Intel® Logo

Trademark and Logo Usage Guidelines

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Introduction

What it means to use the Intel® logo

When customers see the Intel® logo, they see Intel – a company that invented the microprocessor and continues to be the vital source of technology innovation that inspires ingenuity in all. The proper and consistent use of the Intel logo and Brand Identity is crucial to building the Intel brand. By applying these guidelines, you will play an important role in protecting and strengthening one of our most valuable corporate assets.

Keep the following tip in mind

- 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.)

Intel® Logo Usage

The Intel® logo is the primary identification of Intel Corporation.
As such, it should appear on **all** Intel communications and products.

Remember to use the Intel logo:

- With correct **clear space**

- Not smaller than the **minimum size**

- In an approved Intel logo color, preferably **Intel Blue**

- On a **clear background – be sure the logo is legible**

- Within the **Corporate Brand Identity System** as part of an Intel print communication (see page 15)

- Preferred placement, upper right hand corner of communication.

Intel logo basics:

- Always reproduce the Intel logo from an approved electronic Intel logo file.

- Always use the Intel logo as is. Never alter it in any way.

Intel logo for use in People's Republic of China (PRC):

- This logo is not approved for use in the People's Republic of China (PRC). If you need an Intel logo for use in PRC, please contact Dave Dechamp, davidjdechamp@intel.com.

Clear Space

Any background inside of this clear space must be even, unpatterned, and free from typography or any other graphic elements. If the Intel logo is used directly on a photographic image, the clear space area must provide good contrast between background and the Intel logo, be even in tone and pattern free.
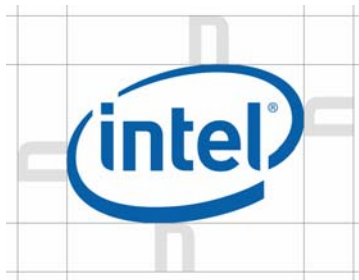
To ensure maximum impact, all applications of the Intel logo should include clear space around the Intel logo equal to the height of the "n" in Intel.

Intel® Logo Usage Size Restrictions

Minimum Size

The minimum size for use of the Intel® logo in most environments is 2.54 cm or 1.00". Minimum size is always measured from the outside edges of the "swirl". On a standard VGA screen, 13" to 15" diagonal, 640x480 pixels, the Intel logo should not appear smaller than 62 pixels wide, measured from the outside edges of the "swirl".

Minimum size: 1.00"/2.54 cm wide

Minimum online: size: 62 pixels wide

Maximum Size

There is no maximum size for Intel logo usage. However, when using the Intel 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 Intel logo so it is legible but unobtrusive.

Intel® Logo Color Usage

Approved colors for the Intel® logo are:

- Intel Blue. Visually match hue to Intel Blue swatch.

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

- Black

Intel Blue on white

Black on white

White on Intel Blue

White on black

Special applications may call for an understated presentation of the Intel logo. In these instances, it is acceptable to present the Intel logo without color as a blind embossed, debossed, varnished or clear, hot-stamped image. Foil stamping in gold, silver or metallic colors is not acceptable. These special cases must be approved by Corporate Brand Identity.

Intel® Logo Backgrounds

The Intel® logo should always appear on a clean, clear solid background. The background should provide high contrast to the Intel logo color (example: value equivalent to 50% black or darker if using a white Intel logo). If placing the Intel logo on a photograph, the area where the Intel 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)
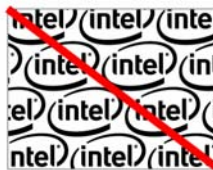

White on dark, neutral section of photo

Black on light, neutral section of photo

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 the logo on a busy background

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

Improper Use of the Intel® Logo

Improper use of the Intel® logo lessens its value as a recognizable visual entity. The following examples demonstrate inappropriate or unacceptable usage of our Intel logo. These kinds of applications weaken our brand and negatively impact the value of the Intel name.

Incorrect Intel logo usage

Do not outline the logo

Do not change the color of the logo

Do not distort the logo

Do not make a pattern with the logo

Do not place logo in a holding shape

Do not rotate or angle the logo

Do not additional graphic elements

Do not change the typeface

Do not add words to logo

Do not apply gradient or pattern to logo

Do not put logo on complicated photos

Do not put logo on backgrounds with insufficient contrast

Use the Name to Build Brand Equity in Text

There is a great deal of equity in the Intel® name. It is important to recognize this using the name in text or headlines. This is another opportunity to build our brand. As with other brand elements, it requires consistency and appropriate use.

The Intel name should appear only in two ways: in text as a wordmark or in the specified graphic form within the Intel logo.

Wordmark Usage

When the Intel® name is used in text or headlines, it should be typeset in the same face and style as the surrounding copy. Do not try to recreate or imitate the Intel® logo stylistically with text. If you wish to emphasize the name, it may appear in all caps as "INTEL" or as "Intel" with an initial cap "I." Below are examples of correct and incorrect wordmark usage.

	Correct Wordmark Usage:
INTEL	In text, emphasize INTEL by using all caps
Intel	This approach places less emphasis on the name by using initial cap and lowercase

	Incorrect Wordmark Usage:
inView	**Don't** combine parts of company name with other words
INTELEADS	**Don't** combine company name with other words
intelize	**Don't** combine company name with prefixes or suffixes
iCustomer	**Don't** use part of company name to create other words
iTV	**Don't** use the small "i" in an acronym
intel	**Don't** use all lowercase letters

Trademark Usage

When using the Intel® name in text, it is important to treat the trademark properly. When used in text to refer to a product, service or program such as "Intel® Pentium® 4 processor," the ® should appear after Intel. The appropriate use of trademark symbols for the PRC logo only is Intel™ logo. When Intel is used in text to refer to the corporation, such as "Intel Corporation announced today," the ® does not need to be used.

	Correct Trademark Usage:
Intel® Pentium® 4 processor	When used in text to refer to a product such as Intel® Pentium® 4 processor, the ® should appear after Intel.
Intel Corporation	When Intel is used in text to refer to the corporation, the ® does not need to be used

Appropriate acknowledgment line:

Intel and the Intel logo are trademarks of Intel Corporation in the U.S. and other countries.

Protecting our Trademark and Brands

As intellectual property, Intel Corporation's trademarks and logos are considered assets of the corporation. Protecting the assets requires consistent and proper usage. While legal experts use the term "trademark," marketing professionals often refer to the "brand" when talking about a mark in text (wordmark) or use of a graphic (logo). Whatever the terminology, everyone involved in developing Intel communications, including Intel employees, consultants, outside agencies and third parties is responsible for using Intel and other trademarks correctly. From internal and external documents, to traditional and electronic media, the value of our trademarks must be protected.

Trademarks and Brands Group:

Improper use of the Intel name compromises our brand equity. For proper trademark, symbols and ownership acknowledgements and the complete Intel Trademark List, contact Intel's Trademarks and Brands Group at the following locations:

US and Canada
Phone: 408.765.1805
Fax: 408.765.6071

Europe
Phone: +44 (0)1793.403000
Fax: +44 (0)1793.422195

APAC/Japan
Phone: +852.2844.4555
Fax: +852.2844.4470

Legal Intranet Site
http://legal.intel.com/trademarks

Intel® Product Logos

Intel's microprocessors and innovative technologies continue to revolutionize what technology can do for people. The Intel identity is grounded in our beliefs and heritage, yet focused on the future and our role in it. It is clean, simple, and future-forward.

A strong identity is one of the most powerful marketing tools a company can deploy. The combined and consistent use of Intel brand elements is critical to building the Intel brand and ensures that Intel is instantly recognized in any communication, anywhere in the world.

What is the Intel® Brand Identity Framework?

Intel's microprocessors and innovative technologies continue to revolutionize what technology can do for people. The Intel identity is grounded in our beliefs and heritage, yet focused on the future and our role in it. It is clean, simple, and future-forward.

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Signature Elements (Required)

Intel Personality	Intel Voice	Visual Style	The Intel Logo	Intel Blue	Intel Typeface
Imaginative **Restless** **Quirky** **Disciplined** **Brilliant**	**Our tone** is optimistic and passionate. **Our manner** is intelligent, strong and precise.	**Our visual style** is simple, clean and future-forward.	(intel)		Neo Sans Intel

Additional Elements

Intel Badges

Gradients & Accent Colors

Intel Die Imagery

Intel Photography

Intel Bong

Signature Identities

Expressing the Intel® Brand Identity

Intel Voice, Visual Style, and Identity Framework

The Intel Brand Identity is the foundation of our communications both internally and externally. While there is an implicit "less is more" approach to applying this design system, there is ample flexibility for a creative, innovative, future-forward execution of all communications.

Below are examples of applications that incorporate the global Intel Brand Identity.

The identity system promotes the Intel® logo by placing the logo in a prominent position in the top right hand corner of most communication materials. All other brand identity elements are incorporated within a simple grid system that provides flexibility for layout design, while achieving global consistency and presenting a unified appearance. The preferred layout of most of our communication materials are now landscape (horizontally oriented)..

Brochure

Banner

Poster

Co-Marketing and Limited Scope Logo Usage

What is co-marketing?

Co-marketing is a relationship where Intel works closely with a third party to promote both companies' products or services, or a jointly developed offering. Co-branding is a sub-set of co-marketing where the Intel® logo co-exists with the third party logo on the marketing materials, products or services. In other instances, while Intel may help develop and fund marketing efforts, the third party marketing materials, products or services will not carry the Intel name or Intel logo.

Determining the scope of these co-marketing relationships requires careful strategic consideration to ensure maximum added value for the Intel brand.

When does co-marketing make strategic sense?

- When it establishes a presence with a new customer base
- When it provides significant competitive advantages
- When it offers access to new business channels
- When the Intel brand will benefit through association with market leaders

What is limited scope usage of the Intel logo?

Not all usages of the Intel logo can be defined as co-marketing. In some situations, we "lend" the Intel logo to a cause or event with no promotional commitment. On these occasions, the Intel brand adds credibility to the effort and our association with the cause enhances the value of the Intel name. Examples include collaboration with an organization or standards body working to effect change in an industry or the sponsorship of an appropriate event. We define these opportunities as Limited Scope Usage of the Intel brand.

When does limited scope usage make strategic sense?

- When involvement in an event or program enhances perception of the Intel brand
- When the presence of the Intel brand establishes our involvement in a new market or sector

Seven Intel® Logo Frequently Asked Questions

1. What is the minimum logo size?
The minimum size of the Intel logo in reflective applications is 2.54cm or 1.00" wide measured from outside edges of the "swirl". Minimum size for web use is 62 pixels wide (640 x 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 Intel® logo swirl.

3. What kind of background is appropriate for the Intel logo?
Use the Intel logo only on solid clean backgrounds with strong contrast to protect the legibility of the brand.

4. What are the approved colors for the Intel logo?
The approved colors for the Intel logo are Intel Blue 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 logo?
Contact the Intel Corporate Brand Strategy at brand.strategy@intel.com or for Limited Scope Usage, go to the third party request Web site at http://brandid.intel.com/logorequest/index.asp.

7. Where do I get the Intel corporate logo?
From the logo downloads on the Brand Center website.

Thank You

Proper and consistent use of the Intel® 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.