

LAYOUT TEMPLATES

INSTRUCTIONS

August 10, 2016



BAR SIMPLIFIED

BAR SIMPLIFIED

BAR SIMPLIFLIED VERTICAL TEMPLATE USAGE



- VISUAL AREA**
1. Intel™ Experience What's Inside logo - located on the upper left corner
 2. Approved image area
- CONTENT**
3. Headline - follow rules for headlines from Intel Brand Guidelines (Length, justification, and color/90% transparency in white)
Never place headlines over face(s) in images
 4. Product name and model number
Default preferred color is 100% white
 - 5a. Subhead - written in Intel Clear Pro Bold
Default preferred color is 100% white
 - 5b. Subhead - written in Intel Clear Pro Bold
When possible, match subhead color to prominent color of image using our secondary colors. Otherwise, preferred color is 100% white, see (5a)
 6. Body Copy - written in Intel Clear Regular
Templates are available in short, medium, and long copy length
Default preferred color is 100% white
 7. Always use product shot with a grounding shadow to avoid floating effect
 8. Optional Product Logo Addition - please turn layer on/off accordingly

BAR SIMPLIFLIED HORIZONTAL TEMPLATE USAGE



VISUAL AREA

1. Approved image area

CONTENT

2. Headline - follow rules for Headlines from Intel Brand Guidelines (Length, justification, and color/90% transparency in white)
Never place headlines over face(s) in images
3. Product name and model number
Default preferred color is 100% white
4. Always use product shot with a grounding shadow to avoid floating effect
- 5a. Subhead - written in Intel Clear Pro Bold
Default preferred color is 100% white
- 5b. Subhead - written in Intel Clear Pro Bold
When possible, match subhead color to prominent color of image using our secondary colors. Otherwise, preferred color is 100% white, see (5a)
6. Body Copy - written in Intel Clear Regular
Templates available in short, medium, and long copy length
Default preferred color is 100% white
7. Intel™ Experience What's Inside logo - located on the upper left corner
8. Optional Product Logo Addition - please turn layer on/off accordingly

THANKS

