

Power.ORG



PowerTM

PowerPCTM transition to Power ArchitectureTM Guidelines

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PowerPC is a microprocessor RISC-based instruction set architecture (ISA) developed in 1991 by IBM, Motorola (now Freescale Semiconductor), and Apple Computer. A new version of the PowerPC ISA will be released in August 2006 by the Power.org™ Power Architecture™ Advisory Council (PAAC). This new version—Power ISA™ 2.03—is a component of the Power Architecture platform, which also consists of a broad community of supporters, software and tools, and products that are built on the Power Architecture platform. Given its wide use, PowerPC version 1.x will continue to be the basis of some products in the marketplace.

Moving forward, we want to heighten awareness and understanding of the Power Architecture brand by fully leveraging our new visual identity system.

Transitioning to the Power Architecture™ brand

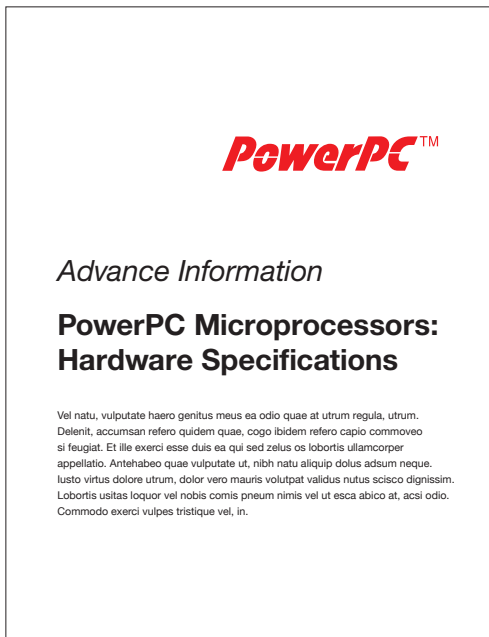
We are changing the way we talk about PowerPC architecture in our marketing communications, as well as launching a new visual identity system for the Power Architecture platform that we can all leverage to represent the technology and community behind our products.

Moving forward, we want to effect a mind-share transformation by using Power Architecture technology in a higher level context.

In particular, the new visual identity system presents an opportunity for companies to highlight their connection to Power Architecture technology—a world-class technology platform comprised of companies, standards, developers, products, services and more—through co-branding and/or endorsement approaches.

The following standards have been developed to help guide the transition to the Power Architecture brand.

The new Power visual identity system may be used as a replacement for the former PowerPC logo in all instances.



Before



After

We strongly recommend that use of the word “PowerPC” in communication materials be transitioned to the Power Architecture™ name when appropriate. In technical documentation, continue to reference PowerPC ISA or the new Power ISA™ version as appropriate to the product.

The following examples have been provided to add further clarity to the suggested use of the Power Architecture name in text.

Descriptive phrases

It is usually acceptable to transition PowerPC to the Power Architecture name when making general references to the platform which comprises the ISA (whether you are referencing PowerPC ISA or Power ISA versions), the community, supportive software and tools, and products that are built on the Power Architecture platform.

The context in which the Power Architecture name is used should be considered. If a sentence does not require the use of the Power Architecture name to provide necessary clarity, it may be removed from the sentence altogether.

Requires use of Power Architecture

From: Freescale has a strong legacy of providing PowerPC products with significant processing power.

To: Freescale has a strong legacy of providing Power Architecture products with significant processing power.

Does not require use of Power Architecture

From: L2 cache helps keep the PowerPC processor pipeline full, enabling faster and more efficient processing.

To: L2 cache helps keep the processor pipeline full, enabling faster and more efficient processing.

In reference to cores

Content referencing cores may be revised to eliminate references to PowerPC.

From: At the heart of the e300 SoC platform is Freescale’s e300 PowerPC core based on the classic PowerPC instruction set architecture.

To: At the heart of the e300 SoC platform is Freescale’s e300 core built on Power Architecture technology.

In reference to ISA (or instruction set architecture)

It is suggested that content be revised to eliminate specific ISA reference. Especially where ‘Book E’ or ‘Classic’ terms are used to describe the ISA - these distinctions will not be relevant moving forward.

From: Freescale’s MPC8555E device integrates two processing blocks: a high-performance e500 core that implements the enhanced PowerPC Book E instruction-set architecture and a RISC-based Communications Processor Module (CPM) that supports a wide range of communications peripherals.

To: Freescale’s MPC8555E device integrates two processing blocks: a high-performance e500 core built on Power Architecture technology and a RISC-based Communications Processor Module (CPM) that supports a wide range of communications peripherals.

Also see example under ‘In reference to cores.’

Protecting our trademark

Power Architecture™ is a trademark that is sublicensed to the community by Power.org. Using our trademark correctly and consistently on all communications will ensure maximum value is attributed to the Power Architecture brand.

The Power Architecture trademark is a valuable asset that must be protected. As such, the ™ symbol should always follow our name during its first use in text on a page.

To protect the Power Architecture trademark, the trademark should always be modifying a noun providing an appropriate frame of reference.

Appropriate frames of reference:

Technology

- Power Architecture licensing
- Power Architecture road map
- Power Architecture technology
- Power Architecture solutions
- Power Architecture platform

Brand

- Power Architecture logotype
- Power Architecture signature
- Power Architecture trademark

Experience

- Power Architecture philosophy
- Power Architecture ecosystem

Inappropriate uses create confusion and hinder our ability to protect our trademark.

Inappropriate uses:

- The word Power is not an appropriate shorthand reference for Power Architecture in written communications.
- The Power Architecture name should never appear in all upper-case lettering (e.g., POWER Architecture) or lower-case lettering (e.g., power architecture).
- The possessive case (i.e., Power Architecture's, Power's, Architecture's) should not be used.

Trademark footnote

The following trademark footnote should be used whenever any of the logos or wordmarks contained/demonstrated within these brand standards are used:

The Power Architecture and Power.org wordmarks and the Power and Power.org logos and related marks are trademarks and service marks licensed by Power.org.

For questions or to use logos that require approval,
please contact:

brand@power.org