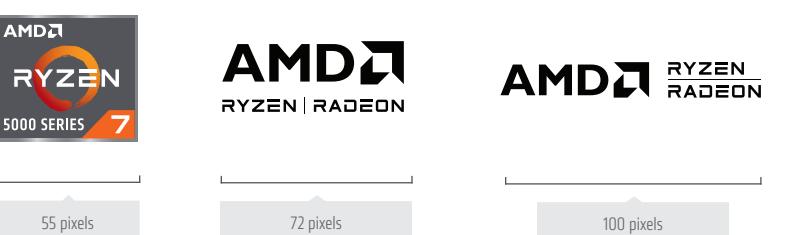
Print Applications

Minimum size requirement for high-quality printing

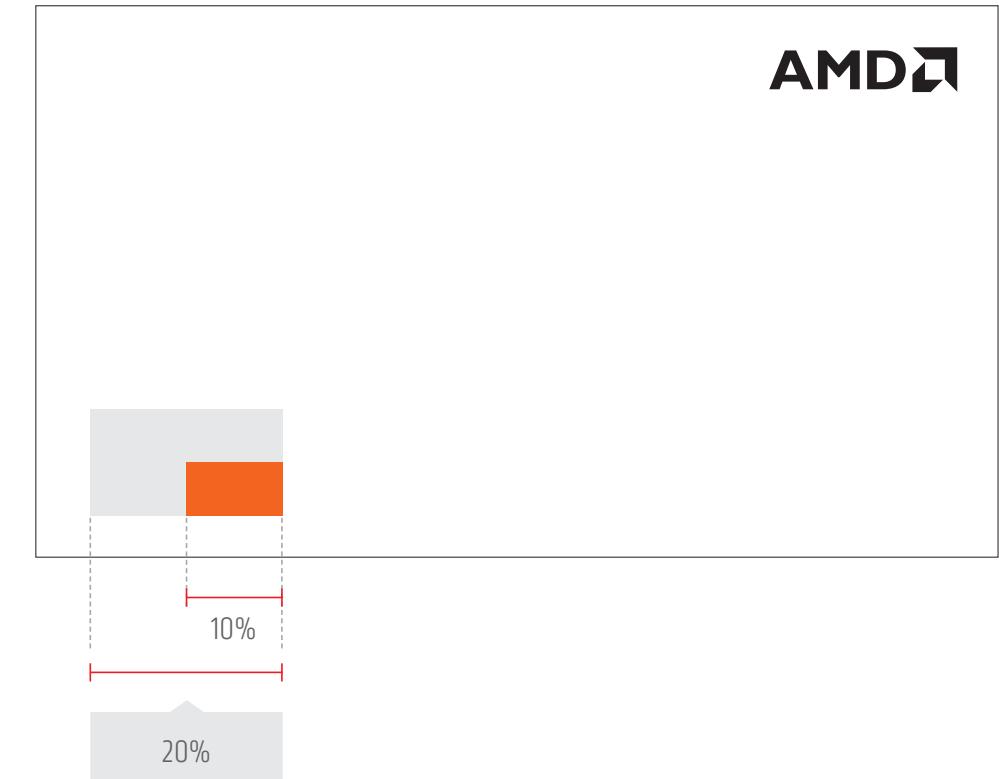


Digital

Minimum sizing requirement for digital applications



Logo Scaling and Placement



AMD branding elements should each ideally be 20% of the asset height, with a minimum size requirement of 10%. The AMD corporate logo must always be prominent, ideally top right and the AMD font should be at least as big as the product logo font, while also being in accordance with general branding scaling rules. As such product branding often sits best bottom left or center.

AMD Ryzen™ Color Palette

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

This is not a list of the only colors that can be used in creative assets, but relevant color palette colors should be prominent in any creative asset.

AMD Primary Orange

This color can be used as an accent on creative assets.



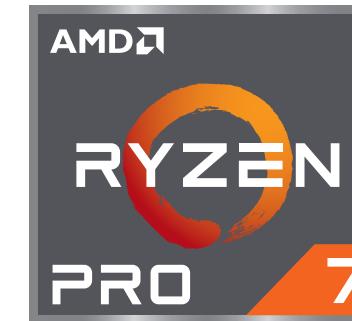
PMS 1595 C
CMYK: C0 M75 Y100 K0
RGB: R242 G101 B34
HEX: #f26522

Color Usage Examples

Processor In Box (PIB)



Badges



Presentations



Logo Colors



PMS 144 C
CMYK: C0 M48 Y100 K0
RGB: R248 G152 B29
HEX: #f8981d

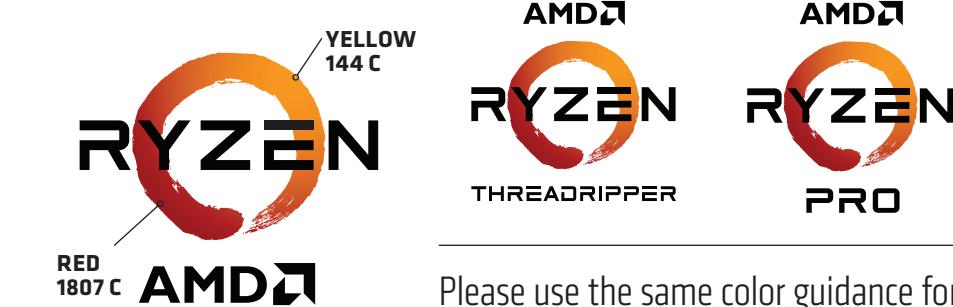


PMS 1807 C
CMYK: C0 M100 Y96 K28
RGB: R157 G000 B020
HEX: #970a1b



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

Enso Gradient



Please use the same color guidance for the AMD Ryzen™ Threadripper™ and AMD Ryzen™ PRO logos

Additional Resources

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

PID# 1711173-B	AMD RYZEN™ LOCKUP
PID# 19222072-A	AMD RYZEN™ PROCESSOR LOGO
PID# 2010994-B	AMD RYZEN™ RADEON LOCKUP
PID# 1728931-B	AMD RYZEN™ THREADRIPPER™ LOCKUP
PID# 1711054-A	AMD RYZEN™ THREADRIPPER™ PROCESSOR LOGO
PID# 1711308-B	AMD RYZEN™ PRO LOCKUP
PID# 18113250-A	AMD RYZEN™ PRO PROCESSOR LOGO
PID# 20470652-A	AMD THREADRIPPER PRO LOCKUP
PID# 20617150-A	AMD THREADRIPPER PRO BADGE

Legacy Resources

PID# 19268418-A	AMD RYZEN™ 3000 SERIES LOCKUP
PID# 18113258-A	AMD RYZEN™ PROCESSOR FAMILY BADGE
PID# 19242951-A	AMD RYZEN™ 9 PROCESSOR BADGE
PID# 1711082-B	AMD RYZEN™ 7 PROCESSOR BADGE
PID# 1711128-A	AMD RYZEN™ 5 PROCESSOR BADGE
PID# 1711465-A	AMD RYZEN™ 3 PROCESSOR BADGE
PID# 20530735-A	AMD RYZEN™ PROCESSOR WITH RADEON™ GRAPHICS FAMILY BADGE
PID# 20529016-A	AMD RYZEN™ 7 PROCESSOR WITH RADEON™ GRAPHICS BADGE
PID# 20529015-A	AMD RYZEN™ 5 PROCESSOR WITH RADEON™ GRAPHICS BADGE

Legacy Resources Continued

PID# 20529014-A	AMD RYZEN™ 3 PROCESSOR WITH RADEON™ GRAPHICS BADGE
PID# 19304961-A	AMD RYZEN™ 4000 SERIES LOCKUP
PID# 19362114	AMD RYZEN™ 4000 SERIES PROCESSOR WITH RADEON™ GRAPHICS FAMILY BADGE
PID# 19355712	AMD RYZEN™ 9 4000 SERIES PROCESSOR WITH RADEON™ GRAPHICS BADGE
PID# 19362117	AMD RYZEN™ 7 4000 SERIES PROCESSOR WITH RADEON™ GRAPHICS BADGE
PID# 19362116	AMD RYZEN™ 5 4000 SERIES PROCESSOR WITH RADEON™ GRAPHICS BADGE
PID# 19362115	AMD RYZEN™ 3 4000 SERIES PROCESSOR WITH RADEON™ GRAPHICS BADGE

Nomenclature | Product Family

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

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.

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

AMD Athlon™ Product Branding Guidelines

Version 4 - April 2021

Introduction to the Product Brand

The following pages have been created to guide you through the core elements of the AMD Athlon™ brand identity, ensuring it always clearly represents the AMD Master Brand. You'll find details of proper usage, color palette, and branding usage, as well as various applications. It will assist you in designing and producing compelling communications with a high degree of creative flexibility.

AMD Athlon™ Processors inherit some heavy-duty processing power from AMD Ryzen™ Processors.

Built with the acclaimed “Zen” architecture, AMD Athlon™ Processors with built-in Radeon™ graphics run swiftly, responsively, and reliably as long as you need. This brand references the more high-performance AMD Ryzen product family, but focuses on simplicity, serving everyday computing needs while delivering versatility.

AMD Athlon™ Branding | Primary

The following pages address the correct treatment of the AMD Athlon™ and Athlon™ PRO branding for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials. The AMD Athlon™ lockups are the primary use of product branding across external communications and all consumer-facing marketing assets except for e-tail and retail point of sale. Badges are intended for e-tail and retail point of sale merchandising only. The AMD Athlon™ wordmark is available for use for space or design reasons in either black or white only.

This AMD Athlon™ branding is to be used in AMD branded marketing assets and is appropriate for most web and print media, while following AMD corporate brand guidelines. If you have any questions please contact BrandTeam@amd.com.

Athlon Family Logos/Badges



AMD Athlon Lockup
PID# 18137100-B



AMD Athlon Pro Lockup
PID# 18144203-B



Athlon Family Badge
PID# 18120501-A



Athlon Pro Badge
PID# 20499037-A

Athlon With Radeon Graphics Badges



AMD Athlon With Radeon Graphics Family Badge
PID# 20623959-A

Any and all uses of this branding on an asset needs to include the AMD corporate logo in the vicinity and the AMD font should be at least as big as the Athlon font, as well as in accordance with general branding size rules (i.e. guidance at 20% of asset height, no smaller than 10%). Use of these logos must be approved for use by the brand team via [Workfront](#) (internal only) or email BrandTeam@amd.com.

Attention

The wordmark should only be used in black or reversed to white.

AMD Athlon™ Branding | Secondary

Any and all uses of this branding on an asset needs to include the AMD corporate logo in the vicinity and the AMD font should be at least as big as the ATHLON font, as well as in accordance with general branding size rules (i.e. guidance at 20% of asset height, no smaller than 10%). Use of these logos must be approved for use by the brand team via [Workfront](#) (internal only). If you have any questions please contact BrandTeam@amd.com

Series lockup/Family logos



AMD Athlon 3000 Series Lockup

PID# 19384885-A

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.

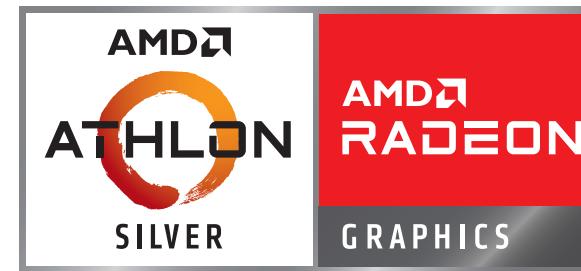
AMD Athlon™ Branding | Product Badges

AMD Athlon segmentation digital badges have been created for e-tail and retail point of sale merchandising either in print or online with system configurations. For product level branding of AMD powered systems.

Athlon With Radeon Graphics Product Badges



Athlon Gold Badge
PID# 20623961-A



Athlon Silver Badge
PID# 20623960-A

Athlon PRO Product Badges



Athlon PRO Gold Badge
PID# 20499039-A



Athlon PRO Silver Badge
PID# 20499038-A

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.

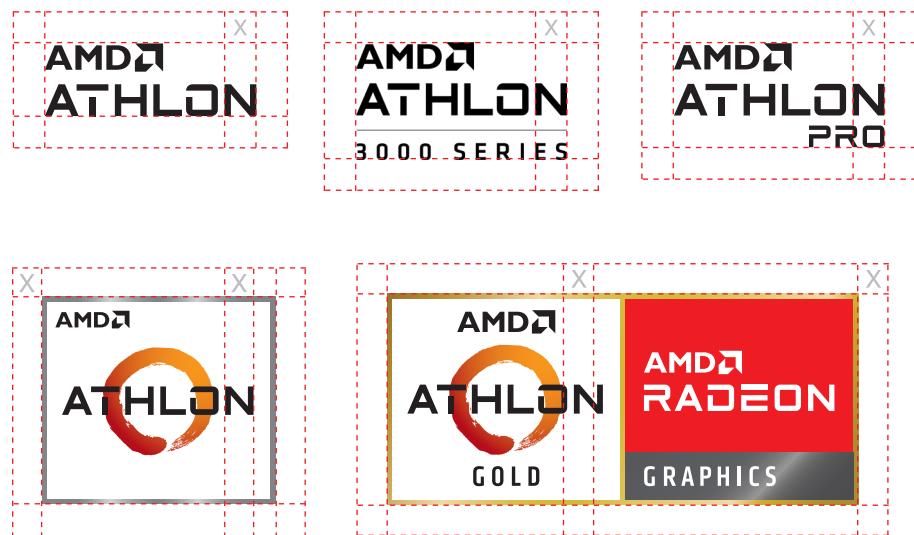
Legacy Badges

This is just a sample of current product badges. A comprehensive list of current and legacy product badges is available on the [additional resources](#) page at the end of this section.

Size and Placement

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.

Minimum Clear Space

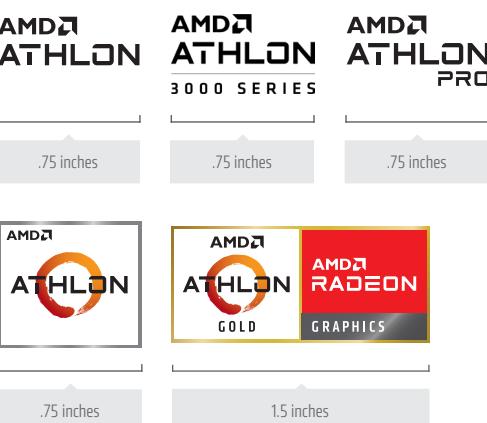


Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. Nothing should intrude into this specified clear space, although you can have more clear space than the minimum.

Minimum Sizes

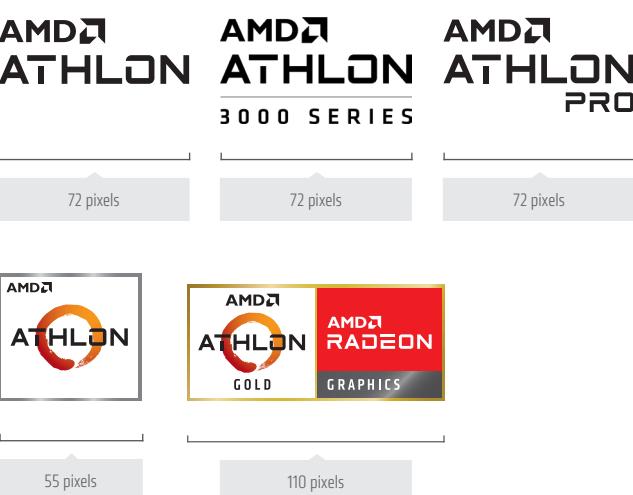
Print Applications

Minimum size requirement for high-quality printing

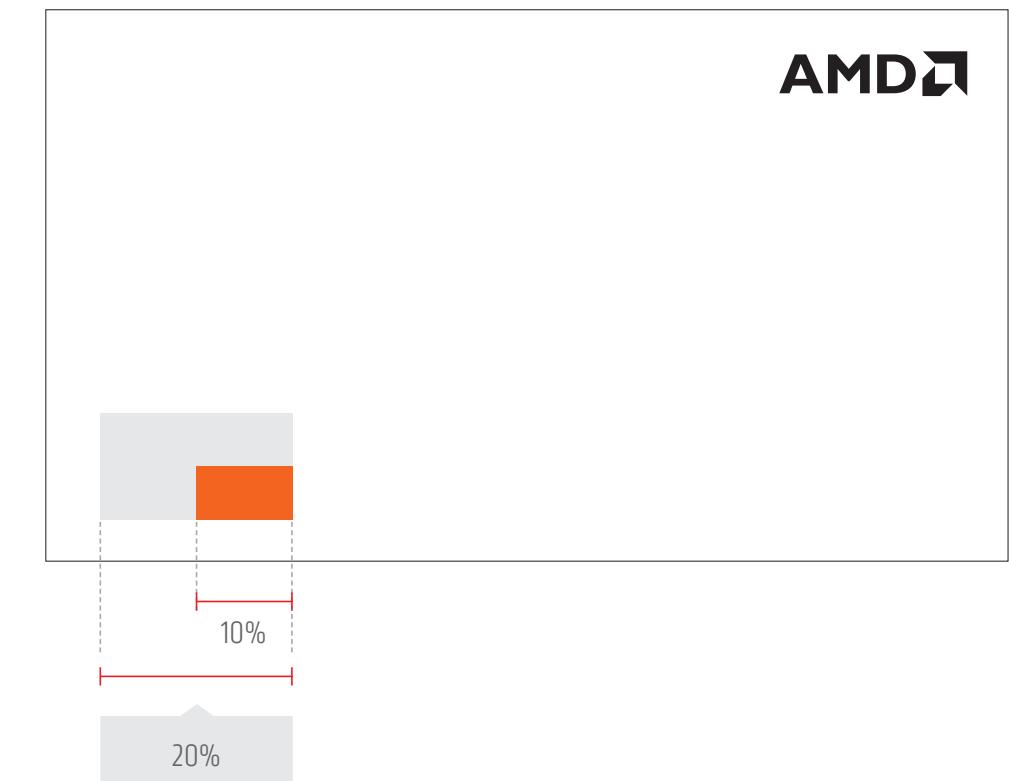


Digital

Minimum size requirement for digital applications is 72 pixels wide



Logo Scaling and Placement



AMD branding elements should each ideally be 20% of the asset height, with a minimum size requirement of 10%. The AMD corporate logo must always be prominent, ideally top right and the AMD font should be at least as big as the product logo font, while also being in accordance with general branding scaling rules. As such product branding often sits best bottom left or center.

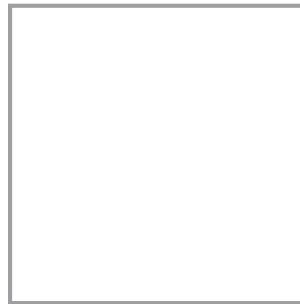
AMD Athlon™ Color Palette

The Athlon badges are available in RGB for web and CMYK for print. If spot color is required please contact BrandTeam@amd.com.

This is not a list of the only colors that can be used in creative assets, but relevant color palette colors should be prominent in any creative asset.

Primary Color

This color can be used as an accent on creative assets.



PMS N/A

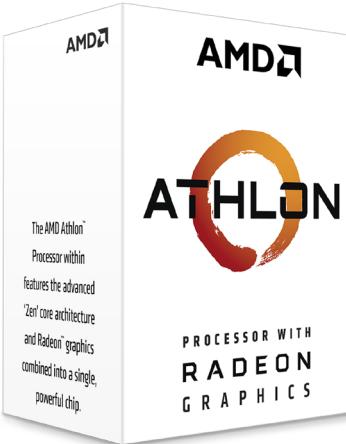
CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

HEX: #ffffff

Color Usage Examples

Processor In Box (PIB)



Badges



Campaign Creative



Logo Colors



PMS 144 C

CMYK: C0 M48 Y100 K0

RGB: R248 G152 B29

HEX: #f8981d



PMS 1807 C

CMYK: C0 M100 Y96 K28

RGB: R157 G000 B020

HEX: #970a1b



PMS Process Black

CMYK: C60 M40 Y40 K100

RGB: R0 G0 B0

HEX: #000000

Enso Gradient



Please use the same color guidance for the Athlon Pro logo

Nomenclature | Product Family

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

AMD Athlon Usage

The full product name, AMD Athlon™ processor should be used in every 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 Athlon™ processor should be trademarked.

Examples

Correct – AMD Athlon™ Processor(s)

Incorrect – AMD Ryzen™ Athlon™ Processor

Incorrect – AMD ATHLON™ Processor

Additional Resources

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

PID# 20623959-A	AMD ATHLON™ FAMILY BADGE
PID# 18144202-A	AMD ATHLON™ PROCESSOR LOGO
PID# 18137100-A	AMD ATHLON™ LOCKUP
PID# 20499037-A	AMD ATHLON™ PRO FAMILY BADGE
PID# 20499039-A	AMD ATHLON™ PRO GOLD BADGE
PID# 20499038-A	AMD ATHLON™ PRO SILVER BADGE
PID# 18144203-A	AMD ATHLON™ PRO LOCKUP
PID# 19384885-A	AMD ATHLON™ 3000 SERIES LOCKUP
PID# 20623961-A	AMD ATHLON™ GOLD WITH RADEON GRAPHICS BADGE
PID# 20623960-A	AMD ATHLON™ SILVER WITH RADEON GRAPHICS BADGE

Nomenclature | Product Family

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

The full product name, AMD Athlon™ processor should be used in every 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 Athlon™ processor should be trademarked.

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

Legacy Resources

PID# 18120501-A	AMD ATHLON™ FAMILY BADGE
PID# 19364413-A	AMD ATHLON™ GOLD WITH RADEON GRAPHICS BADGE
PID# 19364414-A	AMD ATHLON™ SILVER WITH RADEON GRAPHICS BADGE

AMD Radeon™ Product Branding Guidelines

Version 4 - April 2021

Introduction to the Product Brand

The following pages have been created to guide you through the core elements of the AMD Radeon™ brand identity, ensuring it always clearly represents the AMD Master Brand. You'll find details of proper usage, color palette, and branding usage, as well as various applications.

It will assist you in designing and producing compelling communications with a high degree of creative flexibility.

AMD Radeon™ Branding | Primary

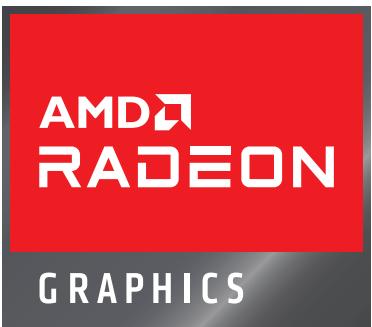
The following pages address the correct treatment of the AMD Radeon™ for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials. The AMD Radeon™ graphics Lockup has been designed to be used effectively in all print & digital applications. The characters should not be redrawn and the kerning should not be altered in any way. Ensure only the master artwork is used at all times. The AMD Radeon™ graphics wordmark can be in all white if needed on a black background color. Or black on a lighter background color.

This AMD Radeon™ branding is to be used in AMD branded marketing assets and is appropriate for most web and print media, while following AMD corporate brand guidelines. If you have any questions please contact BrandTeam@amd.com.

Radeon Family Logos/Badges



AMD Radeon Lockup
PID# 1610297-C



AMD Radeon Graphics Badge
PID# 20602970-A

The AMD trademark may not be combined with a third party mark or product number without prior written approval by AMD.

Any and all uses of this branding on an asset needs to include the AMD corporate logo in the vicinity and the AMD font should be at least as big as the Radeon font, as well as in accordance with general branding size rules (i.e. guidance at 20% of asset height, no smaller than 10%). Use of these logos must be approved for use by the brand team via [Workfront](#) (internal only) or email BrandTeam@amd.com.

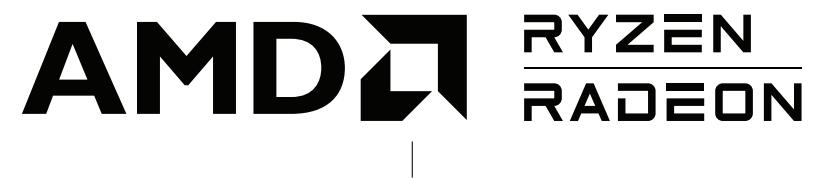
Attention

The AMD logo should be used on ALL AMD Radeon™ graphics marketing materials.



AMD Ryzen/Radeon Wordmark Lockup

An AMD-branded Ryzen and Radeon lockup is available for assets featuring both AMD Ryzen™ processors and Radeon™ graphics cards. This wordmark should only be used in black or reversed to white.



Horizontal
PID# 2010994-B



Stacked
PID# 2010994-B

AMD Radeon™ Branding | Secondary

Any and all uses of this branding on an asset needs to include the AMD corporate logo in the vicinity and the AMD font should be at least as big as the RADEON font, as well as in accordance with general branding size rules (i.e. guidance at 20% of asset height, no smaller than 10%). Use of these logos must be approved for use by the brand team via [WorkFront](#) (internal only). If you have any questions please contact BrandTeam@amd.com

Radeon Series Lockup/Badge



AMD Radeon RX 6000 Series Lockup
PID# 20556563-A



AMD Radeon RX 6000 Series Lockup
PID# 20651616-A

Legacy Lockups

A comprehensive list of current and legacy product badges is available on the [additional resources](#) page at the end of this section.

- PID# 19268420-A AMD Radeon™ RX 5000 Series Lockup
- PID# 18167832-B AMD Radeon™ VII Lockup
- PID# 23701-B AMD Radeon™ RX Vega Logo

AMD Radeon™ Branding | Product Packaging Lockups

AMD Radeon™ Product Packaging Lockups have been created for merchandising either in print or online with system configurations.
For product level branding of AMD powered systems.

AMD Radeon Product Packaging Lockups



Radeon RX 6800 XT Lockup
PID# 20516465-A

Radeon RX 6800 Lockup
PID# 20516466-A

Legacy Product Lockups

This is just a sample of current product lockups. A comprehensive list of current and legacy product lockups is available on the [additional resources](#) page at the end of this section.

Attention

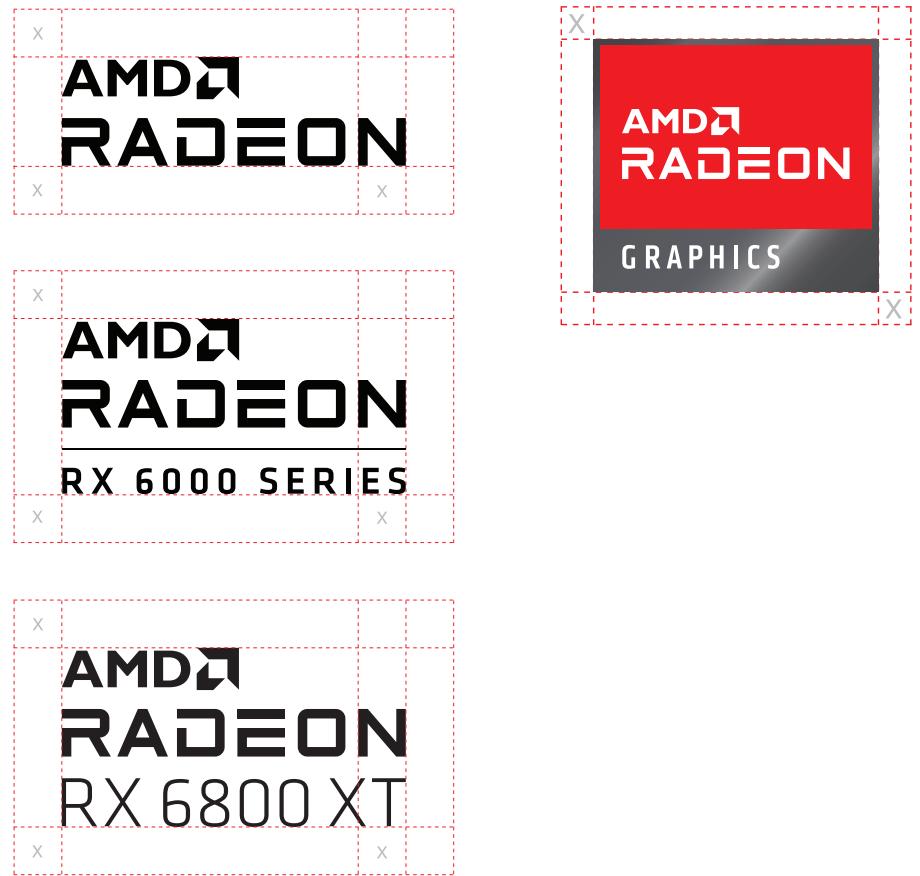
Packaging Lock-Ups may be considered for Non-Packaging purposes, but must be submitted for brand approval via [Workfront](#) (internal only) or email BrandTeam@amd.com

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.

Size and Placement

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.

Minimum Clear Space

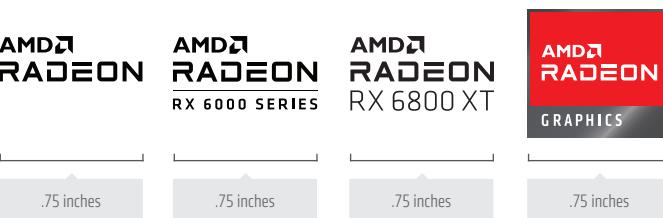


Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. Nothing should intrude into this specified clear space, although you can have more clear space than the minimum.

Minimum Sizes

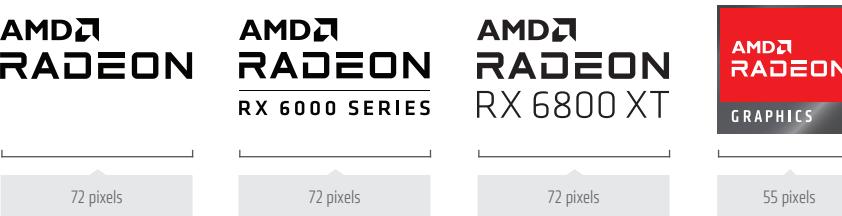
Print Applications

Minimum size requirement for high-quality printing

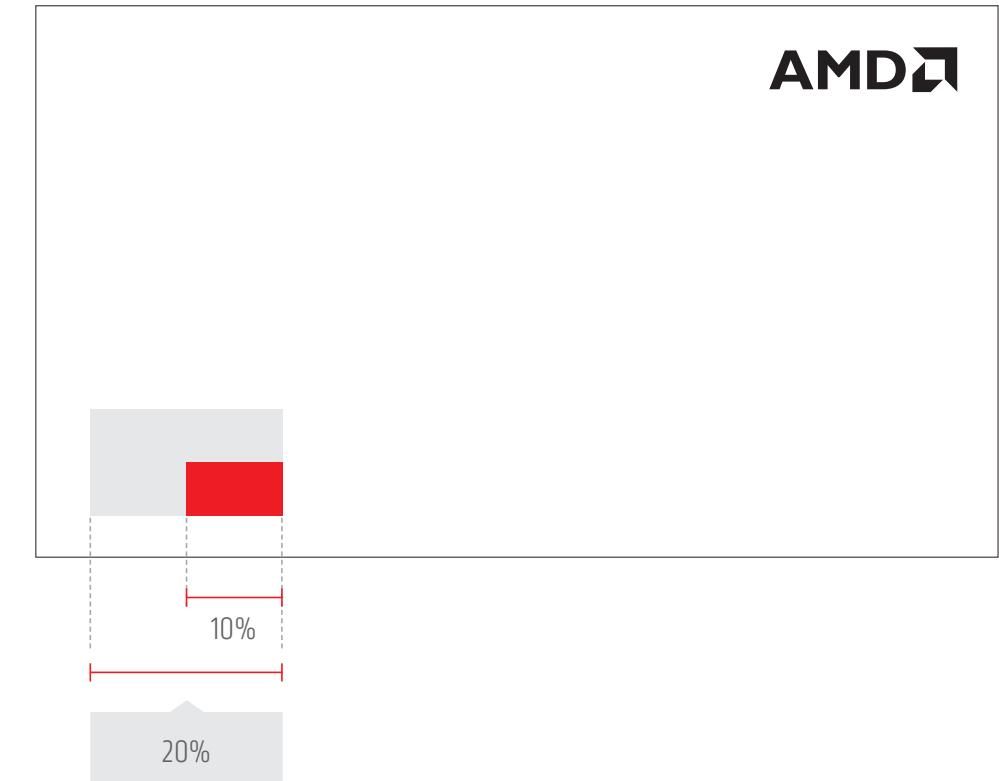


Digital

Minimum size requirement for digital applications



Logo Scaling and Placement



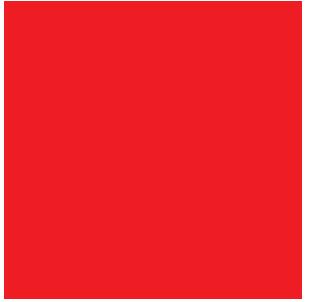
AMD branding elements should each ideally be 20% of the asset height, with a minimum size requirement of 10%. The AMD corporate logo must always be prominent, ideally top right and the AMD font should be at least as big as the product logo font, while also being in accordance with general branding scaling rules. As such product branding often sits best bottom left or center.

AMD Radeon™ Color Palette

The AMD Radeon™ badges are available in RGB for web and CMYK for print. If spot color is required please contact BrandTeam@amd.com. This is not a list of the only colors that can be used in creative assets, but relevant color palette colors should be prominent in any creative asset.

Primary Color

This color can be used as an accent on creative assets.



PMS: 186 C

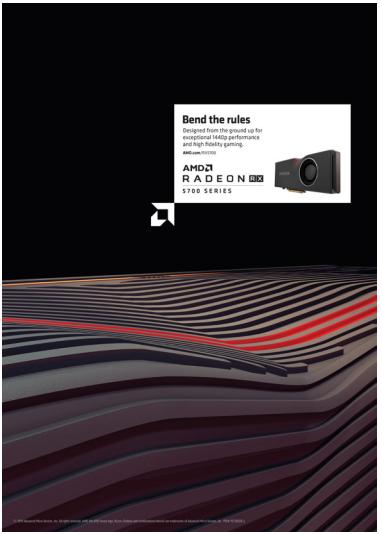
CMYK: C0 M100 Y100 K

RGB: R237 G28 B36

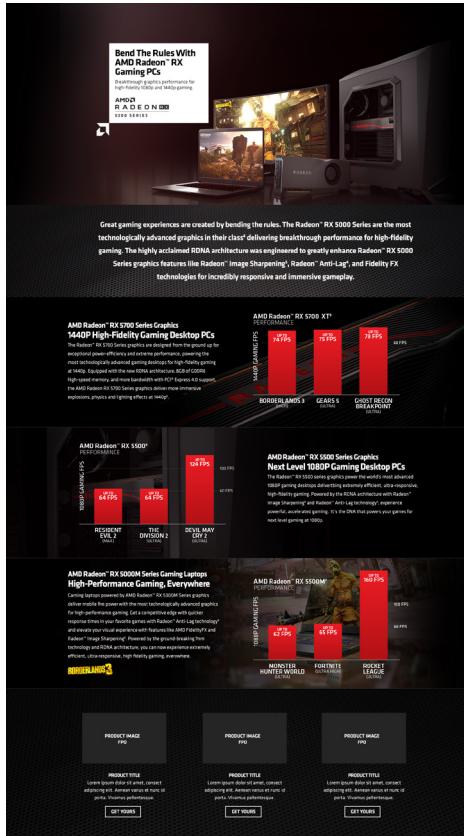
HEX: #ed1c24

Color Usage Examples

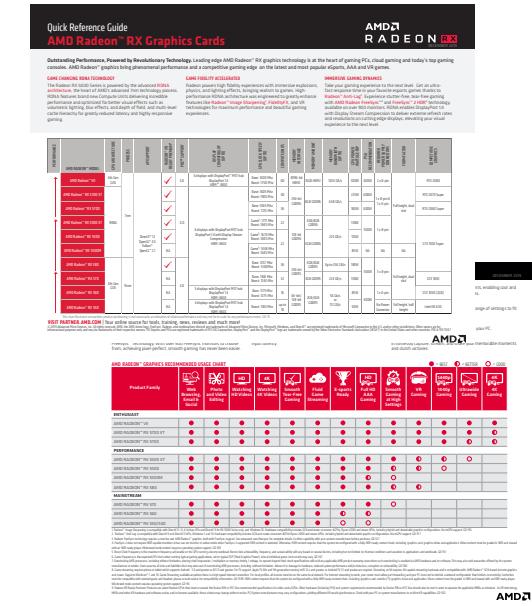
Campaign Creative



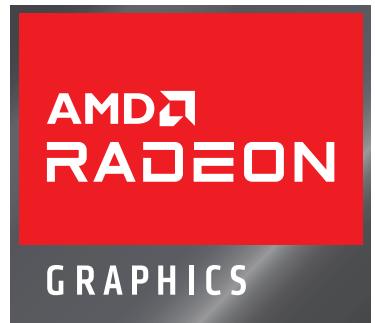
Partner Landing Page



Sales Tools



Badges



Additional Resources

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

PID# 1610297-C	AMD Radeon™ Lockup
PID# 20556563-A	AMD Radeon™ RX 6000 Series Lockup
PID# 20651616-A	AMD Radeon™ RX 6000 Series Badge
PID# 20516465-A	AMD Radeon™ RX 6800XT Product Lockup
PID# 20516466-A	AMD Radeon™ RX 6800 Product Lockup
PID# 20602970-A	AMD Radeon™ Graphics Badge

Legacy Resources

PID# 19268420-A	AMD Radeon™ RX 5000 Series Lockup
PID# 19235254-A	AMD Radeon™ RX 5700 XT Product Lockup
PID# 19235255-A	AMD Radeon™ RX 5700 Product Lockup
PID# 19235256-A	AMD Radeon™ RX 5500 XT Product Lockup
PID# 19235257-A	AMD Radeon™ RX 5300 XT Product Lockup
PID# 19235258-A	AMD Radeon™ RX 5300 Product Lockup
PID# 18167832-B	AMD Radeon™ VII Lockup
PID# 19269591-B	AMD Radeon™ RX Family Badge
PID# 23701-B	AMD Radeon™ RX Vega Logo
https://mars.amd.com/Go/PqW1x9Mi	AMD Radeon™ RX 500X Series Lockups
https://mars.amd.com/Go/3GOULG74	AMD Radeon™ RX 500 Series Lockups

Partner Packaging Guidelines <https://mars.amd.com/Go/qffbgugp>

This document is intended for AIB Partners to design product packaging for AMD Radeon™ RX 6800 Series graphics cards.

Channel Partner Co-Marketing Guidelines, PID# 20641531-A

<https://mars.amd.com/Go/zEbaiU1p>

This document is intended for Channel Partners to create effective co-marketing materials that provide a consistent brand experience for AMD and our partners.

Nomenclature | Product Family

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

The full product name, AMD Radeon™ Graphics should be used in every 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 Radeon™ graphics should be trademarked.

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

AMD Radeon™ PRO Product Branding Guidelines

Version 4 - April 2021

Introduction to the Product Brand

The following pages have been created to guide you through the core elements of the AMD Radeon™ PRO graphics branding identity, detailing its usage, color palette and construction as well as various internal and external applications. This document will assist you in designing and producing compelling communications with a high degree of creative flexibility where possible.

AMD Radeon™ PRO Branding | Primary

The following pages address the correct treatment of the AMD Radeon™ PRO branding for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials. The AMD Radeon™ PRO graphics wordmark has been designed to be used effectively in all print & digital applications. The characters should not be redrawn and the kerning should not be altered in anyway. Ensure only the master artwork is used at all times.

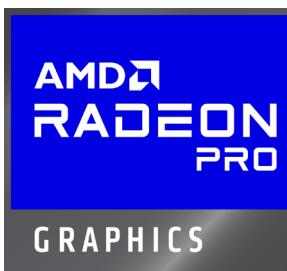
This AMD Radeon™ PRO branding is to be used in AMD branded marketing assets and is appropriate for most web and print media, while following AMD corporate brand guidelines. If you have any questions please contact BrandTeam@amd.com.

Radeon PRO Family Lockup



AMD Radeon PRO Lockup
PID# 1881774-B

Radeon PRO Graphics Badge



AMD Radeon PRO Graphics Badge
PID# 18161301-B

The AMD trademark may not be combined with a third party mark or product number without prior written approval by AMD.

Any and all uses of this branding on an asset needs to include the AMD corporate logo in the vicinity and the AMD font should be at least as big as the Radeon font, as well as in accordance with general branding size rules (i.e. guidance at 20% of asset height, no smaller than 10%). Use of these logos must be approved for use by the brand team via [Workfront](#) (internal only) or email BrandTeam@amd.com.

Attention

The AMD logo should be used on ALL Radeon™ PRO graphics marketing materials.



AMD Radeon™ PRO Branding | Product Lockups

AMD Radeon™ PRO Product Lockups have been created for merchandising either in print or online with system configurations.
For product level branding of AMD powered systems.

AMD Radeon PRO Product Lockups



AMD Radeon PRO W6800 Lockup
PID# 20690997



AMD Radeon PRO W6600 Lockup
PID# 21717140-A



AMD Radeon PRO W6600M Lockup
PID# 21727294-A

Legacy Product Lockups

A comprehensive list of current and legacy product lockups is available on the [additional resources](#) page at the end of this section.

- PID# 19298882-A AMD Radeon™ PRO W5700 Product Lockups
- PID# 19312251-A AMD Radeon™ PRO W5500 Product Lockups
- PID# 20446835-A AMD Radeon™ PRO VII Product Lockups
- PID# 1892823-A AMD Radeon™ PRO V340 Product Lockups
- PID# 1897403-A AMD Radeon™ PRO Duo Product Lockups
- PID# 1890218-A AMD Radeon™ PRO SSG Product Lockup

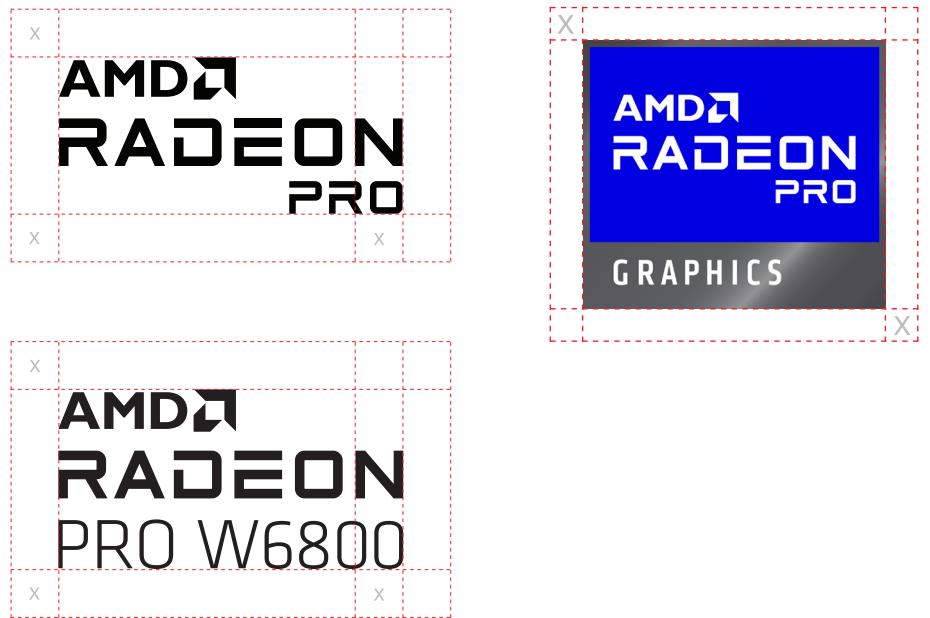
Attention

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.

Size and Placement

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.

Minimum Clear Space

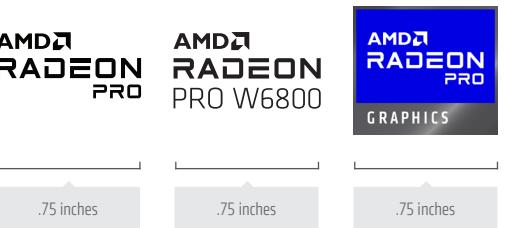


Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. Nothing should intrude into this specified clear space, although you can have more clear space than the minimum.

Minimum Sizes

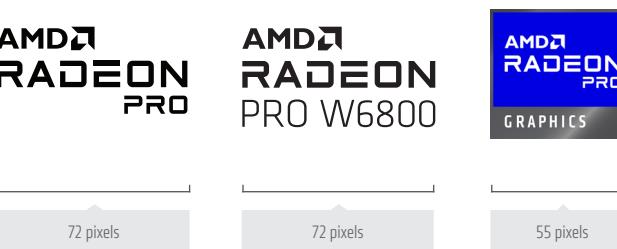
Print Applications

Minimum size requirement for high-quality printing

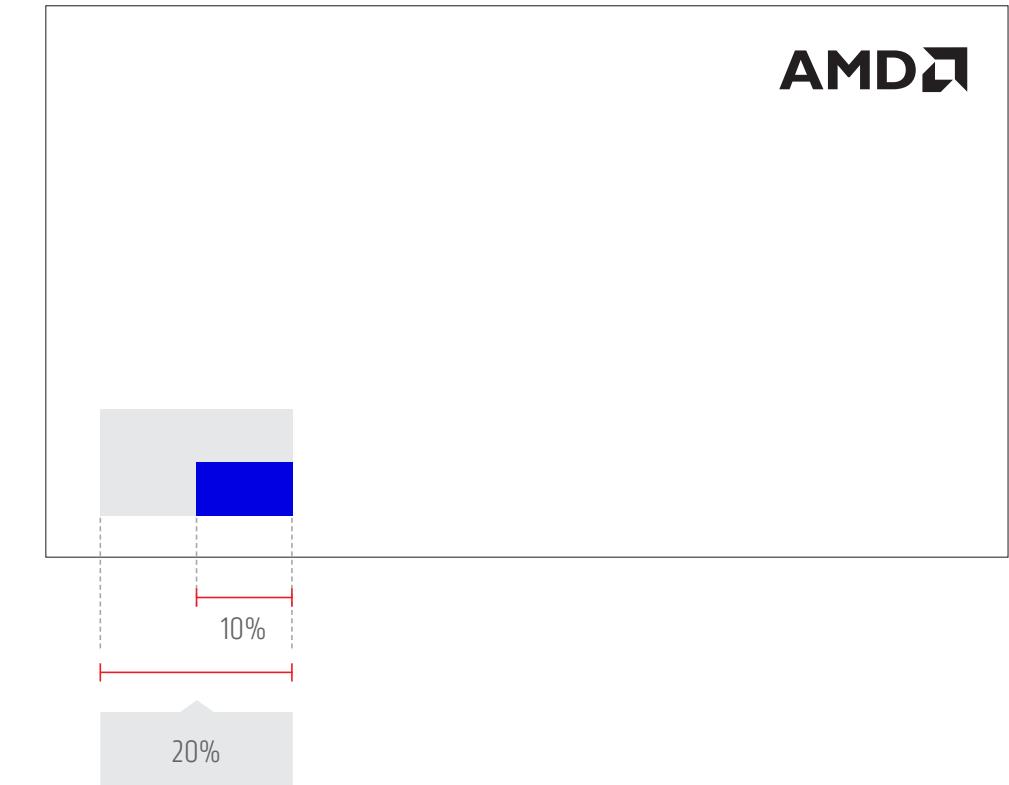


Digital

Minimum size requirement for digital applications is 72 pixels wide



Logo Scaling and Placement



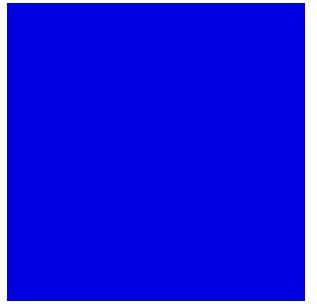
AMD branding elements should each ideally be 20% of the asset height, with a minimum size requirement of 10%. The AMD corporate logo must always be prominent, ideally top right and the AMD font should be at least as big as the product logo font, while also being in accordance with general branding scaling rules. As such product branding often sits best bottom left or center.

AMD Radeon™ PRO Color Palette

The AMD Radeon™ PRO badges are available in RGB for web and CMYK for print. If spot color is required please contact BrandTeam@amd.com. This is not a list of the only colors that can be used in creative assets, but relevant color palette colors should be prominent in any creative asset.

Primary Color

This color can be used as an accent on creative assets.



Color Usage Examples

Infographic



PMS: 72 C

CMYK: C95 M78 Y0 K0

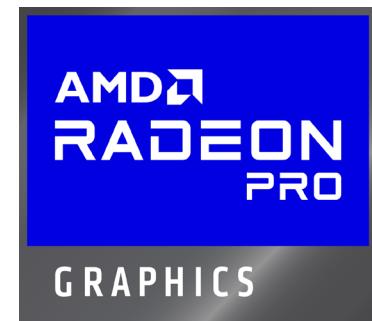
RGB: R0 G0 B225

HEX: #0000e1

Case Study



Badges



Additional Resources

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

PID# 1881774-B AMD Radeon™ PRO Lockup

PID# 18161301-B AMD Radeon™ PRO Graphics Badge

Legacy Products

PID# 19235254-A AMD Radeon™ PRO W5700 Product Lockups

PID# 19312251-A AMD Radeon™ PRO W5500 Product Lockups

PID# 1892823-A AMD Radeon™ PRO V340 Product Lockups

PID# 1897403-A AMD Radeon™ PRO Duo Product Lockups

PID# 1890218-A AMD Radeon™ PRO SSG Product Lockups

<https://mars.amd.com/Go/Pylkwqo> AMD Radeon™ PRO WX Product Lockups

Nomenclature | Product Family

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

The full product name, AMD Radeon™ PRO graphics should be used in every 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 Radeon™ Prographics should be trademarked.

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



Questions?

Check out other AMD brand resources [here](#) and if you have a branded asset ready for approval please submit via [Workfront](#) (internal access only). For any other questions, including from external parties, do contact BrandTeam@amd.com

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