Building
the
Intel Brand

*Graphics Standards
for Using the Intel
Corporate Logo*

consistent

Bold

global

intel ®

Rev. 3
August 1997

Welcome

One Intel Image Worldwide

Intel Corporation relies on its well-recognized dropped "e" Corporate Logo to communicate a strong and identifiable image worldwide. The proper consistent use of the Intel Corporate Logo is an important means of presenting and preserving this brand image. Communications that carry the Intel Corporate Logo convey recognition of one of the most admired companies according to a March 1996 Survey in *Fortune Magazine*.

How to Use Your Portable Document File (pdf)

It's easy. Go to the Table of Contents on page 2 and 3 (use an arrow in the toolbar or your keyword arrows to move sequentially from page to page). To get to the information you want, double-click on that entry in the Table of Contents. You can read the information either from your monitor screen or print out the pages you want to use, but please remember that we need to streamline paper flow and place emphasis on eliminating paper waste.

Keep the following tips in mind:

• All measurements are given in both inches and millimeters.

• Remember that the figures you see are not actual size. Please do not measure from your monitor screen or from a printout. Instead, follow the measurements provided. (Use the magnifying glass with the + symbol to enlarge the information to view it more easily on your monitor screen.)

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The Intel Name

Use the Intel Name Properly to Build Brand Equity

Intel has much value attached to our name. Our communicators are encouraged, with the help of this guideline, to use the Intel name in a proper manner. There are two very basic but distinct ways in which the Intel name may appear: one is in text (wordmark) and the other is in the specified graphic form (logo) of the Intel Corporate Logo.

When the Intel name is used in body copy or headlines, it should be typeset in the same face and style as the surrounding copy. Do not try to re-create or imitate the logo stylistically with text type. If you wish to emphasize the name, it may appear as "INTEL," in all caps, or as "Intel," with an initial cap "I."

Correct Wordmark Usage

In text, you may emphasize INTEL
this way, by using all caps

INTEL

Another possibility for use in text, but
with less emphasis, is to use Intel this
way, by using initial cap and lowercase

Intel

Incorrect Wordmark Usage

Don't combine parts of company
name with other words

inView

Don't combine company name with
other words

INTELEADS

Don't combine company name with
prefixes or suffixes

intelize

Don't use part of company name to
create other words

iCustomer

Don't use the small "i" in an acronym

iTV

Don't use all lowercase letters

intel

Intel Corporate Logo

A Brief Look at the History of the Intel Corporate Logo

To obtain a logo sheet or electronic logo file, call the CID hotline at 408.765.7696. For the electronic logo file, you will need to specify DOS or MAC. Available file formats are: .eps, .gif, .tif.

The logo library is located on Intel's intranet at: www–cid.intel.com

Derived from the name Integrated Electronics, the original Intel Corporate Logo was designed by an engineer. The original Intel Corporate Logo was used until 1991 when the design of the logo was studied and modified very slightly into the version we use today. The Intel Corporate Logo was developed to serve as a strong, legible and enduring symbol of a company that is committed to safety and technology.

What Is the Intel Corporate Logo?

The Intel Corporate Logo refers to a specific, stylized graphic image which has been developed to represent the company. The Intel Corporate Logo is not only a symbol but also a piece of artwork. It cannot be reproduced in type. It may not be used in body copy or headlines or in the possessive, plural or as part of another word.

Who May Use the Intel Corporate Logo?

The Intel Corporate Logo is available for use by Intel employee communicators (referred to as "Intel Communicators" henceforward) responsible for promoting Intel Corporation and its products. The Intel Corporate Logo may only be used by other parties under written authorization/license for one-time usage from Intel Corporation. (For written authorization and permission to use the Intel Corporate logo, call the Corporate Identity Hotline at (408) 765-7696.) If you do not meet the above criteria, you are not authorized to use the Intel Corporate Logo.

Intel Corporate Logo Basics

1. Always reproduce the Intel Corporate Logo from a logo sheet, an electronic logo file or download the logo from the logo library on Intel's Intranet.

2. Always use the Intel Corporate Logo alone, never with other words.

3. Always use the Intel Corporate Logo as is, never alter it in any way.

none
none
none

none
5

Correct Intel Corporate Logo Usage

The Intel Corporate Logo is the primary identification of Intel Corporation. It should appear on all Intel communications and products.

Do use the Intel Corporate Logo as shown:

1. With correct clear space

2. Not smaller than the minimum size

3. In an approved logo color, preferably Intel Blue

4. On a clear background

**5.** Within the Corporate Identity system if part of an Intel print communication. *(see page 11)*

Circle ®

The Intel Corporate Logo is a registered trademark and must always be followed by a ® mark. The Intel Corporate Logo is always provided with its ® mark in the proper position. The ® mark must never be cut off or changed in proportion or position (exception: in large scale logo usage, such as building signage, you may change the proportion).

Clear Space

In all applications of the Intel Corporate Logo, the clear space around the logo should be equal to the height of the left edge of the "n" in Intel. Any background inside of this clear space must be even, unpatterned, and free from typography or any other graphic elements. If the logo is used directly on a photographic image, the clear space area must still provide for good contrast between background and logo and be even in tone and pattern free.
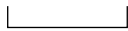
If the Intel Corporate Logo is used at minimum size (43 pixels wide) in a web application, the clearspace is 12 pixels (HSPACE = "12," VSPACE = "12").
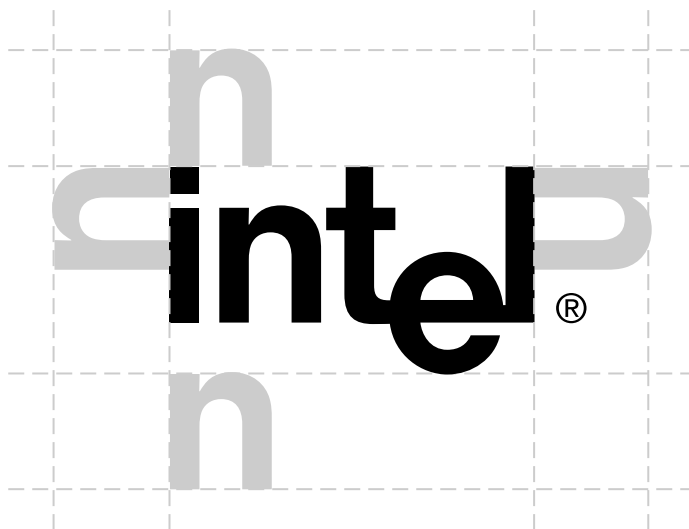
Minimum clear space

Guidelines

Minimum Size

5/8"

Minimum size in print:

14.5 mm or 5/8"

Minimum size on web:

43 pixels (640 × 480)

The minimum size for use of the logo in most environments is 14.5 mm or 5/8". Minimum size is always measured from the left side of the "i" in Intel to the right side of the circle of the ®. There are a few special situations such as the application of the logo to a Website button where the physical limitations of the environment require that the minimum size be reduced below the 14.5 mm or 5/8" dimension.

On a standard VGA screen, 13" or 15" diagonal, 640x480 pixels, the logo should not appear smaller than 43 pixels wide, measured from the left side of the "i" in the Intel to the right side of the circle of the ®.

Maximum Size

There is no maximum size for Intel Corporate Logo usage. However, when using the Intel Corporate Logo at very large sizes (over 3 feet wide) you will need to adjust the size and position of the ®. The ® symbol should be reduced and repositioned closer to the logo so it is legible but unobtrusive.

Color

Solid Intel Blue color in the following systems:

PANTONE®* 285C

Toyo 8502

CMYK: 100C, 30M, 0Y, 0K

In Japan: DIC or C100 M20 (equivalent to PANTONE 285C)

Web Site Specifications: RGB: R-0, G-51, B-255

Call Lark Schumacher at 408.765.1038 for assistance in reproducing Intel Blue.

* PANTONE® is a registered trademark of Pantone Inc.

The colors shown in these guidelines are not intended to match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

The approved colors for the Intel Corporate Logo are:

1. Intel Blue—Visually match hue to Pantone* 285C run "hot"

2. Reversed to white out of a high contrast background (50% or darker)

3. Black (solid or screened 50% or darker—*Note: ® prints 100% black)*

Other techniques such as embossing, debossing, varnishing, etc. may be used in conjunction with the basic printing techniques as a means of creating special effects within the approved color range and contrast levels.

Additionally, special applications may call for an understated presentation of the logo. In these instances, it is acceptable to present the logo without color as a blind embossed, debossed, varnished or clear, hot-stamped image. Foil stamping in gold, silver or metallic colors is unacceptable.

Correct Color Usage

Intel Blue on white

Black on white

50% tint of black or darker. *Note*: ® prints as 100% black

White on Intel Blue
Reversed to white out of a high contrast background (50% or darker)

White on black

Backgrounds

The Intel Corporate Logo should always appear on a clean, clear solid background. The background needs to be of high contrast to the Intel Corporate logo color (example: value equivalent to 50% black or darker if using a white logo). If placing the Intel Corporate Logo on an illustration or photograph, the area that the Intel Corporate Logo is positioned needs to be clear of any patterns and variations of color.

Correct Backgrounds

Intel Blue on white

White on black

White on 50% tint of black or darker

Black on value of 40% black or lighter

White on high contrast color (value equivalent to 50% black or darker)

Black on low contrast color (value equivalent to 40% black or lighter)

White on dark, neutral section of photo, illustration or graphic
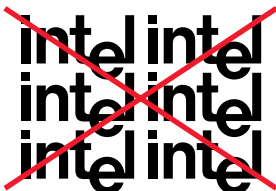

Black on light, neutral section of photo, illustration or graphic

Incorrect Backgrounds

Don't put the logo on a patterned background

Don't use the logo to make a pattern or background

Don't put logo on a busy background

Don't put a black logo on an Intel Blue background

Dilution of the Intel Corporate Logo

Diluting the Intel Corporate Logo (by using it improperly) lessens its value as a recognizable visual entity. Following are a few ways in which parts or all of the logo have been manipulated or incorporated to make new inappropriate/unacceptable visual elements. In each of these examples, there is a weakening of our recognizable Intel Corporate Logo.

Incorrect Logo Usage

Don't make the logo plural

Don't make the logo possessive

Don't make a word out of the logo

Don't use part of the logo in a word

Don't use part of the logo in a phrase

Don't use the logo as a masthead

Don't use the logo in running copy or headlines

Don't imitate the logo with type fonts

Don't outline the logo

Don't slant or graphically modify the logo

Don't combine the logo with other graphic elements even if the clear space is respected

Don't make a pattern, texture or gradation in the logo

Don't add rules adjacent to the logo

Don't add promotional tag lines

Don't display the logo on an angle

Don't contain the logo within a shape

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Trademarks and Brands

Protecting Our Trademarks and Brands

Intel Corporation's trademarks, which include logos, are intellectual property and are considered assets of the corporation. Their protectability is dependent upon consistent and proper usage. Everyone, whether Intel employees, consultants, outside vendors or third parties who are involved in developing Intel communications, is responsible for using Intel's and others' trademarks correctly. This would include internal and external documents, both in traditional and electronic forms.

In general, there is considerable confusion in the use of identifying terminology. The following working definitions should help Intel vendors and communicators create a common language. The legal experts tend to use the term "trademark" and the marketing experts tend to use the term "brand," but in most cases they have the same meaning and are interchangeable. The term "trademark" refers both to use of a mark in text (wordmark) and use of a graphic (logo).

Product Logos

Although the Intel Corporate Logo is Intel's central means of identification, a limited number of Intel product/technology logos have been developed for specific product identification. Intel employees may view the most current list of approved logos at the Legal intranet web site, http://legal.intel.com. Or you can contact Legal/Trademarks and Brands at (408) 765-1805.

It is important to note that Intel does not encourage the development of new product logos. The select few that exist today are the result of many hours and resources spent in development, legal review, maintenance, marketing and enforcement. Should you believe that the development of a new product logo is important and appropriate, please first contact the Brands Management department at (408) 765-3738.
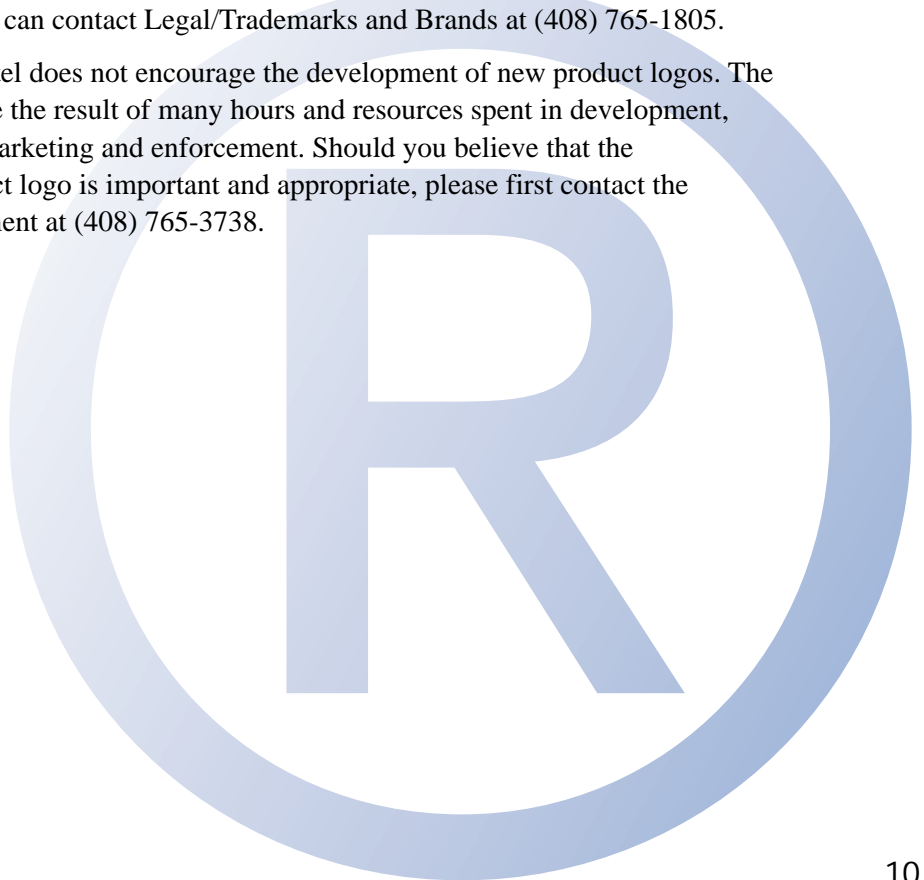
Corporate Identity
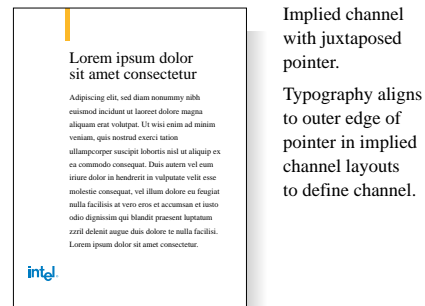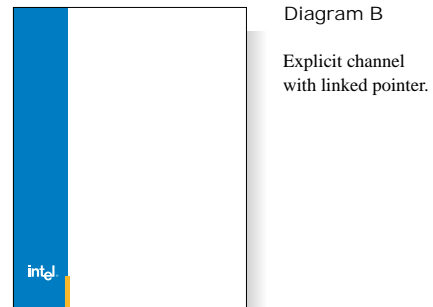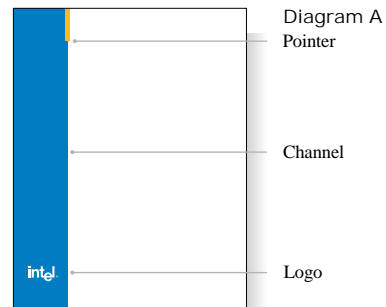
Expressing Intel Corporate Identity

For the past 5 years, we have built a strong, clear and uniquely memorable identity for Intel through a consistent approach to logo use, layout, typography, color and imagery. In all aspects of our communications, we strive to present Intel as a leader, as intelligent and as a company from which you can expect the unexpected.

Two very important groups benefit when we clearly express our identity: the Intel employee and the Intel customer. For our employees this consistency creates a sense of belonging to a forward-thinking organization that embodies the spirit of the community. To our customers it brings an immediate association of technology leadership and safe investment. Using the Intel Corporate Identity system allows you the creative freedom to explore the unexpected while relying on the brand recognition and goodwill associated with Intel and its products.

What is the Intel Corporate Identity System?

The Intel Corporate Identity system is made up of three elements—the Intel Corporate Logo, the pointer, and the channel. The channel and pointer stage the Intel logo (diagram A). The channel can be implied or explicit and the pointer can be linked with or juxtaposed to the Intel Corporate logo (diagram B). The Intel Corporate Logo may appear at the top or the bottom of the channel. These three elements used consistently help to reinforce our brand.

Before you begin to create materials that use the Intel Corporate Logo, be sure you are familiar with the complete Corporate Identity system. Call the Corporate Identity hotline at (408) 765-7696 for a CID toolkit.

Diagram A
Pointer

Channel

Logo

Diagram B

Explicit channel with linked pointer.

Lorem ipsum dolor sit amet consectetur

Adipiscing elit, sed diam nonummy nibh euismod incidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te nulla facilisi. Lorem ipsum dolor sit amet consectetur.

Implied channel with juxtaposed pointer.

Typography aligns to outer edge of pointer in implied channel layouts to define channel.

Co-marketing or Sponsorships

Using the Intel Corporate Logo in Co-marketing

The term "Co-marketing" is used to describe marketing activities in which Intel and another company have entered into an approved business agreement to jointly promote the sale of Intel's products. In these co-marketing activities, the communications vehicles and activities that promote the product(s) must be in accordance with the agreed-upon terms of the specific co-marketing terms/agreement. Co-marketers may not use the Intel Corporate Logo in a co-marketing agreement without receiving prior approval from the Corporate Identity group.

Using the Intel Corporate Logo for Sponsorship

When used for a sponsorship, the Intel Corporate Logo usage must be decided and ratified by the manager of the department requesting the sponsorship. The sponsorship needs to make strategic business sense to justify spending our brand equity dollars. After gaining approval from the department manager, you must request approval for the logo usage from the Corporate Identity group.

How to Request Co-marketing/Sponsorship Approval:

1. Contact the Corporate Identity group with a description of the co-marketing/sponsorship.

2. Upon approval of the co-marketing/sponsorship from the Corporate Identity group, a one-time logo usage license agreement along with a co-marketing/sponsorship release form will be sent to you.

3. These forms must be signed and returned to Intel along with a layout of the logo within the communication piece prior to actual use of the Intel Corporate Logo.

4. You will also need to submit a clarifying statement as to why the Intel Corporate Logo is appearing with other company logos if applicable.

Questions

Six Frequently Asked Questions

1. What is the minimum logo size?

The minimum size of the Intel Corporate Logo in reflective applications is 14.5 mm or 5/8" measured from left edge of the "i" to the right edge of the trademark registration symbol. Minimum size for web use is 43 pixels. (640×480)

2. How do I determine clear space?

The minimum clear space is the height of the "n" in Intel measured from the outermost edges on all four sides of the dropped "e" logo.

3. What kind of background is appropriate for the Intel Corporate Logo?

Use the Intel Corporate Logo only on solid backgrounds with strong contrast. If using the Intel Corporate Logo on a photo background, make sure the area behind the logo and clear space are free from patterns and visuals.

4. What are the approved colors for the Intel Corporate Logo?

The approved colors for the Intel Corporate Logo are Intel Blue (visually match to PANTONE® 285C run "hot") or black on a light background or white on a dark background. See page 7 for color specifications.

5. How is the word "Intel" used with other words or in text?

Use either a cap "I" (Intel) or all caps (INTEL) in the same font and size as the text surrounding it.

6. What do I do when a third party requests to use the Intel Corporate Logo?

Call the Corporate Identity Hotline at (408) 765-7696.

Contacts   **Phone/Intranet Access**

Trademarks and Brands   (408) 765-1805, http://legal.intel.com
Corporate Identity   (408) 765-7697, http://www–cid.intel.com
Brand Management   (408) 765-3738, http://www.sc.intel.com/cmg/brndmktg/