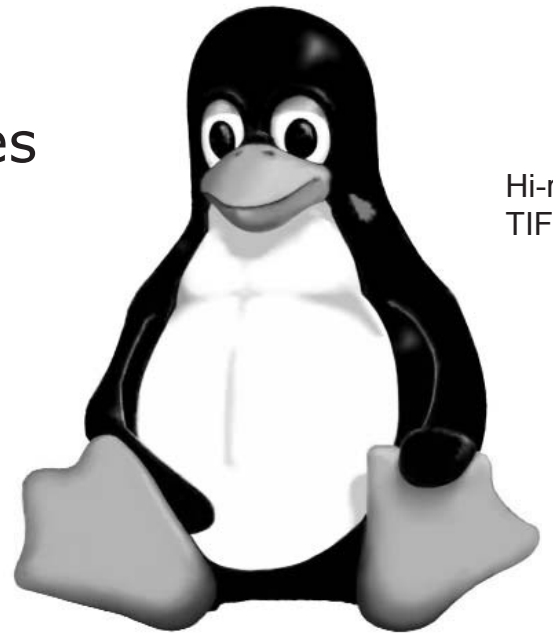


Linux at IBM

Tux the Penguin usage guidelines

Tux the penguin, the original, with no jacket, synonymous with Linux, can be used on collateral and other materials for distribution inside and outside IBM. This version of Tux is universally recognized as being a symbol of Linux and is, thus, the one we should use on external materials. All materials produced should follow the normal IBM guidelines, use of Tux is optional vs. mandatory as deemed appropriate by the BU and IMC/Mkt teams.

Tux, created by Larry Ewing, a member of the open source community, is an open source item. Tux is not trademarked and does not have to be recognized as such or attributed to Larry in the trademarks sections of your documents. However, should someone ask you, Larry always appreciates it if you identify him as the creator of Tux.



Hi-res
TIFF

Both Larry Ewing, the creator of Tux and Linus Torvalds, the creator of Linux have clearly stated that it's fine to alter or customize Tux to fit companies' individual needs (in fact, it's expected that members of the Linux community should do so to identify themselves with Linux) Therefore, IBM has created a customized version of Tux wearing a blue coat.

Images of Tux the Penguin wearing his blue tail coat are not trademarked. They are simply fun pieces of art that may be used in presentations, internal or external, whether or not they will be left behind. They may also be used on premium items, such as hats, notepads, stress balls, pins, etc, that are given away by IBM. (These should be obtained through Janice Meo's corporate branding team.) Please DO NOT use blue-jacketed Tux on customer-facing collateral or advertising pieces at this time.



Hi-res
Bitmap

1. In the spirit of open source software, it's permissible to alter both regular Tux and Blue-suited Tux, but they should be tastefully rendered and not subjected to any compromising situations that may be deemed offensive. Any adaptation of Tux or Blue-suited Tux needs to be approved by Carminda Santana, WW Linux Marketing.



72 dpi
JPEG

2. Tux may share a page with the IBM Logo, or other IBM brand names but may not be used in a lock-up with these in any form. He must stand alone.

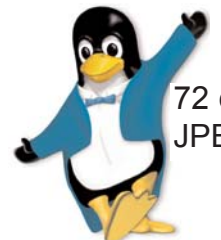
3. Generally, Tux is the same size or smaller than an IBM logo on the same page, and in a different corner of the page.



72 dpi
JPEG

4. The Tux image may not be digitally distorted, or stretched.

5. Please note that Tux is the only cartoon penguin character that can be used by IBM to represent Linux. There are many other cartoon penguins, but none of these can be used to represent Linux without express consent of Andrea Cotter, Director, WW Linux Marketing.



72 dpi
JPEG

This direction is in effect as of 5/26/2003. All previous guidance should be discarded.

Questions about these guidelines should be directed to:

carminda@us.ibm.com



Access these guidelines and downloadable images at:
<http://w3.linux.ibm.com/linux/collateral.shtml>