

# AMD Branding Guidelines

VERSION 2 - SEPTEMBER 2018

# Bringing the Brand to Life

This section contains a kit of parts meant to help us 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. We are one AMD – let's act that way.

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# Overview of Toolkit

## Tone of Voice

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We're engineering the future.  
So you can push its limits.

## Color

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## Logo

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

## Typography

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THE NEXT LEVEL  
OF REAL.

**Gear up. The future is here.** There's a reason AMD is the top choice for powering next-generation gaming. Actually, make that several billion reasons. AMD's built-to-spec chip technology powers billions of polygons for immersive realism you can see and feel. Get ready to get real.

## Tagline

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Enabling today.  
Inspiring tomorrow.

## Out of date motif - DO NOT USE

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AMD corporate branding used to feature multicolored polygons, like the above, but these are no longer part of our visual identity. If you see any assets featuring polygons, please flag to the brand team at brand.team@amd.com

# Tone of Voice

The AMD tone of voice is based on being forthright – about our achievements, our partnerships, and our future.

It's about pioneering innovation that allows people to think beyond the status quo. It's about unlocking limitless potential so we can create a better tomorrow.

We speak clearly and in ways that empower our customers, partners, and employees. We tell them what we stand for, why we stand for it, and what that means for the future. We understand our customers' needs and always articulate the benefits of our products and solutions. We speak with confidence and authority – never arrogance.

# Logo

The AMD logo will work across all media. Using the logo correctly and abiding by its specifications will ensure clarity and identification as one AMD.



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.

Any green or colored-arrow logos in printed or digital media **MUST** be replaced immediately with the monochrome version: [mars.amd.com/Go/xbHH9zrm](https://mars.amd.com/Go/xbHH9zrm)

# 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).

## Arrow Mark – Internal Only



Black



Reversed

The arrow mark 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. ([brand.team@amd.com](mailto:brand.team@amd.com))

# Logo Size and Placement

## 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 Arrow mark. 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.

## Preferred Logo Size

AMD

Logo preferred size 1.375" (34.925 mm) in width

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.

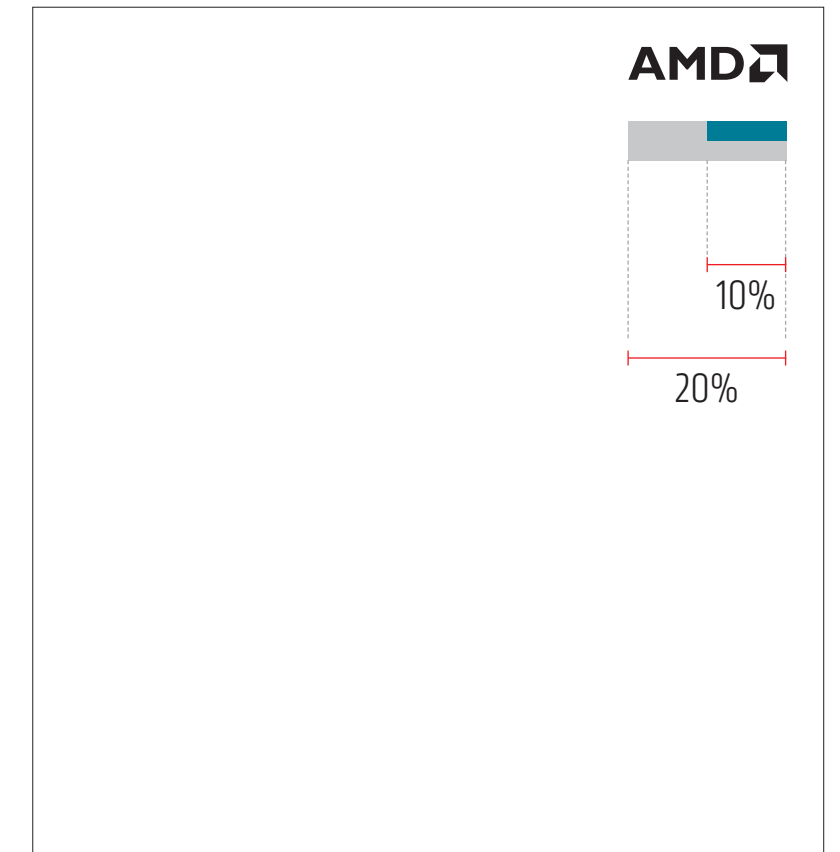
## Minimum Logo Size

AMD

Logo minimum size 0.675" (17.145 mm) in width

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 0.675" 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%.

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

# Logo Usage – *Don'ts*



Don't use previous versions of logo.



Please treat our corporate logo with respect and do not deviate from or alter supplied logos in any way, including stacking the arrow mark or using the arrow mark standalone outside of a marketing-approved template.



Don't disproportionately scale the logo and don't change the orientation of the logo.



Don't change the color of the logo, even to colors within our brand palette.



Don't place the logo over busy photography.



Don't outline the logo. Always have the logo solid black or white.



Don't add gradients to the logo.



Don't mix the black and white versions together.



Don't remove the arrow from the logo.



Don't use the logo as a pattern.

# Corporate AMD Tagline Lockup Overview

## Tagline Lockup Examples



Black



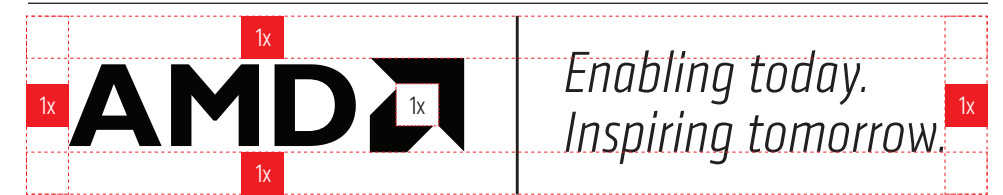
Reversed

Both versions of the externally facing logo are appropriate for any media. The reversed logo can be used on any color (not just black).

### NOTES:

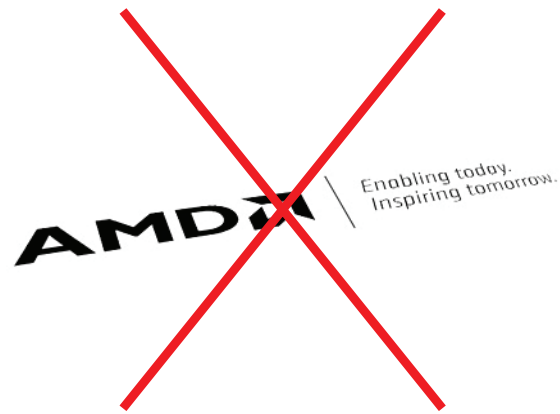
- Tagline may be used separately.
- Tagline should not be used as a theme or event name.
- The “t” should always be lowercase.
- Typography is Klavika Regular Italic.

### Minimum Clear Space



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

# Tagline Lockup Usage – *Don'ts*



Don't scale the tagline lockup disproportionately and don't change the orientation of the logo.



Don't place the tagline lockup over busy photography.



Don't change the color of the tagline lockup, even to colors within our brand palette.



Don't add gradients to the tagline lockup.



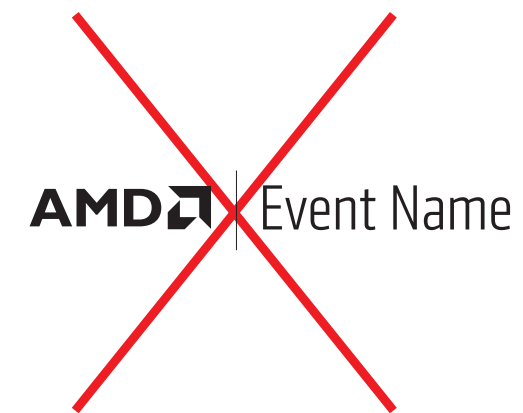
Don't mix the black and white versions together.



Don't remove the arrow from the tagline lockup.



Don't use the tagline lockup as a pattern.



Do not create unique event or theme lockups.

# Color

The corporate color palette is to be used in instances where product color palettes do not apply. For product creative, the product color palette takes precedence. In some cases 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 comms, e.g. on an event booth, a combination of AMD corporate and both product color palettes can be drawn from.

# Color Palette

## 1. 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**

## 2. Neutral Palette



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

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



PMS: **N/A**  
HEX: **27282b**

C: **76** R: **39**  
M: **66** G: **40**  
Y: **56** B: **43**  
K: **71**



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**



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

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

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 or contact the brand team to discuss.

# Typography

Typography plays a pivotal role in telling the AMD story. We use an extensive range of weights in our type to create a clearly defined hierarchy. Using this range correctly allows us to create easily identifiable messaging that is clear from distraction.

# 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*



# Approved Fonts for Regions

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

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**Chinese (Simplified) - Noto Sans**

**Chinese (Traditional) - Noto Sans**

**English (US and UK) - Klavika**

**French - Klavika**

**German - Klavika**

**Indonesian - Arial**

**Japanese - Meiryo**

**Korean - Gulim**

- NOTE: Bold to be used for titles and subtitles.

**Polish - Klavika**

**Portuguese (Brazilian) - Klavika**

**Portuguese (European) - Klavika**

**Romanian - Klavika**

**Russian - Calibri**

**Spanish - Klavika**

**Thai - Tahoma**

**Turkish - Klavika**

**Vietnamese - Arial**

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If you are unable to use Klavika, Arial, or the other approved regional fonts, please contact [brand.team@amd.com](mailto:brand.team@amd.com) for assistance.

# Typography Best Practices

## Headline

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MEDIUM CONDENCED ITALIC

*Lorem Ipsum dolor  
sit amet omnia sequas.*

LIGHT ALL CAPS

LOREM IPSUM DOLOR  
SIT AMET OMNIA SEQUAS.

BOLD

**Lorem Ipsum dolor  
sit amet omnia sequas.**

LIGHT / BOLD

Lorem Ipsum dolor  
sit amet omnia sequas.  
**Lorem Ipsum dolor  
sit amet omnia sequas.**

## Body

---

9PT REGULAR

Agni voluptisimin por sitios iuntem nonsece ribus, imusantem ut fugit qui nis sit ercia simeniet oditation nossit ma qui officiatem et qui que omnima sundit ad quibus doluptas ventibus mossum et atis cori cus sequas mo iumquis ex et eaque nusande et ium.

10PT REGULAR

Agni voluptisimin por sitios iuntem nonsece ribus, imusantem ut fugit qui nis sit ercia simeniet oditation nossit ma qui officiatem et qui que omnima sundit ad quibus doluptas ventibus mossum et atis cori cus sequas mo iumquis ex et eaque nusande et ium litibus quamus ressit laudam.

10PT REGULAR CONDENSED

Agni voluptisimin por sitios iuntem nonsece ribus, imusantem ut fugit qui nis sit ercia simeniet oditation nossit ma qui officiatem et qui que omnima sundit ad quibus doluptas ventibus mossum et atis cori cus sequas mo iumquis ex et eaque nusande et ium litibus quamus ressit laudam.

19PT. MEDIUM CONDENSED (PULL QUOTE)

**Agni voluptisimin por  
sitios iuntem nonsece ribus,  
imusantem ut fugit qui nis  
sit ercia simeniet oditation.**

## Bullet usage

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It is acceptable to use standard bullets as required.

**Any color from the corporate or product  
color palettes can be used in bullets.**

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NOTE:

The triangle bullet is no longer preferred.

# Interim 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 [connect.amd.com](https://connect.amd.com).

## AMD Orange

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**FIRSTNAME LASTNAME**

Job Title | **AMD**

Division Name

📞 +(1) 555-555-5555 📠 +(1) 555-555-5555

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2485 Augustine Drive, Santa Clara, CA 95054

[Facebook](#) | [Twitter](#) | [amd.com](#)



## AMD Red

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**FIRSTNAME LASTNAME**

Job Title | **AMD**

Division Name

📞 +(1) 555-555-5555 📠 +(1) 555-555-5555

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2485 Augustine Drive, Santa Clara, CA 95054

[Facebook](#) | [Twitter](#) | [amd.com](#)



## AMD Blue

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**FIRSTNAME LASTNAME**

Job Title | **AMD**

Division Name

📞 +(1) 555-555-5555 📠 +(1) 555-555-5555

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2485 Augustine Drive, Santa Clara, CA 95054

[Facebook](#) | [Twitter](#) | [amd.com](#)



## AMD Neutral Gray

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**FIRSTNAME LASTNAME**

Job Title | **AMD**

Division Name

📞 +(1) 555-555-5555 📠 +(1) 555-555-5555

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2485 Augustine Drive, Santa Clara, CA 95054

[Facebook](#) | [Twitter](#) | [amd.com](#)



# Responsible Marketing of Video Games

AMD has a strong tradition of leadership in the area of corporate responsibility, and brings these values to our policy on the marketing of entertainment software. In accordance with the Principles and Guidelines for Responsible Advertising Practices established by the Entertainment Software Rating Board (ESRB) and the Advertising Review Council (ARC), AMD has adopted the following standards for our marketing of entertainment software.

# Marketing of Video Games – Dos and Don'ts

When using game footage or visuals, creative teams should include the correct ratings based on advice from our partners to ensure we are properly following industry restrictions. Please consider using age appropriate artwork depending on the outlet. Each game has different ratings so please check with the various rating boards (ESRB, PEGI, USK, etc).

## We WILL:

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- Ensure that our advertising accurately reflects the nature and content of the product it represents and the rating issued
- Create all video game marketing with a sense of responsibility toward the public
- Display the appropriate game ratings as supplied to us by our gaming partner for each game we market

## We will NOT include:

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- Graphic and/or excessive depictions of violence in progress
- Graphic and/or excessive depictions of blood and/or gore
- Allusions to or depictions of violent or degrading behavior toward women
- Allusions to or depictions of acts of sexual violence
- Graphic and/or excessive depictions of nudity or sexual situations
- References to illicit drug use and/or depictions of illicit drugs and any accompanying paraphernalia
- Glamorizing, encouraging and/or depicting the underage consumption of alcohol and/or illicit drugs

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Additional information on what AMD will not include in video game advertising can be found in the complete Principles and Guidelines for Responsible Advertising Practices at [www.ESRB.com](http://www.ESRB.com).

# Tagging Video Content

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

# AMD Contacts and Resources

For questions and brand approval, please contact [brand.team@amd.com](mailto:brand.team@amd.com).

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