



Intel Inside® Program Branding Requirements

THREE KEY ELEMENTS

Branding Element	EXAMPLE	Activity Type*
1. Intel Brand Processor Logo: For use when promoting a specific product (minimum 1-inch wide; 46pixels high when HP logo is present)		ALL Exceptions: Direct E-mail and SMS/MMS that do not support graphics Search Advertising Text Ad Radio Telemarketing
2. Intel Brand Processor Text Mention: Mention of the Processor brand or processor brand family	<p style="text-align: center;">"...featuring an Intel® Xeon® processor"</p> <p>Be sure to follow Intel's naming convention guidelines (can be found in the Brand Resource Center on the IIP website), including use of the proper registration and trademark symbols.</p>	All activities AND whenever Member <u>product</u> is mentioned Exceptions: Viral Video
3. Trademark Acknowledgment Mention: Line Acknowledges Intel's ownership of its trademarks and are required for some Activities. Use only Intel brands relevant to your ad.	<p>Complete Trademark Acknowledgment Line (TAL) Ultrabook, Celeron, Celeron Inside, Core Inside, Intel, Intel Logo, Intel Atom, Intel Atom Inside, Intel Core, Intel Inside, Intel Inside Logo, Intel vPro, Itanium, Itanium Inside, Pentium, Pentium Inside, vPro Inside, Xeon, and Xeon Inside are trademarks of Intel Corporation in the U.S. and/or other countries.</p> <p>Brand-Specific Trademark Acknowledgment Line Intel, the Intel logo, Itanium, and Itanium Inside are trademarks or registered trademarks of Intel Corporation in the U.S. and/or other countries.</p>	Required for ALL activities and On Landing Page, if there is one for All Activities Exceptions: Audio/Video Event/Promotion Telemarketing Sales Partner: E-Flyer/E-Catalog, Television, Radio, Cinema
OR		
1. Intel Masterbrand Logo: For use when promoting an initiative or solution and no product is shown (minimum 1-inch wide; 46 pixels high when HP logo is present)		ALL For use with activities promoting initiatives and solutions only
2. Intel Masterbrand Logo Mention: Mention for the Masterbrand logo	<p style="text-align: center;">"...sponsored by HP and Intel"</p> <p>Mention Intel <u>every time</u> HP is mentioned</p>	All activities AND whenever Member <u>brand</u> is mentioned Exceptions: Viral Video
3. Trademark Acknowledgment Mention: Line Acknowledges Intel's ownership of its trademarks and are required for some Activities. Use only Intel brands relevant to your ad.	<p>Complete Trademark Acknowledgment Line (TAL) Ultrabook, Celeron, Celeron Inside, Core Inside, Intel, Intel Logo, Intel Atom, Intel Atom Inside, Intel Core, Intel Inside, Intel Inside Logo, Intel vPro, Itanium, Itanium Inside, Pentium, Pentium Inside, vPro Inside, Xeon, and Xeon Inside are trademarks of Intel Corporation in the U.S. and/or other countries.</p> <p>Brand-Specific Trademark Acknowledgment Line Intel, the Intel logo, Itanium, and Itanium Inside are trademarks or registered trademarks of Intel Corporation in the U.S. and/or other countries.</p>	Required for ALL activities and On Landing Page, if there is one for All Activities Exceptions: Audio/Video Event/Promotion Telemarketing Sales Partner: E-Flyer/E-Catalog, Television, Radio, Cinema
* Please note that the branding requirements for Audio/Video activities differ from the above. Please reference the Marketing Activities Guide for further information.		