IBM

Worldwide Image System

Guidelines

Contents

Strong, consistent imagery is a key component of any successful brand. Through repeated exposure to these visual systems, customers form an inextricable link between the products and services and the materials used to market them. By projecting consistent, attractive visual messaging in our promotional materials, we separate our products from the competition's and reinforce perceptions of quality.

Goal

The purpose of this system is to provide the IBM® Printing Systems Company with guidelines and a toolkit to establish one consistent look and feel worldwide. These guidelines demonstrate and define the image system so that our communications around the world can be produced consistently, efficiently and cost-effectively.

Intended use

The Printing Systems Company Worldwide Image System guidelines were developed for internal staff, our agencies and creative service suppliers worldwide. Over time, proper implementation of this system will begin to build visual equity for the Printing Systems Company and contribute to strengthening our image worldwide.

IBM Worldwide Design Standards integration

This system is designed to work in conjunction with IBM's branding strategy and the IBM Worldwide Design Standards. The IBM Worldwide Design Standards guidelines (IBM guidelines) should be used as a reference for specific details about basic typography, grid usage, logo art size and placement. The guidelines include U.S. and I.S.O. sizes.

Printing Systems Company Guideline information and contacts

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IBM Printing Systems Company
Dept. HT7/001H
P.O. Box 1900
Boulder, Colorado 80301-9191

Observing the protected area

The IBM logo should always be freestanding and sufficiently distant from all other copy and graphics. The logo should be separated from other elements by a distance equal to its height.

Logo color selection

There are two versions of the IBM logo: a positive and a negative. These two versions have subtle design differences and should not be interchanged. Use the positive (IBM blue or black) logo when the background is light. IBM blue (PANTONE® 2718) should only be used against a solid white background. The standard process build for the IBM blue logo is 91 percent cyan and 43 percent magenta. When the logo is dropped out from darker backgrounds or images, use the negative (white) version.
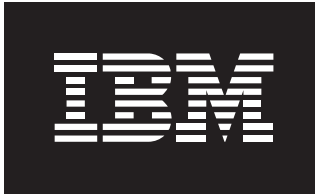
The IBM logos are contained on the provided CD-ROM.

Using the logo over imagery

When the logo appears over imagery, be sure that the background around the logo is uniform in tone and does not obscure any part of the logo. Do not place the IBM logo on backgrounds with active colors, patterns or textures that might affect legibility.

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 on the IBM intranet: *w3.design.ibm.com*

Registration mark and copyright notice

Logos on the front of printed sales promotion materials should appear without the registration mark.

Logos appearing at the beginning of the sign-off area on the back covers or back pages of sales promotion materials should include the (®) registration mark (or appropriate mark for your country) and the copyright notice, "© International Business Machines Corporation," followed by the current year.

For materials where there is no sign-off area, such as a diskette label, the logo with the registration mark should appear on the front.

More information about copyrights, trademarks and special attributions can be found on the Internet: *www.ibm.com/legal/copytrade*
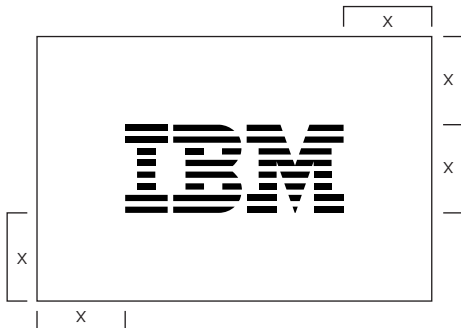
The protected area around the logo is equal to its cap height.
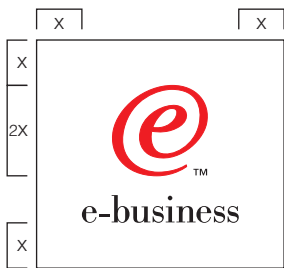
Criteria for e-business logo usage

The IBM e-business logo should be used in communication for all products, product bundles, services, technologies and solutions if the offering enables e-business, conveys the key e-business messages, does not promote competitive offerings, and supports a standards-based technology direction.

Use the self-assessment on the IBM intranet when considering the usage of the e-business logo: *w3.design.ibm.com/e-business/usage_criteria*

Downloadable files of the e-business logo and more information about e-business, the e-business mark program and the e-business cycle diagram can be found on the IBM intranet: *w3.design.ibm.com/e-business*

Logo color selection

The preferred, positive version of the e-business logo contains two colors: red (PANTONE 032) for the "e" symbol, and black for the accompanying type. If two colors are not available, use all black. The standard process build for the e-business logo is 100 percent yellow, 100 percent magenta. In the negative version, the "e" can 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.

The black logo also should be used on items that have low reproduction values.

The protected area around the logo is equal to half the height of the red "e" logo.

Placing the logo over images

When the logo appears over imagery, be sure 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 colors, patterns or textures that might affect 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.

Trademark

At no time should the trademark symbol (™) be removed from the artwork. This trademark symbol may be scaled in position, but should remain legible in all applications.

The trademark symbol is placed flush right and on the same baseline as the red "e" logo. It is black in the positive version and white in the negative.

More information about copyrights, trademarks and special attributions: *www.ibm.com/legal/copytrade*

Infoprint

The basics of Infoprint

Use the spelling "Infoprint®" with a lower case "p." Do not abbreviate Infoprint. Infoprint is a short, clear and memorable name that blends the traditional perceptions of information and printing. It represents the Printing Systems Company's comprehensive suite of solutions and products and their key benefits. The use of the word Infoprint also substantiates our brand promise of marrying information with output.

Infoprint should be used as a descriptor for the Printing Systems Company's total solutions, including hardware, software, supplies and service.

Type treatment

Although Infoprint conveys a strong message for the Printing Systems Company, it is not a logo and should be treated as regular text. Refer to the IBM guidelines for the correct use of typography in given areas of a deliverable; i.e. headlines, subject identifier copy, body text, etc.

Registration mark

Infoprint is a registered trademark of IBM. A registration mark (®) must be used in conjunction with Infoprint at its first appearance in the body text of any externally distributed document. This mark is to be superscripted, and its size should be one-third of the preceding character.

More information about copyrights, trademarks and special attributions: *www.ibm.com/legal/copytrade*

Editorial style guidelines

Well-developed, well-written sales literature can play a key role in helping the Printing Systems Company sell its products and services as well as preserve its consistent messaging worldwide. In some cases, sales materials may be the first encounter a customer has with IBM and the Printing Systems Company.

Refer to the IBM Sales Collateral Editorial Style Guidelines for direction about writing collateral for IBM. It addresses style, the accepted use of language, spelling and punctuation as each relates to IBM sales literature. These guidelines also supply information about general IBM copy topics such as legal issues, proper treatment of trademarks and other attributions, writing for worldwide distribution, and proofreading. This and related resources can be found on the IBM intranet: *w3.ibm.com/corporatemarketing/collateral*

By understanding and following these guidelines, writers can help strengthen and reinforce the Printing Systems Company image worldwide.

IBM typographical style guidelines

Typographical style guidelines

Text for printed sales promotion materials can be set in either IBM Bodoni BE Light, IBM Bodoni Regular or IBM Helvetica Light.

Subheads are generally set in IBM Helvetica Black. Follow IBM guidelines for minimum point size and leading. Use only IBM fonts. IBM fonts are included on the enclosed CD-ROM.

In materials that are faxed frequently, IBM Helvetica Light should be used because IBM Bodoni Light set smaller than 12 points can be difficult to read when faxed.

IBM Bodoni BE Light

IBM BODONI BE LIGHT EXPERT

IBM Bodoni BE Light Oblique

IBM Bodoni BE Regular

IBM Bodoni BE Regular Oblique

IBM Helvetica Light

IBM Helvetica Light Oblique

IBM Helvetica Black

IBM Helvetica Black Oblique

The IBM Printing Systems Company color palette

Color palette

The color palette is an integral part of the Printing Systems Company Worldwide Image System that helps to establish a unified visual system for all of our collateral. It is important to follow these color standards to maintain continuity and consistency. Creative use of these specific colors can energize communications and reinforce visual associations with the Printing Systems Company.

In selecting color, be sure to keep the function of the piece, the type of media and the audience in mind. The palette colors, along with IBM blue (PANTONE 2718) and white, should be used appropriately to complement key imagery and content. Colors from the primary grouping of the palette should have dominant representation, whereas colors from the secondary grouping should be used as accents. All colors should be used at full color hue and not as a percentage. Do not use colors outside the specified color palette.

PRIMARY PALETTE

91C 43M 0Y 0K
PANTONE® 2718
102R 102B 204G

36C 0M 96Y 0K
PANTONE 382
153R 204G 0B

76C 70M 0Y 0K
PANTONE 273
102R 51G 153B

0C 69M 100Y 0K
PANTONE 152
255R 102G 0B

0C 10M 100Y 0K
PANTONE 109
255R 204G 0B

100C 0M 20Y 10K
PANTONE 3145
0R 53G 153B

SECONDARY PALETTE

100C 0M 100Y 40K
PANTONE 356
0R 102G 51B

70C 100M 0Y 20K
PANTONE 2623
51R 0G 102B

10C 100M 40Y 30K
PANTONE 208
153R 0G 51B
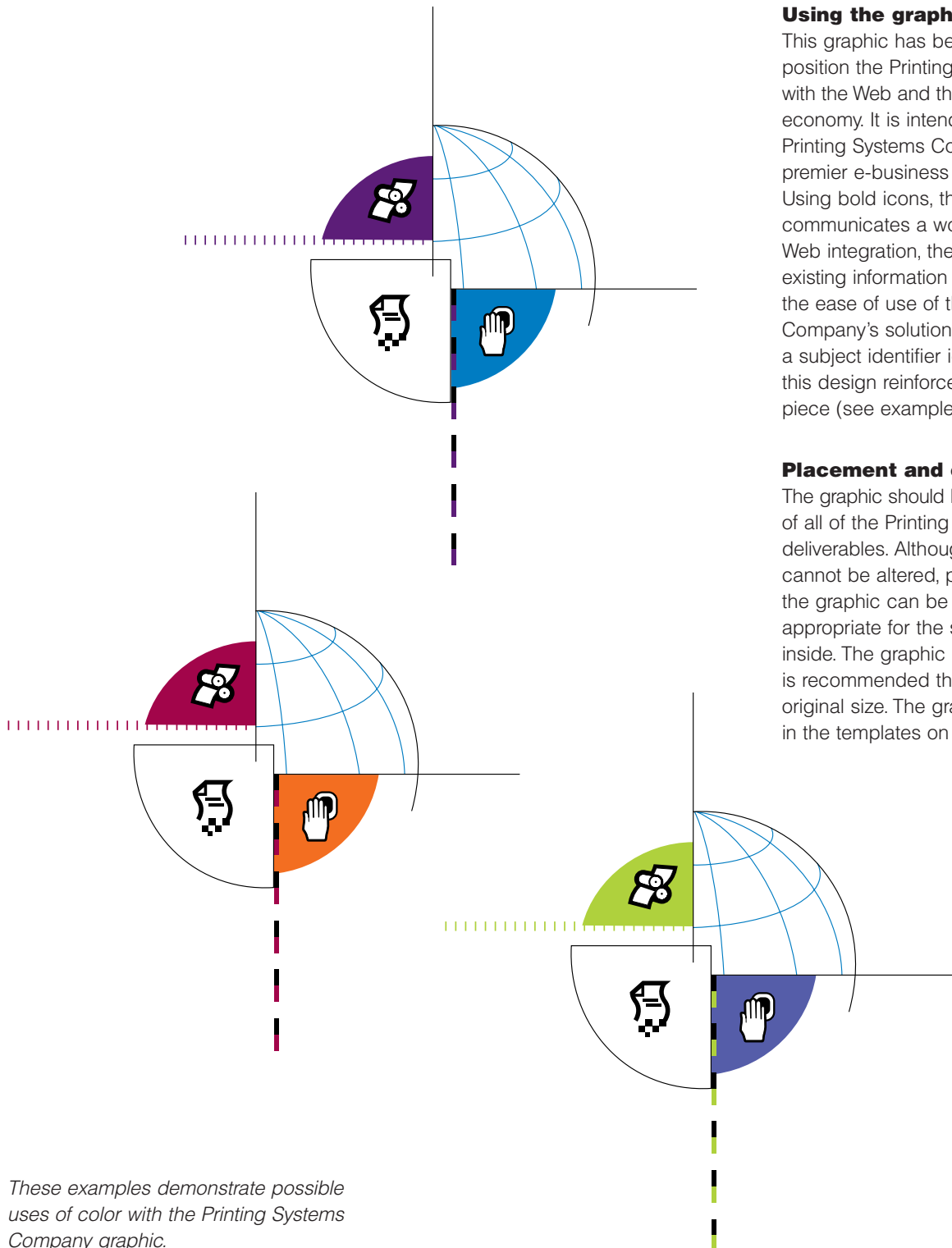
Using the graphic

This graphic has been designed to position the Printing Systems Company with the Web and the globally networked economy. It is intended to reinforce the Printing Systems Company as the premier e-business printing company. Using bold icons, the cover design communicates a worldwide presence, Web integration, the ability to leverage existing information through printing, and the ease of use of the Printing Systems Company's solutions. The placement of a subject identifier icon to the right of this design reinforces the content of the piece (see examples on next page).

Placement and colors

The graphic should be used on the cover of all of the Printing Systems Company deliverables. Although its structure cannot be altered, palette colors within the graphic can be exchanged as appropriate for the subject matter inside. The graphic is scalable, but it is recommended that it be used at its original size. The graphic is contained in the templates on the CD-ROM.

These examples demonstrate possible uses of color with the Printing Systems Company graphic.
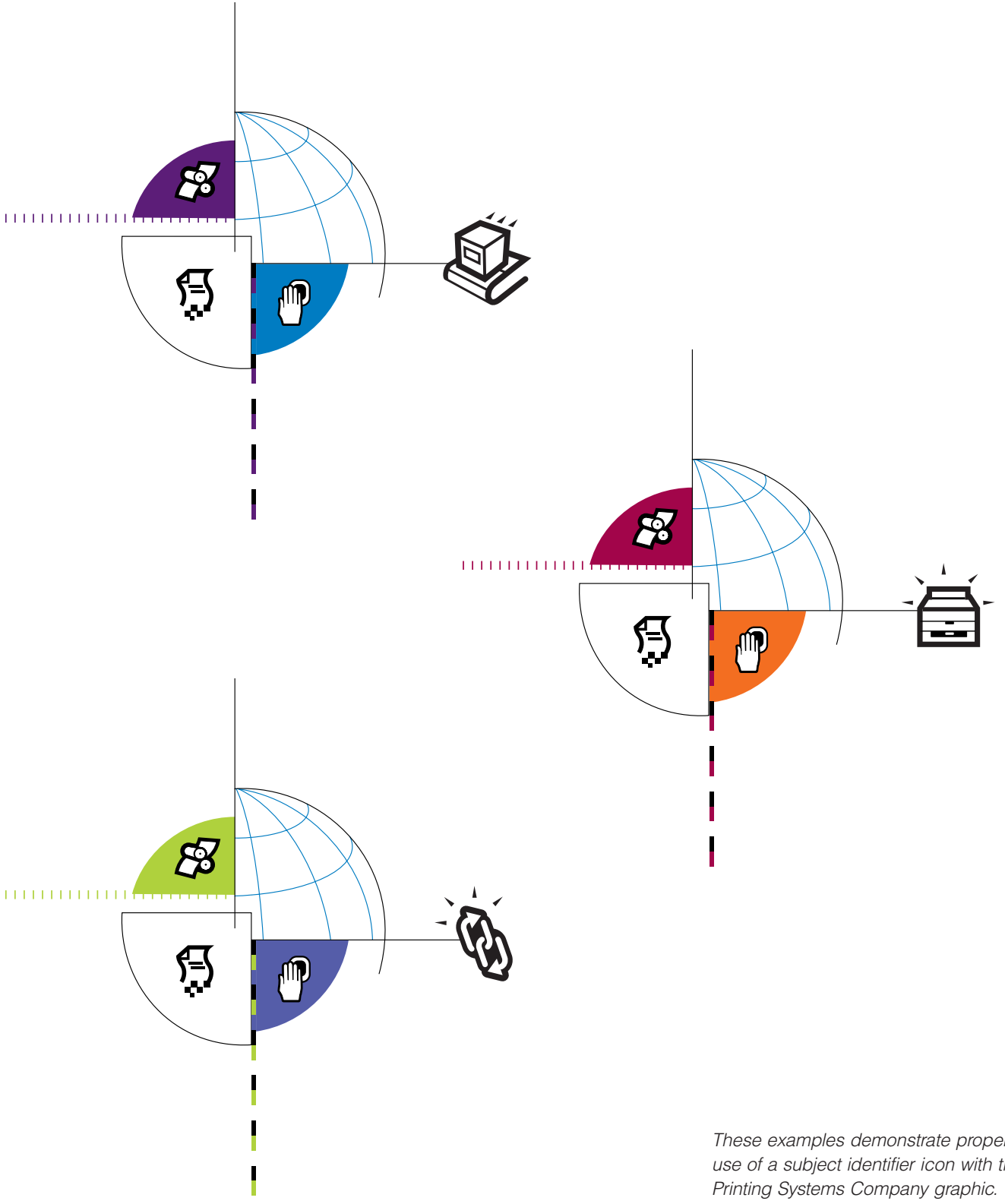
These examples demonstrate proper use of a subject identifier icon with the Printing Systems Company graphic.

Using icons
The Printing Systems Company icons should be used as design elements in support of specific content messages or as subject identifiers. To retain their importance, the Printing Systems Company icons should be used only in the context of message support and not as general imagery.

Icons identify the specific subject content contained in the collateral document. Use icons at 100 percent scale and opacity with the graphic on Printing Systems Company collateral covers, with the exceptions of Flyers and Media. Icons can be scaled to size in interior sections of deliverables. The Printing Systems Company icons are contained in the templates on the CD-ROM. They may not be modified in design.

SUBJECT IDENTIFIER ICONS

Insurance	Healthcare	Manufacturing	Retail/Distribution	Higher education

Government	Telecommunications	Utilities	Publishing	Finance

SEGMENT/APPLICATION

Direct mail

Books

Industrial

Reprographics

Distributed mission critical

Statements

1:1 Marketing

e-business INITIATIVES

Customer relationship management

Supply chain management

e-commerce

OFFERINGS

Software

Services

Supplies

Workgroup printers

Impact printers

Production printers

The IBM Printing Systems Company linear cycle graphic

The linear cycle graphic

This graphic can be used to reinforce the Printing Systems Company brand. The linear cycle graphic contains the same four icons that are found on the Printing Systems Company graphic. A fifth icon that matches the subject identifier used with the graphic on the cover can be added. If used, the additional subject identifier icon should be placed first in order, from left to right. Do not use the linear cycle graphic on covers.

LINEAR CYCLE GRAPHIC

Linear cycle graphic

Subject identifier icon with linear cycle graphic

Photos should demonstrate artistic considerations such as attention to detail, content and composition. Stock or custom photography may be used for developing deliverables with specific subjects.

Primary imagery:
Printers and people

Images of printers should be strongly represented throughout Printing Systems Company collateral to reinforce our brand messaging. They should be the underlying visual theme of all the Printing Systems Company's marketing deliverables.

Use images of printers and related hardware as textures/backgrounds where large areas of flat color are desired and appropriate. Although these images are intended to be somewhat abstract, do not use photographs in which the hardware is unrecognizable. High-resolution printer image files can be downloaded from our ftp site: *ftp://ftp.software.ibm.com/printers/images/*

People images express a key aspect of the Printing Systems Company and e-business brand message: that the central value of these products is rooted in the improvements they can make to people's businesses and lives by complementing and augmenting their talents.

People and printer images should be four-color process duotone imagery using the Printing Systems Company color palette. All photographs can be used alone or in combination with diagrams and graphics.

Secondary imagery: Technology

Smaller secondary images should be of relevant subject matter. They are used to accent the content and customize the piece for the target audience. Four-color imagery should be used when it is appropriate and complementary to the Printing Systems Company color palette.

An example of primary printer imagery in a layered Photoshop® file is included on the CD-ROM.

PRIMARY IMAGERY

SECONDARY IMAGERY

A basic grid structure serves as the anchor for placement of system components on the covers of the Printing Systems Company sales collateral. The components for each deliverable include typography (subject identifier copy, headline, subhead), IBM logo, the Printing Systems Company graphic, e-business logo (if applicable), subject identifier icon and image area.

All the Printing Systems Company Worldwide Image System Guidelines sales collateral formats and typographic specifications work in conjunction with the established IBM Worldwide Design Standards and guidelines.

Refer to the templates on the CD-ROM or IBM guidelines for exact placement of copy and image elements for each type of sales collateral.
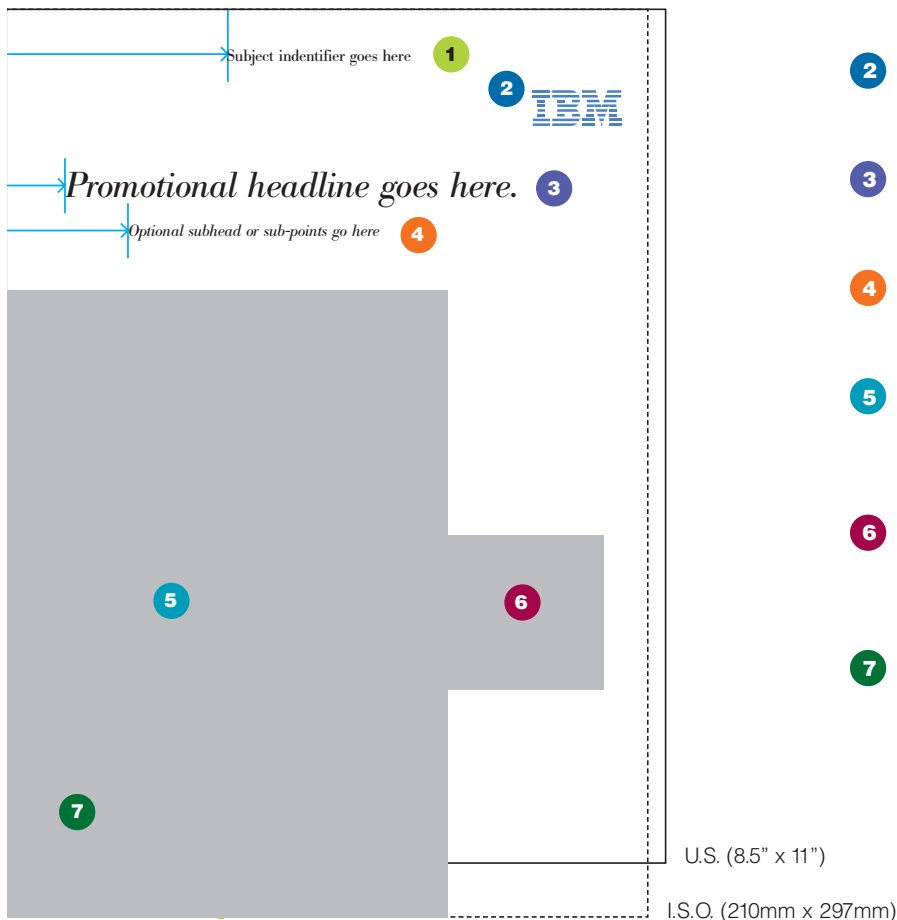
Subject indentifier goes here **1**

2 IBM

Promotional headline goes here. **3**

Optional subhead or sub-points go here **4**

5

6

7

U.S. (8.5" x 11")

I.S.O. (210mm x 297mm)

1 **Subject identifier copy**

2 **IBM logo**

3 **Headline**

4 **Optional subhead**

5 **The Printing Systems Company graphic**

6 **Subject identifier icon (if applicable)**

7 **e-business logo (if applicable)**

The Printing Systems Company graphic, subject identifier icon, and color are used to reinforce content.

Typography
Follows IBM Guidelines. Type prints black, ensuring legibility if overprinting color.

Subject indentifier goes here

IBM

IBM

© International Business Machines Corporation 1998

IBM Geography
Department ABC
1234 Street Address
City, State, Provence
Country Postal Code

Printed in (country of origin)
1-98
All Rights Reserved

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® Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamco corper suscipit lex obortis nisl ut elat aliquip ea commodo wisi. Lorem ipsum dolor sit euis-mod tincidunt ut laoreet dolore magna aliquam erat volutpat gadhnfyu llck.

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Compatible   Lorem
Compatible

For Position Only
G200-0000-00

Promotional headline goes here.

Optional subhead or sub-points go here

e-business

Typography
Follows IBM guidelines. Type prints black.

Imagery and image area grid
Uses the subject identifier icon to reinforce the content of the piece. Do not alter size or placement of the Printing Systems Company graphic.

U.S. (17" x 11")

I.S.O. (420mm x 297mm)

Barcode and publication number
(For materials stocked in distribution centers.) The barcode is always black on a white background. For barcodes and publication numbers, contact the appropriate Integrated Marketing Communications Specialist listed in the Overview section of this document.

Designers have flexibility when constructing brochure interiors. Although there are some rules established by the Printing Systems Company and IBM, imaginative variations are encouraged to establish the desired artistic effects. While keeping this in mind, be careful not to let the artistic content of the piece obscure the intended message.

A grid structure serves as the anchor for placement of system components. All components should acknowledge this grid.

All interior formats and typographic specifications work in conjunction with established IBM guidelines.

Imagery
Photography and diagrams may be used alone or in combination.

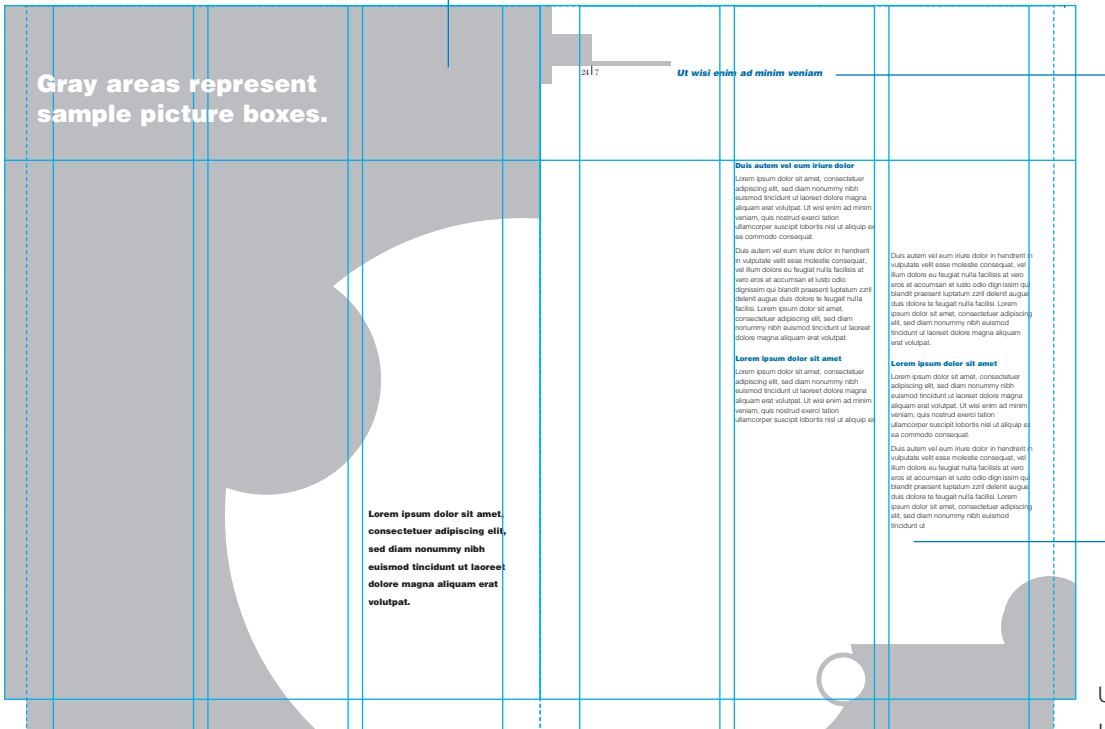Gray areas represent sample picture boxes.

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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Typography
Follows IBM guidelines. Use call-outs/sidebars, captions and quotes as appropriate. May align or break into grid.

Use of reversed type is not recommended but may be considered if 18-point type is used.

U.S. (17" x 11")

I.S.O. (420mm x 297mm)

Inside spread

Since the amount of text included in a deliverable is unpredictable, the brochure layout template can accommodate the Printing Systems Company imagery and large amounts of text. Remember to allow 30 percent white space for translation purposes.

The system accommodates imagery in various sizes and locations within the image area. Multiple images can be used in the image area. There is flexibility in the use of people and hardware images, but consider the provided guidelines for images when deciding.
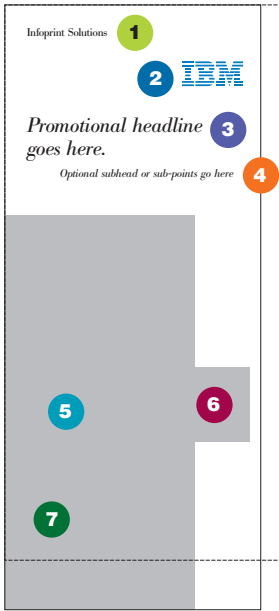
The following prototypical examples show how the system can be applied to the collateral for the Printing Systems Company.

U.S. (17" x 11")
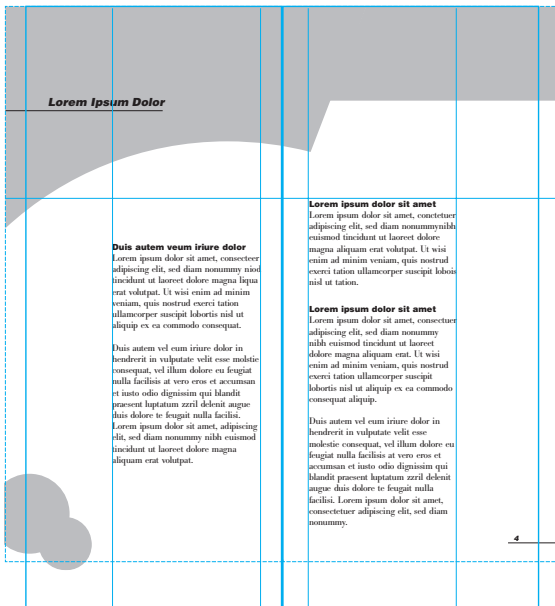I.S.O. (420mm x 297mm)

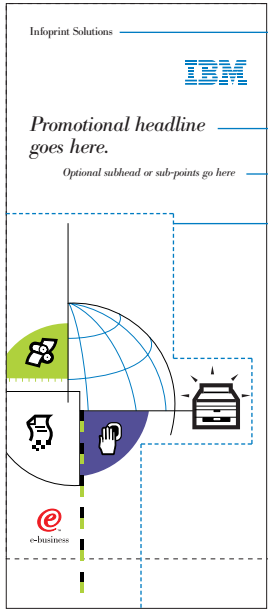U.S. (17" x 11")
I.S.O. (420mm x 297mm)

This general purpose, promotional format is intended primarily for direct mail and reference materials. Layouts use a single-column grid. Flyer formats and typographic specifications work in conjunction with the established IBM guidelines.

Infoprint Solutions ①

② IBM

Promotional headline goes here. ③

Optional subhead or sub-points go here ④

⑤ ⑥

⑦

I.S.O. (105mm x 210mm)

U.S. (3.875" x 9")

1 Subject identifier copy

2 IBM logo

3 Headline

4 Optional subhead

5 The Printing Systems Company graphic

6 Subject identifier icon (if applicable)

7 e-business logo (if applicable)

Lorem Ipsum Dolor

Duis autem veum iriure dolor
Lorem ipsum dolor sit amet, consecteer adipiscing elit, sed diam nonummy niod tincidunt ut laoreet dolore magna liqua erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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4

I.S.O. (210mm x 210mm)

U.S. (7.75" x 9")

Typography
Follows IBM guidelines.
Type prints black.

Imagery and image area grid
Uses the subject identifier icon to reinforce the content of the piece. Do not alter size or placement of the Printing Systems Company graphic.
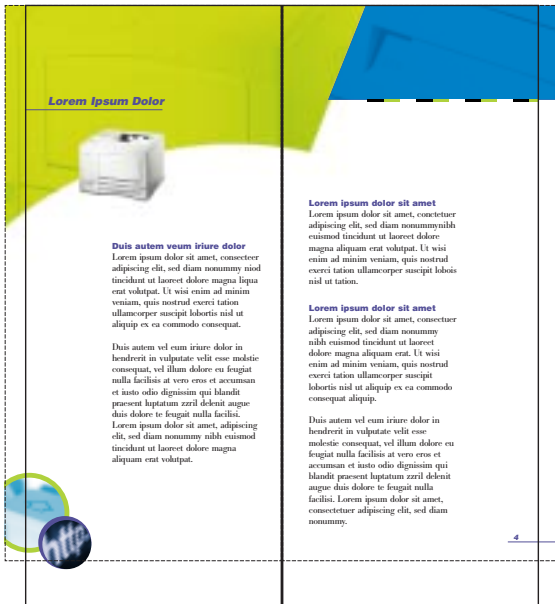
I.S.O. (105mm x 210mm)

U.S. (3.875" x 9")

Cover

Infoprint Solutions

IBM

Promotional headline goes here.

Optional subhead or sub-points go here

Designers have flexibility when constructing flyer interiors. Although there are some rules established in this document and by IBM, imaginative variations are encouraged to establish the desired artistic effects. While keeping this in mind, be careful not to let the artistic content of the piece obscure the intended message.

The templates on the CD-ROM should be used for interior layout.

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4

I.S.O. (210mm x 210mm)

U.S. (7.75" x 9")

Inside Spread

Application briefs are used for case histories or customer testimonials about products or services. The application brief format and typographic specifications work in conjunction with the established IBM guidelines.

The back of an application brief may include a print sample from the customer's printing solution described in the brief. Call-outs may be used on the print

sample to highlight specific areas of the printed piece, using benefit statements as the call-outs.

When a print sample is not available and the solution features a key software component, a screen capture of the software depicting the user-friendly design may be featured.

The templates on the CD-ROM should be used for interior layout.

Typography
Follows IBM guidelines.
Type prints black.
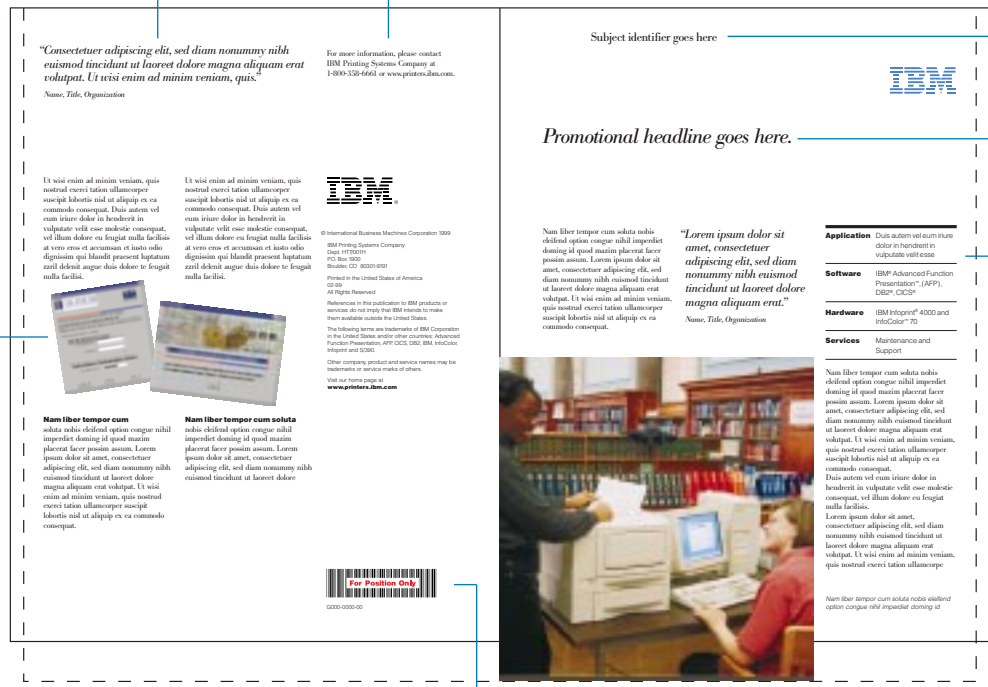
Typography
Follows IBM guidelines.
Type prints black.

U.S. (17" x 11")

I.S.O. (420mm x 297mm)

Back

Front

Images
Images of printed pieces or software screen captures may be placed on the back page.

Barcode and publication number
(For materials stocked in distribution centers.) The barcode is always black on a white background. For barcodes and publication numbers, contact the appropriate Integrated Marketing Communications Specialist listed in the Overview section of this document.

Specification sheets are used to provide detailed information about products and services. All specification sheet cover formats and typographic specifications work in conjunction with the established IBM guidelines.

The templates on the CD-ROM should be used for interior layout.

Typography
Follows IBM guidelines.
Type prints black.

Typography
Follows IBM guidelines.
Type prints black.

Barcode and publication number

(For materials stocked in distribution centers.) The barcode is always black on a white background. For barcodes and publication numbers, contact the appropriate Integrated Marketing Communications Specialist listed in the Overview section of this document.

U.S. (17" x 11")
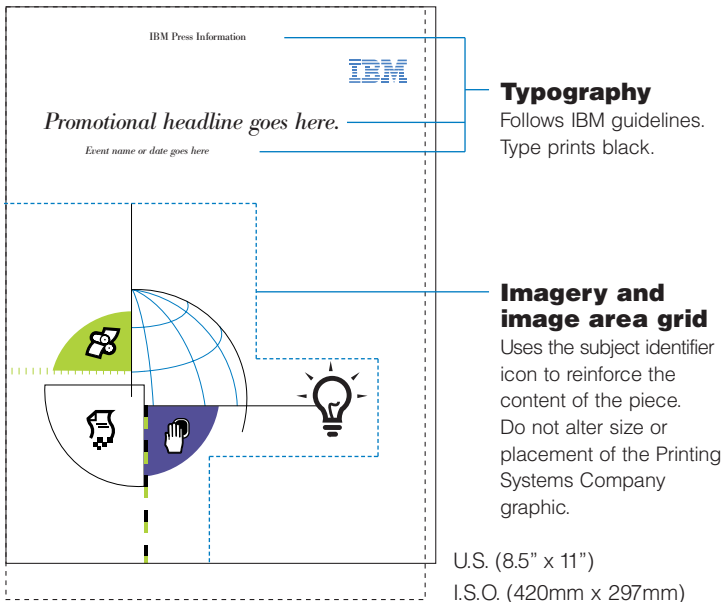
I.S.O. (420mm x 297mm)

Back

Front

Benefit statement goes here

IBM

Product Name goes here

Highlights

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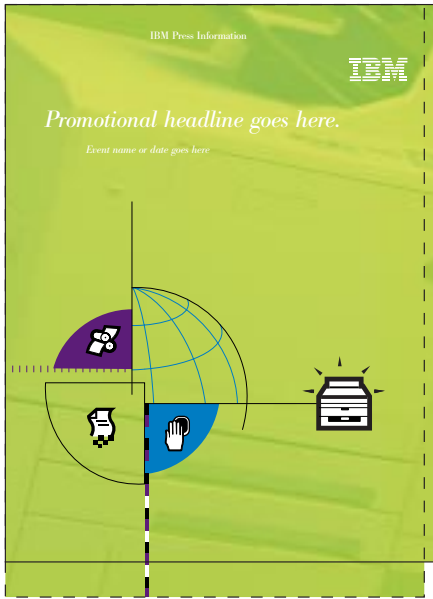|	001	002	003
Dolor IBM diam nibh	000C123	000C123	000C123
Nonummy	i123 A1	i123 A1	i123 A1
Eida elit	25/50	25/50	25/50
Eluer aliquip	Suscipit	Suscipit	Suscipit
12 Obortis nisl	Nu	Nu	Nu
Ullamo suscip	4	5	6
Exerci tation	Astrud	Astrud	Astrud
Tincidunt nagma laoreat gelda	64	64	64
Quis nost	EXE-2	EXE-2	EXE-2
Nostrud exerci	EUIS w/nibh	EUIS w/nibh	EUIS w/nibh
Astrud dolore	212	212	212
Dolore (3.5-quis)	2.88	2.88	2.88
Euismolutrisi aliquip	4/2	4/2	4/2
Minim venaiam	2.2	2.2	2.2
Aliquam euisa	Euismod Tinci	Euismod Tinci	Euismod Tinci

IBM

For Position Only
G000-0000-00

Press kits are used to disseminate news or information about the Printing Systems Company for public relations purposes.

Printer images may be used as palette-colored backgrounds (see example on next page) or textures on press kit covers. Cover structure is based on IBM U.S. standards.

Use the templates on the CD-ROM for interior design.

The icon used with the Printing Systems Company graphic connotes the subject of the event or announcement of the enclosed press release. Placement of this feature on press kit covers is optional, but recommended.

IBM Press Information

IBM

Promotional headline goes here.

Event name or date goes here

Typography
Follows IBM guidelines.
Type prints black.

Imagery and image area grid
Uses the subject identifier icon to reinforce the content of the piece. Do not alter size or placement of the Printing Systems Company graphic.

U.S. (8.5" x 11")
I.S.O. (420mm x 297mm)

Press release—Cover option

U.S. (8.5" x 11")
I.S.O. (420mm x 297mm)

U.S. (8.5" x 11")
I.S.O. (420mm x 297mm)
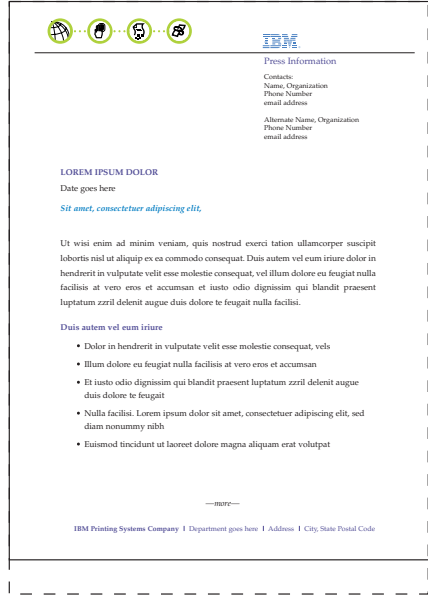
Press release—First page

U.S. (8.5" x 11")
I.S.O. (420mm x 297mm)

Press release—Last page

Use the following example to help create signoff pages. More detailed information on signoff pages can be found in the IBM Sales Collateral Editorial Style Guidelines.

IBM logo goes here. ——

IBM ®
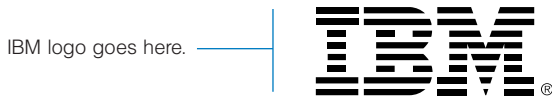
Use current year. ——

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IBM Printing Systems Company
Dept. HT7/001H
P.O. Box 1900
Boulder, CO 80301-9191

—— If outside the U.S., use the address of the IBM Printing Systems Company headquarters in your geography.

Identify country in which the piece was printed, followed by month and year of printing. ——

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3-99
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[1] Additional memory may be required depending on printer configuration and print job complexity.

—— Footnotes from the body copy should be placed on the signoff sheet. Footnotes should always be listed in numerical order.

The Printing System Company URL in this location is printed bold rather than the usual italic. ——

Visit our home page at
www.printers.ibm.com

Printed on the Infoprint Color 100 Full-Color Digital Printer.

—— Credit the digital printer used to print the deliverable.

Covers for videos and CD-ROMs should be designed using images relative to the subject matter as textures/backgrounds. Although these images are intended to be somewhat abstract, do not use photographs in which the hardware is unrecognizable. Use palette colors with the cover imagery.

CD-ROMs

CD-ROM case inserts and labels are for promotional CD-ROMs such as software demonstrations. This format is not intended for product labeling.

CD-ROM face art should always be designed with IBM blue (PANTONE 2718). CD-ROM face art should always be designed using 100 percent of the PANTONE spot colors for best production.

The color of the inner ring must match the cover of the CD-ROM case insert.

Diskettes

Diskette labels measure 2.75" x 2.75" (70mm x 70mm). The diskette label format is used for self-adhesive labels to be adhered to standard 3.5" diskettes. Use palette colors when designing.

Videos

Video jackets measure 10.125" x 7.75" (257mm x 197mm) flat. Folded front and back covers each measure 4.5" x 7.75" (114mm x 197mm) with a 1.125" x 7.75" (29mm x 197mm) spine.
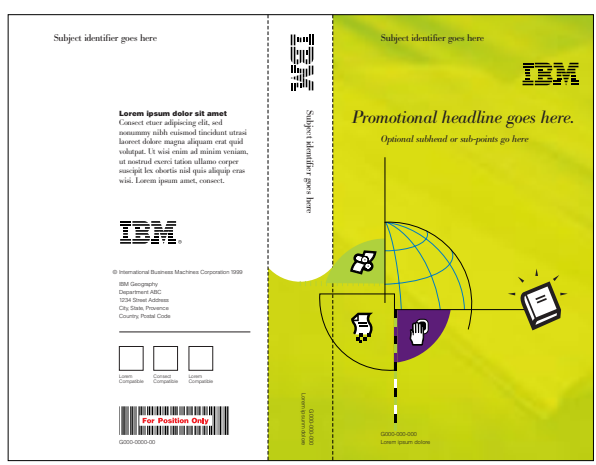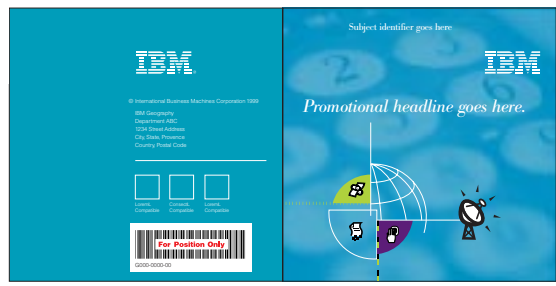
This Lotus Freelance Smartmaster template can be used for customized presentations. Arial is preferred for use in IBM presentations because it is a simple, easy-to-read font.

Use the templates on the CD-ROM for design.

IBM®

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www.printers.ibm.com

Printed on the IBM InfoColor™ 70 Full Color
Digital Printer.