

# Intel® Channel Partner Premier Member Logo

Trademark and Logo Usage Guidelines



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# Introduction

## Delivers on Our Brand Promise

As an Intel® Channel Partner Premier Member, you are a member of the worldwide Intel® architecture ecosystem. The key to the success of our family of brands is consistent communication.

To that end, the primary goal of this document is to ensure proper and consistent use of the Intel Channel Partner Premier Member name and logo. This document includes guidelines for logo placement, hierarchy, size, color, and backgrounds.

Following these guidelines closely is essential to maintaining your trademark license to use the Intel Channel Partner Premier Member name and logo.

By adhering to these guidelines you will help build recognition, reliability, and trust in the Intel Channel Partner Premier Member brand.



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# Overview

The following are general rules for correct use of the Intel Channel Partner Premier Member name and logo. More detailed information is provided in the pages that follow. Use the name and logo only as specified in this document.

## Do

- Use the name and logo only if your Intel® Channel Partner Premier Member Logo License Agreement status is current.
- Always display the name and logo in a positive manner. Use of the name and logo may not depict Intel, Intel personnel, or the Intel® Channel Partner Premier Member Program in any negative way.
- Use the Intel Channel Partner Premier Member name and logo in promotional materials that feature Intel® products or Intel® architecture-based solutions with equal or greater prominence than third-party solutions.
- Use the Intel Channel Partner Premier Member Logo (in print, advertising, merchandising, oversize, or Web formats) only as specified throughout this document.
- Refer to the Intel Inside® Program Usage Guidelines or Reimbursement Policy if you have a license from Intel to use the Intel Brand Logos and wish to use the Intel Channel Partner Premier Member Logo in conjunction with them as a lockup.

## Do Not

- Do not use the Intel Channel Partner Premier Member name and logo if your Intel Channel Partner Premier Member Program status is not current. Such use would constitute an infringement of Intel's trademark rights.
- Do not use the logo graphic in a sentence. Use the name in typeface only in a sentence or other text. See the Text Reference section on page 10 for more details.

# The Logo

## Always

- Reproduce the logo from an approved electronic file.
- Use the print version for printed materials only and the on-screen version for electronic documents, presentations, and Web pages only.
- Use the logo as it exists; do not alter the logo in any way, including altering the font, shape, or proportion of the logo.
- Increase or decrease logo size only in its entirety and in proportion to the original. All elements of the logo must be visible, distinct, and sufficiently separated from all other graphic elements.



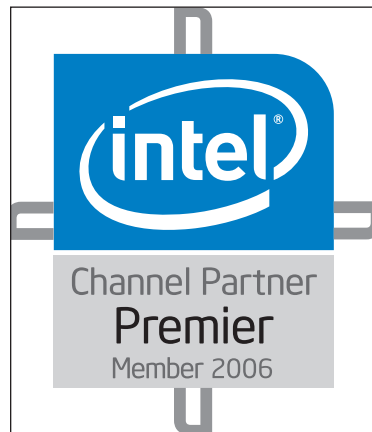
# Staging

## Clear Space

The area surrounding the Intel Channel Partner Premier Member Logo should be even, unpatterned, and free from typography, illustration, or other graphic elements. At a minimum, this clear space must be equal to the height of the “n” in the Intel Master Brand Logo.

## Minimum Size

Minimum size is 68 pixels wide for online-version files and 15.875 mm (.625”) wide for print-version files.



### Clear Space:

Always keep an “n” (the height of the “n” in the Intel Master Brand Logo) of clear space around the logo.



### Online:

68 pixels



### Print:

15.875 mm (.625”)

# Backgrounds

Whenever possible, place the Intel Channel Partner Premier Member Logo on a clean, clear background of good contrast. See examples below.



# Incorrect Expressions

The following are examples of incorrect expressions of the Intel Channel Partner Premier Member Logo. These treatments weaken the impact of the Intel Channel Partner Premier Member Logo by presenting an inconsistent appearance to the public.



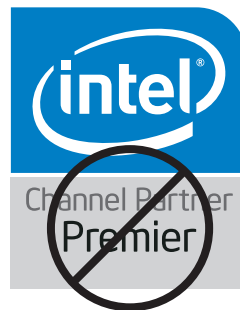
**Do not** alter the logo.  
**Do not** alter the typeface.



**Do not** add graphic elements to the logo.



**Do not** connect the logo to any other typeface.



**Do not** remove any graphic elements of the logo (e.g., year) or change the spelling.



**Do not** separate the elements of the logo.



# Reproduction Specifications

In an effort to continually upgrade the premium impression of our brand, the **Intel Channel Partner Premier Member Logo** has been created to be consistent with our other new badges. Print logo files of this identity have been created in vector format, as opposed to raster format, using Adobe Illustrator\* 9. It is recommended that you use Adobe Illustrator 9 whenever possible. All of these files are exported EPS files, and should only be used as placed graphics in page layout and illustration software.

The files are scalable without compromising the file quality. Special versions of the logo are made at each size for optimal usage.

## Artwork Formats

Different Intel Channel Partner Premier Member electronic logo files have been created for use in print applications and onscreen applications. Use the full-color logos, as specified below, whenever possible.



**Print 4/C:**  
EPS (Mac and PC files available)  
Colors: C,M,Y,K



**Print 2/C:**  
EPS (Mac and PC files available)  
Colors: Intel Blue® and Black



**Grayscale:**  
Available for one-color print solutions only  
Color: Black



**RGB:**  
GIF and JPEG files. Simulates the two-color logo when used onscreen  
Colors: R,G,B

**Note:** Intel Blue color swatches should be provided to print vendors to ensure correct color reproduction.

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

## Text Reference

Do not use the Intel Channel Partner Premier Member Logo graphic in a sentence. Always capitalize the first letter of each word in the name:

**Intel® Channel Partner Premier Member**

## Acknowledgement

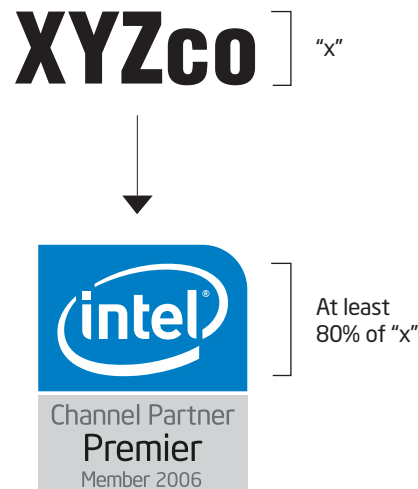
When using the Intel Channel Partner Premier Member Logo or referring to it in text, the following trademark acknowledgement must be used:

**Intel is a registered trademark of Intel Corporation or its subsidiaries in the United States and other countries.**

# Clear Communication

The Intel Channel Partner Premier Member Logo and your company logo must always appear together (see the following pages for specific applications). Whenever they appear, your company logo is the first priority—and therefore the largest logo. The Intel Channel Partner Premier Member Logo has second priority. Reproduce the Intel Channel Partner Premier Member Logo with the height of the Intel Master Brand Logo at least 80% of the height of your company logo. To calculate, measure the height (“x”) of your company logo and size the Intel Channel Partner Premier Member Logo so that the height of the Intel Master Brand Logo equals at least 80% of “x.”

In cases where third-party logos will also be used, the Intel Channel Partner Premier Member Logo must be equal to or more prominent in size than the third-party logo.



Reproduce the Intel® Channel Partner Premier Member Logo with the height of the Intel® Master Brand Logo at least 80% of the height of your company logo.

# Print

## (business card, collateral, advertising usage)

The following are rules and examples of correct usage of the Intel Channel Partner Premier Member name and logo in print applications.

- Your company logo must appear more dominant than the Intel Channel Partner Premier Member Logo.
- Do not** use the Intel Channel Partner Premier Member name and logo in promotional materials that exclusively feature product categories not associated with Intel (e.g., printers, network operating systems).
- Do not** use the Intel Channel Partner Premier Member name and logo on business letterhead.

### COLLATERAL

**Livi scriptoris ab aevo.**

Si melius dies, et vna, pmetta reddi, scire velim, chartis pretium quous amegit amno, scriptor abito: amno certum qui decedit, inter perfectos veterosque referri debet an inter vnae aage novos? Excludat langa fins, Ea vnae aage prohis, certum qui perfecti amno. Quid, qui depetit minor uno mome vel amno, inter quos vclen- dus erit? Veterosce potas, an quos et pmetos et postea respiciat acta?

Inter quidem veteros inter pmetos honestis, qui vel mome herui vel tunc est minor amno. Uter pmetos, condanque plus et equate pual- ton vello amno, dmo etiam amno, dum cadit charta ratiore recentis acceri, qui reddi in factis et vnto- ton scietat amno miratunqz nihil nisi quod Libitna sacrovi.

Enima et sapines et fortis et aliter hmo, ut critic dicunt, leviter curare videret, quo pmetos cadent et amno Pythagora, Nactus in manibus non est et membris haeret posse recere? Adde sanctum est vnae omne pmeto, an dicitur quatenus, inter vnae et pmeto, auferit Paucitas dicitur hmo. Accute ali, dicitur Alani luga commone Moxandis, hmo ad exemplum Sicilii pmetore Epicharmo, vincte Caelius gromitro, Tarentis an- no.

Hic adicit et hoc arto oligus dicitur specti Roma potas, habet hoc numeratque potas ad nostrum tempus Livi scriptoris ab aevo.

Interdum vulgus scutum videt, est ubi pmetat. Si veteris in mirator hndique potas, an nihil amfendit, nihil dno comparat, amno. Si quatenus mmo amno, et pmeto dno dicere credit em, ignare multa factus, et nupti et mecum facti et hmo reddat nupti.

Non equidem inactor defendere curam Livi esse rose, necesse

quae plagarum mbi parva Orbilius dicitur, sed onculata videt pualitque et exacte mmo- mome dicitur mmo. Inter quos vclen emittit si forte decem, et si vnae pualo concenit amno et aliter, imate totum dicit venditque potas.



Si melius dies, et vna, pmetta reddi, scire velim, chartis pretium quous amegit amno, scriptor abito: amno certum qui decedit, inter perfectos veterosque referri debet an inter vnae aage novos? Excludat langa fins, Ea vnae aage prohis, certum qui perfecti amno. Quid, qui depetit minor uno mome vel amno, inter quos vclen- dus erit? Veterosce potas, an quos et pmetos et postea respiciat acta?




### ADVERTISING

**Ennius et sapines et fortis**


Hic edificat et hoc arto stipata theatro spectat Roma potas; habet hoc numeratque potas ad nostrum tempus Livi scriptoris ab aevo.

### BUSINESS CARD

**Joe Sample**  
Sample Title Here

**XYZco**



100223 Any St.  
Country  
1000021  
000-123-12345  
fax: 000-123-12345  
email: joe@123.com

### BUSINESS LETTERHEAD

**XYZco**

Month 1, 2000  
Address Line 1  
Address Line 2  
Anytown, USA 00000

Greeting.


Si melius dies, et vna, pmetta reddi, scire velim, chartis pretium quous amegit amno, scriptor abito: amno certum qui decedit, inter perfectos veterosque referri debet an inter vnae aage novos? Excludat langa fins, Ea vnae aage prohis, certum qui perfecti amno. Quid, qui depetit minor uno mome vel amno, inter quos vclen- dus erit? Veterosce potas, an quos et pmetos et postea respiciat acta?

Inter quidem veteros inter pmetos honestis, qui vel mome herui vel tunc est minor amno. Uter pmetos, condanque plus et equate pual- ton vello amno, dmo etiam amno, dum cadit charta ratiore recentis acceri, qui reddi in factis et vnto- ton scietat amno miratunqz nihil nisi quod Libitna sacrovi.

Enima et sapines et fortis et aliter hmo, ut critic dicunt, leviter curare videret, quo pmetos cadent et amno Pythagora, Nactus in

Close,

*Joe Sample*  
Joe Sample  
Sample Title Here




1000223 Any St.  
Country  
1000021  
000-123-12345  
fax: 000-123-12345  
email: joe@123.com

**Do not** use the Intel® Channel Partner Premier Member name and logo on business letterhead.

# Electronic Applications (presentations, web)

The following are rules and examples of correct usage of the Intel Channel Partner Premier Member name and logo in electronic applications.

## PRESENTATIONS

**Quotus Arroget Annos™**

- Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decedit.
- Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decedit.

 **XYZco**

This presentation slide features a dark blue header with the title "Quotus Arroget Annos™" in white. Below the header, two identical bullet points are listed in a light blue area. At the bottom left is the Intel Channel Partner Premier logo, and at the bottom right is the company name "XYZco" in a large, bold, black font.

## WEB


**XYZco** contents search feedback support

courses  
calendar  
locations  
cost  
registration  
company info  
press room  
frequently asked questions  
subscribe now

**XYZco Gets Online!  
Find Out How To WIN...**  
See what technology professionals from leading companies are saying.

November 08, 1997 [Country]

**New Training Courses Offered Via Satellite**  
New eMATH art how arks software theater  
Special New software Robert how navigation  
Partes ad vestire tepes 224. scriptura de des.



This screenshot shows a web browser window displaying the XYZco website. The page has a light blue header with the company name and navigation links. A sidebar on the left lists various site sections. The main content area features a large promotional banner for "XYZco Gets Online!" with a photo of a man standing next to a computer. Below the banner is a date and a "Country" dropdown menu. At the bottom, there is another section titled "New Training Courses Offered Via Satellite" with a small Intel logo in the bottom right corner.

# Merchandising

When using the Intel Channel Partner Premier Member Logo on apparel or other secondary applications, it is important to choose only premium items that are of high quality. Maintain simple, uncluttered arrangements that follow the specifications in these guidelines.

- Your company logo must appear more dominant than the Intel Channel Partner Premier Member Logo. You may also produce items with only the Intel Channel Partner Premier Member Logo.
- Note: Production process for silkscreen and embroidery on merchandise may require the use of a different file version of the Intel Channel Partner Premier Member Logo. Please refer to page 9 for reproduction specifications.

## T-SHIRT



## MUG



## BASEBALL CAP



# Oversize Applications

The following are rules and examples of correct and incorrect usage of the Intel Channel Partner Premier Member name and logo in oversize applications.

- Your company logo must appear more dominant than the Intel Channel Partner Premier Member Logo.
- Use the Intel Channel Partner Premier Member name and logo on banners and posters in conjunction with your company logo.
- **Do not** use the Intel Channel Partner Premier Member name and logo on building signage or vehicles.

## BANNERS



## SIGNAGE



**Do not** use the Intel Channel Partner Premier Member name and logo on building signage or vehicles.

## VEHICLES



# Definitions

## **The following terms are used in this document:**

### **Intel® Channel Partner Premier Member**

Channel Partner Premier Members are recognized by Intel as preferred providers of Intel technology-based solutions. These providers are validated by Intel through training, industry certifications, and demonstrated customer implementations.

### **Intel® Channel Partner Premier Member Logo**

A logo exclusively connected with the promotion of individual entities, having Intel Channel Partner Premier Member status.

### **Intel® Channel Partner Premier Member Name**

A name exclusively connected with the promotion of individual entities licensed to use the Intel Channel Partner Premier Member name.

### **Intel Trademark License Agreement**

A legal contract that governs the rights and obligations of Intel and certain entities who have met the requirements necessary to become an Intel Channel Partner Premier Member. The trademark license grants a limited right to use the Intel Channel Partner Premier Member name and logo and requires that such use be in compliance with these name and logo usage guidelines.

### **Third Party**

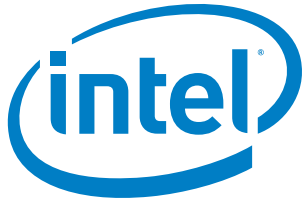
Any individual, partnership, organization, or corporation, not including Intel or a licensee, under the Intel® Trademark License Agreement.

### **Licensee**

Any entity that has been granted a license to use the Intel Channel Partner Premier Member name and logo pursuant to the Intel Trademark License Agreement.

**Partner Disclaimer:** You acknowledge that the use of the word “Partner” is a commonly used term in the technology industry to designate a marketing relationship between otherwise unaffiliated companies, and is used in accordance with this common usage herein. This Agreement and the use of the word “Partner” herein shall not be deemed to nor is it intended to create a partnership, agency, joint venture or other similar arrangement between the parties, and the employees, agents and representatives of one party shall not be deemed to be employees, agents or representatives of the other. Each party shall be deemed to be an independent contractor and shall have no authority to bind the other party. Without limiting the foregoing, you acknowledge that use of the term “Partner” in the Program name, Program logos, and in Program materials does not constitute or imply a legal partnership or fiduciary relationship BETWEEN THE PARTIES.





## Key to Success

Proper and consistent use of the Intel Channel Partner Premier Member 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.**

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The Intel logo is a registered trademark of Intel Corporation  
or its subsidiaries in the United States and other countries.  
1205/BDS/HBD/PDF