

AMD *Brand* Guidelines Overview



Dear AMD Marketing Team,

AMD has embarked upon a bold new adventure for our business—and our brand. With the acquisition of ATI and the growth of our partnerships, we're bringing smarter choices to customers everywhere. The new AMD is creating powerful visual experiences on everything from PCs to digital televisions to handheld devices. And now the intensity of this visual experience extends to our brand.

With compelling graphics and rich textures, the new AMD brand identity reflects the immersive digital experiences that our customers demand. We've integrated computing, graphics, and consumer electronics dimensions, while providing a flexible foundation that can meet the diverse needs of our different audience segments.

On the following pages, you will find communication guidelines and tools that will help us support this dynamic brand presence. From high-level marketing information to sample deliverables and layouts, these guidelines will help ensure that we speak with a consistent voice and present ourselves in a visually consistent manner—throughout all of our communications.

Thank you for your dedication and commitment to AMD. Working together, we can accomplish great things.

Sincerely,



John Volkmann
Corporate Vice President
Corporate Brand and Communications



Stephen DiFranco
Corporate Vice President
Corporate/Alliance & Channels Marketing

Table of Contents

| | |
|---|----|
| Letter from Executive Management | 1 |
| Introduction | 3 |
| Brand Strategy | 4 |
| Brand Voice | 6 |
| AMD Visual Brand Identity | |
| Core Graphic Elements | 8 |
| AMD Black Tab | 9 |
| AMD Typography | 10 |
| AMD Brand Shapes and Triangle Elements | 12 |
| AMD Brand Imagery | 14 |
| AMD Visual Brand Identity | |
| Guidelines by Segment | 15 |
| AMD Corporate Visual Brand Identity | 16 |
| AMD Corporate Graphic Samples | 17 |
| AMD Corporate Layout Components | 18 |
| AMD Commercial Visual Brand Identity | 19 |
| AMD Commercial Graphic Samples | 20 |
| AMD Commercial Layout Components | 21 |
| AMD Consumer Visual Brand Identity | 22 |
| AMD Consumer Graphic Samples | 23 |
| AMD Consumer Layout Components | 24 |
| AMD Gaming Visual Brand Identity | 25 |
| AMD Gaming Graphic Samples | 26 |
| AMD Gaming Layout Components | 27 |
| AMD Brand Checklist | 28 |
| Summary | 29 |

Introduction

Welcome to the AMD Brand Guidelines Overview

On the following pages you'll find everything you need to support the AMD brand. These new guidelines are designed to help you oversee the work of your marketing teams and external agencies, so we can bring greater consistency to all communications from AMD.

In the past year AMD has evolved as a company—and so has our brand. We've refined our visual identity system to reflect the essence of the former ATI brand, while providing for the unique characteristics of the Corporate, Commercial, Consumer, and Gaming audiences. This new brand identity brings our promise of customer-centric innovation to life.

AMD Market Segments

The AMD brand identity system creates a structure that will help us establish a unified—and credible—presence in four key market segments:

1. Corporate
2. Commercial
3. Consumer
4. Gaming

Within the brand identity system there are core branding elements that should be applied consistently across all communications. These include recommended logo treatments, branded typography and color palettes, and a variety of signature design elements that reinforce AMD's brand presence.

Using These Guidelines

The rest of this guide introduces you to the new AMD brand identity. We begin with an overview of the AMD brand strategy and brand voice—that is, how to approach our marketing communications from the highest level. Then we walk through how the brand elements should be applied across each of the market segments. Finally, a checklist is provided for reviewing the work of your marketing and advertising agencies.

Note that these guidelines are written from a marketing perspective. For detailed design and production specifications, please refer to the AMD Brand Guidelines. There you'll find in-depth information about the new visual brand identity and how to apply the AMD brand to online and Web communications.

For help reaching specific market segments the AMD Marketing Toolkits are also a valuable resource. Within the toolkits you'll find design templates and detailed instructions on creating go-to-market materials for a particular segment. The toolkits include pre-approved imagery, headlines, and copy decks. And they are designed to meet the needs of different partners and regions.

When used with consistency and imagination the AMD Marketing Guidelines give us the opportunity to demonstrate that AMD is the Smarter Choice. Let's get started.

AMD *Visual* Brand Identity

Guidelines by Segment

AMD Corporate Visual Brand Identity

Our Corporate marketing materials use dramatic colors, typography, and imagery — all designed to support our messages of social and environmental responsibility. The colors are dark, earthy, and inspired by nature. Our serif typeface, Alexandra, provides a sophisticated tone for headlines, while the key benefits are emphasized in a larger size and/or color.

Note that Corporate images should communicate boldness and confidence. We use metaphorical imagery to reinforce core concepts, as well as lifestyle photography to add a human aspect that connects with viewers.

To ensure AMD brand recognition, the AMD Black Tab appears across all segments as a showcase for the AMD Brandmark Lockup. We also inject texture and personality into our communications by using triangle elements, Headline Boxes, and other design treatments. The following pages show the unique approach that comprises the AMD Corporate identity.



The world relies on
technology to
solve problems.
That's why we're here.



DOMINANT COLORS

The dominant colors on AMD Corporate communications should be in these dark, earthy tones, which reflect our commitment to the environment and corporate citizenship.