



# Strategic Initiative Assets Usage Guidelines

Corporate Brand Identity Worldwide

# Table of Contents

Introduction	2
The Strategic Initiative Assets	3
Sizing	4
Backgrounds & Clear Space	5
Incorrect Usage	6
Reproduction Specifications & Artwork Formats	7
Trademark Usage	8
Thank You	9

# Introduction

## Strategy and Use Guidelines

Intel is well known as a PC and server ingredient supplier, but there are some industries strategic to our business where Intel is less well known as a supplier. The Strategic Initiative Asset (SIA) was created for simple, effective marketing by Intel in select industries. The SIA adds, under the Intel® logo, a descriptive term, or identifier, to clearly communicate Intel's commitment to the specific market while simultaneously reinforcing the Intel® brand.

The SIA may be used in place of the Intel logo on industry specific communications with a few guidelines and exceptions.

- **Know the audience.** The SIA is for industry marketing. It is not intended for end-user communications.
- **Don't be redundant.** Over-repetition of the name creates a wallpaper effect resulting in less marketing impact. Aim for 1-2 SIA uses per communication, while realizing more frequent use may be appropriate on some deliverables.
- **No unique identities.** Never create a unique identity for the strategic initiative or utilize the SIA outside Intel brand identity guidelines.
- **Defer to the master brand.** Some communication vehicles, like intel.com, have a master brand treatment that is inappropriate to replace and would be redundant if supplanted with an SIA. If in doubt always default to the Intel logo.

When we have a strong, relevant, and vibrant Intel brand, every product we sell, every technology we create, and every endeavor we pursue is more impactful. This is why we passionately and relentlessly make the Intel master brand logo the hero our communications and have everything else as a support. When Intel comes first, we all benefit from its strength.

# The Strategic Initiative Assets

## Always

- Reproduce the logo from an approved electronic file.
- Use the print version for printed materials only and the on-screen version for electronic documents, presentations and Web pages only.
- Use the logo as it exists; do not alter the logo in any way, including altering the font, shape, or proportion of the logo.
- Increase or decrease logo size only in its entirety and in proportion to the original. All elements of the logo must be visible, distinct, and sufficiently separated from all other graphic elements.
- There are four approved programs, shown below, that use the Strategic Initiative Assets.



**NOTE:** This document will use the generic example shown here in place of ALL the Strategic Initiative Assets shown above.



# Sizing

To maintain the legibility of the Strategic Initiative Asset, minimum size requirements have been set for logo reproduction in various applications.



## Print Minimum Size

For most print applications, the minimum size is 1" width as measured to the Intel® logo.



## Online Minimum Size

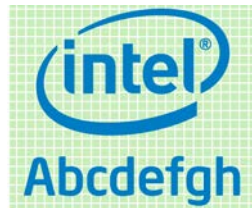
For online applications, the minimum size is 62px width as measured to the Intel logo.

# Backgrounds

Whenever possible, place the Strategic Initiative Asset (SIA) on a clean, clear, solid background. Note, when the logo is used on a colored photographic or patterned background, there must be significant contrast.



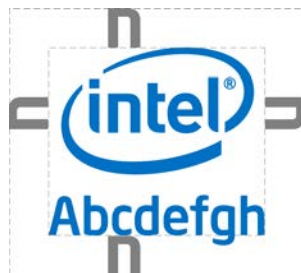
Place the logo on a white or a solid background of good contrast whenever possible.



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

# Clear Space

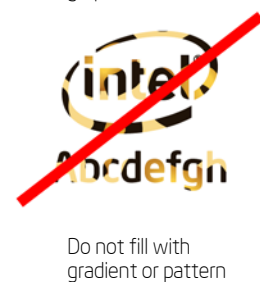
To reinforce communication goals and maintain the strength of the SIA, set the logo apart from surrounding design elements by maintaining a constant clear space around it. In all applications of the SIA, the clear space surrounding the SIA is equal to the height of one "n" in "Intel."



The area surrounding the SIA should be even and free from typography, illustration, or other graphic elements whenever possible.

# Incorrect Usage

The following are examples of incorrect expressions of the Strategic Initiative Asset. Do not use these or other treatments that weaken the consistency of the brand identity. **Do not** redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



**Do not** add the Strategic Initiative Asset to the end of a video in place of the standard Intel® Logo Sig ID. The Intel Logo Sig ID (without the Initiative) should be used to close or sign off all videos from Intel.

# Reproduction Specifications

The Strategic Initiative Asset (SIA) print files have been created in vector format using Adobe® Illustrator® 8. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software. In order to maintain a consistent impression of the Strategic Initiative Asset, certain aspects of it have been optimized at each size. Therefore:

***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.

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

## Artwork Formats



# Trademark Usage

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

Proper trademark usage rules include:

- Do not change the capitalization, unless used in a heading where normal capitalization rules apply.
- Do not change the stylization of the mark.
- The mark "Intel" must always be used with this name.
- No other trademark symbols (such as, ®, ™ or SM) should be used.
- When using one of the Strategic Initiative Assets and any other Intel product logos, please consult the following Intel web site: <http://www.intel.com/intel/tmusage2.htm>.

## **Print: Process Color**

Format: EPS Vector File (scaleable)  
Colors: C, M, Y, K  
Available sizes: 1" wide

## **Print: Spot Color**

Format: EPS Vector File (scaleable)  
Colors: Intel Blue  
Available sizes: 1" wide

## **Print: Black**

Format: EPS Vector File (scaleable)  
Colors: Black  
Available sizes: 1" wide

## **Print: White**

Format: EPS Vector File (scaleable)  
Colors: White  
Available sizes: 1" wide

## **Web/Rich Media: RGB**

Format: SWF  
Colors: R, G, B  
Available size: 62 pixels wide

## **Source: RGB**

Format: EPS  
Colors: R, G, B  
Available size: 62 pixels wide

## **Presentation: RGB**

Format: PNG  
Colors: R, G, B  
Available sizes: 1500 pixels wide

**Note:** <sup>1</sup> All SIA files have varying widths, though the width of the Intel logo is consistent. Use this as a basis for measurement.

# Thank You

Proper and consistent use of the Strategic Initiative Assets by everyone involved in the development of communications, advertising and marketing materials is essential to our success. Thank you for your contribution to this effort.

Intel and the Intel logo 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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# Addendum

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