

Intel  
Inside®  
Program

TRADEMARK AND LOGO USAGE GUIDELINES FOR

# Intel® Pentium® 4 Processor

How Effective Design Can Strengthen the Intel® Processor Brand Value

**ATTENTION:** NEW RASTER LOGO REPRODUCTION SPECIFICATIONS PROVIDED

intel®





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# introduction



The key to the success of the Intel® Pentium® 4 brand is proper and consistent use of its brand identity. This identity, used in text and represented by design elements, is the extension of the brand in all communications. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Intel Pentium brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership positions.

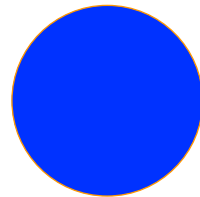
# color palette

The Intel® Pentium® 4 brand color palette expresses the intelligence, precision, and premium nature of the Intel Pentium 4 brand. Use these colors as indicated here to consistently and powerfully express the brand's identity.

	Pantone*	C M Y K	R G B
Intel Blue**	N/A	100, 40, 0, 0	0, 51, 255
Orange	Pantone 165	0, 70, 100, 0	255, 102, 0
Gray	Pantone Cool Gray 7	0, 0, 0, 47	153, 153, 153

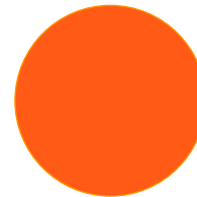
\*Pantone is Pantone Inc.'s check-standard trademark for color standards and color-related products and services.

\*\*Intel Blue: Visually match hue to the Intel Blue swatch provided in the Intel Pentium 4 logo packet.



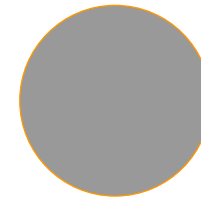
## Intel Blue

The Intel Pentium 4 logo elevates the use of Intel Blue to enrich the overall brand communication.



## Orange

Orange is impactful and expresses the premium performance of the brand.



## Gray

Gray is used to reflect dimensionality and to reinforce technological precision.

# sizing

To maintain the legibility of the Intel® Pentium® 4 brand, minimum size requirements have been set for logo reproduction in various applications.



7/8" for print

## MINIMUM SIZE

Minimum size is 7/8" (2.223 cm) wide for print-version files.\*

A 60 pixel high version is available for use in all Web advertisements and e-Commerce.

60 pixels high  
for Web



### Note:

\*The 5/8" logo may only be used for Agent Print ad spaces that measure less than 24 sq. in. (151 sq. cm). All other Direct and Agent Print ads and Direct Mail must use the 7/8" logo. Effective March 1, 2002.

# backgrounds

Whenever possible, place the Intel® Pentium® 4 logo on a clean, clear, solid background. The background should be white or a solid color that offers good contrast. In the rare instance where the logo is used on a photographic or patterned image, ensure that there is significant contrast between the background and the logo.



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



Place the logo on a patterned background of significant contrast.

# incorrect usage

The following are examples of unacceptable expressions of the Intel® Pentium® 4 logo. Do not use these or other treatments that weaken the consistency of the Intel Pentium and Intel brand identities.

**Do not** redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



# reproduction specifications

In an effort to continually upgrade the premium impression of our brand, the Intel® Pentium® 4 logo has been created as dimensional art. The Intel Pentium 4 logo library is made up of various electronic files for specific use in print and onscreen applications. In order to successfully reproduce this logo in print, the files have been created in RASTER format, as opposed to vector format, using Adobe Photoshop\* 5. Earlier versions of Adobe Photoshop\* can be used to open the 4-color files, but it is recommended that you use Adobe Photoshop\* 5 whenever possible. **All of these files are exported EPS files and should be used as placed graphics in page layout and illustration software.** Do NOT open a file with Adobe Illustrator\* and resave it as an Adobe Illustrator\* EPS file. This will result in an unusable file or one that generates incorrect results.

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



# reproduction specifications (cont.)

The files have been created at 300 dpi and can be scaled down without compromising the file quality. However, these files are not upwardly scalable. While some raster files can be scaled up slightly (10%), it is NOT recommended because there is fine reverse type in the art that will be compromised if scaled up. Therefore, it is important that you download the appropriately sized file for your specific application. For your convenience, the logo library provides a range of sizes from which the files can be scaled down. Use the full-color logo, as specified on page 10, whenever possible.

Again, please note: The files are raster, NOT VECTOR. The larger the dimension of the file, the longer it will take to download. For example, at 56 kbps, a 500k file will take 1 minute to download, a 5MB file will take 11 minutes to download, a 15MB file will take 36 minutes, and so forth.

# artwork formats

THE LOGO LIBRARY CONSISTS OF THE FOLLOWING:



**Print 4/C:**

EPS files (Mac and PC files available)  
Colors: C,M,Y,K  
Available sizes:  
7/8" and 5/8"\* widths



**Grayscale (halftone):**

EPS files (Mac and PC files available)  
for one-color applications only  
Available sizes:  
7/8" and 5/8"\* widths



**Web:**

GIF files (flat art)  
Available size:  
- 60 pixel height



**Web Rich Media:**

SWF files and EPS source file (flat art)  
Available SWF size:  
- 60 pixel height

**Note:**

The Web versions use standard Web-safe colors; as a result, the colors of the Web versions are slightly different from the printed versions.

\*The 5/8" logo may only be used for Agent Print ad spaces that measure less than 24 sq. in. (151 sq. cm). All other Direct and Agent Print ads and Direct Mail must use the 7/8" logo.  
Effective March 1, 2002.

# trademark usage

Proper acknowledgement of Intel’s trademarks is required. Whenever the logo appears, the following footnote must also appear:

Intel, Pentium, Intel Inside, and the Intel Inside logo are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

## PROPER TRADEMARK USAGE RULES INCLUDE:

- As with all other trademarks, the Intel® Pentium® 4 trademark should be used as an adjective, not as a noun. This means that an appropriate and approved noun must accompany the Intel® Pentium® 4 trademark (e.g., Intel® Pentium® 4 trademark). Appropriate nouns for the Intel® Pentium® 4 trademark are: *processor, processor-based, microprocessor, brand, name, mark, trademark, and logo*. Do not use *CPU or chip* as nouns.
- Generally, the noun that accompanies the trademark should be lowercase (e.g., Intel® Pentium® 4 processor).
- Always use the registered trademark symbol “®” with the Intel® and Pentium® trademarks.
- Whenever possible, please include “Intel®” before the Pentium® trademark (e.g., Intel® Pentium® 4 processor). This is not a legal requirement, but it is an Intel marketing preference.
- Never hyphenate or abbreviate the Intel® Pentium® 4 trademark (*Intel® Pentium® 4 processor 500MHz*, not *Pentium® 4-500*).
- Never incorporate the Intel® Pentium® 4 trademark or any part of this trademark into a third party’s company name, product brand name, or model number.
- Third parties need to use an appropriate acknowledgement line (e.g., “Intel, Pentium, Intel Inside, and the Intel Inside logo are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries”).
- When referred to in text, *Intel® Pentium® 4* should be set in the same font as the surrounding text.

### Examples of Intel® Pentium® 4 Use:

CORRECT USAGE	INCORRECT USAGE
Intel® Pentium® 4 processors	Pentium 4s
Intel® Pentium® 4 processor 500MHz	Pentium 4-500
Intel® Pentium® 4 processor-based	Pentium 4-based
Intel® Pentium® 4 microprocessor 500MHz	Pent. 4-500 MHz
Intel® Pentium® 4 processor-based computer	Pentium 4 Computer
Intel® Pentium® 4 processor	Willamette
Intel® Pentium® 4 processor power	Pentium 4 Power!
ABC system with an Intel® Pentium® 4 processor	ABC Pentium 4 system



**FOR FURTHER INFORMATION ABOUT THIS CAMPAIGN, VISIT OUR WEB SITE:**

# thank you

Proper and consistent use of the Intel® Pentium® 4 logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

If you need further information, please visit the Intel Inside® Program Web site or contact your local Program office.

**Intel Inside® Program Web Site:**

[www.intel.com/intelinside](http://www.intel.com/intelinside)

Username: program

Password: chips

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