



Design Guidelines for Intel® Logo Merchandise

Guide

Intel Corporate
Brand Identity
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Introductions



Each time Intel communicates with current or potential customers, we have opportunity to make a positive impression and build the Intel brand. We want to ensure that every impression we make is positive, consistent and reflects the Intel® Brand Promise: “Thrilling Leaps that Create the New Normal” or the Intel personality traits-driven, fascinating catalyst.

One good way to create a brand connection is by providing your target customer with a tangible, useful, meaningful object that they can take with them. These items serve as a reminders of their Intel experience.

Always select useful items that reflect positively on the Intel brand. Items should be technologically advanced, well made and include proper branding.

We have prepared these guidelines to help you select give-away items that can be distributed both internally and externally. These guidelines are to be followed whenever you offer Intel promotional items, whether you are giving away one item or hundreds.

Start Here

Before creating custom merchandise, seriously consider purchasing items that have already been approved and are ready to order. **This saves Intel time and money.** Visit www.IntelAPACStore.com for the most cost-efficient well-branded items.

If you need to create customer merchandise, please call IML @ +852-2856-6653, send email to IntelApacStoreAS@daiml.com or visit IntelAPACStore Custom [link](#).

For other preferred promotional merchandise suppliers outside the US visit the Intel Preferred Supplier Gateway: <http://mysupplier.intel.com/>

The screenshot shows the IntelAPACStore website interface. At the top, there is a blue header with the Intel logo on the left, the text "IntelAPACStore" in the center, and navigation links "My Account | Order Enquiry | FAQ | Customer Service" on the right. Below the header, the main content area is divided into a left sidebar and a main product display area. The sidebar contains several sections: "Product Type" with a dropdown arrow, "Price Range" with a dropdown arrow, a list of promotional categories (Corporate gifts, Event and occasions, In-store display, Kids' promotion, Mass distribution, Sales promotion, Product logo specific, Seasonal special), "Custom-Made Service", "Quick Purchase", "Repeat Last Purchase", "Your Shopping Cart" (showing a shopping cart icon and "Currently empty"), and a "Forgot Password" link. The main product display area features a large image of a white digital photo frame with the Intel logo at the top and a photo of a person in a field. To the right of the frame, the text reads "Shop at IntelAPACStore for convenience and choice". Below this text, there are six small images arranged in a 2x3 grid, showing various merchandise items: a blue baseball cap, a blue bag, a white USB drive, a blue water bottle, two black pens, and a blue keychain.

Appropriate Merchandise

DO select merchandise that:

- Is durable, useful, meaningful and made with **high quality** materials.
- Is unique, generates interest and is functional.
- Supports the Intel® brand personality traits of Driven, Fascinating and Catalyst.
- Is sensitive to all genders, race and religions.

DO NOT select merchandise that:

- May be soiled or viewed in an unfavorable way, such as napkins that end up in the trash or floor stickers that are walked on.
- Is disposable, as we do not want our corporate brand assets to end up in the garbage. For instance, do not put an Intel® logo on individual pages of candy or disposable bottles of water. Logos may be placed on high quality candy jars with packages of candy in them, or reusable water bottles.
- Promotes violence or conflict or may cause in-jury (such as guns, fireworks, knives and/or lighters.)
- Poses a safety, security or environmental risk (items with sharp edges, lead based or other toxic/chemical components.)
- Contains obscene or pornographic content, or promotes gambling (including dice, poker chips and/or playing cards.)
- Is inappropriate in the work place (halter tops, underwear and/or other suggestive items.
- Promotes smoking or drinking alcoholic beverages.
- Is viewed in an unfavorable way.
- Breaks up the Intel logo (such as a puzzle or other item that can be split or rearranged.)
- **Other suggestions:** always place the Intel logo in the more favorable position. It is preferable to place our logo on a seat back, then a seat cushion. It is preferable to have a logo on a soccer jersey, then on the ball which is being kicked around.

Safety and Security Issues

Keep safety in mind when selecting merchandise

- Badge lanyards must have a breakaway feature.
- Products that will cause security issues when traveling (such as luggage locks, pocket knives, scissors or sharp objects) are not allowed.
- All travel mugs must include lids, per Intel's safety requirements
- Items that clearly identify a laptop as a piece of Intel-owned equipment (such as luggage tags, laptop bags or briefcases with a prominent Intel logo on the outside) are prohibited, as these items draw attention to bags that contain confidential information.



Technology Items

Never place an Intel® logo, product logo or type treatment on a technology device that is not running on Intel® technology. The placement of the Intel logo on any computer peripheral or compatible device, PC remote control, USB item, optical mouse, or other item may imply that Intel components are an ingredient in the device.

When giving technology devices, you have two options:

1. Place the product logo on a separate tag or lanyard, but not directly on the device
2. Place the logo on the outside of the packaging but not directly on the technology item.

USB Memory Sticks/Pen Drives/Thumb Drives

Do not give away items that contain a direct competitor's products or ingredients, such as USB memory sticks.

Intel now makes memory for portable memory devices. If you create logo'd memory merchandise ensure that it runs on Intel® memory.



Intel BunnyPeople™ Dolls

Due to quality control issues, you must purchase Intel BunnyPeople™ from TheIntelStore, based in the U.S.A. **Do not create your own.**





Substrate Selection

Appropriate:

- Choose a matte or dull finish and avoid substrate items with a high gloss. Ensure that there is sufficient contrast, so that the logo is legible.

Inappropriate:

- Avoid using shiny metals, fur or faux-leather substrates. Real leather or high quality leather-like materials are acceptable.
- Manufacturer tags or labels should only appear on the interior of an item, if at all. Contact [Intel Merchandise Manager](#) to request any exceptions.
- Avoid substrates that are not environmentally friendly, such as items made of styrofoam or that include toxic materials.



Appropriate Artwork

- Always use artwork that has been approved by Intel Corporate Brand Strategy and Intel Corporate Brand Identity.
- Do not create your own logos, type treatments, campaigns or taglines.
- Do not create your own names or visuals.
- Do not hold artwork contests.

The Intel® logo with tagline is the preferred artwork for all giveaway items. If the logo in tagline will not fit due to space constraints, you may use the corporate logo without the tagline.

Alternate branding for promotional items:

- **All Intel® products and technology badges.** The addition of the Intel Corporate Logo is preferred, but is not required.
- **Type and text treatments** – you must spell out the entire name; acronyms are not permitted. The addition of the Intel Corporate Logo is required. If merchandise will not support both brands, you may use the Intel Logo alone, or select merchandise that allows two imprint areas.
- **A short URL**, such as intel.com/networking. The www.intel.com URL is the preferred URL.
- **Brief campaign themes** such as Storage Anywhere or Transforming Communications add relevance to your item.

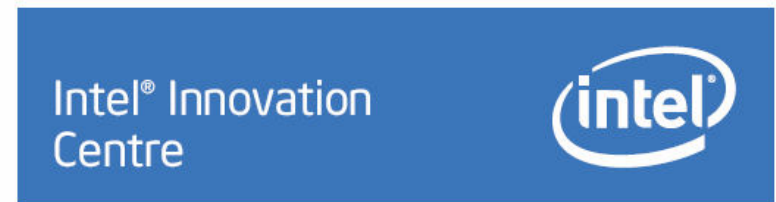


Product Badges



Text Treatments

Mobility Group



Digital Home Group

Guidelines

- **Logo Colors:** the Intel logo should preferably be in Intel blue or white. You may use black if it is your only option. Tone on tone color is appropriate for etched items (metal, glass, crystal), embroidery, embossing or debossing. Logos should be used true to their design. Never use 100% magenta, or any of the 44 Intel® Centrino mobile technology prohibited colors, even as an accent color.
- **Merchandise colors:** the preferred merchandise colors are Intel Blue, White, Black or metallic.
- **Font:** use the Intel Corporate font, Neo Sans Intel, for any text.
- **Clear space:** all logos and type treatments must meet the clear space requirement – be sure your design takes this into consideration.
- **Minimum size:** all logos and type treatments have a minimum size requirements. Exceptions can be made to the minimum size or clear space requirements for small sized give-away items such as pens and watches.
- **Trademarks:** always use the correct ® and ™ marks, even if they only appear as a small dot.
- **To view the Intel Names Database,** go to: <http://legal.intel.com/tmb/namesdb/start.asp>
- **Background:** all artwork should be placed on a background that allows the logo to be clearly identified.



- **Embroidery:** When selecting thread color for embroidery, ensure that you have sufficient contrast so that the logos are legible. Use of tone on tone colors is acceptable as well. Do not select colors that clash, or that do not enhance readability (for instance, do not use royal blue and navy blue together)
- **New product introductions:** merchandise bearing a new product logo or type treatment should only be distributed after the brand has been introduced to the public. Special exceptions may be made for small audience operating under a Non-Disclosure Agreement. Never use code names on merchandise. For more information visit the Product Codename POR on www.legal.intel.com.
- **Manufacturer tags or labels** should only appear on the interior of an item, if at all. Contact CBID to request any exceptions.

Note: Logos may reproduce differently on different substrates and materials. Please be sure you are creating a high quality reproduction of all corporate logos and colors.





Product Badge or Product Name Usage

- Follow all rules for using product badges as stated in Trademarked Logo Usage Guidelines (TLUGS) found on <http://brand.intel.com>.
- It is preferred to have the Intel logo prominent on the item in addition to the product badge.
 - The brands do not need to be next to each other on the item.
- A benefit statement about the product is nice to have.
- If a text treatment is used, the Intel® logo must be included on the giveaway item as well.
- Note that using product colors on giveaways is acceptable. However, it is preferred to build equity in the Intel® brand, and to use Intel Blue prominently.



Co-Marketing Guidelines

In some instances, it is appropriate for merchandise to be branded by two companies.

Colors for Co-Marketing

- Blue merchandise is reserved for Intel’s branding only.
- Co-branding may be done on: white, black and other colors. (Do not use red, green or colors from the Intel product color palette.)

A third party logo may appear next to the Intel® logo when all of the criteria are met:

- Intel and the third party are equally participating in the communication.
- The third party has given permission for Intel to use their logo
- Clarifying text appears with the two logos explaining their association such as:

*ABC Event Sponsors
Creating Digital Office
Solutions*

- Do not use the term “partners”
- Guidelines for the Intel logo minimum size, color and clear space are followed.

- The two company logos should appear equal in weighting and importance.
- Do not use the Intel Logo with tagline for any co-marketing efforts.
- Use “like” brands together (corporate and corporate, or product and product.)

A third party logo may appear on the same item in another location when all of these criteria are met:

- Intel has a more significant relationship with the audience, or is driving the communication.
- The Intel logo without the tagline appears in the most prominent position (left chest of shirt, front of call cap, front of item.)
- Clarifying text appears with the two logos explaining their association, such as:

The name of an event
The association of the two companies

- Guidelines for the Intel logo minimum size, color and clear space are followed.

- For a third party to provide permission for Intel to use their logo, they must sign a Promotional Materials Release found at;
<http://legal.intel.com/Marketing/PromoAnswers.htm>



For more information and guidelines on co-marketing go to <http://brand.intel.com>

Site Specific Merchandise

If you are creating merchandise that will be used for site specific event or promotion:

- The Intel® logo must appear on the merchandise in the most prominent position.
- Intel sites do not have their own logo. The name may only appear in the one color (Black, Intel Blue or White), in the Intel corporate font, Neo Sans Intel.



Product photography on merchandise

On occasion, it may be appropriate to use photography on merchandise item

If you use photography, select an image from the approved photos found on <http://brand.intel.com>. You may use Intel® product photography if you are talking about an Intel product.

Do not put images of other company's products on Intel merchandise.

Intel product photography cannot be used on a co-branded giveaway.

Photography should be reproduced in full color, not black and white, duo tone or color washed.



Purchasing Policies

Intel gift giving policy

Employees should take care to avoid giving gifts that are intended to be innocent but which may be construed as a bribe. Gifts and entertainment for customers, potential customers and suppliers must support Intel's legitimate business interests, and should be reasonable and appropriate for the circumstances.

For more information, review the Corporate Business Principles and Giving Gifts and Gratuities on www.circuit.intel.com.



Contacts

If you wish to request an exception to any of the guidelines, contact your Intel Merchandise Manager. Be prepared to explain how your exception supports your business need and why your needs cannot be met by adhering to these guidelines.

For more information or to download approved artwork, visit the Intel Brand Center at <http://brand.intel.com>.

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