



Intel[®] Product Badges

Trademark and Logo Usage Guidelines

080922/CA/VMLY&R



Introduction

These guidelines are intended to inform on how to use the Intel® Product Badges.



This illustration is a general example of the badge layout. Throughout the guideline we will use an outline of the artwork as these visuals can represent many brands but in similar size and shape.

The artwork formats are available for all print usage in vector .eps and for digital usage, a vector .ai.

For all Trademarks and Brands Usage Guidelines, such as appropriate noun, trademark symbol, 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® Product Badge 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 product badge should include clear space around the Intel logo equal to the “spark” square used in the product badge design.

Clear Space - Horizontal Badge

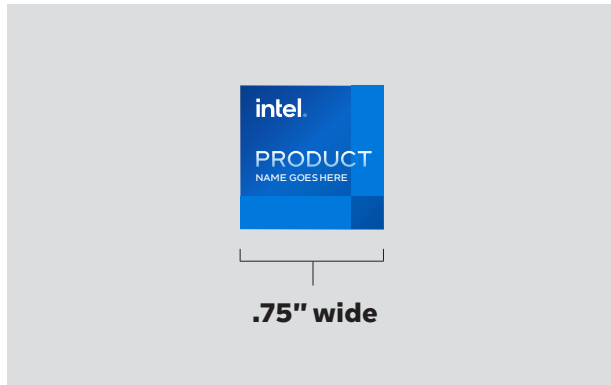
The same rules apply to horizontal badge versions. Any background inside of this clear space must be even, un-patterned, and free from typography or any other graphic elements. If the Intel® Product Badge is used directly on a photographic image, the clear space area must provide good contrast between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



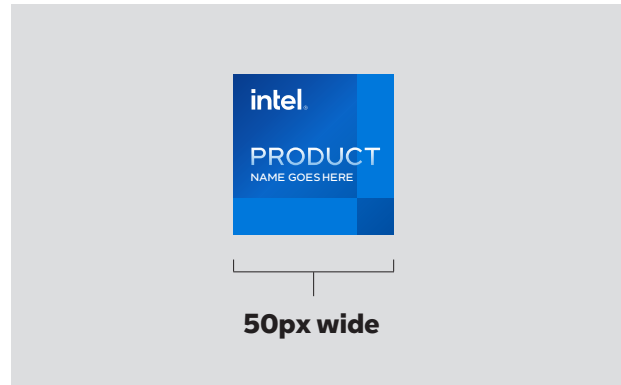
To ensure maximum impact, all applications of the Intel product badge should include clear space around the Intel logo equal to the “spark” square used in the product badge design.

Sizing

The minimum size for use of the Intel® Product Badge is measured by width for print and digital usage.



Print minimum size is .75" (1.905 cm) wide.



Digital minimum size is 50px wide.

Background

When possible, place the Intel® Product Badge on a clean, clear, and solid background. Note that when the logo is used on a colored photographic or patterned background, there must be significant contrast.



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



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

Best Practices

Follow these best practices when using the Intel® Product Badge artwork.

For Patterned Backgrounds

When using the artwork on patterned backgrounds, only use simple patterns that provide adequate contrast between the artwork and the pattern.

- ❌ DO NOT place on complex patterns.
- ❌ DO NOT place on high-contrast patterns.

For Photo Backgrounds

When using the artwork on photographic backgrounds, place on low-contrast, uncluttered areas that still provide appropriate contrast between the artwork and the background.

- ❌ DO NOT place on high-contrast areas of an image.
- ❌ DO NOT place on busy areas of an image.



DO
Use simple patterns that provide adequate contrast with the artwork.



DON'T
Place on complex patterns.



DO
Place on low-contrast, uncluttered areas of an image.



DON'T
Place on high-contrast areas of an image.



DON'T
Place on high-contrast patterns.



DON'T
Place on busy areas of an image.

Reproduction Specifications

The logo print files have been created in vector format using Adobe Illustrator* CS4. The print files are exported .ai 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 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.