



Intel. Experience What's Inside™

Logo Usage Guidelines

Introduction

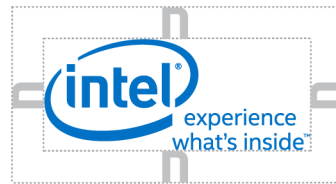
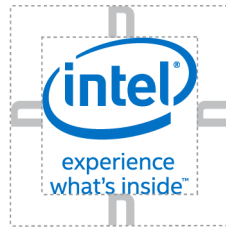
The Intel. Experience What's Inside™ Logo Usage Guidelines are intended to inform how and when to use the Intel® logo with Experience What's Inside™.



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 mark is used directly on a photographic image, the clear space area must provide good contrast between background and the Intel Experience What's Inside™ logo. Must be even in tone and pattern-free.

To ensure maximum impact, all applications of the Intel Experience What's Inside™ logo and surrounding text should include clear space 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.

In most environments minimum size is .75" (1.905 cm) wide for print applications as measured by the width of the Intel® logo, or 38 pixels high for digital, as measured by the height of the Intel® logo.

Print size of legibility: .75"/1.91 cm wide



.75" (1.905 cm)
wide for print



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

Digital size of legibility: 38 pixels high

38 pixels high
for online based
on Intel logo



38 pixels high
for digital based
on the size of
the Intel logo



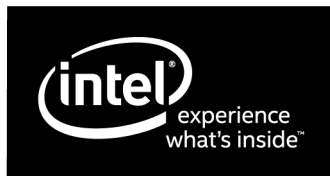
Color Usage

Approved colors for the Intel. Experience What's Inside™ logo are:

- Intel Blue. Visually match the 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.



Intel Blue on white
Always Preferred



White on black



where color is not available,
black version can be used



Intel Blue on white
Always Preferred



White on black



Where color is not available,
black version can be used

Reproduction Specifications

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

Trademark Usage

Whenever the **Intel. Experience What's Inside™ logo** appears, the following footnote must also appear: *"Intel, the Intel logo, the Intel. Experience What's Inside logo and Intel. Experience What's Inside are trademarks of Intel Corporation in the U.S. and/or other countries."*

Proper trademark usage rules include:

- The Intel. Experience What's Inside™ slogan should be used in its complete form. This slogan must be reproduced exactly each time when used (e.g., capitalization, period after Intel., use of trademark symbols, etc.)
 - Never hyphenate or abbreviate this name.
 - Do not change the capitalization.
 - Initial caps in text only and lower case in logo format only
 - No noun required.
- The appropriate use of trademark symbols with this trademark is as follows:
Intel. Experience What's Inside™
- Trademarks used in slogans must ALWAYS have the correct trademark symbol in every usage (e.g., Intel. Experience What's Inside™), even if the trademark has appeared previously.
- Never incorporate the Intel. Experience What's Inside™ trademark or any part of the trademark into a third party's company name, product brand name or model number.
- Never use the slogan Intel. Experience What's Inside™ in a merely descriptive sentence, e.g., "Intel. Experience What's Inside for better performance."

Sample Usage Chart:

Do's	Dont's
Intel. Experience What's Inside™	Experience – What's Inside™
Intel. Experience What's Inside™	Intel. experience what's inside™
Intel. Experience What's Inside™	INTEL. EXPERIENCE WHAT'S INSIDE™
Intel. Experience What's Inside™	Intel®. Experience What's Inside™

In addition, if the advertisement has a product in it, then you must use Intel's processor brand mention. For the processor brand mentions, along with the translations, please refer to: <http://www.intel.com/trademarks>

Intel, the Intel logo, the Intel. Experience What's Inside logo and Intel. Experience What's Inside 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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