Intel® Partner Alliance Style & Usage Guidelines for Partners

Version 1.1 | July 2022

Intel® Partner Alliance Style & Usage Guidelines for Partners

Program Overview

Intel® Partner Alliance Brand Guidelines

This document includes:

Product brand strategy, design guidelines and product brand assets to create a unified Intel Partner Alliance brand experience to engage audiences of all types seeking high performance and efficiencies.

Who it's for:

Intel partners that are creating Intel Partner Alliance content for internal and external communications. These guidelines may also be reviewed with partners or their related agencies under NDA.

Why it's important:

This guidance was designed to ensure the brand experience remains consistent when reflecting Intel Partner Alliance communications.

These brand guidelines are to inform Intel partners on how to use brand resources when developing their own communications concerning Intel® Partner Alliance, and associated benefits programs.

intel partner
alliance

Program Logo

This is the Intel® Partner Alliance logo

Strategically, the Intel Partner Alliance logo follows our creative standards for our education and training programs category.

The layout of the wordmark has been carefully considered to apply equal distribution of balance, weight, and proportion to work at any scale.

There are two versions of the logo — a stacked and a horizontal logo. Use of each logo is dependent upon the space constraints of a given layout or media type.

See the following pages for both versions and color variations of each logo.

Do not try to re-create this logo. Use the logo assets provided.

The Intel Partner Alliance does not grant permission to use the Intel Corporate logo.

Logo can be downloaded from this source: Intel Digital Library ID: a1314888

intel.
partner
alliance

When to use the logo

Partners can leverage the Intel Partner Alliance program logo in assets that speak to partnership with Intel at high level or that include representation from the internal Intel Partner Alliance team. Assets like this include press releases, events, webinars, and white papers.

intel.
partner alliance

Program Logo
Stacked logos

For layouts and mediums that have constrained free space the stacked logo lockup is recommended. The color variations at right are available when it is placed on light and dark backgrounds.

The appropriate logo color treatment should be selected to maintain strong legibility and separation from the background.

Note that the two-color logos are generally preferred for use in most applications when colorspace allows full-color usage.

Stacked two-color

When to use: This preferred logo color treatment can be used on light backgrounds as long as the Partner Alliance type has contrast with the backdrop.

intel.
partner
alliance

Stacked two-color reversed

When to use: This preferred logo color treatment should be used to reverse out of darker backgrounds or imagery. Ensure strong contrast and legibility is maintained with the background.

intel.
partner
alliance

Stacked one-color

When to use: This lockup is to be used in limited colorspace or black-and-white applications when the two-color logo cannot be used.

intel.
partner
alliance

Stacked one-color reversed

When to use: This lockup is to be used in limited colorspace or black-and-white applications when the two-color logo cannot be used.

intel.
partner
alliance

intel. partner alliance

Horizontal logos

For layouts and mediums that have limited vertical space, the horizontal logo lockup is recommended. The color variations at right are available when it is placed on light and dark backgrounds.

The appropriate logo color treatment should be selected to maintain strong legibility and separation from the background.

Note that the two-color logos are generally preferred for use in most applications when colorspace allows full-color usage.

Horizontal two-color

When to use: This preferred logo color treatment can be used on light backgrounds as long as the Partner Alliance type has contrast with the backdrop.

intel partner alliance

Horizontal two-color reversed

When to use: This preferred logo color treatment should be used to reverse out of darker backgrounds or imagery. Ensure strong contrast and legibility is maintained with the background.

intel partner alliance

Horizontal one-color

When to use: This lockup is to be used in limited colorspace or black-and-white applications when the two-color logo cannot be used.

intel partner alliance

Horizontal one-color reversed

When to use: This lockup is to be used in limited colorspace or black-and-white applications when the two-color logo cannot be used.

intel partner alliance

intel partner alliance

Program Logo
Clear space

To ensure maximum visibility and impact, adequate space must be provided around the logo. The minimum clear space requirements for the logo are shown to the right. The defined areas should be kept free of competing elements.

In general, clear space should be equal to or greater than the height of the "e" from the Intel logo.

Minimum sizing

For optimal legibility and accessibility compliance, the Intel® Partner Alliance logo should never be smaller than the dimensions shown in the examples at right.

The clear space rule:
The width of the "e" in Intel.

intel® partner alliance

├── 120px ──┤

Stacked Logo Width:
Screen: 120px @ 72ppi
Print: 23 mm / 0.9 inch

├── 124px ──┤

Offset Logo Width:
Screen: 124px @ 72ppi
Print: 28 mm wide / 1.10 inch

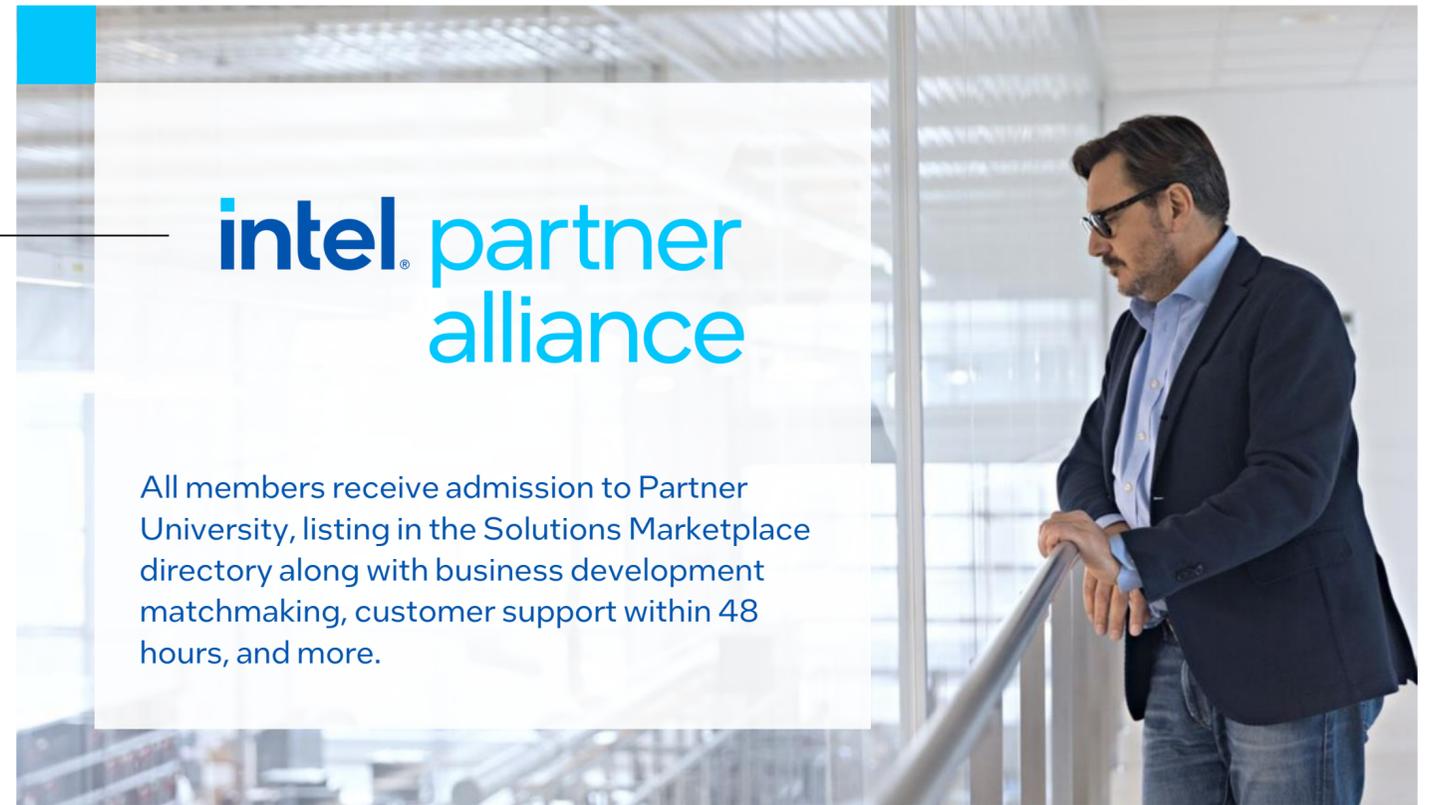intel partner alliance

Program Logo

Text treatment

- Write the full name "Intel® Partner Alliance" only once per page. (This also applies to benefits program names.)

- After first use of "Intel® Partner Alliance" write only Partner Alliance. (This copyright approach also applies to benefits program names.)

- Note that the use of the Intel Partner Alliance logo can suffice as a first use reference if positioned before written copy

- Do not combine "Intel Partner Alliance" with a program name like "Partner University"

- The use of acronyms (ex. IPA, PMS, IPU, ISM) should not be used in any public-facing communication

- Approved acronyms are permissible for internal references

First use

Note that "Intel" can be used either written in text or used in a logo asset to adequately represent the parent brand.

Because of the placement of this logo, the program names in the copy block do not require "Intel" to be used.

intel. partner alliance

All members receive admission to Partner University, listing in the Solutions Marketplace directory along with business development matchmaking, customer support within 48 hours, and more.

Intel® Partner Alliance	✓	Intel® Partner Marketing Studio	✓
Intel® Partner University	✓	Intel® Solutions Marketplace	✓
Intel® Partner Alliance Solutions Marketplace	✗	Intel Partner Alliance	✗

intel. partner alliance

Sunsetting the legacy blue badge

To ensure clear communication within the Intel® Partner Alliance design system hierarchy, care should be taken to use the program wordmark.

Previously, the legacy blue badge was used as a program logo. However, a newer wordmark has evolved from the badge. The legacy blue badge is being sunsetted as an asset.

The Partner Alliance wordmark – with its various options – should be used for all program-level communications.

Note that the legacy blue badge is being sunsetted in favor of the newer program wordmark.

Program Logo

Do not

To maintain the consistency of our visual identity, avoid the following logo treatments or adaptations:

1. Avoid distortions to the logos

2. Do not rotate logos

3. Avoid locking up other elements with the logo

4. Do not add unnecessary effects like drop shadows to the logo

5. Avoid altering logo lock-up
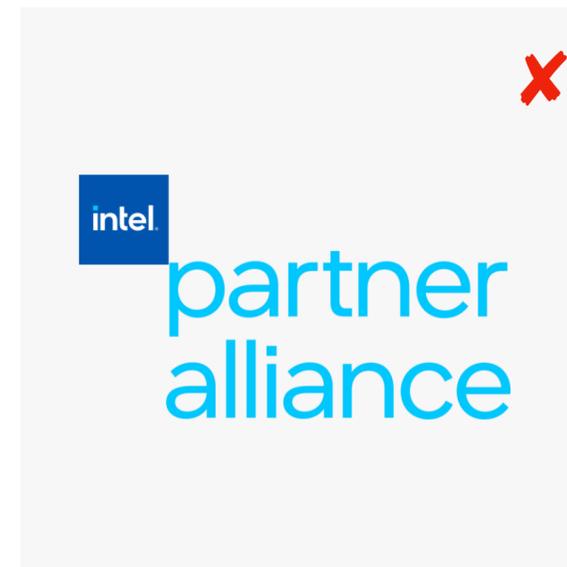
6. Do not use unapproved logos treatments
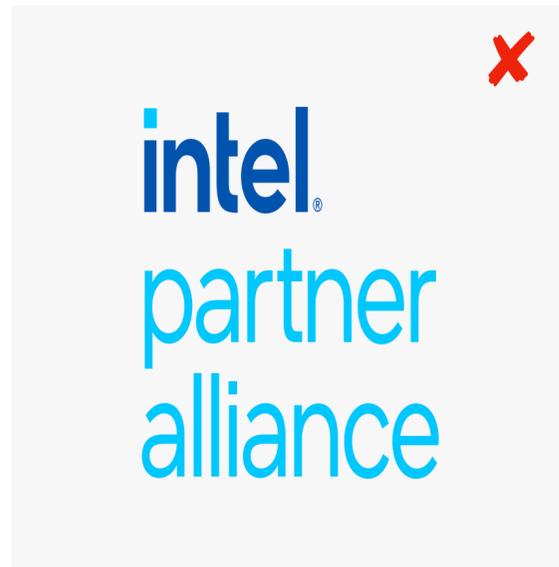
01

02
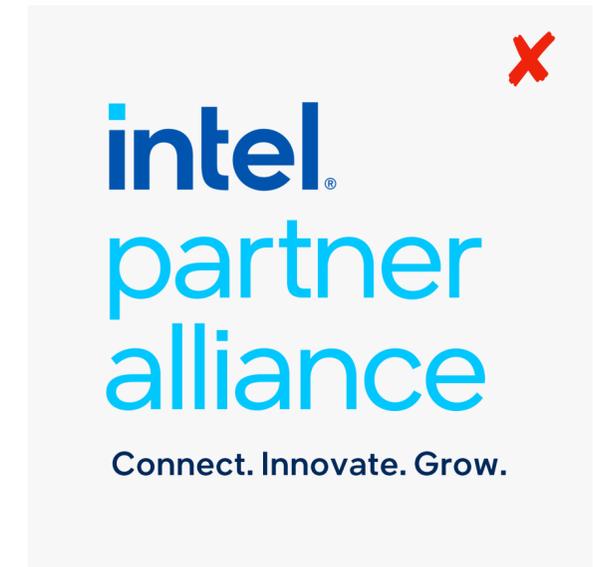
03
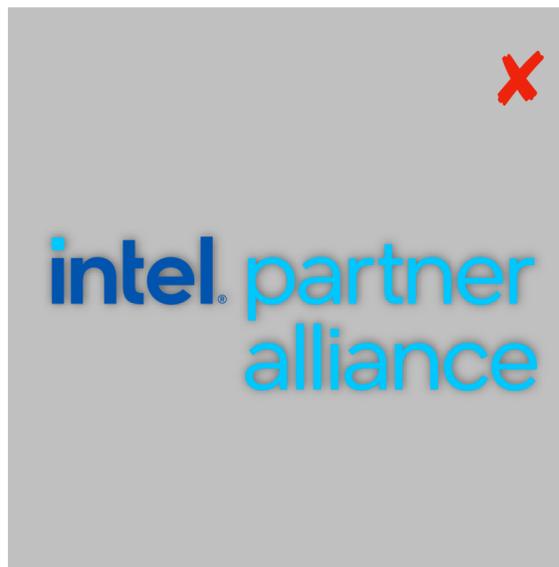
04

05

06

Tier Badges

Intel® Partner Alliance tier badges

The Intel Partner Alliance program tier badges are critical to the strategic positioning of our brand. Each are used to distinguish a partner's tier and are subject to the programs terms and conditions.

There are two visual representations: A primary version and secondary version.

The square badge is the primary identifier and should be used when speaking to build the new Intel Partner Alliance brand and to ensure prominence and recognition of the Intel parent brand.

The rectangle badge is the secondary identifier when the primary can't be used due to space constraints.

Note: The Intel Partner Alliance program badges should always be used with the square/rectangle shapes as shown. This is a strategic element to be utilized to enhance the brand and may not be removed.

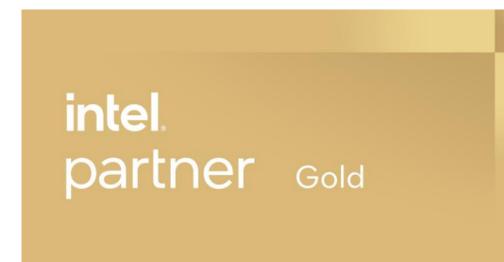Badges can be downloaded from this source: Intel Digital Library ID: a1148018

Primary Square Badge

Best Used:
▪ On digital and print campaigns
▪ With partner logos for balance

Secondary Horizontal Badge

Best Used:
▪ At smaller sizes
▪ With horizontal partner logos for balance

Tier Badges

Partnership tiers

Intel® Partner Alliance partnership badges are used to delineate the two tiers of the partner alliance. A partner's membership tier is the most important attribute as it determines the level of benefits they receive from Intel. Partners are placed within one of the following tiers based on the requirements they have met within the terms and conditions for those tier levels.

Gold
Gold tier members receive a storefront in the Intel® Solutions Marketplace with lead generation tools, special invitations, customer support within 24 hours, and more.

Titanium
In addition to Gold benefits, Titanium tier members receive enhanced lead generation and matchmaking tools, pre-release product information, customer support within four hours, and more.

Member
All Members receive admission to Intel® Partner University, listing in the Intel® Solutions Marketplace directory along with business development matchmaking, customer support within 48 hours, and more.

intel
partner

Gold

intel
partner

Titanium

See the full list of tiered partner benefits here.

When to use badges

The Intel® Partner Alliance tiered badges can be used to distinguish a partner's tier and are best used in both print and digital campaigns. Tiered badges are best represented alongside a partner's logo to show both the partner brand and their status within the the Intel Partner Alliance program. The tier badge must not be larger or more prominently displayed than the partner's name and logo and should be of equal size to any other third-party logo being displayed.

Intel partners can use tiered badges when highlighting their story, offering, or in content that references the membership in the program and any relevant partnering with Intel. Tiered badges are often leveraged on assets like case studies, social media announcements, blog posts, and email signatures.

intel.
partner

Gold

intel.
partner

Titanium

Clear space

To ensure maximum visibility and impact, adequate space must be provided around the badge. The clear space requirements for the badge are shown to the right. The defined areas should be kept free of competing elements.

In general, clear space should be equal to or greater than the width of the "spark" in the badge.

Minimum sizing

For optimal legibility and accessibility compliance, Intel partner badges should never be smaller than the dimensions shown in the examples at right.

The clear space rule:
The width of the "Spark" in the badge

← This is the Spark

intel partner Gold

intel partner Gold

intel partner Gold

|— 124px —|

intel partner Gold
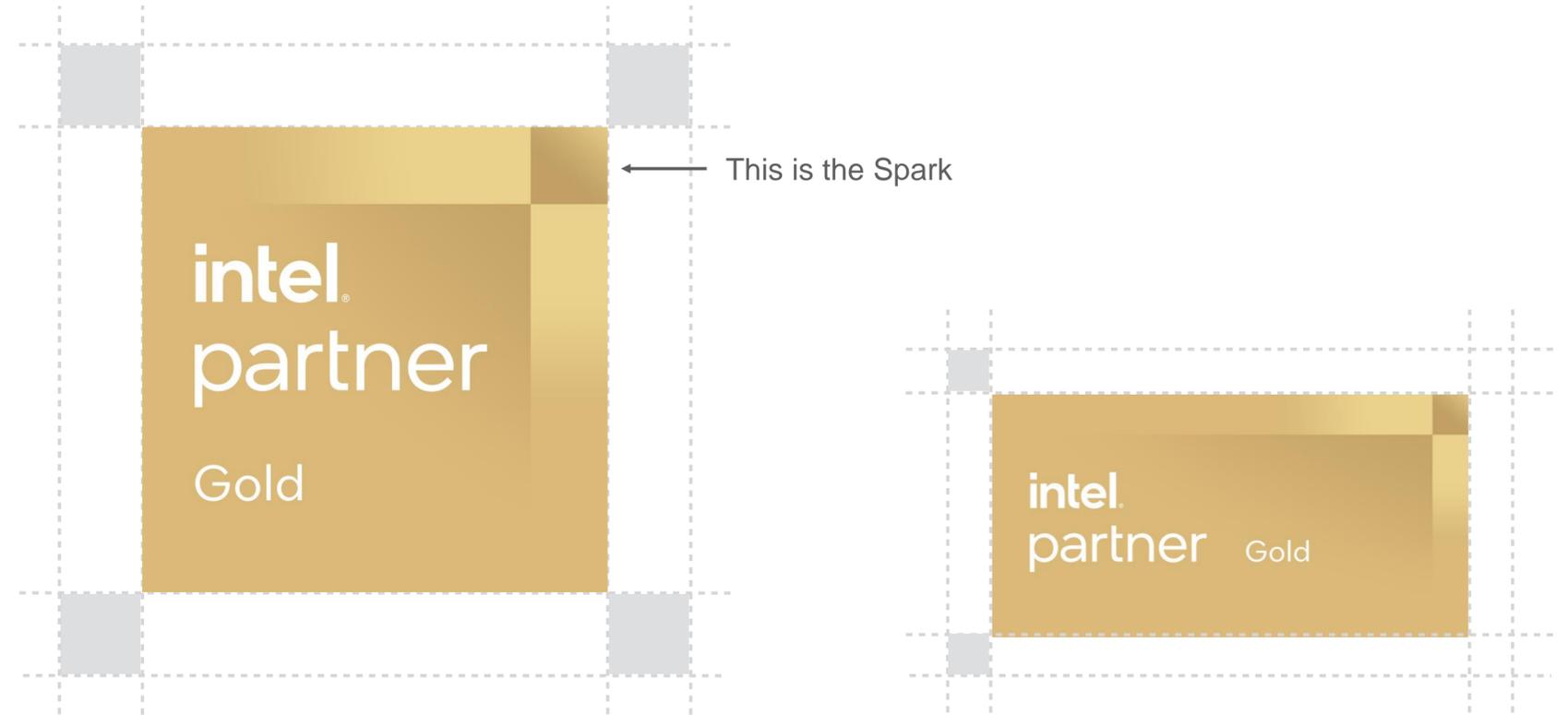
|— 156px —|

Logo Width:
Screen: 124px @ 72ppi
Print: 28 mm/1.10 in

Logo Width:
Screen: 156px @ 72ppi
Print: 28 mm/1.10 in

Color Palettes

Partnership badges are designed to work best on either light or dark neutral backgrounds. When placing badges, ensure background allows strong contrast for the badge to be as visible as possible.

Light Backgrounds

Dark Backgrounds
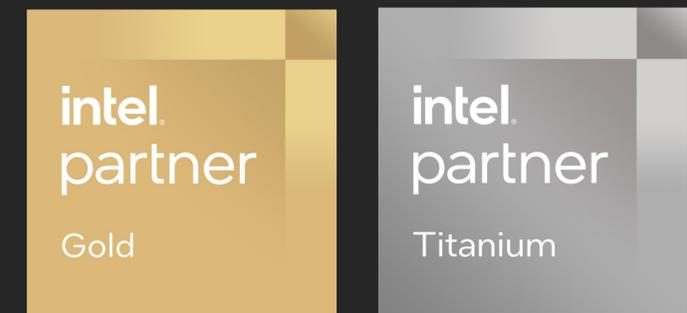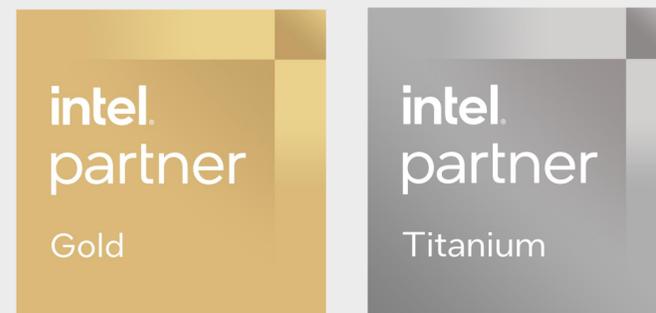
Tier Badges

Do not

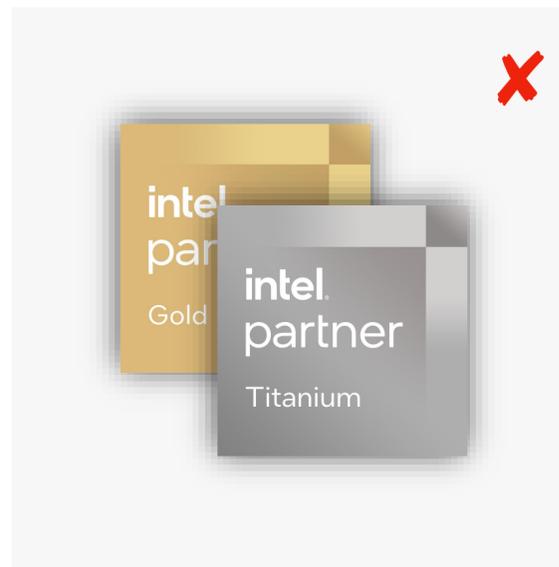To maintain the consistency of our visual identity, avoid the following logo treatments or adaptations:

1. Avoid using legacy logos for new applications. (The logo shown here is being sunsetted.)

2. Do not use a partnership badge as a Partner Alliance logo

3. Avoid overlapping logos when displaying together

4. Avoid using the secondary badge when a primary (square) badge will fit the space
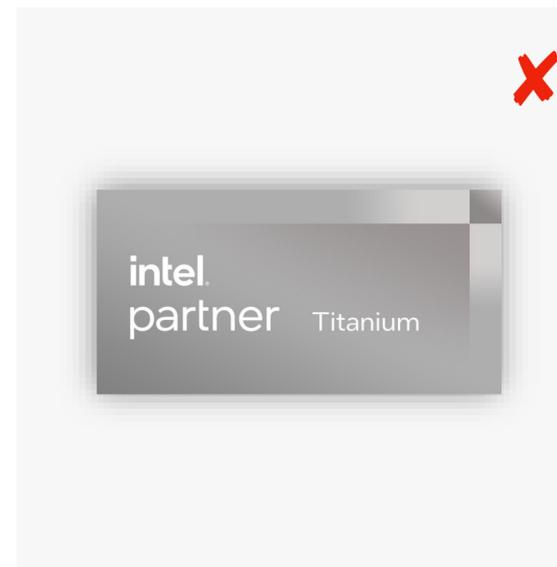
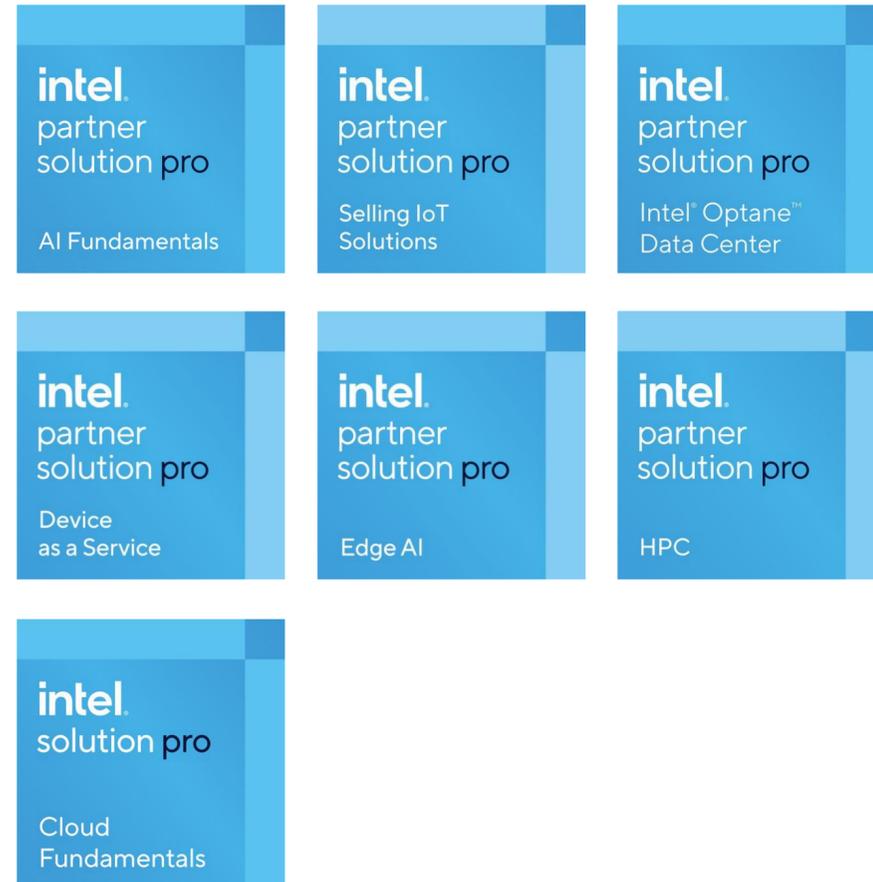5. Do not display badges on busy backgrounds
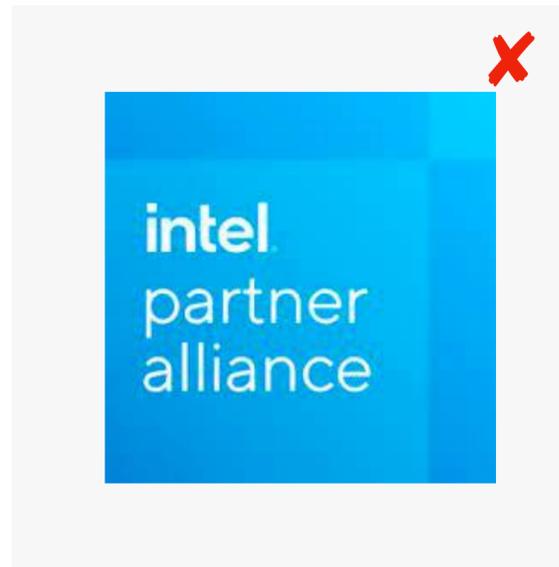
01

02

03

04

05

Intel® Partner Competency Badges

Solution Pro Badges

intel. partner solution pro

AI Fundamentals

intel. partner solution pro

Selling IoT Solutions

intel. partner solution pro

Intel® Optane™ Data Center

intel. partner solution pro

Device as a Service

intel. partner solution pro

Edge AI

intel. partner solution pro

HPC

intel. solution pro

Cloud Fundamentals

Technical Pro Badges

intel. partner technical pro

Gaming Systems

intel. partner technical pro

FPGA Fundamentals

intel. partner technical pro

Intel® Optane™ Data Center

Miscellaneous

intel. partner solution pro

Business Transformation for SAP®

intel. partner solution pro

IoT For Manufacturing

intel. partner solution pro

Intel Unite® Solution

intel. partner solution pro

NUC Mini PC Solutions

intel. partner solution pro

On-premise Storage Fundamentals

intel. partner technical pro

Client Managed Services

intel. technical pro

Cloud Technical Professional

intel. solution pro

Cloud Business Professional

Badges can be downloaded from this source: Intel Digital Library ID: a1148018

Color

Primary palette

This Intel® Partner Alliance primary color palette uses the Classic Blue as well as the Energy Blue family from the Intel corporate color palette.

The Classic and Energy Blue primary colors have been carefully selected to ensure contrast on both light and dark backgrounds. The shades and tints should operate in a supporting capacity to add character and interest in design compositions.

Gradients of these selected colors can be used to express the brand, but they should always be composed of a single color that deviates by only *one* shade or tint at a time to ensure the gradients are subtle, adding tone and glow without ever being harsh or garish.

For any questions regarding digital color selection, please refer to our Brand Color Guidelines (a1142003 on IDL).

intel partner alliance

CLASSIC BLUE
R:0 G:84 B:174
C:100 M:66 Y:0 K:0
HEX # 0054AE

ENERGY BLUE
R:0 G:199 B:253
C:76 M:0 Y:5 K:0
HEX # 00C7FD

ENERGY BLUE TINT 2
R:160 G:235 B:255
C:30 M:0 Y:2 K:0
HEX # A0EBFF

ENERGY BLUE TINT 1
R:109 G:220 B:255
C:50 M:0 Y:4 K:0
HEX #6DDCFF

ENERGY BLUE SHADE 1
R:0 G:149 B:202
C:96 M:15 Y:3 K:22
HEX # 0095CA

ENERGY BLUE SHADE 2
R:0 G:91 B:133
C:100 M:60 Y:30 K:22
HEX # 005B85

BLACK

CARBON SHADE 2
R:38 G:38 B:38
C:72 M:65 Y:65 K:60
HEX # 262626

CARBON SHADE 1
R:82 G:82 B:82
C:65 M:55 Y:55 K:30
HEX # 525252

CARBON
R:128 G:128 B:128
C:50 M:42 Y:42 K:8
HEX # 808080

CARBON TINT 1
R:174 G:174 B:174
C:30 M:25 Y:25 K:0
HEX # AEAEAE

CARBON TINT 2
R:233 G:233 B:233
C:7 M:5 Y:5 K:0
HEX # E9E9E9

Color

Expanded color palette

The Intel® Partner Alliance expanded color palette is used to provide additional color options for intentionally supporting the primary color palette. For example, data visualization like charts or graphs.

Tints and shades are available with the expanded color palette to create variety, layering and visual interest.

MOSS
R:139 G:174 B:70
C:50 M:15 Y:95 K:0
HEX # 8BAE46

MOSS TINT 1
R:177 G:210 B:114
C:35 M:0 Y:70 K:0
HEX # B1D272

MOSS TINT 2
R:215 G:243 B:162
C:15 M:0 Y:45 K:0
HEX # D7F3A2

MOSS SHADE 1
R:112 G:133 B:65
C:60 M:30 Y:90 K:12
HEX # 708541

DAISY
R:254 G:201 B:27
C:0 M:20 Y:100 K:0
HEX # FEC91B

DAISY SHADE 1
R:237 G:178 B:0
C:5 M:30 Y:100 K:0
HEX # EDB200

DAISY TINT 1
R:255 G:225 B:122
C:0 M:10 Y:60 K:0
HEX # FFE17A

DAISY SHADE 2
R:201 G:143 B:0
C:10 M:45 Y:100 K:10
HEX # C98F00

CORAL
R:255 G:86 B:98
C:0 M:80 Y:50 K:0
HEX # FF5662

CORAL TINT 1
R:255 G:132 B:138
C:0 M:60 Y:30 K:0
HEX # FF848A

CORAL TINT 2
R:255 G:182 B:185
C:0 M:35 Y:15 K:0
HEX # FFB6B9

CORAL SHADE 1
R:200 G:19 B:38
C:20 M:100 Y:90 K:0
HEX # C81326

GEODE
R:143 G:93 B:162
C:45 M:75 Y:0 K:0
HEX # 8F5DA2

GEODE TINT 1
R:204 G:148 B:218
C:20 M:45 Y:0 K:0
HEX # CC94DA

GEODE TINT 2
R:238 G:195 B:247
C:8 M:25 Y:0 K:0
HEX # EEC3F7

GEODE SHADE 1
R:101 G:49 B:113
C:70 M:95 Y:25 K:10
HEX # 653171

Color

Accessibility

- Intel is committed to fully adhering to and supporting all digital accessibility standards. Careful attention should be placed on color selection to achieve contrast and legibility in different digital environments.

- Colors should be selected to provide maximum visibility for given applications. It is recognized that not every color in the palette, including daisy and its tints, easily meet digital accessibility standards, and this fact should inform online color decisions.

- Meeting and passing accessibility standards is sometimes a function of size and contrast as much as specific color choices. Therefore, color used in typography, iconography, graphics and backgrounds should always promote easy legibility. Colors should be selected to help create positive contrast with other elements in the design.

For any questions regarding digital color selection, please refer to our Accessibility Color Guidelines (a1227618 on IDL).
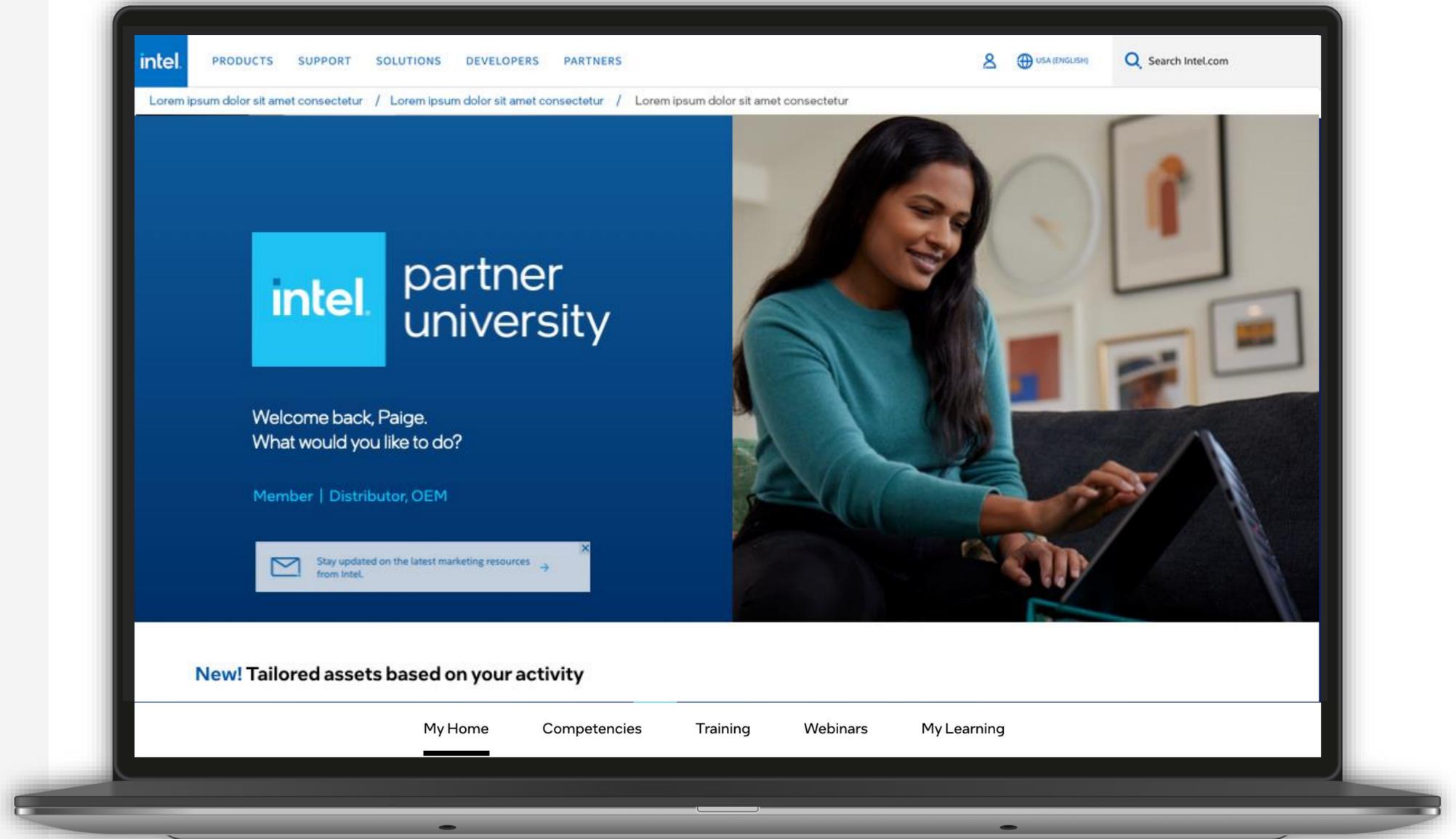
Web Content Accessibility Guidelines (WCAG) 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. Intel upholds this contrast ratio for all brand colors. All colors in this document have passed the 4.5:1 contrast ratio.

If you ever have any doubts about color contrast, please use the Web AIM Contrast Checker tool.

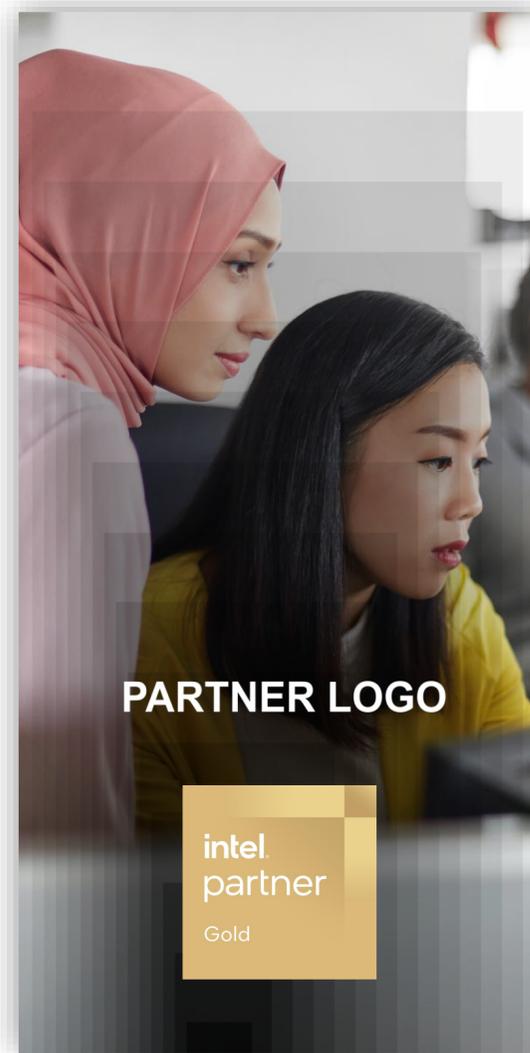# Examples
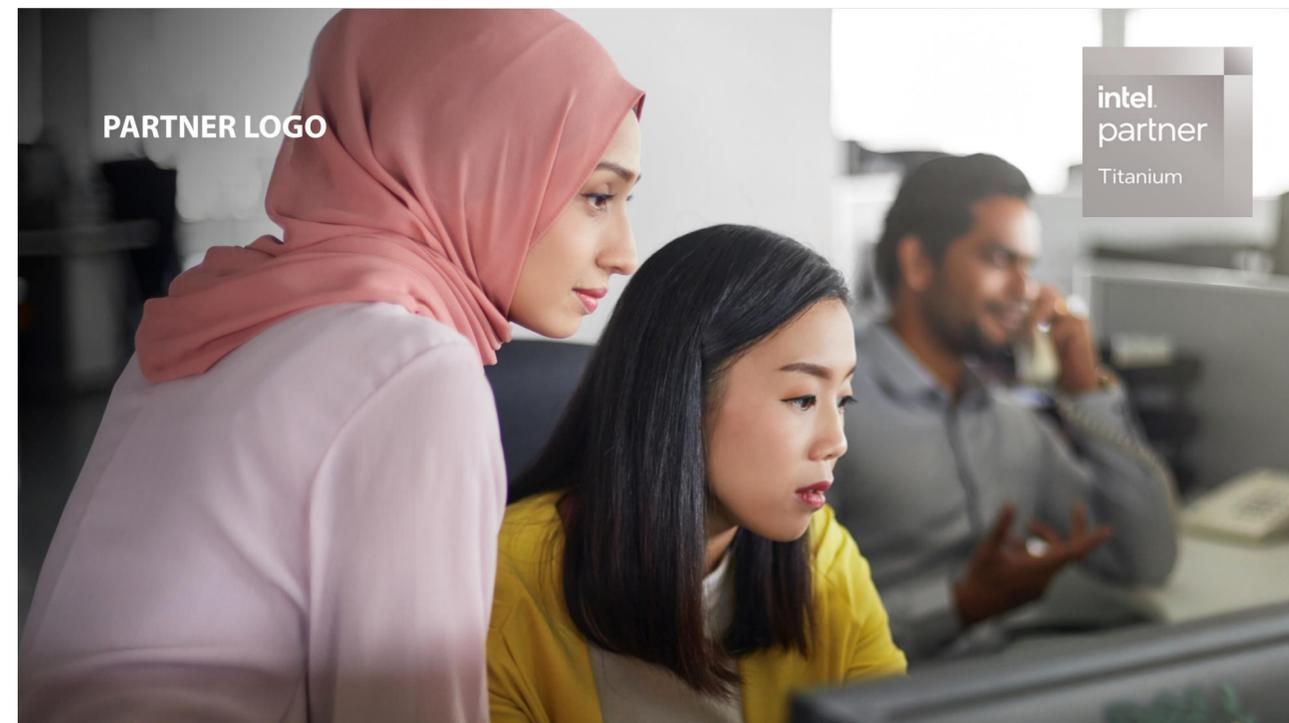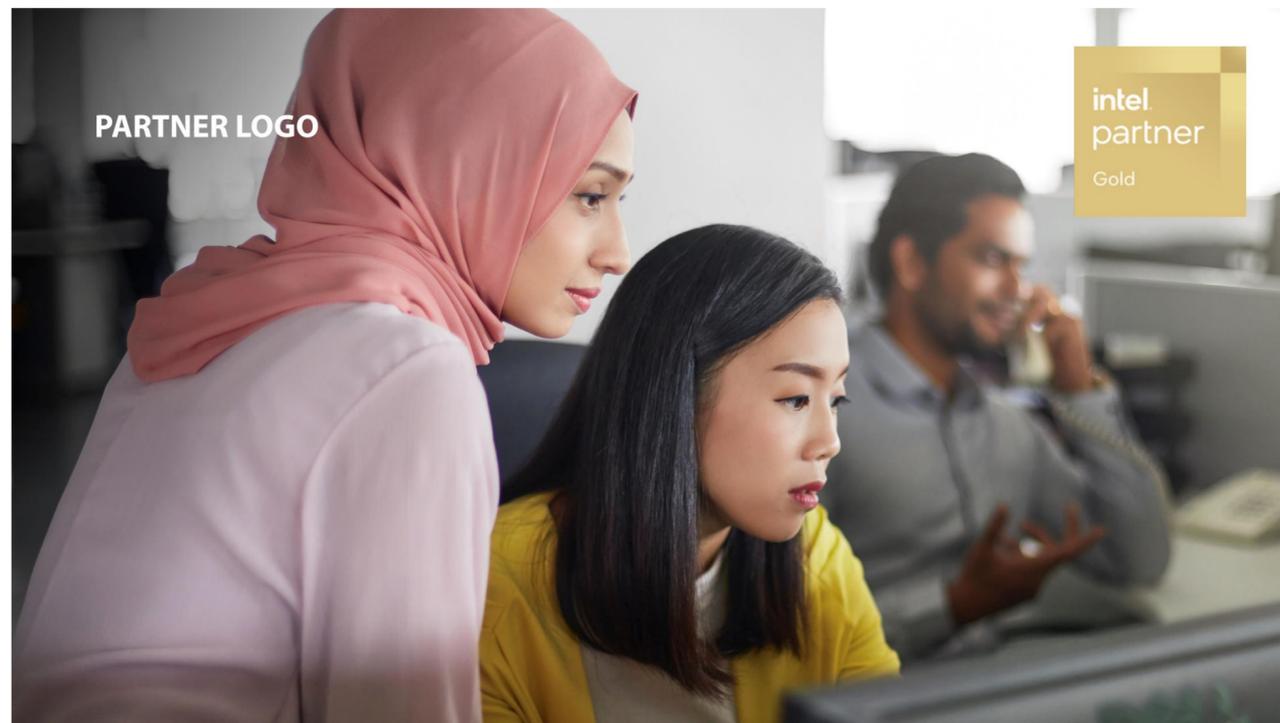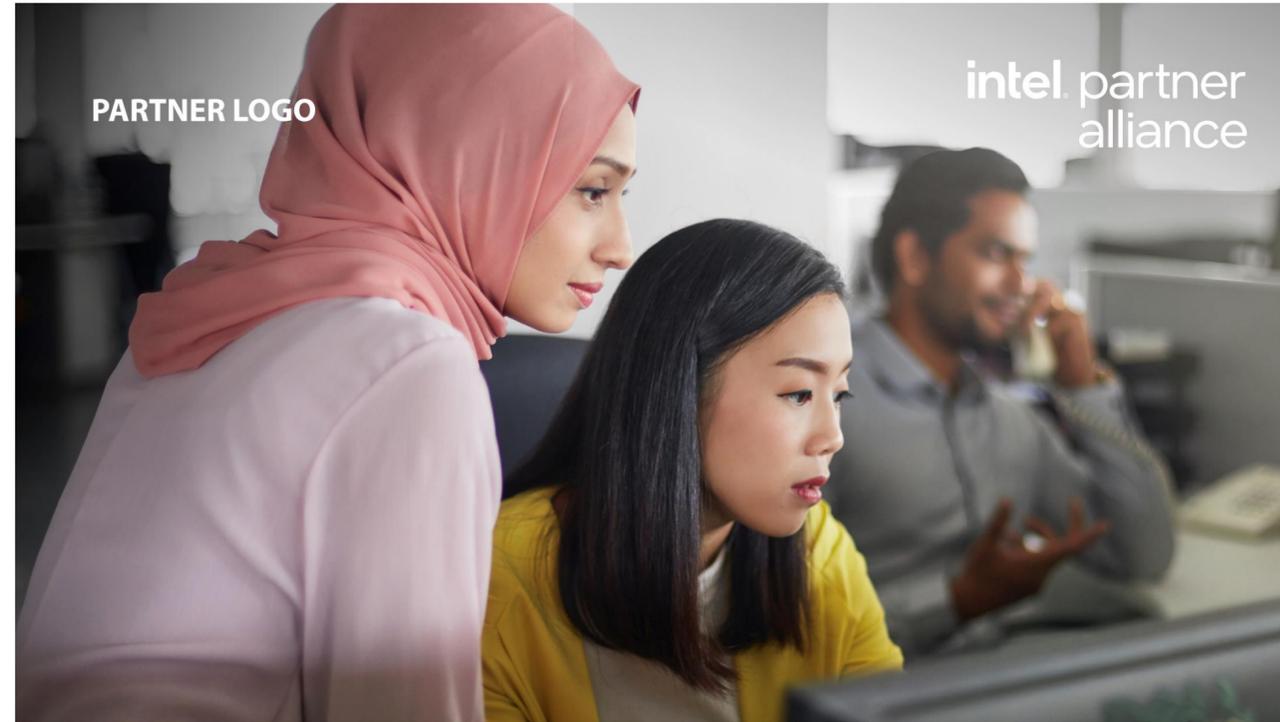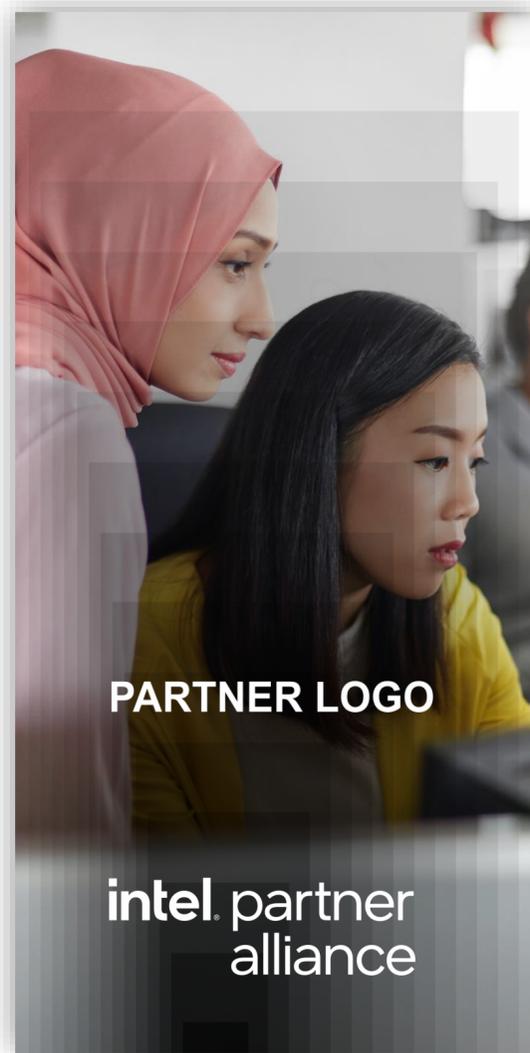
Generic banner

Gold banner

Titanium banner

Gold

Titanium

Synopsis

Intel® Partner Alliance Style & Usage Guidelines for Partners

Partners should mostly use tier badges to show their involvement with the Intel program.

Write "Intel®" once per page.

Use the Intel spark system by accessing assets and principles by reading other guidelines documents.

Intel associates should use program wordmarks and badges.

Please refer to the full brand guidelines for more information about the Intel brand.

[Guidelines library](#)

For creative feedback or approval for your design project, contact the Intel Brand, Creative and Media department to be included in a Brand Office Hours review.

brand_q@intel.com

intel.