



corporate
brand
identity
worldwide

Writing Guidelines

Intel Voice

THE WRITTEN EXPRESSION OF THE INTEL® BRAND PERSONALITY



Why this tool?

Build Intel® brand equity

Achieve consistent results

Save time and money

Connect with your audience

Do your best work



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The Intel brand personality

Make it better.
Then make it better.
Then think it over and
make it better again.

- At Intel, these words live at the core of our being. They are the result of our all-consuming fascination with technology. Our immense technical ability. And our unyielding pursuit of excellence.

These are the attributes of an **intelligent, innovative leader**. Together, these components describe the very essence of who we are and what we do—our brand personality. And they are completely consistent with our key messages of **safety** and **technology**.

Intel brand personality attributes

1 INTELLIGENT

- clear
- quick
- knowledgeable
- resourceful
- informative
- direct
- capable

Intel shows foresight and anticipates need.

Intel is focused and thoughtful.

Intel works according to plan.

Intel adapts and evolves.

2 INNOVATIVE

- intriguing
- surprising
- unique
- creative
- engaging

Intel functions from a unique perspective.

Intel presents things in a new light.

Intel looks to the future.

Intel improves on what came before.

3 LEADER

- visionary
- trustworthy
- risk-taking
- bold
- strong
- reliable

Intel is in front—of technology, ideas and initiatives.

Intel is respectful of all people.

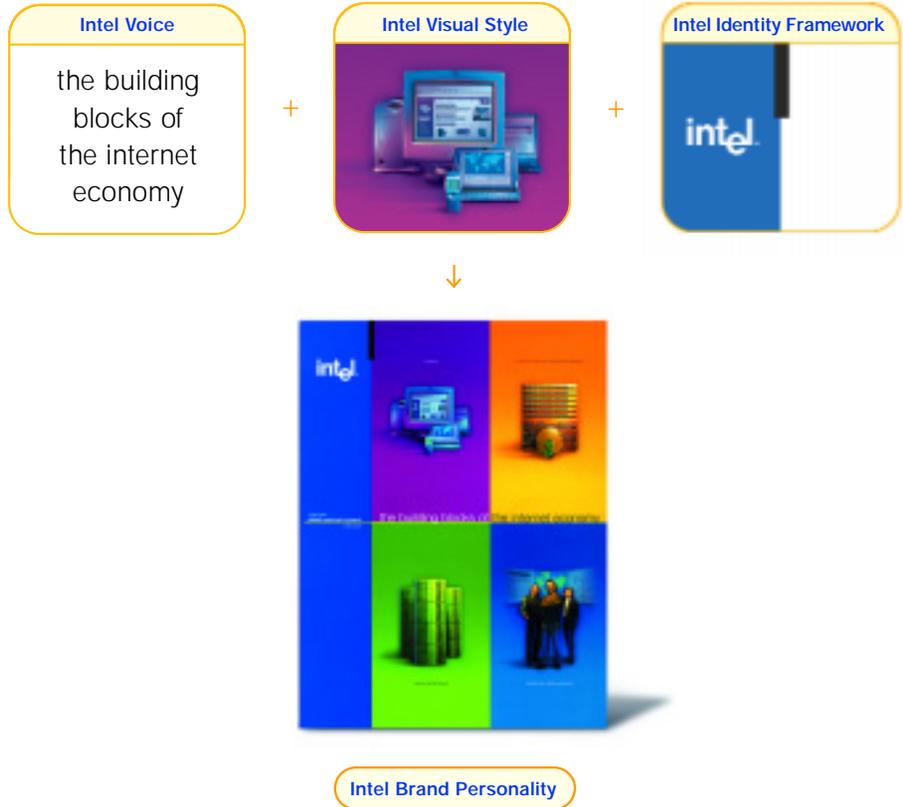
Intel is confident of success.

Intel inspires others with its words and deeds.

Intel creates opportunities.

Putting it all together

INTEL VOICE, VISUAL STYLE AND IDENTITY FRAMEWORK

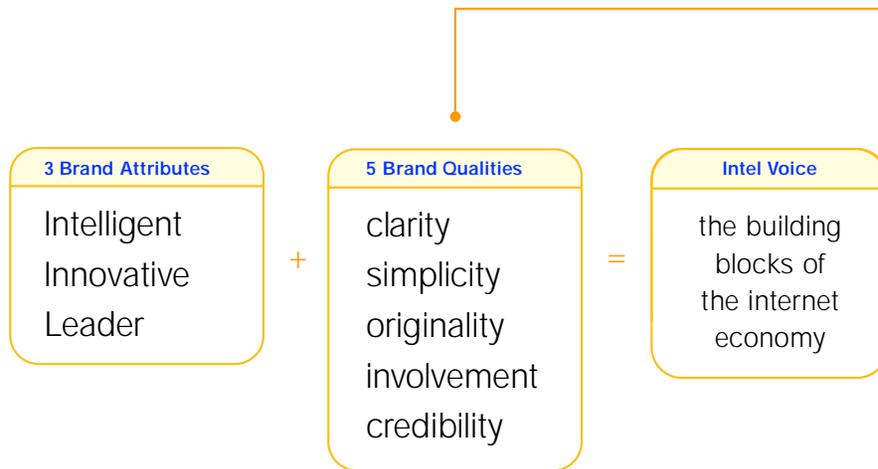


At Intel, in the communications we create every day, we express our brand personality through our **voice**, **visual style** and **identity framework**—how we sound, how we look, and how we introduce ourselves to the world.

Intel is one of the world's great brands. In every corner of the globe, people recognize our name and believe in our products. As such, our brand is one of our greatest assets. It adds value to our products and sets us apart in the marketplace. By clearly and powerfully expressing what makes us unique—our distinct Intel brand personality—we strengthen our brand and create an even stronger bond with our customers.

The Intel Voice

WRITING GUIDELINES



Intel has a distinct “sound” onscreen and on paper. This is the Intel Voice, the written expression of our brand personality as an intelligent, innovative leader. The same qualities describe both the Intel voice and visual style: **clarity, simplicity, originality, involvement** and **credibility**. Successful communications bring together some or all of them at once. Our voice must be clear and consistent to help identify and strengthen our brand across all audiences worldwide.

As you write, remember that achieving the Intel Voice is more than a matter of correct grammar and usage. It is a matter of achieving a distinct style and presence. And while there is no formula for accomplishing this, these 5 brand qualities will help our personality to come through time and time again.

CLARITY¹ clarity

Let your headings tell the story.

Use headings to help you summarize your communications quickly and effectively. Headings also help to make your writing easy to skim by directing readers to the sections most relevant to them.

Focus on a single idea. Use headlines and lead sentences to communicate quickly and clearly: The viewer should get the key message immediately. Organize the rest of what you must say to support the key message. From there, speak with precision in the simplest appropriate terms.

Weaker

Title

Networking Basics

Headings

- What is networking?
- Why do I need a network?
- The basic technology
- Network layouts
- Network configurations
- Network components
- How to get started
- Expanding your network

Better

Title

Getting Connected: How Networking Can Support Your Growing Business

Headings

- What is networking?
- Why choose networking?
- What type of network is right for my business?
- Connecting to the Internet
- What technology will I need to “get connected”?

Be precise.

When explaining technical terms to a non-technical audience, make sure your descriptions are precise so that your meaning is clear.

Before

Ethernet refers to the most common networking system. When Ethernet was established, certain standards were set. These standards ensure that all messages sent over the Ethernet network include exact codes within the transmission that allow another device to accept them. This means that products adhering to standards will work together.

After

To ensure that all pieces of your network can “talk” to one another, choose components that adhere to the same set of standards. The most common set of international standards is Ethernet. Using only Ethernet-standard equipment will ensure that all of your network components work together.

clarity

Use metaphors to help explain technical concepts.

Metaphors can help you to make technical terms understandable and approachable. Relate complicated technology to familiar ideas to help your reader grasp their meaning.

Complex

With Ethernet connections and hub and switch products, Intel helps companies direct the flow of information, bringing the PC platform and the Internet closer together

Complex

At Intel we provide the mission critical processing and networking tools that power the Internet economy.

Complex

Servers are the repository for all of the data available on the Internet. By inputting commands, you direct the server to disseminate information and communicate across the World Wide Web.

Direct

Think of Intel networking products as Internet traffic control. We help eliminate roadblocks and ensure a smooth flow of information.

Direct

Intel products are the building blocks of the Internet economy.

Direct

As the engines of the Internet, servers power the flow of data and keep the online world connected.

Avoid unnecessary or confusing technical jargon.

Use language your audience will understand. If you must refer to unfamiliar technologies to non-technical readers, describe the benefits of the technology. By defining technical terms as clearly and simply as possible, you can ensure broader understanding.

Examples of defining technical terms

- “Clients” are PCs connected to the server.
- In a “peer-to-peer” network configuration, computers and peripherals are connected directly to one another. There is no server on the network.

Before

The Intel® processor offers a combination of performance and value across a wide variety of applications. Features include media enhancement technology, dual independent bus architecture and dynamic execution.

After

The Intel® processor offers a combination of performance and value across a wide variety of applications. Features include:

- Media enhancement technology, which enables the processor to deliver higher performance for media, communications and 3D applications.
- Dual independent bus architecture, which delivers high bandwidth to match the high processing power of the processor.
- Dynamic execution—a combination of processing techniques that speeds up software performance.

simplicity SIMPLICITY 2

Say only what you must. As a general rule, less is more. Focus your messages. A few carefully chosen words and sentences will have greater impact than a meandering headline or a full page of rambling prose. Be brief and to the point.

Keep it relevant.

Don't confuse your audience by adding irrelevant information. Consider irrelevant any material that strays from your theme or includes more detail than necessary for the audience or the purpose of the piece.

Before

A few years ago, high-priced, highly reliable proprietary servers were out of the reach of small businesses. Starting with the Intel® Pentium® processor generation, Intel has designed its processors from the start to handle server requirements.

After

A few years ago, high-priced, highly reliable proprietary servers were out of the reach of small businesses. Today most small businesses can afford the technology because cost-effective Intel® processors are designed to handle server requirements.

simplicity

Be brief.

Brevity is important to getting your message across. In today's fast-paced world, everyone expects immediate access to information. Fast means brief. Avoid cumbersome passages and extremely long sentences to ensure your readers get what they need.

Before

You can expand your peer-to-peer network by adding another hub, or you can convert it into a client-server network by adding a server and more powerful network operating system while using the network adapter cards and hubs from your peer-to-peer network.

After

You can expand your peer-to-peer network by adding another hub. Or you can convert it to a client-server network by adding a server and more powerful network operating system that use the network adapter cards and hubs from your existing network.

Stay on track.

Avoid non-sequiturs—thoughts that don't follow from the ones that precede them. Each sentence sets up an expectation for the one that follows. Deliver on that expectation and your audience will get more from your writing.

Off-target

(From a small business case study written for a non-technical audience.)
The vendor installed a peer-to-peer Windows* network with a Maxtech 8-port 10Base-T Ethernet hub and Maxtech PCI-bus network interface cards. All four workstations were connected with category 3 twisted pair cabling.

On-target

The vendor installed a peer-to-peer Windows* network that links all four of the company's workstations.

originality

ORIGINALITY

3

Look for new ways to say the expected. You have a responsibility to be interesting. Avoid clichés and tired phrases. Craft strong headlines and openings. Vary the pacing and rhythm of what you say.

Develop a strong opening and closing.

The opening of any writing answers the question in every reader's mind: "Why should I read this?" Give the reader an answer right away. If you don't hook your readers immediately, you risk losing them.

For example

(This piece is called Getting Connected.) Is networking right for your business? Maybe not today. But as your business expands, your computing needs will change. At some point, you may find that your stand-alone PCs can no longer meet the demands of your growing company. That's the time to consider getting connected.

The closing is nearly as critical as the opening.

Readers will remember both ends of your work more than the details in between. Use the same techniques for a strong closing as you did for your solid opening. Try to tie the closing to the opening or the title of the article. And maybe use an anecdote to bring what you've told them into the real world.

Some examples

What is a network? Why should you install one? What equipment will you need to get started? We wrote this guide to answer the questions most frequently asked by first-time network planners. We hope it will help you make informed decisions as you plan, install, expand or troubleshoot your network.

For small businesses with limited advertising resources, making a strong first impression is critical. Fortunately, a new technology call PC imaging can help your business create a first—and lasting—impression of quality and professionalism. And you don't need a big business budget to do it.

originality

• **Create a compelling title.**

The title is the first place to grab your readers' attention. Give them a reason to read further. Show them a benefit. Hook them in.

A good example

Getting Connected: How Networking Can Support Your Growing Business.

• **Avoid clichés.**

A cliché is an over-used word, phrase, image or other element of writing. Clichés give your writing a stale, dated feel and frequently do not transcend language boundaries. Keep your prose fresh. Avoid clichés.

Instead of saying

If this scenario sounds familiar, the time may be right to take the plunge and buy a server.

Try

If this scenario sounds familiar, the time may be right to buy a server.

• **Use contrasting words and phrases.**

Contrasting words and phrases add interest to your writing. They help create rhythm and balance, and they make your message more memorable.

For example

- Designing employee retirement plans is a large order for small businesses.
- A relatively new technology, PC imaging can help your business create a first—and lasting—impression of quality and professionalism.
- For a modest investment of time and technology, PC imaging can help your small business make a big impression on customers and prospects.

originality

Vary sentence length.

Reading a piece of writing composed of sentences the same length is dull. Use composition to create interest. Relieve the monotony and help readers easily absorb your message by varying the length of your sentences.

For example

As your business grows, you may need more than stand-alone PCs to achieve peak computing performance. You may need networking.

Alliteration adds appeal.

When used right and in moderation, alliteration offers another way to make prose more compelling. But you must be careful to avoid becoming obvious or irritating.

A good example

AQP's printers churn out a steady stream of paper, from labels and legal documents to forms and financial reports.

Include anecdotes and quotes for added interest.

Anecdotes and quotes make for lively reading—if they are compelling. Choose anecdotes and quotes that illustrate key points you want to make. Never use them to convey mundane facts.

Weak

"We installed two more workstations, one with a 133MHz Intel® processor and one with a 200-MHz Intel® processor."

Strong

"The two new workstations enabled us to double our output and cut costs by one-third within six months."

4 INVOLVEMENT involvement

Write for your audience. Consider your audience's needs and desires. Illustrate your points with examples and details that help to put them in the picture. Address them directly.

Make it active and engaging.

Use strong nouns and verbs.
Strengthen your writing by minimizing your dependence on adjectives, adverbs and modifiers.

Instead of saying

A network can actually save you valuable time and money.

Do I really need a server?

Choose the system that meets your specific needs.

Within six months, the time saved offset the actual dollar cost of the network.

Try

A network can save you time and money.

Do I need a server?

Choose the system that meets your needs.

Within six months, the time saved offsets cost of the network.

involvement

Write in a friendly, respectful style.

Intel has an informal and conversational tone, but we never talk down to our audience. Intel is never arrogant. To write in a conversational style, use active voice, simple words and sentences, minimize adjectives and address the reader directly.

Academic

(Passive voice and over-use of adjectives create the formal impersonal tone.) Once the decision has been made that networking is an appropriate business solution, consideration should be given to the selection of specific equipment.

Condescending

Now you understand the basics of network layouts. (That wasn't so complicated, was it?) The next feature we're going to explain is network configuration.

Conversational

Once you've decided networking is right for your business, what equipment will you need to "get connected"?

Respectful

Now that you understand the basics of network layouts, let's turn to the subject of network configurations.

Provide appropriate detail.

Never leave your readers with unanswered questions. At the same time, be careful not to overwhelm them with unnecessary detail. When you think some readers may want additional information, direct them to where they can find it.

Insufficient Detail

The number of nodes you can connect to a hub is determined by the hub.

Insufficient Detail

If you have more questions or want to obtain assistance in getting the right solution for your business there are many resources to help you, from books you can read to consultants and resellers that work with networks on a daily basis.

Appropriate Detail

The number of nodes you can connect to a hub depends on the number of ports the hub supports. Hubs typically come in 4-, 8-, 12- and 24-port configurations.

Appropriate Detail

If you have more questions or need help in finding the right network solution for your business, please contact one of Intel's Advanced Networking Resellers (ANRs). To find the location of an ANR near you, visit www.intel.com/intel/contact.

credibility CREDIBILITY 5

Use facts, not hype. Use real information to support key points, particularly when speaking of Intel products. Strive at all times to be specific and credible, as appropriate to a leader in the technology field. Also, as appropriate to a leader, do not compare Intel to others. Intel stands alone.

Stick with the facts.

Technology relies on facts, not hype. We have a good story to tell. We don't need to embellish it.

Fact

Only Intel® processor-based servers can support all the software applications you need to run your business.

Hype

Intel® processor-based servers support the largest software base in the industry—literally thousands of applications.

Cite specific benefits.

When you can, cite successful examples of Intel product usage and the specific benefits our products deliver to our customers.

General

Networking can boost employee productivity and cut costs.

Specific

Networking can boost productivity by enabling employees to share resources, such as customer files. It can also reduce costs by eliminating the need to purchase additional printers or other peripheral equipment.

Integrate examples.

Offering specific support or detail will make your writing more compelling. Avoid vague or general statements unless you back them up with facts or examples.

For example

To manage AQP's demanding printing environment, Eric Storjohann relies on Intel® NetportExpress™ print servers. The Netport Express PRO print server offers full integration with the firm's Windows* environment. And it gives Storjohann the flexibility of locating printers anywhere on the network.

A few years ago, high-reliability servers were priced beyond the reach of most small businesses. Today, affordable Intel® processors have made server technology a viable option for many small firms.

Integrating Intel Voice & Visual Style

THE CONSISTENT EXPRESSION OF INTEL® BRAND PERSONALITY

Copy and **images** work best when they're used in a dynamic, complementary way. In general, images make copy seem real, and copy helps to shape our interpretation of images. Never use copy simply to repeat what the pictures are showing. Instead, use it to provide detail, to create anticipation and foreshadowing, to create contrasts, or even to deny expectations and cause surprise.



“To succeed in business, how do I plan effectively for e-business?”

Clarity: Selective focus helps us to place us in the scene and identify with the subject, whose thinking we “hear.”



“The building blocks of the internet economy.”

Simplicity: By defining four related images as “building blocks,” Intel conveys a powerful idea with simple means.



“Obsessive behavior is annoying in real life, but strangely necessary in web hosting.”

Credibility: The addition of a single word can entirely color our perception: As soon we identify him as “obsessive,” we willingly attribute a whole new layer of qualities and associations to the man in the photo.

Consider your audience

MAKING THE RIGHT CONNECTION

consumer

express consumer benefits from a fresh perspective

technology interactions that are clever and unique

simple, cutting-edge style

business

express bottom-line business benefits

convey stability and credibility

involve the audience with real life situations

developer

express product developer benefits

crisp, clear and product-focused

technical and informational in tone

corporate

express Intel brand benefits

crisp, simple and opportunity-oriented

convey credibility and leadership

The Intel® brand personality accommodates a range of expressions. Depending on the audience you're addressing, you will want to emphasize certain qualities more than others—but remember that all qualities have the potential to appeal to all audiences, so strive at all times for the richest possible expression of the brand.

Intel **consumer** communications are focused on innovation, intelligence and uniqueness. They possess a simple, cutting-edge style that portrays Intel's unique point of view in a fun and exciting way. Consumer communications often show people interacting with technology from a fresh, clever perspective.

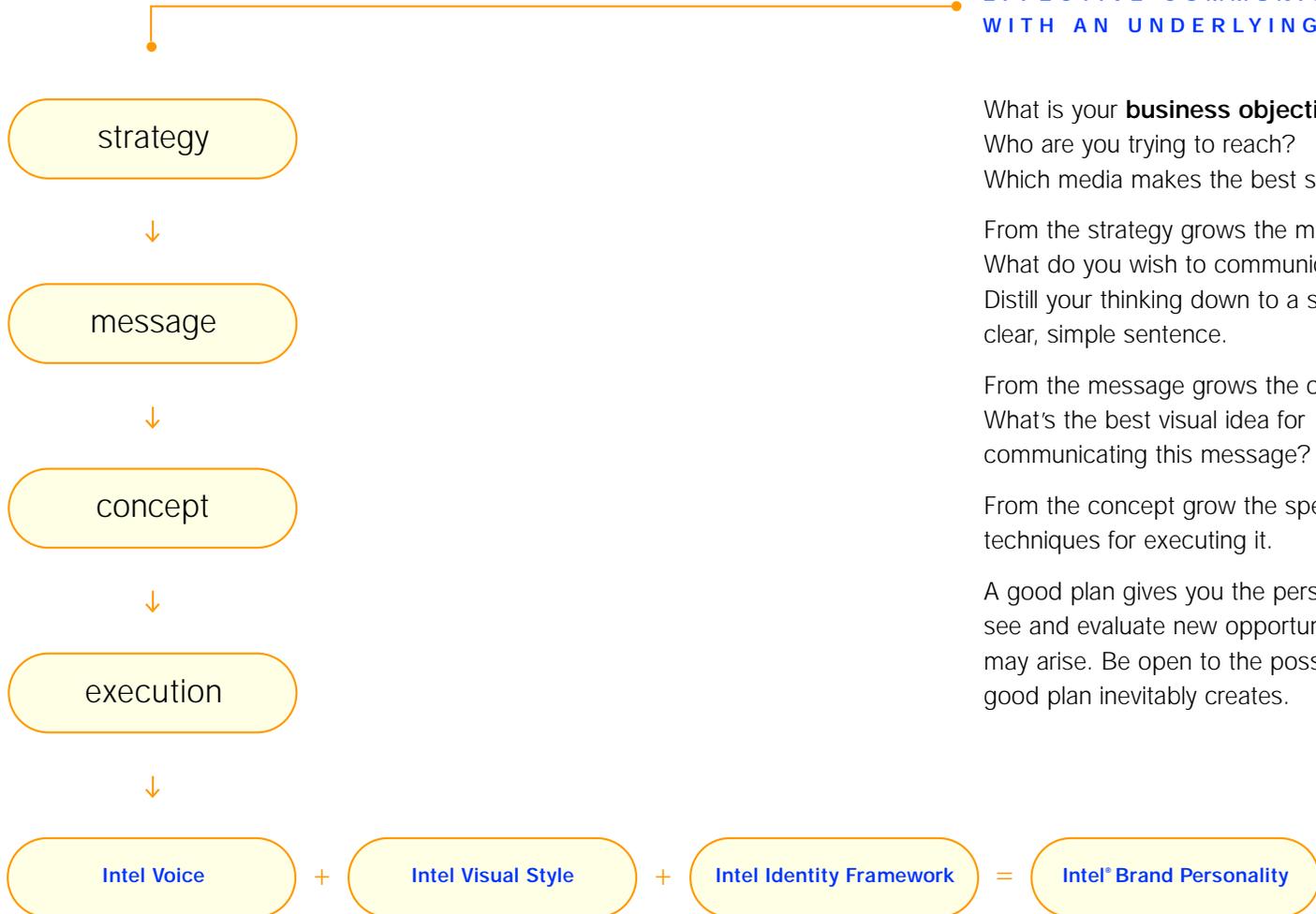
Intel **business** communications are focused on leadership, intelligence, credibility and stability. They possess a simple, innovative style that involves the audience in real life situations with a bluish cast. In tone and manner, they support the bottom-line business benefits that Intel products and services deliver.

Intel **developer** communications are factual and often detailed. In look and feel, they are crisp and direct. They assume a high level of technical understanding on the part of the audience, and provide the specifications and other information our fellow-developers require to integrate Intel products into their own product designs.

Intel **corporate** communications clearly express the benefits of the Intel brand. Crisp and simple in execution and tone, above all they convey Intel's credibility and leadership. They also position Intel as uniquely suited to identify, create and act upon opportunities within the company and the marketplace.

Work from a plan

EFFECTIVE COMMUNICATION BEGINS WITH AN UNDERLYING STRATEGY.



What is your **business objective**?
 Who are you trying to reach?
 Which media makes the best sense?

From the strategy grows the message:
 What do you wish to communicate?
 Distill your thinking down to a single clear, simple sentence.

From the message grows the concept:
 What's the best visual idea for communicating this message?

From the concept grow the specific techniques for executing it.

A good plan gives you the perspective to see and evaluate new opportunities that may arise. Be open to the possibilities a good plan inevitably creates.

Self-check: Is it Intel?

HAVE YOU DONE YOUR BEST FOR THE INTEL® BRAND AND YOUR AUDIENCE?

1 Is this saying what it needs to?

Have we communicated the key benefit?
Do the words fit the picture?
Does the picture need words?

2 What can I afford to lose?

Can I cut any text?
Can I crop in on the image?
Will my audience get the message right away?

3 What's fresh about this?

Can I show this in a new way?
Can I push the concept or image any further?
Have I seen anything like this before?

4 Can I come closer?

Can I give the main subject more visual real estate?
What can I say to capture the audience attention?
What can I say to make this more relevant to my target?

5 Do I believe this?

What makes this distinctive and real?
Is this the best presentation of Intel technology?
Have I supported the message?

6 Is this consistent with an intelligent, innovative leader?

Does this support our key message of safety and technology?
Is it uniquely ownable by Intel?

You are responsible for bringing the Intel brand personality to life. No easy task even when you know that personality inside and out. To succeed and do your best work, you must be an **intelligent, innovative leader** in your own right. You must exercise your personal good judgment and give every aspect of the work your close personal attention.

Ask yourself these six questions beforehand to become aware of the issues you must address. Pose these questions to your creative collaborators. Review them along the way to maintain your perspective. Use them afterwards to evaluate the results. And expect to be asked them in return.



Thank you

Our new brand identity guidelines represent a major evolution for Intel. In our increasingly complex product, audience and business environment, we needed to achieve a new level of clarity, depth and sophistication to bring the **Intel® brand** to life. At every decision point, we asked, "How can we remain true to our heritage and also provide what is needed for communicators to do the right thing going forward?" Invariably, the out-comes reflect the insight, dedication and collaborative spirit of **key agencies** and **marketing stakeholders** at Intel, making this milestone a truly collective achievement. Do you have further ideas and insights? We'd like to hear from you. Please contact us at the Brand Identity website, or for urgent needs call the Brand Identity Hotline.

Corporate Brand Identity Site

Internal Communicators

<http://brandid.intel.com>

External Communicators

<http://preview-cps.jf.intel.com/admin/guide/main/>

username: see below

password: see below

For current username and password, leave your email address on the Corporate Brand Identity Hotline, 408.765.7696, and you will be added to our monthly newsletter which contains the user-name and password that changes every 3 months.

Corporate Brand Identity Hotline

408.765.7696

Visual Asset Database

<http://ultra5.wy-east.com/>

For username and password fill out the form on the Web site