

Intel® Masterbrand Mark

Trademark and Logo Usage Guidelines

Introduction

Logo usage guidelines are intended to inform on how to use the Intel® Masterbrand mark artwork.



The artwork formats referred to in this document, are available for all print usage in vector eps format. Digital formats include a vector eps format as well as a png.

For all Trademarks and Brands Usage Guidelines, such as appropriate noun, trademark symbol and acknowledgement line please refer to: http://www.intel.com/intel/legal/guide_intel.htm.

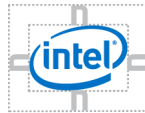
In addition, if the advertisement has a product in it, then you must use Intel's processor brand mention. For the processor brand mentions, along with the translations, please refer to:

<http://www.intel.com/intel/legal/tmnouns2.htm>.

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 Intel® Masterbrand mark is used directly on a photographic image, the clear space area must provide good contrast between background and the Intel Masterbrand mark, be even in tone and pattern-free.

To ensure maximum impact, all applications of the Intel Masterbrand mark should include clear space around the Intel Masterbrand mark equal to the height of the “n” in Intel.



Sizing

The minimum size is provided as a guide to show the breaking point of legibility. Ideally when sizing the assets, please make them large enough to have a prominent appearance of the brand, and not too small to be apologetic. The Intel Masterbrand mark is always measured from the outside edges of the “swirl”. In most environments it is 1.91 cm or .75" wide for print applications or 24 pixels high for digital minimum size of legibility, but ideally the size is much larger.

Print Minimum size: .75"/1.91 cm wide



.75" (1.905 cm)
wide for print
based on Intel Logo

Digital Minimum size: 24 pixels high for legibility, but ideally the size is much larger

24 pixels high
for digital based
on Intel logo



Color Usage

Approved colors for the Intel® Masterbrand mark are:

- Intel Blue. Visually match hue to Intel Blue swatch. To obtain color swatches, contact:
The Hibbert Group US: 800-548-4725
International: +1 303-675-2100, Ref: Literature #253978-002)
- A white mark can be used reversed out of a dark background, where Intel blue is not legible.
- In pure black and white newsprint communication the mark may be represented in black where color is not available.



Intel Blue on white
Always Preferred



White on black



Where color is not available,
black version can be used

Reproduction Specifications

The Intel Masterbrand mark 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

The Intel logo, and Intel are trademarks of Intel Corporation in the U.S. and/or other countries.

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

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