



Visual identity usage guidelines

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Introduction

In the five years since IBM introduced the term **e-business**, many thousands of customers have benefited from the company's ability to help them do business over the Internet.

Today, thanks to the Internet, companies all over the world conduct business more swiftly and efficiently than ever before, driven by the demand of their customers for faster service and lower costs. More and more, people expect to get what they want as soon as they want it. The on demand era is here.

In an October 30 speech, IBM CEO Sam Palmisano called attention to this new era – and to IBM's unique ability to help customers succeed in an on demand world. He unveiled a vision of the future in which IBM's e-business on demand solutions will help businesses be more:

- Responsive, by sensing and reacting immediately to customer needs
- Efficient, by using variable cost structures to increase productivity and financial predictability
- Focused, by concentrating on core competencies and using strategic partners to manage subsidiary tasks
- Resilient, by employing a flexible and reliable operating environment that can adjust rapidly to problems and changes while maintaining security and privacy

With e-business on demand solutions from IBM, customers can take full advantage of the dynamic aspects of e-business. They'll avoid getting locked in with investments that don't pay off when business conditions change or new technologies emerge. They'll have all the computing capacity they need – on demand – without the fixed costs of building a massive infrastructure. And they'll be served by a consulting team that has the business experience and technical knowledge to help them make the right decisions – now and for the future.

The new integrated marketing communications campaign for e-business on demand (launched October 31 with an eight-page insert in the *Wall Street Journal*, *New York Times* and *San Jose Mercury News*) promotes the benefits of IBM offerings in the on demand era. A series of entertaining and informative television, print and interactive ads signal this new phase in the evolution of e-business and characterize IBM as a partner customers can depend on and trust.

Overview

The term **e-business on demand** and the **e-business on demand** identity lock-up are trademarks of the IBM Corporation. These guidelines were developed to help you use this trademark appropriately and consistently in all applications.

By following the e-business on demand usage guidelines, you'll help build recognition and identity for this critical marketing initiative. It will also protect and maintain the valuable trademark asset.

The e-business on demand lock-up has been uniquely rendered and should never be altered in any way. To reproduce the lock-up correctly, always use the specifically created artwork provided. Be sure to allow sufficient clear space around the lock-up. Do not pair the lock-up with any additional type or tagline or combine it with other logos or symbols.

There are circumstances (such as in headlines and text) when you should not use the lock-up artwork but should typeset **e-business on demand**. In these cases set **e-business on demand** in the same style as the surrounding copy.

For additional questions regarding the use of the e-business on demand lock-up, contact IBM Corporate Identity & Design at:

design2@us.ibm.com

Naming overview

This overview is for use by IBM Communications, Offering Management, Development, Marketing, IMC and outside agencies. This overview applies to both internal and external communications.

For the complete IBM e-business strategic naming and terminology guidelines visit: http://w3.ibm.com/marketing/branding/downloads/e_Strat_Naming_Terminology_Guidelines.lwp

The objectives of this overview are to:

- Promote a consistent approach to the naming of all IBM products, programs, offerings, tools, publications and marketing efforts associated with e-business, the e-business marketing campaign, and general use of e-business on demand - related terminology.
- Familiarize individuals responsible for IBM e-business - related offering development, e-business communications, agencies and others involved in developing advertising, integrated marketing communications materials, press releases and internal communications with the approved format and usage of e-business and e-business on demand terms.
- Maintain consistent naming to continue to build and reinforce the strength of IBM's e-business on demand position, messaging and mind share; ensure that our naming efforts do not confuse our customers.
- Shape e-business on demand communication as easy, logical and straightforward to all audiences.
- Legally protect IBM and not infringe upon the registered rights of others; and clarify and protect the terms and names already reserved by Corporate e-business Marketing.

Definitions

e-business. IBM defines **e-business** as *'an organization that connects its core business systems to key constituencies using Intranets, extranet and the Web; the process of building and enhancing business relationships through the thoughtful use of network-based technologies; and the leveraging of Internet technologies to transact and interact with customers, suppliers and partners and employees in order to achieve and sustain competitive advantage.'*

e-business on demand. IBM defines **e-business on demand** as *'an enterprise whose business processes – integrated end-to-end across the company and with key partners, suppliers and customers – can respond with flexibility and speed to any customer demand, market opportunity or external threat.'*

Naming overview (continued)

General use

1. The term **e-business on demand** and **e-business on demand** logo lock-up are IBM trademarks.
2. The term **e-business on demand** should be used in lower case; the words, **on demand**, used without the e-business prefix, written in all lower case letters, may be used freely in text. **On demand** should be written in the same manner as any other non-proper name or word: all lower case letters, unless used in a title or at the beginning of a sentence; do not hyphenate or use as a stand-alone expression

Acceptable

Are you ready for e-business on demand?

Technology for an on demand world.

The next utility: e-business for the on demand era.

Unacceptable

E-Business On Demand

The On Demand World is here.

Learn more about e-business on Demand

A company can be an on-demand business.

3. Do not use **e-business on demand** or **on demand** in offering names. To designate an offering is for **e-business** or **for e-business on demand** in a name, used as a modifier.

Acceptable

IBM Start Now Solutions for e-business on demand

IBM Design Centers for e-business on demand

Unacceptable

IBM Financing On Demand

IBM On Demand Utility Grid Solution

Naming overview (continued)

4. Do not use "**on demand**" as a stand-alone expression or as a noun except for "**e-business on demand**" which is an IBM trademark; Do not hyphenate "**on demand**" when used as an adjective in titles or text.

Acceptable

The on demand era is upon us.

Technology for an on demand world.

A closer look on what on demand requires

Unacceptable

The on-demand era is upon us.

The On-Demand operating environment

On-demand e-business: The race is on

Trademark guidance

The e-business logo () is a registered trademark of the IBM Corporation in the United States and the term **e-business on demand** and **e (logo) business on demand** lock-up are IBM trademarks. The appropriate trademark registration and correct attribution statement is shown below.

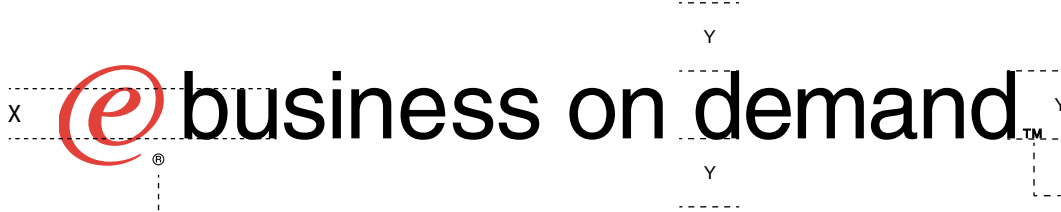
The legal section in materials using the campaign visual should contain the following disclaimer: **“The e-business logo is a registered trademark and both “e-business on demand” and “e (logo) business on demand” lock-up are trademarks of IBM Corporation in the United States, other countries or both.”**

The e-business logo should have an “®” and the complete phrase **“e (logo) business on demand”** should be marked with a TM symbol

e-business on demand should be marked with a TM symbol after the word *demand*.

IBM does not own ‘on demand’ or ‘On Demand’ as trademarks, but the term written in all lower case letters may be used freely in text. ‘On demand’ should be written in the same manner as any other non-proper name or word: all lower case letters, unless used in a title or at the beginning of a sentence and do not hyphenate when used as an adjective.

The e-business on demand lock-up



Only use specifically provided artwork. File available to download at: w3.design.ibm.com

Allow sufficient space around the mark, generally one cap (Y) height as shown.

The registered trademark designator ® must appear as shown in all usage of the e-business logo.

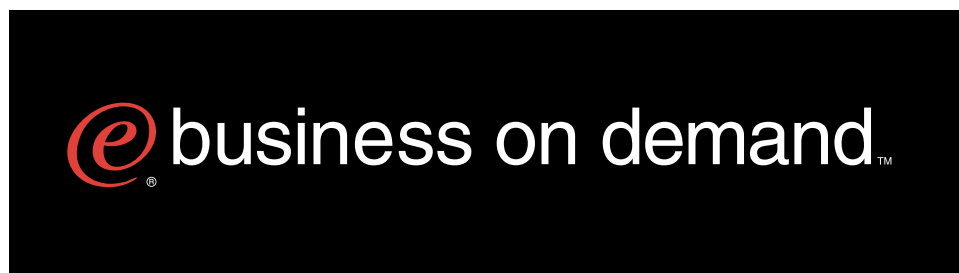
The trademark designator TM must appear as shown in all usage of the e-business on demand lock-up.

The “e” logo should appear in red whenever possible. However when production limits occur, a black version may be used.

e-business red - Pantone 032 or process 100C/100M or on screen, R253 G24 B19 (RGB)

The e-business on demand lock-up may be placed on white, black or colored backgrounds.

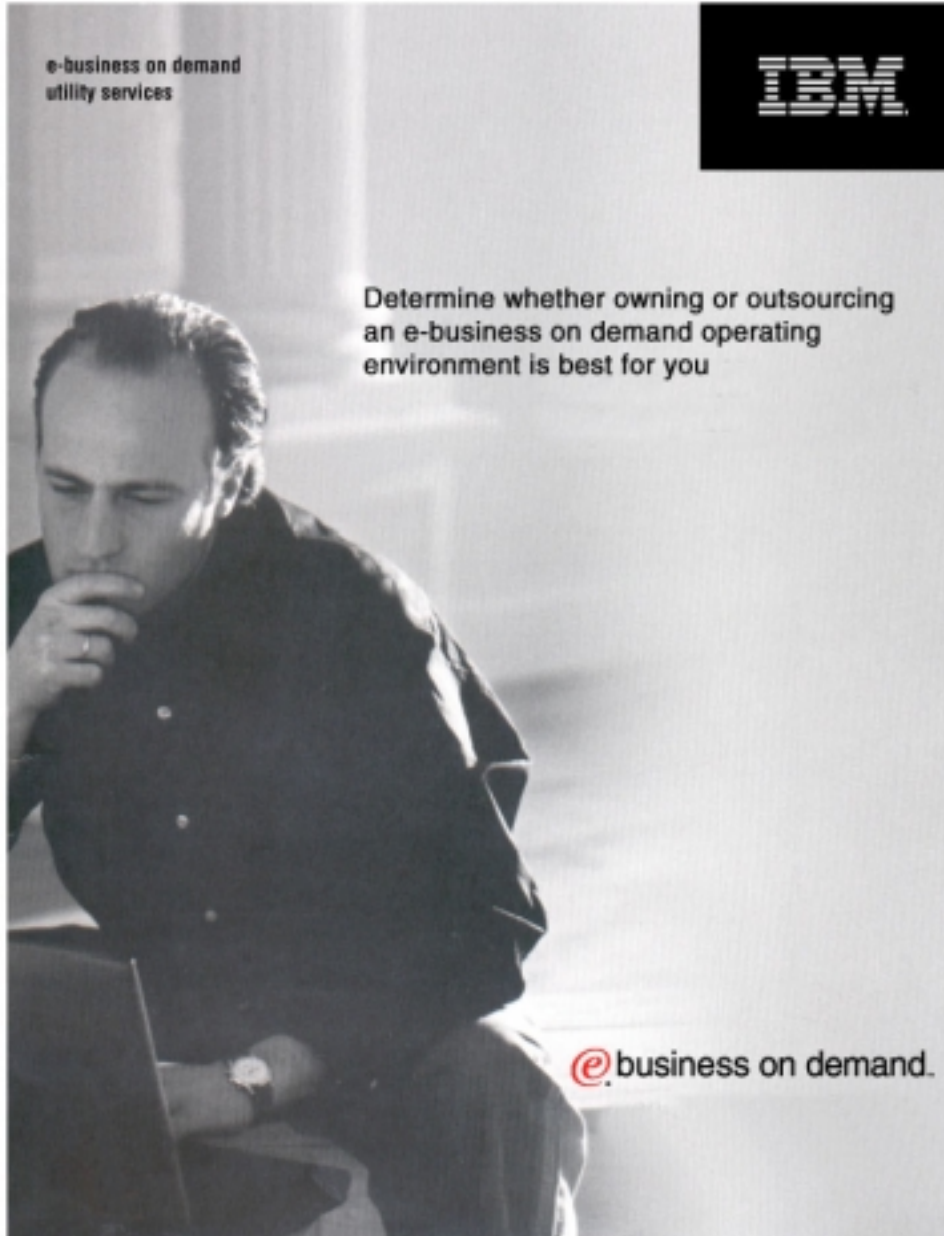
It may also be placed over imagery. However, *maximum contrast* should be maintained between the background and the lock-up.



Sales collateral

The subject identifier text labels the IBM e-business on demand product, offering or solution that the collateral piece is about.

The headline text presents the e-business on demand customer benefits, competitive advantages or features.



For more information about IBM Sales Collateral including design guidelines and templates, visit the IBM w3 intranet site at: w3.ibm.com/marketing/collateral/

The e-business on demand lock-up indicates to customers that an e-business on demand solution is being discussed.

The lock-up should be placed in a prominent position, but away from other cover text messages.

Direct marketing

Generally, the e-business on demand lock-up is not used as part of a teaser message in direct marketing.



For more information about IBM WW Direct Marketing, visit the IBM w3 intranet site at: w3.ibm.com/marketing/direct/index.html

The on demand era is upon us. Are you ready?

In headlines and text use a matching typeset version of the e-business on demand term, not the lock-up artwork.

The e-business on demand lock-up is placed in association with, but not locked up to, the IBM logo.

Are you ready for e-business on demand?



So the logical question now is, what do you do? And the logical reply is, call IBM. The sooner, the better.

Only IBM has the depth of industry knowledge and technology expertise. The vision that comes from having deep process skills in 35 different industries. The service depth to help make sure solutions actually work.

Only IBM has the leadership track record in e-business. Years of experience fulfilling our promises and delivering real business value to thousands of customers around the world.

Only IBM gives you the ability to see the future so tangibly. With more U.S. patents than any other company over the last 9 years, IBM has a unique ability to help you understand what's going to happen years down the road.

Only IBM backs up that knowledge with the kind of global horsepower needed to help make sure that the solutions you sign up for today deliver real business value tomorrow.

Only IBM was trusted enough to be ranked #1 in 2002's "100 Best Corporate Citizens" by *Business Ethics* magazine. IBM was also ranked #1 in *FORTUNE*'s 10 Most Admired Computer Companies. At a time when integrity is more valuable than ever, you can count on us.

All of which makes it an ideal time to call the one company with the people, the resources, the depth and the end-to-end solutions to deliver on the possibilities of the on demand era.

The earlier, the better, call IBM at 800-IBM-7080 (ask for time) or go to ibm.com/ondemand

 e-business on demand.



Internet - IBM Web sites

Generally, the e-business on demand lock-up is not used as part of the masthead on IBM Web sites.

The “e-business on demand” lock-up should be located within the content area on the page.



For guidance related to ibm.com page design standards visit: w3.ibm.com/standards/ internet

Advertising

The e-business on demand lock-up is only placed together with the IBM logo as a limited exception and with prior approval from IBM Corporate Identity & Design.



ABILITY
IBM Research Center in Tucson takes a moment to enjoy the beauty of the desert. IBM scientists are shaping the tools and technologies you will need to succeed in the on-demand era. After you work with IBM, they will be for you.
ibm.com/ondemand



on demand world.

costly; second, it can increase reliability across a heterogeneous computing environment. As data storage needs grow, the speed, reliability, and flexibility of storage systems will increase exponentially. IBM TotalStorage® systems already incorporate automatic self-healing and self-managing technology – and the ability to deliver things like “capacity on demand.”

The result is more flexible infrastructures that require less management – while lowering administrative overhead. (Important: because managing a server is typically more expensive than the server itself.)

Even IBM personal computers incorporate automatic technology – the Rapid Restore capability on a ThinkPad® notebook activates sophisticated self-healing software.

LINUX: THE ON-DEMAND OPEN STANDARD.

“Today Linux has become the hottest thing in corporate America since e-mail,” wrote FORTUNE in September 20. “Linux may bring about the greatest power shift in the computer industry since the birth of the PC.”

No wonder. Linux is inexpensive to implement, reliable to run, works across all the major computing platforms in business today and allows for faster deployment of new applications – it’s a vital component of the on-demand world. Best of all, Linux is an open standard – so you’re not locked in.

“For the year ended June 30, the number of servers sold with Linux as the operating system grew 26%,” the article continued. “...while those sold with Windows grew only 3%.”

THE 21ST CENTURY TIME MACHINE.

Computing in the on-demand era will be managed – or at least, large sections of it will be managed – for the Grid systems used to manage electricity.

A Grid is a collection of distributed computing resources available over a network that appear to an end user or application as one large virtual computing system. The idea of a Grid is to deliver computing power to where it is needed most.

“The GRID is the new machine of this century,” concluded BusinessWeek, the European high-performance computing news service. In the June 5 issue, BusinessWeek agreed: “...Grids could one day transform the economics of computing by aggregating the power of smaller, more affordable computers. Grids can outmatch the largest supercomputers for a fraction of the price...”

IBM and IBM laboratories are fostering core automatic technologies necessary to make Grid computing a reality. We’re working with many universities, as well as several biomedical and pharmaceutical companies that do computational intensive research, to build advanced Grid computing systems (the University of Pennsylvania Consortium and National Digital Manuscript Archive Grid, for example).

The effect of Grid computing is to make network computing more like a utility. You deliver computing power to where you need it, only when you need it; you pay for what you use, when you use it. You can build your own Grid (software it) or even tap into one built by IBM (software it) – in other words, let IBM handle the headaches.

The net effect of the utility model is to transform fixed costs into variable costs – giving your business more flexibility.

IBM is already shipping products with the advanced automatic technologies that can make Grid computing possible: servers, software, storage and even PCs.

And through our IBM e-business on demand® solutions, companies like P&G, Goodyear, Herman Miller and Staples are already improving efficiency and increasing flexibility.



PROOF
IBM is building solutions for the on-demand era. Incorporating automatic technology into WebSphere® software, high-performance servers and even desktop and laptop computers... discover IBM TotalStorage... include a better, faster, self-managing self-healing software. You can buy products built for the on-demand era today at ibm.com/totalstorage

ibm.com/totalstorage



PROOF
Side is a trade, expand your capacity. That's self-configuring automatic technology in action. IBM's new Blade servers demonstrate the simplicity of expansion and scalability. Letting you increase the capacity of your server in seconds. ibm.com/totalstorage

ibm.com/totalstorage

@business on demand.



For guidance related to all types of Advertising, please contact IBM Worldwide Advertising or Ogilvy & Mather.

Internet - IBM Web advertising banners

The e-business on demand lock-up is placed in association with, but not locked up to, the IBM logo.

When used as part of a Web banner headlines or copy, e-business on demand should be set in the standard type.



For more information about IBM WW Interactive Marketing, visit the IBM w3 intranet site at: w3.ibm.com/marketing/interactive/index.html



Events and exhibits

In events and exhibits, the IBM logo is at the top of the branding and identity hierarchy.

The e-business on demand lock-up is generally used to support the umbrella messaging theme.



For more information about IBM WW Event Marketing, visit the IBM w3 intranet site at: w3.ibm.com/marketing/events/index.html

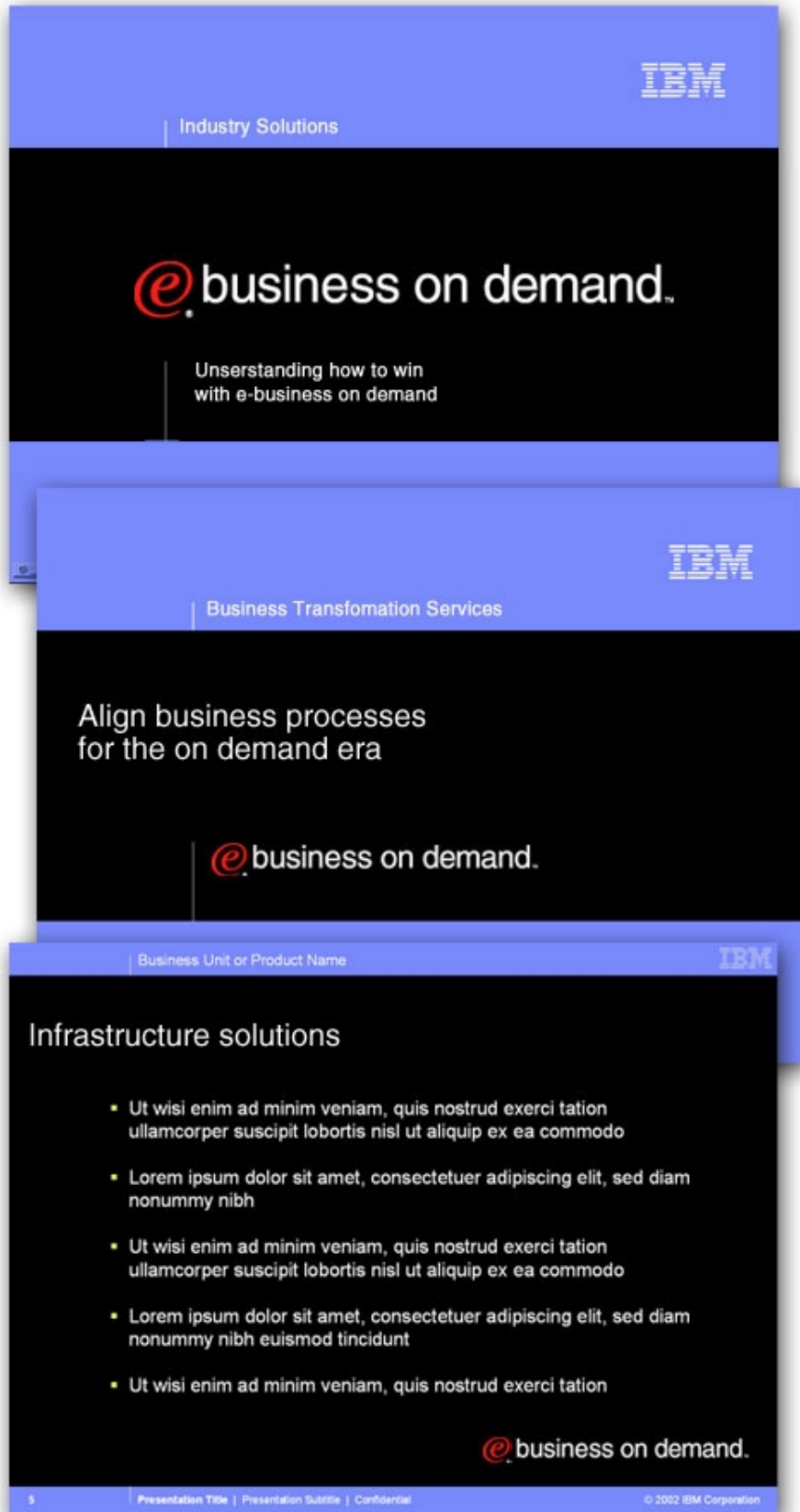
Business presentations

The e-business on demand lock-up may be used multiple ways in business presentations.

The lock-up may be used as the main title on e-business on demand presentations.

The lock-up may be used as a supporting identifier on the title slide of individual e-business on demand offering and solutions presentations.

The lock-up may also be used on individual slides that speak to the topic of e-business on demand within a general business presentation.



For more information about IBM business presentations including software templates, visit the IBM w3 intranet site at: w3.ibm.com/ibm/presentations/

Promotional merchandise



Authorized e-business on demand merchandise is to be developed by IBM Corporate Brand Management.

Any request for unique e-business on demand merchandise must be submitted for review and approval to IBM Corporate Brand Management.

Incorrect usage

Never crowd the e-business on demand lock-up with text or other graphic elements. Always allow for the required safe space around the logo.

@business on demand™
Do not wrap text around, or combine with text or other graphic or identity elements.

Never incorporate the @business on demand logo in copy. The term “e-business” should always be applied in text with lower case letters “e” and “b”.

Never incorporate the lock-up in text or headline copy.

Never modify or adopt the lock-up to identify individual offerings.

@business on demand™
UTILITY SERVICES

IBM @business on demand™

Never combine the e-business on demand lock-up with the IBM logo or other brand identities.

Do not alter or replace the e-business on demand lock-up text with other fonts or typefaces.

@business on demand™



Never place the lock-up on active backgrounds that obscure the lock-up or affect the legibility.