

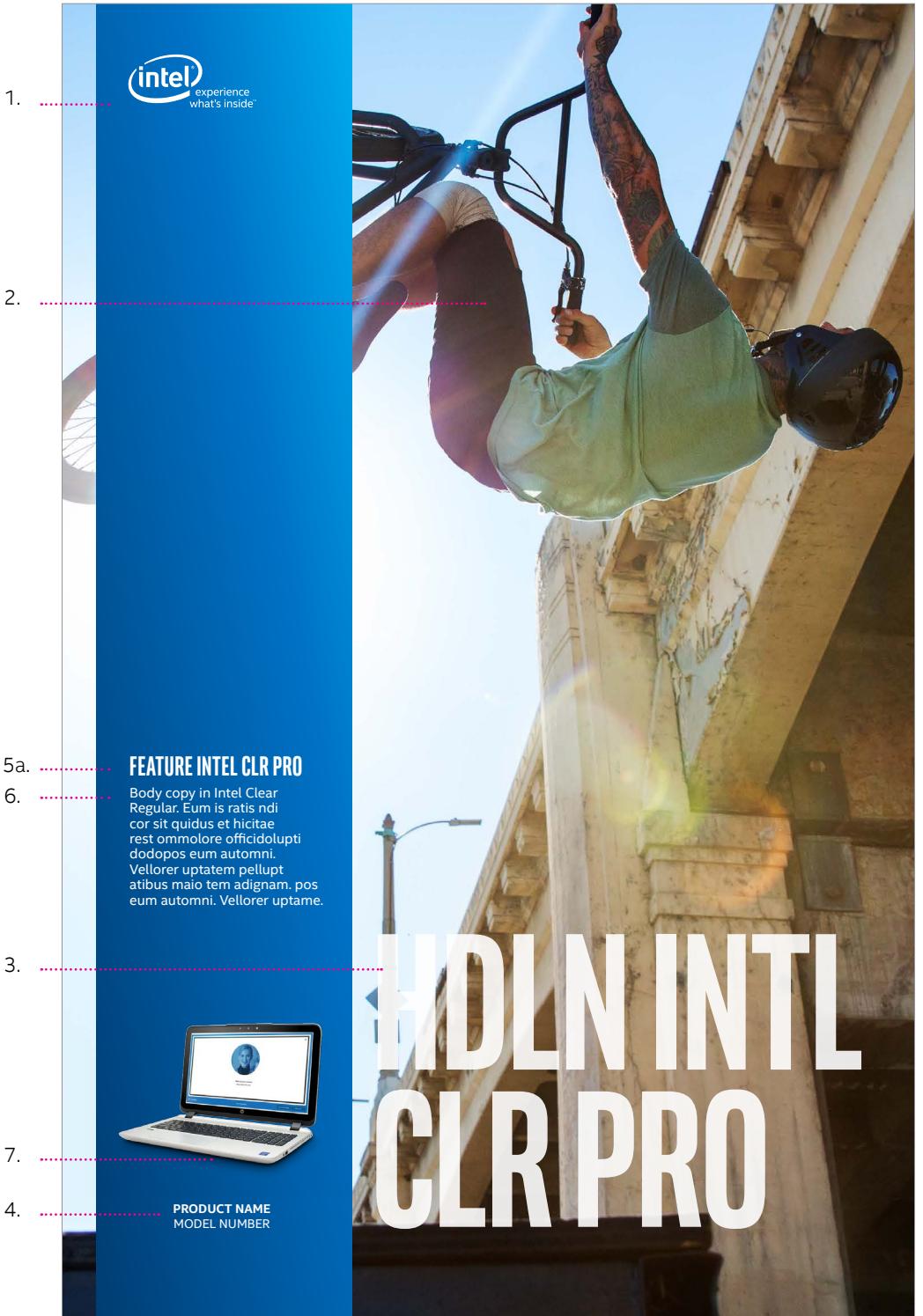
LAYOUT TEMPLATES

INSTRUCTIONS

August 10, 2016

BAR SIMPLIFIED

BAR SIMPLIFIED 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 SIMPLIFIED HORIZONTAL TEMPLATE USAGE

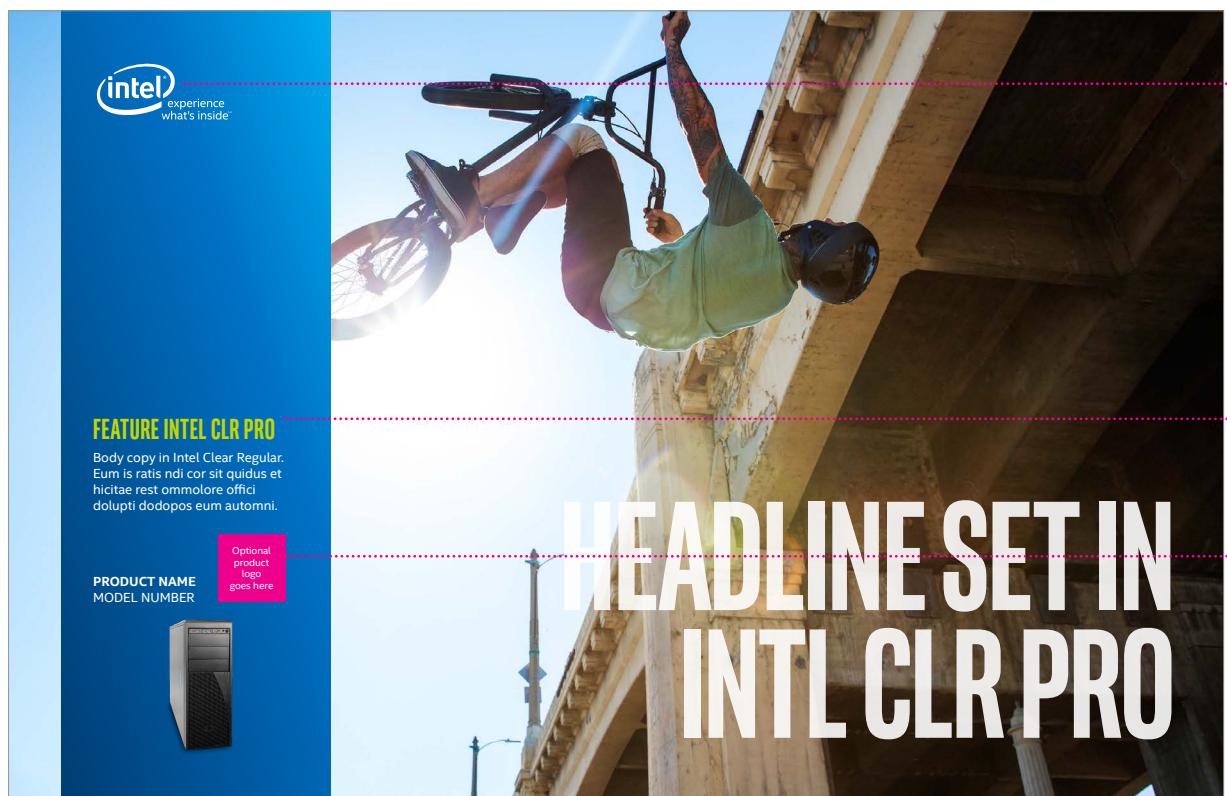


VISUAL AREA

- Approved image area

CONTENT

- 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
- Product name and model number
Default preferred color is 100% white
- Always use product shot with a grounding shadow to avoid floating effect
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- 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)
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- Optional Product Logo Addition - please turn layer on/off accordingly



THANKS

RED PEAK