

Briefs: Intel to kick off new logo, slogan

December 30 2005

Intel said it will launch a new company logo and slogan in the new year.

Its current catchphrase, "Intel Inside," will be replaced by "Leap Ahead," the company said Thursday.

In addition, the semiconductor manufacturer said that it will replace its logo. The official launch of the new marketing campaign will kick off Jan. 5 at the Las Vegas consumer-electronics show.

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Citation: Briefs: Intel to kick off new logo, slogan (2005, December 30) retrieved 11 May 2024 from <https://phys.org/news/2005-12-intel-logo-slogan.html>

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