

IBM Software Brand Identity Guide

Chapter 1: The Basics





WHO IS THIS GUIDE FOR?

This guide is for anyone who develops communications or shapes customer experiences of IBM software in the marketplace. You may work in marketing, sales or channels. You may develop business strategies or Web sites, plan events or write corporate communications. You may work for IBM or an IBM-approved agency. Whatever your job, you play an important role in establishing, building and protecting the IBM software brands.

WHAT WILL YOU FIND IN THIS GUIDE?

This guide will help you represent IBM software brands in the market, both visually and verbally. It shows you how to use the IBM logo and name, and those of its software brands – DB2, Lotus, Tivoli and WebSphere – consistently and correctly. Easy-to-follow examples show you how to refer to the company and its brands in a variety of situations, and how to handle everything from typefaces to colors, headlines to trademark notices.

WHY IS BRAND PRESENTATION IMPORTANT?

Presenting our brands consistently and correctly helps IBM reinforce its image and those of its software brands – DB2, Lotus, Tivoli and WebSphere. We can do this by using one IBM voice – one set of aspirations, one message, and one consistent visual style. With discipline and care, we can strengthen the value and meaning of our brands in the software market and build IBM's reputation as a premier software company.

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A brand is more than a company or product name or logo. It is the overall impression people have based on their experiences with a company, its offerings and its people. These experiences, positive or negative, determine the trust they place in the company, the loyalty they feel for it, the bond they build with it. A strong positive brand differentiates one company's offerings from those of its competitors.

In this chapter, you'll find the basic tools that will help you work with and protect the IBM brands, using them consistently and correctly, reinforcing the power they carry for us and our customers.

THE IBM BRAND

The IBM Brand is our company's most valuable asset. It's one of the most powerful and recognizable brands in the world, with a history that contributes significantly to its strength.

Everything our company says and does has an impact on the value of our brand and its meaning. As IBM evolves, people's perceptions of the company are bound to evolve with it. To maintain the positive feelings associated with the IBM Brand, we must be unerringly consistent in the messages and experiences we deliver.

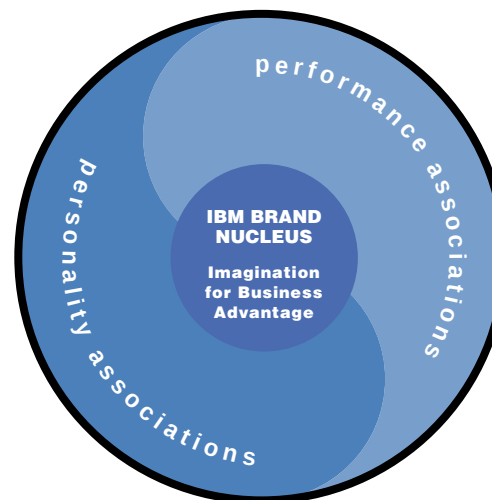
IBM's Brand Intent

The Brand Intent is the aspiration of IBM – what we want our customers to experience and, in turn, think and feel about IBM. It is the foundation for all of our company's communications and actions.

The IBM Brand Intent is built on a framework that starts with customer beliefs about the tangible, functional benefits (**or performance associations**) and intangible, symbolic benefits (**or personality associations**) the brand possesses and conveys.

The Role of IBM Software Brands

IBM operates in multiple, diverse markets across industries and around the world, and it's important that our audience understand our offerings. **To drive awareness and understanding of IBM's software portfolio, we've focused on positioning four strategic software categories – DB2, Lotus, Tivoli and WebSphere.** Linking these to the IBM Brand strengthens their positioning, while reinforcing IBM's relevance and leadership in the software industry.



MANAGING THE BRAND – BRAND INTENT
w3-1.ibm.com/marketing/brand/index.html

Integrated Campaigns and Programs

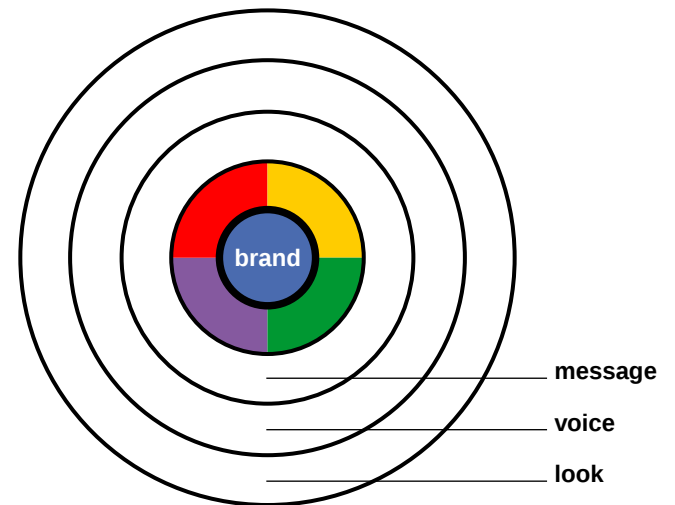
Today, most IBM communications are planned and developed not as stand-alone efforts but as part of integrated campaigns, many of which bridge IBM software brands – for example, e-business Infrastructure, One Voice, e-culture and Codernauts. Each of these campaigns and programs has its own distinct visual language, messaging and visual design.

Just as important as this “vertical integration” is horizontal integration – maintaining a distinctive, unified voice that links the IBM Brand and the software brands in the mind of the customer.

Bringing It All Together

The IBM software brands are an extension of the IBM Brand; while they must distinguish themselves from competitors, they also have to convey our unified message.

The essential characteristics that define the IBM Brand and each IBM software brand form the basis of the customer experience. Once these characteristics are clearly identified, they become the core from which the message, voice and look of all communications spring – and which they always support.



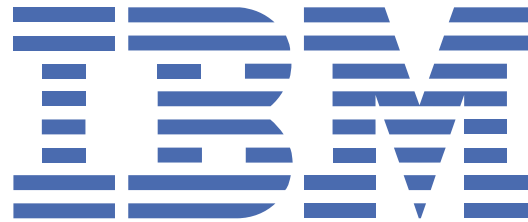
Visual identity is the tangible face of a brand, a way to deliver information and convey personality. A strong visual identity makes for clear communication and powerful, instant brand recognition.

IBM's strong and recognizable brand marks, our ongoing use of distinctive typefaces and colors, and our consistent visual approach reinforce the power of our brands and the strong vision of the company.

THE IBM LOGO

IBM has one of the world's most recognizable logos – and maintaining its integrity is an essential part of protecting the brand. The 8-bar blue logo is more than merely a signature to our ads or a name on our products and services. To customers, it is a promise that represents trust, value, quality and advanced technology. In a world of confusing, competitive ads and product claims, the IBM logo is uniquely reassuring, conveying authenticity, reliability, and quality.

The IBM logo is present on every form of IBM communication, including those specific to DB2, Lotus, Tivoli and WebSphere. The logo is a symbol of the company as a whole; used with the software brands, it conveys ownership, endorsement and common vision.



Color of the IBM Logo

IBM has one logo, which may appear in either black, white or IBM Blue. The logo should appear consistently and without alteration, as shown here. On a white or light background, use the IBM logo in black or IBM Blue. On a black or dark background, use the IBM logo in white or IBM Blue. The color itself an important symbol of IBM, and should be specified for printed documents using Pantone® 2718 whenever possible.



- 1 white on black or dark background
- 2 black on white or light background
- 3 brand color on white or light background
- 4 brand color on black or dark background

→The IBM Blue logo should be used on a colored background only when IBM Blue is available as a “spot” color; the logo should not be printed on a colored background using process colors.

IBM Blue	
PMS	2718
CMYK	C75 M43 Y0 K0
RGB	R75 G107 B175
WEB	006699

Minimum Size of the IBM Logo

At small sizes, the logo's letterforms may begin to distort and the logo become illegible. To avoid this risk, printing the logo at 20 points high or larger is preferred. Never alter the logo in a manner that affects its proportions.

Space Around the Logo

To give the IBM logo proper respect and ensure legibility, use generous space around it. The logo should always be freestanding and separated from all copy and graphics by a distance at least equal to its height.

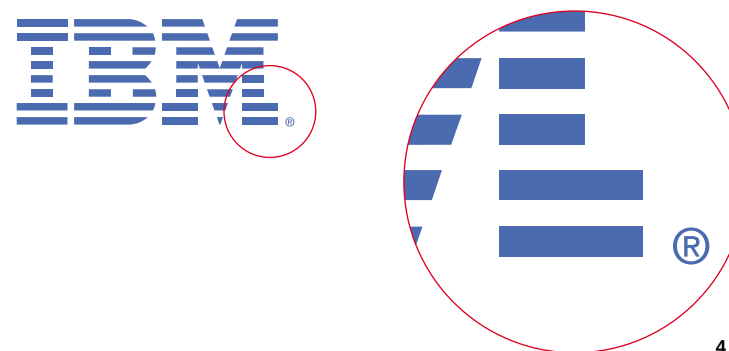
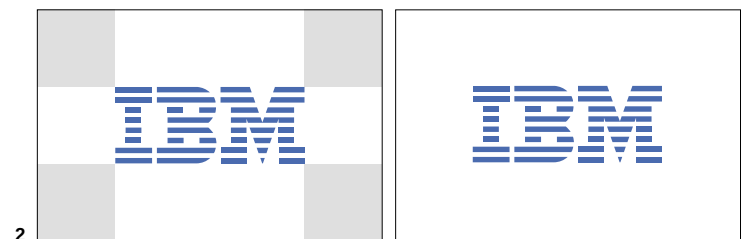
The ® Mark and Copyright Notice

When applicable, the ® mark should appear at the lower right of the logo, as shown. When using the logo on both the front and back covers of a brochure, flyer or other application, place the ® mark next to the logo on the back cover only. It is not needed elsewhere.

The sign-off area on the back covers or back pages of sales promotion materials should always include the logo with the ® mark (or the appropriate mark for your country) and the copyright notice, followed by the current year: "© International Business Machines Corporation, 20XX." On items with no back cover, such as a poster, banner or business card, place the ® mark with the logo on the front. While a registration mark is not legally required in all countries, we recommend that it be used worldwide.



Minimum size



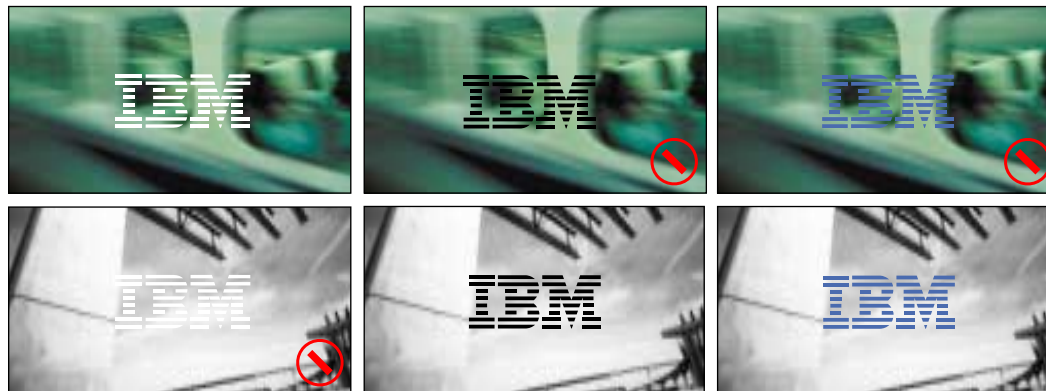
- 1 minimum size is 20 points high
- 2 minimum space around the IBM logo is equal to its height.
- 3 example of minimum space around logo
- 4 visually align ® with baseline of logo

Using the Logo over Imagery

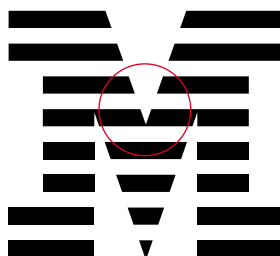
Be sure that the image behind the logo is uniform in tone and does not obscure the logo. If the background is dark, the logo should drop out to white. If the background is light, the logo should be black. On a white or black background, use the logo in IBM Blue rather than black or white if possible. If you plan to print on imagery or a colored background, be cautious; the background could make the logo illegible.

Positive and Negative Logos

Positive and negative logos are not interchangeable – they require different artwork. In the negative version, the fourth line from the top of the “M” has a full break in the center line; in the positive version it doesn’t. This keeps the line from being filled in when the logo is dropped out to white, maintaining the logo’s visual integrity.



1



2

→ The IBM Blue logo should be used on a colored background only when IBM Blue is available as a “spot” color; the logo should not be printed on a colored background using process colors.

- 1 correct and incorrect use of logo over imagery
- 2 the positive and negative versions of the IBM logo use different artwork: the negative version has a full break in the fourth line from top

Not Now, Not Ever

The IBM logo is a visual representation of the brand. Here are examples of how altering the IBM logo, or juxtaposing or combining it with other logos, icons, images or graphic elements, misrepresents and diminishes the brand.



There is no outline version of the logo.



Do not distort the logo.



IBM Leads the Way

Do not use the logo in a headline or in text

The **IBM** business advantage paves your future.



Never allow the logo to become part of another company logo, even in a dominant position.



Do not place the logo over a patterned background.



IBM Software

Do not directly link a product, service or division with the logo.



SOFTWARE BRAND MARKS

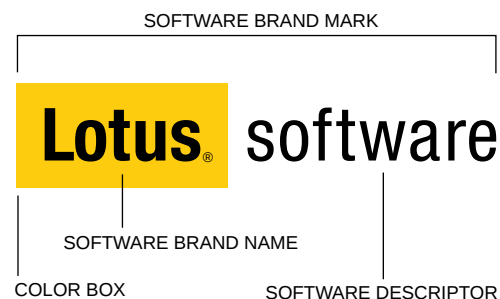
Each software brand mark represents its software brand in the same way that the IBM logo represents our corporate brand. As with the IBM logo, appropriate and consistent use of the IBM software brand marks is very important. Every piece of IBM communication specific to DB2, Lotus, Tivoli or WebSphere products and services should carry its individual brand mark.

Using the software brand marks consistently and appropriately will help reinforce each brands' characteristics in the eyes of customers. As the marks become more familiar, each will convey its distinct character while reinforcing the collective power of IBM software.

Composition of Software Brand Marks

Each software brand mark is made up of two components – the color box with software brand name and the software descriptor. **The software descriptor is either the word “software” or, in the case of DB2, the words “Data Management Software.”** Neither color box nor software descriptor should ever stand alone.

DB2 uses the descriptor “Data Management Software” for several reasons. The descriptor strongly links Informix with DB2, while expanding the DB2 brand and category to include loosely associated offerings such as Content Manager. The DB2 brand mark should be used to identify all communications relevant to data management software.



Using Software Brand Marks for Products

Each of the software brand marks may also be used to identify a family of products or an individual product or service. While the brand names and color boxes should never be re-created, you may create product names by following certain rules.

Any new product name should appear in the typeface Helvetica Neue Condensed Medium. It should be the same size as the brand name in the color box, and should be aligned along the same baseline. A product name may be any length, although space or design may require breaking longer names into two lines.

Also note that product names – including DB2 Data Management Software, Lotus software, Tivoli software and WebSphere software – should never be translated, in text or in the visual brand mark itself.

1

WebSphere® Integration Solution for Financial Services

2

WebSphere® Integration Solution
for Financial Services

DB2® Log Analysis Tool
for OS/390

- 1 software brand mark product name:
Helvetica Neue Condensed Medium,
same size as and base aligned with
brand mark type, letterspace in Adobe
Illustrator +30 with +0 wordspace,
optical kern as necessary
- 2 software brand mark long product
name option

→ Software brand names are different from software product names and maintain different formats and use. Corporate naming process and guidelines also provide consultation. Additionally, specific instruction for software product naming will be offered in the next addendum to these guidelines.

Colors of Software Brand Marks

Like typography, color is an important aspect of brand identity. Each software brand mark has its own distinct color; using these colors consistently, and with their correct brands, reinforces brand personality.

Whether you are working in Web, video, or print, be sure to use each brand mark with its appropriate color, choosing the process color, Pantone color, or Web color specification that fits your medium.

The software brand marks must always appear in color applications as shown here. Note that each brand name is shown in white on color (with the exception of Lotus, for reasons of contrast).



Lotus Yellow

PMS	116 coated
PMS	115 uncoated
CMYK	C0 M18 Y100 K0
RGB	R255 G204 B0
WEB	FFCC00
UNIX	FFFF00



Tivoli Red

PMS	032 coated
PMS	032 uncoated
CMYK	C0 M90 Y86 K0
RGB	R255 G0 B0
WEB	FF0000
UNIX	FF0000



WebSphere Purple

PMS	2587 coated
PMS	2587 uncoated
CMYK	C60 M70 Y0 K0
RGB	R133 G90 B160
WEB	9900CC
UNIX	9900FF



DB2 Green

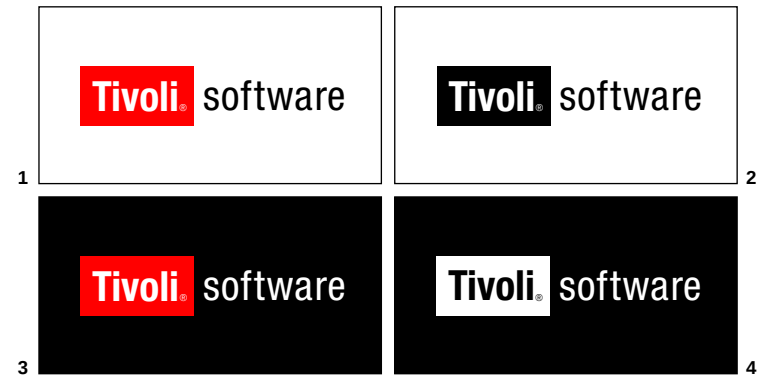
PMS	362 coated
PMS	361 uncoated
CMYK	C75 M0 Y100 K0
RGB	R0 G153 B51
WEB	009933
UNIX	008000



Colors of Software Brand Marks – Continued

Each of the four software brand marks may appear in either black, white, or the specific color associated with it.

Use the black version of each software brand mark for all situations in which reproduction is typically of low quality, such as faxes, newspapers or Yellow Pages advertising. All approved color variations of the software brand marks – positive color, positive black and white, negative color, and negative black and white – are shown here.

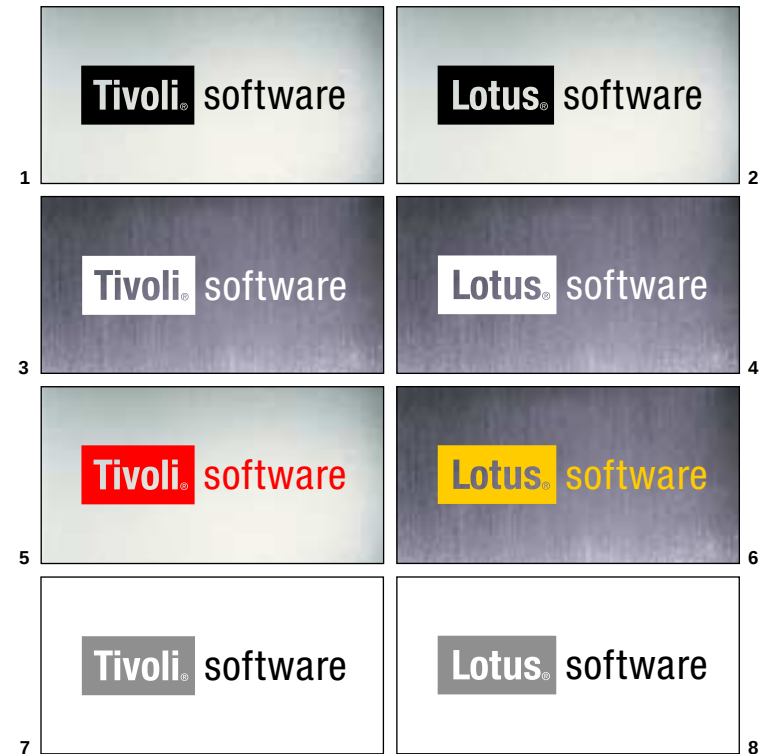


→ All files are available in four sizes as well as file formats; 300dpi TIF, EPS, and GIF.

- 1 brand color on white or light background
TIVOLI_HUE.EPS
- 2 black on white or light background
TIVOLI_BLK.EPS
- 3 brand color on black or dark background
TIVOLI_HUE_NEG.EPS
- 4 white on black or dark background
TIVOLI_WHT.EPS

One-color Applications for Merchandising

On rare occasions, such as those in merchandise production, material may be limited to a single print color – black, white or any hue. In such cases, software brand marks may be applied only in black, white or the mark's own brand color. Make sure not to sacrifice contrast or legibility.



- 1 black on light background – TIVOLI_BLK_KO.EPS
- 2 black on light background – LOTUS_BLK_KO.EPS
- 3 white on dark background – TIVOLI_WHT_KO.EPS
- 4 white on dark background – LOTUS_WHT_KO.EPS
- 5 brand color on background – TIVOLI_PMS_KO.EPS
- 6 brand color on background – LOTUS_PMS_KO.EPS
- 7 60% black – TIVOLI_60K_KO.EPS
- 8 60% black – LOTUS_60K_KO.EPS

→ 60% screen of black to be used only on rare production occasions like newspaper advertising.

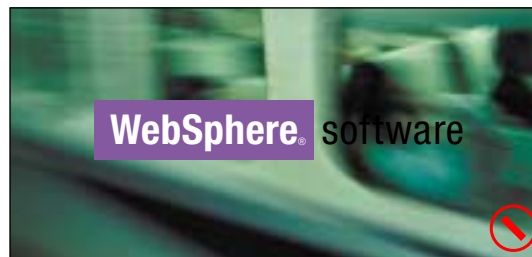
→ All files are available in four sizes as well as file formats; 300dpi TIF, EPS, and GIF

Using the Brand Marks Over Imagery

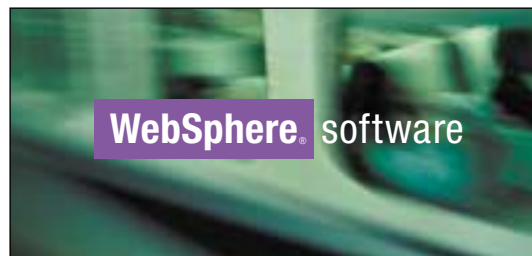
Be careful when placing a brand mark over imagery or a color background. If you do so, make sure that the background near the mark is uniform in tone, and that nothing obscures the mark or otherwise makes it illegible.

Space Around the Brand Marks

To give the brand marks proper respect and to ensure legibility, use generous space around them. Each software brand mark should be freestanding and separated from all copy and graphics by a distance at least equal to its height.



1



2



1 correct and incorrect use of brand mark over imagery

2 minimum space around brand mark is equal to height of brand mark

Size of Software Brand Marks

The software brand marks are available in four different sizes: 18 points, 22 points, 30 points and 50 points. For clarity, the trademark symbol varies in proportion; you may scale the mark depending on its use.

At small sizes, the letterforms of the software brand mark may begin to distort and the marks become illegible. To avoid this risk, always print the marks at 18 points high or larger. Never alter a brand mark in a manner that affects its proportions.



→ All files are available in four sizes, PMS, CMYK, RGB, as well as file formats; 300dpi TIF, EPS, and GIF.

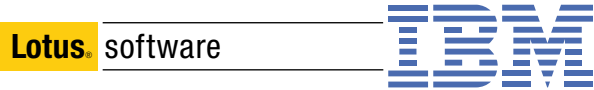
Relationship Between the IBM Logo and the Software Brand Marks

As the IBM logo represents our corporate brand, each software brand mark represents a software brand. **The IBM logo should appear on every communication**, and should be given more weight and prominence than any software brand marks.

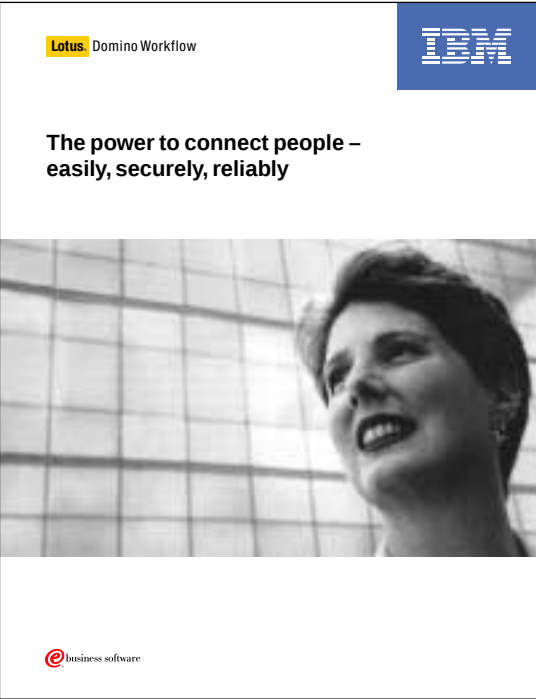
If the logo and software brand marks are shown at the same size, you risk conveying a co-branded or a co-authored message from two separate companies. In contrast, putting the software brand mark in a less dominant position clarifies the offering and message.

Of course, for purposes of space and legibility – for example, in Web sites and presentations – the exact proportions of the two marks may vary.

1



2



- 1 size relationship of software brands to IBM logo
- 2 hypothetical brochure cover

The ® Mark

The names DB2, Lotus, Tivoli and WebSphere are registered trademarks. (Their accompanying design elements – for example, the color box – are not registered as part of the marks.) The software brand marks should contain the ® symbol at the end of the brand name, on the baseline and within the color box, as shown.

A registered trademark symbol is not legally required in all countries; consult your local IP counsel regarding trademark use outside the U.S.



→ The registered trademark ® symbol optically aligns with the baseline of the software brand name. This trademark may be scaled in position, but should remain legible in all applications.

Not Now, Not Ever

Each brand mark is a visual representation of its software brand. Here are examples of how altering a software brand mark, or juxtaposing or combining it with other logos, icons, images or graphic elements, misrepresents and diminishes the brand.

DB2 Data Management Software

Never distort the brand mark. When using electronic art, the X and Y coordinates should be in correct proportion.



Lotus software

Never vary the box size nor distort the size and relationship of product name.



The **Tivoli** software Advantage

Do not use the brand mark in a headline or in text.



WebSphere software

Never place the brand mark on active color backgrounds that obscure the logo or affect legibility.



Tivoli software

Never create outlines for the color box.



XYZ Industries
Lotus

Never allow the logo to become part of another company logo, even in a dominant position.



THE e-business SOFTWARE LOGO

IBM defines e-business as “using Internet technology to improve business processes” e-business is not a brand, a product or a campaign. It is a marketing message – our most compelling message to date. IBM uses the e-business message to reposition itself for the IT revolution, to reach technologically sophisticated audiences, and to show our established customers the importance and urgency of doing e-business.

The IBM e-business software logo functions as a unifying visual element for the four software brands – DB2, Lotus, Tivoli and WebSphere. It should be used in communications describing e-business or promoting e-business-enabling offerings.

Color of the e-business Software Logo

The e-business software logo has a specific color of red associated with it; when possible, use the color version of the logo. Choose the process color, Pantone color, or Web color specification that fits your medium.

Use the one-color or black version for all situations in which reproduction is typically of low quality, such as faxes, newspapers or Yellow Pages advertising. All approved color variations of the e-business software logo – positive color, positive black and white, negative color, and negative black and white – are shown here.



- 1 brand color on white or light background
- 2 brand color on black or dark background
- 3 black on white or light background
- 4 white on black or dark background

<i>e-business Red</i>	
PMS	032
CMYK	C0 M100 Y100 K0
RGB	R255 G0 B0
WEB	FF0000

Minimum Size of the e-business Software Logo

With decreasing size, the letterforms may begin to distort and the logo could become illegible. To avoid this risk, printing the logo at 20 points high or larger is preferred. Never alter the size of the logo in a manner that affects its proportions.

Space Around the e-business Software Logo

To give the IBM e-business software logo proper respect and to ensure legibility, use generous space around it. The logo should always be freestanding and separated from all copy and graphics by a distance equal to at least half the height of the red “e.”

Relationship Between the e-business Software Logo and the Software Brand Marks

Each software brand mark represents its brand, while the e-business software logo conveys IBM’s market positioning. The IBM logo should appear on every communication, and should be given more weight and prominence than any software brand marks. Similarly, the software brand mark should be given more weight and prominence than the e-business software logo.

The e-business software logo should be placed so as not to compete with IBM logo and software brand marks.



3

- 1 minimum size of the e-business software logo is 20 points high
- 2 space around the e-business software logo is equal to half the height of the logo
- 3 example of minimum space around the e-business software logo

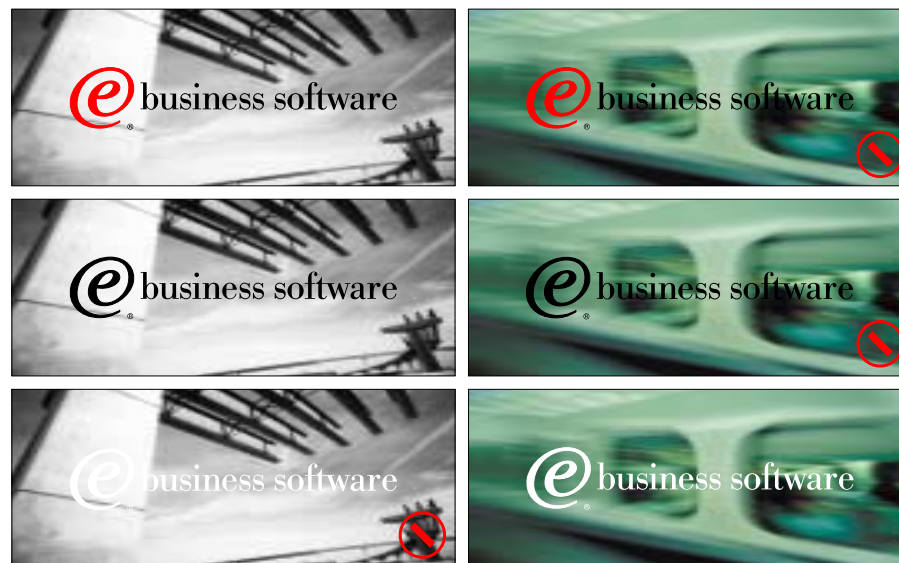
The ebusiness Logo and The ® Mark

The trademark symbol should always be used with the e-business software logo; never remove it from the artwork. The symbol should appear at the lower right of the letter “e,” as shown here, on the same baseline. It may be scaled in position, but should remain legible in all applications.

Note that any use of the e-business software logo – by IBM or any other company – requires such legal attribution. A registered trademark symbol is not legally required in all countries; consult your local IP counsel regarding trademark use outside the U.S.

Using the Logo Over Imagery

Be careful when placing the e-business software logo over imagery or a color background. If you do so, make sure that the background near the mark is uniform in tone, and that nothing obscures the mark or otherwise makes it illegible. Don’t place it on colors that diminish the impact of the red logo. If the background is dark, the logo should drop out to white. If the background is light, the logo should be black.



1 visually align ® with baseline of e-business software logo

2 correct and incorrect use of e-business software logo on imagery

Not Now, Not Ever

The e-business software logo is an important IBM trademark. To establish its value, build recognition and earn full legal trademark status, we are obliged to impose the following restrictions on its use. This logo should never be altered; use only authorized versions of it.



Never use the e-business software logo without the ® symbol.



Do not move the "e-business" text or represent it in any other font or typeface.



Never use parts of the e-business software logo in text.



Never incorporate elements of the e-business software logo into a product name or logo.



There is no outline version of the e-business software logo.



Do not change the color of the e-business software logo artwork to IBM Blue, or to any other color.



Never place the e-business software logo on active color backgrounds that obscure the logo or affect legibility.



E-BUSINESS LOGO GUIDELINES

w3.design.ibm.com/e-business/index.html

e-mail: design2@us.ibm.com

TYPOGRAPHY

The typefaces we use are a cornerstone of the IBM Brand, a voice through which we speak to our customers. Consistent use of typography also ensures visual continuity.

A good typeface is legible and pleasing to the eye. It helps the reader concentrate on content. It doesn't call attention to itself; instead, it makes communication faster, easier and more accurate. Consistent use of type is part of branding and a way to maintain a single look and feel for the brand

Adobe Helvetica and Berthold BQ Bodoni Antigua are the IBM Brand fonts. These clear, balanced, and legible fonts should be used in all IBM advertising, direct marketing and collateral.

Helvetica is the dominant tpestyle for all IBM software brands. Its clean, contemporary lines embody our technological products and services. Bodoni is used as an accent tpestyle that brings a warm, human element to our communications.

For procuring fonts used in IBM communications, please refer to the appendix.

Helvetica

Chosen for its excellent legibility, Helvetica is the dominant tpestyle for body copy, large callouts and subheads. Use only the weights shown here.

Helvetica Regular is the standard font for body text. Use Helvetica Condensed with dense, extensive copy; it's a good choice for legal text, and a good alternative for body text.

Helvetica

Light

abcdefghijklmnopqrstuv
ABCDEFGH1234567890

Light Italic

*abcdefghijklmnopqrstuv
ABCDEFGH1234567890*

Regular

abcdefghijklmnopqrstuv
ABCDEFGH1234567890

Regular Italic

*abcdefghijklmnopqrstuv
ABCDEFGH1234567890*

Bold

**abcdefghijklmnopqrstu
ABCDEFGH1234567890**

Bold Italic

***abcdefghijklmnopqrstu
ABCDEFGH1234567890***

Black

**abcdefghijklmnopqrs
ABCDEFG123456789**

Black Italic

***abcdefghijklmnopqrs
ABCDEFGH123456789***

Helvetica

Condensed Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKL1234567890

Condensed Light Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKL1234567890*

Condensed Medium

abcdefghijklmnopqrstuvw
ABCDEFGHIJ1234567890

Condensed Medium Italic

*abcdefghijklmnopqrstuvw
ABCDEFGHIJ1234567890*

Condensed Bold

**abcdefghijklmnopqrstuvw
ABCDEFGHIJ1234567890**

Condensed Bold Italic

***abcdefghijklmnopqrstuvw
ABCDEFGHIJ1234567890***

Condensed Black

**abcdefghijklmnopqrstuvw
ABCDEFGHIJK1234567890**

Condensed Black Italic

***abcdefghijklmnopqrstuvw
ABCDEFGHIJK1234567890***

Bodoni

Bodoni is a secondary typestyle used in elements such as brochure body copy, large callouts and case study testimonial quotes. As a refined typeface with contrasting thick strokes and thin serifs, Bodoni requires special care. Because of its small lowercase letter size and its long ascenders and descenders, allow more letter spacing than you normally would with other typefaces.

Using Type Consistently

These typefaces represent the brand. Use them consistently; treat them with the same respect you would the logo.

The following guidelines will help you maintain typographic consistency in IBM type usage. These are general guidelines; you may make modifications if a particular communication demands it.

Optical Kerning Headlines and large type callouts should be composed using optical kerning, which visually spaces characters according to shape.

Optical Margin Alignment Use this tool with justified text where overhanging punctuation is required, and in callouts where an optically aligned margin is desirable.

Bodoni

Light

a b c d e f g h i j k l m n o p q r s t u v
A B C D E F G H 1 2 3 4 5 6 7 8 9 0

Light Italic

a b c d e f g h i j k l m n o p q r s t u v
A B C D E F G H 1 2 3 4 5 6 7 8 9 0

Regular

a b c d e f g h i j k l m n o p q r s t u v
A B C D E F G H 1 2 3 4 5 6 7 8 9 0

Regular Italic

a b c d e f g h i j k l m n o p q r s t u v
A B C D E F G H 1 2 3 4 5 6 7 8 9 0

1
Headline

 **Headline**

2
“Lorem ipsum dolor met
adipiscing elit, diam
eiusmod incidut dolor.”

 “Lorem ipsum dolor me
adipiscing elit, diam
eiusmod incidut dolor.”

- 1 correct and incorrect optical kerning of headline
- 2 correct and incorrect optical margin alignment

Left Alignment Flush left text (set with a vertical left-hand edge and a ragged right-hand edge) gives a layout a strong, clean look. Separate paragraphs with an additional return between them; do not indent the first line of each paragraph.

Tracking and Word Spacing The Helvetica typeface we use is designed to be set with a track value of 0 in normal use. Adjacent lines in justified settings should not differ by more than 1 tracking unit. Never adjust the intercharacter space to beyond -10 or +20, as this tends to impair legibility. Word spacing or tracking should not be adjusted from 0 in flush left text. When reversing type out from a solid color or photograph, it is common to make it slightly bolder and/or more open to increase legibility.

1 Lorem ipsum dolor sit amet con
sectetuer adipiscing elit, sede
diam nonummy nih euismod
tincidunt ut laoret dolore magna
aliquam erat volutpat.

Duis autem vel eum iriure dolor
in hendrerit in vulputate velit ese
molestie consequat, vel illum
dolore eu feget nulla facilisis at
vero eros et accumsan et iusto
odio dignissim qui blandit pra
esent luptatum zril delenit ague
duis dolore te nulla facilisi.



Lorem ipsum dolor sit amet co
sectetuer adipiscing elit, sede
diam nonummy nimh euismod
tincidunt ut laoret dolore magn
aliquam erat volutpat.
Duis autem vel eum iriure dolor
in hendrerit in vulputate velit ese
molestie consequat, vel illuma
dolore eu feget nulla facilisis
vero eros et accumsan et usto
odio dignissim qui blandit pram
esent luptatum zril delenit aguate
duis dolore te nulla facilisi.

2 Ut wis nim ad minim veniam, quis
nostrud iriure dolor in hendrerit in
vulputate lobortis nisl ut aliquip ex
ea comod consequat. Duis autem
vel eum exerci tation ullamcorper
uscipit velit esse molesie.



Ut wis nim ad minim veniam, quis nostrud
iriure dolor in hendrerit in vulputate
lobortis nisl ut aliquip ex ea comod con
sequat. Duis autem vel eum
exerci tation ullamcorper uscipit
velit esse molesie.

1 correct and incorrect left alignment and
paragraph space

2 correct and incorrect tracking and word
spacing

Typesetting Errors

Many common typesetting mistakes can be overcome with design tools; try also to avoid the following typographic distractions.

Hyphens and Other Typographic Distractions Avoid excessive hyphenation in unjustified typesetting. Use hyphens to maintain a rag of no more than two picas, which should appear random, without shapes such as steps or half-rounds. Don't hyphenate product names or other proper names. Already-hyphenated (compound) words should not be re-hyphenated. Also avoid two-letter hyphenations and hyphenating the last word of a paragraph.



lorem ipsum dolor sit amet, cost-
ec tetuer adipiscing elit, sed diam
nonummy nibh euismod incidunut
laoreet dolore magna aliquam er-
volutpat. Ut wisi enim ad minim

Avoid two-letter hyphenations.



duis autem vel eum iriure dolor-in-
henderit in vulputate velit essem
molestie consequat, vel illum dolore
eu feugiat nulla facilisis at veroros
et accumsan et iusto odio dignissim

Don't hyphenate a hyphenated
(compound) word a second time.



delenit augue duis dolore te feugiat
nulla facilisi. Lorem ipsum dolor sit
sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna-
liquam.

Don't hyphenate the last word of a
paragraph



aute eum riure dolor in hendreritin
vulputate velte esse molestie con se
quatvelill um doloreeufeu giat nulla
facilisisat vero eros etaccumsan et
iustoodio dignis simis qui blandit
praesente ptatuma miazzrile delenit
auguedis dolores tem feugiat nulla

Rivers of white where word spaces fall
in a vertical pattern from line to line can
be distracting and unattractive.



Ut wisi enim ad minim veniam, quis
nostrud exerci tation ullamcorpesu
scipit lobortis nisl ut aliquip exte
commodo consequat. Duis aute
eum iriure dolor in hendreite
vulputate velit esse molestie
consequat, vel illum dolore eufeu

Wherever possible, avoid stepped
(straight line) rags in flush left or right
settings.



ipsum dolor sit amet, consecte
tuer adipiscing elit, sed diam no
ummy nibh euismod dunt laoreet
dolore magna aliquam erat volutpat
Ut wisi enim ad minim veniam quis
nostrud exerci tation ullamcorpesu
scipit lobortis nisl ut aliquip exe

Avoid stepped (half-round) rags in
flush settings.



aute eum riure - dolor in hendritin
quatvelill um dolore feu giat nulla
facilisisat-vero eros etacumsan.
Praesent uptatuma azzrile delent
iustoodio dignis Simis-Quiblandit
Ut wisi enim ad minim veniam

Visual gaps or holes formed by too
much space on either side of dashes, or
the wrong kind of dashes, are shown in
this example. Proper spacing is to kern
out 0.12 of an em space or either side
of the en dash.



dolor sit amet, consectetuer nibh
adipiscing elit, NONUMMY sed
EUISMOD TINCIDUNT ut laoret
dolore magna aliquam ERAT feu
volutpat. Ut enim AD MIM verodel
veniam, quis nostrudexer tem

Groups of all caps form ugly patches
in the text, which draw the reader's
attention and detract from legibility.



velit esste molestie consequat, sovel
illum dore eu fegiat nulla atvero
eros et accuman et iusto odio digirnani
ssimqui blandit praesent luptatu
zril delenit augue duis dolore te feu
gait nulla facilisi. Nam liber tempor.

Changes in letter and/or word spacing
from line to line disturb the natural flow
of text.

The written word takes many forms, from interactive media to user manuals to printed brochures. As E.B. White insisted, “Vigorous writing is concise.” Avoid jargon, meaningless business buzzwords, and passive construction that obscures your meaning. Whatever the end product, all IBM text should be clear, straightforward and useful to the reader.

THE VOICE OF IBM

Whether you're writing about the software brands or IBM as a whole, it's important to maintain a consistent tone and diction (or “voice”).

The voice of IBM should reinforce the company's Brand Intent statement, which reads: **IBM has imagination and expertise in business and technology to see and seize opportunities for your business advantage.**

More concretely, the voice should be, when appropriate, human, approachable, informative, and occasionally witty. It should use contemporary diction and present information in a way that is relevant to customers and inspires their trust.

When writing about IBM products, services and solutions, present clear information that will help the customer or prospect make an informed and sound decision. Always explain the technical specifications of a product, service or solution in the context of tangible customer benefits. Tie technological information to these benefits – prove that technology is not an end in itself, but a tool to help the customer build and run a stronger, more competitive business.

In the end, good writing creates a conversation with existing and prospective customers, building strong long-lasting relationships.

Human
Approachable
Witty*
Contemporary
Relevant
Empathic to customers
Informative
Trustworthy

**A “witty” tone may be inappropriate in certain communications such as specification sheets and user manuals where the information should be delivered in a clear, informative manner.*

COPY AND CONTENT

Concise, benefit-driven copy helps sell products and build customer loyalty and awareness. Customers expect useful content – information on the features, benefits and solutions that can help them overcome their business challenges.

Marketing communications copy should convey the sense that IBM is approachable and sympathetic to the customer’s business needs and problems. It takes a conversational but never condescending tone, uses simple, direct sentences and avoids jargon, overwritten prose and marketing “fluff.”

Ultimately, marketing communications copy should demonstrate that IBM understands what customers are trying to achieve, that we respect them as business professionals and that we deliver solutions and expertise that will benefit their companies.

TITLES, HEADLINES AND SUBHEADS

Readers often scan even the most well-crafted prose. Copy should flow well, but it should also be “scannable” – thoughtfully structured, with informative, to-the-point headlines and subheads.

Use frequent subheads to visually break up copy and help readers find the information they’re looking for. Subheads should hook readers, compelling them to look deeper.

Tell the customer what the product or service is and what its benefits are. Avoid vague, meaningless headlines such as “Right for Today, Ready for Tomorrow” or “The Company You Know and the Products You Need.” Give customers the information they need and entice them to read further.

Name format is the structure or word sequence of our names. Name usage expresses how names should function in copy, including placement and frequency. Name format and usage conventions help promote a unified and consistent brand image. This applies to communications for external audiences such as customers, press and analysts, as well as internal communications for IBM employees. If proper name format and usage is practiced within, it will have a positive influence on our external expression.

THE CORPORATE BRAND NAME

The name “IBM” identifies our corporation, organization and employer. It also identifies our enterprise and even our collective offerings and services. The IBM name is brief and easy to use; it has tremendous recognition. Our name format and usage conventions are designed to reflect a unified organization with IBM positioned as the corporate brand.

THE SOFTWARE BRAND NAMES

Different from individual product names, the brand names DB2, Lotus, Tivoli and WebSphere describe specific categories of software as well as connote certain attributes. As brands, these names build recognition, equity and competitive advantage when they are identified by their separate and distinct names.

DB2, Lotus, Tivoli and WebSphere communications are always endorsed with the IBM name and logo. The first time you use a software brand name in a document, emphasize the link between it and IBM. (Software brand names are not immediately preceded by the IBM name; instead, IBM is the company that offers DB2, Lotus, Tivoli and WebSphere.)

Once IBM is understood as the corporate brand name, it is appropriate to emphasize the distinct nature of each brand by using software brand names independently.

1

- DB2 data software management
- Lotus software
- Tivoli software
- WebSphere software



- IBM DB2 or IBM/DB2
- IBM Lotus or IBM/Lotus
- IBM Tivoli or IBM/Tivoli
- IBM WebSphere or IBM/WebSphere

1 correct and incorrect use of software brand names

→For more information on multiple use of software brand names in text and subheads refer to pages 35 and 36.

REFERRING TO THE COMPANY

When referring to our company, organization or employer, use “IBM” or “IBM Corporation.”

REFERRING TO THE ORGANIZATION

As IBM is working to build a cohesive corporate image, **avoid using division names in external communications to identify the company and source.** External presentations and marketing communications should always carry the IBM name or logo as the source, without reference to the division or marketing group.

However, in communications to the press, **always use division names to identify an individual’s place in the corporation,** and to indicate that the individual is not speaking on behalf of the entire company. The IBM name should always be linked with the division name in these instances (e.g., “IBM Software Group”).

REFERRING TO INDIVIDUALS WITHIN THE COMPANY

When referring to an individual’s company or employer, use “IBM” or “IBM Corporation.” To specify his or her place in the company, use a division name such as “IBM Software Group.” (While you shouldn’t refer to DB2, Lotus, Tivoli or WebSphere as companies, employers or divisions, they can be combined with the software descriptor to identify an individual’s place in the company.)

Here are some examples you can use when identifying yourself in voicemail or e-mail, or on your business card. Refer to stationery chapter in IBM Software Brand Identity Guide for more detailed instruction.

1

Michel Pierre
Sales Manager
Lotus Software
IBM Software Group

“These solutions are our unique value in today’s market,” said Michel Pierre, sales manager for Lotus software from IBM.

Elizabeth Penny
Marketing Strategist
Tivoli Software
IBM Software Group

At the annual IBM sales conference, Elizabeth Penny, marketing strategist for Tivoli software, announced plenty of opportunity for market growth.



Michel Pierre
Sales Manager
Lotus Development Corp.



Elizabeth Penny
Marketing Strategist
Tivoli Systems Inc.

George Whittington
Software Engineer
DB2 Data Management Software
IBM Software Group

Eight members of IBM Software Group have been elected to positions in the prestigious IBM Academy of Technology. George Whittington, software engineer for DB2 data management software, was elected to a three-year term on the technology council.

Hiroshi Kimoto
Channels Program Manager
WebSphere Software
IBM Software Group

Speaking at IBM’s Software Solutions Conference in San Francisco, Hiroshi Kimoto, channels program manager for WebSphere software, explained that new routes to market would show integration between DB2 data management software and WebSphere software.



George Whittington
Data Management Software Engineer
IBM Software Group



Hiroshi Kimoto
AIM Channels Program Manager
IBM Software Group

1 correct and incorrect use of software brand names

REFERRING TO SOFTWARE BRANDS

DB2, Lotus, Tivoli and WebSphere are IBM software brand names; **they are not promoted as individual products or companies.** Through frequency and consistency of reference, we can promote a complementary family of brands and a strong image of IBM as a software leader.

The first mention of the software brand name should always promote and clarify the distinct relationship to IBM. One way to do this is to use the brand name followed by the phrase “software from IBM.”

Note that as with the software brand mark composition, “data management software” serves as a unique descriptor for the DB2 brand name. This approach supports our need to expand the DB2 brand image and category to encompass and nurture recent acquisitions such as Informix.

Examples of Software Brand Name Use

—DB2 data management software from IBM

—Lotus software from IBM

—Tivoli software from IBM

—WebSphere software from IBM

—DB2 data management software

—Lotus software

—Tivoli software

—WebSphere software

→ Software brand names are different from software product names and maintain different formats and use. Corporate naming process and guidelines also provide consultation. Additionally, specific instruction for software product naming will be offered in the next addendum to these guidelines.

1

DB2 data management software from IBM provides analytics and data mining, while Brio's software adds a browser-based interface that can be used to generate reports, charts and graphs.



IBM DB2 provides analytics and data mining, while Brio's software adds a browser-based interface that can be used to generate reports, charts and graphs.

Backed by IBM's extensive service and support network, Lotus software offers a robust portfolio of modular solutions.



IBM's Lotus provides an extensive service and support network as well as offers a robust portfolio of modular solutions.

1 correct and incorrect use of software brand names in text

European research company Frost & Sullivan declared Tivoli software from IBM the leader in European sales of web access control software.



European research company Frost & Sullivan declared Tivoli the leader in European sales of web access control software.

IBM announced that dozens of new customers that have selected WebSphere software as the foundation of their e-business operations.



IBM announced that dozens of new customers that have selected WebSphere as the foundation of their e-business operations.

LISTING ALL FOUR BRANDS

In corporate-level communication, never name or identify IBM software as a collective offering or brand. Rather, name all four software brands together, using DB2, Lotus, Tivoli, and WebSphere in place of company or subsidiary references and instead of highlighting one brand alone. The order of brand names may vary depending on relevance, but is most commonly alphabetized.

SOFTWARE BRAND DESCRIPTORS

Using the software brand category descriptors in text and sub-heads clarifies the relationship between IBM and the brands and associates IBM with four specific software competencies.

- DB2 data management software
- Lotus collaboration e-learning and knowledge-enabling software
- Tivoli technology management software
- WebSphere is infrastructure software for dynamic e-business

USING SOFTWARE BRAND DESCRIPTORS IN TEXT

- Don't use the possessive form with DB2, Lotus, Tivoli or WebSphere.
- In text, don't capitalize the software descriptor.
- Software descriptors are not required when the software brand names are listed together.

1

DB2, Lotus, Tivoli and WebSphere provide four different categories of e-business software.

Tivoli, Lotus, DB2 and WebSphere provide solutions for an e-business infrastructure.



Lotus software, Tivoli software, DB2 Data Management Software and WebSphere software provide advanced solutions in e-business software.



DB2 and the other IBM software brands provide advanced solutions in e-business enablement.

IBM software offers solutions to support changing businesses.



IBM software provides data management solutions.

1 correct and incorrect use of software brand descriptors in text

IBM trademarks (including trademarks, service marks, slogans and logos) are among IBM's most important assets. We work hard to develop our offerings and offering names, and proper marking and attribution is one way to legally protect them from infringement. Trademarks are typically marked with a TM, while service marks may be marked with a TM or a SM. Once a trademark has been registered with the U.S. Trademark Office, a registered trademark symbol (®) may be used in place of either.

IBM'S TRADEMARKS

The IBM Logo

It is IBM policy and practice to mark the IBM Logo with a ®, the symbol for a registered trademark, the first time it appears in a document or Web site.

The Software Brand Marks

DB2, Lotus, Tivoli and WebSphere are registered trademarks (although the accompanying design elements such as the color box are not registered as part of the marks). The software brand marks contain the ® symbol at the end of the brand name, on the baseline, and within the color box.

The e-business Software Logo

The trademark symbol should always be used with the e-business software logo; never remove it from the artwork. The symbol should appear at the lower right of the letter “e.” Note that any use of the e-business software logo – by IBM or any other company – requires such legal attribution.

Scaling the ® Symbol

Any registered trademark symbol may be scaled in position with IBM logos and software brand marks. Please use discretion when decreasing the symbol's size or placing it over shaded backgrounds. The ® symbol should always remain legible.

1

It all begins with IBM WebSphere® Commerce Suite, the award-winning, integrated, total e-commerce solution.



IBM® offers a full range of innovative integrated e-business solutions designed to meet the specific needs of industries worldwide, as well as educational, healthcare and government institutions.

1 correct and incorrect use of ® with IBM logo, software brand marks and e-business software

Lotus® software from IBM, announces a joint marketing agreement with AOL to collaborate on their real-time messaging software.



Tivoli software introduces solutions to help you deploy, manage, and secure your business.

The IBM Name

IBM is a registered trademark of IBM. In body text, always mark the IBM name the first time it is used as part of an IBM product or service name (as opposed to being used as the company name).

The Software Brand Names

DB2, Lotus, Tivoli and WebSphere are registered trademarks of IBM. In body text, always mark the IBM software brand names at the first reference to the software offering, product or service.

The e-business Software Name

The e-business software name is not a registered trademark. However, the e-business software logo is a registered trademark and should be marked accordingly.

General Guidelines for Marking Trademarks

- The IBM logo must appear on all IBM communications, accompanied by the registration mark (or the appropriate mark for your geographical area).
- Trademarked IBM software brands, subsidiaries, products and services should be marked with ® or ™ as appropriate.
- Trademark symbols should be used the first time an item appears on the page as part of the name of a product or service, or in the most prominent position on the page. Thereafter they can be omitted.
- Because the IBM logo is always marked with ® on the back cover of printed literature, there is no need to mark IBM in body copy.
- When the logo appears on both the front and back covers of a printed communication, the registration mark should appear on only the back cover logo.
- In cases such as a promotionals, banners or Web sites, registration marks should appear on the front or at the beginning of the piece.
- For style purposes, do not mark the first occurrence in a headline or title. It is not necessary to use ® or ™ in cover letters.
- Check with local IP counsel regarding the use of trademark symbols outside the U.S.

TRADEMARK ATTRIBUTIONS

IBM trademarks should be part of any standard attributions listing. If you are outside the U.S., check with your local IBM trademark contact to ensure that trademarks are used correctly in your communications.

IBM TRADEMARKS
ibm.com/legal/copytrade.phtml

Trademarks Attributions for IBM Subsidiaries

Trademarks for IBM subsidiaries such as Lotus Development Corporation and Tivoli Systems Inc. sometimes maintain their own trademark attribution statements. Currently, Lotus trademarks are listed in a separate attribution statement. Tivoli trademarks are included in the list of IBM trademarks, and a joint attribution statement is used (see the example on the next page). DB2 and WebSphere, though software brands like Tivoli and Lotus, are not subsidiaries; IBM owns all DB2 and WebSphere trademarks.

Trademark Attributions for Non-IBM Companies

With few exceptions, it is not necessary to mark other company trademarks. However, the following statement should appear on the trademark attribution page: “Other company, product and service names may be trademarks or service marks of others.”

IBM has contracts with seven other companies requiring IBM to mark their trademarks with ® or ™. Refer to the IBM Trademark Web page regarding these contracts. You need only mark and attribute those marks that you actually use.

General Guidelines for Trademark Attributions

- Spell trademarks as they are spelled by the trademark owner, or with initial capital letters.
- Generally precede the first occurrence of another company's product or service name with the name of the trademark owner.
- Use a trademark as an adjective qualifying a noun. (“Use NetVista computers to...” is correct; “Use NetVista to...” is incorrect.)
- Do not use a brand name or trademark when a generic name is more appropriate (for example, do not use “ThinkPad” when you mean “notebook computer”).
- Do not convert trademarks into possessives. (“The NetVista system's features...” is correct; “NetVista's features...” is incorrect.) “IBM's” is also incorrect.

Order of Trademark Attributions

The trademark footnote copy should list IBM software brands first, followed by IBM product trademarks, followed by non-IBM company trademarks, followed by the generic trademark attribution for all other companies. Within each category, trademarks should be listed alphabetically.

Always include IBM in the list of trademarks. This notice should state, IBM, XXXX, XXXX and XXXX are trademarks of International Business Machines Corporation.

Examples of Trademark Attributions

The following are examples of trademark attributions. List only those marks and all those marks that you are actually using.

- IBM, the IBM logo, the e-business logo, DB2 and WebSphere are trademarks or registered trademarks of IBM Corporation in the United States, other countries or both.**
- Lotus, Lotus Notes and Domino are trademarks of Lotus Development Corporation and/or IBM Corporation in the United States, other countries or both.**
- Tivoli and NetView are trademarks of Tivoli Systems Inc. and/or IBM Corporation in the United States, other countries or both.**
- Microsoft, Windows, Windows NT and the Windows logo are trademarks of Microsoft Corporation in the United States, other countries or both.**
- Other company, product and service names may be trademarks or service marks of others.**

→ *These are just examples. Only list those marks that you are actually using, and be sure to include all marks that you are using.*

IBM TRADEMARK GUIDELINES

iplwww.ncastle.ibm.com/wpts/trademarks/trademar.htm

IBM TRADEMARK LIST

ibm.com/legal/copytrade.phtml

IBM TRADEMARK MARKING RULES

iplwww.ncastle.ibm.com/wpts/trademarks/tmrules1.htm

TIVOLI TRADEMARK LISTING

www.tivoli.com/info/copyright.html

DESIGN TOOLS USED IN IBM COMMUNICATIONS

IBM communications are produced using Adobe Photoshop, Adobe Illustrator, and Adobe InDesign, all available from Adobe Systems.

PROCURING TYPEFACES USED IN IBM COMMUNICATIONS

The following typefaces are those used in preparing communications for IBM. They are available in the sets indicated from their respective foundries.

Helvetica

This type style is used primarily for body text in a variety of IBM communications. It is supplied in three sets, which can be downloaded from the Adobe Web site.

The Adobe Type Basics pack contains Helvetica Regular, Regular Oblique, Bold and Bold Oblique weights.

The Helvetica Light and Black set contains the Light, Light Oblique, Black and Black Oblique weights.

The Helvetica Condensed pack contains Condensed Light, Condensed Light Oblique, Condensed Medium, Condensed Medium Oblique, Condensed Bold, Condensed Bold Oblique, Condensed Black and Condensed Black Oblique weights.

Helvetica Neue

This type style is used only for the software brand marks. It can be downloaded from the Adobe Web site.

The Adobe Helvetica Neue 3 pack contains Condensed Light, Condensed Light Italic, Condensed Medium, Condensed Medium Italic, Condensed Heavy and Condensed Heavy Italic.

Zapf Dingbats

This type style is used to create symbols in text and other design elements. It is supplied as part of *the Adobe Type Basics pack*.

Bodoni Antiqua

This type style is used primarily in elements such as brochure body copy, large callouts and case study testimonial quotes. It is available as a complete family that can be downloaded from the H Berthold Web site.

The Bodoni Antiqua family contains Light, Light Italic, Regular, Italic, Medium, Medium Italic, Bold and Bold Italic weights.

→ *Though the medium and bold weights of Bodoni are included in the package, they are not used as part of the IBM Brand type system. Similarly, additional weights of Helvetica are included in the packages distributed by Adobe, but only the weights specified should be used.*

→ *The fonts listed here should be used specifically with marketing communication material. The authoring tool set used by information development to produce IBM technical publications contains its own set of approved fonts to be used in technical publications. If you already use the technical publication authoring tool set, you will not need to obtain additional licenses for the fonts used for that tool set.*

DESIGN TOOLS
www.adobe.com

HELvetica, HELvetica NEUE, ZAPF DINGBATS
www.adobe.com/type

BODONI ANTIQUA
www.bertholdtypes.com

LIST OF DOCUMENTATION FONTS
www.idd.raleigh.ibm.com/utc

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