



Intel[®] Security Logo Usage Guidelines

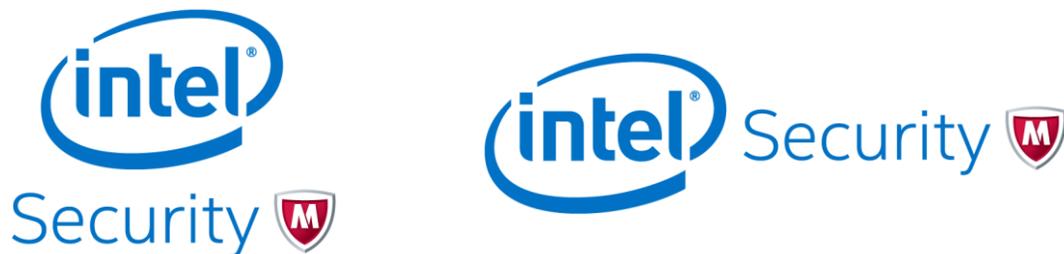
Introduction

The Intel® Security Logo Usage Guidelines are intended to inform how to use the logo artwork.

Our logo is one of our most valuable assets. To ensure that it remains a strong representation of our company, we must present it in a consistent and careful manner across all channels of communication.

The Intel Security Logo is comprised of the Intel Logo, word Security in the corporate font Intel Clear, and the M-shield. The logo lock-up projects security, confidence, and capability.

Two layouts as artwork are available. The vertical stacked version and the horizontal version.



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

Whenever the Intel® Security logo is used the following acknowledgement lines should be used:

- Intel and the Intel logo are trademarks of Intel Corporation in the U.S. and/or other countries.
- The McAfee logo is a trademark or registered trademark of McAfee, Inc. in the United States and other countries.

For further information on Intel's Trademarks and Brands Usage Guidelines, such as appropriate noun, trademark symbol and acknowledgement line please refer to:

<http://www.intel.com/trademarks>

Clear Space

Clear space is measured by the height of the “n” in Intel. 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 the background and the logo.



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, and not too small to be apologetic. The Intel® Security logo is always measured from the outside edges of the “swirl” of the Intel logo. In most environments it is 1.905 cm or .75" wide for print applications – based on the width of Intel logo. Or 24 pixels high for digital minimum size of legibility, but ideally the size will be much larger.

Print Minimum size: .75"/1.91 cm wide



Digital Minimum size: 24 pixels high for legibility, but ideally the size is much larger

24 pixels high for digital based on Intel logo



24 pixels high for digital based on Intel logo



Color Usage

Approved colors for the Intel® Security logos are:

- Intel Blue. Visually match the hue to the Intel Blue swatch. (To obtain color swatches, contact: The Hibbert Group US: 1 800-548-4725, International: +1 303-675-2100; Ref: Literature #253978-002)
- A white mark can be used reversed out of a dark background where Intel blue is not legible.
 - The red M-shield should remain red in reversed out usages, while the Intel logo and Security type changes to white.
- A black mark can be used when color is not available.



Intel Blue on white
Always Preferred



White on black



Intel Blue on white
Always Preferred



White on black

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.

Intel and the Intel logo are trademarks of Intel Corporation in the U.S. and/or other countries.

The McAfee logo is a trademark or registered trademark of McAfee, Inc. in the United States and other countries.

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

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