



Branding Guidelines



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Spot Colour / Process

For best results these logos should be reproduced in spot colours.



Spot Colour / Process



Pantone 130



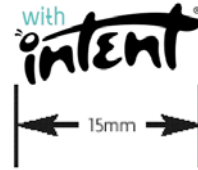
Pantone 3115



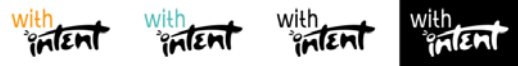
Process Black



Monotone



Logo must not be used below 15mm



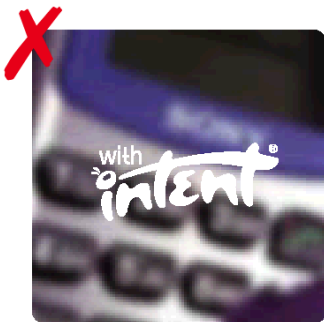
Revised logo for use below 15mm



Monotone (reverse)



Ideal spacing around the logo



Where the logo is required to appear in an environment other than the intent corporate style, it can be reversed out providing it does not interfere with any background imagery.



Alternatively it can also be placed in a white rectangle with rounded corners.



The logo should not compete for attention with any other company logos or background imagery.



Spot Colour/Process

The monotone versions of this logo should only be used in conjunction with the corporate colours.

For best results these logos should be reproduced in spot colours.



Pantone 130



Pantone 3115



Process Black



Monotone



Logo must not be used below 15mm width



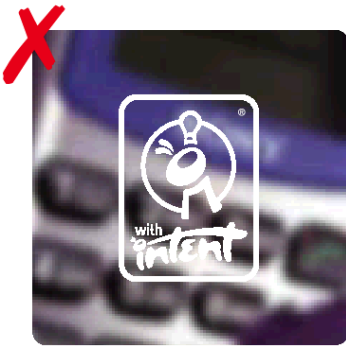
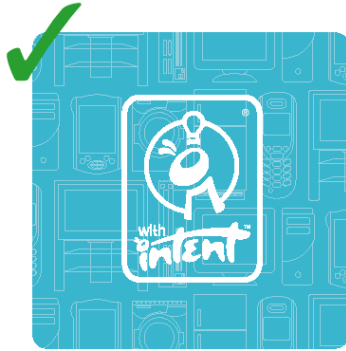
Revised logo for use below 15mm



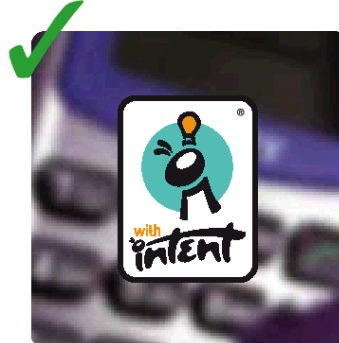
Monotone (Reversed)



Ideal spacing around the logo



Where the logo is required to appear in an environment other than the intent corporate style, it should not be reversed out.



Wherever possible, the full colour version of this logo should be used.



The logo should not compete for attention with any other company logos or background imagery.

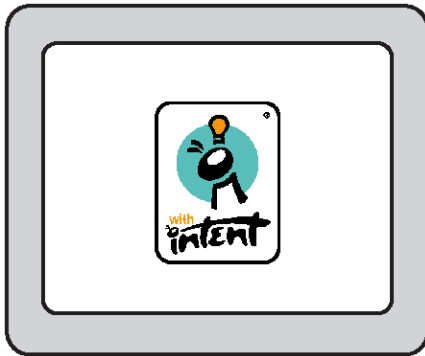
“Smart Ant” Animated Logo



PDA

The Smart Ant animation should be the default animation for wake-up/power-off. It should occupy a minimum of 25% of the available screen space, appearing on screen for a minimum of 3 seconds. This applies to both wake-up and power-off times.

Low powered environments with more severe memory constraints (i.e. PDAs and mobile phones) may be exempt from use of the Smart Ant animation. As an alternative to the animation, a still image (using the 'with intent' brand) can be used. This image should occupy a minimum of 40% of the available screen space and should be on screen for a minimum of 5 seconds. This applies to both wake-up and power-off times.



PC/In car

The intent audio sound must also accompany the animation/graphic. Partners must not use their own audio track which would be associated with their brand.



Mobile
Phone



Brand Guidelines

“Smart Ant” Animated Logo



Spot Colour / Process



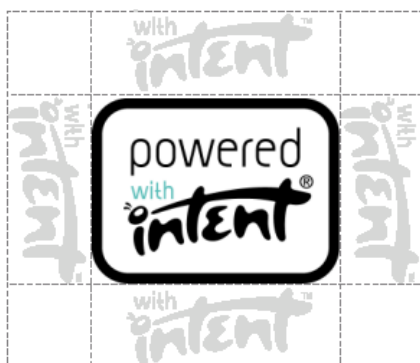
Monotone



Pantone 3115



Process Black



Ideal spacing around the logo



Logo must not be used beneath 12mm width



Revised logo for use below 12mm



These backgrounds should not be scaled down below 50% of their original size.

They can be tiled to create a continuous background.

For best results they should be reproduced in spot colours.



Pantone 3115



Pantone 130

intent fonts

Jocelyn Light	Jocelyn
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789=!@£\$%^&*()_+{}<>?~	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789=!@£\$%^&*()_+{}<>?~
Houschka Light	Houschka Medium
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789=!@£\$% &*()_+{}<>?	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789=!@£\$% &*()_+{}<>?

Headline - Jocelyn 24 point

Subhead - Jocelyn 15 point

Body copy - Houschka Light at 8 point on 12 point leading with Houschka Medium at 8 point for emboldened.

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decedit, inter perfectos veteresque referri debet an inter vilis atque novos. Excludat finis. Est vetus atque probus, centum qui perficit annos. Quid, qui deperit minor uno mense vel anno, inter quos referendus aetas.

Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno. Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum.

Headline

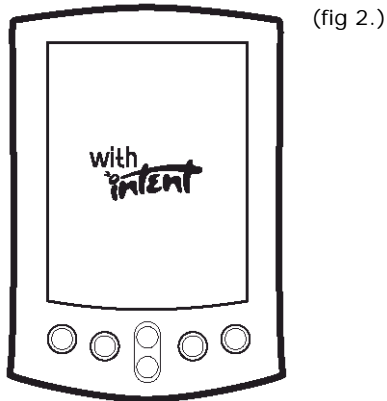
This should be Jocelyn at 24 point.

Subhead

This should be Jocelyn Light at 15 point.

Body copy

Houschka Light at 8 point on 12 point leading. Houschka Medium at 8 point for emboldened.

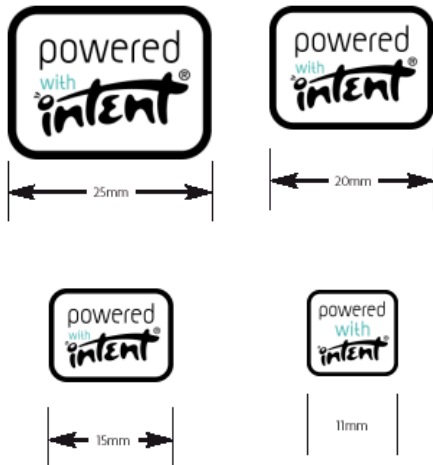


(fig 2.)

Screen Area

On the front of packaging and front of Instruction Manual the intent logo should be contained within the screen area of the printed PDA image (fig1.), as follows:

- front of packaging, occupying 25% of the available screen.
- front of the instruction manual, occupying 20% of the available screen.



see page 6 for ideal spacing around logo

Packaging – Outer Box / Carton & Welcome Pack

The intent logo should be placed in the bottom left corner, as follows:

- front box panel, no less than 25mm in width (if there is no onbox PDA image for the logo to go on).
- side of packaging, no less than 15mm in width.
- back of packaging, no less than 15mm in width.
- each page of the Quick Set-up Guide, no less than 11mm in width.

The intent logo should be placed in the centre of the instruction manual back page, no less than 20mm in width.

(fig 2.)



(fig 3.)

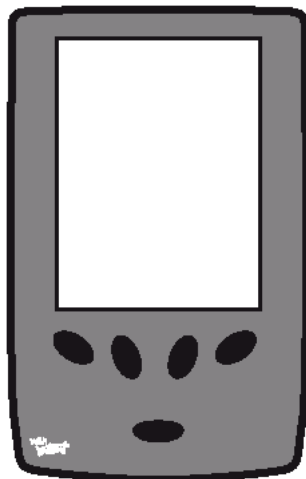


Wake-up and Power-off

When the PDA is switched on/off the Smart Ant logo should be the default animation. It should occupy a minimum of 25% of the available screen space, appearing on screen for a minimum of 3 seconds. This applies to both wake-up and power-off times. (fig2.)

As a low powered environment with more severe memory constraints the PDA may be exempt from use of the Smart Ant animation. As an alternative to the animation, a still image (using the 'with intent' brand') can be used. This image should occupy a minimum of 40% of the available screen space and should be on screen for a minimum of 5 seconds. This applies to both wakeup and power-off times. (fig3.)

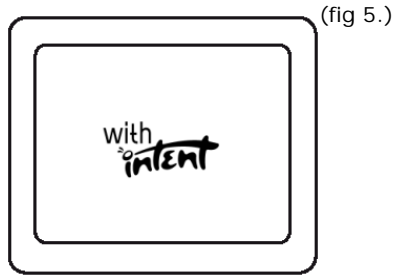
(fig 4.)



The intent audio sound must also accompany the animation/graphic. Partners must not use their own audio track which would be associated with their brand.

Hardware

The intent logo should be printed in the bottom left or top centre of the product, no less than 11mm in width.



Screen Area

On the front of packaging and front of Instruction Manual the intent logo should be contained within the screen area of the printed PC image, as follows: (fig5.)

- front of packaging, occupying 25% of the available screen.
- front of the instruction manual, occupying 25% of the available screen.



Packaging - Outer Box / Carton & Welcome Pack

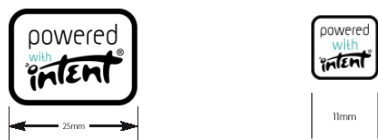
If there is no on-box PC image for the logo to go on then the intent logo should be placed in the display panel of the product box, no less than 120mm in width.

Alternatively, if there is no on-box PC image or display panel then the intent logo should be featured as a badge on the front panel of the product box facing the consumer, ideally it should be next to the Power/Standby button. It should be 25mm in width.



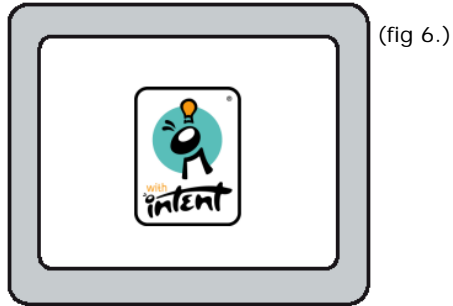
The intent logo should be placed in the bottom right corner, as follows:

- side of packaging for EU, US, S. America and Canada, no less than 80mm in width.
- back of packaging for EU, US, S. America and Canada, no less than 80mm in width.
- The intent logo should be placed in the bottom left corner, as follows:
- side of packaging for Japan and China, no less than 80mm in width.
- back of packaging for Japan and China, no less than 80mm in width.
- each page of the Quick Set-up Guide, no less than 11mm in width.



see page 6 for ideal spacing around logo

The intent logo should be placed in the centre of the instruction manual back page, no less than 20mm in width.

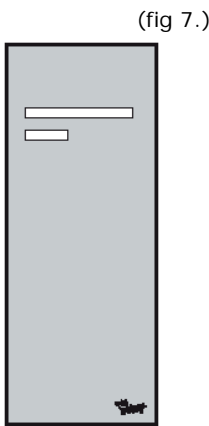


(fig 6.)

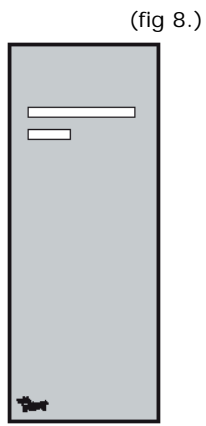
Wake-up and Power-off

When the PC is switched on/off the Smart Ant logo should be the default animation. It should occupy a minimum of 25% of the available screen space, appearing on screen for a minimum of 3 seconds. This applies to both wake-up and power-off times. (fig6.)

The intent audio sound must also accompany the animation. Partners must not use their own audio track which would be associated with their brand.



(fig 7.)

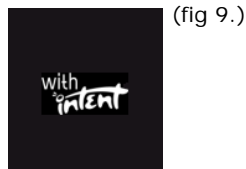


(fig 8.)

Hardware

The intent logo should be featured as a badge on the outer cover of the PC tower as follows:

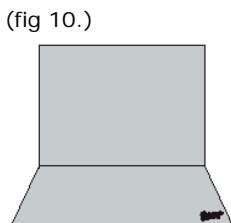
- bottom right corner for EU, US, South America and Canada, no less than 25mm x 20mm. (fig7.)
- bottom left corner for Japan and China, no less than 25mm x 20mm. (fig8.)



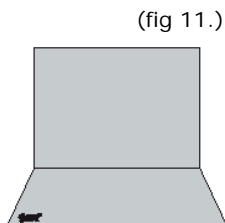
(fig 9.)

PC Chip

There should be a scaleable intent logo on the chip itself – 'With intent' (fig9.)



(fig 10.)



(fig 11.)

Laptop

The intent logo should be featured as a badge on the keyboard front panel as follows:

- bottom right corner for EU, US, South America and Canada, no less than 25mm x 20mm. (fig10.)
- bottom left corner for Japan and China, no less than 25mm x 20mm. (fig11.)

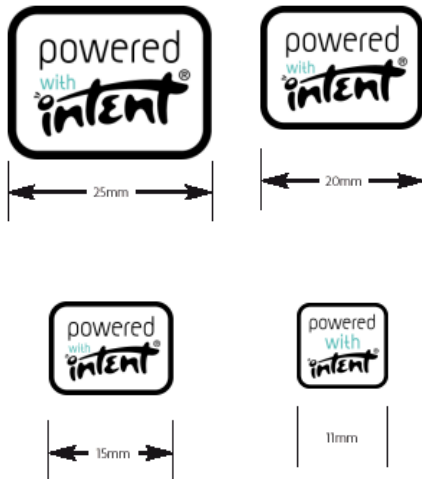
(fig 12.)



Screen Area

On the front of packaging and front of Instruction Manual the intent logo should be contained within the screen area of the printed mobile phone image (fig.12), as follows:

- front of packaging, occupying 25% of the available screen.
- front of instruction manual, occupying 25% of the available screen.



see page 6 for ideal spacing around logo

Packaging - Outer Box / Carton & Welcome Pack

The intent logo should be placed in the bottom right corner, as follows:

- front of packaging for EU, US, S. America and Canada, no less than 25mm in width. (If there is no on-box mobile phone image for the logo to go on.)
- side of packaging for EU, US, S. America and Canada, no less than 15mm in width.
- back of packaging for EU, US, S. America and Canada, no less than 15mm in width.

The intent logo should be placed in the bottom left corner, as follows:

- front of packaging for Japan and China, no less than 25mm in width (if there is no on-box mobile phone image for the logo to go on).
- side of packaging for Japan and China, no less than 15mm in width.
- back of packaging for Japan and China, no less than 15mm in width.
- each page of the Quick Set-up Guide, no less than 11mm in width.

The intent logo should be placed in the centre of the instruction manual back page, no less than 20mm in width. (fig12.)

(fig 13.)



(fig 14.)



Wake-up and power off

When the mobile phone is switched on/off the Smart Ant logo should be the default animation. It should occupy a minimum of 25% of the available screen space, appearing on screen for a minimum of 3 seconds. This applies to both wake-up and poweroff times. (fig13.)

As a low powered environment with more severe memory constraints the mobile phone may be exempt from use of the Smart Ant animation. As an alternative to the animation, a still image (using the 'with intent' brand') can be used. This image should occupy a minimum of 40% of the available screen space and should be on screen for a minimum of 5 seconds. This applies to both wake-up and power-off times. (fig14.)

The intent audio sound must also accompany the animation/graphic. Partners must not use their own audio track which would be associated with their brand.

Hardware

The intent logo should be printed on the front of the product as follows:

- bottom right corner for EU, US, South America and Canada, no less than 11mm in width (fig13.)
- bottom left corner for Japan and China, no less than 11mm in width (fig14.)



see page 6 for ideal spacing around logo

Packaging - Outer Box / Carton & Welcome Pack

The intent logo should be placed in the bottom right corner, as follows:

- front of packaging, on the printed digital television image*, for EU, US, S. America and Canada, no less than 120mm in width.
- side of packaging for EU, US, S. America and Canada, no less than 80mm in width.
- back of packaging for EU, US, S. America and Canada, no less than 80mm in width.
- front of instruction manual, on the printed digital television image, for EU, US, S. America and Canada, no less than 20mm in width.

The intent logo should be placed in the bottom left corner, as follows:

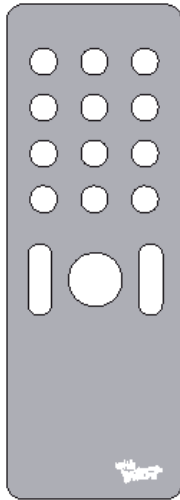
- front of packaging, on the printed digital television image*, for Japan and China, no less than 120mm in width.
- side of packaging for Japan and China, no less than 80mm in width.
- back of packaging for Japan and China, no less than 80mm in width.
- front of instruction manual, on the printed digital television image, for Japan and China, no less than 20mm in width.
- each page of the Quick Set-up Guide, no less than 11mm in width.

The intent logo should be placed in the centre of the instruction manual back page, no less than 20mm in width.

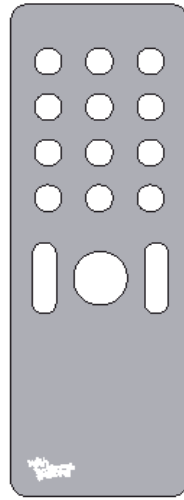
* If there is no on-box digital television image for the logo to go on then the intent logo should be placed in the display panel of the product box, no less than 120mm in width.

Alternatively, if there is no on-box digital television image or display panel then the intent logo should be featured as a badge on the front panel of the product box facing the consumer. It should be 25mm in width.

(fig 15.)



(fig 16.)

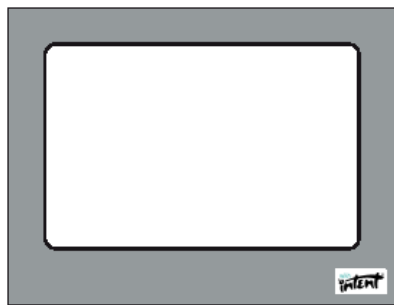


Remote Control

The intent logo should be featured as a badge on the remote control as follows:

- bottom right corner for EU, US, South America and Canada, no less than 25mm x 20mm. (fig15.)
- bottom left corner for Japan and China, no less than 25mm x 20mm. (fig16.)

(fig 17.)

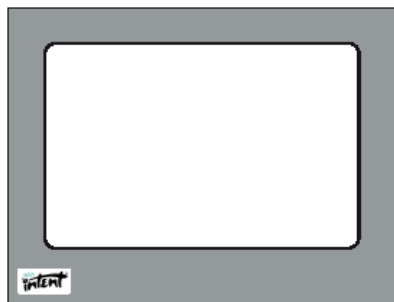


Hardware

The intent logo should be featured as a badge on the product as follows:

- bottom right corner for EU, US, South America and Canada, no less than 25mm x 20mm. (fig17.)
- bottom left corner for Japan and China, no less than 25mm x 20mm. (fig18.)

(fig 18.)



(fig 19.)



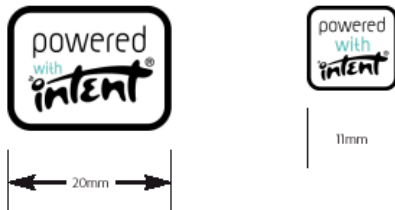
Screen Area

On the front of Instruction Manual the intent logo should be contained within the screen area of the printed headrest screen image (fig.19) occupying 25% of the available screen.

Instruction Manual & Welcome Pack

The intent logo should be placed in the bottom left corner of each page of the Quick Set-up Guide, no less than 11mm in width.

The intent logo should be placed in the centre of the instruction manual back page, no less than 20mm in width.



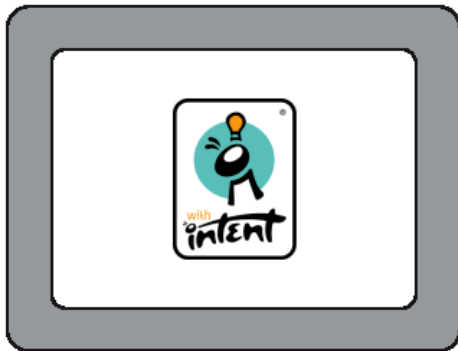
see page 6 for ideal spacing around logo

Wake-up and Power-off

When the in-car screen is switched on/off the Smart Ant logo should be the default animation. It should occupy a minimum of 25% of the available screen space, appearing on screen for a minimum of 3 seconds. This applies to both wake-up and power-off times. (fig20.)

The intent audio sound must also accompany the animation. Partners must not use their own audio track which would be associated with their brand.

(fig 20.)



Hardware

The intent logo should be featured as a badge on the front of car control panel, as follows:

(fig 21.)

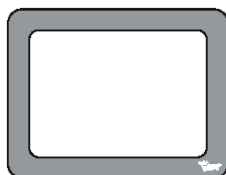


(fig 22.)

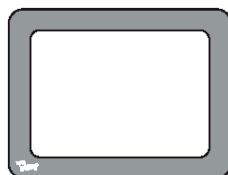


- bottom right corner EU, US, South America and Canada, no less than 11mm in width. (fig21.)
- bottom left corner for Japan and China, no less than 11mm in width. (fig22.)

(fig 23.)

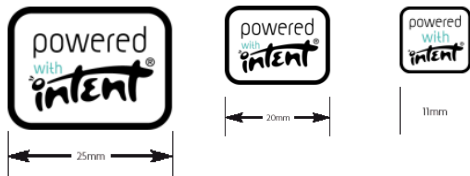


(fig 24.)



The intent logo should be featured as a badge on the headrest hardware, as follows:

- bottom right corner EU, US, South America and Canada, no less than 20mm in width. (fig23.)
- bottom left corner for Japan and China, no less than 20mm in width. (fig24.)



see page 6 for ideal spacing around logo

Packaging - Outer Box / Carton & Welcome Pack

The intent logo should be placed in the bottom right corner, as follows:

- front of packaging, on the printed set-top box image*, for EU, US, S. America and Canada, no less than 80mm in width.
- side of packaging for EU, US, S. America and Canada, no less than 50mm in width.
- back of packaging for EU, US, S. America and Canada, no less than 50mm in width.
- front of instruction manual, on the printed set-top box image, for EU, US, S. America and Canada, no less than 20mm in width.

The intent logo should be placed in the bottom left corner, as follows:

- front of packaging, on the printed set-top box image*, for Japan and China, no less than 80mm in width.
- side of packaging for Japan and China, no less than 50mm in width.
- back of packaging for Japan and China, no less than 50mm in width.
- front of instruction manual, on the printed digital television image, for Japan and China, no less than 20mm in width.
- each page of the Quick Set-up Guide, no less than 11mm in width.

The intent logo should be placed in the centre of the instruction manual back page, no less than 20mm in width.

* If there is no on-box set-top box image for the logo to go on then the intent logo should be placed in the display panel of the product box, no less than 80mm in width.

Alternatively, if there is no on-box set-top box image or display panel then the intent logo should be featured as a badge on the front panel of the product box facing the consumer. It should be 25mm in width.

(fig 25.)



(fig 26.)

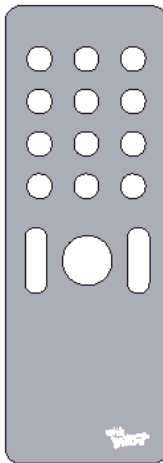


Hardware

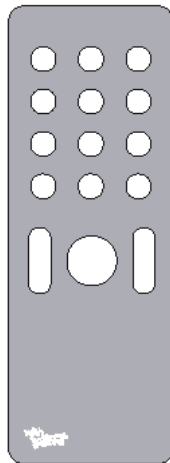
The intent logo should be featured as a badge on the product as follows:

- bottom right corner for EU, US, and Canada, no less than 25mm x 20mm. (fig25.)
- bottom left corner for Japan and China, no less than 25mm x 20mm. (fig26.)

(fig 27.)



(fig 28.)



Remote Control

The intent logo should be featured as a badge on the remote control as follows:

- bottom right corner for EU, US, South America and Canada, no less than 25mm x 20mm. (fig27.)
- bottom left corner for Japan and China, no less than 25mm x 20mm. (fig28.)