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ATI Agent Ruby™ Usage Guidelines 1.0



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Introduction

ATI Agent Ruby™, Special Operations, is much more than a sexy illustration. We use Agent Ruby to create an emotional connection with the gaming audience, as well as to reflect the benefits of both our gaming and digital content creation (DCC) products.

ATI Agent Ruby™ can be used on materials created by ATI/AMD, as well as by OEMs, VARs, SIs, and AIBs. These third parties can use their own graphic identity systems for the overall design of their materials, but the specific rules for Agent Ruby usage still apply.

This guide walks through each aspect of the Agent Ruby brand character. You'll learn about the ATI Agent Ruby Lockup, approved imagery, and key brand assets available for download. In addition, you'll see how the character should be addressed in print and online communications, as well as live event representations.

Agent Ruby brings a valuable edge to the ATI/AMD brand personality. When used consistently and appropriately, the Agent Ruby character can help give AMD and its business partners real strength in the marketplace. If you have any comments or questions about the Agent Ruby guidelines, please contact: brand.team@amd.com.

ATI Agent Ruby™ Usage Guidelines

Approved Audience and Product Segments

While the specific rules for ATI Agent Ruby™ usage apply to third-party materials, these entities can use their own graphic identity systems for the overall design of their materials.



AIB Packaging Example

ATI Agent Ruby may be used on communications materials that target specific end-user audience segments, including extreme gamers, mainstream gamers, digital content creators, and ATI Radeon™ product users.

These targeted materials can be created by ATI/AMD, as well as by OEMs, VARs, SIs, and AIBs. For more information on using Agent Ruby on third-party materials, see page 48. Some of the most common uses of Agent Ruby would be on:

- Processor, graphics card, and chipset marketing materials
- Desktop and notebook PC gaming platform marketing materials
- AMD GAME! and AMD GAME! Ultra systems
- ATI/AMD website pages relevant to the above
- The game.amd.com website

Throughout all these communications, Agent Ruby should be consistently shown in action to help support her Outlaw persona, as well as reinforce the ATI/AMD brand attributes of speed, agility, performance, power, and precision. Refer to the latest AMD Brand Guidelines for additional information on ATI/AMD audiences.



AIB Packaging Example

Extreme Gamers

The extreme gaming audience is comprised of “adrenaline junkies” who thrive on competition and aim for the high score. They are typically tech-savvy and interested in adapting their systems to get an edge — more power, more performance, and quicker response times. The immersive detail and seamless gaming experience is a huge attraction. For this audience:

- Agent Ruby should always be the hero image because her Outlaw persona creates an emotional connection with this audience and reinforces ATI/AMD brand attributes
- Show Agent Ruby in action, whenever possible

Mainstream Gamers

In contrast to extreme gamers, mainstream gamers play mostly for the “entertainment” value. They are looking for a diversion from work — a way to relax and have some fun. They are not particularly tech-savvy. Their gaming choice should be simple, but keep the experience amazing. For this audience:

- Agent Ruby should be used as a supporting visual, such as on a monitor. The main focus of the communications should be on choosing ATI/AMD for gaming
- Show Agent Ruby in action, whenever possible



Extreme Gamers: ATI Agent Ruby™ used as the hero visual

ATI Agent Ruby™ Usage Guidelines

Approved Audience and Product Segments

Digital Content Creators

For design professionals who demand cutting-edge graphics performance, ATI Agent Ruby™ is a literal representation of the striking imaging quality that's possible with ATI/AMD products. This audience is typically comprised of computer-aided design (CAD) engineers, digital content creators (DCCs), and industrial animators. For this audience:

- Agent Ruby should be shown as a wireframe or on a monitor screen, in development.
- The main focus of the communications should be on choosing ATI/AMD for outstanding graphics performance
- Use the visual in a way that demonstrates the fine detail, shading, and other product capabilities relevant for this audience

ATI Radeon™ Product Group

Agent Ruby may also be used to support all product levels within the ATI Radeon™ Product Group. This includes usage by AIB partners. Refer to page 47 for details.

Excluded Segments

To ensure recognition of Agent Ruby as our brand character — and not to dilute her impact — the use of her imagery is reserved for the segments described previously.

- **DO NOT** use Agent Ruby or the ATI Agent Ruby Lockup in materials that will not have an ATI/AMD logo present
- **DO NOT** use Agent Ruby in materials targeting the general consumer audience
- **DO NOT** use Agent Ruby in materials targeting commercial users (except for the DCC segment)
- **DO NOT** use Agent Ruby in materials targeting system integrators, VARs, and OEMs
- **DO NOT** use Agent Ruby in corporate-level communications



Do Not use ATI Agent Ruby™ in corporate-level communications



Mainstream Gamers: ATI Agent Ruby™ used as a supporting visual; on screen.



Digital Content Creators: ATI Agent Ruby™ is shown in the development stage

ATI Agent Ruby™ can be used on colors that align with partner or product brands. Here, she appears on black to comply with the AMD Brand Guidelines for Workstation Graphics.