Intel Corporate Writing Style Guide

Guidelines for writing clear, consistent copy that supports the Intel brand

This document is for Intel employees, copy writers, and agencies to use when writing Intel communications for both internal and external audiences. It includes writing style, grammar, spelling, capitalization, and word usage guidelines. Use it as a reference tool when developing content for use online and in print.

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Table of Contents

Tables

Introduction

This corporate writing style guide is a reference for Intel employees, copy writers, and agencies (under NDA) to use when writing Intel marketing communications for external audiences, in all formats—including print, PDF, presentation, rich media, and Intel's public-facing Internet.

The guide assumes knowledge of the preferred Intel voice and visual style, available on the CBID Web site. Rather than covering subjects described in other Intel style guidelines, this guide focuses on style considerations that are prone to errors and inconsistencies from writer to writer.

Use this guide as your first reference when developing content for external use.

It includes:

- **Composition guidelines,** including direction on grammar and clear, direct writing for a global audience
- **Guidelines for a global audience,** including word choice, grammar, graphics, and layout considerations that help make material appropriate worldwide and easier to translate
- **Writing conventions,** including punctuation, capitalization, numbers, and much more
- **Trademark guidelines,** a summary on correct use of Intel and other-company brands
- **Sensitive language,** a quick list of terms to avoid using
- **Usage guidelines (A-Z),** where you can look up the spelling, capitalization, and usage information for terms commonly used in Intel content

For style issues not covered in this document, including specific guidelines for publishing to Intel's external Web (www.intel.com) or an internal employee intranet, refer to the sources in Table 1.

For messaging guidance, use the messaging plans of record (PORs) for Intel platforms and products, referenced in Table 1 under "Intel Guidelines (available internally only)."

Table 1. Additional writing references

Standard	URL
Publications	
The Chicago Manual of Style	www.chicagomanualofstyle.org
The Microsoft Manual of Style for Technical Publications	
The Elements of Style, by Strunk & White	
The Associated Press Stylebook (for PR materials released on AP wire only)	
Merriam-Webster's Collegiate Dictionary	www.m-w.com/
Intel Guidelines (available internally and externally)	
Corporate Brand Identity	http://cbid.intel.com/
Intel product names (alphabetized list)	www.intel.com/products/a_z/c.htm www.intel.com/intel/legal/tmnouns2.htm
Trademark legal information	www.intel.com/sites/corporate/tradmarx.htm
Trademark usage guidelines	www.intel.com/intel/legal/tmusage2.htm
Trademark symbols and acknowledgment	www.intel.com/intel/legal/tmsymack2.htm

Standard	URL
Intel Guidelines (available internally only)	
Corporate messaging PORs by platform and product	http://cmg.intel.com/campaigns/messaging.asp
Intel Author's Card	http://legal.intel.com/CCC/docs/authorcd.pdf
Intel Library's acronym dictionary (includes links to many Intel glossaries and external dictionaries)	http://library.intel.com/Default.aspx?pid=7
Intel Names Database (for Intel brands and slogans, including approved nouns and specific usage rules)	http://legal.intel.com/TMB/NamesDb/index.htm
Intel product names containing other-party brands (such as Windows* or Java*)	http://or1tinamou.cps.intel.com/epm-app/reports.aspx?action=vocabulary
Trademark usage golden rules	http://legal.intel.com/tmb/tmusage.asp
Trademark acknowledgment Q&A	http://legal.intel.com/tmb/acknowlgmts.asp
Intel Promotional Material and Personal Release forms (permission to publish another company's materials, or employee information and photos)	http://legal.intel.com/CCC/promo.asp
"Content Development" on InSite, the writing resource for publishing to Intel's external Web presence (www.intel.com)	http://insite.intel.com/howto/content/
"Global Internal Writing Style Guide for Employee Communications," the writing resource for publishing to Circuit, the Intel employee intranet)	http://circuit.intel.com/wizard/docs/link/cgwsg_toc.htm
External Resources	
Acronym Finder*	www.acronymfinder.com/
Dictionary for computer and Internet technology definitions	www.webopedia.com/
Loosely Coupled* glossary	http://looselycoupled.com/glossary/azindex.html
RosettaNet consortium	www.rosettanet.org/
TechWeb* Business Technology Network glossary	www.techweb.com/
TechTarget* online encyclopedia	http://whatis.techtarget.com
Thesaurus	http://thesaurus.reference.com/
Source for correct spelling and capitalization of other-party trademarks	www.uspto.gov/main/trademarks.htm[1] or the other party's Web site
World Fact Book* for country names	www.cia.gov/cia/publications/factbook

[1] Trademarks can be established in the United States without filing for them. If you think a product or service name may be the property of another party, mark it with an asterisk even if the USPTO database does not list it or lists it as "abandoned."

Composition Guidelines

Use the composition guidelines in this section to assist you in developing clear, direct copy.

Active versus Passive Voice

Use active rather than passive voice. In passive sentence constructions, the subject and its object are reversed. Overuse of passive voice makes copy sound impersonal and tentative. Active voice sounds crisp, direct, and decisive.

Passive voice is common in scientific and technical writing. Its use is acceptable when the agent of action is unknown or unimportant or where the object of the action is more important than the agent. For example: "After the data was analyzed and discussed, the decision was to proceed to beta testing." Who did the analyzing is not important; the sentence is about the data.

Nonetheless, consider the added value in clarity and tone in these examples:

Passive voice: Once the decision has been made that networking is an appropriate business solution, consideration should be given to the selection of specific equipment.

Active voice: Once the business group decides that networking is the right solution, team members need to select the necessary equipment.

The latter sentence is easier to read. It has fewer words, fewer phrases, fewer unnecessary adjectives, yet it loses no meaning or clarity. It also makes translation into other languages easier.

Nouns ending in *-tion* are passive voice. Figure out how to turn them into active voice by using the verb or gerund (-ing) form. For example, instead of "the creation and administration of…" say: "to create and administer…" or "creating and administering…"

Sometimes passive voice is the right way to express an idea. Use active voice for any sentence that deals with an action we took, a decision we made, or information we discovered (for example, *we found* rather than *it was discovered*). Passive voice is occasionally (if rarely) more appropriate, such as in situations where there is no active party, or where you are describing a general case.

One caution: Be careful not to alter meaning and imply more than is true when changing passive voice to active voice.

Clauses

Clarity is enhanced when we avoid long sequences of relative clauses. Avoid using more than two prepositional clauses in a sentence; they add length but little value.

Before: As far as Intel can see, because of the fact that a recession continues to persist in the public's inclination to buy computers and other consumer electronics, the semiconductor industry remains challenged in both the revenue and cost containment spaces.

After: Semiconductor industry revenues and costs remain challenged by the recession, which has reduced computer and electronics purchasing.

Headings and Subheadings

Major headings composed solely of nouns (or nouns and adjectives), such as Background, Results, and Conclusion, may appear at first glance to be uninteresting. However, they also get right to the point, in the fewest possible words. This helps readers find what they are looking for, which makes brief noun headings appropriate for reference material, such as a white paper.

However, when your goal is to more fully identify the topic under discussion and to invite your readers to read further, or for slide headings in a presentation, a different sort of heading may be more appropriate.

Action-based Headings

To describe activities or suggest actions, use task-oriented headings that contain a verb—either present tense or in gerund (-ing) form. Present tense works well for headings that identify steps in a process.

> **Example (gerund):** Improving Return on Investment
> **Example (present tense):** Plan the Implementation

Two-Part Headings

To communicate the benefit inherent in a topic, use a two-part heading. The first part is a short headline containing the one or two most important keywords; the second part is a longer and more explanatory phrase that reinforces, clarifies, and extends the first part. Generally, keep the first part 4 to 5 words long, and the second part 8 to 10 words long. Use common words and one-syllable words where possible. Position keywords at the front of each part, to grab the reader's attention and to optimize titles for searching on the Web.

Double headings, with a colon separating the functional half from the value half, draw the reader into the paragraph. The down side of this formulation is that it is wordier.

> **Example (head:subhead):   Wireless Network Access: Planning the Design**

This format works well for a series of slides on a particular topic in a presentation—where each slide has the same topic heading but the subtopic, placed on a second line of heading and perhaps in a different color or smaller size, changes from slide to slide. The subtopic can be in sentence case.

> **Example (topic:subtopic)**
> **   or (title:subtitle): Wireless Network Access**
>   **Planning design and implementation**

The templates for some document types specify a two-part title combination. The subtitle appears below the title, in a slightly smaller, gray font, as shown in the example above. The title uses title case; the subtitle may be in title case or sentence case, depending on what works best for the particular document or document type. Some groups may use an established subtitle capitalization convention.

For the external Web site visual guidelines, see
http://cbid.intel.com/webstyleguide/online_templates/requirements.aspx#header.

Run-in Headings

> **Heading.** When you want to highlight the topic of a paragraph or bullet item, without defining it as a major heading level, begin the text with a bold run-in heading.

The preferred style for run-in headings is to end them with a bold period. However, when meaning is better served by a colon or en dash with spaces, you can use that alternate punctuation. For examples of run-in headings in a bulleted list, see Bulleted Lists on page 24.

Punctuation in Headings

- Do not add a colon at the end of a heading.

- Do not add a period or exclamation point at the end of a sentence in a heading, with the exception of advertising headlines.

First, Second, and Third Person

First-Person Plural

The Intel Voice is first-person plural—*we*. Use the first-person *we* when you are talking about how Intel solved a problem, particularly when you are writing a conversational narrative, where the text should read as if spoken.

> **Example:** At Intel, we applied a break-even analysis to understand the total cost of ownership (TCO). We then developed a baseline to track actual performance. We asked these questions: Did our predictions come true? Based on history, what do we need to adjust?

Use *Intel* as the active noun instead of *we* (for example, "Intel applied a break-even analysis..."), but do not refer to Intel as *they* (for example, do not say "At Intel, they applied a break-even analysis...").

Avoid the lecture style:

> **Before:** Let us turn our attention to another important element of the solution, software.
> **After:** Software is another important element of the solution.

The *After* treatment shown above is in third person. It is shorter, less stuffy, and loses no meaning. You can write reports and technical papers in third person, but do not use a lecture style.

Second Person

It is also fine to speak directly to the audience (second person), especially when switching from describing how Intel solved a problem to suggesting how the audience might adopt a similar approach, or when specifically providing instructions. Much of this style guide is written in second person, which is the best way to directly address an Intel audience.

> **Example:** So, how do you maximize the computing experience for mobile users? As you can see from the chart, the level of mobile processor and chipset technologies continued to increase.

However, except in user guides and similar documents, avoid "You can do..." sentences because they sound as if we are instructing the reader, which can appear to be condescending.

Localization Note: In some languages, second person is considered impolite. Use it when appropriate but be aware that second-person text may be translated as a third-person form (for example, translated as *usted* or *ustedes* in Spanish, rather than the second-person *vos*, *tu*, and *vosotros*).

Third Person

Use third person when you are describing technologies or solutions, and when an Intel group is the actor in an active-voice construction.

> **Example:** Software is another important element of the solution.
> **Example:** The Technology and Manufacturing Group requested additional infrastructure support.

Gender for Bias-Free Communication

To avoid bias in gender:

- Write in the second person (*you*) rather than using *he* or *she*.
- Use plural nouns and pronouns: *they* or *their*, not *his* or *hers*.
- Use *the* instead of *his*.
- Use *his or hers* sparingly if nothing else works.

- Do not use *he/she, s/he,* or *his/hers.*
- Do not use a plural pronoun, such as *they* or *their,* with a singular antecedent such as *everyone.* Either make both singular or make both plural.

  Correct (singular): Everyone works diligently to finish the project on time.
  Correct (singular): Everyone works diligently to finish his or her project on time.
  Correct (plural): Team members work diligently to finish their project on time.
  Incorrect: Everyone works diligently to finish their project on time.

Noun Strings

Do not use long strings of nouns. They can easily confuse readers. A slightly longer sentence is usually easier to understand.

  Before: Turn the glare screen bracket peg adjuster screw.
  After: Turn the screw that adjusts the bracket peg for the glare screen.

Present versus Future Tense

Avoid using the future tense whenever possible. Use the active, present tense. For example, instead of "using this technology *will streamline*" say "using this technology *streamlines.*"

There is, This is, It is

There is a tendency to start sentences with the words *there* or *this* or other expletive constructions such as *it is.* Though sometimes useful to alert the audience, such words are often unnecessary. Here is the opening sentence, revised: "We tend to start sentences with *there* or *this* or other expletive constructions such as *it is.*" The revision is shorter and loses no meaning Other examples:

  Before: There are two configurations that maximize throughput.
  After: Two configurations maximize throughput.

  Before: It is essential to semiconductor manufacturing to have cleanrooms.
  After: Cleanrooms are essential to semiconductor manufacturing.

In sentences beginning with *this, these,* and *that,* immediately follow the referent with a noun. When referring to a general or specific element of a preceding paragraph, always remind the reader what *this* or *that* is by following it with a noun.

Verb or Noun?

Do not turn verbs into nouns when the verbs do better on their own.

  Before: Intel *is now the leader* among companies in recognizing the importance of information technology investment. Its officers and department heads *make frequent speeches* and presentations to IT groups about such investment.

  After: Intel *leads* other companies in recognizing the importance of investing in information technology. Company officers and department heads *frequently speak* to IT groups about the topic.

In this before-and-after example, the verb *leads* is shorter and more direct than the verb-plus-noun "is the leader;" and *speak* is simpler than the verb-plus-noun "make speeches."

Guidelines for a Global Audience

The guidelines presented throughout this style guide are designed to help you create content that can be easily understood by Intel's global audience and customized for use in different regions.[1]

- **Internationalization** is the process of designing and writing content that can be easily customized for foreign markets.

- **Localization** is the process of customizing that content for users in different regions, usually involving language translation, data conversion, local photography, and a local, region-appropriate "call to action." For software, localization also involves re-engineering. When you create content that will be localized, pay special attention to the suggestions in this section.

Clichés and Americanisms

"Intel is pushing the envelope, always keeping our bases loaded, and reaching for the brass ring." Will someone outside the United States understand what that sentence means? Americans overuse sports and combat terminology. In other countries, American clichés and colloquialisms can seem trite, unclear, or even offensive. Intel is timely and global. Our diversity is best served by clear language rather than American-only expressions.

Word Choices

Some word choices can cause translators to misinterpret meaning, slowing down the localization process and adding to the cost. To avoid these problems, select words carefully.

- Use correct and precise terminology.

- Be consistent in your use of terms and capitalization throughout a document. Create a glossary of key terminology as a tool to promote consistency during translation.

- Use one word to communicate one idea. Do not use the same word in multiple ways. Do not use multiple words to represent the same concept.

    Incorrect: *computer* in the first paragraph, *PC* in the second, and *machine* in the third
    Incorrect: *change* as both a noun and a verb
    Incorrect: *add* and *insert* for the same action

- Eliminate unnecessary words. Use the following words only when you really need them:

actually	really
both (the nouns can stand on their own)	respective
certain	respectively
either (**or** usually can stand on its own)	simply
given (adj)	specific
of course	specified
particular	

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[1] For additional guidelines on creating internationalized content, refer to chapter 3, "Global Content," in the *Microsoft Manual of Style for Technical Publications*, 3rd edition, and to chapter 7, "Writing for an International Audience," in *Read Me First!*, 2nd edition, by Sun Technical Publications.

- Choose the simplest words, with the fewest possible meanings.
  If you have a choice, choose:
    - The more common word or phrase
    - The shorter phrase
    - The word with fewer syllables
    - The word with fewer letters

The simple word substitutions listed in Table 2 do not always work, but when they do, they make your text easier to read for all audiences and easier to translate.

Table 2. Simple word substitutions

Complex Words and Phrases	Simpler Equivalents
a single	one
a variety of	several, many
accomplish	do
additional	more
additionally	also
alter	change
alternatively	or
an additional	another
appear	look
approximately	about
are not required to	do not need to
as well as	and, plus
assist	help
attempt	try
begin	start
beneath	under
best of breed	effective
breakthrough	new
complicated	complex
concerning	about
consult	see
contain	have
contains	has
containing	with
continue to	still
cutting-edge	new, effective

continued on next page

Complex Words and Phrases	Simpler Equivalents
demonstrate	show
determine	see, decide
difficult	hard
due to	because of
ensure	make sure
entire	whole
further	also
has the capability to	can
having	with
highlights	shows, covers
high-performance	effective
however	but
illustrates	shows
immediately	now
innovative	new
in order to/for	to/for
insure (when it means "ensure")	make sure
is able to	can
is capable of	can
is dependent on/upon	depends on
listing (n)	list
locate	find
major	main, huge
may	can
modification	change (n)
modify	change (v)
necessary	needed, required
next-generation	new
obtain	get
operate	work
perform	do
place(s) (v)	put(s)
portion(s)	part(s)
primary	main

Complex Words and Phrases	Simpler Equivalents
principle	main
prior to	before
provide	give
receive	get
refer to	see
referred to as	called
remainder	rest
robust	strong
revolutionary	new
such that	so that
therefore	so
utilize	use
upon	on
whenever	when
with the exception of	except for
within	in
world class	effective

- In addition, avoid using the following terms, which are either Intel jargon or over-used words that create an impression of arrogance. Some of them have simpler alternatives listed in Table 2, above.

aggressively priced	high availability	real world
best of breed	high-performance	revolutionary
breakthrough	innovative	robust
broaden horizons	leading	sophisticated
capitalize	look-and-feel	synergy
convergence	next-generation	team building
critical mass	pioneer	think outside the box
cross pollination	play to win	thrilled
cutting-edge	premier	turnkey
delighted	product evolution	value-added
empower solutions	profitability	wealth of …
end-to-end	proud	work smarter
excited	pure play	world-class
growth	rapid deployment	

- Make sure you use the following words correctly. Some are further described below.

affect, effect	discrete, discreet
accept, except	disinterested, uninterested
agree to, agree with	due to, because of
alternate, alternative	from, than
assure, ensure, insure	if, when
anticipate, expect	its, it's
augment, supplement	oral, verbal
can, may	since, because
complement, compliment	that, which
compose, comprise	whether, if
continuous, continual	

- Use *which* and *that* correctly: *which* for nonrestrictive clauses (those not essential to meaning); *that* for restrictive clauses (those that would change meaning if removed).

  Correct (nonrestrictive): I go to the gym, which is good for my health.
  Correct (restrictive): I go to the gym that is located near my home.

- Use *from* and *than* correctly. Say "different from" not "different than."

- Use *if* and *when* correctly: *if* for multiple valid results; *when* for one correct result (any other result is an error).

- Add a descriptive modifier to multipurpose words, such as *valve* and *board*, to ensure correct translation. What kind of valve? What kind of board?

- Gerunds (-ing words) contribute to an informal, conversational style for American audiences. However, they do not translate easily.

  - Translators can mistake a gerund for an adjective when the gerund immediately precedes a noun.
  - Translators often replace gerunds with an infinitive or imperative (command) verb, or a noun form of the same word (ending in -tion).

Grammar and Organization

Write as simply and clearly as possible. This enables clear translations that accurately reflect the original meaning.

- Use active voice and present tense.

- Use simple sentences. To convey complex concepts, place the main ideas first and break the material into smaller units.

- Limit each paragraph to one topic; each sentence to one idea; each procedure step to one action.

- Use standard English word order, which is subject-verb-object.

- Set off introductory phrases with commas.

  Example: To realize the greatest cost savings, plan carefully.

Modifiers

- Keep modifiers close to the words they modify.

- Avoid long noun strings of more than three words. Many languages require agreement in number and gender between modifiers and nouns; long noun strings make it difficult to pair modifiers with the nouns they modify. See Noun Strings on page 10.

- Use articles (a, an, the) correctly; do not eliminate them to save space.

- Repeat nouns or modifiers if necessary. Although the shorter form may be clear to native English speakers, translators may misconstrue meaning.

  Unclear: Access a new or existing folder.
  Clear: Access a new folder or an existing folder.

  Unclear: Access existing projects or workspaces.
  Clear: Access existing folders or existing workspaces.

- Use compound modifiers carefully. See on Compound Words page 30.

- Make sure that the noun referenced by a pronoun (such as *it, its, that, these, those, theirs*, and *they*) is clear. Replace the pronoun with a noun when necessary to avoid forcing the reader to search for a pronoun's antecedent.

Contractions, Abbreviations, and Symbols

- Avoid unnecessary contractions. See Contractions on page 31.

- Avoid abbreviations and acronyms; if you use them, explain them at first use. See Abbreviations and Symbols and Acronyms on page 20.

  - Avoid abbreviated Latin words and phrases, such as *ad hoc, e.g., i.e.,* and *etc.* Instead, write out the English equivalents (for example, *that is*). In place of *etc.*, say "and so forth" or reconstruct the phrase so that it begins with "including" or "such as."

  - Avoid using symbols, since they have can have different meanings in other cultures.

  Examples:
  "   double quote for inches
  '   single quote for feet
  †   dagger symbol for a footnote
  #   pound sign for number
  $ dollar sign for currency

Global Currency and Measurements

- In materials written in English for a global audience, use the three-letter international currency acronym, followed by the amount (for example, *USD 3 million, EUR 25 million*).

- Wherever possible, spell out the acronyms the first time they are used.

  Examples:
  British pound (GBP)   Japanese yen (JPY)
  Canadian dollar (CAD)   U.S. dollar (USD)
  Euro (EUR)

- Do not use the dollar sign ($) for U.S. monetary amounts in material intended for a global audience. For U.S. currency conventions, see Monetary Amounts on page 36.

- In translated documents, follow the local preferences or grammar usage for placement of the currency acronym (for example, *3 millions USD* in French).

- Include metric measurements in parentheses following the American measurements

  Example: 3-foot (1-meter) rope

- Although materials written in English use a comma as a separator in numbers 1,000 and larger, translated documents use the local convention, which may be a period or space.

Dates and Times

- Write out dates to avoid confusion. The order of numbers in a numeric date differs depending on the country. For example, 3/6/2005 is *March 6, 2005* in the United States but *3 June, 2005* in Europe.

  Correct: Apr 5, 2005
  Correct: April 6, 2005
  Correct: 06-Apr-2005
  Correct: 6th of April 2005

- Avoid referring to seasons, which differ depending on which hemisphere you are in. It is fine to refer to seasons generally (for example, that it is "cold in winter"), but to indicate a particular time of year, specify the month or calendar quarter.

- Initial capitalize the days of the week: *Monday, Tuesday, Wednesday, Thursday, Friday, Saturday,* and *Sunday.* Do not abbreviate for global use.

- Use lower case for seasons: *spring, summer, winter,* and *fall.*

- Include the time zone for scheduled events, unless the content will be viewed only by people in a single time zone.

- Use lowercase for the time zones and write them out where space permits (for example, *pacific daylight time, eastern standard time*) rather than using the acronyms (*PDT, EST*).

- In materials written in English for a global audience, use a 24-hour time format (*14:00* instead of *2:00 p.m.*). For U.S.-only audiences, see Time of Day on page 43.

- Use lower case for *noon* and *midnight.* Do not include *12:00.*

- Use a colon to separate hours from minutes: *3:30 p.m.*

Contact Information

- Since address conventions differ worldwide, provide fields that are flexible enough to support a wide range of formats. For example, a postal code may be longer than five digits and many contain alphabetic characters.

- Use the term "postal code" in place of *zip code.*

- Use the phrase "state or province" instead of *state.*

- Provide space for long international phone numbers and do not separate the area code.

Cultural Differences

Some wording that works for an American audience may make no sense to a global audience or may be offensive in other cultures.

- Avoid humor, puns, technical jargon, and colloquialisms.

- Avoid overly personal, informal prose. Many cultures expect a more formal, polite tone.

- Do not reference body parts or use synonyms that reference a body part.

  Correct: start of the line
  Incorrect: head of the line

- For graphics, select generic images that are appropriate worldwide. For example:

  - Do not use color to convey meaning, since the meaning differs between cultures.

  - Do not depict hands in symbolic gestures, which may be offensive to other cultures.

  - Do not depict cultural events, such as religious or national holidays.

  - Make sure that pictures of electronic devices, which differ country to country, are generic enough to be understood internationally.

- Do not refer to culturally linked objects, road signs, holidays, nicknames, legends, and religious symbols. Do not make historical or film references.

- Avoid mentioning real places, or if you must, name internationally known cities.

- Colorful phrases that are instantly recognizable in the United States are often meaningless or confusing to a global audience. Avoid them.

  Examples:
  Big Apple (New York City)
  Networking 101 (elementary knowledge of networking fundamentals)
  brown-bag (bring your own lunch)

- Avoid culturally sensitive terms, particularly those that reflect a U.S. world view. For example, do not use *domestic* to indicate the United States.

Layout

Translation may affect horizontal and vertical space. Translation typically adds or subtracts 10 to 20 percent to the length of the document, and may add up to 50 percent. Asian scripts may affect leading and kerning.

- Allow for text expansion in your layout, particularly within graphics. Some scripts, such as Chinese and Japanese, require larger fonts to be readable.

- Use bulleted lists. They are easier to read and provide white space for text expansion.

- Using **bold** and *italic* type or ALL CAPS to convey meaning may not translate effectively into Asian double-byte character sets. Asian fonts may not have italic or bold variants or distinguish between upper and lower case. If they do, applying those styles can make the characters difficult to read.

- Separate text from graphics or place it in a different layer, rather than placing text in a graphic, to make translation of the text possible without disturbing the graphic. Image localization is time consuming and increases the cost of translating the document.

- Use the automation features in your publishing software rather than formatting manually.

  - Use styles rather than manually applied formatting, to make font substitution easier in languages that require different fonts.

  - Allow the document to flow between pages and columns rather than inserting hard page breaks or empty paragraphs to push text onto another page or column. These publishing tricks create problems during translation.

  - Automatically generate page references such as a table of contents, index, figure numbering, and cross-referencing. The localization team can then regenerate page references rather than update them manually.

Writing Conventions

This section lists writing conventions in use at Intel, including punctuation, capitalization, use of numbers and more. For additional guidelines, not covered here, consult these sources:

For most content, use *The Chicago Manual of Style*, *The Microsoft Manual of Style for Technical Publications*, and *The Elements of Style* as references for writing conventions.

For PR materials intended for release on the AP wire only, use *The Associated Press Stylebook* conventions when those guidelines differ (for example, in the use of serial commas).

Abbreviations and Symbols

- The Intel style is to write out the full English words rather than use abbreviations or symbols.

- However, in presentations and on Web pages (for example in titles and left navigation), use abbreviations and symbols when they improve at-a-glance legibility or save space.

Table 3. Abbreviations and symbols

For Most Content	Exceptions (Presentations, Tables, Graphics)
Avoid the ampersand (&) in text or headings. Spell it out: *and*	Okay to use ampersand symbol (&).
Avoid forward slashes (/) except for true toggle situations such as *on/off*, or if space is constrained in a table or diagram. Instead, spell out: *and* or *or*	Okay to use forward slash symbol (/).
Do not use *e.g., i.e.,* or *etc.* Instead, use *for example, that is*, and *and so on* (or *and so forth*). Instead of *etc.*, you can also rephrase to say *including* or *such as* at the beginning of the sequence.	Okay to use abbreviations: *e.g., i.e., etc.*

Note: For additional symbols, see:
Asterisks on page 22
Dashes on page 32
Ellipses on page 33
Exclamation Points on page 34
Footnotes on page 34
Monetary Amounts on page 36
Number Quick Reference on page 39

Acronyms

 "Intel is a GPTW." We speak our lettered shorthand to save time so we can "KTBR, meet our MBOs, and earn our EBs." However, not everyone speaks our corporate shorthand. When you bury meaning in an acronym (a combination of the first letters of each word in a phrase or name), Intel may lose an opportunity to communicate clearly.

Avoid using Intel acronyms, particularly in materials for an external audience. We write for a global audience; the acronym may not carry the same meaning worldwide, and many acronyms have multiple definitions. Industry standard acronyms, such as FTP and TCP, are acceptable. Use your best judgment. Even internal audiences may not be familiar with every Intel acronym, so define them if you use them.

- The Intel style for explaining acronyms is to define them at first use by writing out the term and placing the acronym in parentheses after it, even when the acronym is better known than its definition.

  Example: Many of today's most innovative technology solutions are based on a service oriented architecture (SOA).

- On first use, write the spelled-out acronym description in lower case, unless it is a proper noun (a formal name for a specific person, place, or thing) and is typically initial capitalized. Do not use initial caps in the description to indicate which letters form the acronym.

  Example: return on investment (ROI), total cost of ownership (TCO)
  Example (proper noun): Quality of Service (QoS)

- Only use an acronym without spelling it out when it is commonly understood by your audience. For example, you do not need to define the following acronyms:

API	CD-ROM	ISV	PC	USB
ASCII	DSL	IT	R&D	VPN
ASP	DVD	LAN	RISC	WAN
BIOS	FTP	LED	TCP/IP	WLAN
CD	HTML	OEM	URL	XML

- You can use acronyms in headings, but spell out the words in the first reference in the subsequent text, with the acronym in parentheses afterward.

- If a term is used only once and is not a commonly understood acronym, you do not need to include its acronym. However, if the acronym is more recognizable than its spelled-out definition (for example, Massachusetts Institute of Technology (MIT)), include the acronym even if it is used only once.

- Think about how the target audience would use the term in conversation. If the audience would say "these features are OOB," then use the acronym and define it. However, if the audience would say "these features are out-of-band," then spell it out every time.

- The plural form of an acronym does not use an apostrophe.

  Correct: PCs **Correct**: LANs
  Incorrect: PC's **Incorrect**: LAN's

- Do not create acronyms out of Intel product and program names. For example, do not write *P4P* when referring to the Intel® Pentium® 4 processor.

- Do not abbreviate the Intel name. For example, do not write ISS when referring to Intel® Solution Services.

- Some product names have acronyms approved for external use by Intel Trademarks and Brands. For example, Intel® Active Management Technology can also be written as Intel® AMT.

  Always check the internally available Intel Names Database (http://legal.intel.com/TMB/NamesDb/index.htm) or the externally available list of Intel trademarks (www.intel.com/intel/legal/tmnouns2.htm).

- Spell out all Intel organization acronyms on first use.
  - Intel's internal organization means little outside Intel so, where possible, avoid department or group designations in materials for an external audience.
  - If you must cite a specific Intel group by name and your audience may not understand the group's function, include a generic description of what that group does.

To look up the meanings of specific acronyms, use the internally available Intel Acronyms Dictionary (http://library.intel.com/Default.aspx?pid=7) or Acronym Finder on the external Web (www.acronymfinder.com/)

Ampersands (&)

- Avoid using the ampersand (&) character in text; use *and* instead.
- To save space, you can use the & symbol in presentations, tables, titles, and in the left navigation on Web pages.

Asterisks (*)

- Use an asterisk to indicate any product name owned by a company other than Intel. See [Acknowledging Other-Party Products](#) on page 49.

- Do not use a single asterisk to indicate a required field on a fill-in form on the Intel external Internet (www.intel.com) or an internal intranet, where the * refers to the Legal Info link at the bottom of the page. For required fields, use a double asterisk ** or other symbol such as a superscripted section marker §, or small print (required) next to the field.

- Do not use an asterisk as a footnote marker; asterisks are reserved for trademark acknowledgment in Intel materials.

- Use an asterisk to denote other-party ownership of a product name

  - Use a single asterisk, placed after the product name. You may position the asterisk at the end of the complete product name, including any version name or number, or after the actual trademarked name itself. Do not put a space in front of the asterisk.

    Correct: Microsoft Windows XP*
    Correct: Microsoft Windows* XP

  - The asterisk is considered part of the product name, taking precedence over the normal rules for punctuation order. The asterisk always goes inside any other punctuation, as shown in Table 4, rather than placed after punctuation, as you would a footnote reference.

Table 4. Punctuation order for trademark asterisks

Punctuation	Asterisk Inside Punctuation
Comma	Microsoft Windows XP*,
Period	Microsoft Windows XP*.
Semi-colon	Microsoft Windows XP*;

Bibliographies

Follow *The Chicago Manual of Style*, 15th edition format for bibliographic references. Each consists of the parts specified under "Book References" and "Journal and Magazine Article References" on the next page. Each bibliographic reference ends in a period.

Book References

Author's name:

- Provide the author's name, as shown on the title page of the book.
- Use an inverted format: last name, comma, first name, and middle name or initial.
- Omit degrees and affiliations.
- For two or more authors, invert only the first author's name and use a comma after each author's name.

Title:

- Place the publication title in title case, in italics. Include a subtitle, if there is one.
- Separate the title and the subtitle with a colon.
- If the book is not the first edition, then after the title and subtitle, use a comma and an abbreviation for the edition: 2nd ed., rev. ed., 3rd ed., 4th ed., and so forth.

Publication facts:

- Include the place (city), a colon, the publisher, a comma, and the year.
- For place, the publisher's main office is usually sufficient.
- If the city is well known, such as New York, San Francisco, or London, you can omit the state and country. If there could be confusion about the city location (such as Cambridge, England and Cambridge, Massachusetts), include the state or country.
- For the publisher's name, you can use an abbreviated form, omitting *The, Inc., Ltd.,* or *SA.*

Examples:

Petroski, Henry. *Invention By Design: How Engineers Get from Thought to Thing*. Cambridge, MA: Harvard University Press, 1996.

University of Chicago Press. *The Chicago Manual of Style*, 15th ed. Chicago: University of Chicago Press, 2002.

Journal and Magazine Article References

Author's name:

- Use an inverted format: last name, comma, first name, and middle name or initial.
- Omit degrees and affiliations.
- For two or more authors, invert only the first author's name and use a comma after each author's name.

Article title:

- Use title case and enclose the article title in quotation marks.
- Place the period before the ending quotation mark.

Journal or magazine:

- Include the journal or magazine title in title case and italics.
- Place the volume number directly after the journal title, with no punctuation separating them.
- For the issue number, use a comma following the volume number, the abbreviation *No.* and the issue number.
- Put the date of the issue in parentheses.
- Provide a colon and then list the page number(s).
- For a multiple-page article, list the starting page, an en dash or hyphen, followed by the ending page. Use an en dash in printed materials. Use a hyphen on Web pages.

URL for Internet sources:

- Omit an ending period following the link.
- No asterisk is needed to acknowledge ownership of the URL.
- Some bibliographic reference formats include the date when the Web site was accessed; you do not need to include this information.
- If the article is in PDF format, place (PDF) as text in parentheses following the link.

Examples:

Campbell, Patricia B., and Jennifer N. Storo, *Why Me? Why My Classroom? The Need for Equity in Coed Math and Science Classes.* Washington, D.C.: U.S. Department of Education (1994). www.campbell-kibler.com/Whyme.pdf (PDF)

Congressional Commission on the Advancement of Women and Minorities in Science, Engineering and Technology Development. *Land of Plenty: Diversity as America's Competitive Edge in Science, Engineering, and Technology.* Arlington, VA: (2000). www.nsf.gov/od/cawmset/report.htm

Robertson, Noel, "The Dorian Migration and Corinthian Ritual." *Classical Philology* 75 (1980): 1-22.

Bulleted Lists

- Keep bulleted lists to one or two lines per bullet, three at most. The purpose of bulleted lists is to isolate key information for easy reading and retrieval. Rewrite over-long copy as a set of regular prose paragraphs with subheadings or run-in headings.

- The items in a bulleted list should have parallel construction; that is, the form of each item must be the same. If some items in a bulleted list are complete sentences and some are fragments, rewrite them so that the items are parallel.

- Initial capitalize the first word of each item in a bulleted list, and the first word after a run-in heading followed by a period or colon (but not by an en dash).

- Rules for periods in a bulleted list:
  - Complete sentences: Use periods.
  - Sentence fragments, such as an inventory list format: Do not use periods.
  - List items that complete a sentence begun in the introductory statement: Do not use periods.

- Use bold type for run-in headings in a bulleted list, followed by a period, an en dash with spaces, or a colon. The period, colon, and dash are bold. Use sentence case for the run-in heading.

  Examples:

  - **Run-in heading.** Preferred style. End each true heading with a period. Initial capitalize the first word of follow-on text. Each bulleted item can be one to three lines long; present longer bullet text as paragraphs with run-in headings.

  - **Run-in heading –** Use an en dash when the run-in heading introduces a thought that the rest of the text completes. Lowercase the first word of follow-on text.

  - **Single-word:** When they introduce what follows, end single-word headings—such as *Example:*, *Note:*, or *Caution:*—with a colon. Initial capitalize the first word of follow-on text.

  Note: Use only one type of punctuation in a single bulleted list. The list above combines possibilities just to show them; do not use them all in a single list.

Bold

- Use bold type for headings, including run-in headings in paragraphs or bulleted lists.

- Use bold type for a period, en dash, or colon following a run-in heading.

- As a general rule, do not use bold for emphasis within paragraphs; use italics instead—but sparingly. Reserve bold for headings, which serve as reading navigation aids.

  Localization Note: Distinctions identified by bold or italic type may not translate well into Asian double-byte character sets because translators substitute a different font.

Callouts

Text callouts—which identify parts of screen shots, figures, or tables—do not have periods.

Capitalization

Except where accepted capitalization rules dictate otherwise, general (nonspecific) nouns are always all lowercase letters and product names are always initial capitalized on each word.

For a <u>Capitalization Quick Reference</u>, see Table 5 on page 26. For details, read the rest of this section.

General Rules

- General (nonspecific) nouns are all lowercase.

- Proper nouns are initial capitalized. (A proper noun is a formal name for a specific person, place, or thing.)

- Intel trademarks and product names are initial capitalized. However, the approved noun following an Intel trademark (for example, "processor") is usually lowercase. For correct capitalization of each product name, check the Intel Names Database (<u>http://legal.intel.com/tmb/namesdb/</u>) or the trademark list on the external Web site (<u>www.intel.com/intel/legal/tmnouns2.htm</u>).

- Capitalize words that are derived from proper nouns and depend on them for meaning, such as *American* or *English*-speaking or *Buddhist*.

- Unnecessary capitalization of other words (other than in titles and headings) confuses the reader and can dilute the primacy of our trademarks.

Capitalization Quick Reference

Table 5. Capitalization quick reference

Category	Document Element	ALL UPPER CASE	Title Case[1]	Sentence case[2]	all lower case
Cover	Document title		X		
	Document subtitle		X	X	
	Document ID (document type, industry, business subject)		X		
Headings	All heading levels (Heading 1, Heading 2, Heading 3)		X		
	Run-in headings			X	
Acronyms	Acronym	X			
	Acronym definition		X (proper noun)		X
Bulleted lists	Each item in the list			X	
	Run-in headings			X	
	Text following a run-in heading			X	
Job titles	Descriptive title (for example: engineer, manager)				X
	Title following a person's name (for example, "Andy Bryant, chief financial officer")				X
	Title that is part of a person's name, placed in front (for example, "Chief Financial Officer Andy Bryant")		X		
Descriptive vs. proper nouns	Proper nouns		X		
	Names of programs that are proper nouns (for example, "the Concept Car program")		X		
	Descriptive nouns and phrases (for example, "a concept car project")				X
Figures, tables, and charts	Figure title			X	
	Table title		X (presentation)	X (print, PDF)	
	Table column headings		X		
	Row headings in tables			X	
	Object labels		X		
	Chart or graph legend items			X	
	Descriptive or explanatory captions and call-out text in graphics			X	

[1] Initial capitalize all words except for connecting words (*and*, as, *but, for, or, nor, to*), articles (*a, an, the*), and prepositions of any length—unless they fall at the beginning or end of the title, or are stressed.

[2] Initial capitalize the first word only, plus any proper nouns (formal name for a specific person, place, or thing).

Title Case

Initial capitalize most words, as governed by a mixture of grammar and emphasis.[2]

Use title case for:

- Main document title
- Document subtitle (when it reads like a title, and always on www.intel.com)
- All levels of section heading
- Table titles in presentations
- Table column headings
- Figure titles in presentations
- Object labels in figures

Follow these guidelines.

- Always capitalize the first and last words and all major words.

- Use lowercase for the articles, conjunctions, and prepositions listed below, unless they are the first or last word.

  Articles: a, an, the

  Conjunctions: and, but, for, or, nor
  Prepositions: to, as

  In general, use lowercase for other prepositions, regardless of length, for example: against, around, because, before, by, either, from, in, into, of, off, on, out, through, when, where, with, without

- **Examples:**
  How to Get Involved

  Teaching with Standards

  Going where the Money Is
  Into the Breach
  Happiness through Better Living
  Traveling around the World
  Profiles of Success

- However, capitalize prepositions when they are part of a verb phrase (adverb), when used as an adjective, or if you would emphasize them when reading out loud.

  Examples:
  Setting Up Your Computer (*up* used as an adverb)
  Locating the On Switch (*on* used as an adjective)
  A River Runs Through It (*through* emphasized)

---

[2] Guidelines for title case are based on the *Chicago Manual of Style*, 15th edition, section 8.167.

Sentence Case

Initial capitalize only the first word in a sentence or phrase, except for a product name or other proper noun that would normally be initial capitalized.

Use sentence case for:

- Document subtitle (when it reads like a sentence or conversational phrase)
- Run-in headings
- Table and figure titles in print or PDF collateral, as indicated in the document template
- Row headings in tables
- Explanatory captions in figures
- Legends in charts and graphs

Lowercase

Most words and all common names are lowercase (as opposed to proper names, which are initial capitalized).

- Although an acronym is all capital letters, the spelled out words that define the acronym are lowercase unless the term the acronym stands for is a proper noun that is normally initial capitalized in the industry.

- Words commonly capitalized at Intel that should remain lowercase: enterprise, pilot, gateway, client, server, network, engineer, manager.

Special Capitalization Rules

Follow these additional special rules:

- **Emphasis.** Do not capitalize words for emphasis; instead, use italics—but sparingly. Italics are hard to read online.

- **Internet/intranet.** Always capitalize the "I" in Internet, but never the "i" in intranet.

- **Job titles.** Do not capitalize an individual's job title, used alone or following the person's name. Capitalize a title only when it is placed in front of the name and presented as part of the name (for example, President Lincoln).

- **Hyphenated words.** Here's how to capitalize the second element of a hyphenated word in a title or heading:

  - Capitalize the second element if it is a proper noun or adjective.
    Example: Non-English Speaking Audience

  - Capitalize the main word in an "e-" word (except for *e-mail*).
    Example: e-Business

  - Do not capitalize the second word if it is an article, preposition, or coordinating conjunction (such as *and*, *but*, *for*, *or*)
    Examples:
    Itanium®-based Solutions
    Run-in Headings

  - Do not capitalize the second part of a number.
    Example: Three-quarter Time

  - Capitalize words that can stand by themselves; do not capitalize the second part if the first element is a prefix (such as *anti, pre, post*) that cannot stand by itself.
    Example: Post-production Activities

- However, capitalize both words if they have equal weight. (This guideline can override the others.)

    Examples:
    Cross-Reference Guide
    Record-Breaking Accomplishments

- **e- words.** Initial capitalize the main word in names of most Intel initiatives and programs that are "e-" words but leave the "e" lower case. Some Intel initiative names, such as e-home, are all lowercase. To verify the correct spelling and capitalization, look up the specific initiative name or search on "e-"in the Intel Names database (http://legal.intel.com/TMB/NamesDb/index.htm).

    Correct:
    e-Business
    e-Commerce
    e-Corporation
    e-Procurement
    e-Workforce program

    - **Note:** Some e- words are owned by other parties and should not be used generically. Lowercasing the main letter does not turn an e- word that is another party's brand name into a generic term.

    - Do not initial capitalize the "m" in e-mail. When *e-mail* is part of a heading or title, initial capitalize the "e" but not the "m" (as you would for most hyphenated words), for example: *Managing a Corporate E-mail System.*

        Correct:
        e-mail

    - To keep e- words on one line, use a non-breaking hyphen (Alt+030, or in Microsoft Word* use the Special Character non-breaking hyphen symbol or Ctrl+_ shortcut.)

- Web vs. web:

    - Capitalize the *W* in Web only when referring to the World Wide Web on the Internet, because it is a proper noun—a short way to say *World Wide Web*.

    - However, use lowercase when referring to technology (for example, *web browser, web-based* application, or *web interface*) and to intranets and extranets, which are not part of the World Wide Web.

    - Web pages and Web sites may be either on the Intranet or on intranets or extranets, so always initial capitalize those terms for the sake of consistency.

    Correct:
    web-based (lowercase) means it has a hypertext-like front end that works with a browser
    the Web (initial capped) refers to the World Wide Web on the Internet
    Web page, Web site (initial capped) may be on the Web or on an intranet or extranet

Colons

- Use colons to introduce a list of items at the end of a sentence, or a list of bullet points.

- Do not use a colon at the end of a sentence that introduces a table or figure; instead, end the sentence with a period.

- Do not use colons at the end of text headings or table column headings.

    - **Exception:** Use a colon at the end of a run-in heading when it clearly introduces what follows (for example, *Before:* and *After:, Note:, Example:,* or *Exception:).*

- Use one space following a colon, not two spaces.

- Bold the colon when it follows bold text.

- Use an initial capital letter following a colon when the colon ends a run-in heading, or when multiple sentences follow.

- Lowercase the text following a colon when that text completes a single sentence.

Commas

- Use a comma following an introductory phrase.

  Correct: In 2002, …
  Correct: In India, …

- When a series contains three or more items, use a comma before the coordinating conjunction (*and*, *or*) of the last item in the series to ensure clarity of meaning. (This is often called a serial comma.)

  Correct: x, y, and z

  Exception: For PR materials prepared for release on the Associated Press (AP) wire, follow the AP convention and omit the serial comma (x, y and z).

- Do not use a comma in dates where only the month and year are provided or when the season and year are provided.

  Correct: July 2005
  Correct: Summer 2005

Compound Words

- Do not hyphenate noun-plus-gerund compounds, such as *decision making* and *problem solving*, because there is little risk of misreading without the a hyphen, even when the compound is used as an adjective.

  Example: a decision making meeting

- Do not hyphenate compounds where the first word is an adjective ending in *ly*.

- Do not hyphenate common compound words beginning with *multi*, such as *multiuser*. However, you may hyphenate technical terms, such as *multi-core*, when doing do ensures clarity of meaning.

- Hyphenate compound words only when not doing so may introduce ambiguity, as when:

  - The same word could have more than one meaning in a given context and the intended meaning is the one that depends on the use of the prefix

    Example: *recover* from illness or *re-cover* the sofa (in this case, the prefix *re*, meaning *to do it again*)

  - The compound word is used as a modifier before a noun and there is a chance of unintended or ambiguous meaning.

    Example: fast sailing ship (which can be read either as "a ship that is sailing fast" or "a sailing ship that is capable of fast movement")

  - The last letter of the prefix and the first letter of the root word are the same, especially when a vowel

    Example: anti-inflammatory

- The second element consists of more than one word

    Example: non-English speaking

- The second element is a capitalized word or numeral

    Examples: mid-June, pre-2001

- The prefix stands alone

    Example: over- and under-used

Contractions

Intel speaks to a global audience. Contractions are more difficult to translate into other languages, and they may make meaning harder for a global audience to understand when reading content written in English.

Avoid using unnecessary contractions. However, when an informal, conversational tone is appropriate, follow these guidelines to use contractions sensibly:

- Use contractions in direct quotations, except where doing so would reflect badly on the speaker (for example, "We ain't seen no performance improvement"). In that case, try not to use the quotation at all or use only the "educated" part.

- Make sure your contractions are "legal"—that is, they eliminate one or two letters, generally vowels, in two adjacent words, to create a single, more easily spoken word.

    Correct: is not → isn't
    Correct: I am → I'm

- Do not use a contraction where there is an acceptable single word equivalent.

    Correct: cannot
    Incorrect: can not → can't

- Do not use contractions to contract more than two vowels, the majority of letters in the word, or multiple words.

    Incorrect: I would → I'd
    Incorrect: they would have → theyd've
    Incorrect: you have all → y'all

- Do not use contractions if they take more effort to speak than the original words (as happens when the contraction groups a set of hard consonants together).

    Incorrect: would have → would've
    Incorrect: had not → hadn't

- Do not use contractions if they could be confused with something else.

    Incorrect: they'd (does it mean *they would* or *they had*?)
    Incorrect: it's (is this the acceptable *it is* or an incorrect usage of the possessive?)
    Incorrect: they're (when you actually mean the possessive *their*)

Country Names

- Use the conventional short name in English when referring to the country (location). One source to check country names is the World Fact Book: www.cia.gov/cia/publications/factbook

  Correct: Germany
  Incorrect: Federal Republic of Germany

  Correct: China
  Incorrect: People's Republic of China

- Use periods when you abbreviate a country's name.

  Correct: U.S.
  Incorrect: US

- Abbreviate United States as U.S. only if it is used as an adjective before a noun. When used as a noun, spell it out.

  Correct: the U.S. economy
  Correct: the United States

Dashes

Dashes (also known as em dashes and en dashes) are longer than hyphens.

- The em dash (—) is about the width of the letter M. Do not put spaces on either side.
- The en dash (–) is about the width of the letter N. May have a space on either side.
  Hint: Microsoft Office* applications turn two hyphens into an en dash automatically when you type a space or press the Enter key after the follow-on word.

See also [Hyphens, Commas, and Apostrophes in Numbers](#) on page 38 and [Parentheses versus Dashes](#) on page 40.

Em Dash (—)

Follow these guidelines for using em dashes:

- Do not put spaces on either side of an em dash.
- **Abrupt change.** Use em dashes to denote an abrupt change in thought in a sentence of an empathetic pause.

  Examples:
  We will go on vacation—if I get a raise.
  She had a plan—it was brilliant—to cut manufacturing costs.

- **Series within a phrase.** When a phase that otherwise would be set off by commas contains a series of words that must be separated by commas, use em dashes to set of the full phase.

  Example:
  He listed the qualities—intelligence, humor, independence—that he liked in an executive.

- **Attribution.** Use an em dash before an author's or composer's name at the end of a quotation.

  Examples:
  "As a corporation, we need to educate and develop our employees." —Craig Barrett.

En Dash (–)

Follow these guidelines for using en dashes:

- **Presentations.** You may substitute an en dash with a space on either side for an em dash in presentations. En dashes are easier to read in presentations because the spaces on either side provide a stronger visual separation between words.

- **Run-in headings –** can use an en dash with a space on either side to separate run-in bullet headings and follow-on text, when the follow-on text completes the thought. However, a period is the preferred punctuation for run-in headings.

- **Number ranges.** In body copy, do not use the en dash as a connecting element between numbers; instead use the word *to* (for example, *15 to 20*). However, where space is at a premium—such as in presentations, tables, charts, and figures—you may use an en dash or hyphen without spaces between numbers. Use an en-dash (for example, 15–20) in presentations and print or PDF collateral, but a hyphen (15-20) on the Web.

Dates

Although the American date format mm-dd-yyyy (expressed as numbers) is generally used throughout Intel, be aware that the numbers can be read incorrectly in other parts of the world, where the numeric data convention is dd-mm-yyyy.

- To avoid misinterpretation in published material, use a date format that includes an alphabetic month, such as Mon dd, yyyy, Month dd, yyyy, or dd-Mon-yyyy.

Correct:	Apr 5, 2005
Correct:	April 6, 2005
Correct:	06-Apr-2005
Correct:	6th of April 2005

  Open to misinterpretation: 04-06-2005

- For forms that require numeric date fill-in, you can use the mm-dd-yyyy format but be sure to include a legend next to the fill-in box.

  [   ] mm-dd-yyyy

- Days of the week should be capitalized and spelled out.

  Correct: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday

- You can abbreviate days of the week when space is constrained, for example, in a presentation. Do not use periods after the abbreviation. (However, do not abbreviate days of the week in materials written in English for a global audience.)

  Correct: Sun, Mon, Tues, Wed, Thurs, Fri, Sat

Dollar Amounts

See Monetary Amounts on page 23.

Ellipses (...)

- Use ellipses to denote that you eliminated words from a quotation.
- Do not use ellipses at the end of a sentence to indicate an incomplete thought, except in presentations.
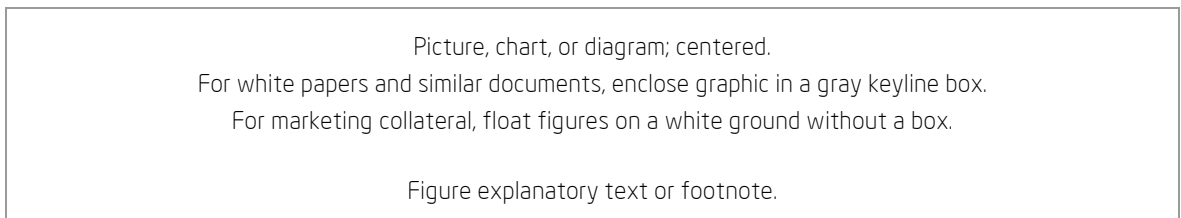- Do not use ellipses at the end of table column headings.

Exclamation Points (!)

Other than in headlines in ads, do not use the exclamation point. It does not follow the Intel Voice.

Figures

- Follow the figure format conventions established in the template for each document type, as defined in its template (available at http://cbid.intel.com/guidelines/index.aspx). Some document types enclose figures in a gray keyline box, as shown here; others float the figure on a white ground.

- Place the figure title above the figure. Make the title brief and include a longer explanation in the figure, if necessary.

- Do not put a period at end of the figure title (and no multisentence titles).

- If you number the figure, place a period after the figure number. Use sentence case (initial capital on first word) for the actual title.

Figure x. <Figure title in sentence caps>

Picture, chart, or diagram; centered.
For white papers and similar documents, enclose graphic in a gray keyline box.
For marketing collateral, float figures on a white ground without a box.

Figure explanatory text or footnote.

- Acknowledge any trademarks in the figure title and first appearance within the figure, since figures are considered an independent element that can be extracted and reused.

- Position any footnotes or notes below or to one side of the figure. Restart footnote numbering at 1 for the first footnote in each figure. Include the explanation or footnote as part of the figure, rather than in the text, in case the figure is extracted and re-used.

- When figures are positioned in the flow of text, they do not necessarily need figure numbers.

- If you use a sentence located right above a figure to introduce it, have the sentence read something like, "The following figure indicates…" or "Figure 1 indicates…" and end the introduction with a period, not a colon.

- When figures are positioned nearby but not in the flow of the referring text, as in a two-column format with figures spanning the page, use numbered figure titles and include a specific figure reference in your text, for example: "…, as shown in Figure 3."

Footnotes

Use numbered footnotes (preferred), two asterisks, or a superscripted section (§) symbol to reference information within a paper, rather than a single asterisk.

- We reserve the single asterisk (*) for denoting other-party names and brands in our trademark acknowledgment text.

  For example, when we cite Microsoft Word* with an asterisk, the asterisk refers to Intel's other-party trademark acknowledgment statement (*Other names and brands may be claimed as the property of others). See Asterisk Guidelines on page 49.

- Do not use a superscripted dagger (†) symbol because it looks like a religious symbol, which could be offensive to some cultures.

- The normal style rules for the order of punctuation apply when you add a superscripted footnote. The footnote goes outside of commas and periods, but inside semicolons and quotation marks, as shown in Table 6.

Table 6. Punctuation order for superscripted footnotes

Punctuation	Footnote Outside Punctuation	Footnote Inside Punctuation
Comma	...as shown in our study,[1]	
Period	...as shown in our study.[1]	
Semicolon		...as shown in our study[1];
Quotation mark		...as shown in our study.[1]"

Note: The order for asterisks with other punctuation is different, since they have a specific legal meaning in Intel collateral. See Asterisks on page 22.

- Footnote numbering:
  - Always superscript a footnote number.
  - Number text footnotes in sequence from the beginning to the end of the document.
  - For numbered footnotes placed beneath a table or figure, restart the numbering at 1 for the first footnote in each table or figure.

- Place footnotes at the bottom of the page on which they appear.

  - Intel Legal prefers footnotes over endnotes placed at the end of the document, because same-page placement ensures that readers have the best possible access to the information.

  - If endnotes make more sense, such as when a single footnote is referenced on more than one page, you may use them. However, in a given document use either footnotes or endnotes, but not a combination.

For information to include in a footnote citation, see Bibliographies on page 22.

Headings

See Headings and Subheadings on page 7.

Hyphens

See Compound Words on page 30, Hyphens, Commas, and Apostrophes in Numbers on page 38, and Dashes on page 20.

Italics

- Use italics for emphasis—but sparingly. Italic type is harder to read, especially online.

  Localization Note: Distinctions identified by bold or italic type may not translate effectively into Asian double-byte character sets because translators substitute a different font.

- When citing the exact title of a book, journal, or magazine, place it in italics.

Monetary Amounts

For references to monetary amounts use one of the two standards described below.

- In materials intended for a U.S.-only audience, use the dollar sign ($) with no space, followed by the amount. Do not use both $ and the word *dollars*.

  Correct (U.S. only): Students compete for more than $3 million in awards.
  Incorrect: Students compete for more than $3 million dollars in awards.

- In materials written in English for a global audience, use the three-letter international currency acronym, followed by the amount (for example, *USD 3 million, EUR 25 million*) For more information, see Global Currency on page 16.

- Wherever possible, spell out the acronyms the first time they are used.
  Examples:
  British pound (GBP)
  Canadian dollar (CAD)
  Euro (EUR)
  Japanese yen (JPY)
  U.S. dollar (USD)

- Do not use the dollar sign ($) for U.S. monetary amounts in material intended for a global audience.

  Correct (global): Students compete for more than USD 3 million in awards.

  Incorrect: Students compete for more than 3 million USD in awards.
  Incorrect: Students compete for more than U.S. 3 million dollars in awards.
  Incorrect: Students compete for more than US $3 million in awards.
  Incorrect: Students compete for more than US$3 million in awards.
  Incorrect: Students compete for more than USD$3 million in awards.

Navigation Sequences (in Microsoft Windows*)

Describe mouse pointing and mouse clicking navigation sequences in Windows applications with a space between the button or menu name and the angle bracket.

  Correct: Start > Settings > Printers > Add Printer
  Incorrect: Start>Settings>Printers>Add Printer

Numbered Lists

See Bulleted Lists on page 24.

Numbers

See also Monetary Amounts, page 23.

Spelled Out or Numerals?

- Spell out numbers from zero to nine in text, but use the Arabic numeral to represent decimal or fractions and any double-digit number (10 or greater).

- However, do not spell out any number modified by a unit of measurement (percent, degree). For example, say "a *6-month* timeframe" instead of "a *six-month* timeframe," but if it takes six months to do something; that is different and *is* spelled out.

- In a table, chart, or graphic, you can use numerals for all numbers, if desired.

- For round numbers over a million, use a numeral plus the word, even if the prefix number is fewer than 10. Use numerals when the number is not rounded. For example, say *8 million* or *6.5 million* but *4,340,000.*

- If a single-digit number is in a series with multiple-digit numbers, use the numeral for the single-digit number (for example, "24 hours a day, 7 days a week, 365 days a year").

Table 7. Numbers: spelled out or numerals?

Guidelines	Examples
Spell Out	
Numbers one through nine in text. **Note:** In a table, chart, or graphic, use numerals for all numbers, if desired.	three students … The classes last six weeks …
Numbers that appear at the start of a sentence, in a title, or in a heading.	Twenty-five engineers attended. Ten Finalists Advance
Ordinal numbers (such as first, second, twelfth).	tenth- and twelfth-grade students Twenty-first Century **Incorrect:** 10th and 12th grade students
Round numbers greater than one hundred.	One million teachers trained. Four hundred …
Use Numerals	
Optional: Any numbers in a chart, table, graphic, headline, or left navigation, where space is critical, you can use numerals.	
Grade levels.	Grades 7–12; students in grade 6
Numbers 10 and greater in text.	More than 1,200 teachers were trained.
Measurements, such as length, distance, weight, temperature, volume, and units of time when included as part of instructions in a curriculum or unit plan.	30 minutes 3 feet of wire 5°–10°C
Decimal fractions. Use an initial zero for decimal fractions that are less than one.	0.7 mm 2.5 hours
Steps in a process or procedure.	step 2
Sessions or lessons in a curriculum and numbered sections of documents.	See Session 3, Activity A in *Class Z.* See page 6.
Numbers in a supply list. **Note:** The supply list must be clearly labeled if it appears on a page with other text.	1 flashlight, 2 batteries

Decimal Places

Do not use decimal places unless the number represents a fraction or a percent, or if the number needs that level of preciseness.

Hyphens, Commas, and Apostrophes in Numbers

- When a measurement is used as an adjective, use a hyphen to connect the number to its measurement. In materials intended for a global audience, include metric equivalents.

  Correct: 3-foot (1-meter) rope, 16-gauge wire
  Correct: Use five pieces of 3-foot (1-meter) rope. Select wire that is 16-gauge.

- Use commas in numbers that have four or more digits.

  Correct for U.S.: 1,400 participants
  Localization Note: Some other countries use a different convention (period or space).

- In a range or series of numbers, use a consistent number format.

  Correct: grades 9 to 12
  Incorrect: grades nine to 12

- In a range of numbers in print or PDF body copy, use the word *to* rather than a hyphen or en-dash. If the numbers in a range are preceded by a preposition, use the word *through*. In presentations and tables, use an en dash without spaces to indicate a number range. On the Web, use a hyphen (because the en dash character is harder to code).

  Correct (PDF, print): grades 9 to 12, from ninth through twelfth grades
  Incorrect (PDF, print): grades 9-12, grades 9–12

  Correct (presentations, tables): grades 9–12, 20–30 minutes
  Correct (Web): grades 9-12, 20-30 minutes

- Plural numerals do not have apostrophes.

  Correct: Write the code in base 2 using 0s and 1s.

Number Quick Reference

Table 8. Number quick reference

Term	Style Convention		
abbreviations	Gb gigabit GB gigabytes GHz gigahertz Hz hertz K thousand Kb kilobits KB kilobytes KHz kilohertz		Kbps kilobits per second M million Mb megabits MB megabytes Mbps megabits per second MHz megahertz mm millimeter nm nanometer
	Note: For rules on hyphenation and spaces when a number precedes these abbreviations, see the specific examples below.		
bits	Hyphenate when used as an adjective (for example: 64-bit application). No hyphen when used as a noun (for example: groups of 32 bits).		
graphic dimensions with numeric values	When you write out a value for a graphic dimension, use this format: **Digits:** Use *x* (for example: 100 x 100). This method is preferable for readability. **Spelled out:** Use *by* (for example: sixteen by sixteen). Hyphenate if dimension is used as a compound adjective. In general, do not mix numerals with words (for example: 100 x sixteen or four by 16). However, you would say "six 18-MB files" rather than "6 18-MB files."		
Hz	Leave a space between the speed and the unit (for example: 2 GHz, 1 MHz). Hyphenate when used as an adjective (for example, 2-GHz processor).		
measurement symbols (', #, ", and so forth)	Do not use symbols to indicate distance, weight, and so forth. Spell out these terms. For example, instead of 12", say 12 inches; instead of 3#, say 3 pounds.		
megabit(s)	Use *Mb* as the abbreviation only when using digits; otherwise spell it out. Leave a space between the digits and the unit (for example: 6 Mb). Megabit is most often used when referring to speed (for example: 1.6 Mbps, meaning "1.6 million bits per second," or 10 Mbps transfer rate).		
megabyte(s)	Use *MB* as the abbreviation only when using digits; otherwise spell it out. Leave a space between the digits and the unit (for example: 6 MB). Use a hyphen between the digits and the unit when they form a compound adjective (for example: 1.44-megabyte disk or 1.44-MB disk). When used as an object (a noun), add *of* to form a prepositional phrase (for example: 1 MB of memory).		
multiplication symbol	Although an asterisk is often used to indicate multiplication, the actual multiplication symbol is ×. (Use the Alt+0215 command in Microsoft Word*.)		
over vs. more than	To indicate an amount in excess of something, use *more than*, as in "more than 2,000,000 sold." Do not use *over* as a measurement or numeric comparison, as in "over 2,000,000 sold." Use *over* for physical juxtapositions, as in "roll the mouse over the hot-spot graphic."		

Term	Style Convention
percent	Spell out the word *percent* in text.
	In tables, charts, graphs, headings, or left navigation, where space is constrained, you can use the percent sign (%).
	Express percents as whole numbers, unless decimal-point precision is essential (for example: 6% rather than 6.0%, but 6.3% if necessary).
thousand and million in charts	When you abbreviate thousand (K) or million (M) in a chart or diagram where space is an issue, do not leave a space between the number the unit abbreviation (for example: 30K or 150M*)*.

Parentheses versus Dashes

- Minimize or avoid parenthetical asides; they make the text harder to read. Rewrite so that parentheses are not needed.

  Before: The application user interface software (sometimes referred to as the GUI), resides on the client.
  After: The application user interface software resides on the client. This software is also known as the graphical user interface (GUI).

- To set off related information within a sentence, dashes generally work better than parentheses. Use the longer em dash—and do not put a space on either side of the dash.

- Use parentheses to define a term or identify an acronym at first use.

- Use parentheses when you want to set off an aside that would otherwise break the flow of the sentence.

Percent

- Spell out the word *percent* in text.

- In tables, charts, graphs, headings, or left navigation, where space is constrained, you can use the percent sign (%).

- Express percents as whole numbers, unless decimal-point precision is essential (for example, 6% rather than 6.0%, but 6.3% if necessary).

Periods

- Use parallel construction for listed items, so that all items are either sentences (with periods) or not.

  - Put periods after items in a list when they are all sentences.

  - Do not use periods when all of the items are sentence fragments.

  - If a bulleted list completes a sentence begun in the introductory statement, do not use periods (or other punctuation) at the end of the listed items.

- Use a period rather than a colon:

  - At the end of a run-in heading in a bulleted list or paragraph (see <u>Bulleted Lists</u> on page 24)

  - At the end of a sentence in text that introduces a table or figure

  Example:
  Costs have increased dramatically, as shown in the following table.

  <div align="center">[Table]</div>

- Callouts to screen shots or graphics do not have periods.

- Use one space following a period that ends a sentence, not two spaces.

- Do not add a period at the end of a sentence in a heading, with the exception of an advertising headline.

Possessives ('s)

- Avoid the use of possessives (words that end in apostrophe s or s apostrophe) because they can be difficult for non-native English readers to decipher.

  Correct: …threading model for the application
  Incorrect: …the application's threading model

  If removing the possessive changes intended meaning, revise the sentence to retain the meaning while removing the possessive.

- Do not make a possessive out of the trademark in a product name. (See [Acknowledging Intel Products](#) on page 44).

- Do not use an apostrophe for the possessive *its*. (*It's* with an apostrophe is a contraction for *it is*.)

Quotations

- Use quotation marks on direct quotes, with the person's identification.

- Do not use quotation marks if source ideas are described rather than directly quoted.

- Always cite the source of a quotation, either in the text itself or as a footnote.

  - In presentations, cite the source after the quotation. Separate the quotation and the source attribution with an en dash or em dash.

  - On a Web site, use an em dash before the author's name.

- If the first prominent use of an Intel or third-party product occurs within a pull quote (such as a testimonial on a brochure or case study), *do not* add the trademark because it looks contrived. Apply all standard trademarking rules to quotations occurring within body text.

- Avoid using quotation marks for mere "emphasis."

Quotation format:

- In printed materials and presentations, use curly quotes (" and ").

- In HTML text on the Web, use straight quotes (" and ").

- Use double quotation marks for:
  - Direct quotations
  - A word or phrase used in an unusual context
  - Exact titles of articles, essays, or chapter titles in a citation

- Avoid quotations within quotations; if used, place the single quotation marks within the double quotation marks.

- Place quotation marks outside of periods and commas.

- Commas, semicolons, exclamation points, and question marks go outside of a closing quotation mark, unless the exclamation point or question mark is part of the quotation.

References

For references to other materials in text:

- Place *Book Titles*, *Journal Titles*, and *Magazine Titles* in title case and set them off in italics.

- Set off "Exact Titles" of articles, newspaper or periodical features, chapters, and section headings in quotation marks.

- In general, identify hyperlinks by making them blue and underlined. However, follow the Intel Web site style sheets, which include some exceptions to this guideline.

For the correct reference format in bibliographies, see Bibliographies on page 22.
For information on footnotes, see Footnotes on page 34.

Spaces

- Use one space following a colon and the ending punctuation of a sentence (period, exclamation point, question mark), not two spaces.

- Do not use spaces surrounding an em dash (long dash).

- Use spaces surrounding an en dash (medium-sized dash) when it is used following a run-in heading, but not when it is used between numbers to indicate a number range.

Symbols

See Abbreviations and Symbols on page 20.

Tables

- Follow the table format conventions established in the template for each document type, as defined in its template (available at http://cbid.intel.com/guidelines/index.asp).

- For white papers, guidelines, and similar documents, follow the format shown below.

  - Place the table title above the table. Make the title brief and include a longer explanation below the table, if necessary.

  - Do not use a period at the end of the table title.

  - If you number the table, place a period after the table number. Use sentence case (initial capital on first word) for the actual title.

  - Columns headings use title case (initial capital on each word).

  - Row headings use sentence case (initial capital on the first word) and can be bold.

Table x. <Table title in sentence caps>

Column Heading	Column Heading	Column Heading	Column Heading
Table row heading	Table text	Table text	Table text
Table row heading	Table text	Table text	Table text

[1] Footnotes go under the table, in a smaller font size, with numbering starting at 1 for each table.
Note: Note text goes under the table, in a smaller font size.

- Position any footnotes or notes below the table. Restart footnote numbering at 1 for the first footnote in each table.

- Acknowledge any trademarks in the table title and on first appearance in table text, since tables are considered an independent element that can be extracted and reused.

- When tables are positioned within text, they may not need table numbers.

- If you use a sentence located right above a table to introduce it, have the sentence read something like, "The following table indicates ..." or "Table 1 indicates ..." and end the introduction with a period, not a colon.

- When tables are positioned nearby but not in the flow of the referring text, as in a two-column format with tables spanning the page, use numbered table titles and include a specific table reference in your text, for example: "... , as shown in Table 3."

Time of Day

- Include the time zone for scheduled events, unless the content will be viewed only by people in a single time zone.

- Use lowercase for the time zones and write them out where space permits (for example, *pacific daylight time, eastern standard time*) rather than using the acronyms (*PDT, EST*).

- To accurately specify time for materials intended for use only in the United States, be sure to include a.m. or p.m.

- In materials written in English for a global audience, use a 24-hour time format (*14:00* instead of *2:00 p.m.*).

- Use lower case for *noon* and *midnight.* Do not include *12:00.*

- Use a colon to separate hours from minutes: *3:30 p.m.*

Underlined Text

Do not use underlined text on any Web pages for emphasis; use italics, bold, or another method. Underlined text is used on Web pages exclusively to indicate a link.

URLs

- In text references, you can leave off the http:// unless the URL begins with something other than www.

- If a sentence ends with a URL, include the period at the end. However, when the URL follows a colon, do not include a period at the end.

  Correct:
  For training, visit the Intel® Software College at www.intel.com/software/college.
  For more information visit: www.intel.com/software/products

For more information about URLs, particularly as they are used in online materials, refer to the Intel guidelines at http://insite.intel.com/policy/linking/index.htm for publishing to www.intel.com.

Years

- Use figures, without commas.

  Correct: Intel introduced the product in 1990.

- For plural, use *s* without an apostrophe.

  Correct: 1990s,'90s, 17 years

Trademark and Brand Guidelines

This section contains a summary of the Intel Trademark and Brand guidelines, and is provided for your convenience. Intel Corporate Brand Identity does not own the content provided below. For questions, contact: trademarks.and.brands@intel.com

For more complete guidelines and usage instructions for particular brand names, refer to the following intranet sites and external Web sites.

Table 9. Trademark references

Type of Information	URL
Available on Intel's Intranet (internal only)	
Usage rules	http://legal.intel.com/tmb/tmusage.asp
Intel Names Database (database of Intel brand names and usage guidelines)	http://legal.intel.com/TMB/NamesDb/index.htm
Alphabetized list of all Intel products	www.intel.com/products/a_z/c.htm
Database of Intel product names containing other-party brands (such as Windows* or Java*)	http://or1tinamou.cps.intel.com/epm-app/reports.aspx?action=vocabulary
How to correctly acknowledge Intel brands and other parties' brands	http://legal.intel.com/tmb/acknowlgmts.asp
Promotional Materials Release form (permission to use another company's images, content or logo) Personal Release form (permission to use a person's image or quote)	http://legal.intel.com/CCC/promo.asp
External Sources	
Usage rules	www.intel.com/intel/legal/tmusage2.htm
Usage guidelines in other languages	www.intel.com/intel/legal/tmusage2.htm - languages
Approved noun list	www.intel.com/intel/legal/tmnouns2.htm
Trademark symbols	www.intel.com/intel/legal/tmsymack2.htm
Source for correct spelling and capitalization of other-party trademarks	www.uspto.gov/main/trademarks.htm[1] or the other party's Web site

[1] Trademarks can be established in the United States without filing for them. If you think a product or service name may be the property of another party, mark it with an asterisk even if the USPTO database does not list it or lists it as "abandoned."

Acknowledging Intel Products

Intel trademarks and brands are intellectual property and are considered assets of the corporation. One of the ways that Intel can protect these assets is by using them consistently and appropriately.

Basic Rules

Here are the three basic rules for using trademarks properly at Intel.

Always use a trademark as an adjective, followed by an appropriate noun.

- Do not use a trademark as a noun.

- Do not pluralize a trademark or make it possessive (which would be using it as a noun). For example, do not use Intel in the possessive when referring to a product name.

  Correct (product): Intel® processors)
  Incorrect (product): Intel's processors

- However, the name Intel can be used in the possessive when it refers to the company (see Intel (the Company) Versus Intel Products on page 46),.

  Correct (company): Intel's organizational structure

- Do not join a trademark to other words, symbols, or numbers, either as one word or with a hyphen.

  Correct: Linux* running on Intel® architecture
  Incorrect: IA/Linux

  Correct: Intel provided libraries; libraries provided by Intel
  Incorrect: Intel-provided libraries

  Exceptions: *Intel®-based*, *Itanium®-based*, and *Itanium® 2-based*

- Do not abbreviate a trademark.

  Correct: Intel® Solution Services
  Incorrect: ISS

  Correct: Pentium® 4 processor
  Incorrect: P4P

- Do not use the capital letter "I" or lowercase "i" to stand for Intel in an acronym.

  Correct: Intel MBOs, Intel Capital
  Incorrect: iMBOs, iCAP

Always use the proper spelling and trademark symbol.

- Include the trademark symbol according to the rules in Trademark Symbols on page 50.

- Pay special attention to capitalization, as designated in the Intel Names Database (http://legal.intel.com/tmb/namesdb/) or the trademark list on the external Web site (www.intel.com/intel/legal/tmnouns2.htm). Capitalization of the same word can change from product to product.

  Examples:

Intel XScale® technology	Intel® Pentium® 4 processor
Hyper-Threading Technology	Mobile Intel® Pentium® 4 Processor – M

Always use trademarks and brand names as they were intended to be used.

- Do not use them for goods or services for which they were not originally intended.

- Do not alter them in any way.

- Do not make puns out of them or portray them in a negative light.

Intel (the Company) versus Intel Products

When Intel is used as a company name (that is "Intel Corporation"), and not a product or service of the company, it is not a trademark and does not need a ®. In this case, it can be used in the possessive.

> **Correct:** Intel announced today…
> **Correct:** Intel's latest technology…
> **Incorrect:** Intel® and SAP have collaborated…

Write the company name as "Intel" or "Intel Corporation." Unless space is limited, do not abbreviate as "Intel Corp."

Intel is being used as a brand name or part of a product name when:

- It is used in the dropped-e logo treatment

- It is used as part of a product name (for example, Intel® Centrino™ mobile technology)

- It is used to describe a class of Intel products (for example, Intel® software, Intel® processor, Intel®-based platform)

When to Include Intel in the Name

- When Intel is part of the official product name, repeat it at each use.

  Check the Intel Names Database (http://legal.intel.com/tmb/namesdb/) or the trademark list on the external Web site (www.intel.com/intel/legal/tmnouns2.htm) for names where Intel explicitly precedes the product name. For some of the examples below, the ® appears only at the end of the complete name and not also after Intel—always consult the database or trademark list for correct brand marks and capitalization.

  Examples:
  Intel® architecture (with a lowercase *a*)
  Intel® Xeon™ processor
  Intel XScale® technology
  Intel NetBurst® microarchitecture
  Intel® Centrino™ mobile technology

- A few Intel brands, such as Pentium® and Itanium®, can stand alone without the Intel® trademark in front of them. Intel marketing prefers that the Intel® trademark be used every time these brands are mentioned, however this is not required. Just be consistent within a document.

  > **Correct:** Intel® Pentium® processor   **Correct:** Intel® Itanium® processor
  > **Correct:** Pentium® processor   **Correct:** Itanium® processor

- Do not include Intel® as part of the *Itanium®-based* construction.

- Some Intel product names are not trademarked because they are generic names. However, use the ® symbol after Intel, according to the rules in Trademark Symbols on page 50.

Examples:

Intel® compilers
Intel® Developer Services
Intel® Asset Management Technology

▪ Some names do not use a ® symbol after Intel because the names are not Intel products or services. In these cases, Intel is being used only to identify the company. Be sure to check the Intel Names Database (http://legal.intel.com/tmb/namesdb/).

Correct: Intel Developer Forum
Incorrect: Intel® Developer Forum

▪ Some Intel product names have abbreviations that are approved for internal and external use, in accordance with the following guidelines:

  ▪ Fully spell out the name at the first use and all prominent uses, immediately followed by the acronym.

  ### Examples:

  Intel® Active Management Technology (Intel® AMT)
  Intel® Content Distribution System (Intel® CDS)
  Intel®Extended Memory 64 Technology (Intel® EM64T)
  Intel® Math Kernel Library (Intel® MKL)
  Intel® Personal Internet Client Architecture (Intel® PCA)

  ▪ Never use the acronym alone, without the Intel brand name.

  Correct: Intel® EM64T
  Incorrect: EM64T

  ▪ Always write the acronym in all uppercase letters.

  ▪ No not use the acronym in any prominent places, such as in titles or paragraph headings.

  ▪ Do not designate the acronym with a trademark symbol such as ® or ™.

Code Names and Internal Program Names

Do not use product code names or internal program names in external materials unless the name is listed as approved for external use in the Intel Names Database (http://legal.intel.com/tmb/namesdb/), or you have specific approval to do so from Intel Legal.

IA-32, IA-64 (Itanium® brand), 32-bit, and 64-bit

IA-32 is among the very few approved abbreviations where "I" stands for Intel. However, IA-64 is no longer acceptable; instead, you must say *Itanium*® or *Itanium*®*-based*.

▪ Always use *IA-32* in connection with Intel architecture, not *32-bit.*

▪ Always use *Itanium*® or *Itanium*®*-based* in connection with Intel architecture, not *IA-64* or *64-bit.*

▪ Do not use Intel® in front of IA-32.

▪ When discussing specific Intel processors, use the processor names instead.

Correct: IA-32 processors
Correct: IA-32 processor-based applications
Correct: Itanium®-based platform

Use *32-bit* or *64-bit* only with another company name or another company's product, or in a general discussion of the architecture, for example, comparing 32-bit and 64-bit architectures.

Correct: 32-bit Windows* applications
Correct: 32-bit Linux* applications
Correct: 32-bit applications running in a 64-bit architecture

Use *64-bit Intel® Xeon™ processors* when referring to the 64-bit version of the Intel Xeon processor with Intel EM64T.

Use *Intel® Extended Memory 64 Technology (Intel® EM64T)* to refer to the Intel 64-bit extension to IA-32. Write it out and include the abbreviation, then use the abbreviation thereafter; or just use the abbreviation. Refer to this technology only in a features list to describe the underlying or supporting technology, and only for systems featuring Intel® Xeon™ processors that have Intel EM64T capability. Do not imply that all Intel Xeon processors include Intel EM64T or that Intel has introduced a new type of Intel Xeon processor.

Intel Services

Always write the full names for Intel services. Do not abbreviate their names or turn them into acronyms.

Examples:
Intel® Developer Services
Intel® Innovation Centre (note the European spelling of *Centre*)
Intel® Premier Support
Intel® Software College
Intel® Solution Services

Intel Trademark Acknowledgment Statement

Use the following acknowledgment for Intel brands (also listed in Table 10 on page 51):

Intel <list all Intel brand name(s), including "the Intel logo"> is/are trademark(s) or registered trademark(s) of Intel Corporation or its subsidiaries in the United States and other countries.

In a brochure, white paper, or similar print or PDF document, add the statement as a footnote or single attribution with other legal statements on the back of the title page or on the last page.

In a presentation, you may add the statement at the beginning or end of the entire presentation with other legal statements, or include it on each presentation slide where an asterisked product name appears (so that the statement remains with the slide if the slide is reused).

On the Web, include the statement in the footer.

Localization Note: Localized versions of this statement, which have been approved by Intel Legal, are available for most languages.

Acknowledging Products Owned by Other Parties

To protect Intel from potential legal liability regarding acknowledging proper ownership of other-party products, you must mark other-party products, technologies, and services and obtain written permission to use their logos.

- Where possible (without loss of meaning), use generic terms for products, technologies, and services developed by other companies instead of naming them.

- When used, mark other-party product names with an asterisk and acknowledge their ownership to avoid any appearance of claiming those trademarks as our own.

- Do not use other-party logos without obtaining a signed Promotional Materials Release.

Asterisk Guidelines

To acknowledge other-party brands, Intel uses an asterisk (*) rather than the specific marks (®, ™, or SM), according to the following rules:

- The intent of the asterisk is to acknowledge other-party ownership. If you believe the mark may be owned by another party, whether or not you can confirm it, and whether or not the brand names or product components are actually trademarked, mark them with an asterisk.

- When another company's name is used as the company name, and not a product or service of the company, it does not need a *.

- The * does not represent the party's brand mark (®, ™, or SM) and does not necessarily need to be positioned where the brand mark would appear in the product name; it is more like a footnote acknowledging that the name may be owned by someone else.

- Place a single * at the end of the full product name and version designation. This means that if you cite both Microsoft Windows 2000* and Microsoft Windows XP*, you use an asterisk after the first instance of each complete product name (not just after Windows).

  Correct: Microsoft Windows 2000*
  Inc**orrect:** Microsoft Windows* 2000

- Do not use a single * to mean something else within the document, such as a footnote. If you must use the * for other purposes, such as a wildcard character, then use a different symbol, preferably a superscripted §, to denote other-party trademarks in the text and attribution statement.

See also Asterisk on page 22.

Other-Party Trademark Acknowledgment Statement

Use the following acknowledgment for other-party brands (also listed in Table 10 on page 51):

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

In a brochure, white paper, or similar multiple page document, add the statement as a footnote or single attribution with other legal statements on the back of the title page or on the last page.

In a presentation, you may add the statement at the beginning or end of the entire presentation with other legal statements, or include it on each presentation slide where an asterisked product name appears (so that the statement remains with the slide if the slide is reused).

On the Web, include the statement in the footer.

Localization Note: Localized versions of this statement, which have been approved by Intel Legal, are available for most languages.

Trademark Symbols

Include the trademark symbol (®,™, or ᔆᴹ for Intel brands and * for other-party brands) in the first appearance of the name in a headline, and/or the first prominent use and the first appearance in the body of text.

The rule applies to entire documents such as brochures, white papers, briefs, guides, and presentations.

It also applies to the following "exceptions":

- Each chunk of content within a larger document that is intended to be read at one time, for example:

    - Table of Contents
    - Each Web page framed by a standard Intel header and footer
    - Each individual article in a newsletter, magazine, or other publication containing multiple articles

- Content components that may be extracted from a document for re-use in another document, for example:

    - Each graph, chart, table, figure, or illustration
    - Each slide in a presentation that is likely to be reused in other presentations

- Include the trademark symbol in every appearance of an Intel trademark slogan, such as The Computer Inside™, no matter how many times it is used in a given document.

The ®, ™, and ᔆᴹ trademark symbols are superscripted in printed materials and in graphic titles on the Web. They are not superscripted in HTML text on the Web, where superscripting creates line spacing problems, or in presentations.

For the order of punctuation with asterisks marking other-party brands, see [Asterisk](#) on page 22.

Copyright Guidelines

The complete copyright statement (also listed in Table 10 on page 51) reads:

> Copyright ° 200X, Intel Corporation. All rights reserved.

Where space is constrained, as on a CD label, and at the bottom of Web pages, you can use this abbreviated format:

> ° 200X Intel Corporation. All rights reserved.

For publications:

- Collateral with front and back covers, such as brochures, white papers, and technical documents, require the following information, along with trademark and other legal disclaimer information, on the bottom of either the back cover or inside front cover.

    Example:

    Intel, the Intel logo, Itanium, Pentium, Intel Centrino, Intel Xeon, Intel XScale, and VTune are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

    *Other names and brands may be claimed as the property of others.
    Copyright ° 200X, Intel Corporation. All rights reserved.

- In a presentation, the copyright statement must appear at least once, with the other legal information, or it can be placed on every slide (so that the statement remains with the slide if the slide is reused).

- On HTML pages created by Intel, the footer should include the following statement:

  Copyright ° 200X Intel Corporation. All rights reserved.
  Intel, the Intel logo, and <brand name(s)> are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

- For lengthy modular materials, such as curriculum modules, include both trademark and copyright statements only on the last page of each module and each appendix section. All other pages should include:

  ° 200X Intel Corporation. All rights reserved.

For images:

- Include a source citation for each other-party image included in a document, presentation, or multimedia file.

- Do not use clip-art because these images are owned by other parties, are not worth citing, and do not reinforce the Intel visual brand identity.

- The group publishing the content must obtain, and keep on file, a letter of permission from the copyright holder any time a copyrighted picture is used. Find the form at http://legal.intel.com/CCC/promo.asp.

- The group must also get a signed Personal Release from individuals before publishing any photograph of them that shows their faces.

Trademark Quick Reference Tables

Table 10. Trademark acknowledgment and copyright statements

Purpose	Statement
Intel brands	Intel <list all Intel brand name(s), including "the Intel logo"> is/are trademark(s) or registered trademark(s) of Intel Corporation or its subsidiaries in the United States and other countries.
Other-party brands	* Other names and brands may be claimed as the property of others.
Copyright statement	Copyright ° 200X, Intel Corporation. All rights reserved. or ° 200X, Intel Corporation. All rights reserved.

Note: Localized versions of the Intel and other-party brand statements, which have been approved by Intel Legal, are available for most languages.

Table 11. Frequently used other-party trademarks

Type of Trademark	Other-Party Trademarks
Microsoft Brands	For guidelines provided by Microsoft on using their trademarks, go to: www.microsoft.com/mscorp/ip/trademarks/gnlguide.asp For a complete, up-to-date list of Microsoft trademarks, go to: www.microsoft.com/library/toolbar/3.0/trademarks/en-us.mspx
Commonly used brand names that require an asterisk	Java* Linux* UNIX* (all capital letters)

Table 12. Generic substitutes for other-party product names

Note: This is not a comprehensive list. If you need a generic substitute for additional other-party brand names, define your own.

Trademark	Generic Substitutes
Active Directory*	hierarchical directory services directory services internal OS authentication and policy mechanism
Hyperstudio*, Macromedia Flash*	multimedia software
Macromedia Dreamweaver*, Microsoft FrontPage*, Adobe GoLive*	web authoring application
Microsoft Access*	database database software
Microsoft Encarta*	electronic encyclopedia Internet encyclopedia
Microsoft Excel*	spreadsheet spreadsheet software
Microsoft Office*	office productivity software
Microsoft Outlook*	e-mail and calendaring software
Microsoft .NET*	service-oriented architecture (SOA)
Microsoft Publisher*	publishing application
Microsoft SQL*	database SQL database database software
Microsoft Word*	word processing application
PowerPoint*	presentation electronic presentation electronic slides slideshow
SmartBoard*	electronic whiteboard
VMWare*	virtualization software
Solaris*	UNIX*

Sensitive Language and Terminology

Follow these general guidelines:

- Avoid terms that can be taken out of context to create confusion and liability.
- Do not attack our competitors.
- Do not imply that Intel seeks control of any market segment.
- Do not imply a guarantee that Intel cannot reasonably make.

Refer to the Intel Authors' Card (http://legal.intel.com/CCC/docs/authorcd.pdf) for additional guidance on terminology.

Forward-Looking Statements

A forward-looking statement is any statement that predicts future performance or events.

Forward-looking statements require legal review and must be accompanied by specific legal language, called safe harbor language, to protect Intel from any securities liability.

As a writer, avoid text that sounds as if it is making a prediction or an implied promise. For example, discussion of the Intel IT roadmap is a variation on the forward-looking statement and must also undergo a legal review.

Terms to Avoid for Legal Reasons

For legal reasons, do not use these terms or use them only as indicated:

- **Driving.** Intel must be very careful not to appear to be using its size and strength to force the rest of the market to play by our rules. Use terms that suggest encouraging compliance rather than forcing our rules.
- **Insure.** Insure implies legal liability and should be used only when referring to insurance. When you mean *to make certain*, say *ensure*.
- **Leverage.** Within Intel, we speak of leveraging solutions all the time. However, the term has legal implications that are inappropriate for external use. Instead of *leveraging* a technology, substitute *applying* or *making best use o*f or simply *using* that technology.
- **Partner.** A partnership is a specific legal entity. Intel is not involved in partnerships with other companies, so Intel Legal does not allow use of the term. Do not use *partner* as a verb: to partner with another Intel group or external party. Substitute a generic description of the relationship, for example, *cooperate*, *collaborate*, or *work with*.

  If you are talking specifically about the RosettaNet consortium, you can use the term *trading partners*.
- **Standard.** To avoid antitrust implications, Intel must be very careful when using this term. Because we are such a big company, we cannot appear to be forcing our methods or specifications on the industry. If you call something a standard, it must be approved by one of the formal standards bodies, such as IEEE, IETF, or ISO.
- **Vendor versus supplier.** When referring to companies who have a contract with Intel to provide Intel with products, technologies, or services, refer to them as a *supplier* rather than as a *vendor* in any discussion of those provided products, technologies, or services. When not discussing Intel's relationship to the company, *vendor* is acceptable, as in the industry term *independent software vendor (ISV)*.

Internal Acronyms and Jargon to Avoid

Other Intel terms can confuse the outside world. Do not use the following in external communications:

▪ **CPU.** Preferred usage is *processor* or *microprocessor.* Outside of Intel, CPU sometimes refers to the chip and sometimes to the entire computer chassis.

▪ **EOL, EOLing, EOL'ing.** Products have a life cycle and eventually fall into decline when they are reintroduced, repackaged, or discontinued. Instead of *EOL*, say *end of life* and do not turn it into a verb.

▪ **F2F.** At Intel, a F2F is a formal meeting of all members of a group. To someone outside Intel, a face-to-face meeting would be meeting in person rather than by phone or e-mail.

▪ **Fab.** Outsiders will not know what a Fab is. Say *manufacturing facility* or *wafer fabrication plant*, or similar term instead.

▪ **OpX.** Anyone can relate to *operational excellence*, but only we know it as *OpX.*

▪ **PoC.** *PoC* is not a widely understood term outside of Intel. You may use the term *proof of concept* spelled out, but don't abbreviate it.

▪ **POR.** *POR* and *plan of record* are not widely used outside of Intel; say *plan* instead.

▪ **SLRP.** Lots of businesses do strategic long-range planning (SLRP). We are serious "slurpers" inside Intel, but we should spell it out for external audiences.

▪ **Space.** Intel tends to use the term *space* widely, from "she is doing work in the wireless *space* right now," to its original use as a synonym for *market niche*. Be aware that outside of Intel, space might mean market niche, but it is not used as generally as we use it.**SQL.** We might call it *sequel server* at Intel, but it is *SQL* or *structured query language* elsewhere.

▪ **Waterfall.** Internally, we use *waterfall* to mean turning in equipment for possible use by others or passing on information for a wider distribution. However the term does not translate well. Instead, for equipment say *recycled*, *reconditioned*, *re-circulated*, *reassigned*, or *reused*. When passing on information, say *forward to all relevant parties.***WRT.** Language purists even consider its referent, *with regard to*, unnecessary verbiage. Use *regarding* or *about.*

▪ **ZBB.** At Intel, this term can mean to get rid of a project or line item cost. ZBB is an acronym for *zero-based budgeting,* a cost accounting term for the annual re-justification of all line items to determine if each should continue into the next year. Outside of Intel, ZBB is a process that may lead to something being eliminated but could also lead to other items getting larger budgets.

Terminology Usage Glossary (A-Z)

Consult this glossary for preferred spelling, hyphenation, capitalization, and usage of words frequently used (or misused) at Intel in written material. Use it to help maintain consistency and compliance with Intel brand identity guidelines within and across Intel documents.

Terms in red are sensitive terms; be particularly careful to use them (or not) as indicated.

Table 13. Terminology usage glossary

A - B - C - D - E - F - G - H - I - J - K - L - M - N - O - PQ - R - S - T - U - V - W - X Y - Z

Term	Usage or Definition
3-D	Use a hyphen.
32-bit, 64-bit	See IA-32, IA-64 (Itanium® brand) vs. 32-bit, 64-bit.
a, an	Use the article *a* before consonant sounds, even when they are vowels: "a historic event," "a one-year term" (sounds like it begins with a *w*), "a untied stand" (sounds like it begin with the word *you*). Use the article *an* before vowel sounds: "an energy crisis," "an honorable mention" (the h is silent).
adapter	Use instead of *card* for plug-in network adapters. Not *adaptor*.

affect (v) vs.
effect (v, n)
	Affect, a verb, means to influence:
	      "The meeting will affect the outcome."
	Effect, as a verb, means to cause:
	      "He will effect change in the company."
	Effect, as a noun, means result:
	      "The effect was overwhelming."

afterward	Not *afterwards*.
a lot	Two words. Not *alot*.
allows vs. lets	Use *lets* rather than *allows* when you mean *permits*. So, say "it lets us…" rather than "it allows us to…"
a.m. (as in 9:00 a.m.)	Not *am*, *A.M.*, or *AM* Include a space between the digits and the letters.
among vs. between	Use between to introduce two items: "Consider the time difference between California and Singapore when scheduling meetings." Use among to introduce more than two: "A new survey ranks Intel among the best places to work."
ASCII	All uppercase.
because vs. since	Use *because* to denote a specific cause-effect relationship: "The product offering was a success because it met customer needs." Use *since* when one event led to another in a sequence but was not a direct cause: "We continued the process, since it produced visible results."
backup (n, adj), back up (v)	Note the difference in spelling, depending on how the term is used. We *back up* important files and save the *backup* to disk.
BIOS	All uppercase.
bits	Hyphenate when used as an adjective (for example, a *64-bit computer*). No hyphen when used as a noun (for example, *groups of 32 bits*).
blinking	Use *blink* or *blinking* to describe LED behavior. Not *flash* or *flashing*.

Term	Usage or Definition
blog, blogging	Lowercase.
boot, reboot	Okay to use for a technical audience. In material intended for non-technical audiences, Intel usage is to *start* a PC. See start.
box	**Do not use** to refer to a computer; instead use the specific term, such as *PC, laptop, client*, or *server*.
bps	Abbreviation for *bits per second*. Use without defining.
broadband	One word.
buses	Plural of bus, with one "s." Not *busses*.
built in, built into (v) built-in (adj)	Lowercase, hyphenated only when used as an adjective (for example, "built-in technology"). Not hyphenated when used as a verb phrase (for example, "processors built into third-party solutions," or "when management technology is built in").
C drive	Capital drive letter, followed by a space (no colon).
cannot	One word.
CD CDs CD-ROM CD-ROMs	*CD* is acceptable if there is no chance for confusion. To keep things shorter, use *CD*, except when referring to a *writable CD*. *CD-ROM* is all caps. The plural forms do not have an apostrophe.
cell phone	Two words.
chargeback	One word, not hyphenated.
check box	Two words. Do not refer to a check box as an *option*. You *check* and *uncheck* the check box.
check mark	Two words.
child care	Two words.
chip maker (n) chip making (n, adj)	Two words. No hyphen whether used as a noun or a compound adjective, since omitting the hyphen poses no risk of misunderstanding (for example, "chip making capability").
chipset	One word.
choose	Can use as an alternative to *select*. See select. When referring to menu options, say either "Choose File > Print" or "Choose Print from the File menu," depending on space considerations and need for clarity.
CIO vs. corporate information officer	Not all organizations refer to their top IT director as the CIO. Such a title denotes a line officer and someone parallel to a chief financial officer (CFO). On first use, spell out CIO as *chief information officer (CIO)*.
click	Use *click* rather than *select* when choosing software controls, such as OK, Cancel, option buttons, or other command buttons, with a mouse. Do not use *click on*—just say *click*. For example, "click the Add button," not "click on the Add button." Do not use when referring to a touchable screen. See touch or select.
client/server (adj)	Following the industry standard for this term, use a slash to connect the two terms.
code name (n), code-named (vt)	Two words when used as a noun; hyphenated when used as a verb.

Term	Usage or Definition
codec	All lowercase.
cutting edge (n), cutting-edge (adj)	No hyphen when used as a noun; hyphenated when used as a compound adjective to avoid ambiguous meaning.
CPU	Preferred usage is *processor* or *microprocessor*. Outside of Intel, *CPU* sometimes refers to the chip and sometimes to the entire box.
crash	Use only for technical audiences. For non-technical audiences, use *stop* for programs and *fail* for disks.
cross-over	Hyphenate.
customer service	People who take your product orders. Not to be confused with *customer support*.
customer support	Technical support services provided for customers.
decision maker (n) decision making (n, adj)	No hyphen whether used as a noun or a compound adjective, since omitting the hyphen poses no risk of misunderstanding (for example, "Todd was renowned for his decision making skills.")
data	Use as either singular or plural in meaning but always with a singular verb. That is, always say "the data is" (or other appropriate verb).
data center	Two words.
disk and drive	A *disk* holds data. A *drive* reads the data off the disk. Never use disk alone to refer to a drive. **Medium:** 3.5-inch disk, hard disk, CD, Zip* disk (note that Zip is an other-party product and needs an asterisk). **Drive (logical or mechanical):** Disk drive, CD-ROM drive, Zip drive. **Specific drive:** To refer to a specific drive by letter, use *drive C* or *C drive,* not *drive C:*, *drive C>*, or *C: drive* (per *Microsoft Manual of Style for Technical Publications*, 3rd edition)
disc, disk, and diskette	Use *disc* only when referring to a compact disc or a laser disc. Typically, we say *CD* instead of compact disc. Use *disk* when referring to a 3.5-inch disk or hard disk. Do not use *diskette*.
diskette	**Do not use.** Instead use *3.5-inch disk*. (Note: Because of our global audience, do not use " marks for inch; spell it out: *3.5-inch*.)
double-click	Hyphenate.
downtime	One word.
driving	Intel must be very careful not to appear to be using its size and strength to force the rest of the market to play by our rules. Use terms that suggest encouraging compliance, such as *influencing* or *leading*, rather than forcing our rules.
DOS	This is a generic term; however MS-DOS* is not. Always use DOS, unless what you are writing pertains only or specifically to MS-DOS.
DSL service	Digital Subscriber Line (DSL) service is a type of high-speed ISP account, but we do not use the word *account* since service is the common industry term. Lowercase the word *service*.
dual-core (adj), dual execution cores	Lowercase, hyphenated when used as a compound adjective. When describing Intel dual-core products, don't place a ® after Intel or make the word *processor* plural. (for example, say "Intel dual-core processor," or "Intel dual-core processor-based servers").
DVDs	The plural form does not have an apostrophe.
e.g. vs. for example	In general, spell out. Use *e.g.* only where space is constrained.

Term	Usage or Definition
e-Business	Hyphenated, with a lower-case "e" and capital "B" no matter where placed in a sentence (even as the first word).
e-Commerce	Hyphenated, lower-case "e," capital "C" wherever placed in sentence.
e-Corporation	Hyphenated, lower-case "e," capital "C" wherever placed in sentence.
effect vs. affect	See affect.
electrical outlet (power)	Not *wall outlet*, which could be confused with the *wall jack* for a telephone. You can use just the word *Power* as a callout in an illustration.
e-mail	Hyphenated but not capitalized. Avoid using as a verb, as in "e-mail the file"; instead say "send e-mail."
enclave	**Do not use** to describe a secure network, as this term may be offensive in certain cultures (where it refers to ethnic cleansing). Instead, use *internally protected network*.
end user	Two words, no hyphen.
etc.	Use *and so on* or *and so forth* unless space is limited (for example, in a table, figure, or presentation).
Ethernet	Initial capitalize.
e-Workforce	Hyphenated, with lower-case "e" and capital "W" no matter where it is used in a sentence.
execute flawlessly	Used internally to convey Intel's results orientation, this term can sound arrogant to outsiders, so use with caution in external collateral.
extranet	Lowercase.
F2F	Spell out: *face-to-face meeting*. **Note:** At Intel, a *F2F* is sometimes used to mean a formal meeting of all members of a group. To someone outside Intel, a face-to-face meeting would be meeting in person rather than by phone or e-mail.
Fab	Outsiders may not know what a *Fab* is. Say *manufacturing facility* or *wafer fabrication plant* instead.
Far East	**Do not use.** Instead, say *East Asia*.
fewer, less, under	Use *fewer* to refer to a countable number of items. For example: "Fewer than 50 people attended." "The building has fewer than 10 conference rooms." Use *less* to refer to a mass amount, value, or degree. For example: "We had less than a full house at the meeting." "The new building has less square footage than the old one." Do not use *under* to refer to a quantity or number; use it to refer to relative physical location. For example: "…under the table," but not "Under 50 members attended."
filename	One word.
flash, flashing	**Do not use** to describe LED behavior. Use *blink* or *blinking* instead.
floppy disk	**Do not use;** they have not been floppy for years. Use *3.5-inch disk*.
follow up (n), follow-up (adj)	Two words as a verb; hyphenate as an adjective (for example, a *follow-up activity*).
forward	Not *forwards*.
frame type	Two words.
farther vs. further	Farther refers to physical distance: *She walked farther into the factory.* Further refers to an extension of time or degree: *The police will look further into the crime.*

Term	Usage or Definition
GB	Abbreviation for *gigabytes*.
GHz	Abbreviation for *gigahertz*.
handheld (adj)	One word.
handout	One word.
hard disk drive	Location for storing information. Use instead of *hard disk*. Do not use *drive* to refer to the disk itself. See disk and drive.
hotspot	One word.
Hyper-Threading Technology (HT Technology)	Compound word, hyphenated to ensure clarity of meaning. Initial capitalized, as the proper name of an Intel technology.
Hz	Abbreviation for *hertz*.
IA-32, IA-64 (Itanium® brand) vs. 32-bit, 64-bit	IA-32 is among the very few approved abbreviations where "I" stands for Intel. However, IA-64 is no longer acceptable; instead, you must say *Itanium*® or *Itanium*®*-based*. Always use *IA-32* in connection with Intel architecture (for example, *IA-32 processors*), not *32-bit*. Always use *Itanium*® or *Itanium*®*-based* in connection with Intel architecture, not *IA-64* or *64-bit*. Do not use Intel® in front of IA-32. When discussing specific Intel processors, use the processor names instead. Use 64-bit Intel® Xeon™ processor when referring to the 64-bit version of the Intel Xeon processor with Intel EM64T. Use *Intel® Extended Memory 64 Technology (Intel® EM64T)* only to describe Intel's 64-bit extension to IA-32 as the underlying or supporting technology in a features list, and only when describing systems featuring Intel® Xeon™ processors that have Intel® EM64T capability. Do not imply that all Intel Xeon processors include Intel EM64T. Do not imply that Intel has introduced a new type of Intel Xeon processor. Use *32-bit* or *64-bit* only with another company name or another company's product, or in a general discussion of the architecture, for example, comparing 32-bit and 64-bit architectures.
i.e.,	**Do not use.** Instead use *that is*, or *in other words*, or nothing.
IE	**Do not use** as an abbreviation for Microsoft Internet Explorer*; instead spell out the complete product name or use a generic equivalent such as *browser* or *web browser*.
in order to	Preferred usage is just *to*. This is shorter and crisper sounding.
instant messaging, IM	Use this term instead of *instant messenger* (which is a Microsoft trademark) or *IM*.
insure	*Insure* implies legal liability; use it only when referring to insurance. When you mean *to make certain*, say *ensure*.
Intel	The word Intel does not have a trademark symbol when it refers to the corporation. Use the registered trademark symbol ® when Intel is part of the name of a technology, product, or service. Refer to the Intel trademark list at www.intel.com/intel/legal/tmnouns2.htm. See **Trademark and Brand Guidelines** on page 43.
Intel® architecture, Intel® architecture-based	The "a" in Intel architecture is not capitalized, unless used in a heading or title (following the normal rules of capitalization). It is marked with the ® as an Intel product name.

Term	Usage or Definition
Internet	Initial cap always required.
intranet	All lowercase, unless at the beginning of a sentence.
IS	Acronym for *information security*. However, since *IS* may also stand for other terms, make sure to define it at first use.
ISP, ISPs	Acronym for *Internet service provider*, a company that provides an Internet account, usually for a fee. Use this both for a simple Internet provider and for companies like AOL who provide additional content and software.
ISP account	A service a user buys to access an ISP. The ISP then enables that user to access the Internet. **Not** *ISP connection*; just because a user has an account does not mean that they are always connected. **Not** *Internet account*; users first must log on to their ISP before they can access the Internet. Also, users purchase their account from an ISP, not from the Internet.
IT	Acronym for *information technology*.
it's, its	*It's* is a contraction for it is or it has: "It's up to you." "It's been a long time." *Its* (no apostrophe) is the possessive form of it: "The group found its way."
jack (n)	Used to refer to what we plug phones or headphones into. **For the phone line:** Use *phone jack* or *wall jack*. *Wall jack* tells people where it is. **For headphones:** Use *headphone jack*. **To refer to the electrical receptacle:** Use *outlet* or *electrical outlet*.
KB	Abbreviation for *kilobytes*.
Kbps	Abbreviation for *kilobits per second*.
KHz	Abbreviation for *kilohertz*.
KM	Abbreviation for *knowledge management*.
laptop vs. notebook	Use *laptop* for global audiences. **Exception:** Use *notebook* only in material targeted at a local geography where that is the commonly used term.
less, fewer, under	See fewer.
lets vs. allows	In less formal collateral, use *lets* rather than *allows* when you mean *permits*. So, say "it lets us" rather than "it allows us to."
leverage	**Do not use;** has unwanted legal implications. Instead try *make use of*, *apply*, *utilize*, or *use*.
life cycle	Two words.
log on to, log off, logon (adj)	Use *log on to* (not *log onto*) for connecting to a network, and *log off* (not *log off from*) for disconnecting from a network. **Do not use** *log in*, *login*, *log onto*, *log off of*, *logout*, *sign off*, or *sign on*. An exception is when other terms are dictated by a software interface. Use *logon* only as an adjective, as in *logon password*, not as a noun.
machine	Okay to use for a technical audience, although *system* is preferable. When appropriate, better to use a specific term, such as *PC*, *laptop*, *client*, or *server*.
MAN	Acronym for *metropolitan area network*.
MB	Abbreviation for *megabytes*.

Term	Usage or Definition
Mbps	Abbreviation for *megabits per second*.
megabit(s)	Use *Mb* as the abbreviation only when using digits; otherwise spell it out. Leave a space between the digits and the unit (for example, 6 Mb). Use a hyphen between the digits and the unit when they form a compound adjective. Megabit is most often used when referring to speed (for example, 1.6 Mbps, meaning 1.6 million bits per second, or "10 Mbps transfer rate").
megabyte(s)	Use *MB* as the abbreviation only when using digits; otherwise spell it out. Leave a space between the digits and the unit (for example, 6 MB). Use a hyphen between the digits and the unit when they form a compound adjective (for example, "1.44-megabyte disk" or "1.44-MB disk"). When used as an object (a noun), add *of* to form a prepositional phrase (for example, "1 MB of memory").
microarchitecture	One word, no hyphen.
more than	Use to indicate an amount in excess of something. Use *more than* rather than *over* for measurements and numeric comparison. See over.
motherboard	One word.
multi-core	Compound word, hyphenated to ensure clarity of meaning.
multimedia	One word, no hyphen.
multi-threading multi-threaded	Compound word, hyphenated to ensure clarity of meaning.
multiuser	One word, no hyphen.
nm	Abbreviation for *nanometer*. No need to spell out. Use a hyphen when used as a compound modifier, for example "90-nm wafers."
next-generation (adj)	Overused throughout technology, even by those whose products are status quo. It is a term as overused as *user-friendly* and *turnkey system* were years ago. Avoid unless absolutely necessary.
nonprofit	One word, no hyphen.
notebook vs. laptop	Use *laptop* for global audiences. **Exception:** Use *notebook* only in material targeted at a local geography where that is the commonly used term.
onboard (adj)	One word, no hyphen. Not *on-board*.
online (n, adj)	One word, no hyphen. Not *on-line*.
onsite (n, adj)	One word, no hyphen. Not *on-site*.
OpX	Avoid in external documents. Instead say *operational excellence*.
OS vs. operating system	Although OS is an industry-standard acronym, we discourage using it because the plural of OS is awkward. Reserve use of the acronym for cases where space is an issue (as in a slide or diagram), and cases where only the singular form is needed. Otherwise, spell it out.
OSP, OSPs vs. ISP	Online Service Provider. **Do not use.** Instead, use *ISP*.
outlet	Electrical outlet. Refers to the wall receptacle for power, not for data or voice. See jack.

Term	Usage or Definition
over vs. more than	To indicate an amount in excess of something, use *more than*, as in "more than 2,000,000 sold." Do not use *over* as a measurement or numeric comparison, as in "over 2,000,000 sold." Use *over* for physical juxtapositions, as in "roll the mouse over the hot-spot graphic."
partner (v), **partnership** (n)	A partnership is a specific legal entity. Intel is not involved in partnerships with other companies, so Intel Legal does not allow use of the term externally. Internally, we often use *partner* as a verb: to *partner with* another Intel group or external party. Substitute a generic description of the relationship, for example, *cooperate*, *collaborate*, or *work with*. For *partnership*, substitute a term such as *association*. **Exception:** If you are talking specifically about a member of the RosettaNet consortium, you can use the term *trading partner*.
path	Not *pathname*.
percent vs. %	Spell out the word *percent* in text. In tables, charts, graphs, headings, or left navigation, where space is constrained, you can use the percent sign (%).
personal computer, PC, PCs	Originally this referred to a computer for one person's use, as distinguished from mainframes and mini-computers; now broadened to refer to networked computers as well. The plural form has no apostrophe.
phone line vs. phone number	Two words. Use *line* when you are talking explicitly about wiring. However, use *number* when using in context of multiple phone lines. For example, "If your house has multiple phone numbers…"
PDA, PDAs	Use the term *handheld* instead unless you are certain your audience is familiar with PDA. The plural form has no apostrophe.
PDF	When a link goes to a PDF, include the term (PDF) following the link. When linking to a PDF, do not mention Adobe Acrobat* and do not include the * symbol; the term (PDF) following the link is sufficient.
PLC	Acronym for *product life cycle* or *program life cycle*. Define at first use.
plug-in (adj)	Two words, hyphenated, when used as an adjective. Not *plugin*.
Plug and Play	Not *Plug 'n Play*.
p.m. (as in 9:00 p.m.)	Not *pm*, *P.M.*, or *PM*.
PoC	*PoC* is not a term widely used outside of Intel, so use the spelled out words in external presentations. Even internally, define it as "proof of concept (PoC)" when first used.
pop up (v) pop-up (adj)	Two words when used as a noun. Two words, hyphenated, when used as an adjective. For example, *pop-up box*.
POR	*POR* is not a term widely used outside of Intel, so define it as "plan of record (POR)" when first used.
power line	Two words. Not *power-line*, or *powerline*.
problem solver (n, adj), problem solving (n, adj)	No hyphen whether used as a noun or as a compound adjective modifying a follow-on noun, since omitting the hyphen poses no risk of misunderstanding (for example: "The group held a problem solving session").
radical	Means "profound change" and is an example of Intel hyperbole, which can sound arrogant to outsiders. Substitute a more defensible term, for example, *fundamental* or *substantial*.

Term	Usage or Definition
radio button	**Internal Use Only.** In external communications, use *option*. For example, "Select one of the e-mail setup options." Not *option button*.
read/write	Not *read-write*. Read/write *permission*, not *access* or *privilege*.
reboot	Okay to use for a technical audience. See start.
reevaluate	One word, no hyphen.
RISC	All capital letters. Does not need an asterisk.
runtime	One word.
scalable	Not *scaleable*.
secure, security	Use with caution, for legal reasons. Never imply that security is guaranteed; instead say or imply that a solution is "designed to provide" security, or similar language.
select	Use *select* when instructing users to mark text, cells, or similar items that will be subject to further action. Items that have been marked are selected. Use *select* as a generic term when an instruction can be performed with a keyboard, mouse, or touch screen. If the instruction can be performed on the device by touch ONLY, then use *touch*. If the instruction can be performed on a PC by a mouse ONLY, then use *click*. See touch or click.
set up (v), setup (n, adj)	Two words when used as a verb; one word when used as a noun or adjective. For example, "*set up* the PC" but "the *Setup* program" or "the network *setup*."
SLA	Acronym for *service level agreement*.
standalone (adj)	One word. Do not use as a noun.
smart phone	Two words. Spelled as one word, with initial capital letters (Smartphone*), it is a Microsoft product name.
snail mail	**Do not use.** Use *mail* or *regular mail* if you need to distinguish between postal delivery and e-mail.
standard	To avoid antitrust implications, Intel must be very careful when using this term. Because we are such a big company, we cannot appear to be forcing our methods or specifications on the industry. If you call something a *standard*, it must be approved by one of the formal standards bodies, such as IEEE, IETF, or ISO.
start vs. boot, reboot	In material intended for non-technical audiences, Intel usage is to *start* a PC. However, technical audiences typically use *boot* or *reboot* and this is fine for materials intended for that audience.
subsystem	One word, no hyphen.
system	Okay to use for a technical audience. When appropriate, better to use a specific term, such as *PC*, *laptop*, *client*, or *server*.
there, their, they're	*There* specifies a place: "over there" *There* also introduces an idea: "There is no telling what will happen." *Their* is the possessive form of they: "They took their books home." *They're* is the contraction of they are: "They're going to work."
third-world country	Use developing nation instead.
toolkit	One word.

Term	Usage or Definition
touch (v), touchable (adj)	Use *touch* when instructing users to choose something displayed on a touchable screen. Use *touchable* to describe the property of the screen, for example, "the touchable screen lets you…" Not *click* or *clickable* (which are mouse terms), when used to describe a touch-screen user interface.
touch screen (n, adj)	Two words (not *touchscreen*), per Java* Touchable UI Guidelines. No hyphen whether used as a noun or as a compound adjective modifying a follow-on noun, since omitting the hyphen poses no risk of misunderstanding (for example, "touch screen capability").
toward	Not *towards*.
under, fewer, less	Use to represent physical position, not relative amount. See <u>fewer</u>.
update vs. upgrade	Use *update* when you mean a software revision to fix bugs and/or to add software features. Updates are usually free and often may be downloaded from the Internet. Use *upgrade* when you mean a new version of a product (hardware or software) that is so different from the preceding versions that it is considered the next generation of the product. Typically, customers must pay additional money to upgrade.
uptime	One word.
URL	All caps. Pronounced U-R-L, not earl, so say "*a* URL," not "*an* URL."
U.S. (adj), United States (n)	Spell out when used as a noun. Okay to say *U.S.* when used as an adjective. Not *US, USA,* or *U.S.A* (for example, "High school students from the United States gathered," or "U.S. high school seniors").
use vs. utilize	*Use* is generally preferred. *Utilize* means to put into service, make useful or productive, so say *utilize* only when that is what you mean.
user guide	Do not make *user* a possessive (for example, *user's guide*).
user name	Two words.
V1.0 vs. version 1.0	Use *V1.0* on labels and elsewhere where space is constrained. Otherwise, use the full phrase. Separate the name from the version with a comma.
version xx or later, version xx or earlier	Not "version xx *or higher*" or "version xx *or lower*."
vendor vs. supplier	When discussing products, technologies, or services provided to Intel by other companies, refer to them as *suppliers* rather than as *vendors*. When not discussing Intel's relationship to the company, *vendor* is acceptable, as in the industry term *independent software vendor (ISV)*.
versus and vs.	Spell out the word in ordinary writing. However, in short expressions (such as "micro vs. macro") and in tables, charts, and presentations, it is OK to use the abbreviation *vs.*
via	**Do not use** for *by means of* or *through* or *using. Via* has a specific technical meaning.
videoconference, videoconferencing	One word.
VoIP	Use this spelling and capitalization for Voice Over Internet Protocol.
wall jack	Use this rather than *phone jack*. See <u>jack</u>.
waterfall	**Do not use.** Outside of Intel, *waterfall* does not refer to used equipment. Instead, use other words such as *recycled, reconditioned, re-circulated, reassigned,* and *reused*.
Web vs. web	Capitalize the *W* in *Web* when it refers to the World Wide Web. However, use a lowercase *w* when referring to the technology, for example: *web browser* or *web interface* or *web-based* application.

Term	Usage or Definition
Web vs. World Wide Web	Say *the Web* instead of *World Wide Web*. Use only to refer to material existing on the Web (not on other parts of the Internet or to material on intranets or extranets).
web-based (adj)	Lowercase *w* because it is a technology. Hyphenate *web-based* because it is used as a compound adjective.
web browser	Lowercase *w* because it is a technology.
Web page, Web site	Capital *W* because it is part of the Internet. For consistency, initial capitalize even when referring to pages and sites on an intranet or extranet. Two words (not *webpage* or *website*).
web interface	Lowercase *w* because it is a technology.
weblog	One word, lowercase.
Webmaster	One word, initial capitalized.
Wi-Fi	Use *Wi-Fi* instead of *IEEE 802.11 standards*. Generic use of the term *Wi-Fi* to refer to the IEEE 802.11 standards has been approved for Intel's use. For example, "Wi-Fi standards," "Wi-Fi technology," "Wi-Fi access points," and "Wi-Fi hotspots." **Do not use** term *Wi-Fi* in any Intel product or service name or logo, even if the product or service has been certified as compliance by the Wi-Fi Alliance. Use of "Wi-Fi® compliant," "Wi-Fi CERTIFIED™," "Wi-Fi Protected Access™," and "Wi-Fi ZONE™" are approved for Intel's use only if describing a product or service certified by the Wi-Fi Alliance. The Wi-Fi alliance owns several logo trademarks incorporating the term *Wi-Fi*. Contact the Trademark & Brands group in advance to clear any use of the Alliance's logos.
WiMAX	No hyphen. Not *WiMax*.
Win2K	**Do not use.** Use the full product name: Windows 2000*.
windup (adj), wind up (v)	One word, no hyphen when used as an adjective; two words when used as a noun.
wish vs. want	Use want.
word processing program	Lowercase, no hyphen.
working memory	**Do not use.** Use *available memory* instead.
workstation	One word. Generally used to refer to a PC attached to a network, to the client in a client/server system, or to a high-speed PC used for high-powered processing tasks.
worldwide	One word, not hyphenated.
WRT	Language purists even consider its referent, *with respect to*, unnecessary verbiage. Use *regarding* or *about*.
WWW	Use *Web* instead, unless specifying a URL (and then use lower case: *www*).
x-axis, x-coordinate, y-axis, y-coordinate, z-axis	Lowercase, hyphen.
your, you're	*Your* is the possessive form of you: "Do your job." *You're* is a contraction that means you are: "You're going to like this."
Zip*	Use initial caps when referring to a *Zip file*. It is another company's product name and requires an asterisk.

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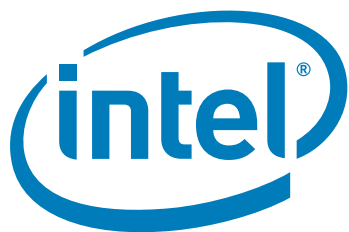Associated Press. *The Associated Press Stylebook.* Associated Press, 2004.

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