

Intel® Brand Elements

Photography

This section provides guidelines for selecting and accessing photography for use in presentation materials that support your curriculum, if needed. For guidelines on photography used in curriculum covers, refer to the Core Visual section on pages 19–21.

There may be instances where you need to incorporate additional photographic elements to add interest to curriculum presentation materials. The Intel Photography Style allows for two types of photography: emotional and contextual. Each makes a strong impression for the brand by supporting the Intel personality. For Intel® Education, these two groups are more clearly defined as:

- **Emotional.** Images of administrators, teachers, or students that connect with the viewer. The administrators/teachers/students are often looking directly into the camera and are the focal point of the image, as opposed to a focus on technology or an activity. In keeping with the Intel® brand objectives, these images should resonate with the viewer and be emotional and “aspirational.”
- **Contextual.** Images of administrators, teachers, or students engaged in an activity that communicates the environment you are promoting.

Tips for Selecting Photography:

- Use full-color photography, not duotones, color washes, or black-and-white.
- Use real people and real environments—photography should not appear staged or model-perfect.
- Use images rich in color and texture, with softness and approachability.
- Use full-bleed imagery whenever possible.
- Use images that are graphically simple, bold, and thought provoking.
- Be sensitive to diversity, including gender, ethnicity, and age.
- Do not use illustrations, clip art, or cartoons as visual elements. The only illustrations that are permitted for use are the icons presented in these design guidelines and templates.

You are encouraged to use photography from your area (ensure you collect and save permissions from all subjects pictured and that they meet the “tips” above).

Also, approved education images can be located on the Intel Brand Center:

<http://brand.intel.com>

NOTE: It is necessary to obtain a username and password for this site. A new user setup link (for both Intel employees and agencies) can be found on the entry page of the site.

A photobook of approved images can be found on the Corporate Affairs Marketing Toolkit Web site: <http://corporateaffairs.intel.com/toolkit/>

Examples:

Emotional: Cover and Interior Pages



Contextual: Interior Pages

