



Intel
Inside®
Program

TRADEMARK AND LOGO USAGE GUIDELINES FOR

Intel® Centrino™ Mobile Technology

How Effective Design Can Strengthen the Intel® Centrino™ Brand Value





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introduction



Intel® Centrino™ mobile technology is designed from the ground up to deliver the optimal mobile computing experience, including performance, battery life, small and innovative form factors, and wireless connectivity. The visual identity for Intel® Centrino™ mobile technology signals a fundamental shift in Intel's product brand hierarchy. Its dynamic, precision-tuned shape illustrates the freedom and flexibility inherent in mobile computing.

The key to success of the Intel Centrino brand is proper and consistent use of its brand identity. This identity, used in text and represented by visual design elements, is the extension of the Intel Centrino brand in all communications. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Intel brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership position.

color palette

The Intel® Centrino™ brand will only be promoted in the supporting company of the Intel Inside® brand. While Intel Blue is used to reinforce the connection to the Intel® corporate brand, magenta is used to distinguish this new and innovative brand from other processor brands in Intel's product hierarchy.

Intel Blue represents the inherent quality and technological leadership that is consistent with Intel's other processor brands.

CMYK = 100, 40, 0, 0
 RGB = 0, 51, 255



Magenta is utilized to effectively differentiate the Intel® Centrino™ brand from other processor brands.

CMYK = 0, 100, 0, 0
 RGB = 255, 0, 153

**MOBILE
 TECHNOLOGY**

The use of black ensures the clarity and readability of the modifier.

CMYK = 0, 0, 0, 100
 RGB = 0, 0, 0

sizing

To maintain the legibility of the Intel® Centrino™ logo, minimum size requirements have been set for logo reproduction in various applications.



1" wide for print

PRINT MINIMUM SIZES

For most print applications, the minimum size is 1" (2.54 cm) wide. The 3/4" logo may only be used for Agent Print ad spaces that measure less than 24 sq. in. (151 sq. cm). All other Direct and Agent Print ads and Direct Mail must use the 1" logo.



90 pixels high
for Web

WEB MINIMUM SIZES

A 90-pixel high version (which includes 1 "n" of white space) is available for use in Web applications. A 60-pixel high version is available for banner ads.

backgrounds

Whenever possible, place the Intel® Centrino™ logo on a clean, clear, white background. In the instance where the logo is used on a colored, photographic, or patterned background, a white, radius-cornered box (which is built into the logo file) must be maintained.



As much as possible, place the logo on a white background.



Make sure to use the provided white-space element in the logo file when placing on a colored, photographic, or patterned background.

clear space

To reinforce communication goals and maintain the strength of the Intel® Centrino™ brand identity, set the logo apart from surrounding design elements by maintaining a constant clear space around it.

In all applications of the Intel Centrino logo, the clear space surrounding the logo is equal to the height of one “n” in “Centrino”.



Example of clear space rule on a colored background. Note use of radius-cornered white element.

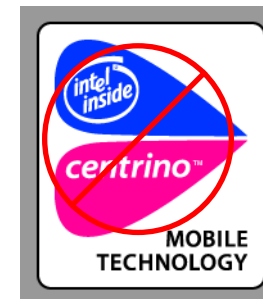


Example of clear space rule on white background.

incorrect usage

The following are examples of incorrect expressions of the Intel® Centrino™ logo. Do not use these or other treatments that weaken the consistency of the brand identity.

Do not redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



print reproduction specifications

The Intel® Centrino™ mobile technology logo print files have been created in vector format using Adobe Illustrator* 8. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software. In order to maintain a consistent impression of the logo, certain aspects of it have been optimized at each size. Therefore:

- Scale each logo file up to the next largest size only.
- For logos needing to be larger than 7.5" wide, use the 7.5" wide version and scale up. When the logo is scaled to a very large size, this may require that it be manipulated so that the trademark symbol does not appear disproportionately large.

*Other names and brands may be claimed as the property of others.

artwork formats

THE INTEL INSIDE® LOGO LIBRARY CONSISTS OF THE FOLLOWING:



Print: Process Color

Format: EPS

Colors: C,M,K

Available sizes:*
3/4", 1", and
7.5" widths



Print: Grayscale

Format: EPS

Color: K

Available sizes:*
3/4", 1", and
7.5" widths



Web: RGB

Format: GIF

Colors: R,G,B**

Available sizes:
90 and 60
pixel heights



Rich Media: RGB

Format: SWF

Colors: R,G,B**

Available size:
60 pixels high

Note:

*The 3/4" logo may only be used for Agent Print ad spaces that measure less than 24 sq. in. (151 sq. cm). All other Direct and Agent Print ads and Direct Mail must use the 1" logo.

**The Web versions use standard Web-safe colors; as a result, the colors of the Web versions are slightly different from the printed versions.

artwork formats (cont.)

THE INTEL INSIDE® LOGO LIBRARY CONSISTS OF THE FOLLOWING FORMATS WITH THE SIMPLIFIED CHINESE TRANSLITERATION. THESE FORMATS ARE FOR USE IN THE PEOPLE'S REPUBLIC OF CHINA ONLY.



英特尔® 迅驰™
移动计算技术

Print: Process Color

Format: EPS

Colors: C,M,K

Available sizes:*

3/4", 1", and

7.5" widths



英特尔® 迅驰™
移动计算技术

Print: Grayscale

Format: EPS

Color: K

Available sizes:*

3/4", 1", and

7.5" widths

Note:

*The 3/4" logo may only be used for Agent Print ad spaces that measure less than 24 sq. in. (151 sq. cm).

All other Direct and Agent Print ads and Direct Mail must use the 1" logo.

trademark usage

Proper acknowledgement of Intel’s trademarks is required. Whenever the logo appears, the following footnote must also appear:

Intel, Intel Centrino, Intel Inside, the Intel Centrino logo, and the Intel Inside logo are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

Examples of Intel® Centrino™ Mobile Technology Use:

CORRECT USAGE

Intel® Centrino™ mobile technology

Intel® Centrino™ mobile technology

ABC system with Intel® Centrino™ mobile technology

INCORRECT USAGE

Centrino™ mobile technology

Intel® Centrino™ processor
Intel® Centrino™ -based laptop

ABC Centrino™ - based system

PROPER TRADEMARK USAGE RULES INCLUDE:

- As with all other trademarks, the Intel® Centrino™ trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the trademark. The approved nouns for the Intel® Centrino™ trademark are mobile technology, brand, logo, mark, trademark, and name. Processor is not an approved noun for this mark. The noun that accompanies the trademark should be in lower case, unless it is used in a heading or on packaging (e.g., Intel® Centrino™ mobile technology).
- Always use Intel® in front of the Centrino™ trademark in text references.
- The approved Intel® Centrino™ logo does not use the Intel® trademark in front of Centrino™. This is the only permitted use of Centrino™ without the Intel® mark in front of it. Complete guidelines for use of the Intel® Centrino™ logo can be found at <http://preview-cps.jf.intel.com/admin/guide/main/logo/>.
- The appropriate use of trademark symbols with this trademark is as follows: Intel® Centrino™ trademark. Do not use the “®” symbol after the “Centrino” portion of the mark.
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use and first appearance in the body of text.
- Do not hyphenate the Intel® Centrino™ trademark.
- Do not abbreviate the Intel® Centrino™ trademark.
- Never incorporate the Intel® Centrino™ trademark or any part of the Intel® Centrino™ trademark into a third party’s company name, product brand name, or model number.
- The appropriate trademark acknowledgement line is “Intel and Intel Centrino are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.”

FOR FURTHER INFORMATION ABOUT THIS CAMPAIGN, VISIT OUR WEB SITE:

thank you

Proper and consistent use of the Intel® Centrino™ logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

If you need further information, please visit the Intel Inside® Program Web site or contact your local Program office.

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Published in the USA

021303/TI/SP/AG