



CUSTOMIZING MATERIALS

Intel® Cloud Insider Marketing Studio

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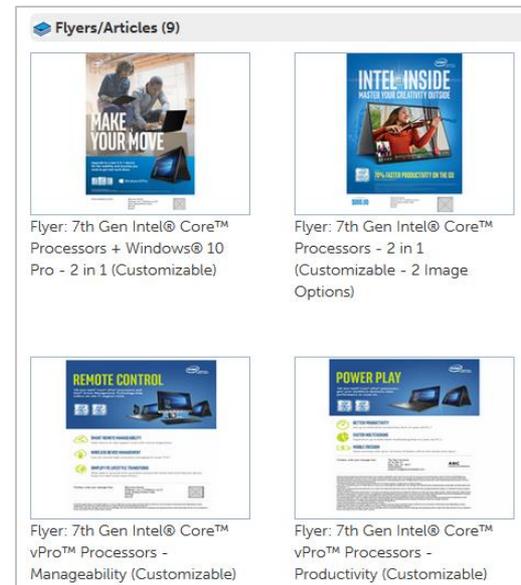
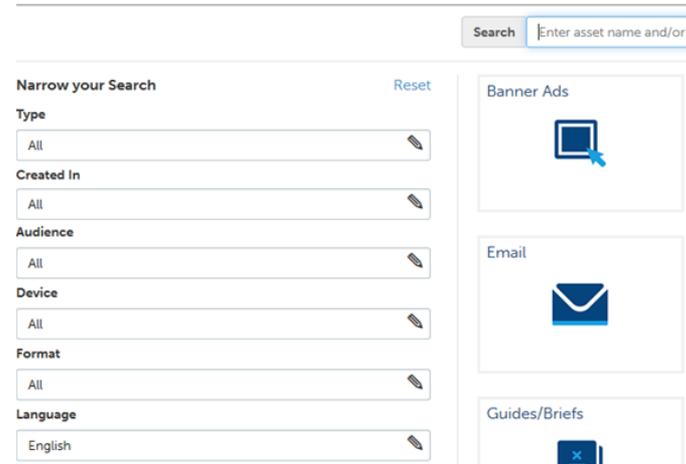
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Overview

The Intel® Cloud Insider Marketing Studio allows you to browse and download different types of files that are made available. These files include documents like co-branded brochures, infographics, whitepapers, and other types of marketing material.

Some of these files can be downloaded directly from the library, while others can be customized with your own logo and unique information by bringing them into your account and editing them further.



Usage Guidelines

Customizing a marketing asset available on the Studio applies to the following customization only:

- Adding your product logo, contact information and promotional details
- Swapping a badge if available through the customization feature on the platform only.

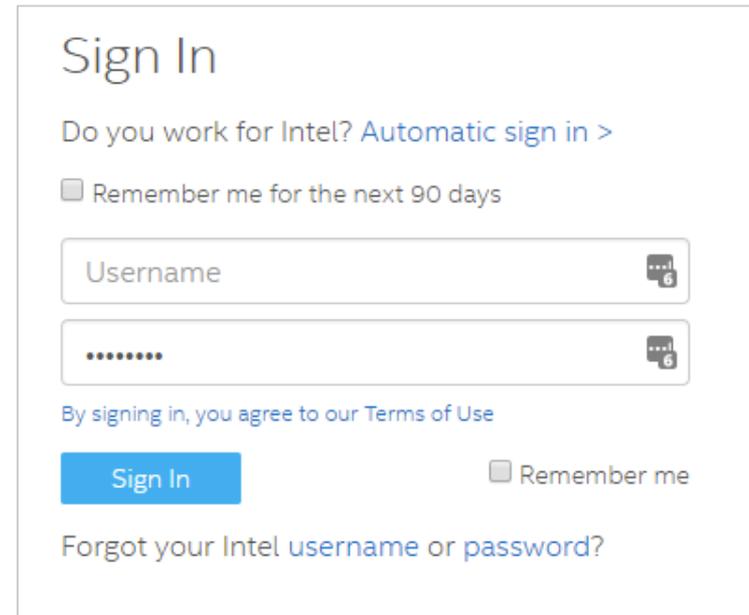
Do not change or modify any of the Intel messaging, logos or brands.

When using Intel® logos and processor badges on your own marketing materials, please refer to the Logo Usage Guidelines at the end of this document.

For Trademarks and Brands Usage Guidelines, please refer to:
<http://www.intel.com/trademarks>

Login

- Log in to your account by going to cloudinsider.intel.com
- Enter your Intel Cloud Insider **Username** and **Password** and **Sign In**.



The screenshot shows the 'Sign In' page for Intel Cloud Insider. At the top, it asks 'Do you work for Intel?' with a link to 'Automatic sign in >'. Below this is a checkbox for 'Remember me for the next 90 days'. There are two input fields: one for 'Username' and one for 'Password' (represented by dots). Both fields have a small icon with the number '6' in the bottom right corner. Below the password field is the text 'By signing in, you agree to our Terms of Use'. There is a blue 'Sign In' button and another checkbox for 'Remember me'. At the bottom, there is a link for 'Forgot your Intel username or password?'.

Intel may also provide you with a direct link to a specific customizable tactic. If so, skip to page 7 after logging in.

Account Setup

- If this is your first time logging into the Marketing Studio, you will need to set up your account. This involves updating some basic information about your company that will automatically be added into your customized assets.
- Click the **Set up your account** button on the right.
- Enter your company information in the fields provided, such as your **company name** and **company logo**.
- Click **Save** when done, then return **Home**.

INTEL® CLOUD INSIDER MARKETING STUDIO

Use the marketing tools and resources below to help drive demand for your cloud offerings based on Intel® processors and technology. Quickly find and download Intel® logos, print and digital assets, and ready-made campaign tools you can customize with your company logo and contact information.

Select one of the options below and start marketing ⚙

Library
Search for individual assets to download and/or customize
GET STARTED >>

Campaigns
Access marketing materials grouped by campaigns
GET STARTED >>

Logos & Images
Find and download marketing resources, product logos, images, and more
GET STARTED >>

Set up your account

Send us your feedback

Save Once you enter your required organization information below, click Save.

General Use

Address Line 1
Address Line 1 123 Main St

Address Line 2
Address Line 2

Business Name
Business Name ABC Company

City
City New York

Company Logo
Browse... No file selected.

Your Partner Logo Here

Library – Getting There

- From the Marketing Center home page, click **Library**.
- By default all tactic types are listed. Use the **Type** filter to narrow the results. Check the box for the file type you want.
- Results can be filtered further by using the attribute filters. For example, you can find files by language, campaign name or business size.
- If you already know the file you are looking for, use the **search box** at the top of the page.

The screenshot displays the Intel Cloud Insider Marketing Studio interface. At the top, the header reads "INTEL® CLOUD INSIDER MARKETING STUDIO". Below the header, there is a sub-header: "Use the marketing tools and resources below to help drive demand for your cloud offerings based on Intel® processors and technology. Quickly find and download Intel® logos, print and digital assets, and ready-made campaign tools you can customize with your company logo and contact information." Below this, a prompt says "Select one of the options below and start marketing".

Three main navigation buttons are visible: "Library" (highlighted with a yellow border), "Campaigns", and "Logos & Images". Each button includes a brief description and a "GET STARTED >>" link. To the right of these buttons are two utility links: "Set up your account" and "Send us your feedback".

Below the navigation buttons, there is a "LEARN HOW TO CUSTOMIZE" section with a "VIEW PDF >" link. A "Type" filter dropdown menu is open, showing a list of asset types with checkboxes:

- All
- Banner Ads
- Banners - Animated
- Banners - Static
- Brochures
- Campaign Guides
- Email

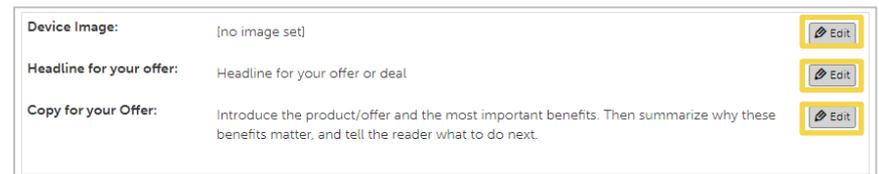
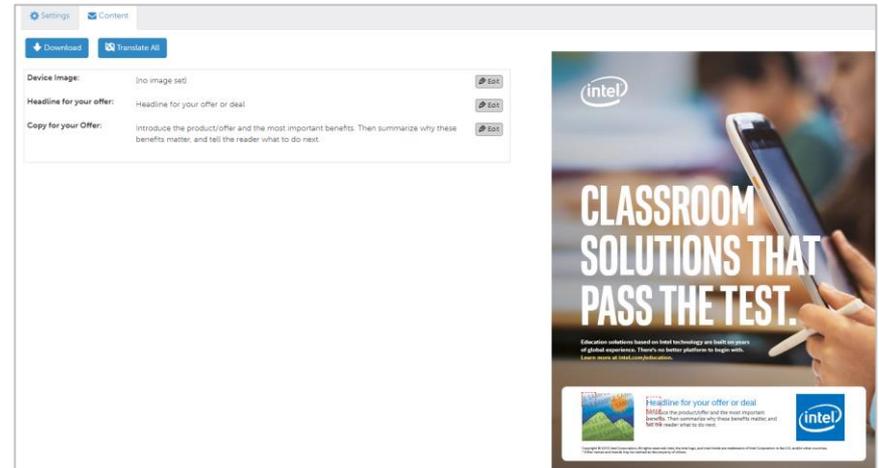
Library - Browsing

- Browse the results and click the **thumbnail**. This loads a preview.
- Review description and preview image for the file.
- To download the file, click **Download**. If the file is labeled as “customizable”, click **Customize & Download**.



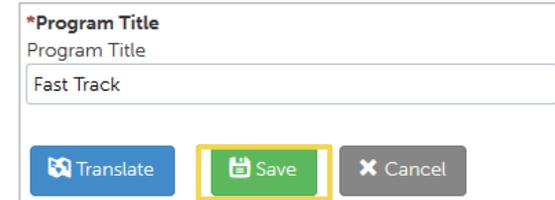
Customizing Files

- With a few clicks, you can add or change images or text within the template without interfering with the integrity of the overall design.
- Content that can be modified will be listed on the left side of the page. On the right, you can see a preview of the current version of the file.
- Click the **Edit** button to edit a section.



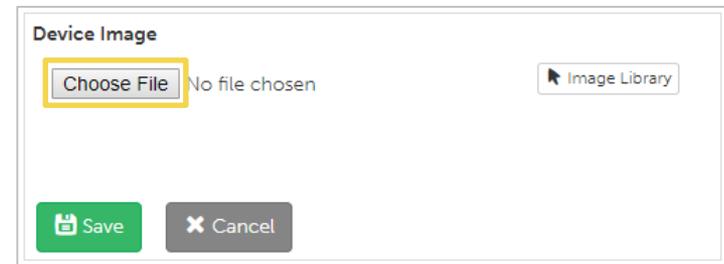
Customizing Files

- A text box will appear for you to enter text.
- If the section is an image, click **Choose File** to upload a new image.
- After you are finished editing the specific section of the file, click **Save**.
- When done with all updates, click **Save & Refresh Preview** at the top of the page to generate the updated file and see the new preview on the right. Click **Download** to download the file to your computer.



*Program Title
Program Title
Fast Track

Translate Save Cancel



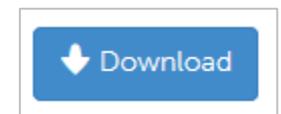
Device Image

Choose File No file chosen Image Library

Save Cancel



Save & Refresh Preview



Download

Additional Help

- Email
 - service@structuredweb.com
- Call – 24/5 Support
 - US: 1-888-584-6480
 - UK: +44 2035141806
 - Australia: +61 280155849
 - Germany: +49 32221090193
 - France: +33 975181385
 - Japan: +81 345781761
- Live Chat – 24/5 Support
- Visit our online support center
 - support.structuredweb.com

How Do I Download a File?

Last Updated: Oct 29, 2015 03:29PM EDT

[VIDEO](#) [USER GUIDE](#)

What will I find in this article?

1. File Selection
2. Download
3. Customization

Overview

The vendor library allows you to download and use any files made available. These files include documents like co-branded brochures, infographics, white papers, data sheets, marketing scripts and campaign assets that can be used to run campaigns in separate marketing systems.

Some of these files can be downloaded for use directly from the library, while others can be customized and co-branded with your own unique information by bringing them into your account and editing them further. The file types available and the level of customization is dependent upon the documents themselves and the content provided by your vendors.

Narrow your Search

Reset

To filter the tactics you view, select the tactic type and

Select Files and the subsequent file types.

Back Next

Activity Types

Files

Campaign Name

All

Language

English

Marketing Objectives

All

Offers

All

Products and Solutions

All

End-User Computing Horizon
DaaS Campaign Assets
(English)

End-User Computing
DaaS Flash Banner

Analyst Reports (2)

TRUST

VISIBILITY INTO DATA CENTER SECURITY
AND OPERATIONS MANAGEMENT WITH
TREND MICRO AND VMWARE

VMWARE PARTNER DEMO



INTEL[®] XEON[®] PROCESSOR FAMILY

Logo Usage Guidelines

Introduction

These guidelines are intended to inform on how to use the logos available in the Intel® Xeon® Processor Family.

Throughout the guideline we will use an outline of the artwork as these visuals can represent many brands but in similar size and shape.

The artwork formats are available for all print usage in vector .eps and for digital usage, a vector .ai.

For all Trademarks and Brands Usage Guidelines, such as appropriate noun, trademark symbol, acknowledgement line, and processor number information, for each brand please refer to:

<http://www.intel.com/trademarks>



Balanced Branding

The Member brand and Intel® logo must be represented in a balance manner.

SPACING

Please provide at least two logos worth of space between Qualified Intel processor logo and Member logo as space allows.



Clear Space

Any background inside of this clear space must be even, un-patterned, and free from typography or any other graphic elements. If the Intel® Xeon® Processor Family logos are used directly on a photographic image, the clear space area must provide good contrast between background and the Intel logo, be even in tone and pattern-free.

To ensure maximum impact, all applications of the logo should include clear space around the Intel logo equal to the height of the “n” in Intel.



Sizing

The minimum size for use of the logo is measured by width for print and height for digital usage.

Print minimum size:



.75" (1.905 cm)
wide for print

Digital minimum size:



46 pixel high
for digital

Background

When possible, place the logo on a clean, clear, and solid background. Note, when the logo is used on a colored photographic or patterned background, there must be significant contrast.



Place the logo on a white or a solid background of good contrast whenever possible.



Place the logo on a patterned background only when there is significant contrast.

Reproduction Specifications

The logo print files have been created in vector format using Adobe Illustrator* CS2. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software.

- For marks needing to be larger than .75" wide, use the .75" wide version and scale up. When the mark is scaled to a very large size, manipulation may be required so that the trademark symbol does not appear disproportionately large.
- Do not use a print file for onscreen/rich media applications, or vice versa. These files have been carefully adjusted



Intel, the Intel logo, the Intel Inside logo and Xeon are trademarks of Intel Corporation in the U.S. and/or other countries.
* Other names and brands may be claimed as the property of others.