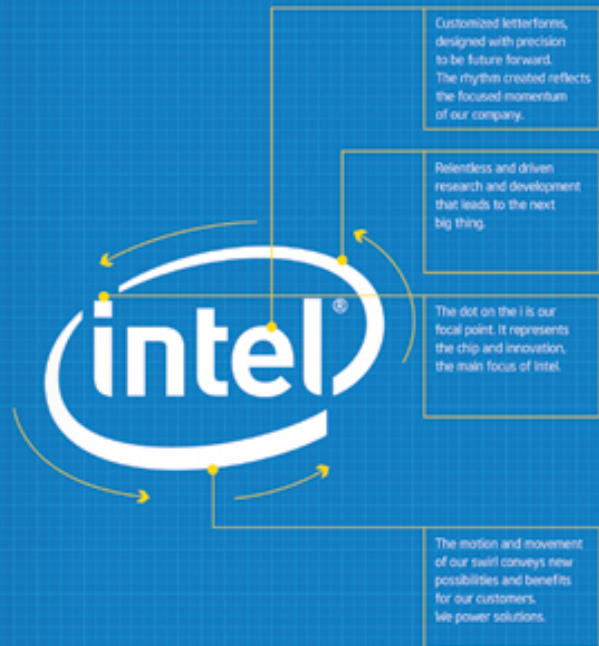


Our original logo was a defining part of our past and has since evolved into a new symbol of our brand today.



1969-2005
Designed by an Intel employee in 1969, the name was derived from "integrated electronics."

1991-2005
In 1991, Intel Inside® logos begin appearing in ads and on PCs worldwide, as Intel launched a campaign to help users identify PCs based on Intel microprocessors.



WE'RE NOT JUST A MICROPROCESSOR COMPANY. BUT A HOUSE SOCIETY FORWARD BY QUANTUM LEAPS COMPANY

INTEL ENGINEER # 100100



BEHIND THE MASK

Bunnypeople do not look exactly alike. You can recognize them by their shape and mannerisms.

PASSION FOR TECHNOLOGY

BUNNY COUTURE

Technicians wear a \$1,000 suit at work each day.

BUNNY FABRIC

The ideal bunny suit fabric should be non-linting, anti-static, chemical resistant, non-flammable, liquid proof, and comfortable. Common types of bunny suit fabric include: Polyester, Teflon and Tyvek.

BUNNY HISTORY

NASA designed the first bunny suit for the Genesis cleanroom at the Johnson Space Center.

QUALITY FAB

FABRICATION UNIT

ANATOMY OF AN INTEL BUNNYPERSON

INTEL ENGINEER # 100100 SCALE 1:10:1 # 04004



PERSONALITY
SENSATION
INTELLIGENCE & MOVEMENT
LANGUAGE
SIGHT

IT'S WHAT'S INSIDE THAT COUNTS

Staff who work in the cleanrooms where Intel processors are produced are a special breed. On the outside, each Bunnyman, or woman, is encased in a non-linting, anti-static fabric suit to protect chips from tiny human particles such as skin flakes. It's part of a preparation procedure that takes rookies a half hour to complete and includes everything from removing gum and makeup to taking a drink of water to wash away throat particles.

"BIGGER IS NOT BETTER"

"TICK TOCK"

Our fab engineers consistently push the boundaries of what's possible and have come to represent the relentless passion of Intel.

40+ STEPS — SUITING UP PROCEDURE

INTEL ENGINEER: 3 MIN NON-ENGINEER: 25 MIN

INTELLIGENT HUMAN BEING



GLOVES



SUIT



SPONGE



GOOGLES



FACE MASK



BOOTS



BELT



TLC



OUR PERSONALITY

Intel's personality traits exemplify our brand—they help inform how we speak, behave and what we look like. These traits differentiate us from other brands because they are true and unique to who we are, helping us to break out from the clutter. And at the intersection of these traits is where you find our unique sense of humor.

OUR TRAITS:

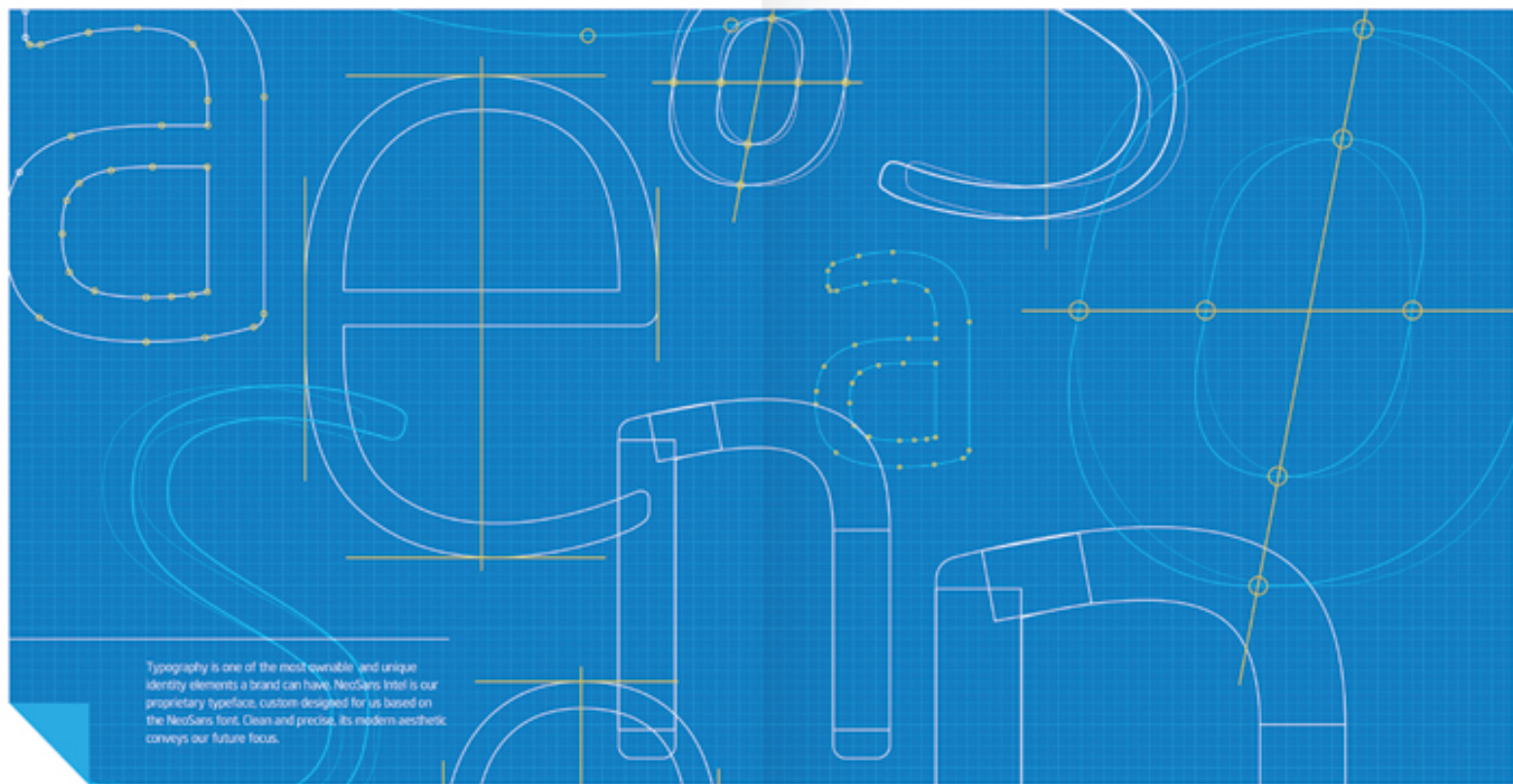
- BOLD
- BRILLIANT
- PASSIONATE
- UNEXPECTED

Color creates emotion, triggers memory
and adds sensation.

Say the color.
Do you read it or do you see it?

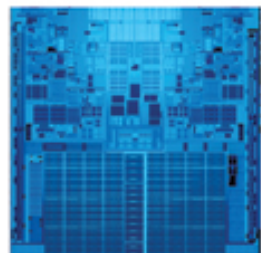
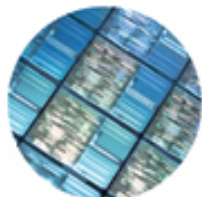
Gradients add movement and rhythm to
Intel's visual expressions, reinforcing that
the brand is always evolving, never static.
Our accent colors add volume and multiple
dimensions to Intel's processes.

BLUE YELLOW SIL
OW SILVER BLUE B
VER BLACK BLUE
BLUE YELLOW SIL
CK BLUE SILVER B
VER BLACK BLUE
BLUE YELLOW SIL
CK BLUE YELLOW



Typography is one of the most ownable and unique identity elements a brand can have. NeoSans Intel is our proprietary typeface, custom designed for us based on the NeoSans font. Clean and precise, its modern aesthetic conveys our future focus.

MAKING SCIENCE FICTION SCIENCE FACT



Element Bb 01000010	Element Rr 01000010	Element Ii 01000010
Element Ll 01000010	Element Ll 01000010	Element Ii 01000010
Element Aa 01000010	Element Nn 01000010	Element Tt 01000010



FAB

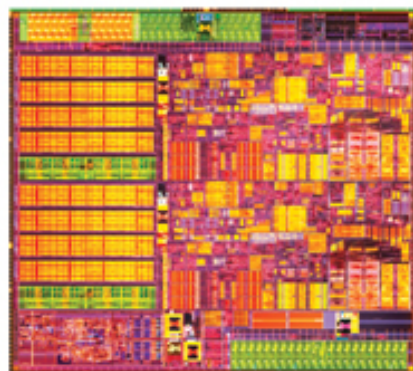
Amazing things happen with Intel Inside®



CALL US GEEKS



INTEL BLUE = 480 nm



"Don't be encumbered by history. Go off and do something wonderful."

Robert Nozick

01100001 01101101 01100001 01111010 01101001 01101110 01100111
00100000 01110100 01101000 01101001 01101110 01100111 01111001
00100000 01101000 01100001 01110000 01111000 01100101 01101110
00100000 01110111 01101001 01110100 01101000 INTEL INSIDE™



EVERY ONCE IN A BLUE MOON, SOMETHING NEW COMES ALONG THAT SCRAMBLES YOUR PRECONCEPTIONS

Anonymous



BRILLIANT

We are true inventors who constantly challenge the status quo. We always advance the limits of technology and we create change that transforms the way people live and work.



Silicon
14
Si
28.086

Bravium
2
Bb
01000010

Rigorine
18
Rr
01000010

Imaginon
9
li
01001001

Laborium
12
LI
01001100

Laborium
12
LI
01001100

Imaginon
9
li
01000010

Acumenium
1
Aa
01000001

Neophilium
14
Nn
01001110

Transformium
20
Tt
01010100