Intel® Product Badges

Trademark and Logo Usage Guidelines

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 height of the "n" in Intel.
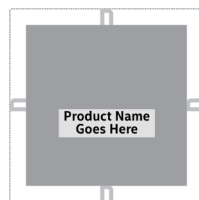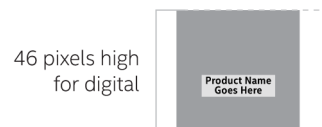

Sizing

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

Print Minimum size:

.75" (1.905 cm)
wide for print

Digital Minimum size:

46 pixels high
for digital

Background

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

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

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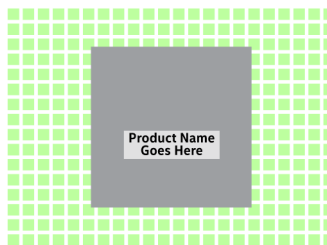
Reproduction Specifications

The 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.