



Intel® Logo

Trademark and Logo Usage Guidelines – 3rd Party

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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. By applying these guidelines correctly, you play an important role in protecting the Intel brand.

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.

Intel® Logo Usage

The Intel® logo is the primary identification of Intel Corporation.

Remember to use the Intel logo:

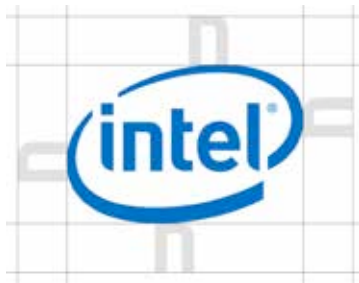
- With correct **clear space**
- Not smaller than the **minimum size**
- The color of the logo usage should be Intel blue. Or a white logo can be used reversed out of a dark background, where Intel blue is not legible.
- On a **clear background — be sure the logo is legible**
- Preferred placement — upper right or left of communications.
- The appropriate use of trademark symbols with this logo is Intel® logo.
- An acknowledgment line needs to be used:
Intel and the Intel logo are trademarks of Intel Corporation in the U.S. and/or other countries.

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.

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" for print applications or 62 pixels wide for online applications. Minimum size is always measured from the outside edges of the "swirl".



Minimum size: 1.00"/2.54 cm wide



Minimum online: size: 62 pixels wide

Intel® Logo Color Usage

Approved colors for the Intel® logo are:

- Intel Blue – CMYK: 100, 40, 0, 0
- A white logo can be used reversed out of a dark background, where Intel blue is not legible.



Intel Blue on white
Always preferred



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. In a pure black and white newsprint communication the logo may be represented in black where color is not available. Foil stamping in gold, silver, or metallic colors is not acceptable. These special cases must be approved by Corporate Brand Identity.

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



Incorrect backgrounds



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.

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