

Intel
Inside®
Program

TRADEMARK AND LOGO USAGE GUIDELINES FOR

Intel® Celeron® Processor

How Effective Design Can Strengthen the Intel® Processor Brand Value

intel®





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introduction



The key to the success of the Intel® Celeron® 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. By adhering to these guidelines, you will help ensure that we consistently meet our brand promise to deliver innovation, intelligence, reliability, and leading-edge technology. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Intel brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership positions.

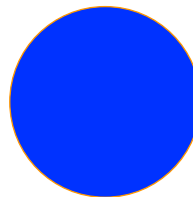
color palette

The Intel® Celeron® processor will be promoted only in the supporting company of the Intel Inside® brand. The simple color palette reinforces the basic PC positioning message.

| | Pantone* | C M Y K | R G B |
|--------------|---------------|---------------|------------|
| Intel Blue** | N/A | 100, 40, 0, 0 | 0, 51, 255 |
| Black | Process Black | 0, 0, 0, 100 | 0, 0, 0 |

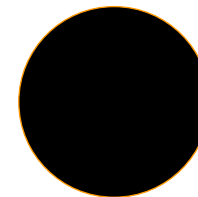
*Pantone is Pantone Inc.'s check-standard trademark for color standards and color-related products and services.

**Intel Blue: Visually match hue to the Intel Blue swatch provided in the Intel Celeron processor logo packet.



Intel Blue

Intel Blue represents the inherent quality and technological leadership that is consistent with the other processor brands.



Black

Black reinforces technological precision.

staging

To reinforce communication goals and maintain the strength of the Intel® Celeron® brand identity, set the logo apart from surrounding design elements by maintaining a constant clear space around it.

In all applications of the Intel Celeron logo, the clear space surrounding the logo is equal to one “n” (n is the height of the “n” in “Intel”).

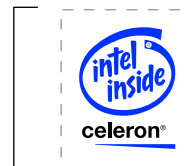


CLEAR SPACE

The area surrounding the Intel Celeron logo should be even, unpatterned, and free from typography, illustration, or other graphic elements whenever possible.

The dimensions of the logo including clear space:

| | | |
|-----------------|---------------------|-------------------|
| 5/8" wide logo: | .86 in. x 1.03 in. | 2.19 cm x 2.62 cm |
| 7/8" wide logo: | 1.21 in. x 1.44 in. | 3.07 cm x 3.67 cm |



60 pixels
high for Web



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.

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

The area surrounding the Intel® Celeron® logo should be even, unpatterned, and free from typography, illustration, or other graphic elements.

Materials that are not produced using a 4-color process may use a black or white version of the logo on a high-contrast, unpatterned background.

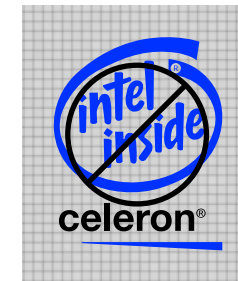


Place the logo on a white background with appropriate clear space surrounding it.

incorrect usage

The following are examples of incorrect expressions of the Intel® Celeron® logo. Do not use these or other treatments that weaken the consistency of the Intel brand identity.

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



reproduction specifications

The print files have been created in vector format using Adobe Illustrator* 8. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software.

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

artwork formats

THE LOGO LIBRARY CONSISTS OF THE FOLLOWING:



celeron®

Print 4/C:

EPS files (Mac and PC files available)

Colors: C,M,Y,K

Available sizes:
7/8" and 5/8"* widths



celeron®

BW:

EPS files (Mac and PC files available)

for one-color applications only

Available sizes:
7/8" and 5/8"* widths



celeron®

Web:

GIF files

Available size:
- 60 pixel height

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.

trademark usage

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

Intel, Celeron, Intel Inside, and the Intel Inside logo are trademark 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 Celeron® trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the Celeron trademark (e.g., Intel® Celeron® processor). The approved nouns for the Celeron trademark are *brand*, *logo*, *mark*, *microprocessor(s)*, *name*, *processor(s)*, and *trademark*. Do not use *CPU* or *chips*.
- Never hyphenate or abbreviate the Intel® Celeron® trademark.
- Never incorporate the Intel® Celeron® trademark or any part of the 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, Celeron, 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).
- Generally, the noun that accompanies the trademark should be lowercase (e.g., Intel® Celeron® processor).
- Always use the registered trademark symbol “®” with the Intel® Celeron® trademark.
- Whenever possible, include Intel® before the Celeron® trademark (e.g., Intel® Celeron® processor). This is not a legal requirement, but it is an Intel marketing preference.

Examples of Intel® Celeron® Processor Use:

| CORRECT USAGE | INCORRECT USAGE |
|---|----------------------|
| Intel® Celeron® processors | Celerons |
| Intel® Celeron® processor | Celeron |
| ABC system with an Intel® Celeron® processor | ABC Celeron system |
| Intel® Celeron® processor power! | Celeron Power! |
| Intel® Celeron® processor 500MHz | 500-Celeron |
| Motherboard with Intel® Celeron® processor | Celeron motherboard |
| Computer containing Intel® Celeron® processor | Celeron computer |
| System with Intel® Celeron® processor | Celeron system |
| Value processors | Celeron class |
| Intel® Celeron® processor-based system | Celeron based system |

FOR FURTHER INFORMATION ABOUT THIS BRAND, CALL OR EMAIL:

thank you

Proper and consistent use of the Intel® Celeron® 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

Username: program

Password: chips

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