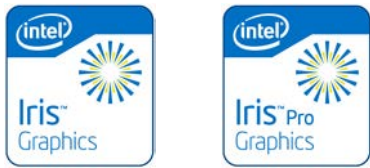# Iris™ Graphics
and Iris™ Pro Graphics

Trademark and Logo Usage Guidelines

Introduction

These guidelines are intended to inform on how to use the Iris™ graphics and
Iris™ Pro graphics artwork.

The artwork formats are available for all print usage in vector .eps and for digital usage, a vector .ai.
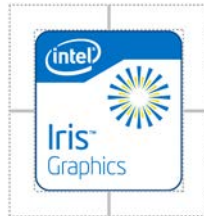
For all Trademarks and Brands Usage Guidelines, such as appropriate noun, trademark symbol, acknowledgement line, and processor number information, for each brand please refer to:
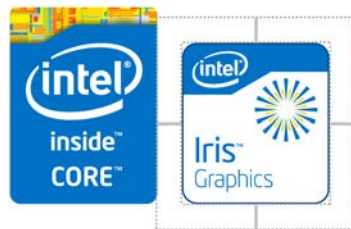http://www.intel.com/trademarks

Clear Space

Any background inside of this clear space must be even, un-patterned, and free from typography or any other graphic elements. If the Iris™ graphics and Iris™ Pro graphics artwork are used directly on a photographic image, the clear space area must provide good contrast between background, the Iris graphics and Iris Pro graphics artwork.

To ensure maximum impact, all applications of the Iris graphics and Iris Pro graphics artwork should include clear space around its entirety equal to the height of the "I" in Iris.

Iris graphics artwork and Intel® Core™ processor badge with "I" clear space relationship

Sizing

The minimum size for usage of the Iris graphics and Iris Pro graphics artwork are measured by width for print and height for digital usage.

Print Minimum size:

.75" (1.905 cm)
wide for print

Online Minimum size:

49 px high is absolute minimum, 60 px high is ideal minimum for online

60 px

Background

When possible, place the Iris™ graphics and Iris™ Pro graphics artwork on a clean, clear, solid background. Note, when the artwork is used on a colored photographic or patterned background, there must be significant contrast.

Place the artwork on a white or a solid background of good contrast whenever possible.
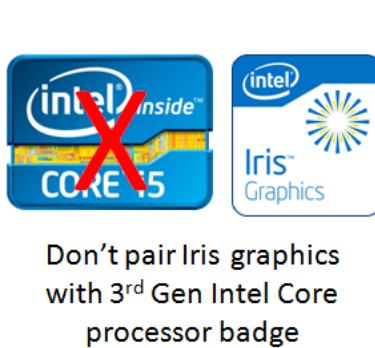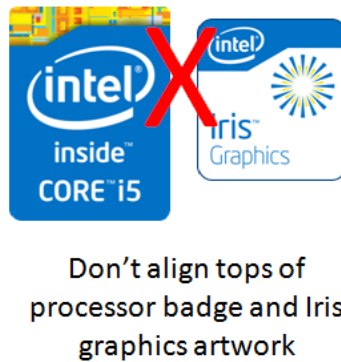

Place the artwork on a patterned background only when there is significant contrast.

Incorrect Usage

The following are examples of incorrect expressions of the Iris™ graphics and Iris™ Pro graphics artwork.
Do not use these or other treatments that weaken the consistency of the brand identity.

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

Don't overlap processor
badge and Iris™ graphics
artwork

Don't align tops of
processor badge and Iris
graphics artwork

Don't pair Iris™ Pro graphics
artwork with Intel® Core™ i3
processor badge

Don't pair Iris graphics
with 3ʳᵈ Gen Intel Core
processor badge

Don't place Iris graphics
artwork to left of the
processor badge

Don't create new visuals
to pair with the approved Iris
graphics artwork

Reproduction Specifications

The artwork print files have been created in vector format using Adobe Illustrator* CS2. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software.

- For marks needing to be larger than .75" wide, use the .75" wide version and scale up. When the mark is scaled to a very large size, manipulation may be required so that the trademark symbol does not appear disproportionately large.
- **Do not** use a print file for onscreen/rich media applications, or vice versa. These files have been carefully adjusted for size, resolution, and color balance for each format and are not interchangeable.