Trademarks & Brands Usage Guidelines

Proper Trademark Usage Rules Include:

- The trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the trademark. See the Trademark List for all approved nouns for Intel's trademarks.
- Never hyphenate or abbreviate the trademark.
- Never incorporate the trademark or any part of the trademark into third party's company name, product brand name, or model number.
- For products with an assigned processor number, the processor number must follow the processor brand name (e.g., Intel® Core™ i7-970 processor).
- Processor number font, size, and color must be treated the same as the rest of the brand text mention.

Proper Use of Trademark Symbols and Acknowledgments for Intel Trademarks:

Trademark Symbols

- In letters, memos, press releases, white papers, advertising, slides, foils, video, and other multimedia presentations:
  - Properly designate (with ®, ™ or SM) all of Intel's trademarks in at least one prominent use which can be on the first occurrence in copy.
  - In the case of presentation graphics, trademarks should be designated with the proper trademark symbol on each page, slide, and foil
- In newsletters, magazines, and publications containing multiple articles:
  - Properly designate (with ®, ™ or SM) all of Intel's trademarks on the first occurrence in the Table of Contents, in headlines and on the first occurrence in EVERY article in which they are used
- In brochures, annual/quarterly reports, books, technical documentation, and other bound documents:
  - Properly designate (with ®, ™ or SM) all of Intel's trademarks on the first occurrence in the Table of Contents, in headlines, and on the first occurrence in text
- In all charts or graphs, properly designate trademarks (with ®, ™ or SM), as they could be copied or pulled and used independently
- In all tag lines incorporating a trademark slogan, always use the trademark symbol in every reference

Trademark Acknowledgments

- Properly footnote and acknowledge trademark ownership, preferably identifying Intel marks as being owned by Intel Corporation, e.g., [Mark] is a trademark of Intel Corporation or its subsidiaries
    - The complete acknowledgment line for all our brands can be found at Acknowledgment line
- **Note**: Trademarks and logos licensed by Intel to you may have specific contractual acknowledgment requirements or other restrictions. Refer to your contract or license for specific requirements

Sample Usage Chart:

Correct Usage	Incorrect Usage
Intel® Core™ i5 processor-based PC	PC based on Core™ i5 processor
"Today, Intel announced..."	"Today, Intel® announced..."
Intel® Evo™ platform	Evo™ platform
Intel® Core™ i7-6x0 processor	6x0 Core™ i7 processor
Intel® Arc™ graphics	Intel® ARC™ graphics
XYZ Thunderbolt™ adapter	XYZ Intel Thunderbolt™ adapter
ABC system with Intel Atom® processor	ABC Intel Atom®-based system
Intel® Iris® X^e graphics	Iris® X^e by Intel
Server with Intel® Xeon® processors	Intel Xeon™ server
Intel vPro® Essentials with 12th Gen Intel® Core™ processor	12th Gen Intel vPro® Essentials 12th Gen Intel® Core™ vPro® Essentials