



Intel® Modular Server System MFSYS25

Intel® Modular Server Control OEM Branding

Revision 1.1

December 5, 2007

Enterprise Platforms and Services Division

Revision History

Date	Revision Number	Modifications
Nov, 2007	1.0	Initial release.
Dec, 2007	1.1	Clarification of process to add OEM customized files WITHOUT unzipping OEM.zip file

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1. Introduction

This document provides information about the placement of the graphic elements of the Intel Corporation branding of the Intel® Modular Server System MFSYS25 Graphic User Interface (GUI) and instructions on how to substitute equivalent elements for the purpose of OEM branding.

2. Intel Corporation Branding Graphic Elements

The Intel Corporation branding graphic elements for the Server GUI consist of three files distributed in the CMM_Core.zip file and subsequently deployed on the Chassis Management Module (CMM) RAM disk.

- Login page background “wallpaper” image (login_wallpaper_09.jpg)
 - Login page Intel® logo overlay image (login_logo.png)
 - Generic page header Intel® logo overlay image (headerBranding.png)
-

2.1 Login Page Background "Wallpaper" Image

This image is displayed as the background of the login screen and serves as a "splash" page, in that it provides a consistent and identifiable graphic element that's readily associated with Intel Corporation, displayed throughout the login process.



Figure 2-1 Login Page Background "Wallpaper" Image

Table 2-1 Login Page "Wallpaper" Image Specification

Image Specification	
Filename	login_wallpaper_09.jpg
File Type	Joint Photographic Experts Group (JPEG)
Width	1025 pixels
Height	768 pixels
Horizontal Resolution	96 dpi
Vertical Resolution	96 dpi
Bit Depth	24 bits
Color Depth	16,777,216 colors
Alpha Transparency	0%
Frame Count	1

2.2 Login Page Intel® Logo Overlay Image

This image is displayed over the background of the login screen, dynamically positioned in the upper right corner by the style sheet, regardless of the size of browser window in which it's displayed. It serves as the absolute branding element, identifying the Server GUI as a product of the Intel Corporation.

NOTE: *The image background is completely transparent. It's shown here with a light tint to make the background visible to the reader.*



Figure 2-2 Login Page Intel® Logo Overlay Image

Table 2-2 Login Page Intel® Logo Overlay Image Specification

Image Specification	
Filename	login_logo.png
File Type	Portable Network Graphics 24 (PNG-24)
Width	355 pixels
Height	200 pixels
Horizontal Resolution	96 dpi
Vertical Resolution	96 dpi
Bit Depth	32 bits
Color Depth	1 color (#0860A8 or R8, G96, B168)
Alpha Transparency	100%
Frame Count	1

2.3 Generic Page Header Intel® Logo Overlay Image

This image is displayed over the page header of all of information screens of the Server UI, dynamically positioned in the upper right corner by the style sheet, regardless of the size of browser window in which it's displayed. It serves as the absolute branding element, identifying the Server UI as a product of the Intel Corporation on every screen throughout the browsing session.

NOTE: The image background is completely transparent. It's shown here with a relatively dark tint to make the logo visible to the reader.



Figure 2-3 Generic Page Header Intel® Logo Overlay Image

Table 2-3 Generic Page Header Intel® Logo Overlay Image Specification

Image Specification	
Filename	headerBranding.png
File Type	Portable Network Graphics 24 (PNG-24)
Width	500 pixels
Height	60 pixels
Horizontal Resolution	96 dpi
Vertical Resolution	96 dpi
Bit Depth	32 bits
Color Depth	1 color (#FFFFFF or R255, G255, B255)
Alpha Transparency	100%
Frame Count	1

Where the colors of login screen are arbitrary, selected to reflect the corporate identity of the branding entity (in this case, Intel Corporation), the generic page header is always displayed over the page header, which is colored in a shaded gradient of *Intel Blue* (#0860A8 or R8, G96, B168), as shown in Figure 2-4.



Figure 2-4 Server GUI Generic Page Header with Intel® Logo Overlay Image

As result, any other corporate logo or branding graphic element should also have a white or similarly light and complementary foreground color, so as to stand out well from the page header in the background, without clashing with it.

2.4 OEM Branding Graphic Element Substitution

The three branding graphic element image files are distributed in the compressed archive CMM_Core.zip file, in a separate compressed archive OEM.zip file, found at the same level as the CMM_Core.bin and manifest.bin files.

The OEM.zip file is password protected with the case-sensitive password:

OEM_InterF@ceCus+omizati0n

The OEM.zip file is intended to be used as an easily accessible entry point for the OEMs and is recreated with every build. The compressed archive extraction process doesn't extract it until *after* the other firmware and packages have been extracted.

To substitute its own identically-named branding graphic element image files for the default Intel Corporation image files, the OEM need only craft its own login_wallpaper_09.jpg, login_logo.png and headerBranding.png files, according to the specifications in **Intel Corporation Branding Graphic Elements** above. These should then be substituted for those in the OEM.zip file contained in the CMM_Core.zip file, prior to redistributing it to its customers.

IMPORTANT Substitution Instructions:

- Open the OEM.zip file using Winzip or other similar application
- Delete the 3 files from the zip file using the zip application options
- Then add the customized files back into the zip file using the zip application options – the key is leaving the OEM.zip file intact and part of the CMM_Core.zip file.
 - Re-zipping the customized files into a new file called OEM.zip and replacing that file in the CMM_Core.zip file **will not work and may result in CMM corruption during the update**

Note: User may be required to clear browser cache in order to see the new banner when updating the system with the new OEM files, but same SW stack as was previously installed.
