



AMD Brand Guidelines

Every AMDer around the world plays a role in promoting and protecting the AMD brand. The same holds true for the valued vendors and partners we engage with in our marketing efforts. At its core, our brand defines who we are and how we are perceived. And actively managing our brand is the responsibility of each of us.

We know that a winning brand helps us build stronger relationships with our stakeholders – customers, partners, investors and all employees – and ultimately differentiates AMD from the competition. Simply put, our brand helps AMD win.

The following guidelines are intended to help you understand how the AMD brand should be conveyed, and the voice we will use to demonstrate the optimism and spirit of innovation that are genuine to the AMD culture.

It's an exciting time at AMD, and we're going to have a lot of fun implementing our new look, feel and voice working together as a team. On behalf of our entire Marketing organization, I thank you for your commitment to being an ambassador of our brand.

Enjoy!



A handwritten signature in black ink that reads "Colette LaForce".

Colette LaForce
SVP & Chief Marketing Officer

The Purpose of This Document

These guidelines are an introduction to AMD's brand strategy and visual identity system. On the following pages, you will find sample branding and communications information, a detailed design toolkit and layouts that demonstrate ways to create a consistent voice and visual identity across all of our communications.

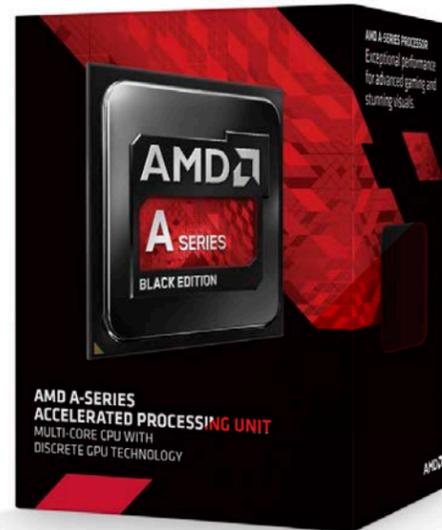
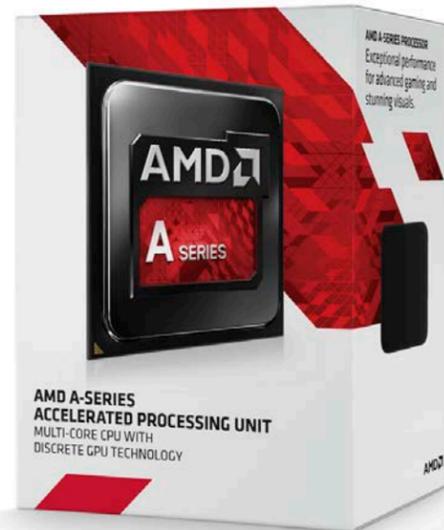
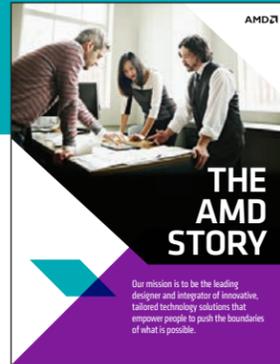
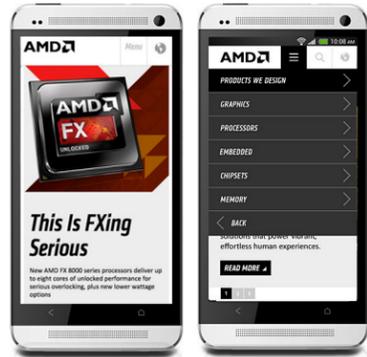
Think of this document as a way to help you get to your destination. The work you do to keep our look and feel as consistent as possible will go a long way toward defining what the brand means for us now and in the future.

Let's get started.

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

Visual System

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



The next level
of real.



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Understanding the Brand

Over the following pages, you'll find tools to help you craft communications for the AMD brand. Or, to be more specific, a mission statement, brand strategy and guardrails that support our brand as it stands today. These are the guiding principles for creating all AMD communications. This content is to be consumed, learned and absorbed – not transcribed or repeated verbatim.

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Our Brand Framework

AMD's mission is our promise to customers, rooted in our brand purpose, strategy and values. It is the external articulation of how we will fulfill our purpose – grounded in our corporate strategy and tied to our corporate goals.

Purpose – Why We Exist

AMD pioneers technology that frees people to push the limits of what is possible.

Strategy – What We Will Achieve and When

Drive 40-50% of our business by 2016 to high-growth markets: semi-custom, embedded, low-power client, professional graphics and dense server.

Leverage tailored, semi-custom design and integration capabilities – fueled by ambidextrous core and graphics IP leadership – to win in both traditional PCs and the next wave of cloud-connected devices.

Values – How We Win

The AMD Way:

Ownership and Commitment

Customer Focus

Innovation Leadership

Guided by the principles of Achievement, Accountability, Alignment and Agility.

Mission – Our Promise to Customers

To be the leading designer and integrator of innovative, tailored technology solutions that empower people to push the boundaries of what is possible.

Our Personality

Inherent in all of AMD's brand communications should be the spirit, intention and resolve that is born from our purpose, our principles and what we stand for as a company. Please use this language to inform personality, tone and messaging, but refrain from copy and paste.

Brand Purpose – Reason for Being

AMD pioneers technology that frees people to push the limits of what is possible.

Brand Principles – Who We Are

We imagine a boundless future reality.

We break free of the status quo to design the next generation of technology and make it accessible to all.

We pioneer innovation for our partners.

We apply the breadth of our experience to create tailored solutions – across categories, form factors and technologies – that solve partners' unique challenges.

We design to empower people.

We power meaningful experiences for people that enable vibrant, free-flowing human interaction.

Personality Traits – How We Express Our Brand

Pioneering

A brave, spirited leader committed to challenging convention. Drawn to open spaces and undefined frontiers.

Imaginative

The curiosity and open-mindedness to explore new ways of doing things.

Bold

Proactive, agile and confident. Taking the necessary risks to improve outcomes.

Brand Guardrails

The guardrails below are meant to demonstrate the creative potential and flexibility of our brand personality. Across our materials, these guardrails can be used to shape our communication style and define our customers' and partners' experience with our brand.

We Are

Confident

Dynamic

Collaborative

Visionary

Authentic

Customer focused

We Are Not

Arrogant or flashy

Aggressive

Chummy

Lofty

Disingenuous

Tech for tech's sake

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

These are the building blocks that will help create a unified identity system. The core elements are made up of tone of voice, logo, color, polygons, typography and photography. These elements work together to create a flexible brand that can be expressed in any media.

Overview of Toolkit

Tone of Voice

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

Polygons



Logo



Typography

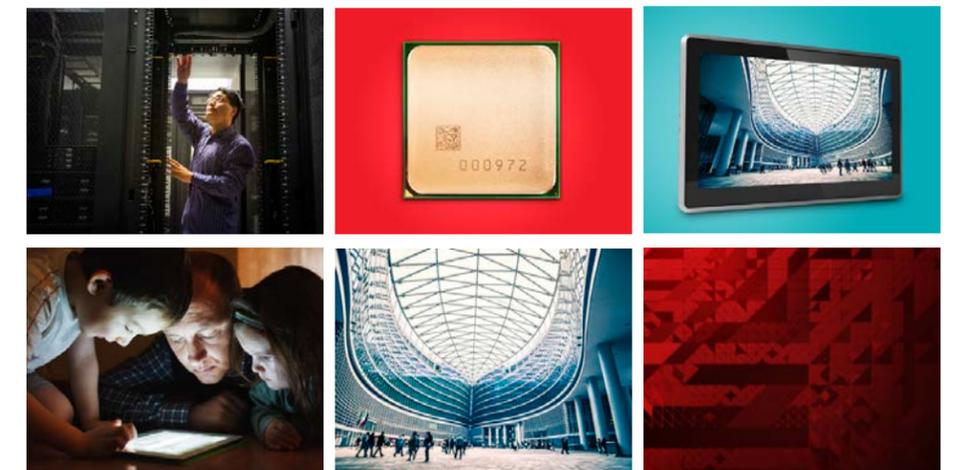
THE NEXT LEVEL
OF REAL.

Gear up. The future is here. There's a reason why 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 that you can see and feel. Get ready to get real.

Color



Photography



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 audience. We tell them what we stand for, why we stand for it and what that means for the future.

We speak with confidence and authority – never arrogance.

Together, we are many. But we speak in one voice.

Tone of Voice Examples

Here are a few of the many ways AMD can express our achievements and offerings, and advance our brand story. There is no right formula for creating materials or messages. The only measure of success is the way in which our messages come together to tell an authentic story that rings true for our specific audiences. Presented here are several examples that are meant to inspire, and are not intended to be prescriptive.

The next level of real.

Gear up. The future is here. There's a reason why AMD is the top choice for powering next-generation gaming. Actually, make that several billion reasons.

Billions of reasons to believe.

AMD's built-to-spec chip technology powers billions of polygons for immersive realism that you can see and feel. Get ready to get real.

An uncompromising tablet.

The VIZIO 11.6" Tablet PC challenges the very notion of what a tablet can do, thanks to an AMD APU.

The true measure of our success is the difference *your* work makes in the world.

NOTES:

- Please adhere to the AP Stylebook for all AMD materials.
- A period is not required or restricted on headlines. However, please be consistent with the use of periods throughout a campaign or group of assets.

We are agile, creative problem solvers who are always building smarter solutions for our partners and customers. We are fueled by a desire to constantly evolve our industry. So we work relentlessly to meet the needs of today, while delivering better possibilities for tomorrow.

Amazing things happen when you put people at the center of your innovations.

Designed to Empower

We deliver meaningful technological solutions that power vibrant, effortless human experiences.

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

The true measure of our success is the difference your work makes in the world. So we design and create for the pioneers who breathe life into new possibilities. Amazing things happen when you put people at the center of your innovations.

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 are no longer using 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.

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 can be used on internal-facing communications and on employee-branded materials such as T-shirts etc., but 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 (brand.team@amd.com)

Logo Size

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



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

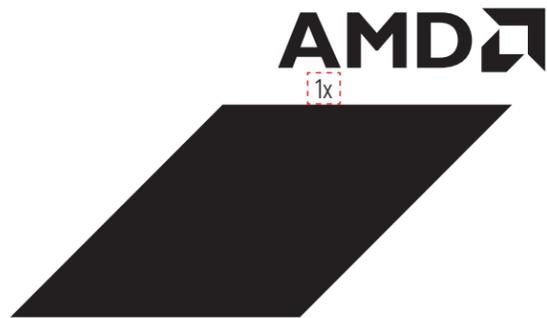


Logo minimum size 0.675" (17.145 mm) in width

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.

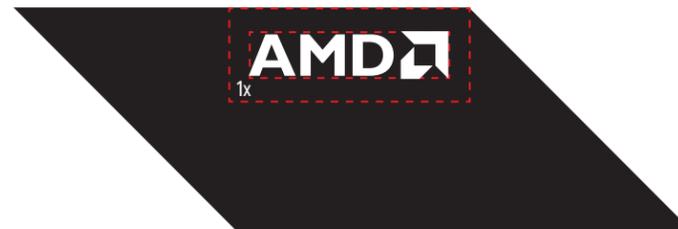
Logo Usage

1. Outside Polygon



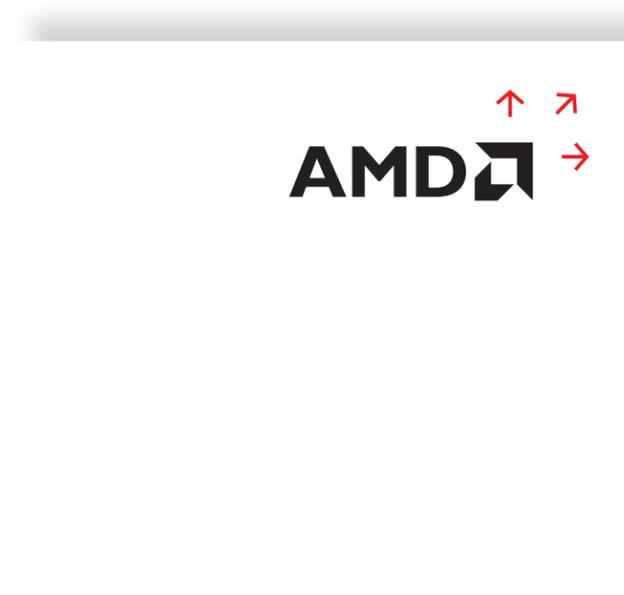
The logo can interact with a polygon with proper use of clear space. Be thoughtful of the directional movement of the polygon.

2. Contained Within Polygon



You can place the logo within a polygon as long as it retains the minimum clear space. It's best to place the logo toward the top or bottom of the polygon.

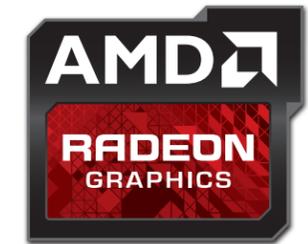
3. Stand-Alone



When placing the logo alone with no other brand elements, it's important to position it in a way that doesn't feel as though it is floating on the page. Placing it near a corner is often the best solution for the logo.

4. AMD Logo on Product Badges

AMD logo minimum size 1" (25.4 mm)



When using product badges, the AMD logo needs to be at least 1". When the product badge is smaller than 1", an additional AMD logo needs to be present.

Logo Usage – *Don'ts*



Don't use previous versions of logo.



Don't use previous versions of logo.



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



Don't place the logo over the edge of a polygon.



Don't place the logo over busy photography.



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



Don't add gradients to the logo.



Don't mix the black and white versions together.

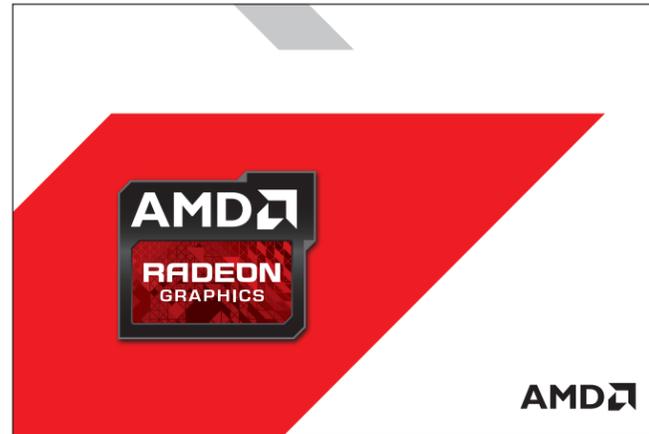


Don't remove the arrow from the logo.



Don't use the logo as a pattern.

Logo Usage Examples



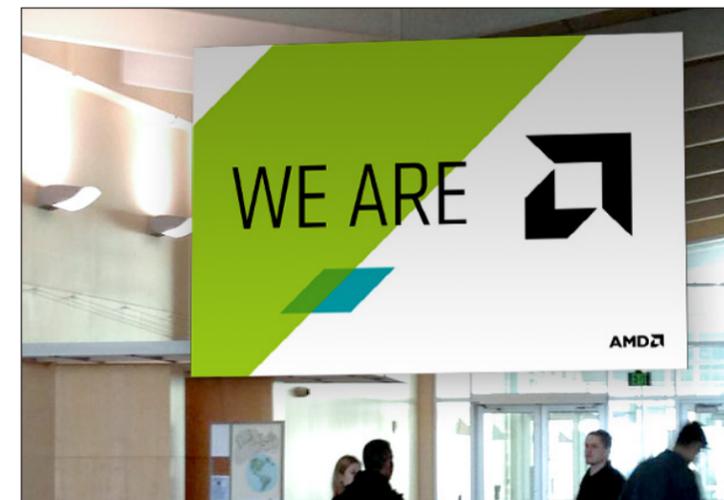
Logo Placement

Logo placement should be determined by the amount of space you have in a layout. The logo should appear on all AMD material.



Logo Color

Logo color should be based on contrast. Use the reversed-out logo on darker backgrounds to stand out.



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:

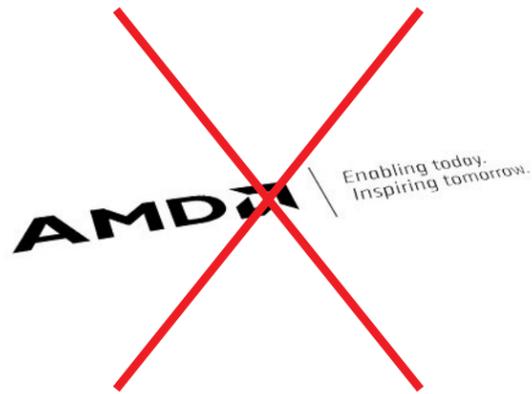
- Tagline may be used separately.
- Tagline should not be used as a theme or event name.
- The 't' should always be lowercase.
- Typography is Klavika Regular Italic.

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 the edge of a polygon.



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.

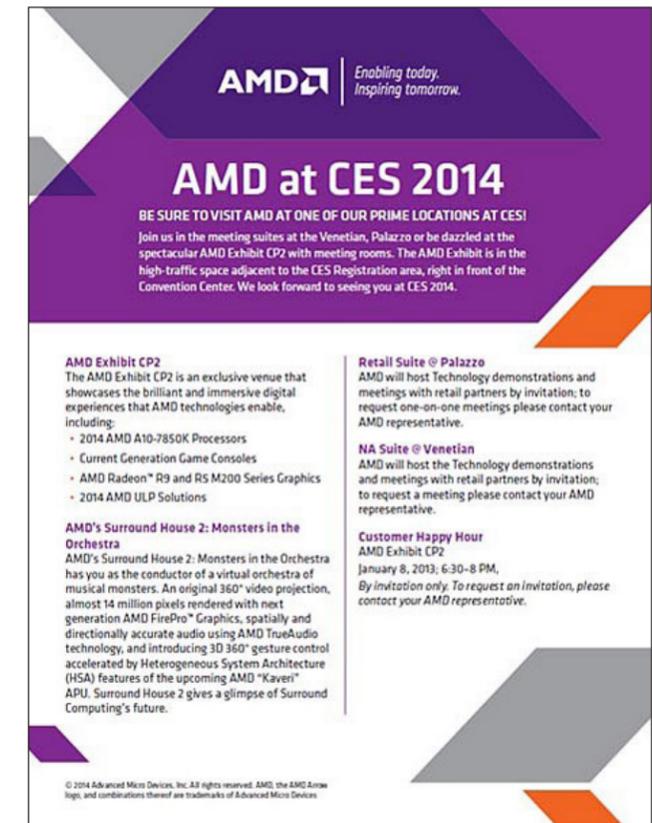


Don't use the tagline lockup as a pattern.



Do not create unique event or theme lockups.

Tagline Lockup Usage Examples

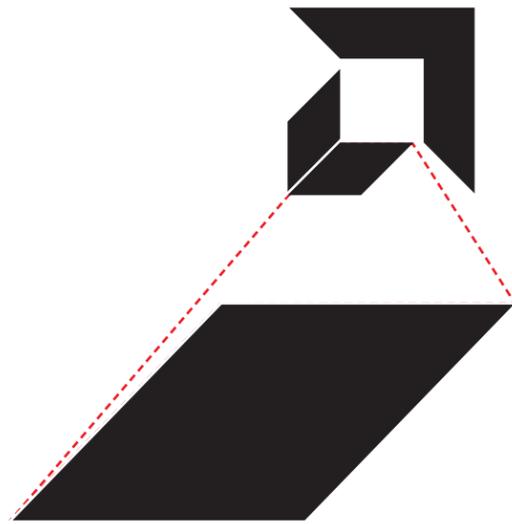


Polygons

The AMD polygons are derived from the AMD logo. They are the building blocks of the brand – a visual representation of the technologies, capabilities and potential of our products. At their core, polygons are found inside our logo, our graphics and deep within our DNA. We use polygons alone, in small arrangements or as a mosaic to capture the space where powerful ideas become reality.

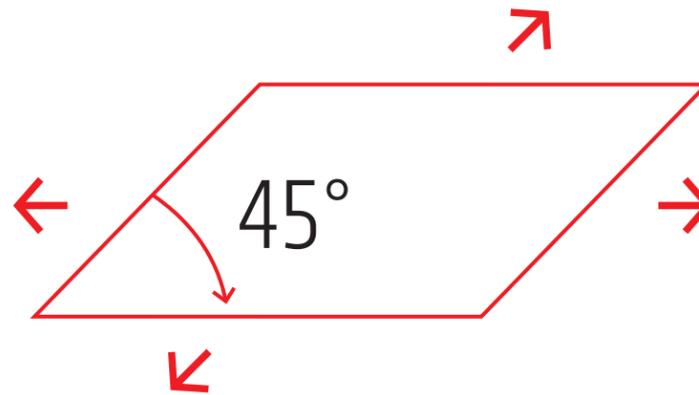
Polygon Basics

1. Derived from Logo



The polygon is derived from the arrow in the AMD logo. It is the brand element that we build pattern, texture and interaction with.

2. How to Build



To build custom polygons, always maintain the original polygon structure. You can scale the polygon horizontally or vertically as long as you maintain the 45° acute angles and 135° obtuse angles.

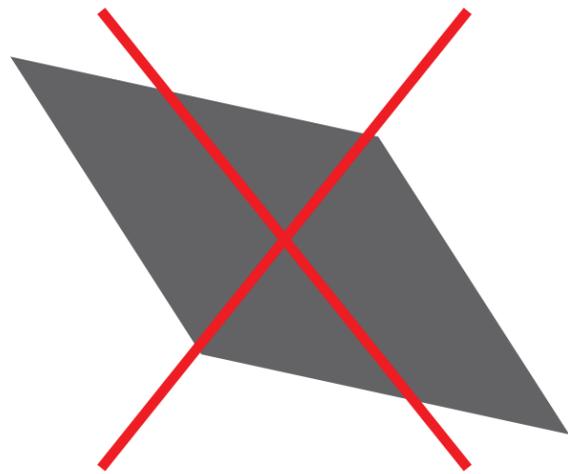
3. Combinations



Once you have created your custom polygon, you can combine two polygons to make a new shape. Flipping the polygon vertically or horizontally is a good way to create a more dynamic layout.

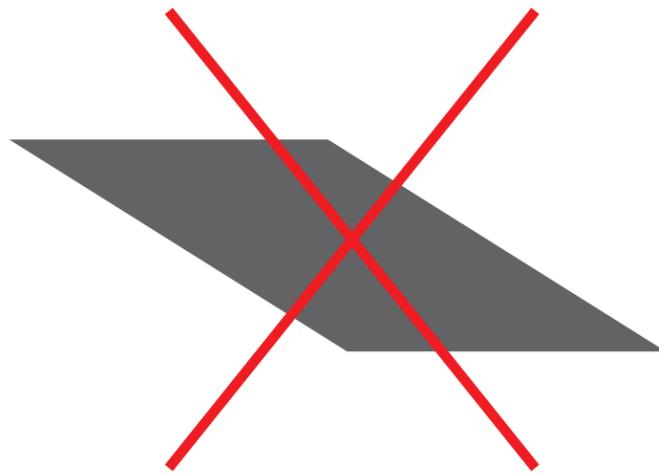
Polygon – *Don'ts*

1. Don't Rotate Polygon



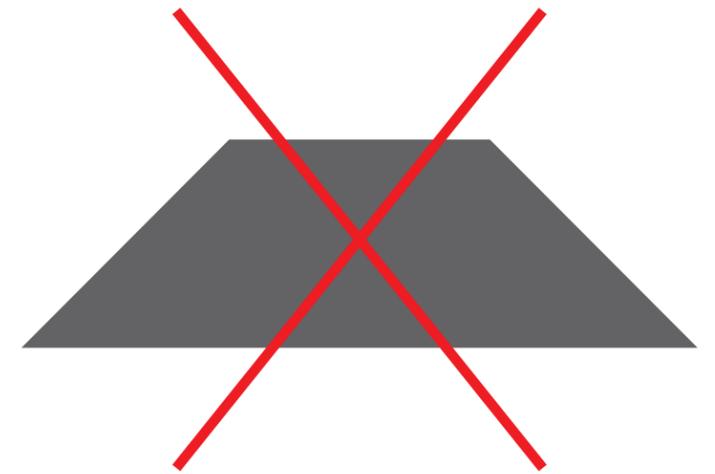
Keep polygons on either a horizontal or vertical axis. Any other angles will compromise the consistency of the AMD brand.

2. Don't Stretch Polygon



Keep the correct 45° acute angles and the 135° obtuse angles in proportion. Scale the polygon in size, but do not stretch it.

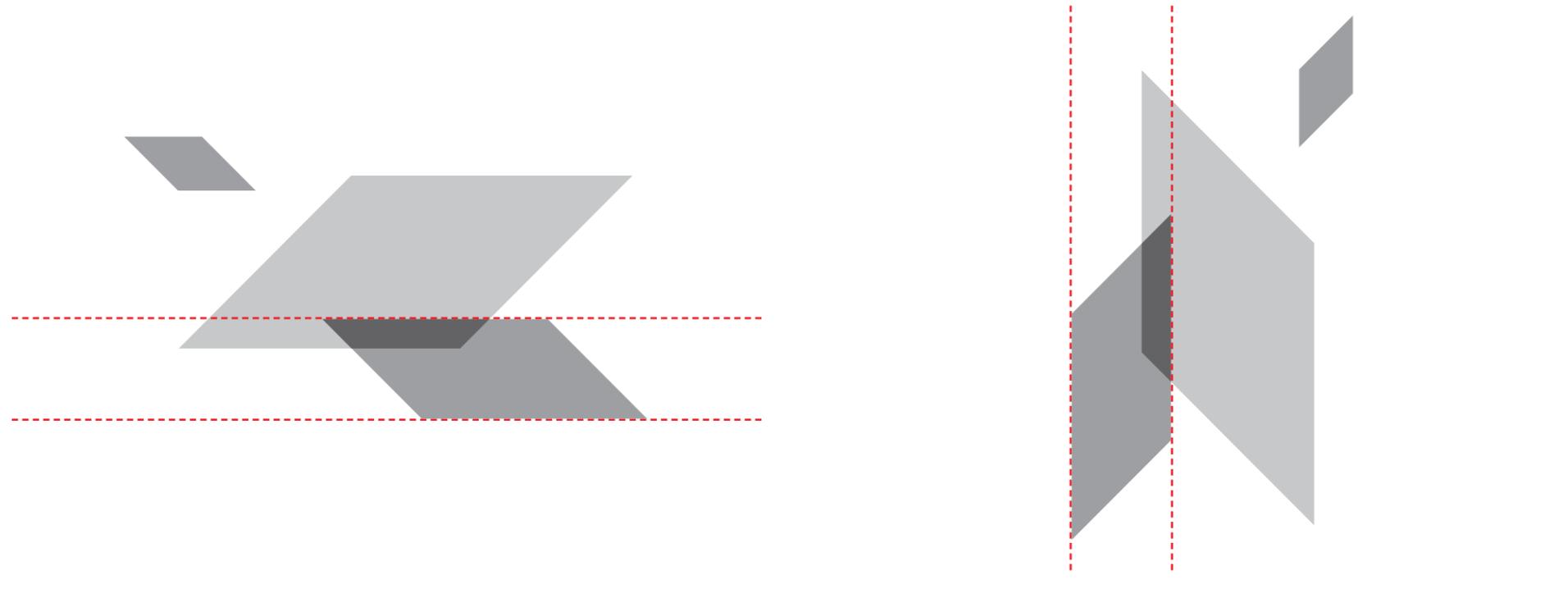
3. Don't Create Different Shapes



Avoid merging shapes together. The defined polygon shape is what makes the brand stand out from the crowd. Polygons can overlap, which will be discussed later in this document.

Polygon Arrangements

Horizontal and Vertical



Regardless of which orientation you choose, make sure to stay consistent.

Polygon Arrangements

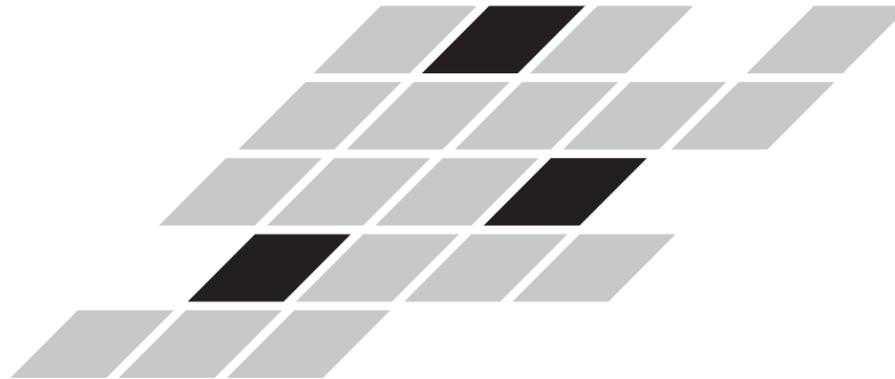
Organic



Organic arrangements should evoke a sense of energy and have a dynamic appearance (as if they are moving).

Exercise caution when determining how many polygons are used in an organic arrangement.

Structured



Structured polygon arrangements are best suited for dense amounts of copy or more rigid application in serious communications.

A grid structure can help to organize chart information, PowerPoint graphics and sales tools, for just a few examples.

Polygon Arrangements

Simple



Simple arrangements create space for high-level messaging. They also can act as containers for photography and other content. These layouts convey a bold and confident attitude.

Complex

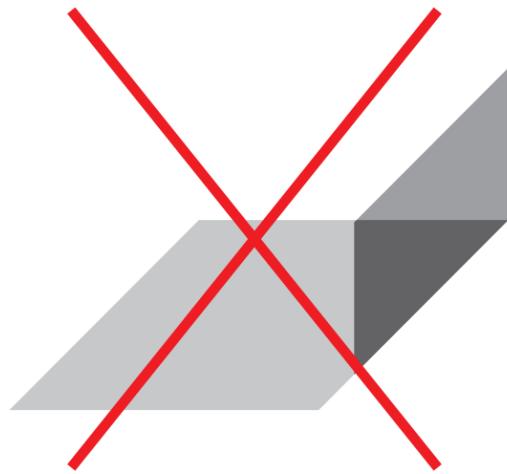


Complex arrangements create texture for any media. They are a dynamic tool in generating energy for any application.

NOTE: Too many polygons can overpower the delivery of a complicated message or interfere with a complex photograph.

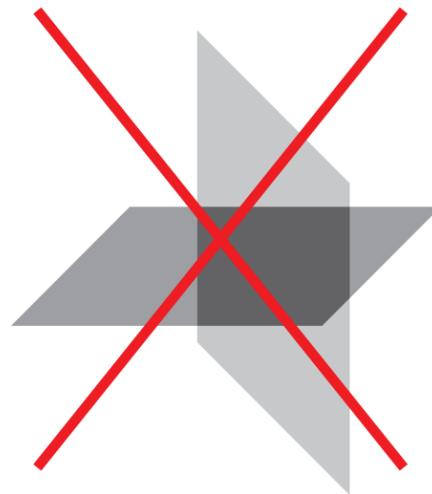
Polygon Arrangements – *Don'ts*

1. Don't Make Perfect Shapes



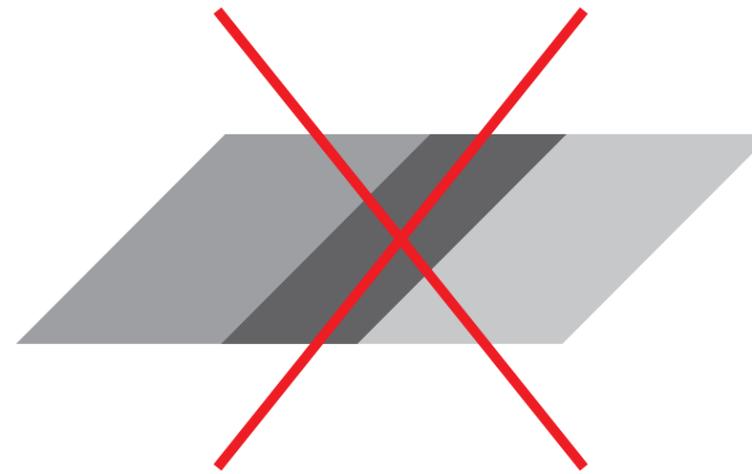
Polygons should never overlap to make two perfect triangles. You lose the intended shape of the polygon.

2. Don't Mix Horizontal and Vertical Arrangements



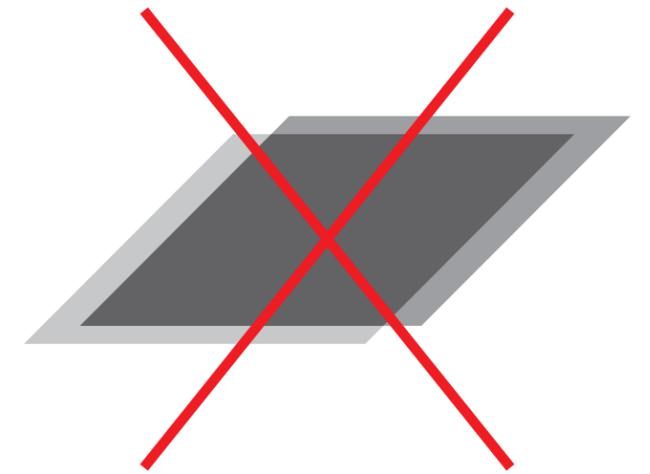
Stay consistent with the direction you choose for your layout. The combination of both directions creates unwanted tension in the layout and distracts the viewer.

3. Don't Place Polygons In Line



Overlapping polygons in line that are the same shape causes confusion. Not everyone will recognize that the shape is two polygons. To avoid this, scale one of the polygons to create some contrast in size.

4. Don't Obscure Polygon Shape



Overlapping two entire polygons obscures the polygon shape and gives the overlapping color too much prominence. Keep the overlapping area to a reasonable level.

Type Inside Polygons

1. Constrained



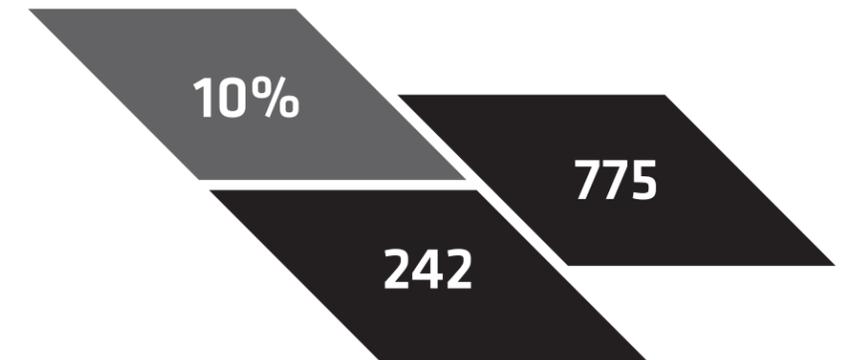
Let the shape of the polygon influence how you lay out your type. Scale the type in a way that allows it to live comfortably within the polygon, and be conscious that type will grow in length when translating. Justify the type left or right.

2. Unconstrained



Overlapping type onto a polygon allows for more flexibility. Be conscious of where the letters overlap the shape and the amount of contrast between shape and type.

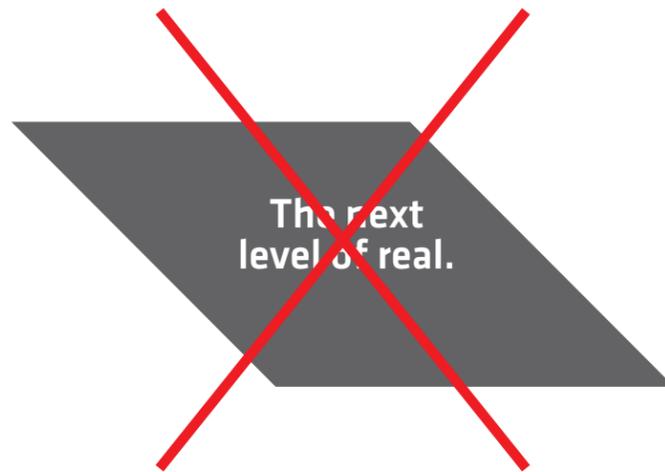
3. Information Contained



Using type in a structured layout should be reserved for short snippets of info like a title or a statistic. Type should be placed in the middle of the polygon and should have an abundant amount of clear space from the polygon's edge.

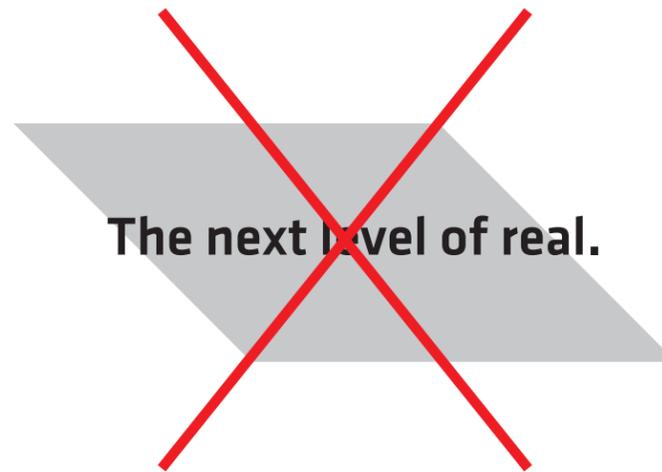
Type Inside Polygons – *Don'ts*

1. Don't Center Paragraphs



Let the polygon influence whether the type is left or right justified. Centering the type doesn't work in harmony with the polygon.

2. Don't Cross Entire Polygon



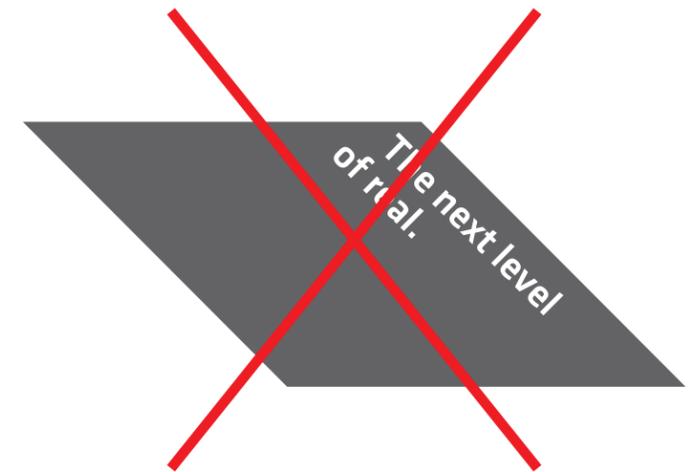
Placing type across the entire polygon creates legibility issues. You can't control where the polygon will intersect the type.

3. Don't Overscale Type



Overscaled type in a structured layout defeats the purpose of clearly presenting information.

4. Don't Rotate Type



Keep type on a horizontal axis. Rotating the type reduces the effectiveness of the message.

Photography Inside Polygons

1. Constrained



Photos can be constrained within a polygon to add flexibility to a layout. Pick a photo where the main content is clearly visible within the polygon shape.

NOTE: Not all photos are required to be in a polygon. Our brand design elements should be used in conjunction with photos to help bring our brand to life.

2. Intruding



A photo can act as the background if white polygons intersect it, acting as white space. Think of it as the opposite of a photo constrained by a polygon.

Photography Inside Polygons – *Don'ts*

1. Don't Create Incomplete Masks



Make sure that the photo is masked completely by the polygon. Avoid having white edges creep in on the edges of the shape.

2. Don't Cover Focal Point or Technology



When overlapping polygons on photography, don't cover vital parts of the photo like technology or faces. Note: we will discuss this process later in this document.

3. Don't Place a Photo Within a Photo



Placing a photo within a photo makes the polygon shape illegible. Choose to either have the polygon contain the photo or the background, not both.

Polygon Knock-Outs



White polygon knock-outs should only be used on larger polygons within a design.

Be sure that the polygon structure remains evident when placing white knocked-out polygons on colored polygons.

White knocked-out polygons will be treated as such and therefore there will not be an associated overlap color.

Heroes and 3D Images On Polygons

HEROES ON TOP OF POLYGONS



When placing hero images on top of polygons, please limit the number of polygons behind a hero to two.

3D IMAGES ON POLYGONS



When using 3D images that overlap polygons, please treat these images similar to product heroes. When possible, limit the number of polygons behind a 3D image to two.

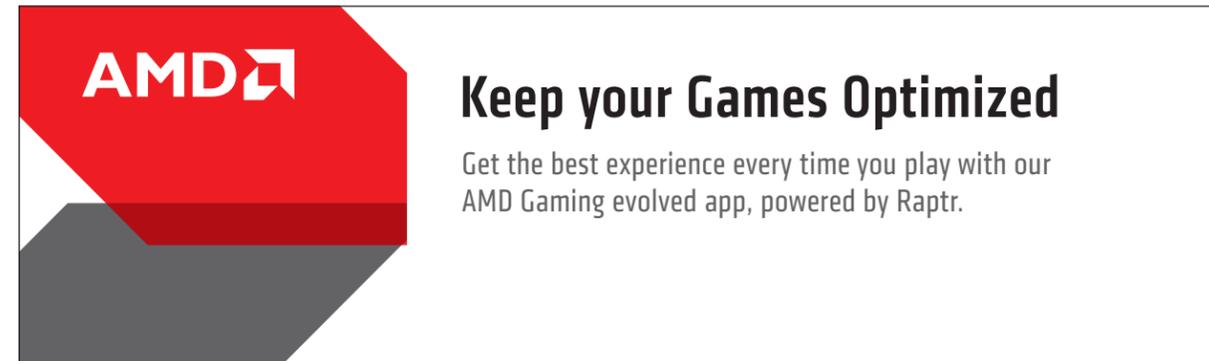


Cropping Polygons

ACCURATE:



INACCURATE:



Polygons used to design web heroes or banners should not be cropped unless they are placed on the outer edges of the field.

Polygons in Motion



Building as an “unroll” effect is acceptable.



Build/unfold needs to end as a polygon or AMD logo.



Polygon effects must maintain the integrity of the polygon structure and angles. Do not stretch the polygon out of the set 45° angle.



Flashing or glowing polygons are acceptable but it should not appear as the polygon is exploding or on fire.



Variety of motion – moving on and off screen is acceptable. Polygons that contain text and float over images within a video, should be set at 80% opacity if they are at rest for 3 seconds or longer. If they remain in motion, this does not apply.



When you have created a composition (two polygons resolve into place) within a video, the top polygon should be set at 50%. Please see Color Overlap Guide for video page 45.



It is acceptable to create a checkerboard or grid effect if the final structure becomes a solid polygon.



NOTE: Use AMD-approved bumpers in the beginning or end of a video. Both are not required.

The Polygon: How to Build



1. Lay Out Content

Place desired content on the page to get a feel for your available space. This will help you define what your approach will be moving forward.



2. Place Polygons

Once you have assessed your content, add a few polygons to get a feel for how many you need and what size they should be. This is a good time to determine what aesthetic you are going for: complex or simple, vertical or horizontal.



3. Lay Out Design

Start to design your layout and make sure to keep in mind the prior instructions on the arrangement of polygons. Be conscious of the white space you are creating and the hierarchy of the layout.



4. Finish the Layout

Once the layout feels right, finish it up by adding desired photographs and color. Make sure the logo is in accordance with the specified guidelines. Note: color and photo application will be discussed in further detail starting on page 34.

NOTE: Too many polygons can overpower the delivery of a complicated message or interfere with a complex photograph.

Polygon Examples



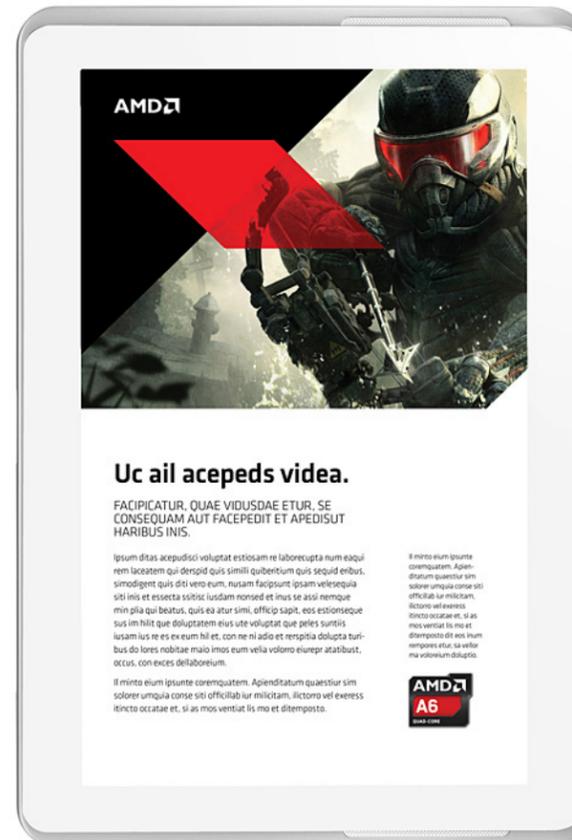
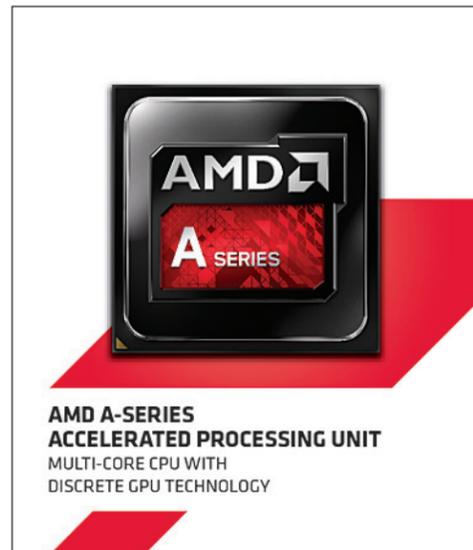
Simple vs. Complex

Simple layouts let the overlap of polygons shine, whereas complex layouts create texture through quantity and scale. Both have their place in the AMD brand.



Polygon Interaction

The way polygons interact with one another influences the energy and overall tone of any piece. Focus on what sort of emotion you are trying to evoke and design the polygons with that in mind.

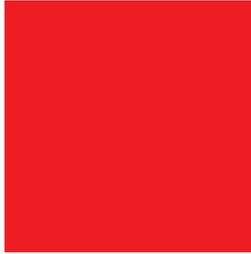
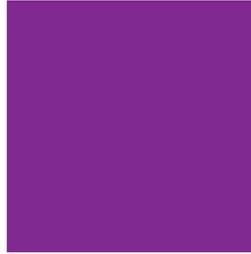
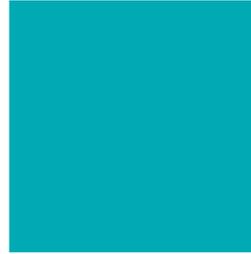


Color

Color is a key ingredient in bringing the AMD brand to life. Across our materials, color is to be used to create our distinctive visual style and to communicate the pioneering and energetic nature of our brand. When used correctly, it brings clarity, cohesion and sophistication to the AMD brand.

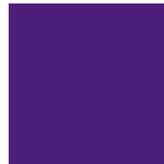
Color Palette

1. Primary Palette

				
PMS: 186 C HEX: ed1c24	PMS: 2593 C HEX: 812990	PMS: 632 C HEX: 00aab5	PMS: 390 C HEX: a6ce39	PMS: 1595 C HEX: f26522
C: 0 R: 237 M: 100 G: 28 Y: 100 B: 36 K: 0	C: 60 R: 129 M: 100 G: 41 Y: 0 B: 144 K: 0	C: 100 R: 0 M: 0 G: 170 Y: 35 B: 181 K: 0	C: 40 R: 166 M: 0 G: 206 Y: 100 B: 57 K: 0	C: 0 R: 242 M: 75 G: 101 Y: 100 B: 34 K: 0

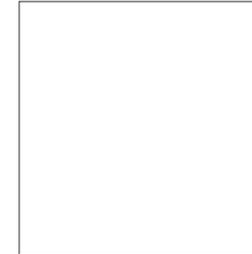
The primary palette is made up of a vivid range of colors. They have been selected to work together regardless of the application. Together they are the foundation of the color that makes up the AMD brand. Primary blue and green should be used solely as an accent color. We recommend that they not be used as the standalone primary color within any given asset.

3. Overlap Palette

				
PMS: 187 C HEX: b11116	PMS: 7679 C HEX: 4d207a	PMS: 7468 C HEX: 007c97	PMS: 377 C HEX: 67ae3e	PMS: 7580 C HEX: c74a1b
C: 0 R: 177 M: 100 G: 17 Y: 100 B: 22 K: 30	C: 80 R: 77 M: 100 G: 32 Y: 0 B: 122 K: 20	C: 100 R: 0 M: 40 G: 124 Y: 35 B: 151 K: 0	C: 60 R: 103 M: 0 G: 174 Y: 100 B: 62 K: 10	C: 0 R: 199 M: 80 G: 74 Y: 100 B: 27 K: 20

The overlap palette fills the gap between the primary and neutral colors. Note: these colors are only to be used when overlapping polygons, found on page 40.

2. Neutral Palette

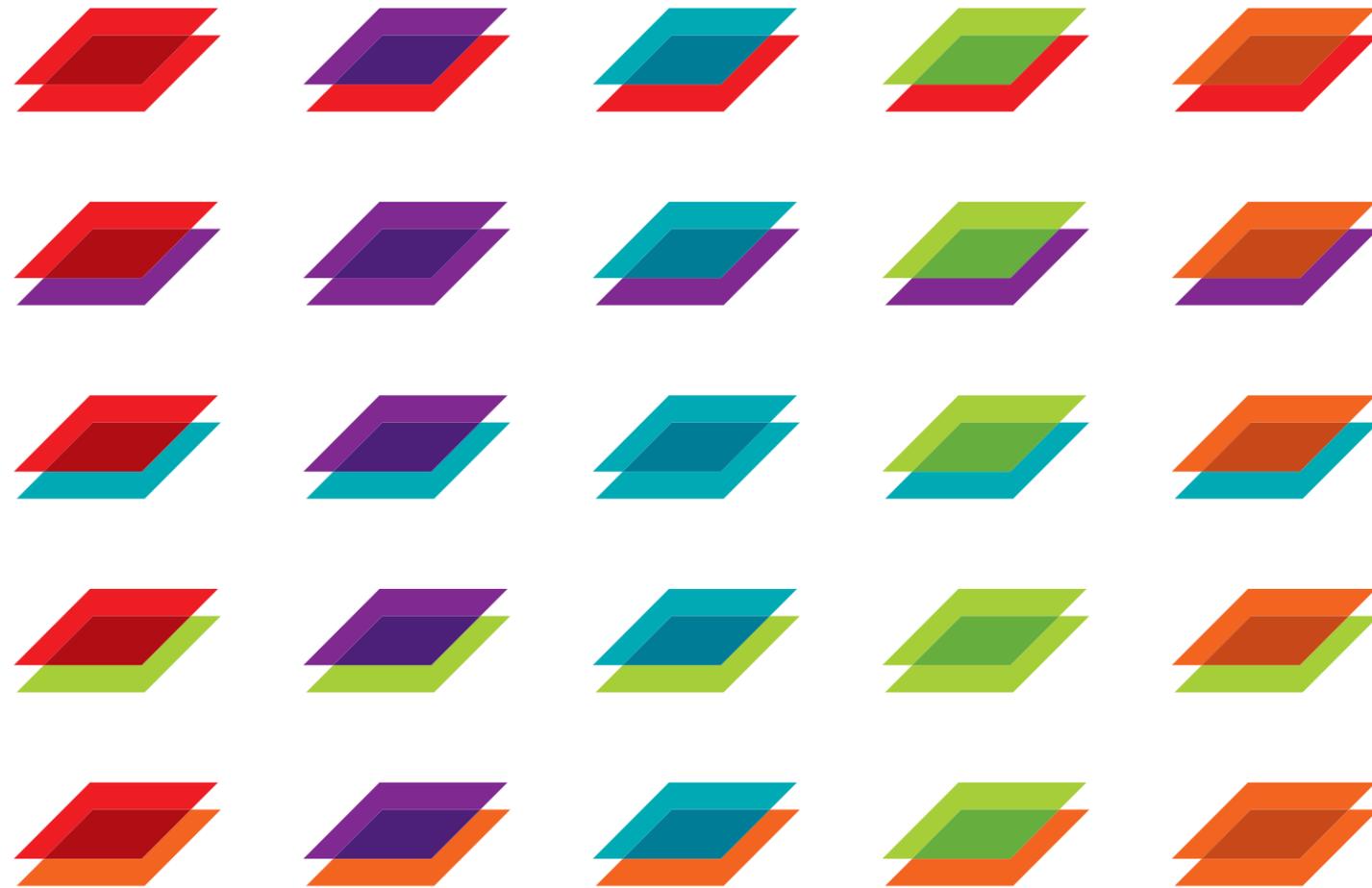
				
PMS: Process Black HEX: 000000	PMS: Cool Gray 11 C HEX: 636466	PMS: Cool Gray 8 C HEX: 9d9fa2	PMS: Cool Gray 4 C HEX: c7c8ca	PMS: White HEX: ffffff
C: 0 R: 0 M: 0 G: 0 Y: 0 B: 0 K: 100	C: 0 R: 99 M: 0 G: 100 Y: 0 B: 102 K: 75	C: 0 R: 157 M: 0 G: 159 Y: 0 B: 162 K: 45	C: 0 R: 199 M: 0 G: 200 Y: 0 B: 202 K: 25	C: 0 R: 255 M: 0 G: 255 Y: 0 B: 255 K: 0

The neutral palette has been created to bring balance to the expressive nature of the primary palette. The variation of grays can be combined with any one of the primary colors to create an edgy, sophisticated look. Color should always be the top layer; neutral should always be the bottom layer.

The neutral palette may also be combined for a conservative look. Be sure that your overlap color is visible when using neutral combinations.

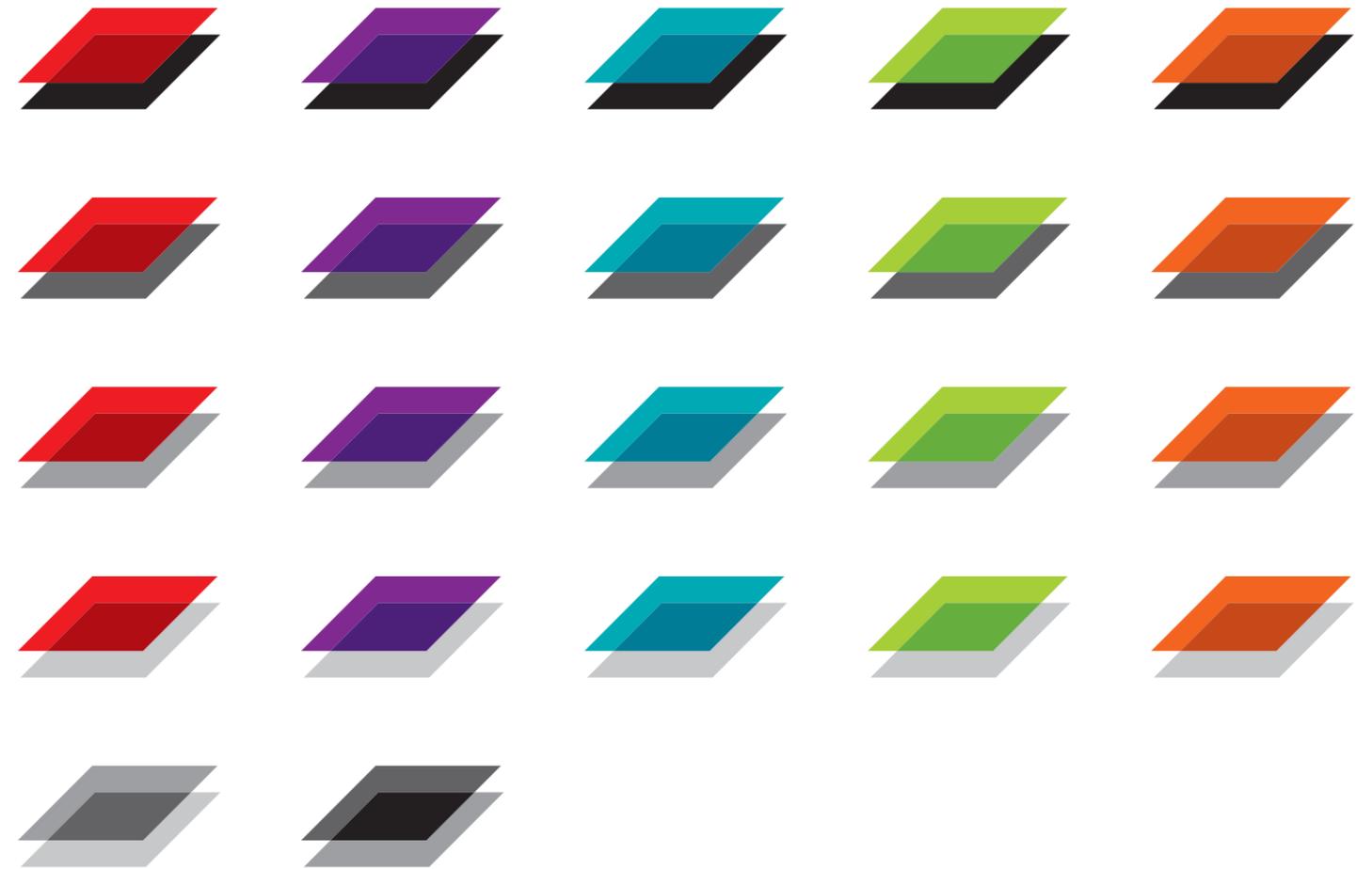
Color Overlap Guide

Primary + Overlap Palette



These color combinations create flexibility in any type of communication. Each combination will evoke a different feeling with each use. Take into consideration that photography often influences this selection.

Primary + Overlap Palette + Neutral Palette



Using a combination of color palettes and the neutral palette adds a level of edginess and sophistication to any use. It's a nice alternative if you feel like the primary palette combinations are too expressive for a specific application.

Color Overlaps

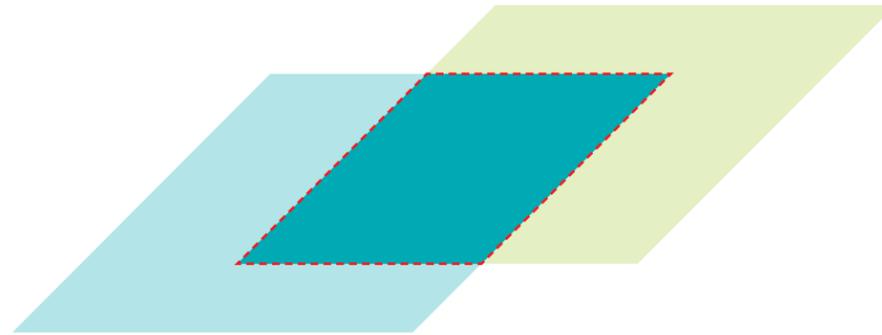
Step 1



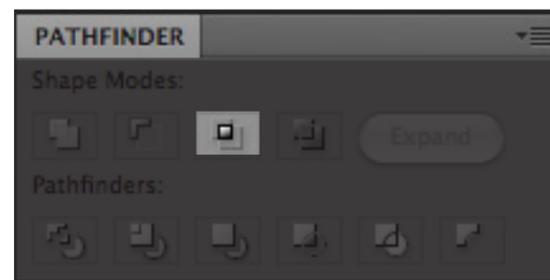
Select two polygons and overlap them as desired. Copy the polygons.

NOTE: this will be pasted in place at the end.

Step 2



In either Adobe InDesign or Adobe Illustrator, use the Pathfinder Intersect tool to isolate the overlap portion of the two polygons. This Intersect button is highlighted above.



Pathfinder: Intersect

Step 3



Paste in place the original polygons that you copied at the beginning. Send these two polygons to the back, leaving the overlap in front. Add the correlating overlapping color from the color palette to the middle polygon. This is defined by one of the two overlapping colors.

NOTE: This should be the last step in creating any design.

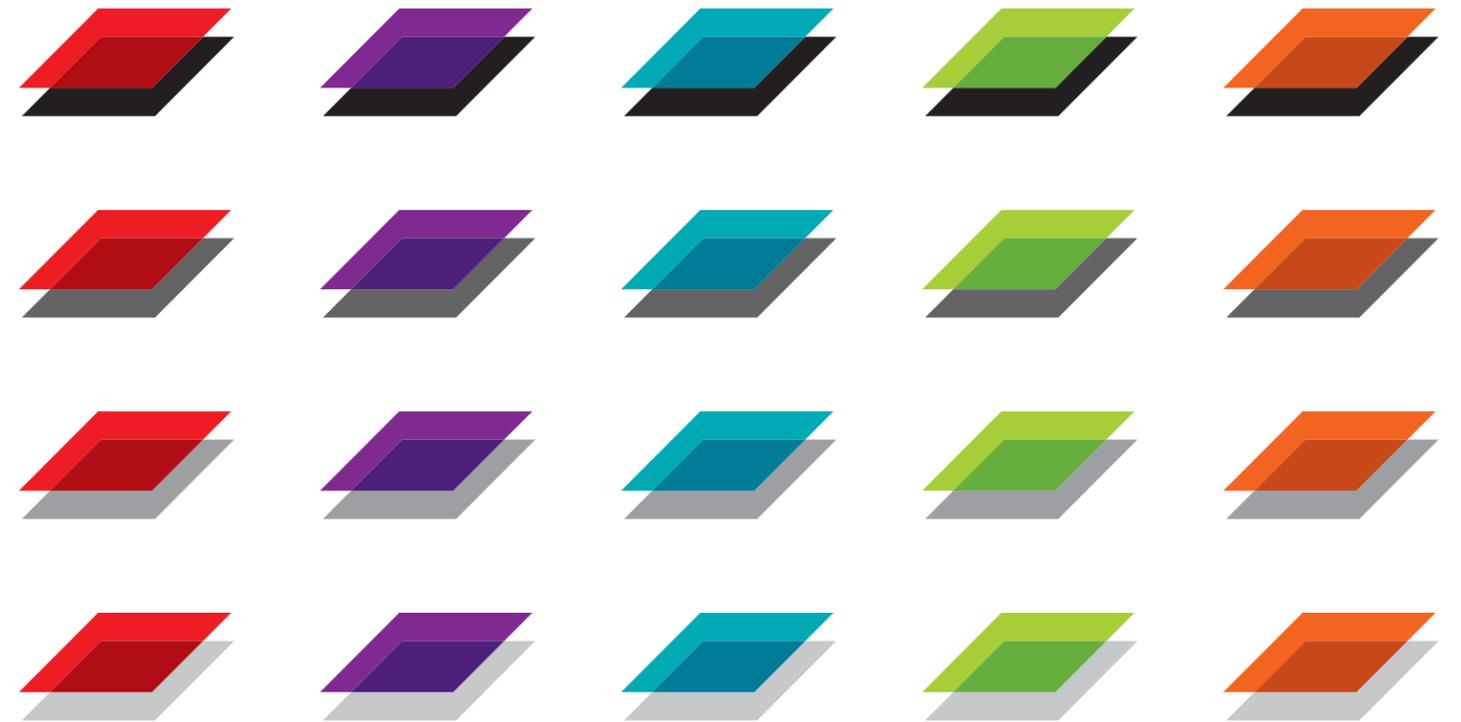
Color Overlap Guide for PowerPoint and Video

The limitations of some programs require a different approach to overlapping polygons.

Primary Palette



Primary + Neutral Palette

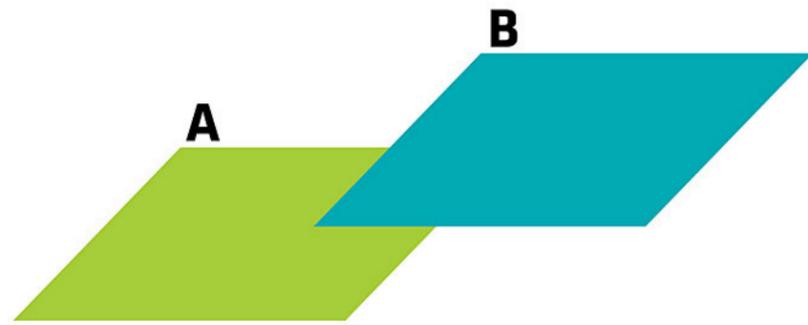


When creating overlaps in PowerPoint or video, the general rule is to adjust the transparency to 50%. Foreground and background polygons can be emphasized with different transparencies as needed for visual effect. The following page demonstrates how to properly set up the polygons for consistency.

NOTE: These scenarios do not allow for polygons of the same color to overlap.

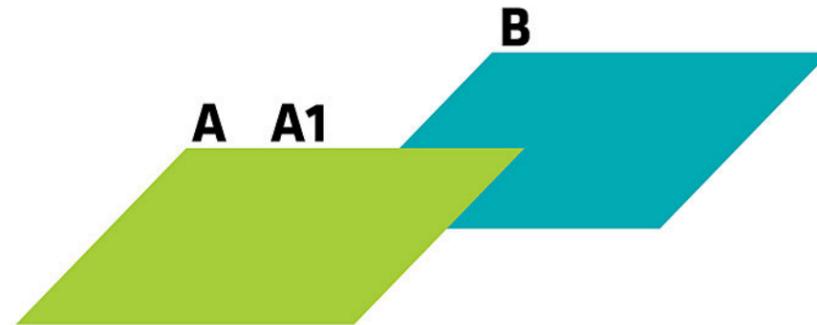
Color Overlaps for PowerPoint and Video

Step 1



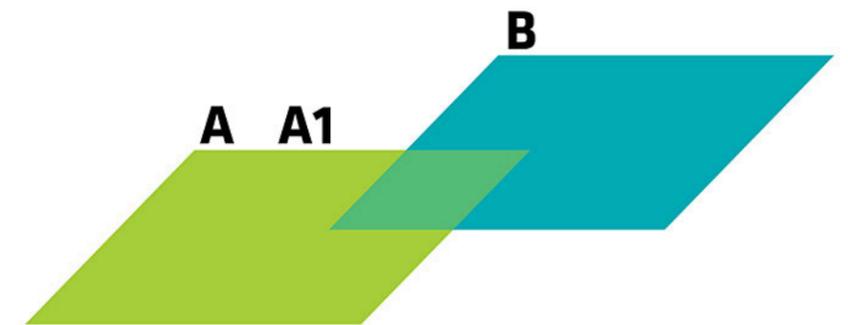
Overlap two polygons as desired (A and B). Determine which will be the top polygon and designate it as polygon A. Select polygon A and send it to the back.

Step 2



Duplicate polygon A which creates polygon A1. Then bring polygon A1 to the front.

Step 3



Adjust polygon A1 to a transparency of 50%.*

* Transparency can be adjusted +/- 5% as needed for the best visual effect.

Photography Overlaps

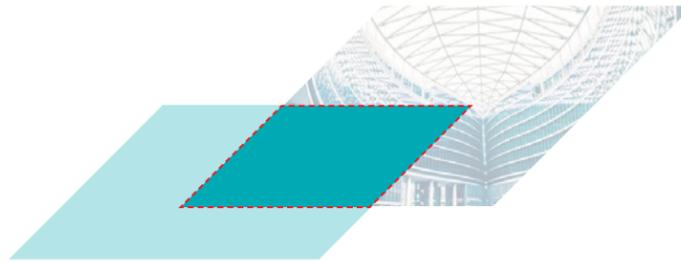
Step 1



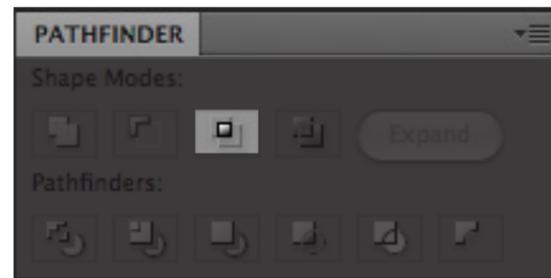
Arrange two polygons with the photo polygon behind the color polygon. Copy the polygons.

NOTE: This will be pasted in place at the end.

Step 2



Select both polygons and split the shape apart with the Pathfinder Intersect tool. This will isolate the overlap portion of the two polygons and delete the original polygons.



Pathfinder: Intersect

Step 3



Paste in place the original polygons that you copied at the beginning. Send these two polygons to the back, leaving the overlap in front.

Step 4



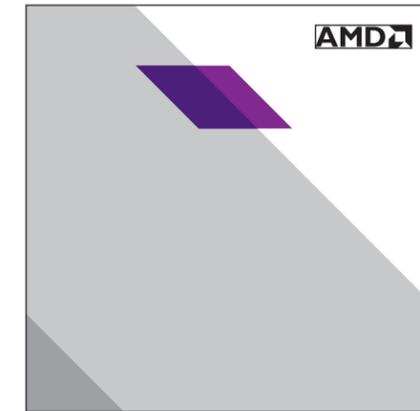
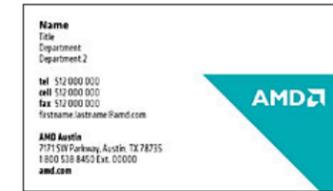
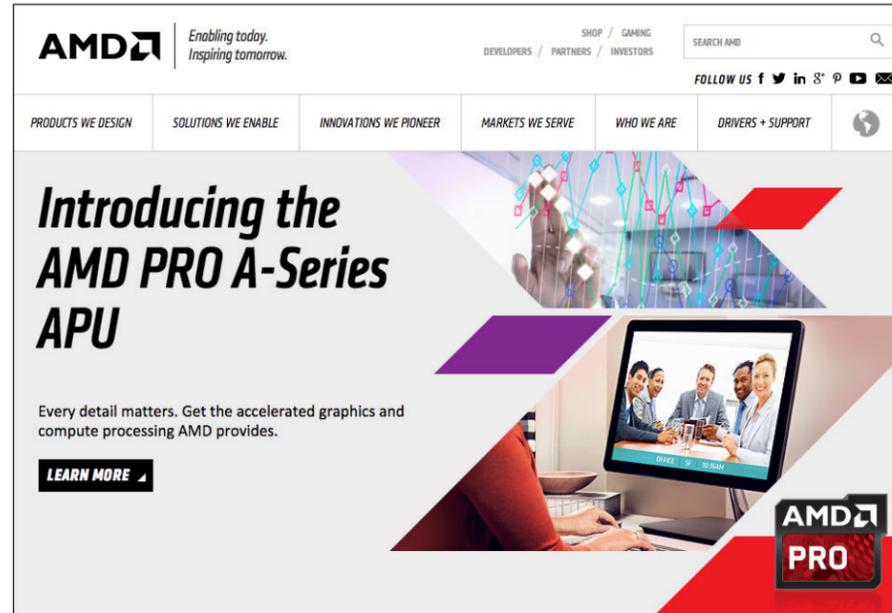
Select the overlap and make it 80% opacity.

NOTE: Image should always be the bottom layer.

NOTES:

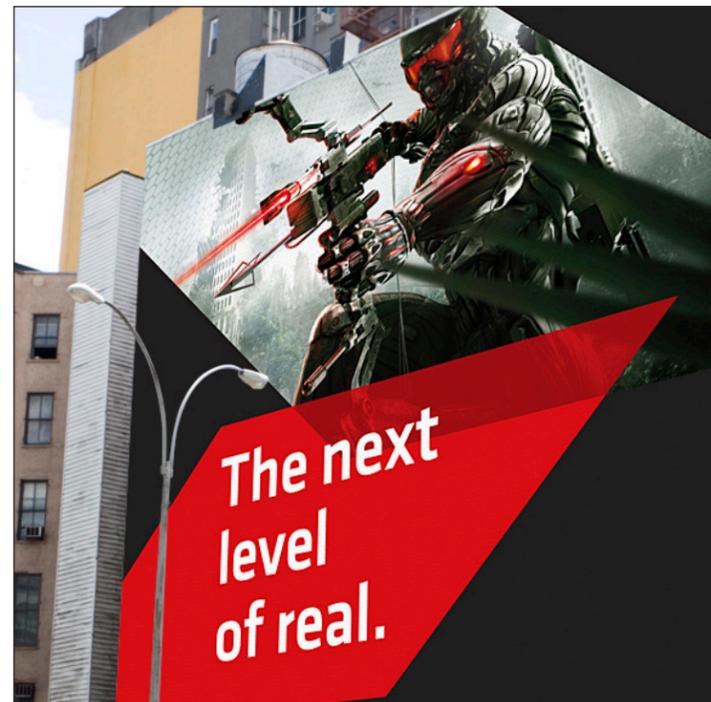
- In business application uses such as Microsoft Word and PowerPoint, you can use transparency and a solid color rather than the full-color overlap process.
- 80% opacity overlap on photos can be adjusted up or down 5% (75%-85%) depending on the darkness of the image that is overlapped.

Color Usage



Combinations

You are not limited to just two color combinations, but be cautious that the more you use the harder it is. Oftentimes, the addition of gray into a palette will give the design the extra legs it needs.



Temperature

Keep in mind that there are hot and cool colors in the palette and those will affect the way any design is perceived.

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

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

NOTE: No treatments such as shadowing or 3D effects should be used on text within print or web assets.

Greek and Cyrillic Typeface – For Use in Greece and Russia

Neo Sans

BOLD & BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM & MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR & REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIGHT & LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NOTE: PanEuropean or W1G supports all Native European fonts.

Character Set and Glyphs - Cyrillic

АБВГДЕЖЗИЙКЛМНОПРСТУХЦЧШЩЪЫЬЭЮЯ
ЃГҒЁЖӢЌҚЎҪҫҬҮҰҲҪІІЈ
абвгдеёжзийклмнопрстухцчшщъыьэюяѓгѓёж
йќќљњћђћўўууућћѕѕііј

Character Set and Glyphs - Greek

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩΑ'ΕΗΙ'Ι'Ι'ΟΥΨΩ
αβγδεζηθικλμνξοπρστυφχψωάέήι'ι'ι'ούώϋϋ
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩΑ'ΕΗΙ'Ι'Ι'ΟΥΨΩ
αβγδεζηθικλμνξοπρστυφχψωάέήι'ι'ι'ούώϋϋ

Chinese Typeface – For Use in China

微软雅黑-Regular

常规字体

在世界的每个角落，您都能看到AMD创新技术的身影，在生活的方方面面，您都能感受到AMD技术带来的精彩体验。

常规字体 字间距50

在世界的每个角落，您都能看到AMD创新技术的身影，在生活的方方面面，您都能感受到AMD技术带来的精彩体验。

常规字体倾斜15度

在世界的每个角落，您都能看到AMD创新技术的身影，在生活的方方面面，您都能感受到AMD技术带来的精彩体验。

常规字体倾斜15度 字间距50

在世界的每个角落，您都能看到AMD创新技术的身影，在生活的方方面面，您都能感受到AMD技术带来的精彩体验。

NOTE: Chinese typeface is Microsoft Yahei.

微软雅黑-Bold

加粗字体

在世界的每个角落，您都能看到AMD创新技术的身影，在生活的方方面面，您都能感受到AMD技术带来的精彩体验。

加粗字体 字间距50

在世界的每个角落，您都能看到AMD创新技术的身影，在生活的方方面面，您都能感受到AMD技术带来的精彩体验。

粗体倾斜15度

在世界的每个角落，您都能看到AMD创新技术的身影，在生活的方方面面，您都能感受到AMD技术带来的精彩体验。

粗体倾斜15度 字间距50

在世界的每个角落，您都能看到AMD创新技术的身影，在生活的方方面面，您都能感受到AMD技术带来的精彩体验。

Business Applications Typeface – For Use in Word and PowerPoint

Only use when primary is unavailable. (e.g., Microsoft Word, PowerPoint, etc.)

Calibri

BOLD & BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

REGULAR & REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Typography Best Practices

Headline

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.**

Mixed Usage

MEDIUM CONDENCED ITALIC HEADLINE / REGULAR BODY

*Lorem Ipsum dolor
sit amet omnia sequas.*

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.

LIGHT ALL CAPS HEADLINE IN PRIMARY PALETTE / BOLD SUBHEAD / REGULAR BODY

LOREM IPSUM DOLOR
SIT AMET OMNIA SEQUAS.

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.

LIGHT AND BOLD HEADLINE IN PRIMARY PALETTE / REGUALR CONDENSED BODY

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

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.

Triangle Bullet Usage

BLACK BULLET POINT

▲ *Lorem Ipsum dolor
sit amet omnia sequas.*

COLORED BULLET POINT

LOREM IPSUM DOLOR. ▼

BLACK BULLET POINT

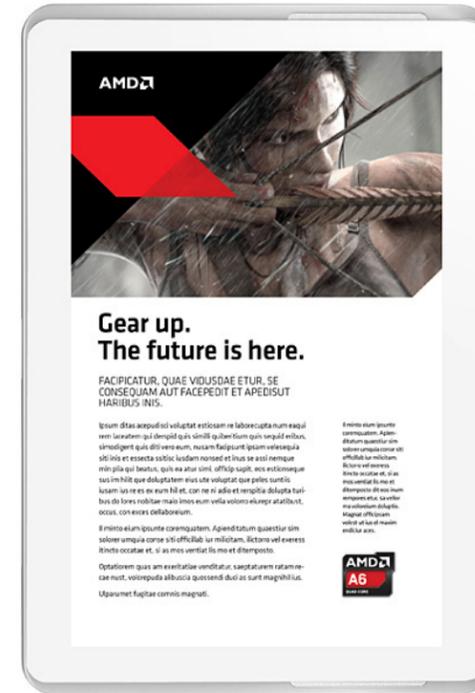
LOREM IPSUM DOLOR. ▲

COLORED BULLET POINT

▼ **Lorem Ipsum dolor.**

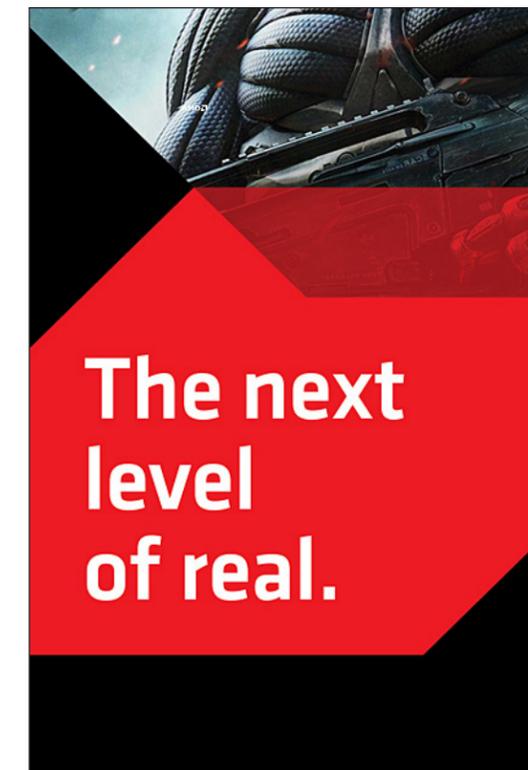
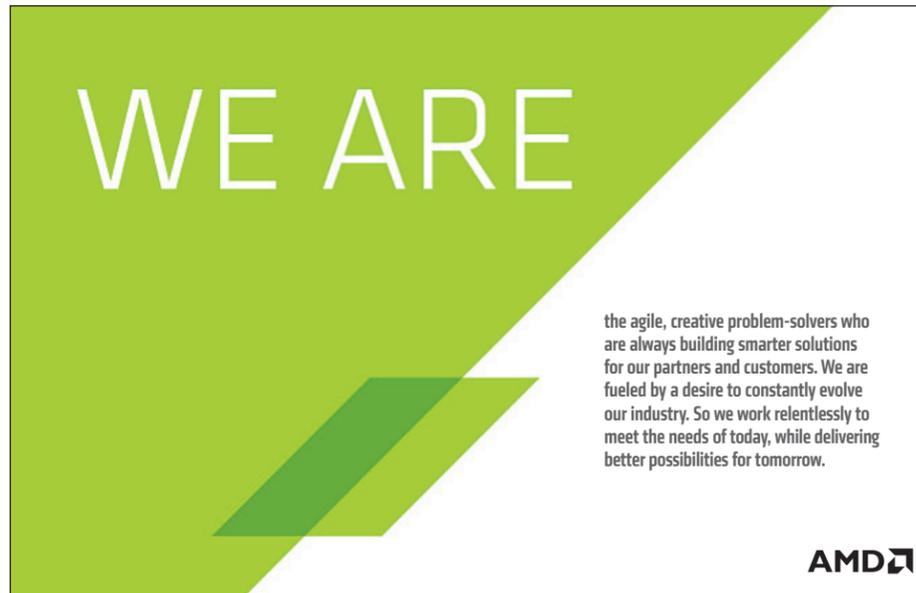
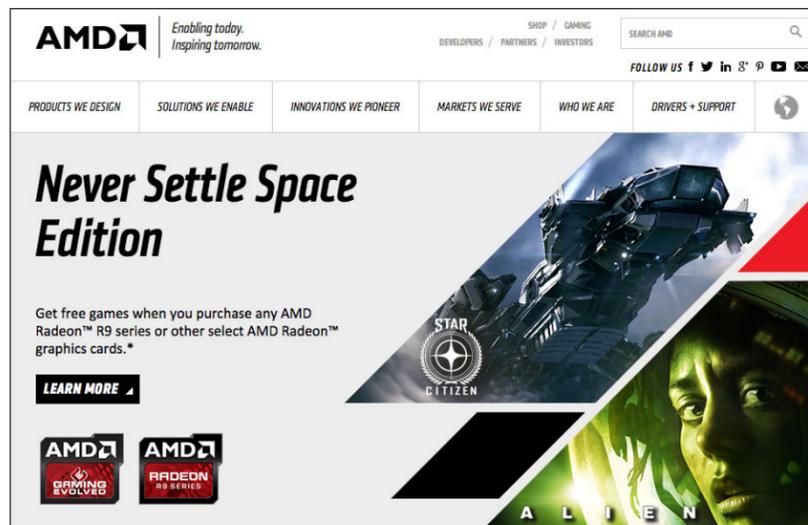
NOTE: As not to distract from the content, it is acceptable to use • or > bullets if numerous bullets are required (i.e., technical brief, product documents, white papers).

Typography Usage Examples



Condensed Type

When there is an abundance of content, condensed type will allow you more flexibility in your design.



Weight Change

The use of multiple weights in a headline is one way to create a unique voice.

Photography

Our photography style is a reflection of the pioneering nature of our brand. It is bold, crisp and always natural. People and products are the heroes of our photography. Our subjects are diverse and authentic. They are capable of emotion without seeming disingenuous. We always portray them in their normal environments, while avoiding obvious, over-the-top representations of their day-to-day lives.

People and Lifestyle Photography

Choosing photography that represents the spirit of AMD means telling an honest story about the humanistic element of the brand.

Casting

Our models are pioneers of the AMD brand – they are strong but friendly, active and collaborative. But, most importantly, they should always seem like real people in real environments. Engagement with the camera and/or other people should be authentic.

Avoid groups of people staring at a single device or people whose actions seem frozen in time. Instead, opt for images where people are working, building and creating together.



Lighting

AMD lifestyle photography should always feature bright, natural light and pops of color. These elements help to make AMD feel present, vibrant, alive and expressive. Avoid dark shadows and overly dramatic lighting.



Staging

Environments should have a modern, global feel. We always work to create sets that seem lived-in but not cluttered with too many props. Our surroundings should tell a story about who our subjects are, where they work and what AMD's innovations have enabled them to do.

Product Photography

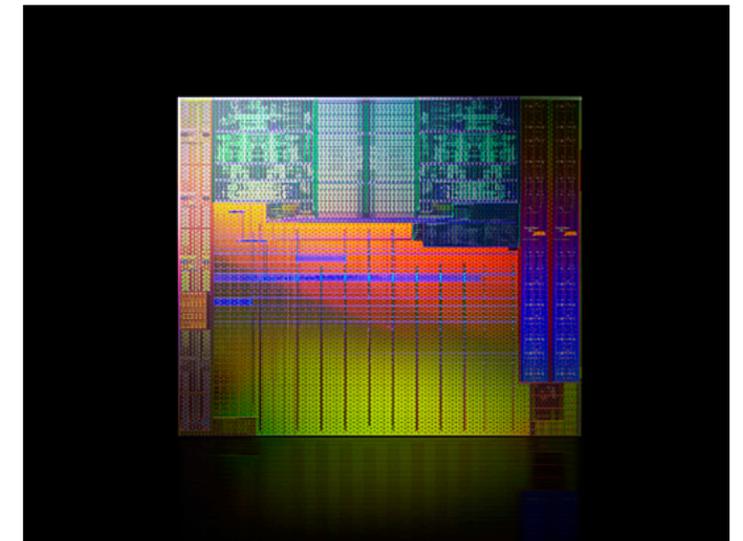
The products we help build through our partnerships are intricate, artful pieces in and of themselves. They should be shot in a way that highlights those intricacies as often as possible.

Lighting

When used in product shots, dramatic lighting and strong highlights create a jeweled effect that adds vibrancy to our subjects. Strong black hues and shiny metals should be rich and authentic without overstyling them in post-production. Brightly colored backgrounds create strong contrasts that add visual depth to our products.

Staging

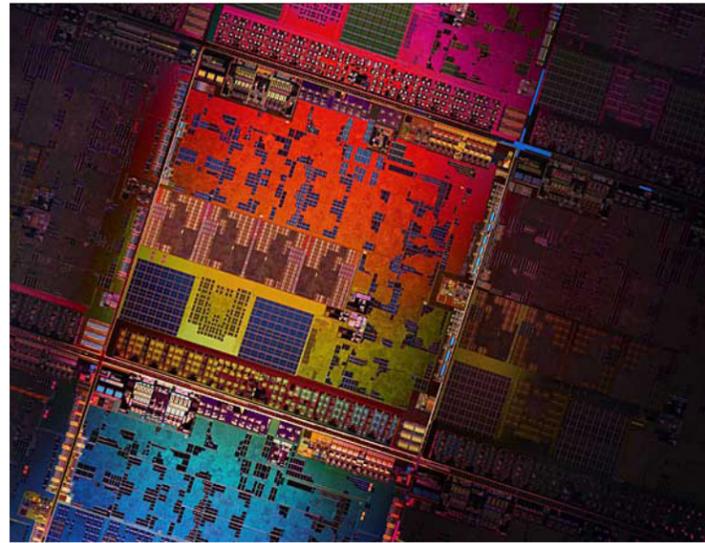
Thoughtful cropping and creative angles help highlight the best, most interesting attributes of a product. Refrain from styling or propping product shots. Rather, let the product be the hero of the shot.



Story and Texture Photography

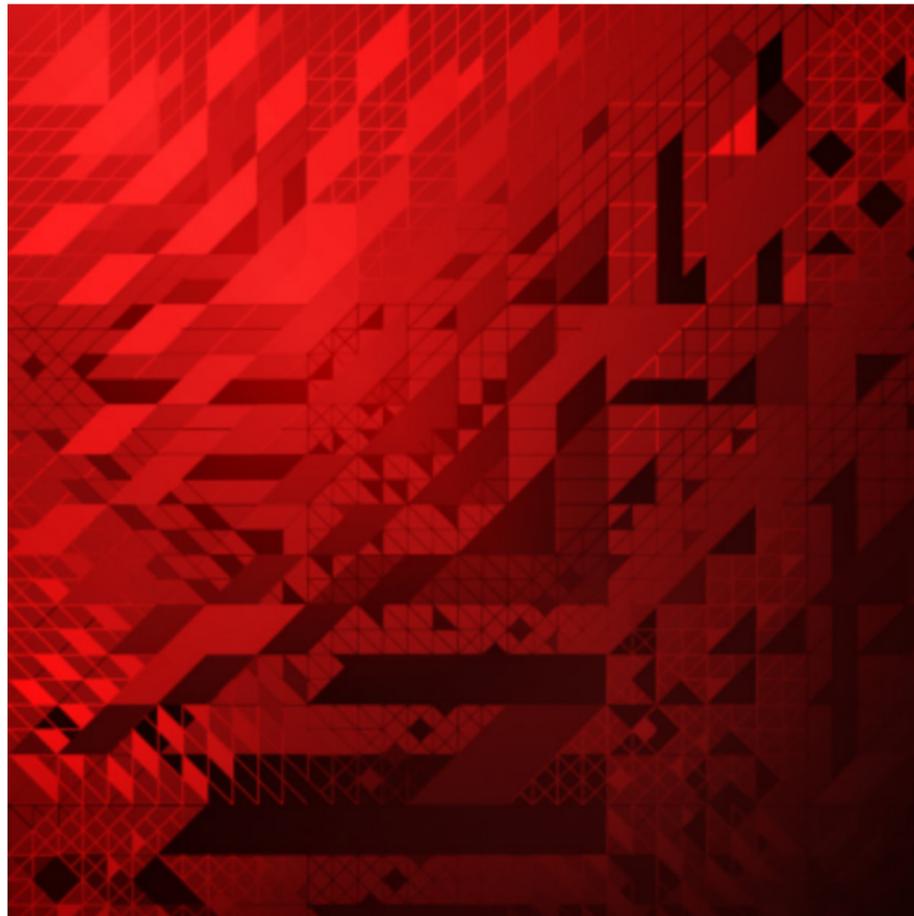
The results of our impact on the world should be portrayed in dramatic and unexpected ways. They should make the viewer think and feel.

Macro shots of algorithms, data centers and other technologies offer interesting and dramatic textures as well as rich pops of color. Alternatively, showing the inner workings of buildings and cities is a great way to provide context around the innovation AMD has brought to the world. Avoid severe streaking motions or exaggerated lighting effects.



Polygon Illustration

The polygon is integral to our brand and ties directly to our products. The illustration in our product badges has a rich, complex energy that complements our pioneers and connects us to our DNA.



The polygon illustration can be used within a polygon shape or as a background element.

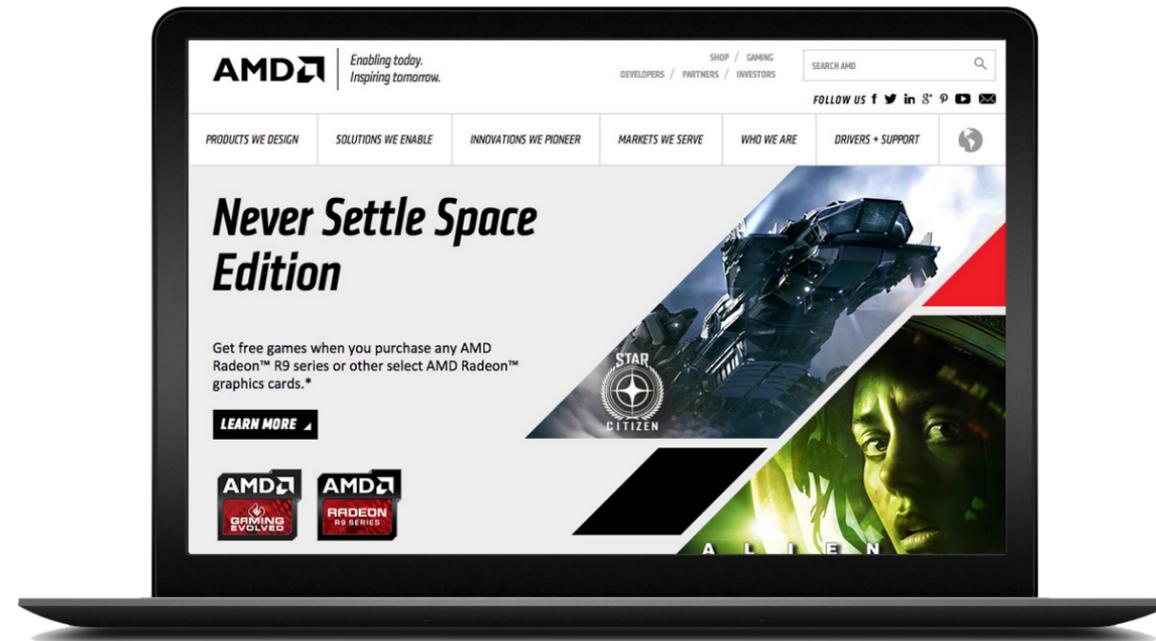
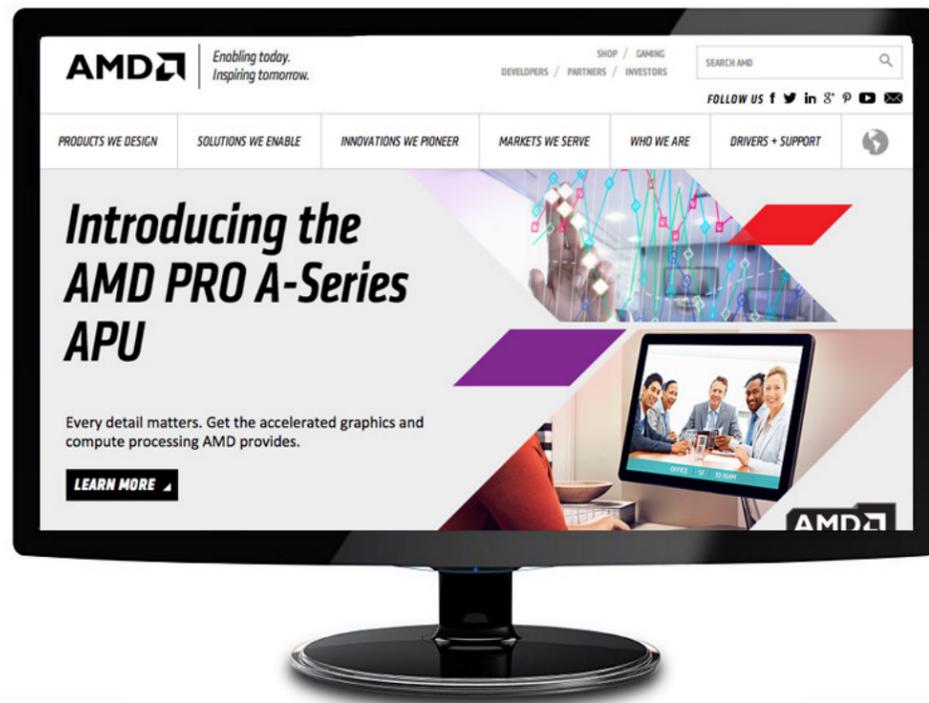
Applying the Brand

It often isn't until you see a brand come to life in a wide array of communications that you truly understand how to begin building it yourself. So we've done just that. Throughout this section, examples of AMD-branded materials have been provided in a variety of media to inspire and guide your future creative explorations.

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Web and Mobile Applications

Web and mobile applications are a vital part of our brand experience. The following is a small sample of ways to execute our new brand identity on these platforms.



Advertising Applications

Our advertising applications are an important way to tell our brand story to external stakeholders. The following is a small sample of ways to execute our new brand identity in advertising.

AMD

Radeon™ is Gaming.

AMD Radeon™ R9 290X graphics. A new GPU for a new era of gaming.

For gamers who demand the very best, AMD Radeon™ R9 290X graphics shatter ordinary GPU performance. Groundbreaking GCN Architecture pushes your performance to insane levels while AMD TrueAudio technology and ultra-resolution gaming take you even deeper into the action on up to four displays at resolutions 4X higher than HD. With the all-new hyper-efficiency of Mantle, you've got an advantage that your opponents will never expect.

Radeon™ is faster. Radeon is immersive. Radeon is gaming.

See why Radeon™ is gaming at amd.com/R9

AMD **AMD**
RADEON R9 SERIES GEMING EVOLVED

BATTLEFIELD 4
PREPARE 4 BATTLE
WITH AMD RADEON™ R9 290X GRAPHICS.
BATTLEFIELD 4™ AVAILABLE OCTOBER 29 ON WWW.ORIGIN.COM

PROSBITE 3

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AMD

If it can give Sonic™ a boost, imagine what else it can do.

AMD APUs are found in everything from the leading game consoles to PCs. From controlling your PC with gestures* to making your games, videos and apps look amazing with built-in AMD Radeon™ graphics, the AMD APU is ready to take on Sonic & All-Stars Racing Transformed – and whatever else drives you.

See what else the AMD APU can do at amd.com/iftcangame

AMD
A6
BLACK EDITION

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Images and logos © SEGA, SEGA, the SEGA logo, Sonic & All-Stars Racing Transformed and other related game titles, logos, characters and character names appearing in the game are either registered trademarks or trademarks of SEGA. Copiers or have been licensed to SEGA Corporation. All rights reserved.

AMD

Radeon™ is Gaming.

AMD RADEON M200 SERIES GEMING EVOLVED

Welcome to an entirely new dimension of gaming where premium features combine to shatter your expectations of what a GPU can do. AMD Radeon™ [R9 M200 Series] Graphics give you intelligent power features and revolutionary gaming performance to game just about wherever you want, whenever you want.

Radeon™ is faster. Radeon is immersive. Radeon is gaming.

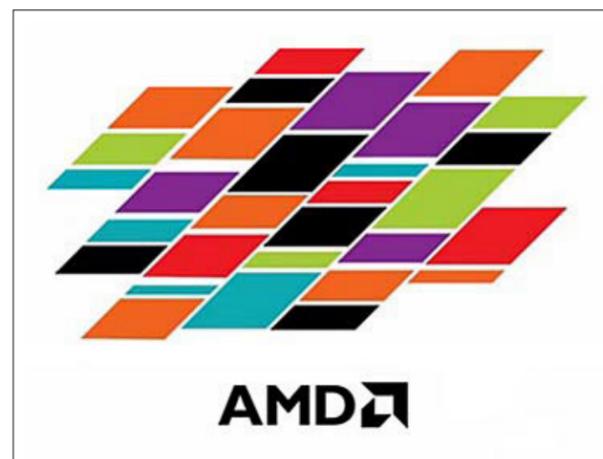
- Graphics Core Next (GCN) Architecture – Immersive features you crave that deliver next-gen performance for next-gen games.¹
- Mantle – Make gaming revolutionary with an advantage your opponents will never expect.²
- AMD Enduro™ technology – Power from intelligent technology that automatically adjusts to your needs.³

See why Radeon™ is gaming at amd.com/mobileradeon

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Video Applications

Video, motion and rich media executions of the brand allow unique opportunities to tell the AMD story. The following is a small sample of how to use the brand elements in these mediums.



Collateral Applications

Our collateral applications are an important way to tell our brand story to internal and external stakeholders. The following is a small sample of ways to execute our new brand identity in collateral.

THE AMD WAY

The AMD Way is embodied in three core beliefs, which create value for our people, customers and shareholders:

- Ownership and Commitment**
 We do what we say and own what we do
- Innovation Leadership**
 We chart and pave our own path to success
- Customer Focus**
 When our customers win, we win

The AMD Way comes alive when we take action in 4 ways:

Achievement Plan and play to win in all we do, every time... every day matters	Alignment Work as one AMD to debate, decide, embrace, and execute	Accountability Build trust by honoring our commitments	Agility Continuously learn and improve in all aspects of our business
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AMD

<http://TheAMDWay>

THE AMD STORY

Our mission is to be the leading designer and integrator of innovative, tailored technology solutions that empower people to push the boundaries of what is possible.

Our Technology
 The brand of choice for laptops, desktops and mobility solutions
 Every one of the world's leading PC manufacturers power their products with AMD to bring beautiful technology to life. The Accelerated Processing Unit (APU) was developed by AMD and boasts features such as 3D graphics and UltraHD visual resolution, as well as accurate and reliable voice and facial recognition, touch and gesture control.

The core of the gaming industry
 We partner with all major console manufacturers, including Nintendo, Microsoft and Sony, to drive breathtaking image quality to deliver truly out-of-this-world gaming experiences.

Embedded in your everyday life
 Technology is embedded everywhere that we shop, learn, travel and live, enabled by the performance, power-efficiency and scalability of AMD technology.

Reimagining the server
 The new era of cloud computing requires a revolutionary architecture that removes the constraints of compute, storage and bandwidth, so AMD has created server technology that meets the extraordinary demands of the datacenter of the future.

What Differentiates us?
Joining with great brands to bring their products to life
 Brands such as Acer, Asus, Cisco, Dell, GE, HP, Lenovo, Microsoft, Nintendo, Samsung, Sapphire, Sony, Toshiba, Vizio and XFX power the solutions they create for the different ways you work and play with technology today.

A leader in graphics innovation
 AMD's innovative graphics technology delivers unmatched levels of detail and realism and leads the industry in technology that makes 3D digital worlds and characters come alive.

Future of surround computing
 AMD is looking beyond today's conventional technologies to power the smarter computers, servers, clouds and embedded devices that make "Surround Computing" a reality.

Download the full AMD Introduction presentation at www.amd.com/aboutAMD.

AMD

THE AMD MISSION

To be the leading designer and integrator of innovative, tailored technology solutions that empower people to push the boundaries of what is possible.

WE ARE A LEADER IN GRAPHICS INNOVATION

FIRST EVER
 real-time hair rendering technology in a playable game

Today's entertainment experience is high definition, on demand and graphically intensive. AMD's innovative graphics technology delivers

WHO WE ARE

OUR STATS <ul style="list-style-type: none"> Established in 1969 and headquartered in Sunnyvale, California and Austin, Texas Approximately 10,000¹ employees worldwide Operations in 31 countries, with more than 50 locations, including more than a dozen R&D facilities, and assembly/test manufacturing facilities in Malaysia and China NYSE ticker symbol: AMD Fortune 500 company 2012 revenues of \$5.42 billion 	OUR OFFERINGS <ul style="list-style-type: none"> Accelerated Processing Units (APUs) for consumer and commercial notebook, desktop and embedded markets x86 microprocessors for commercial and consumer markets Embedded microprocessors for commercial, commercial client and consumer markets Chips for desktop and notebook PCs, embedded systems, professional workstations and servers Graphics, video and multimedia products and technologies for desktop and notebook PCs, embedded systems, professional workstations, servers and game consoles
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At AMD we live our core values through our actions

AMD

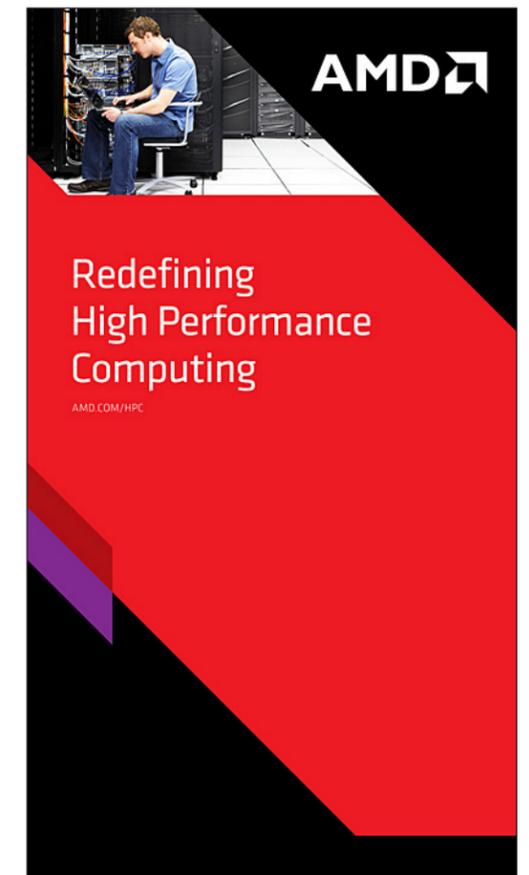
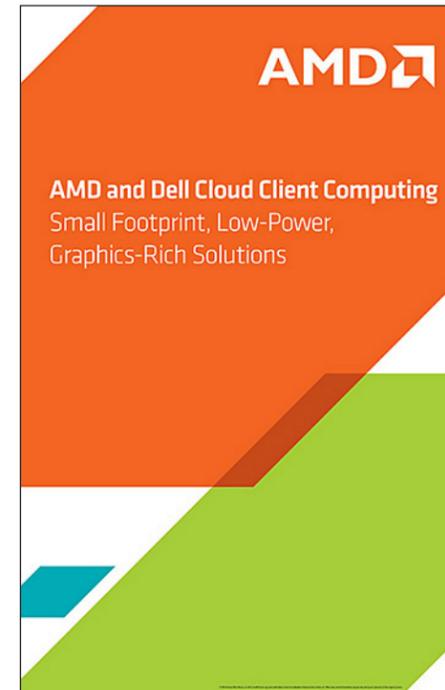
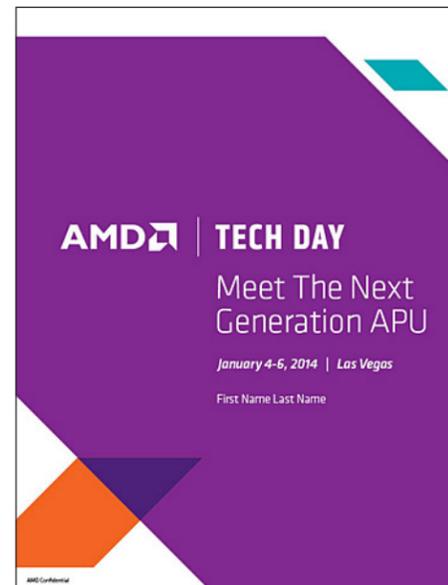
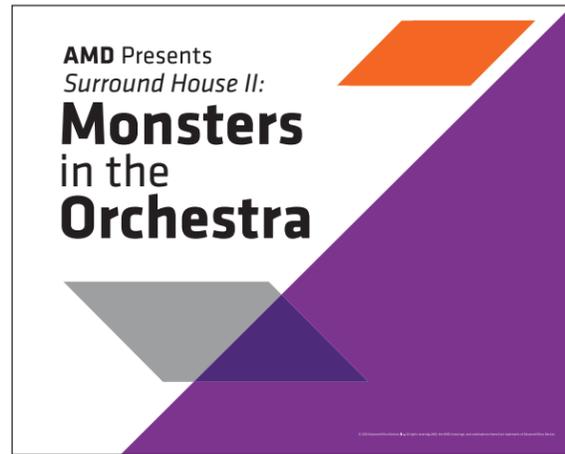
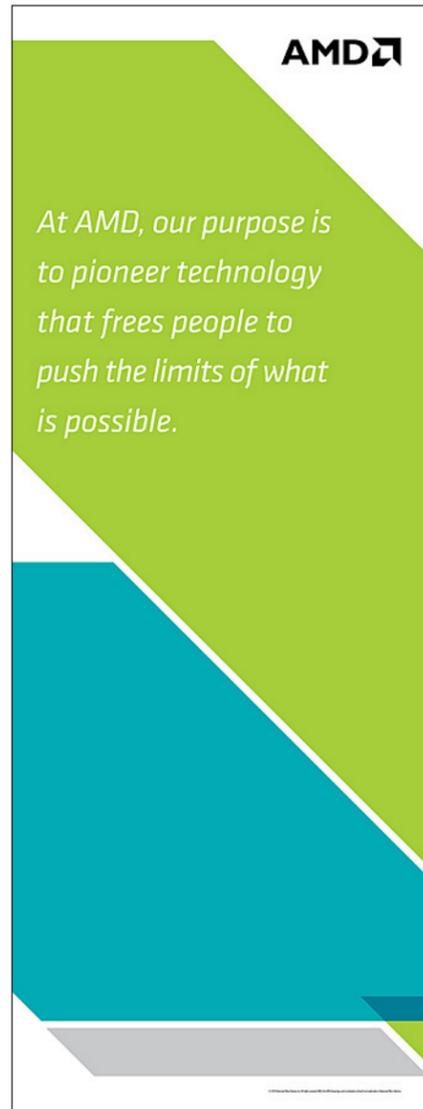
Packaging Applications

Our packaging is an important touch point for our consumers in relation to their experience with the brand. The following is a small sample of ways to execute our new brand identity in our APU packaging.



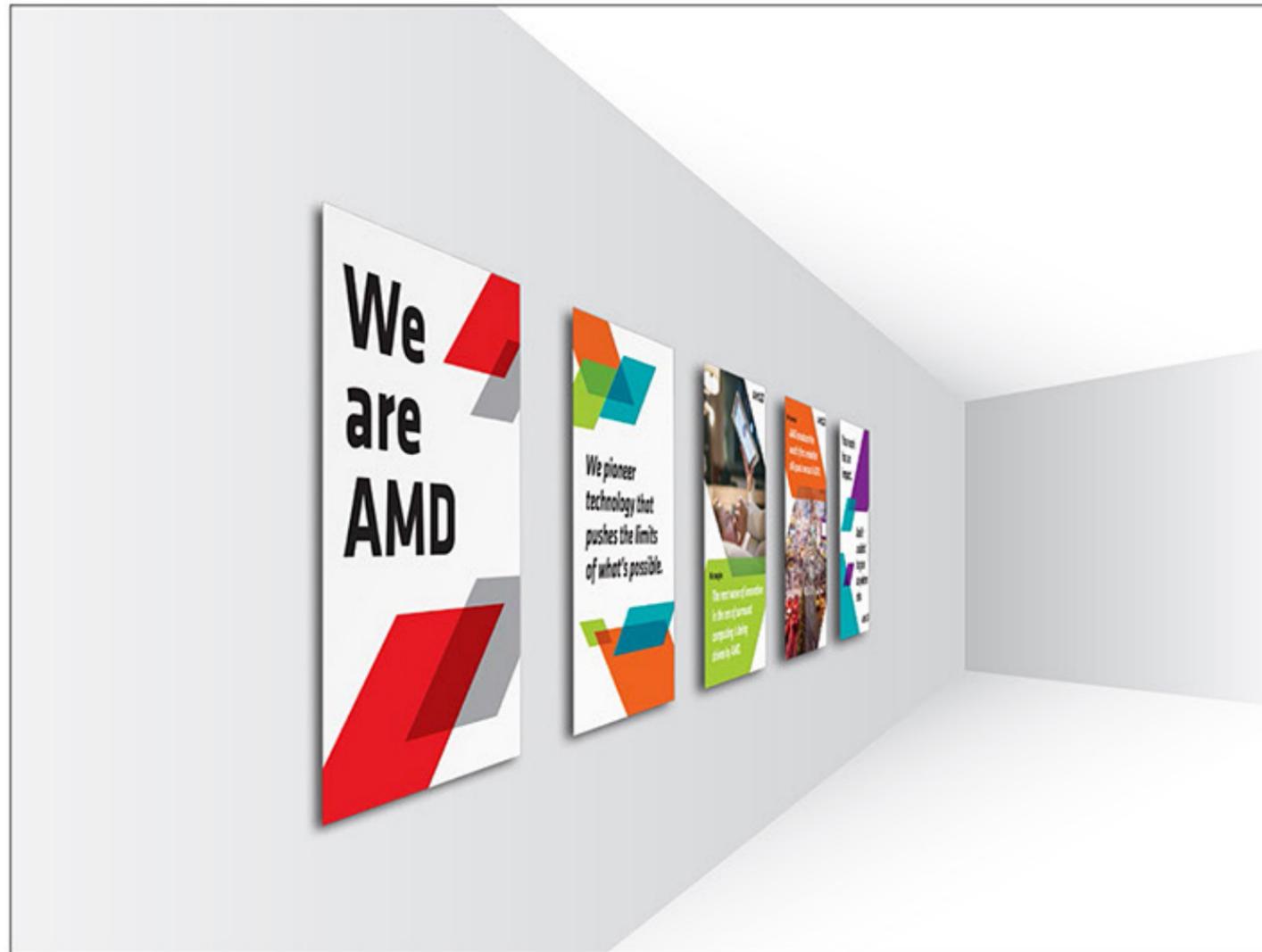
Event Applications

Our event applications are a vital part of creating unique customer experiences. The following is a small sample of ways to execute our new brand identity at events.



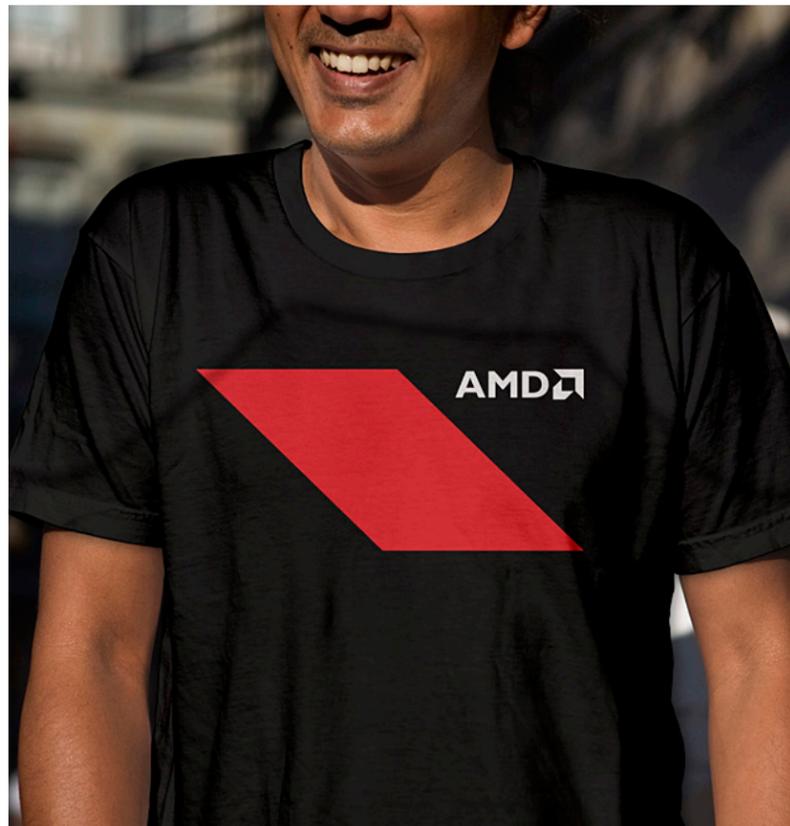
Environmental Applications

It is just as important to show our new look and feel internally as it is externally. You might see new signage in an AMD office environment.



Promotional Applications

Our new look and feel can be mixed and matched with various promotional materials to bring our brand to life in new and unexpected ways. The following is a small sample of ways to execute our new brand identity in a variety of mediums.



AMD Contacts and Resources

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

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