

Brand Guidelines

especially developed to integrate IBM Business Consulting Services



deeper



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Disclaimer: All references to, and illustrations of, "Pricewaterhouse Coopers Consulting" in this document is solely to guide the transition of the name to "IBM Business Consulting Services," and to help communications teams comply with the legal requirement to cease use of the "PricewaterhouseCoopers Consulting" name and logotype entirely after the close of the transaction.

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The IBM Brand, one of the most instantly recognized brands in the world, represents our market leadership, global reach and competitive differentiation. A strong, consistent Brand repeatedly exposes our customers to our visual branding, helping to develop a cohesive, sustained, positive and powerful leadership perception.

With the acquisition of the new consulting firm into IBM Global Services, the challenge lies before us to make this a “game changing play” which solidifies the understanding that IBM is a services-led company. As we welcome our new teammates into IBM Global Services we eagerly look forward to working together to build, maintain, and energize a stronger IBM Brand.

A brand is a singular concept that you own inside a prospects mind.

—22 *Immutable Laws of Branding*
Al and Laura Ries



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IBM invests hundreds of millions of dollars on worldwide communications activities. The value and visibility of these efforts can strengthen the Brand if, regardless of the country, language and medium, they all follow the same basic standards.

When all communications vehicles work together, the impact can be powerful and the results dramatic. Why? Because with a single effort, even the best media planning can miss our intended prospect. But multiple impressions on our target audience with the same offerings, promises and concepts, amplify the power of our communication. In an age of marketing clutter, surrounding our target audience with consistent communications becomes a tremendous advantage.

We can shape public perception and create a unified experience for customers by integrating our Brand attributes, messages, tone, visual identity and design in our external communications. While each medium has specific attributes and characteristics, the Brand must translate across the different media through the “awareness and consideration” phases of the sales path.

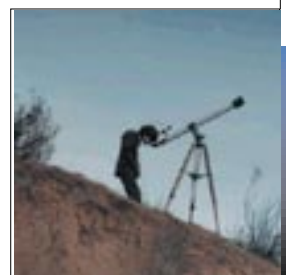
An integrated Brand experience, focused squarely on the IBM Brand and all aspects of its relationship with the customer, can help close the gap between how our customers perceive our people, services and products and how we want them to be perceived.

This guide will cover how to:

- Position IBM Business Consulting Services as a dynamic part of IBM Global Services and of the overall IBM Brand for greatest market impact
- Integrate Brand associations, messages and tone as well as our visual themes through design
- Depict how an identity system can help drive visual consistency regardless of evolving campaign creatives.

We will show how to represent visually IBM Business Consulting Services in our customers' minds:

- Stationery
- Faxes
- Reports
- Internal mastheads
- Presentations
- Proposals
- Brochures
- Executive briefs
- White papers
- Direct marketing
- Web pages
- Multimedia and banners
- Electronic cards
- Event architectures
- Event materials
- Merchandise.



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Brand attributes

Understanding the [IBM Brand aspiration](#) will help clarify what attributes we wish to associate with the IBM Brand and reflect through this new unit.

Messages

While brand associations convey what a company is, messages convey what a company says. The two are inseparable. IBM Business Consulting Services messages highlight our unique capabilities, competitive differentiators and proof points in an issues-based, customer-focused approach. Messages reinforce the IBM Brand, positioning us as a company that has both the technology and the innovative solutions to help customers succeed in a connected world. Messages describe the purpose of the communication, speak to its target audience, address geography-specific needs and complement the medium of conveyance.

Tone

If messages convey what a company says, tone conveys how a company says it. Tone is the most subtle and complex expression of language that underlies our messages. It is the spirit and the sense of the Brand. While design, typography and imagery determine the look, the feelings these elements create when they come together in any communication determines tone. Creating an appropriate tone for specific brand associations and messages further integrates external communication across all media and business units.

The tone of our communications must precipitate certain conclusions about IBM and IBM Business Consulting Services from the audience.

The tone communicated through copy must be conversational, clear, warm, empathic and utterly free of jargon. The copy should engage our customers in a dialogue that seeks to establish where our intimate knowledge of the industry intersects with their needs.

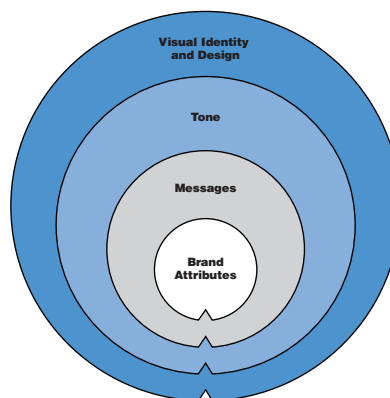
Tone is based on nuances of language and culture. As a global team, we must be sensitive to statements and words that might change in tone when translated.

Visual identity and design

Identity and design are the visual properties that immediately convey the look and feel of the brand. These properties include brand logo assets, typography, color, photography and imagery as well as design elements and accents. Successful identity and design build on brand associations, message and tone to help ensure that the communication reinforces the IBM Brand.

The IBM Brand deserves the highest standards of quality in every facet and phase of design and production—from the selection of paper with the right weight, color and touch, to the use of talented photographers and illustrators who can add their creativity and originality to the final product.

The IBM Brand and logo represent a unique promise of value through our people, products and services. Research shows that our brand is one of the most readily-recognized in the world. Representing the brand attributes of trust, value, quality, consistency and advanced technology, the IBM logo is uniquely reassuring in a world of competitive, confusing claims.



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The Brand Intent

The Brand Intent is the aspiration of IBM — what we want our customer 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 and perceptions about the tangible, functional benefits, “rational associations,” and the intangible, symbolic benefits the brand possesses and conveys, “emotional associations”.

The Brand Nucleus

At the center of our aspiration is the Brand Nucleus: an integrating thought that links together the personality and performance associations. It is a concept or metaphor that gives the Brand focus by ensuring all activities and organizational systems are aligned to it. The Nucleus is not to be used as a tagline in any external materials.

IBM Brand Nucleus: Imagination for business advantage

The Brand Intent is the aspiration of IBM — what we want our customer to experience and, in turn, think and feel about IBM. Here is how we express it within the Services context:

Rational associations:

- Technology innovation
- Implements end-to-end solutions
- Know how and expertise
- Operational/Industry experience
- Creative problem solvers
- Quality and reliable offerings
- Easy to do business with
- Value for the money.

Emotional associations:

- Trustworthiness
- High integrity
- Customer service orientation
- Inspiring
- Visionary.

Delivering upon the Brand Intent

This acquisition of new capabilities across IBM Global Services and into IBM Business Consulting Services helps further the IBM Brand Intent performance and personality associations.

Resources

- IBM Global Services: [Brand Training Module](#)
- [Brand Benefits Guide](#)

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Name transition

When an acquisition takes place one of the overriding challenges is to determine how and when to transition over the acquired company's name as well as branded assets.

In the case of the recent acquisition, legal requirements preside over the decision-making. Per a Master agreement and SEC requirements, IBM must discontinue all uses of the PricewaterhouseCoopers Consulting name and trademark as of the closing of the deal. Here is the SEC requirement:

"IBM and the consulting division of IBM will not be entitled to use the "PricewaterhouseCoopers" name or logo, and neither PwC, IBM nor the consulting division of IBM will represent in any publication, advertisement, press release, name plates, office signage, business cards or other similar material that it is the same firm, or controls, manages, governs or is affiliated with the other, or any affiliates, subsidiary or divisions of the other."

Due to these strict legal requirements, the next few pages explain and illustrate the use of the new unit name "IBM Business Consulting Services" across applicable communication materials such as business cards, letterheads and thought leadership deliverables.

The new unit name

"IBM Business Consulting Services" is the name given to the new business unit within IBM Global Services formed through the acquisition of PricewaterhouseCoopers Consulting and its consolidation with the IBM Business Innovation Services business unit.

This name carries the flexibility of serving both as a name around which we can market our capabilities and one which we may also use to group ourselves organizationally. These guidelines help identify the correct and incorrect usages of this name with examples of how it may be used in different communication materials.

Background research and testing

C-level executives and other senior leaders at Fortune 2000 companies in North America, Europe and Japan were interviewed to test this name as well as other names to gain an understanding of the best name to present the capabilities of this new unit. The research reveals that the name we have chosen is strong, clear and credible. This name tested well for:

- Market effectiveness
- Competitive differentiation
- Purchasing consideration.

The most compelling findings, however, were these:

1. IBM Business Consulting Services reflects the full scope of our capabilities, from strategy consulting, business process services and industry expertise to systems integration and technology services.
2. The name is strong enough to embrace the emerging components of our portfolio, particularly business process outsourcing and e-business on demand.
3. IBM Business Consulting Services appeals strongly to both business buyers and IT decision makers.

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Correct usage

The name “IBM Business Consulting Services” is to be used externally to position this new unit as a part of IBM Global Services. This name has full worldwide branding and legal approval for use as the IBM proprietary unit name. It may be used freely in press releases, advertising, Web pages, collateral and other IMC materials to refer to IBM services and capabilities within IBM Business Consulting Services.

This name must always appear in full as plain, non-stylized text and must be written in typographic characters visually identical (in font, weight, size) to the other words in the text.

Correct: IBM announces its new unit, IBM Business Consulting Services, which will provide strategic consulting as well as deliver business process expertise.

This name must be used when we refer to the proper noun name of the business unit. If we are referring to the industry application of providing a “business consulting service” then we should not uppercase this name.

Correct: IBM Business Consulting Services provides industry leading capabilities among which include consulting services.

Incorrect usage

1. The name IBM Business Consulting Services should be used without indicating that it is comprised of Business Innovation Services and PricewaterhouseCoopers Consulting per the SEC requirement.

Incorrect: IBM Business Consulting Services consists of Business Innovation Services and what was formerly known as PricewaterhouseCoopers Consulting.

2. IBM Business Consulting Services subsumes what was formerly “IBM Business Innovation Services” and all references to this old unit name of Business Innovation Services should be replaced.

3. IBM Business Consulting Services name is not to be used as a tagline.

Incorrect: “IBM Business Consulting Services. Expertise as you need it.”

4. IBM Business Consulting Services is not part of any offering name. It is an overarching unit which will house many offerings within it.

Incorrect: IBM Business Consulting Strategy and Change Services.

5. IBM Business Consulting Services is not a division or a group name.

Incorrect: IBM Business Consulting Division, IBM Business Consulting Group.

6. IBM Business Consulting Services may not be used in proximity to, or in combination with the IBM eight-bar logo nor IBM e-business logo nor in any differentiated format by Business Partners.

7. The IBM logo should not be used as the “IBM” in “IBM Business Consulting Services”. Always use the full text name.

8. No logos, visuals or graphic devices are to be developed to represent the IBM Business Consulting Services name.

9. IBM Business Consulting Services should not be abbreviated in external materials to “IBM BCS,” “BCS,” or “Business CS,” and abbreviating it should be avoided in internal materials as well.

Incorrect: Our BCS unit provides you with consulting and integration expertise.

Use of this name in other countries

In some countries the acquired entity will remain an IBM subsidiary. Local legal counsel will determine the appropriate naming variation in such scenarios. Please check with marketing if it should to be translated in a specific country.

Correct: In Japan, the acquired entity will be an IBM Corporation subsidiary and use the name, “IBM Business Consulting Services KK,” where KK represents a limited liability corporation.

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Business cards and letterhead

As business cards and stationery materials present an organizational reflection, not a marketing statement, the name appears as just “Business Consulting Services”: “IBM Global Services” is positioned below it. Please see the [business card](#) and [stationery](#) illustrative examples.

Press releases, sales collateral and Web

Different types of communication materials position and place the name differently. This placement is defined by how customers read or scan these different materials.

Due to legal requirements, the full name, “IBM Business Consulting Services” must always be used in marketing materials.

Example:
IBM Business Consulting Services provides enhanced consulting capabilities and positions IBM at the forefront of business process outsourcing. IBM Business Consulting Services is a game changing play for IBM and appeals strongly to both the business and IT buyer audience.

Brochures

On an overview brochure, for example, the subject identifier which appears in the top left corner is “IBM Business Consulting Services.”

Please see the [brochure](#) example.

Example:
A title: “Industry expertise and business process capabilities”
A subtitle: “An overview of IBM Business Consulting Services”

Executive briefs

In thought leadership materials such as executive briefs, the unit name would appear as the subject identifier on the first page. The subject identifier on subsequent pages would carry the theme of the paper.

Example:
Page 1 subject identifier: “IBM Business Consulting Services”
Subsequent page footer: “Perspectives on the financial industry” followed by “IBM Business Consulting Services”

Please see the [executive brief](#) example.

Case studies

In customer case studies where a successful IBM Business Consulting Services customer engagement is showcased, the name “IBM Business Consulting Services” may appear as the subject identifier in the top left corner.

Specification sheets

As the objective of specification sheets is to provide offering content about solutions developed within “IBM Business Consulting Services”, the subject identifier of a specification sheet would be a customer benefit statement about the offering. The offering name itself would be the title of the piece.

Web pages

On the Web site, the name “IBM Business Consulting Services” may be used to both identify the new unit as well as to feature Web content specific to the capabilities within this new unit. Depending on navigational needs, this new unit name may be used to group similar solutions and offerings within it.

Referencing PwCC: Mandatory legal disclaimer

If, after appropriate legal and management review, there is an absolute need to communicate the acquisition of PwCC, this legal disclaimer must be used on that communication material:

“IBM has acquired PwC Consulting, PricewaterhouseCoopers’ global management consulting and information technology services business. The PwC Consulting business is now part of the IBM Global Services business unit and is no longer owned by, or affiliated in any way with the Price-waterhouseCoopers network of firms.”

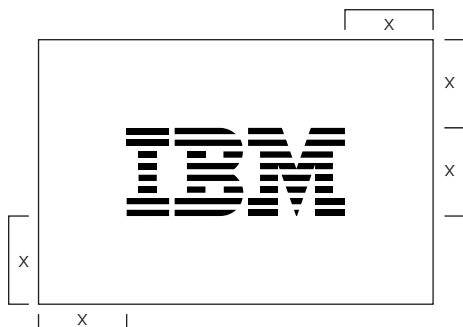
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IBM

IBM®

IBM

IBM®



The IBM logo contained within the rectangular holding device may only be used on marketing collateral: not on any other marketing communication material.

Protecting the IBM Brand and logo

Protecting the integrity of the IBM logo through consistent, visible use is essential to reinforcing the brand. The IBM logo must be used correctly across communications vehicles. IBM has only one logo: the IBM eight-bar logo. Any other versions of the IBM logo are not allowed so as not to confuse its meaning and dilute its power and brand equity in the marketplace.

IBM logo placement

The IBM logo must be freestanding and sufficiently distanced from all copy and graphics. Allow a “safe space” around the IBM logo equal to or greater than the height of the logo in use.

Do not use the IBM logo within the structure of a sentence, a title or within another company’s logo. Do not use the IBM logo as a linking device in Web-based communication.

IBM logo—coloration

There are two approved versions of the IBM logo used by IBM Global Services: a positive and a negative. These two variations have subtle design versions and cannot be interchanged. Use the positive (black or blue) logo against a light background. When the logo is placed against darker backgrounds or images, use the negative (white) version.

The new IBM Blue is Pantone 2718 with a C 75, M 43 breakdown.

Resources

- More direction about the proper use of the IBM logo, the spirit and use of the IBM brand identity, design and related issues can be found at the [Managing the Brand](#) site.

IBM logo over imagery

When the IBM logo appears over imagery, ensure that the background around the logo is uniform in tone and that the imagery does not obscure any part of the logo. Do not place the IBM logo on backgrounds with active colors, patterns or textures that might reduce legibility. Do not distort the proportion or shape of the IBM logo. Do not outline, boldface, highlight, block, draw, add characters to or combine the IBM logo with any text or graphic elements of other brands, sub-brands or organizations. Do not create your own version of the IBM logo. Do not separate or use separately any of the letters of the IBM logo.

IBM logo registration mark and copyright notice

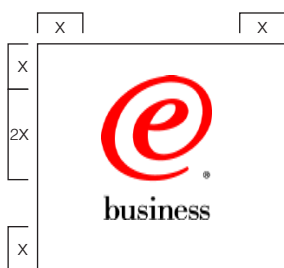
If space restrictions limit the use of the logo to just once on a piece of communication, always use the IBM logo with the registration mark and copyright statement, “© Copyright IBM Corporation” followed by the year, in the legal attribution section of the communication.

Acquisition transition

All our marketing materials carrying the PricewaterhouseCoopers Consulting logo must transition over to the IBM Brand identity and begin using only the IBM logo. The Business Consulting Service unit will leverage the IBM logo and will not have a separate logo.

Do not release the IBM logo to any third party without Branding and Legal approval.

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Protecting the e-business logo

The e-business logo is a strategic identity created to position IBM as a market leader in the e-business space. It must be used correctly. Use the e-business logo only if the content reflects how specific services and solutions enable e-business, convey key e-business messages, and from which e-business benefits can accrue.

e-business logo placement

The e-business logo must always be freestanding and sufficiently distinct from all other copy and graphics. The protected area around the e-business logo is equal to half the height of the logo in use.

e-business logo—positive and negative

The preferred, positive version of the e-business logo contains two colors: red (Pantone 032) for the “e” symbol part of the logo and black for the accompanying type. The standard process build for the “e” symbol part of the logo is 100 percent yellow, 100 percent magenta. If two colors are not available, use all black. The negative version of the logo may be used on items that may have low reproduction values. In the positive version, the “e” symbol part of the logo

may be either red or white, and the type must be white. Use the positive version with light or white backgrounds, and the negative with dark or black backgrounds.

e-business logo over imagery

When the e-business logo appears over imagery, ensure that the background around the logo is uniform in tone and does not obscure any part of the logo. Do not place the e-business logo on backgrounds with active color, patterns or textures that might reduce legibility. Do not change the color or the proportion of the e-business logo. Do not create your own version of the e-business logo.

e-business logo trademark

The trademark symbol “®” must be displayed with the e-business logo in the United States (check with local legal contact for other geographies) and must remain legible in all applications. The “®” symbol must be placed flush right and on the same baseline as the “e” symbol part of the logo. It is black in the positive version and white in the negative version of the e-business logo.

Do not release the e-business logo to any third party without Branding and Legal approval.

Resources

- More information about copyrights, trademarks and special attributions is on the [Corporate Trademark site](#).
- More direction about the proper use of the e-business logo, the spirit and use of the IBM brand identity, design and related issues can be found at the [Managing the Brand](#) site.

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IBM Global Services visual identity aligns to and reinforces the IBM Brand. As a part of IBM Global Services, the IBM Business Consulting Services unit carries an interpretation of this identity system. Any new materials developed for IBM Business Consulting Services must conform to this identity system.

A few graphic elements are ubiquitous to the IBM Business Consulting Services visual system:

1. "IBM Business Consulting Services" wherever guidelines permit.
2. A typographic style that applies the IBM fonts.
3. A color palette that reinforces the dominant IBM Brand colors.
4. Use of a grid system where the color of the gridlines bleed into the color area above and below the image creating a dimensional "depth" to the visual.
5. Use of the term "deeper" within the grid system only on promotional materials.
6. Dominant imagery specific to deeper theme with smaller, grayscale, inset imagery of industry, people or business and IT fusion imagery.
7. Or, conversely, dominant imagery specific to industry, people or business and IT fusion imagery with smaller, grayscale, inset deeper theme imagery.
8. Design elements such as the horizontal IBM Blue bars that echo the deeper message.



deeper

Approach

A strong, easy-to-read typeface helps the reader concentrate on content. It assists communication without ever calling attention to itself. It should be an element on the page, pleasing and readable but never distracting.

Using a consistent type is another part of maintaining a single look and feel for the Brand and must be used across all marketing communications.

Selection

Bodoni and Helvetica typefaces represent the IBM Brand due to the clarity of their forms, the balance of their lines and the lucidity of their letters, resulting in optimum legibility.

IBM typefaces are custom-kerned versions of Bodoni and Helvetica and licensed from Adobe systems.

All IBM Business Consulting Services communication materials must make use of these typefaces per guidelines.

IBM Bodoni BE Light

IBM Bodoni BE Light Oblique

IBM Bodoni BE Regular

IBM Bodoni BE Regular Oblique

IBM Bodoni font family is usually used for callouts and quotes.

IBM Helvetica Light

IBM Helvetica Light Italic

IBM Helvetica Bold

IBM Helvetica Bold Italic

IBM Helvetica Black

IBM Helvetica Black Italic

Helvetica has been chosen for use in most IBM communications because of its excellent legibility. The IBM Helvetica font family is used most prevalently as it has a clean, easy-to-read sans serif typeface.

IBM Helvetica Condensed Light

IBM Helvetica Condensed Light Italic

IBM Helvetica Condensed Regular

IBM Helvetica Condensed Regular Italic

IBM Helvetica Condensed Bold

IBM Helvetica Condensed Bold Italic

IBM Business Consulting Services Marketing Deliverables, Relationship Marketing, Advertising and Events Marketing use these fonts.

Internet Marketing HTML pages tag fonts in easy-to-read sans serif types such as Helvetica, Arial and Geneva.

Templates for presentations and client reports use basic system fonts such as Arial and Times New Roman.

Resources

- The above IBM Helvetica typefaces must be licensed from [Adobe's font site](#).
- The above IBM Bodoni typefaces may be licensed from [Berthold's font site](#).

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Selection standards

Persistent use of these carefully selected colors helps establish a unified appearance across all IBM Global Services communications materials. These color standards leverage and complement IBM Brand colors.

Color selection should reflect and reinforce the function of the piece, the type of media, the audience and culture. The palette colors must be used appropriately to complement key imagery and content.

Application

Use the IBM Blue, black and gray Brand colors dominantly and the remaining tones as accents. Use the e-business logo red very sparingly to highlight or emphasize key strategic messages related to e-business.

All IBM Business Consulting Services communication materials must make use of these colors per guidelines.

Dominant colors



IBM Blue
C75, M43, Y0, K0
R83, G120, B179
Pantone 2718 C
Pantone 2718 U



Black
C0, M0, Y0, K100
R0, G0, B0
Pantone Black C
Pantone Black U



Gray
C0, M0, Y0, K40
R153, G153, B153
Pantone 415 C
Pantone 415 U

Accents



Orange
C0, M50, Y100, K5
R204, G102, B0
Pantone 145 C
Pantone 145 U



Yellow
C0, M30, Y100, K0
R255, G153, B0
Pantone 143 C
Pantone 129 U



Olive
C50, M30, Y50, K10
R102, G153, B153
Pantone 5555 C
Pantone 5555 U



Green
C50, M0, Y90, K20
R102, G153, B0
Pantone 576 C
Pantone 369 U

Strategic accent



e-business Red
C0, M100, Y100, K0
R255, G0, B0
Pantone 032 C
Pantone 032 U

Two Pantone colors are provided, one for coated (C) and one for uncoated (U) paper stock as well as the CMYK build for print and the RGB build for Web translation.

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Design approach

Horizontal bars, a visual adaptation of the IBM logo, can be used minimally as a graphic element in IBM Business Consulting Services communications. If the design requires the use of a graphical accent, use the horizontal bars. Please avoid any other graphical element or accent.

Application

The bars are sectioned by 2 point white divider lines simulating the squares of the grid treatment.

Coloration

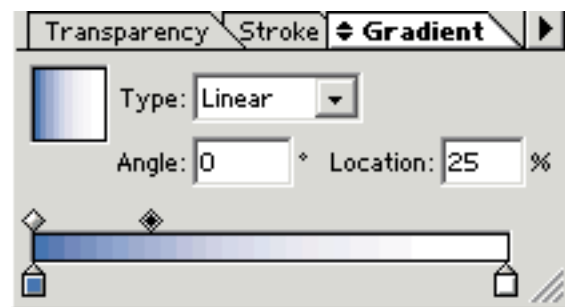
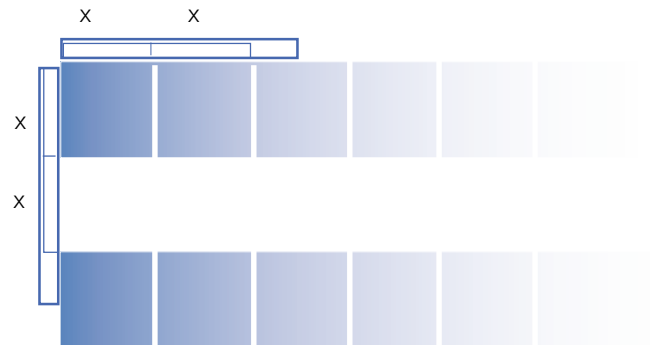
The bars should always leverage the dominant brand colors of the IBM Blue, black or gray.

Spacing

Optimally, each bar should be .5 inches in height when appearing on marketing deliverables covers, and .375 inches tall in the interior. These dimensions can increase or decrease proportionally depending upon the communications vehicle in which the bars are being used.

Positioning

Set bars equidistant. Bar length and number of bars are discretionary.



The gradient transition location is set to 25%

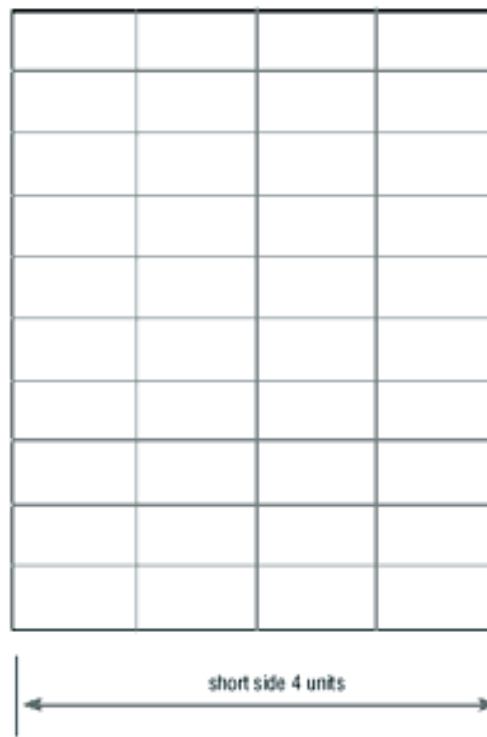
Horizontal bars, a visual adaptation of the IBM logo, can be used in the IBM Blue, black or gray colors drawing from the dominant color used on the cover of the piece. The left to right gradient blends into white. The bars are sectioned into squares by 2 point white vertical divider lines reflecting the grid.

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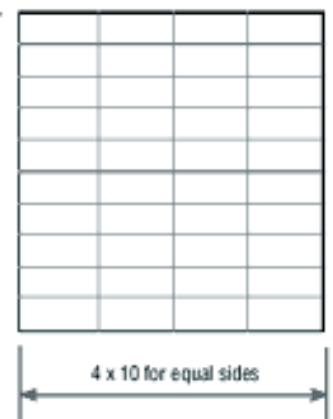
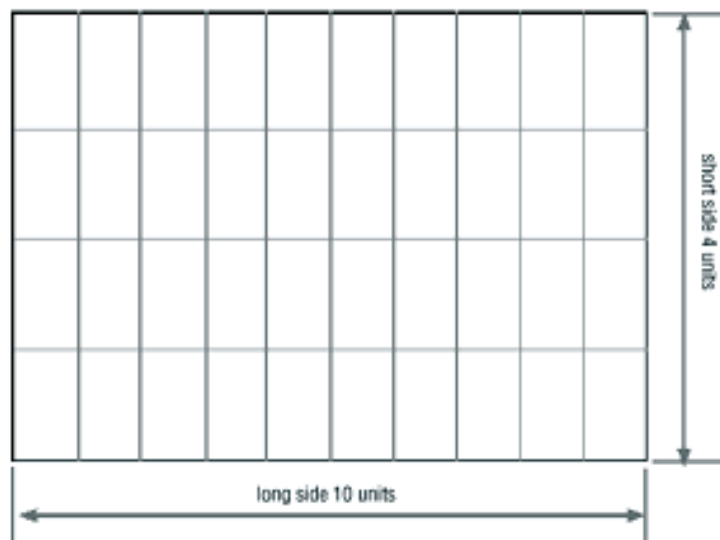
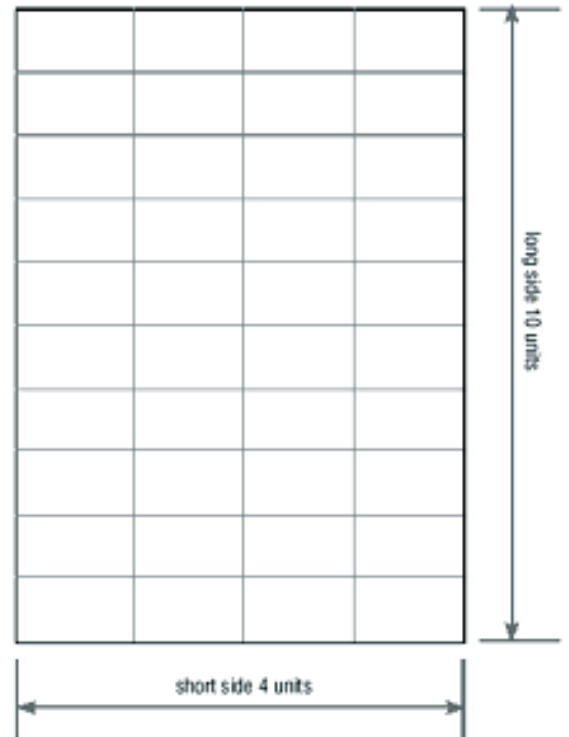


The standard size grid system for printed materials is 10 units by 4 units with the longer side 10 units. The grid is applied to front covers to position key elements. The image area fits within the grid system which is divided into large squares using a 2 point rule.

US letter



A4



In this document a reference to "squares", means the boxes created by the units of the grid.

deeper



Design approach

IBM Business Consulting Services is fundamentally about "deeper" insights through the photography, the texture, as well as the deeper textual message within the grid. This is how we communicate the promotional message.

Application

When an image is used, a black gradient box is positioned behind the word to give it depth and reinforce the visual. If desired, the gradient can span multiple squares vertically to give more emphasis to the deeper message. However the word, "deeper" must remain centered and positioned at the bottom of the square.

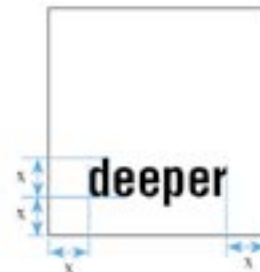
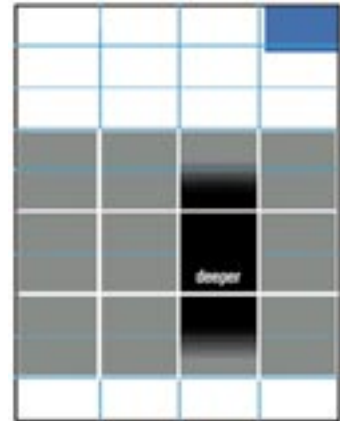
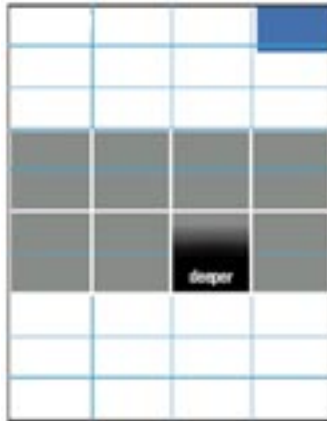
Type and translation

The print typeface used for the word "deeper" is lowercase IBM Helvetica Condensed Bold set as reversed type for Roman characters. Point size can be varied to accommodate translation requirements. When translating this term, replace the English language version with the local language translation of the same meaning.

Usage parameters

The word "deeper" stands alone when there is no imagery used in the background such as [white papers](#) and [executive briefs](#). There is also no gradient applied to these pieces. [Proposals](#) do not carry the "deeper" promotional message.

Do not make the word "deeper" different colors nor alter the type, shape, color or dimensions of this treatment. This is not a logo: do not use it outside of this grid design system.



The space around the sides and bottom of the word should be equal to the height of the 'd' in deeper.



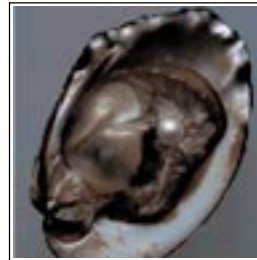
The gradient transition location is set to 50%.

deeper

Imagery should be used to complement and enhance understanding of the deeper message, business or technology environments, and industry applications. Within the grid system, depending on content and to provide creative flexibility, any image may be used interchangeably as a dominant or secondary image, however the secondary image is always a grayscale image.

“Deeper” photography

Fundamental to the value add and differentiation of IBM Business Consulting Services is the message of “deeper”. This is reflected in the current campaign photography. Generally, we have rights to use these images only up to a year after the launch of the campaign.



“Fusion of Business and Technology” photography

We have worldwide rights for about 40 custom images specially taken for IBM Global Services—images created and leveraged consistently with the IBM Brand look. We have worldwide rights to use these images in any media except advertising, with no timelimit.



Industry photography

Relevant campaign imagery or stock imagery may be used to communicate an industry theme or setting. When purchasing stock imagery please check and manage usage rights responsibly.



Resources

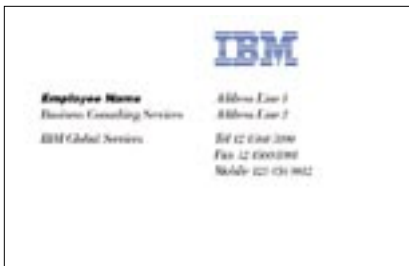
Please contact David M. Weimer (dweime@us.ibm.com) to request download access to available image files. Please verify usage rights on all imagery prior to use. Please browse these images at: www.contentengine.net Username: IBM Password: consulting

All images for use by IBM Business Consulting Services are under “Visual Content”> “Marketing Images”> “BCS Imagery”.

deeper

Business Card

The left side of an IBM business card carries the employee name, “Business Consulting Services” and “IBM Global Services.” The employee designation may be added under the employee name. The right side of the card carries the employee address and contact information. The email address may be added when available. IBM Logo prints in the IBM Blue.



Business card

Letterhead

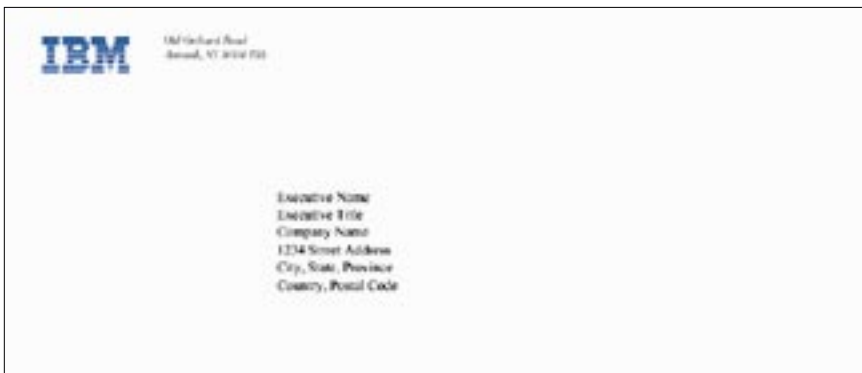
On the IBM letterhead the size and placement of the IBM logo never changes and always prints in the IBM Blue. The address information under the logo is kept to a minimum as required by postal standards in each country. In the U.S. the first line starts with the street address. In other countries, the local subsidiary name may be the first line such as, “IBM Japan.” On the left side the stationery carries “Business Consulting Services” and “IBM Global Services.” Only executive letterhead may carry, “Office of the... [designation].”



Letterhead

Envelope

On the IBM envelope the size and placement of the IBM logo never changes and always prints in the IBM Blue. The address information is kept to a minimum as required by postal standards in each country and unit names are not included. In the U.S. the first line starts with the street address. In other countries, the local subsidiary name may be the first line such as, “IBM Japan.” Only executive envelopes may carry, “Office of the... [designation].”



Envelope

Resources

- Detailed guidelines are in the [IBM Global Services Stationery Standards](#).

deeper

Usage

The fax cover is to be used when there is no attached memo for transmission.

The fax memo is meant to be used when the sender wishes to include a longer note with the fax.

Design

The IBM logo appears on the top right and “IBM Global Services” appears on the top left. “Business Consulting Services” is in the first line identifying the business unit organizationally.

We have developed two sets of fax templates for use in IBM Business Consulting Services in both U.S. sizes and A4 sizes.

IBM Global Services

Business Unit: Business Consulting Services

To: AT 10/10

From: AT 10/10

Phone Number: 00-000-0000

Fax Number: 00-000-0000

Email: AT 10/10

Date: 01/01/2000

Phone: 00-000-0000

Message:

Transmitting:

Sender:

If this fax is incomplete or illegible please telephone the sender.

IBM Global Services

Fax cover

IBM Global Services

Business Unit: Business Consulting Services

To: AT 10/10

From: AT 10/10

Phone Number: 00-000-0000

Fax Number: 00-000-0000

Email: AT 10/10

Date: 01/01/2000

Phone: 00-000-0000

Message:

Transmitting:

Sender:

If this fax is incomplete or illegible please telephone the sender.

IBM Global Services

Fax memo cover

IBM Global Services

Business Unit: Business Consulting Services

To: AT 10/10

From: AT 10/10

Phone Number: 00-000-0000

Fax Number: 00-000-0000

Email: AT 10/10

Date: 01/01/2000

Phone: 00-000-0000

Message:

Transmitting:

Sender:

If this fax is incomplete or illegible please telephone the sender.

IBM Global Services

Fax memo inside

Resources

- The intranet site contains the [fax templates for download](#).

deeper

Business focus banners

These banners are designed for communications that focus primarily on client-facing content. The banner must be created by design teams, while the body copy can be created by any user. The IBM logo appears on the left side of the banner. The main heading of the banner is 38 point IBM Helvetica Black Condensed. The subhead is 26 point IBM Helvetica Bold Condensed type. The coloration is IBM blue. The body copy applies sections or a tabbed table.

Education banners

The primary focus of this masthead is to be a signpost giving “sound bite” detail with links on W3 or Lotus Notes databases. As such, Web colors may be used. These consist of a key word in 12 point Arial set against a blue background joined by a graphical accent to an education theme or topic set in 12 point Arial type against a gray background.

People-focused banners

People banners provide a point of view or update from leaders of our business or feature staff-focused content. Images of the author can be included where possible to enhance the personal communication but are not mandatory. The banner must be created by design teams, while the body copy can be created by any user. The body copy should be placed using sections or a tabbed table. The graphic treatment applied to these is the grid system.



Business focus banner spec



Business focus banner sample



Education banners with content



People focused banners with image



People focused banners without image

Resources

- The intranet site contains design specifications, guidelines and the [internal masthead banner templates for download](#).

deeper

Microsoft® PowerPoint® Templates

IBM Business Consulting Services must apply the adapted version of the Corporate template for use across the company.

Various versions of the templates are available: a basic white background, a basic black, as well as both a white and black background which applies the grid treatment and deeper imagery.

A portrait version is also available.

Lotus® Freelance Smartmasters

Lotus Freelance versions of these templates are also provided.

The templates use our color palette and apply the Arial typeface according to template specifications.



Basic white



White with imagery



Basic black



Black with imagery

Resources

- The intranet site contains the [templates for download](#).

deeper

Strategy

For an integrated design system, the customer experience with the brand needs to be consistent from advertising through to proposals.

Design

IBM Business Consulting Services apply proposal templates which use the Shipley technique for proposal layouts. The proposals are developed using [Microsoft® Word or PowerPoint templates](#).

The proposals do not apply the deeper text in the gradient box as these are not promotional materials.

The image area is four squares wide by two squares high. The dominant background image can be an image relevant to the customer, an industry setting, or show fusion of business and technology while the smaller, grayscale, inset image could be specific to communicating deeper insights and consulting expertise.

The design uses either the IBM Blue, black, gray or white as a dominant color and carries that color through in the grid lines and back cover.

The bottom right area of the cover is to indicate for whom the proposal has been developed—textually or through use of the customer logo.

While the preferred background colors for proposals are the IBM Blue and black, please be sensitive to printing needs and use the white cover as needed.



White background



Blue background



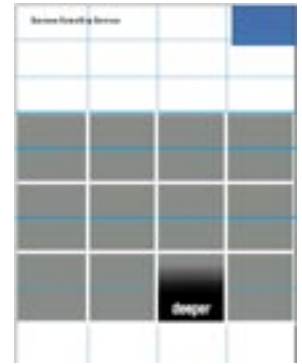
Black background

Please ensure that all customer and legal approvals are in place prior to using any customer logo.

Resources

- The intranet site contains guidelines and Word and PowerPoint [proposal templates for download](#) as both landscape and portrait formats.

deeper



Purpose

Brochures are high-end, image-rich pieces targeted to the C-level business or IT executive. They are a minimum of four pages and a maximum of 16 pages in length; the recommended length of a brochure is eight pages. There are two types of brochures:

- Solution brochures which detail an IBM solution or line of business, such as the IBM Business Consulting Services overview brochure
- Offering brochures which detail a specific IBM offering.

Design

The design follows the IBM Corporate format for brochures with the IBM logo in the holding device in the top right corner. "IBM Business Consulting Services" is in the top left corner. The imagery style for the new unit applied across the cover is carried into the interior spreads. The interior layout, carries forward the cover design and applies the bar accent with ample white space for a clean design.

The image area is four squares wide by three squares high. The dominant background image could be specific to the deeper message with the grayscale inset image illustrating the content of the piece. Conversely the dominant image may be an image relevant to the customer, an industry setting, or show fusion of business and technology while the secondary, grayscale inset image could be specific to the deeper message.

The design uses either the IBM Blue, black, gray or white as a dominant color and carries that color through in the grid lines and back cover.



White cover



Blue cover

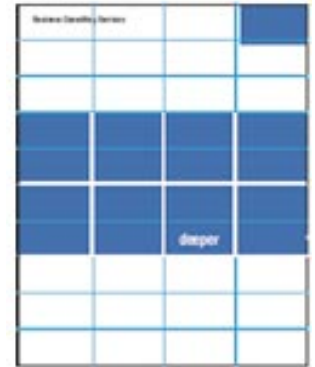


Interior spread

Resources

- All brochures must be professionally developed, apply IBM Corporate standards and developed to the Adobe InDesign template specifications. Please contact David M. Weimer (dweime@us.ibm.com) for any collateral development guidance.

deeper



Purpose

Executive briefs are eight-page thought-leadership papers that provide forward-looking information to the reader. Executive briefs contain a short IBM soft-sell at the end of the document.

Design

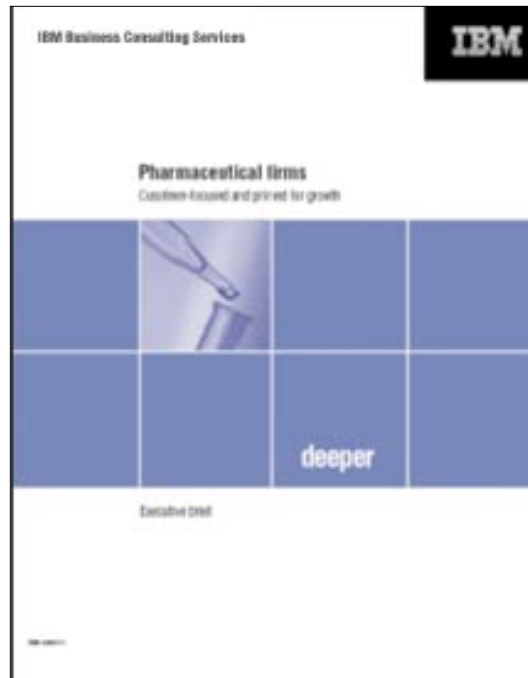
The design is clean with only one cover graphic reflecting the theme of the piece. The format makes abundant use of callouts, charts, diagrams and tables to highlight key information.

The IBM logo and holding device is in the top right corner and the “IBM Business Consulting Services” name appears on the top left corner while the top of the inside pages carry the theme discussed in the paper.

The image area is to be four squares wide by two squares high. Since executive briefs make sparse use of imagery, the grid applies one of the dominant colors—IBM Blue, black or gray—with the second square from the left on the top row containing a duotoned image relevant to the customer, an industry setting, or show fusion of business and technology. The placement of this image square and the “deeper” text box is the third square on the bottom from the left.

The inside spreads have a wide, one column layout which a narrow left column for callouts.

The horizontal bars draw the color from the cover and accent each page.



Executive brief cover

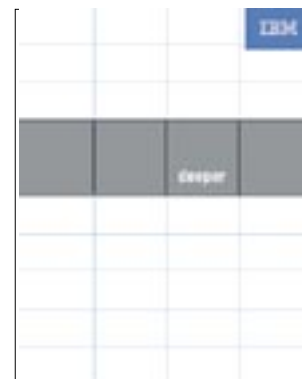


Executive brief inside

Resources

- All executive briefs must be professionally developed, apply IBM Corporate standards and layed out to the Adobe InDesign template specifications. Please contact David M. Weimer (dweime@us.ibm.com) for any collateral development guidance.

deeper



Purpose

White papers are factual, thought-leadership descriptions that provide information to the reader. White papers do not contain marketing content—they sell to customer entirely based upon the knowledge contained within the piece.

Design

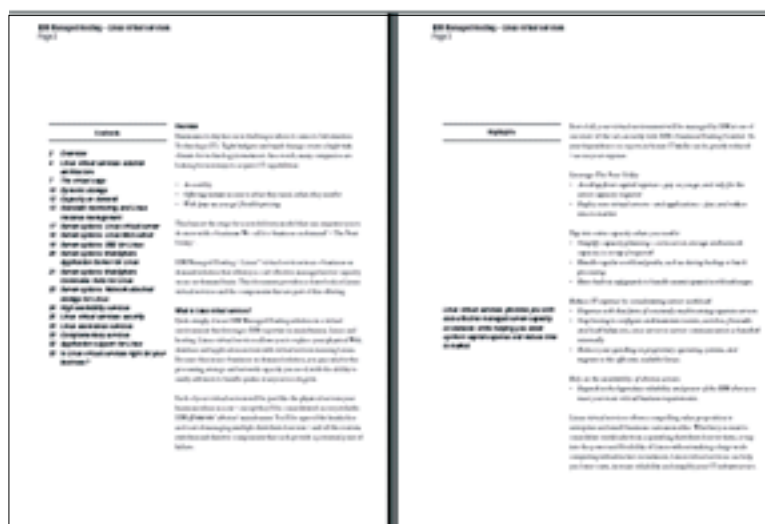
The design follows the IBM Corporate format for white papers with the IBM logo in the holding device in the top right corner. “IBM Business Consulting Services” is in the top left corner.

The imagery style for the unit applied across the cover is carried into the interior spreads. The interior layout does not use the horizontal bar accent and there is ample use of white space for a clean design.

The image area is four squares wide by one square high. Since white papers make sparse use of imagery, the grid consists only of the gray color with the third square from the left containing the “deeper” text box as shown on the right. The gradient is not applied. Optionally, if an image is required, a grayscale image may be contained in the second square from the left.



White paper cover



White paper inside

Resources

- All white papers must be professionally developed, apply IBM Corporate standards and layed out to the Adobe InDesign template specifications. Please contact David M. Weimer (dweime@us.ibm.com) for any collateral development guidance.

deeper

Strategy

Direct marketing is creating or promoting or maintaining a direct, personal relationship with a prospect or customer. Its design is to evoke a response from the target audience through the use of compelling offers, to move them through the buying cycle.

Direct marketing can meet a variety of business objectives from nurturing the prospective customer, to establishing consideration and preference for the IBM brand, to pure demand generation and to drive qualified leads and sales.

Design

Shown on the right is an awareness generating direct mail package featuring a trifold 8.5 x 11 inch brochure with an enclosed letter. It maintains a consistent look and feel through out the piece reinforcing the “deeper” message through the photography.

The teaser copy is the brochure title.

The use of the horizontal blue bars across the top left area of the letter reinforce the IBM Brand. The imagery used complements the content of the piece.

IBM typography and color standards are used pervasively throughout the piece.



Trifold brochure outside



Trifold brochure inside



Outer envelop



Cover letter

Resources

- The only vendor approved to design and develop IBM Global Services DM materials is Wunderman. No worldwide DM materials may be created without the approval of the worldwide DM team. Please contact advpromo@us.ibm.com for questions.

deeper

Home page

[ibm.com standards](#) must be used for the design and development or production of Internet Web pages. IBM Global Services, like all divisions within IBM, must follow Corporate Web standards for the masthead, left navigation, content space, right column, and footer. Proper use of these components ensures a consistent look and feel and seamless Web experience.

The current Web development aims to create awareness for IBM Business Consulting Services as being able to provide deeper insights. It is also the landing page to campaign tactics. The top-level pages communicate our positioning and demonstrate our credibility. The site seeks to engage targeted users with content and functionality and to encourage online relationship building.

The image area may be four squares wide by two squares high. One square may carry the “deeper” text box as shown on the right. Optionally, if an image is required, a grayscale image may be contained in another box. Alt tags must be used to identify images.

Interactive module

[Flash standards](#) must be used for the design and development or production of interactive modules. Please ensure a non-flash version is also available.

No new Web page development may occur without the involvement of the unit Interactive Marketing Team.



Sample home page



Sample inside page



Sample interactive module

Resources

- Please contact advpromo@us.ibm.com for any Web development guidance.
- All Web development must follow [ibm.com standards](#).
- All Flash development must follow [Flash standards](#).

deeper

Multimedia animation

Multimedia is a powerful means to communicate the dynamic vitality of IBM Business Consulting Services. The animation sequences shown on the right apply strong IBM branding through the prominent use of the IBM logo. The creative approach uses sound and movement to depict depth of thinking visually.

These sample designs show how textual messaging, synchronized with design and movement can bring to life the brand experience.

The gradient treatment applied to the deeper text box lends itself to the animated transitions and to the fluid movement of this media.

Banners

Web banners strategically placed on various external sites can prove effective in both generating awareness of IBM Business Consulting Services as well as a vital click-through tactic to draw people to the home page.

The messaging on a Web banner is tight and provokes an immediate response through quick transitions. The branding devices of the coloration and typography work to create an instant association of the IBM Brand.

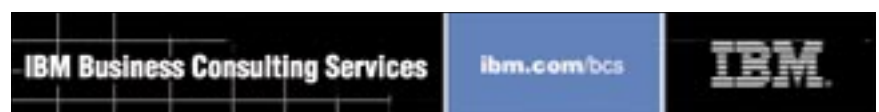
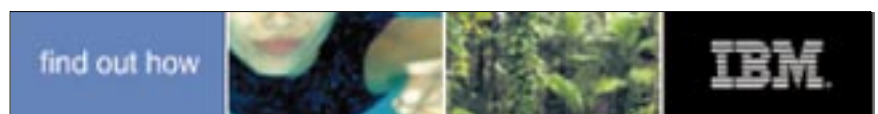
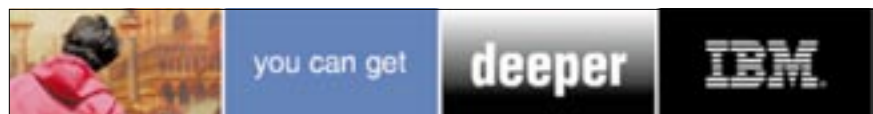
Please follow ibm.com/standards when developing any Web-based media.



Animation sequence example 1



Animation sequence example 2



deeper

Strategy

An electronic card (e-card) is an electronic business card containing an eye-catching animated teaser. This device piques the interest of the recipient, contains a contact's name, address and information, and includes a link to ibm.com.

These are an easy, inexpensive way to reach any client via email. The e-card provides a great opportunity to make contacts with both existing and prospective clients, and to deliver new and valuable IBM Business Consulting Services information. In addition, these e-cards can help provide visibility to the new organization.

Design

E-cards may be personalized using a Web-based tool. The left panel of the e-card has the unit name across the top and the individual's name, designation and contact information.

The right panel contains the IBM logo in the top right corner, carefully set so that it does not get obscured by the animated graphics. The grid design is applied and sound is added to heighten the multimedia experience.



Animation sequence screen 1



Animation sequence screen 2

Resources

- Develop your own ecard. Username = ibmbcs Password = 283284

deeper



Strategy

Face-to-face marketing opportunities such as business shows and conferences help move prospects and customers through the sales conversion cycle. An integrated marketing effort uses events as the convergence point to pull together all IMC disciplines and drive demand.

In event marketing, you only have a few seconds to capture your audience, so you must convey a strong and clear branded presence.

Design

These branded architectures showcase imagery and key messages of our campaign to reinforce the brand. The display appears clean, simple and visually arresting.

Large colorful imagery invokes immediate response and complements the strong branding from the IBM logo.

Large, easy-to-read type catches the visitor's attention from a distance and brings forth the most important messages.

Process

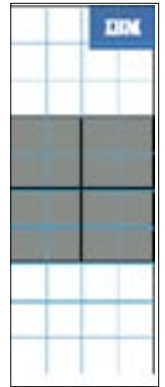
All events and shows must support our marketing plans; therefore, each Event Marketing Brief must include a plan to measure all event objectives. It is necessary to submit an Event Marketing Brief that articulates the planned goals and objectives of attending the event.



Resources

- The only vendor approved for worldwide IBM Global Services Event Marketing materials is George P. Johnson. For Event Marketing Brief related inquiries contact EventSol/Armonk/IBM@IBMUS. No worldwide event marketing may be initiated without the approval and involvement of the WW Event Marketing team.

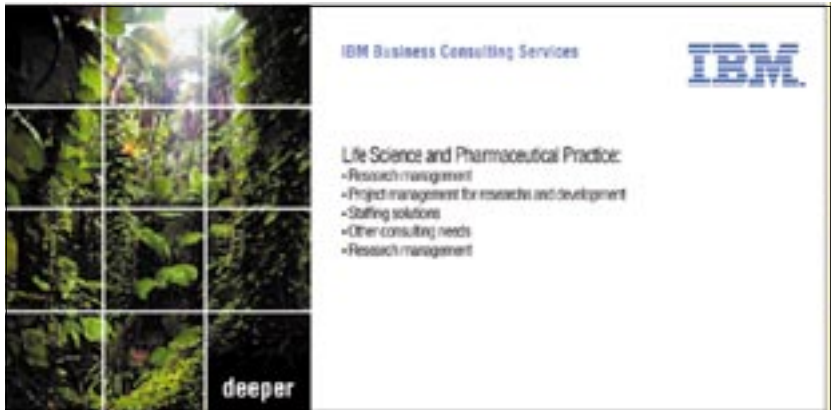
deeper



Event information card

An event information card provides content specific to the theme or industry represented at the events.

On the left side, the card design allows for a larger visual which captures the industry specific setting as well as the deeper message within the grid framework. The content area on the right allows for a few targeted messages about the IBM Business Consulting Services capabilities within the business area.



Event information card

Event postcard

An event postcard is an informational piece mailed out well in advance of the event to generate awareness of and drive participant registration. The outer cover carries visuals specific to the theme of the event and the interior includes information about the event itself and the benefit of attending.

IBM Brand colors and typography are applied pervasively and the art is captured within the framework of the grid.



Event postcard



Event postcard inside

Event flyer

An event flyer may be handed out during the event and includes information specific to the capabilities showcased at the event. The IBM Corporate standards for flyers are applied. The grid system is used as well as the horizontal blue bars as a design accent.

A consistent brand experience is created by seamless visual integration of all printed and architectural elements.



Event flyer cover and inside layout

deeper



Program strategy

We have developed a selection of promotional items to get the IBM Brand into the hands of our customers in a unique and personal way. These items can also be used to boost employee morale and serve as tokens of appreciation for outstanding team and individual commitment and dedication.

Our catalog program ensures that we feature on-brand, quality and affordable merchandise. The selection of items ensures integration, both from a messaging as well as a visual standpoint.

To avoid diluting the brand image, we will not create merchandise to support individual offerings or offering categories, nor will this program support the proliferation of home-made logos.

Design

Most merchandise will have the IBM logo and/or the words "IBM Business Consulting Services" in IBM Bodoni typeface in either IBM Blue, black or white.



How to order

Access the "IBM Global Services and IBM Business Consulting Services" [online catalog](#):

- Click on U.S. Employee Personal Purchase (use this option to browse the catalog avoiding ReqCat).

(Note: Non-U.S. employees can place orders via the Non-U.S. Orders IBM Employees or Business Partner Purchases category.)

- Click on "IBM Global Services and IBM Business Consulting Services".
- Click on "Decorate to Order, IBM Global Services and IBM Business Consulting Services merchandise" or "IBM Business Consulting Services In-Stock Merchandise."

The only vendor in the U.S. approved to develop and stock IBM logo merchandise is American Identity. For merchandise needs in EMEA please visit the [For Imprint](#) site and in Australia please visit the [Corporate Express](#) site. No IBM Business Consulting Services logo merchandise items may be developed without the approval and involvement of the Merchandise Program Manager.



Resources

- [Merchandise Guidelines](#) are available on our Intranet.
- Please email advpromo@us.ibm.com with any questions about this program.

deeper



For questions please contact your
theatre Brand Manager or email:
advpromo@us.ibm.com

Corporate[IBM Managing the Brand](#)**IBM Global Services Brand Intent**[Training Module](#)[Brand Benefits Guide](#)**Employee Photographs**[Asset Manager](#)www.contentengine.net

Username: IBM

Password: consulting

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