

New Direction For Intel Brand

Contributed by Intel
Tuesday, 16 March 2010

International industry-leading market intelligence provider Intel has today (24 February) unveiled updated branding to mark a shift in its company strategy.

The revised branding incorporates a new logo, visual identity and tagline - "Intelligence in time" - to reflect Intel's focus on delivering actionable and current market intelligence.

It follows a process of several months of in-depth research with both clients and employees and comprehensive market analysis to shape the new brand strategy.

The decision to rebrand has also been tied in closely with the launch of Intel's new Food & Drink product "the first industry platform integrating all of Intel's extensive and exclusive food and drink data and analysis.

Peter Haigh, Intel CEO said:

"Markets change, but the need for intelligence doesn't. We listen to our clients and our refreshed branding is therefore representative of how we are adapting in response to their ever changing needs, while still maintaining the stability and trust Intel is renowned for. Our updated product portfolio provides clients with the intelligence they need, in time to stay ahead of the market" and it is fitting that our change of image accompanies this move forward. The revived Intel brand will excite our stakeholders and shape Intel's future in alignment with the company's strategy and objectives."

Intel's change in logo evolved from an already iconic symbol and keeps key strengths such as the yellow colour and the basic shape.

To encapsulate the service orientated online company Intel has grown to become, the refreshed logo brings the brand identity up to date and demonstrates a contemporary look and feel.

The updated logo now also features the concept of thought bubbles, highlighting the intelligence long since associated with the Intel brand, the upward movement suggesting growth and the curves a positive, actionable, forward-looking quality.

Alongside Intel's iconic yellow colour the new brand now incorporates purple, representing inspiration and decisiveness.

In addition, the tagline will be used as a distillation of Intel's brand promise:

Intel's market intelligence, combined with best-in-class service, enables clients to make the right decision at the right time.

"The updated Intel logo represents the forward-thinking market intelligence and service excellence that our clients have come to expect. It is the logo of a best-in-class brand. Our intelligence enables clients to anticipate the market rather than react to it. Therefore our new "Intelligence in time" tag line has never been more appropriate, as we're helping businesses make the right decisions, supported by the best data, analysis and service available." Peter concludes.

24th February 2010