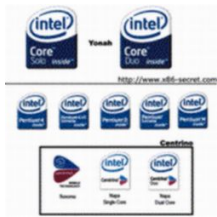


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By: Bogdan Ionescu, Hardware Editor

## [Intel's Secret Branding Plans Uncovered](#)

### *New Marketing Strategy from intel*



The French website [x86-secret.com](http://www.x86-secret.com) revealed two days ago a new set of logos and a new brand designation for [Intel](#) processors. The picture shows a whole rebranding and redesign process of Intel's image. The Intel logo has no longer the "e" letter dropped and the blue label is now wrapped around the corporate name. Lately, Intel has been gathering its most important staff members from all over the world at the firm's Santa Clara headquarters. This might be the company's most important makeover campaign ever. The whole chip names are rebranded. Yonah processors will not use the Pentium M designation. The single core Yonah processors will be named "Core Solo" and the dual core versions will be called "Core Duo". The owner of the [x86-secret.com](http://www.x86-secret.com) site had to pull down for some reason the picture ( [Intel](#), evidently), but we managed to get a glimpse of the new brands, that are shown in the image above. We are sorry for the poor quality, but this is just a screenshot we managed to get. Also, the author stated that the pictures still exist somewhere on Intel's website (we couldn't find them).