



Intel Inside[®] Logo Usage Guidelines

Trademark and Logo Usage Guidelines

Introduction

Logo usage guidelines are intended to inform on how to use the Intel Inside® logo artwork.



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

For all Trademarks and Brands Usage Guidelines, such as appropriate noun, trademark symbol and acknowledgement line, and processor number information, for each brand please refer to:

<http://www.intel.com/trademarks>

Clear Space

Any background inside of this clear space must be even, un-patterned, and free from typography or any other graphic elements. If the Intel Inside® logo is used directly on a photographic image, the clear space area must provide good contrast between background and the Intel logo, be even in tone and pattern-free.

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



Sizing

The minimum size is provided as a guide to show the breaking point of legibility. Ideally when sizing the assets, please make them large enough to have a prominent appearance of the brand, and not too small to be apologetic. The use of the Intel Inside logo is always measured from the outside edges of the “swirl”. In most environments it is 1.9 cm or .75" wide for print applications or 24 pixels high for digital minimum size of legibility, but ideally the size is much larger.

Print Minimum size: .75"/1.9 cm wide



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

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

24 pixels
high for digital
based on
Intel logo

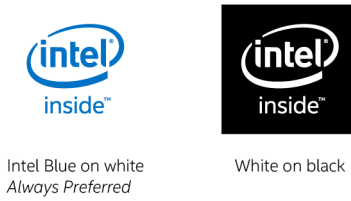


Note: For smartphones only, and only for the back of the phone, the size for the Intel Inside mark is 9mm wide.

Color Usage

Approved colors for the Intel Inside® logo are:

- Intel Blue. Visually match hue to Intel Blue swatch. (To obtain color swatches, contact: The Hibbert Group US: 800-548-4725 International: +1 303-675-2100, Ref: Literature #253978-003)
- A white mark can be used reversed out of a dark background where Intel blue is not legible.
- A black mark can be used when color is not available.



Reproduction Specifications

The Intel Inside® logo print files have been created in vector format using Adobe Illustrator* CS2. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software.

- For marks needing to be larger than .75" wide, use the .75" wide version and scale up. When the mark is scaled to a very large size, manipulation may be required so that the trademark symbol does not appear disproportionately large.
- Do not use a print file for onscreen/rich media applications, or vice versa. These files have been carefully adjusted for size, resolution, and color balance for each format and are not interchangeable.

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

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

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