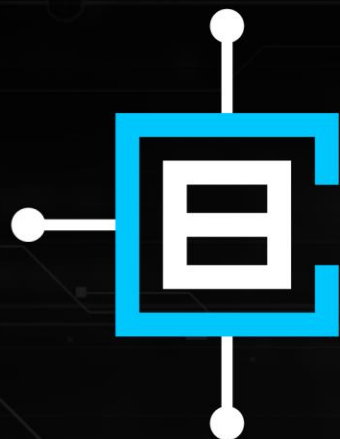


intel.



project
circuit breaker

BRAND GUIDELINES

Version 2 // May 2022

LOGO STRUCTURE

This diagram shows the alignment and size relationships of the elements within the logo.

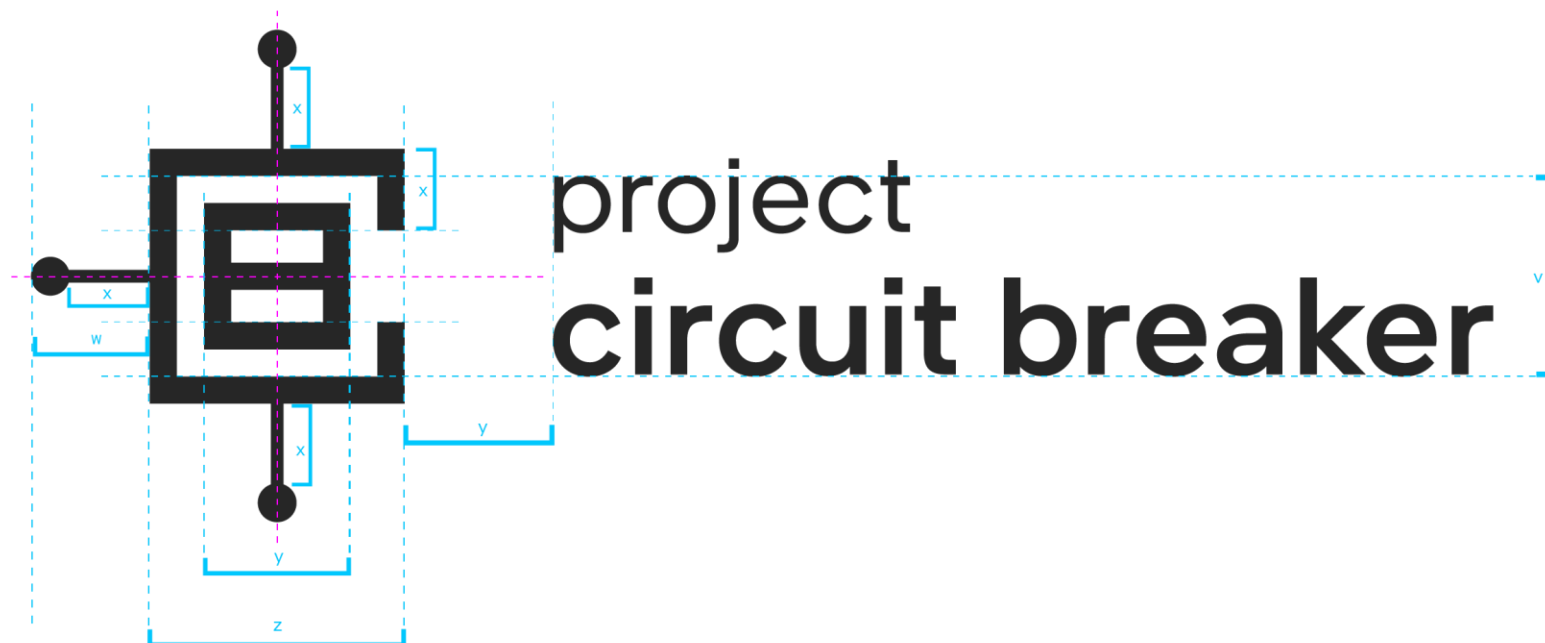
Distance v: The high of the inside of the “C” shape is the same as the height of the text element. The text is also aligned with this space.

Distance w: The length of the nodes is important when using the mark alone (pages 6 & 7).

Distance x: The height of the vertical bars on the open side of the “C” are the same length as the lines extending from the “C”. This distance also helps determine the proportions of the stacked logo (page 5) and clear space requirements (page 7).

Distance y: The width of the “B” shape is the same as the horizontal distance between the mark and the text.

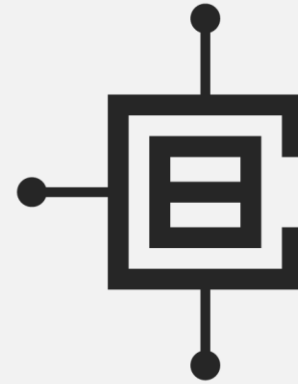
Distance z: The width of the outside of the “C” shape determines the size of the text element in the stacked version (page 5).



PRIMARY LOGO USAGE

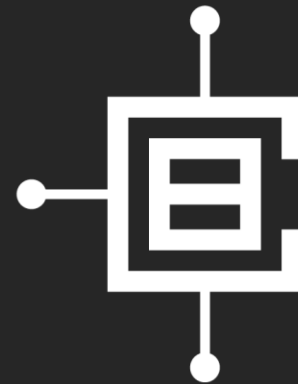
ONE COLOR

The one-color version logo should use either in Carbon Shade 2 from the Intel color palette or white.



project
circuit breaker

Carbon Shade 2
PMS 433C
C:72 M:65 Y:65 K:60
R:38 G:38 B:38
HEX # 262626



project
circuit breaker

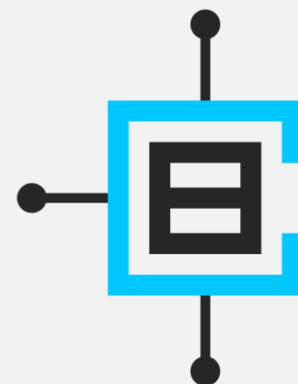
White

PRIMARY LOGO USAGE

TWO COLOR

The two-color version of the logo can be used whenever there is enough contrast for the colors to stand out.

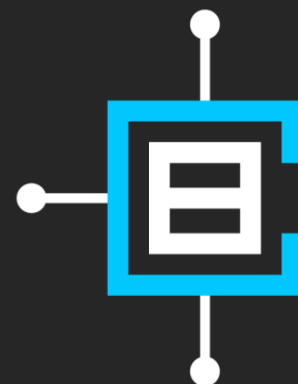
The accent color for both light and dark versions of the logo is Energy Blue.



project
circuit breaker

Carbon Shade 2
PMS 433C
C:72 M:65 Y:65 K:60
R:38 G:38 B:38
HEX # 262626

Energy Blue
PMS 306C
C:65 M:0 Y:0 K:0
R:0 G:199 B:253
HEX # 00C7FD



project
circuit breaker

White

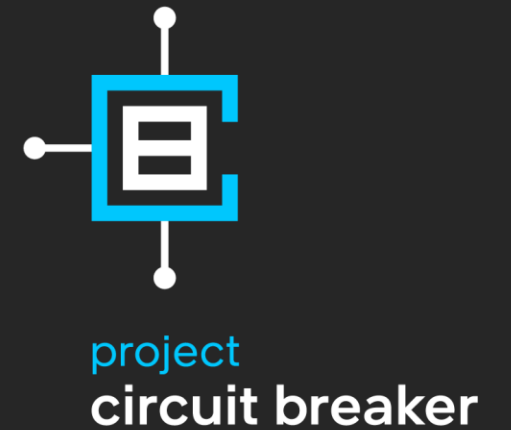
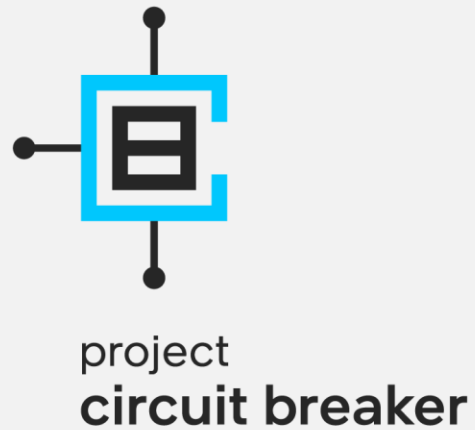
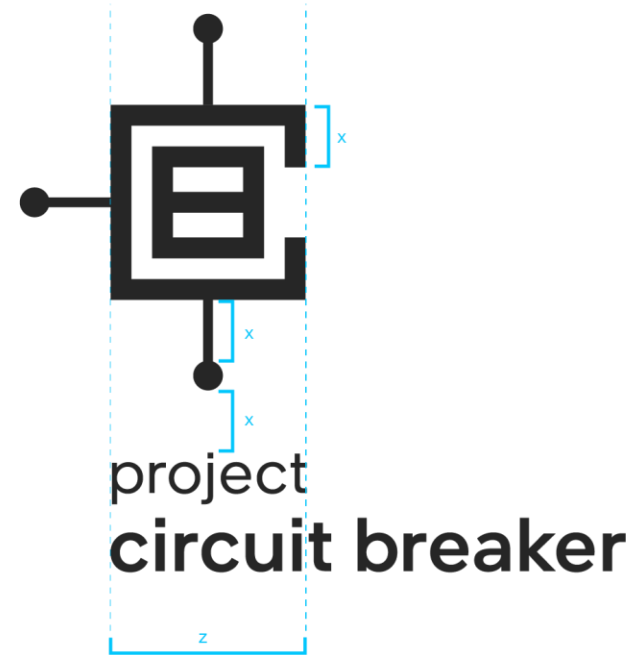
Energy Blue
PMS 306C
C:65 M:0 Y:0 K:0
R:0 G:199 B:253
HEX # 00C7FD

SECONDARY LOGO USAGE

STACKED

The stacked version of the logo should only be used when space does not allow for the primary logo format. While the proportions and spacing are slightly different for the stacked version, the color rules are the same.

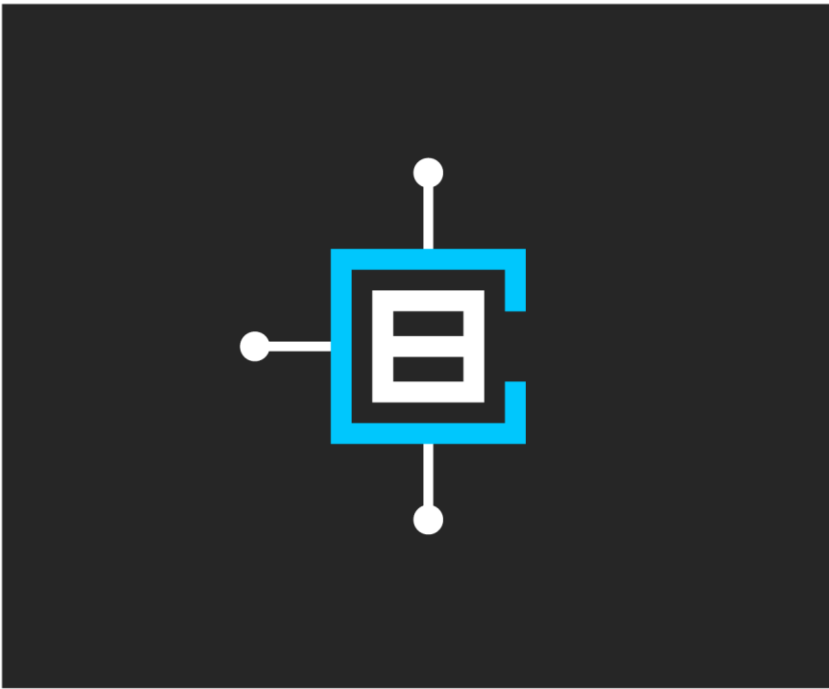
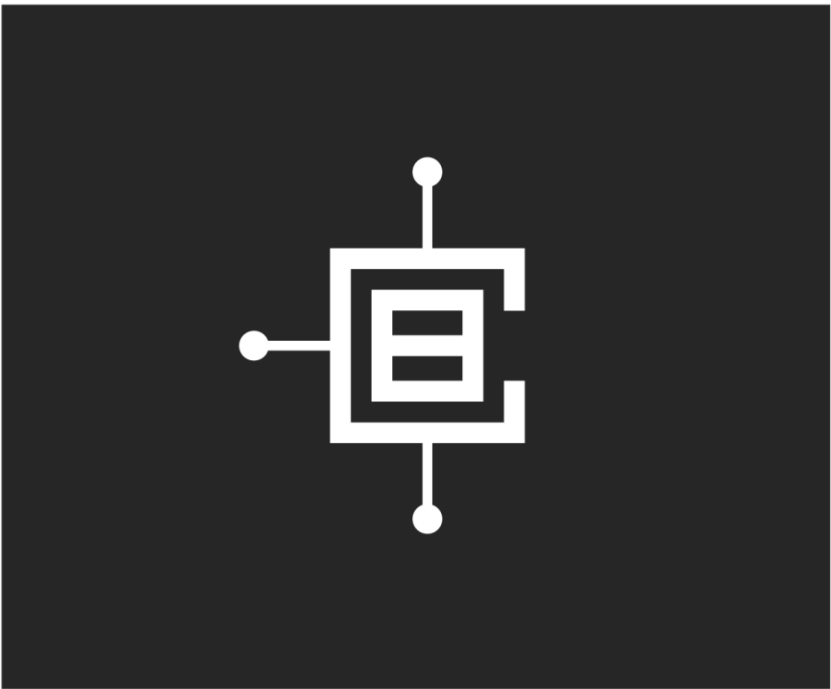
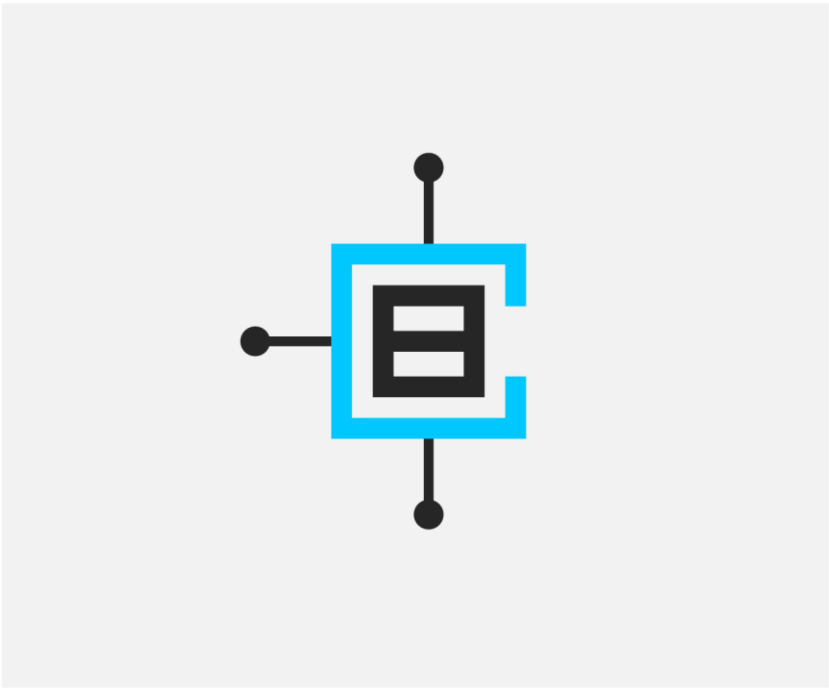
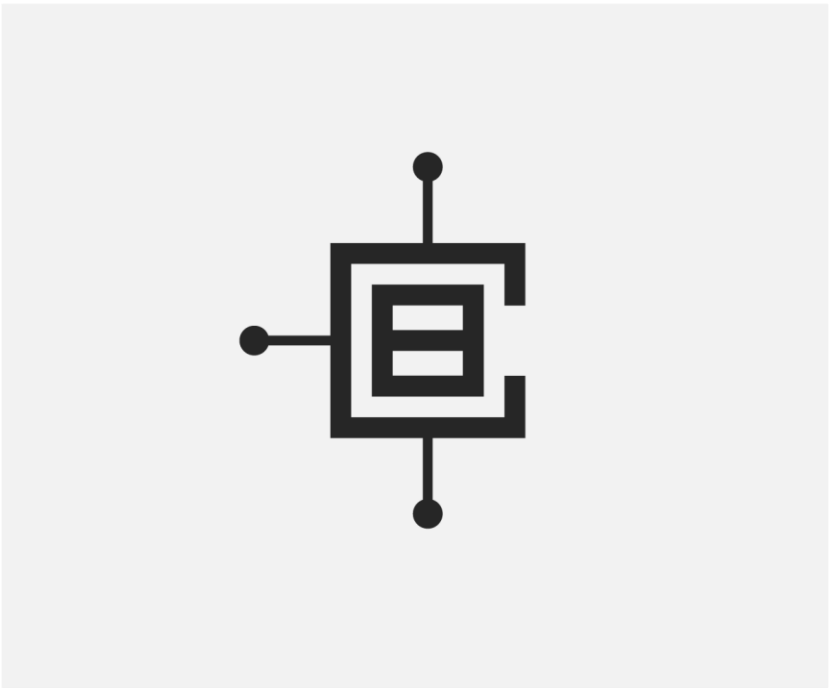
In the stacked version, the size and placement of the text element is determined by aligning "project" to the width of the "C" element (distance **z**). The text element is set at the height of **x** below the mark.



SECONDARY LOGO USAGE MARK

The mark may be used alone when space does not allow for the full logo, such as on social media profile images. It may also be used on swag and other applications where it is understood that the mark is associate with Project Circuit Breaker based on the context of the material.

When using the mark alone, center “CB” element of the logo in the space, rather than centering the full mark. Use the clear space guidelines on page 7 and see examples on page 9.

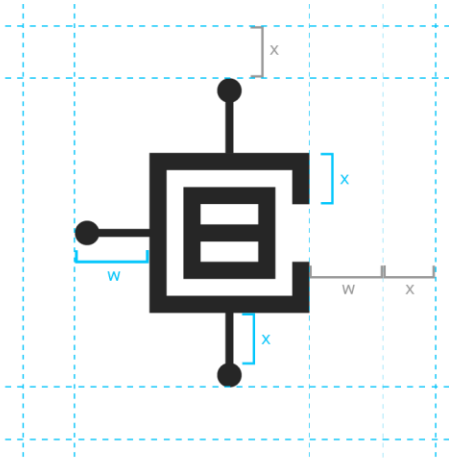
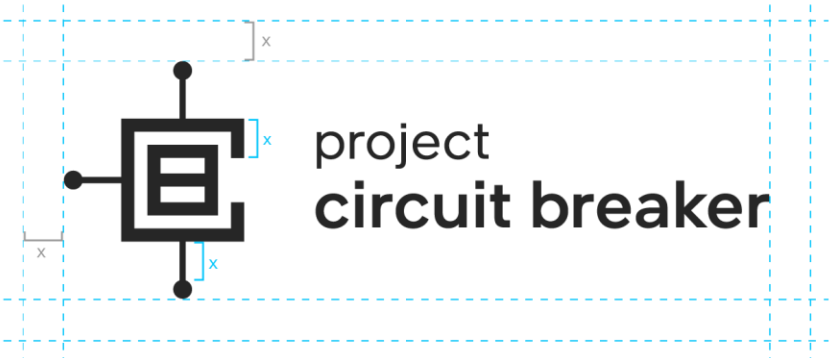


LOGO USAGE

CLEAR SPACE

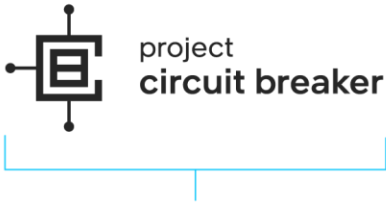
The clear space for both the full logo, use the **x** distance, shown here.

When using the mark alone, use the **x** distance for the top, bottom and left. For the right side, use the **sum of the w distance and x distance**. In any space where the mark is being used alone, the “CB” element should be centered in that space. The minimum clear space requirement adds on the length of the node (w) to the right to ensure centering of the “CB”.



SIZING

The logo and mark do not have a maximum size. The minimum size suggestions here ensure the text is readable and the mark is clear.



screen width: 144px @ 72dpi
print width: 2 inches



screen width: 40px @ 72dpi
print width: 0.6 inches

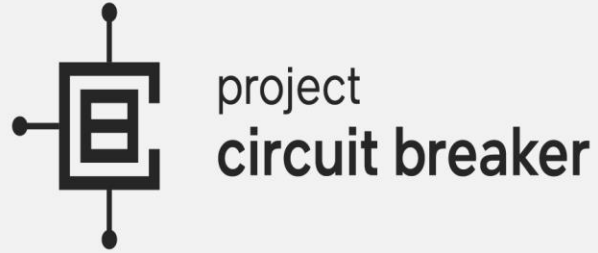
LOGO USAGE

DON'Ts

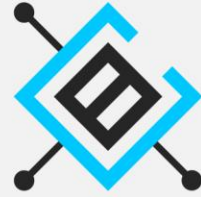
To ensure the consistency and integrity of the logo:

1. Do not stretch or distort the logo or its elements
2. Do not rotate the logo or its elements
3. Do not change the proportion of the elements
4. Do not use any colors that are not outlined on page 4
5. Do not use the logo on backgrounds that are busy
6. Do not use the 2-color version of the logo when there is not enough contrast with the background to clearly see the elements

1.



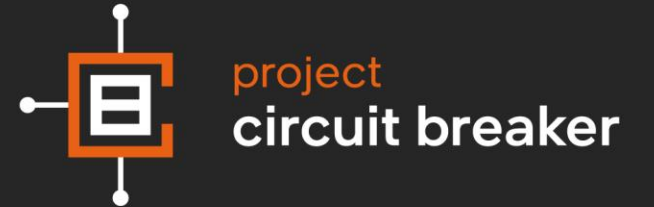
2.



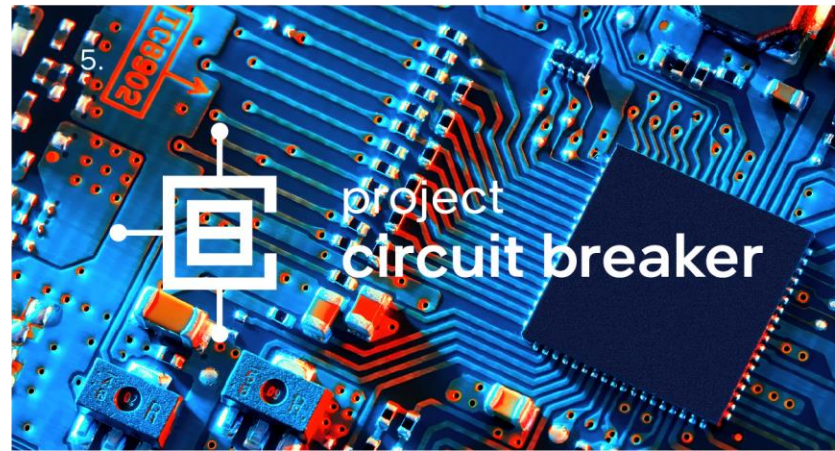
3.



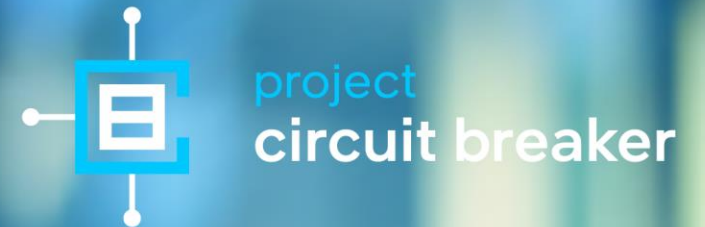
4.



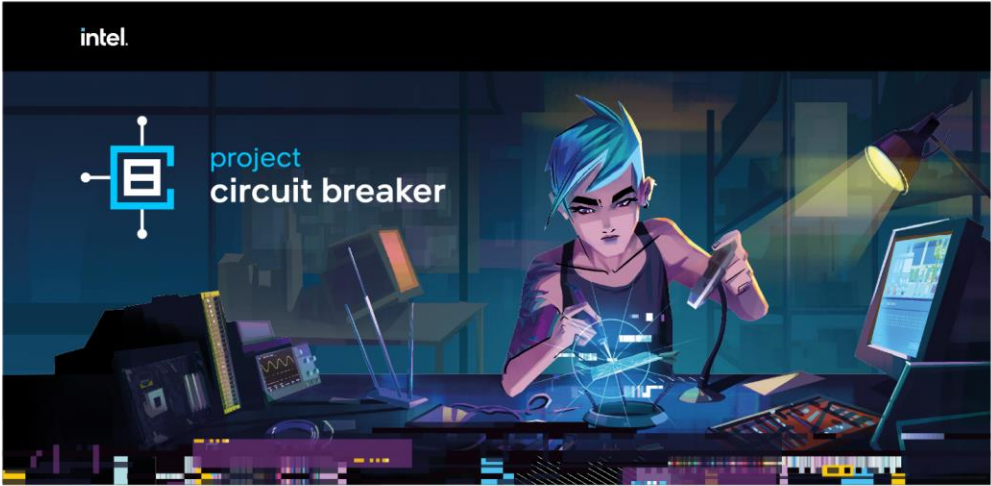
5.



6.



LOGO USAGE
EXAMPLES



website header



social posts

swag

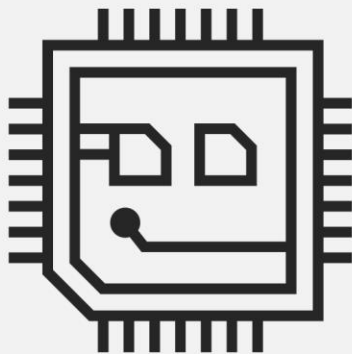


COMPANION ICON

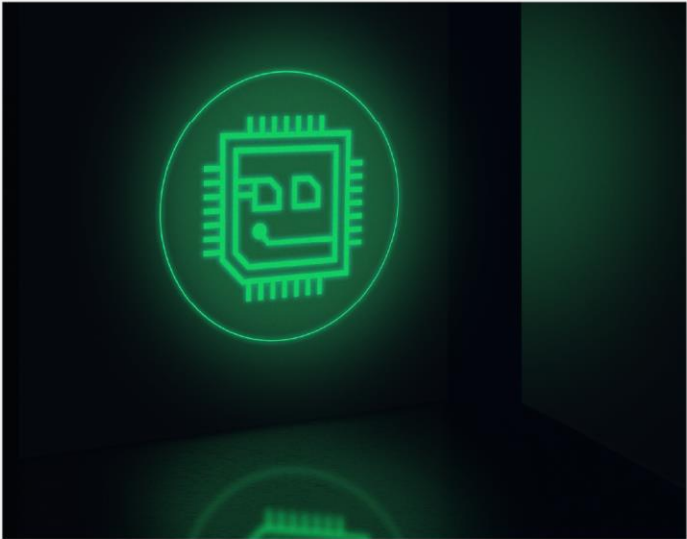
CHIP

The chip icon and its variations may be used as companion graphic elements, but may not replace the Project Circuit Breaker logo.

Because the chip is not a logo, it does not have as many rules. A larger palette of Intel colors is available and creative usage of the chip is open, as long as the integrity of the Project Circuit Breaker logo is not damaged.



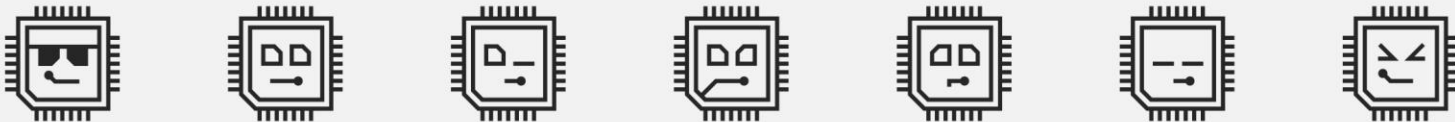
chip icon



execution example —luminescent Sticker

Energy Blue PMS 306C C:65 M:0 Y:0 K:0 R:0 G:199 B:253 HEX # 00C7FD	Geode PMS 2583C C:45 M:75 Y:0 K:0 R:143 G:93 B:162 HEX # 8F5DA2	Rust PMS 166C C:3 M:75 Y:100 K:0 R:233 G:97 B:21 HEX # E96115	Moss PMS 577C C:50 M:15 Y:95 K:0 R:139 G:174 B:70 HEX # 8BAE46	Energy Blue PMS 286C C:100 M:85 Y:0 K:0 R:30 G:46 B:184 HEX # 1E2EB8
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chip icon variations

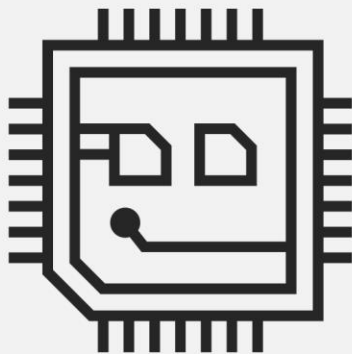


COMPANION ICON

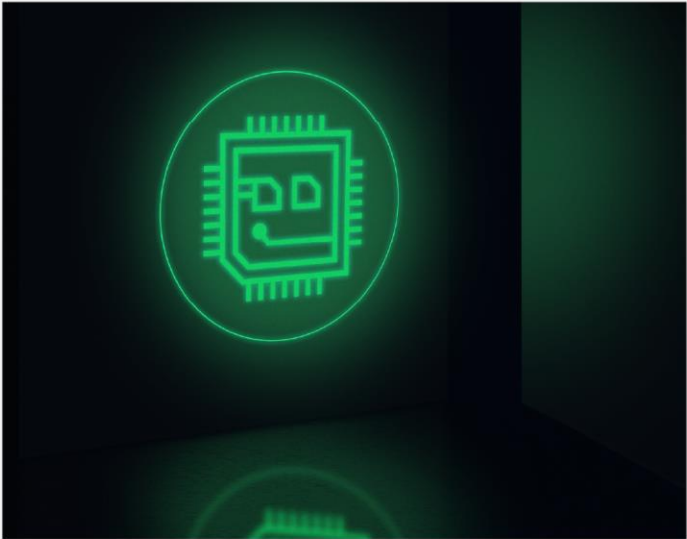
CHIP

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Because the chip is not a logo, it does not have as many rules. A larger palette of Intel colors is available and creative usage of the chip is open, as long as the integrity of the Project Circuit Breaker logo is not damaged.



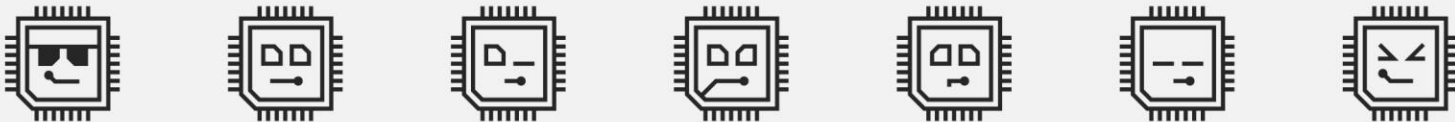
chip icon



execution example —luminescent Sticker

Energy Blue PMS 306C C:65 M:0 Y:0 K:0 R:0 G:199 B:253 HEX # 00C7FD	Geode PMS 2583C C:45 M:75 Y:0 K:0 R:143 G:93 B:162 HEX # 8F5DA2	Rust PMS 166C C:3 M:75 Y:100 K:0 R:233 G:97 B:21 HEX # E96115	Moss PMS 577C C:50 M:15 Y:95 K:0 R:139 G:174 B:70 HEX # 8BAE46	Energy Blue PMS 286C C:100 M:85 Y:0 K:0 R:30 G:46 B:184 HEX # 1E2EB8
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chip icon variations



Logo Lockups

The Project Circuit Breaker logo should follow Intel standard practices for logo lockups.

Do

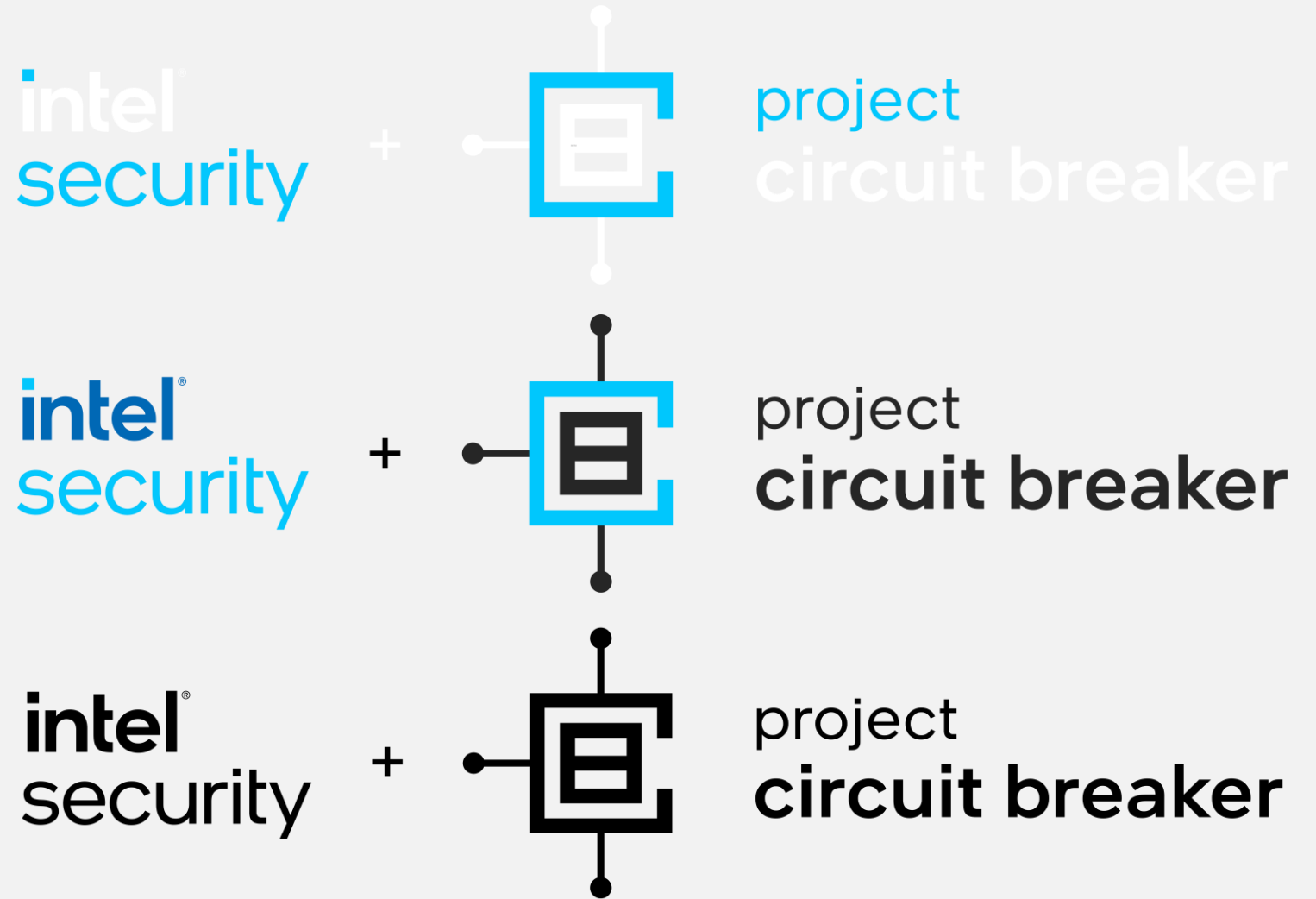
The Horizontal full image is preferred for usage in all lockups.

The Stacked image may be used in some instances where space considerations require it.

Color selection should be aligned with other logos used in the lockup.

Don't

The icon-only version should not be used in a lockup.



**THIS IS A DIVIDER SLIDE, IN CASE
YOU NEED ONE**

Researcher, security researcher, external security researcher - in the context of **Project Circuit Breaker** (including events and campaigns) will all refer to the same group of individuals. These are the non-employee, non-staff participants in the program. We also will refer to them as **Circuit Breakers**.

Event - a momentary (less than 2 weeks) engagement that brings together researchers, staff, and/or outside parties.

An **Event** must have a clear goal, metrics to define success/failure of that goal, and a narrative describing the reason it takes place.

- Might require an application process
- Must have a social component to it

Campaign - an extended engagement (longer than 2 weeks) that brings researchers together to accomplish a goal which is be measured by success/failure metrics, or attempt to solve one or more **Challenges**. **Campaigns** are the primary engagement type that **Project Circuit Breaker** will use to enhance the security of products, improve processes, and develop people at Intel.

- Must require an application process
- Should include one or more social components

Challenge - a puzzle, competition, or goal of some kind that has some level of difficulty to solve. **Circuit Breakers** are presented with some amount of information and asked to solve the **challenge** individually using their own skills or through collaboration with others. The **Challenge** will result in a valuable outcome to Intel and/or **Project Circuit Breaker**.

- Must not require an application process to participate
- Must announce winners on the program website
- Must include a prize or reward package for winners
- Must be confined to time limits and/or number of winners

Hero - the characters depicted in artwork. These are the **Circuit Breakers** as presented in the artistic fantasy world of **Project Circuit Breaker**. The face of a **Hero** should not be a primary design element unless required to present other core aspects of the narrative. An individual **Hero** should not be used more than once. The **Circuit Breakers** (humans, participants) should feel as though they are themselves in the world of **Project Circuit Breaker** as the **Hero** depicted in the story; showing too much detail in the artwork removes a person's ability to project themselves into the story as the **Hero**.

Events and Campaigns must be categorized into one of these primary goal types:

- **Education**

- The title should reflect that the **Hero** attending a social gathering. E.g party, reunion, meeting
- To train **Circuit Breakers** on a given technology, product, vulnerability, or security concept

- **Social**

- The title should reflect that the multiple **Heros** are seeking something.
- Probably does not need a title for an event that is so short.
- This includes **Recruiting** events to find
 - future Intel employees
 - future **Circuit Breakers**
 - future bug bounty participants
- This includes **Promotion** events to
 - Raise awareness of **Project Circuit Breaker** or the **Bug Bounty Program**
 - Celebrate the work or accomplishments of one or more **Circuit Breakers**
 - Advertise an upcoming **Campaign** in search of applicants

- **Bug Hunting**

- The title should reflect that the **Hero** is on an active journey with a destination and hardships may occur along the way. E.g. camping, crossing, seeking
- Search for security vulnerabilities in an Intel product

We should build up a glossary of language. What do we call the things? does our brand have specific terminology for these things?

- People

- participants (general, event, repeat participants, top/mid/weak performers, program advocates)
- staff (program, event, third party)
- full-time hackers vs part-time hackers

- Rewards

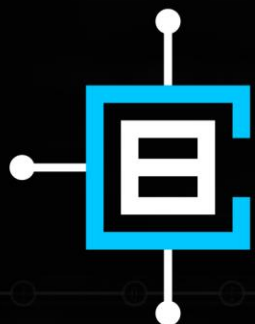
- monetary
- non-monetary

- Engagements

- Social events
- Bug hunting events
- Training events
- "open continuous bug bounty program"
- Sponsorships
- Valid Bugs/vulns/reports
- Invalid bugs/vulns/reports
- Puzzles

General guidelines

- Avoid militant language
- Do not use colored language (blacklist -> block list; white hat hacker -> professional hacker; etc)
- Titles should indicate, hit at, reference, suggest or otherwise point to the core target
- Never use a codename, product name, or trademark in a title
- When referencing the title, use phrases like "Project Circuit Breaker presents The Event"
- Titles may be referenced using standardized abbreviations
- Never abbreviate **Project Circuit Breaker**, this includes the use of "PCB"



project
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