



# Impact2010

The Premier Conference for Business and IT Leaders

## Design Guidelines

**Discover. Interact. Optimize.**

**MAY 2-7** Las Vegas, NV



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# Introduction

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The IBM Impact 2010 design guidelines provide the artwork and design requirements that enable IBM staff, their agencies and design firms to ensure a consistent visual identity across all IBM Impact event materials. The guidelines apply to print, Web, signage and other media.

If you have any questions or need assistance developing materials, please contact:

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Impact 2010 FTP  
Host: <http://impact2010graphics.druryprojects.com>  
Username: **impactgraphics**  
Password: **Uploads1**

# IBM Brand Elements

## IBM Logo

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

### Color of the IBM Logo

IBM has one logo, which may appear only in black, white, or IBM Blue. The logo should appear consistently and without alteration, as shown here. On a white or light background, use the IBM logo in black or IBM Blue. On a black or dark background, use the IBM logo in white or IBM Blue. The color itself is an important symbol of IBM, and should be specified for printed documents using Pantone 2718 as a spot color whenever possible. Use of this spot color is necessary when setting the logo in IBM Blue on a colored background.



- 1 white on black or dark background
- 2 black on white or light background
- 3 IBM blue on white or light background
- 4 IBM blue on black or dark background



### IBM Blue

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

# IBM Brand Elements

## IBM Logo

### Minimum Size of the IBM Logo

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

### Space Around the IBM Logo

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

### The ® Mark and Copyright Notice

The IBM logo must include the registered trademark symbol ® in the lower right corner at least once on all materials. While a registration mark is not legally required in all countries, do include the ® mark on any materials for the IBM Impact conference.

The sign-off area on the back covers or back pages of all materials should include the logo with the ® mark and the copyright notice, followed by the current year: "© International Business Machines Corporation, 2009."

See the last page of this document for the appropriate wording for attributions. Note that attributions may not be required for publications intended for Business Partners outside of North America. Check with your local legal department for guidance.



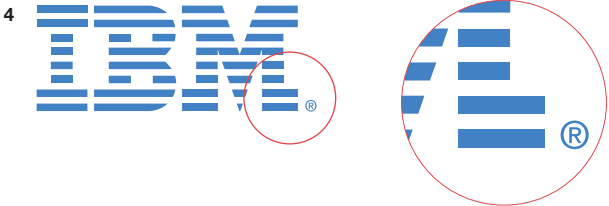
1 minimum size is 20 points high



2 minimum space around the IBM logo is equal to its height



3 example of minimum space around logo



4 registered trademark symbol must appear with logo at least once on all materials

# IBM Brand Elements

## IBM Logo with Smarter Planet Icon

### Guidelines

- It should be used with a registration mark (®) at least once on every application outside of the actual event (pre-event, post-event and any event items away from the physical premises).
- Use only supplied artwork (1-6), without alteration.
- Don't extract the planet icon and use it locked up with any additional text or graphic elements such as taglines, messaging or graphic icons.
- The planet icon locked-up with the IBM logo should not appear in the same visual plane as the 8-bar logo. These elements may appear on the same application, but they should not be visible simultaneously (with extremely limited exceptions such as the main stage)



### Impact Dark Purple

PMS 255C  
CMYK C50 M100 Y0 K15  
RGB R127 G28 B125  
WEB 7F1C7D



### Impact Light Purple

PMS 2587  
CMYK C60 M70 Y0 K0  
RGB R121 G97 B170  
WEB 7961AA

# IBM Brand Elements

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## Typeface

### Guidelines

- Typography plays a critical role in IBM communications. Impact 2010 uses Helvetica Neue LT Com because it is effective across the entire range of communications required for the event, from body text to headlines to numbers, regardless of scale.
- Helvetica Neue LT Com will be used as the primary typeface for all applications. Its primary “weights,” or thicknesses, are 45 Light, 55 Roman and 75 Bold, as shown to the right.
- Additional styles and weights of Helvetica are available for body text, but they should be used to illustrate hierarchies within content, not for decorative purposes.
- Use only with left-justified, right-ragged text—not with fully-justified margins or centered text.

Typeface cut (font name):

# Helvetica Neue LT Com

Primary styles and weights:

45 Light

55 Roman

75 Bold

Secondary styles and weights:

46 Light Italic

56 *Italic*

65 Medium

66 Medium Italic

76 ***Bold Italic***

# IBM Brand Elements

## 2010 IBM Conference Graphics

The Impact2010 branding has been designed to closely align with the branding for other IBM Software Group conferences. The branding gives Impact2010 its own unique identity, yet provides a consistent look for all Software Group conferences.

### Impact2010

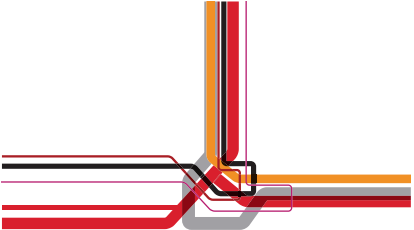
The Premier Conference for Business and IT Leaders



### Innovate2010 Let's Build a Smarter Planet



### Pulse2010 The Premier Service Management Event



### Lotusphere<sup>®</sup> 2010



IOD2010 placeholder



# Impact 2010 Visual Elements

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## Conference Brand Mark

The Impact2010 conference brand mark leverages the strong brand equity in the WebSphere brand color. The conference brand mark is bold, strong and impactful.

The Impact2010 conference brand mark can be placed against a white, black or purple background. It can also appear in grayscale. Where possible, for maximum impact, one of the color versions should be used.



**Impact2010**

1 black and purple on white background



**Impact2010**

2 white and purple on black background



**Impact2010**

3 white and black on purple background



**Impact2010**

4 grayscale on white background



**Impact2010**

5 grayscale on black background

# Impact 2010 Visual Elements

---

## Conference Brand Mark With Conference Descriptor

### Guidelines

The Impact2010 conference descriptor is “The Premier Conference for Business and IT Leaders.” The conference descriptor puts the focus squarely on the target audience — business and IT leaders — and clearly positions Impact as the leading BPM, SOA & collaboration conference.

The Impact2010 conference brand mark can be used with or without the conference descriptor.



**Impact2010**

The Premier Conference for Business and IT Leaders

1 black and purple on white background



**Impact2010**

The Premier Conference for Business and IT Leaders

2 white and purple on black background



**Impact2010**

The Premier Conference for Business and IT Leaders

3 white and black on purple background



**Impact2010**

The Premier Conference for Business and IT Leaders

4 grayscale on white background



**Impact2010**

The Premier Conference for Business and IT Leaders

5 grayscale on black background

# Impact 2010 Visual Elements

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## Conference Brand Mark With Conference Descriptor

### Guidelines

If necessary, the conference descriptor may appear on two lines instead of one, as illustrated here.

---

**Impact2010**

The Premier Conference for  
Business and IT Leaders

1 black and purple on white background

---

**Impact2010**

The Premier Conference for  
Business and IT Leaders

2 white and purple on black background

---

**Impact2010**

The Premier Conference for  
Business and IT Leaders

3 white and black on purple background

---

**Impact2010**

The Premier Conference for  
Business and IT Leaders

4 grayscale on white background

# Impact 2010 Visual Elements

## Conference Tagline

### Guidelines

The Impact2010 conference tagline is “Discover. Interact. Optimize.” The tagline closely aligns with the three pillars of the business agility message:

- Discover insights that enable innovation
- Maximize the value of business interactions
- Optimize business processes and productivity

The tagline can also define the value of the conference itself, for instance:

- Discover insights that will help you change the way you work and enable you to work smarter — instead of just working harder
- Interact with the leading experts in the world of business and IT
- Equip yourself with the tools and resources you need to make optimization in your organization an ongoing process — not just a one-time only event

Please refer to the forthcoming Messaging Guide for approved tagline definitions.

The conference tagline can be used as a standalone design element. It can also appear locked up with the conference brand mark and descriptor.



The conference tagline uses 3 distinct colors from the Impact color palette. See page 19 for complete color details.

**Discover. Interact. Optimize.**

**Impact2010**

The Premier Conference for Business and IT Leaders

**Discover. Interact. Optimize.**

1 color on white background

**Impact2010**

The Premier Conference for Business and IT Leaders

**Discover. Interact. Optimize.**

2 color on black background

**Impact2010**

The Premier Conference for Business and IT Leaders

**Discover. Interact. Optimize.**

3 grayscale on white background

**Impact2010**

The Premier Conference for Business and IT Leaders

**Discover. Interact. Optimize.**

4 grayscale on black background

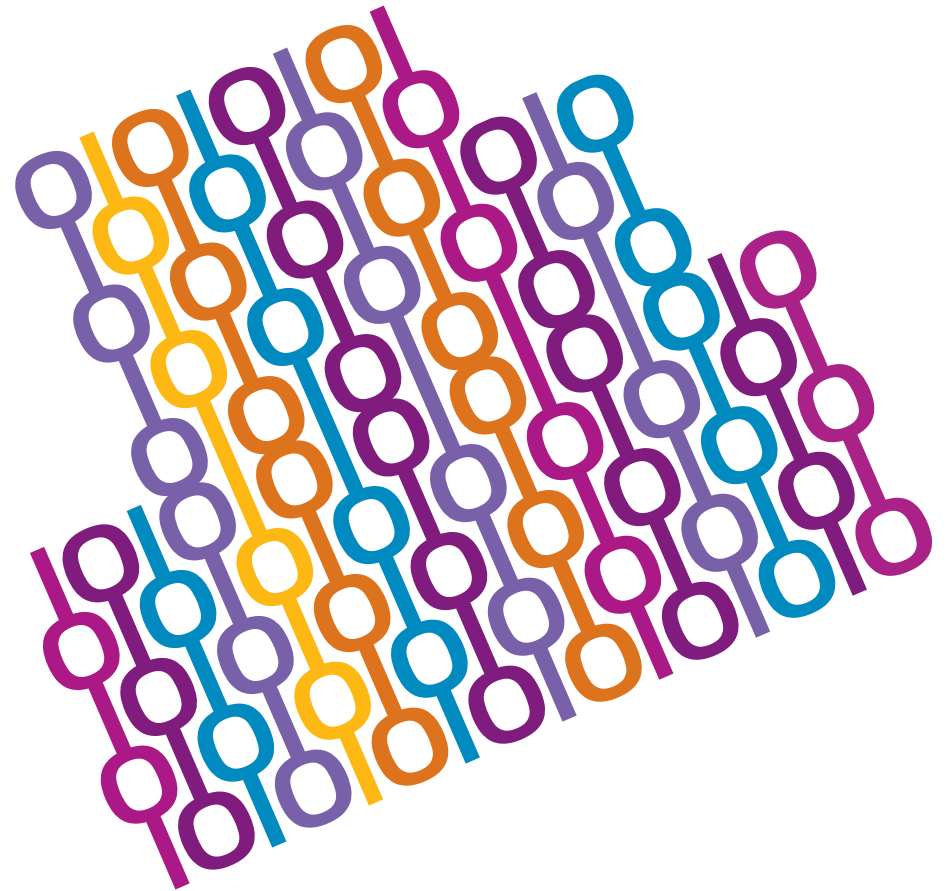
# Impact 2010 Visual Elements

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## Conference Graphic Without Photography

The conference graphic provides Impact2010 with a strong visual identity. The graphic reinforces how BPM, SOA and collaboration are interlinked; and work together to enable organizations to achieve business agility now and drive innovation.

The graphic can be used with numerous Impact2010 design elements.



# Impact 2010 Visual Elements

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## Conference Brand Mark, Descriptor & Graphic Without Photography

This design illustrates how the conference brand mark, conference descriptor and conference graphic are used in conjunction with each other.



1 color on white background

---



2 color on black background

---



3 grayscale on black background

# Impact 2010 Visual Elements

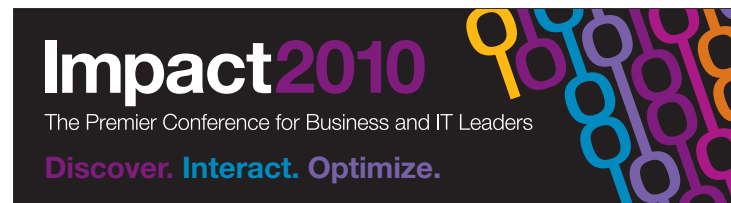
---

## Conference Brand Mark, Descriptor, Tagline & Graphic Without Photography

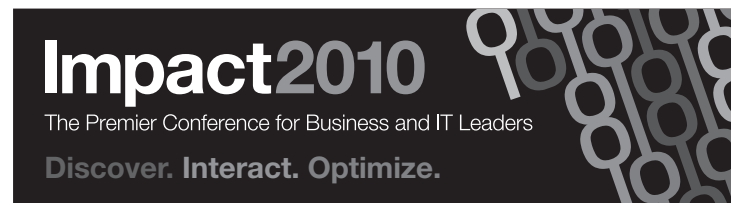
This design illustrates how the conference brand mark, descriptor, tagline and graphic are used in conjunction with each other.



1 color on white background



2 color on black background



3 grayscale on black background

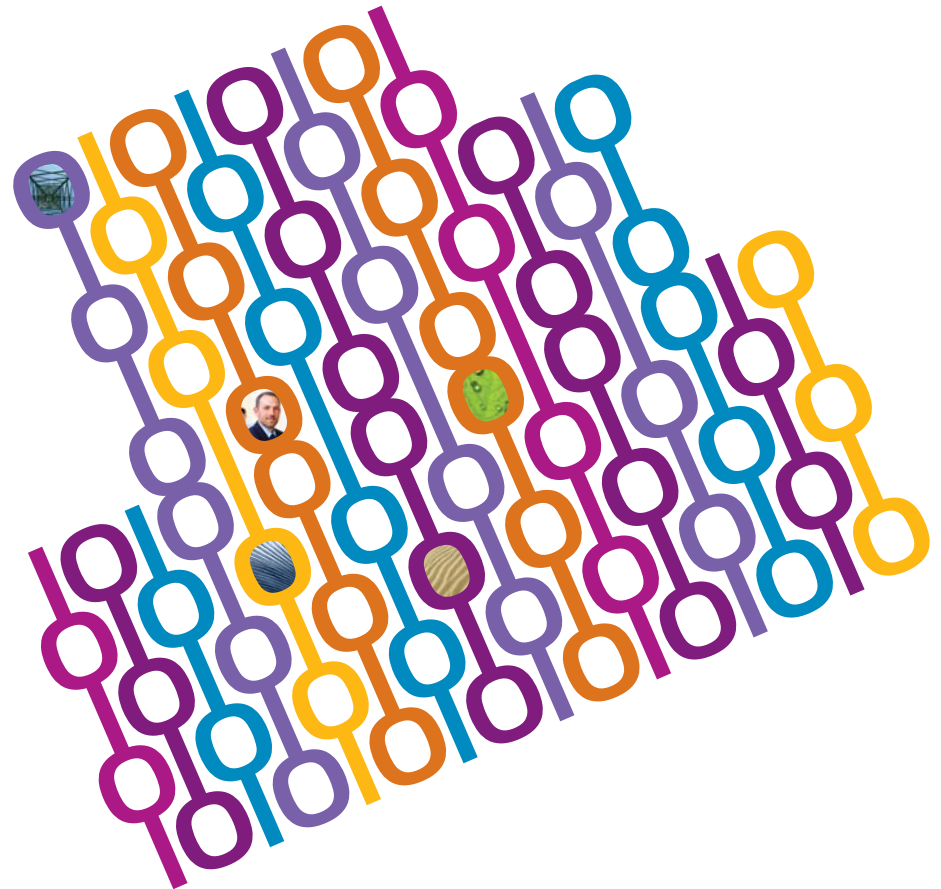
# Impact 2010 Visual Elements

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## Conference Graphic With Photography

The Impact2010 graphic can also be used with photographic imagery inside the chain links. The imagery can support the overall Impact message, geared towards all attendees. It can also be customized to specific constituencies and industries.

The photographic images must be large enough to be easy to read. Photography can be used only when the oval in the graphic is equal to or greater than 0.5" in height.





# Impact 2010 Visual Elements

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## Conference Brand Mark, Descriptor & Graphic With Photography

This design illustrates how the photographic version of the conference graphic works with the conference brand mark and descriptor.

Photography can be used only when the oval in the graphic is equal to or greater than 0.5" in height.



1 color on white background

---



2 color on black background

---



3 grayscale on black background

# Impact 2010 Visual Elements

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## Conference Brand Mark, Descriptor, Tagline & Graphic With Photography

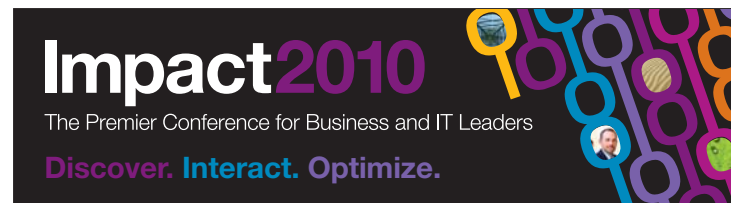
This design illustrates how the photographic version of the conference graphic works with the conference brand mark, descriptor and tagline.

Photography can be used only when the oval in the graphic is equal to or greater than 0.5" in height.



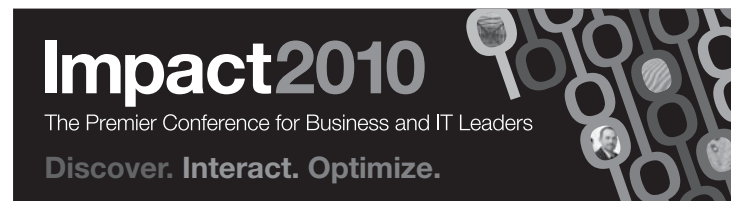
1 color on white background

---



2 color on black background

---



3 grayscale on black background

# Impact 2010 Visual Elements

## Photography Regulations

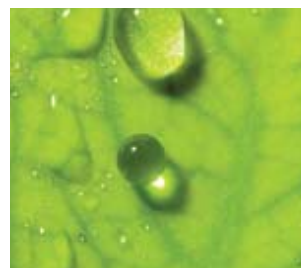
A library of approved grayscale and color photographs is available at the Impact 2010 FTP site (access information listed on page 2 of this Style Guide).

Grayscale and color photos may be used inside the chain links when the artwork is used at the specified dimensions shown right. The interior oval of the link must be at minimum 0.5" in height, or greater to implement the use of the approved royalty-free photography.

Grayscale is only to be used when output for all components will result in grayscale. Otherwise color photographs are to be used.



- 1 when oval in graphic is equal to or greater than 0.5" in height, photography can be used



- 2 royalty-free photography approved for Impact 2010

# Impact 2010 Visual Elements

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## Color Palette

The color palette for IBM Impact 2010 is centered around six basic PMS colors shown here.



### Impact Dark Purple

PMS 255C  
CMYK C50 M100 Y0 K15  
RGB R127 G28 B125  
WEB 7F1C7D



### Impact Light Purple

PMS 2587C  
CMYK C60 M70 Y0 K0  
RGB R121 G97 B170  
WEB 7961AA



### Impact Magenta

PMS 241C  
CMYK C30 M100 Y0 K5  
RGB R171 G26 B134  
WEB AB1A86



### Impact Blue

PMS 640C  
CMYK C100 M11 Y3 K16  
RGB R0 G138 B191  
WEB 008ABF



### Impact Orange

PMS 158C  
CMYK C0 M62 Y100 K10  
RGB R221 G115 B28  
WEB DD731C



### Impact Yellow

PMS 124C  
CMYK C0 M30 Y100 K0  
RGB R253 G184 B19  
WEB FDB813

# Impact 2010 Brand Application

## Web Page Layout

For multimedia and Web design, IBM Impact 2010 approved graphics may be animated or reassembled.

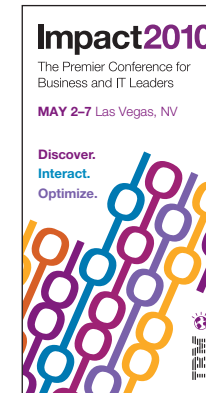
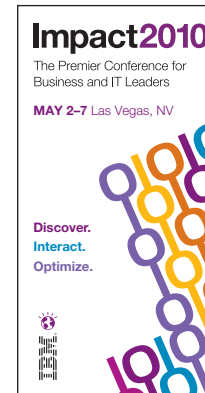
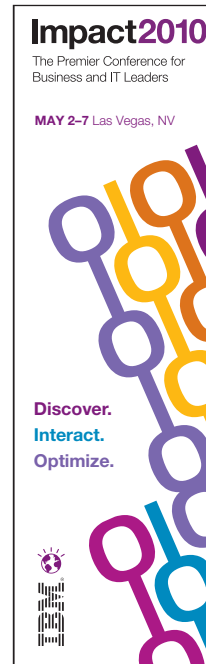


Impact 2010 sample web page

# Impact 2010 Brand Application

## Website Banners

For advertising on partner and social networking websites, IBM Impact 2010 approved graphics may be animated or reassembled.

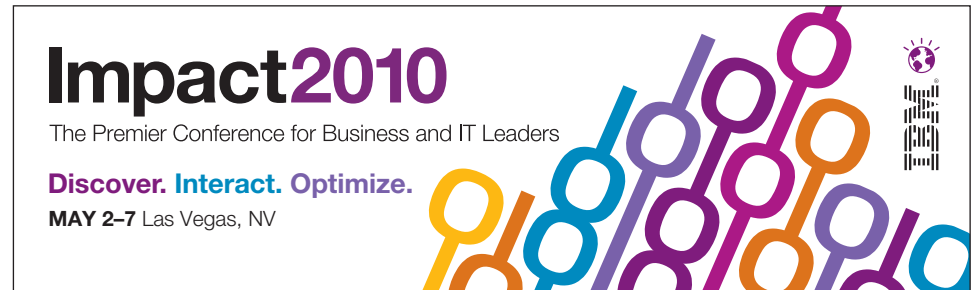


Impact 2010 sample web banner ads

# Impact 2010 Brand Application

## Social Networking Website Banners

For social networking websites (Facebook, MySpace, Twitter, TypePad), IBM Impact 2010 approved graphics may be animated or reassembled.



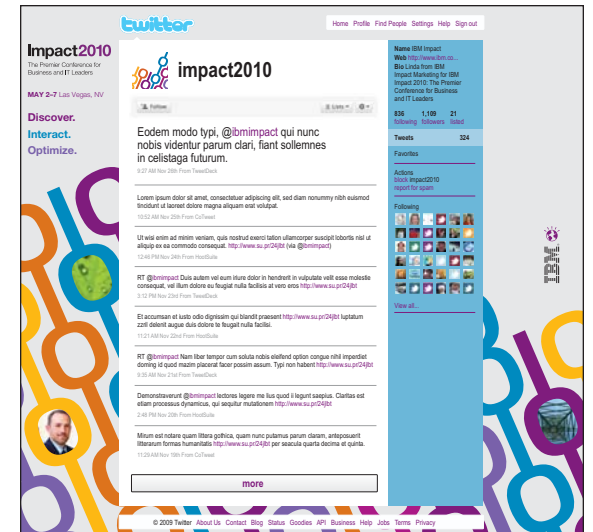
1 IBM Impact 2010 TypePad/blog site header



2 IBM Impact 2010 Facebook profile art



3 IBM Impact 2010 MySpace profile art



4 IBM Impact 2010 Twitter profile

# Impact 2010 Brand Application

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## email Signature

This page demonstrates how the IBM Impact 2010 design elements are applied to the email signature. Artwork is to be used as is, and should not be altered in any manner.

### Measurement

The Impact 2010 email signature measures to meet the variety of email application requirements: 435 pixels (width) x 145 pixels (height) at 72 dpi.



Impact 2010 sample email signature



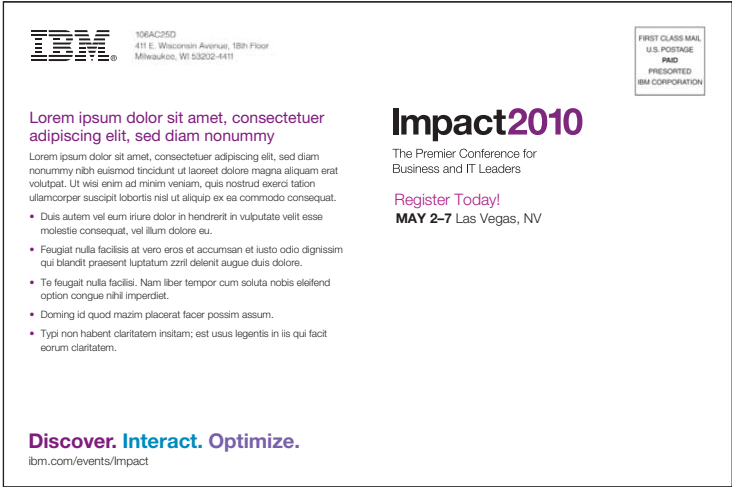
# Impact 2010 Brand Application

## Direct Mail Postcard

This page demonstrates how the IBM Impact 2010 design elements are applied to a postcard mailer.



1 Impact 2010 sample postcard front



2 Impact 2010 sample postcard back

# Impact 2010 Brand Application

## Business Cards

This page demonstrates how the IBM Impact 2010 design elements are applied to standard business cards, measuring 3.5" w x 2" h.



1 Impact 2010 sample business card front



2 Impact 2010 sample business card back and color options

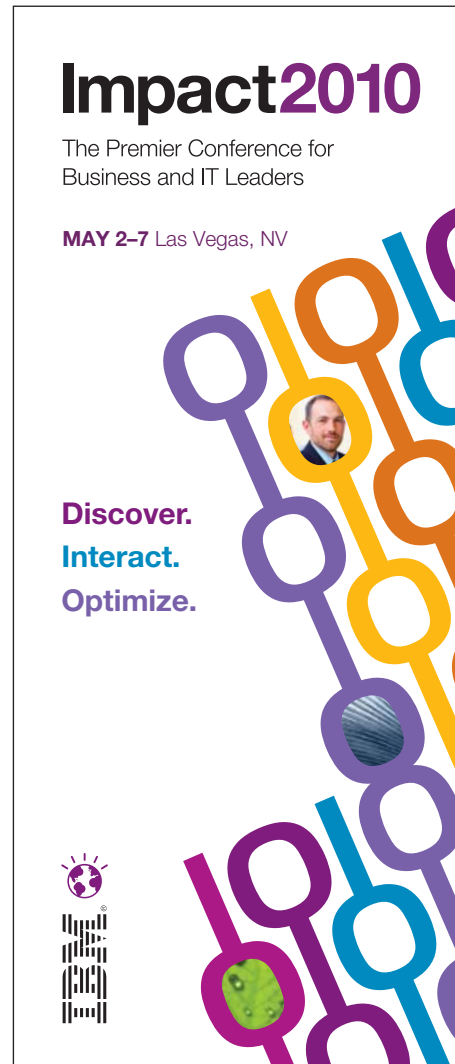


# Impact 2010 Brand Application

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## Tri-fold Brochure

This page demonstrates how the IBM Impact 2010 design elements are applied to a tri-fold brochure.



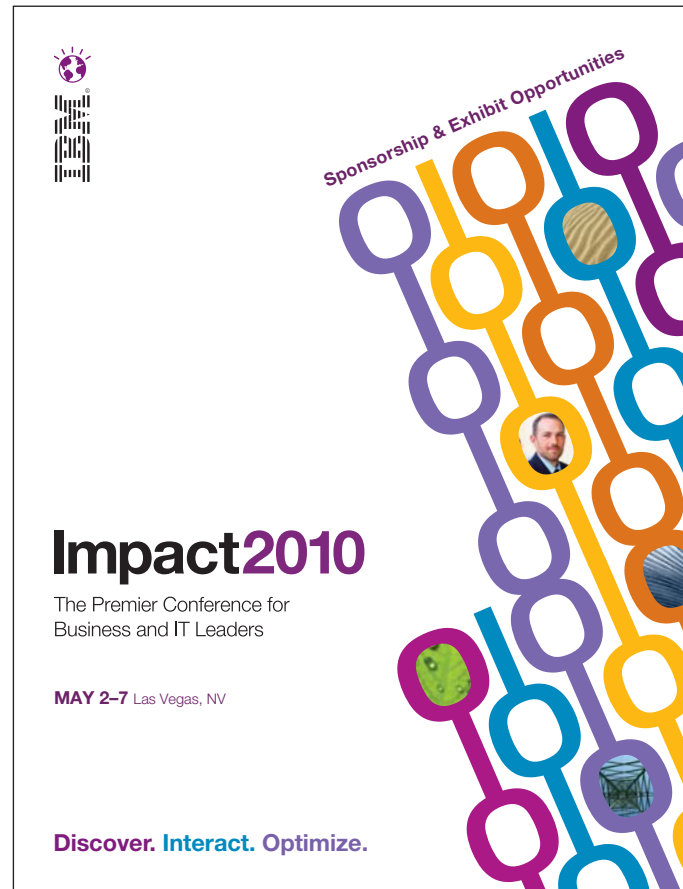
Impact 2010 sample tri-fold brochure cover

# Impact 2010 Brand Application

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## Sponsor & Exhibitor Package

This page demonstrates how the IBM Impact 2010 design elements are applied to the Sponsorship & Exhibit Opportunities Package.



Impact 2010 sample Sponsorship & Exhibit Opportunities cover

# Impact 2010 Brand Application

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## Promotional Poster

This page demonstrates how the IBM Impact 2010 system is applied to promotional posters.



Impact 2010 sample 4'w x 6'h promotional poster

# Impact 2010 Brand Application

## Signage & Banners

### Horizontal

The horizontal signs in these examples are different sizes and dimensions. Each serves a different purpose for the conference, yet they maintain a strong visual connection with each other.



1 Impact 2010 sample extended horizontal hanging banner with photography



2 Impact 2010 sample horizontal hanging banner



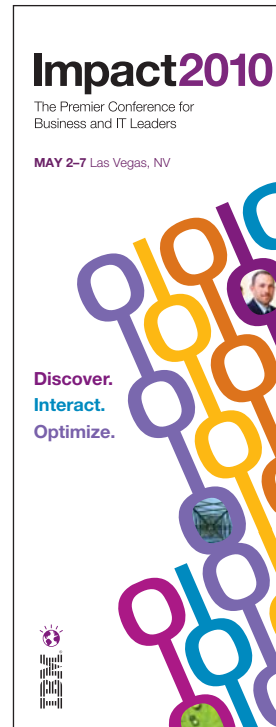
3 Impact 2010 sample horizontal meeting room banner

# Impact 2010 Brand Application

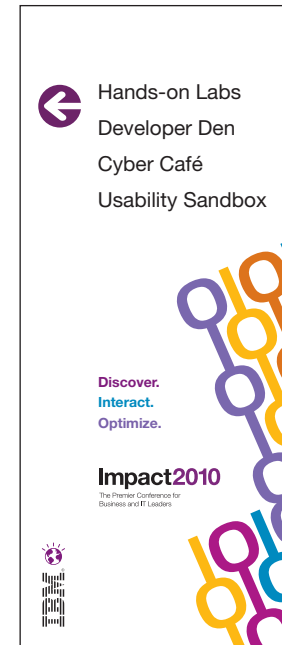
## Signage & Banners

### Vertical

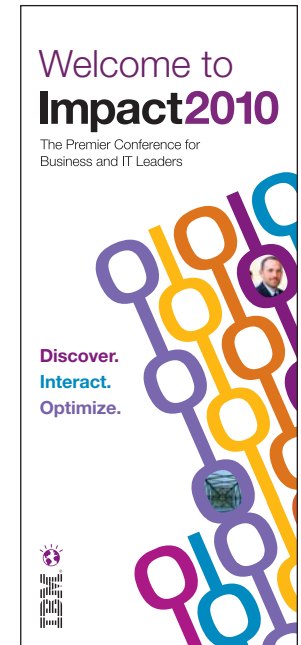
The vertical signs in these examples are different sizes and dimensions. Each serves a different purpose for the conference, yet they maintain a strong visual connection with each other.



1 Impact 2010 sample vertical hanging banner



2 Impact 2010 sample vertical meterboard

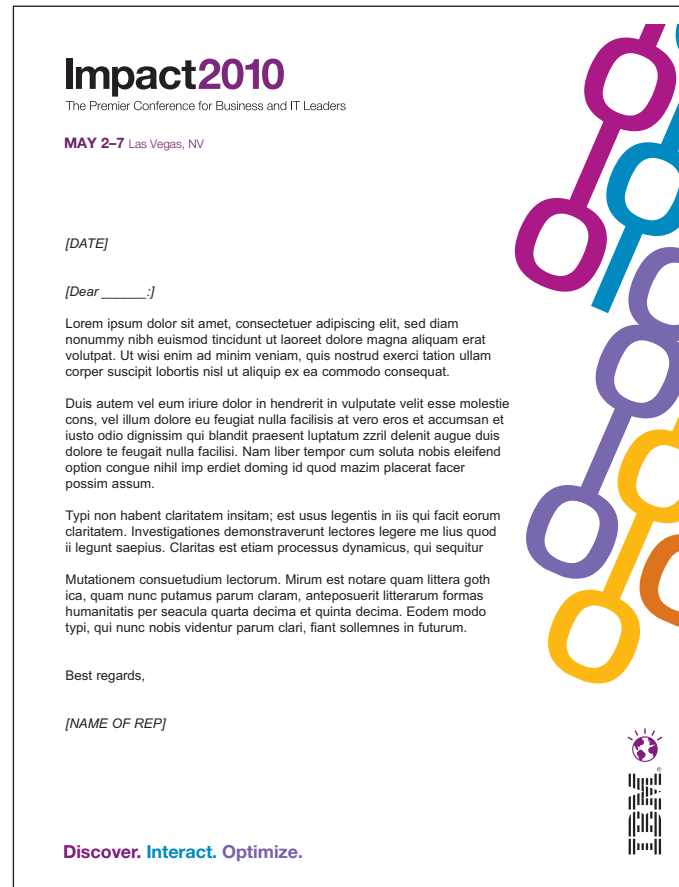


3 Impact 2010 sample vertical welcome banner

# Impact 2010 Brand Application

## Letterhead

This page demonstrates how the IBM Impact 2010 design elements are applied to stationery.



Impact 2010 sample Sponsorship & Exhibit Opportunities cover



# Impact 2010 Brand Application

## Media

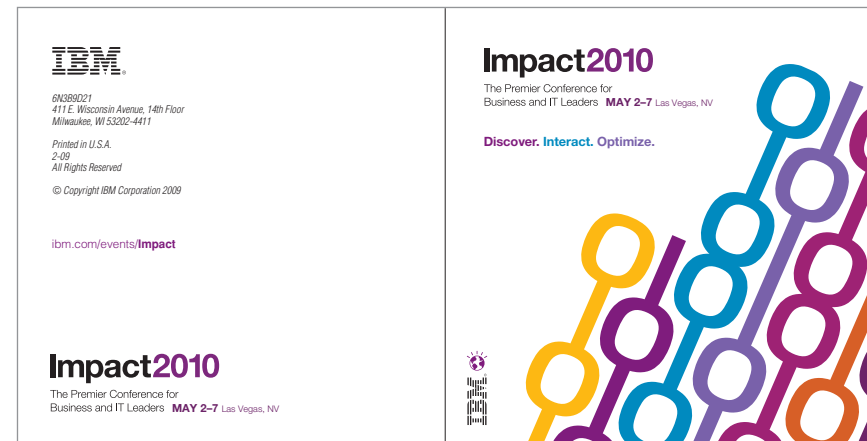
These prototypical examples demonstrate the IBM Impact 2010 design elements applied to DVDs and CD-ROMs.

### DVDs/CD-ROMs

Booklets measure 9.25" w x 4.75" h (240mm x 120mm) flat. Booklets may be printed as single sheets or as one full sheet with a spine.



1 Impact 2010 sample CD/DVD



2 Impact 2010 sample CD/DVD booklet

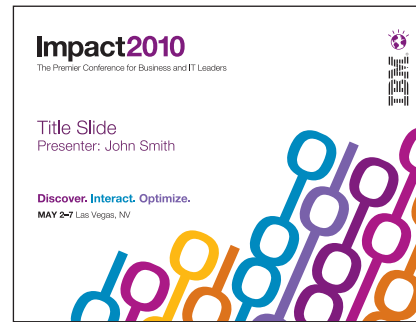
# Impact 2010 Brand Application

## Powerpoint Template

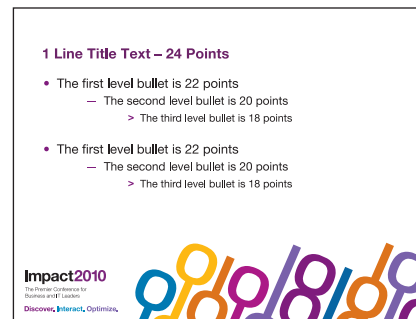
The IBM Impact 2010 presentation template is provided in a PowerPoint format.

The template is available for download on the IBM/Vendor FTP Website at:

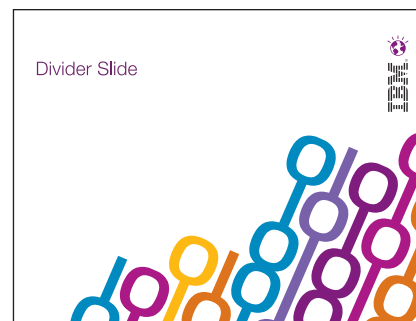
Host: <http://impact2010graphics.druryprojects.com>  
Username: **impactgraphics**  
Password: **Uploads1**



1 Impact 2010 sample powerpoint title slide



2 Impact 2010 sample powerpoint text slide



3 Impact 2010 sample powerpoint divider slide

# Impact 2010 Brand Application

## HTML Template

This page demonstrates how the IBM Impact 2010 design elements are applied to an HTML email.



The image shows a sample HTML email template for the Impact 2010 conference. The header features the event title 'Impact 2010' in a large, bold, purple font, with a decorative graphic of colorful binary code (0s and 1s) on the right. Below the title is the subtitle 'The Premier Conference for Business and IT Leaders' and the tagline 'Discover. Interact. Optimize.' followed by the dates 'MAY 2-7 Las Vegas, NV'. The main content area is divided into two columns. The left column contains a 'Register Today & Save More' section with a deadline of December 31, 2009, and a 'This Year's Tracks Include:' section listing various topics like Collaborative Application Lifecycle Management, Integrated Service Management, etc. The right column contains a 'Header Goes Here!' section with placeholder text, a purple callout box with white text, and a 'Subhead Goes Here:' section with a bulleted list of placeholder text. At the bottom, there is a small footer with a privacy notice and a link to unsubscribe.

**Impact 2010**  
The Premier Conference for Business and IT Leaders

**Discover. Interact. Optimize.**  
MAY 2-7 Las Vegas, NV

**Register Today & Save More**  
Deadline for early bird special is December 31, 2009

**This Year's Tracks Include:**

- **NEW** Collaborative Application Lifecycle Management
- **NEW** Integrated Service Management
- Requirements Definition and Management
- Modeling, Architecture and Construction
- Enterprise Architecture Management
- Enterprise Modernization
- Change and Configuration

**Header Goes Here!**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam

Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat

**Put a callout quote or call to action in this space**  
**Set in Lubalin at 14pt. Lorem ipsum dolor sit amet, sectetuer adipiscing elit, sed diam nonummy nibh mod tincidunt ut laoreet dolore magna aliquam.**

**Subhead Goes Here:**

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
- Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.
- Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim

If you'd like IBM to refrain from sending you similar marketing e-mails in the future, just respond through this link: [mailto:netsupp@us.ibm.com?subject=PRIVACY 109BH82E](mailto:netsupp@us.ibm.com?subject=PRIVACY%20109BH82E) or send an e-mail to [netsupp@us.ibm.com](mailto:netsupp@us.ibm.com) with the subject PRIVACY 109BH4TE.

Impact 2010 sample HTML email



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White Plains, New York 10604

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11-09

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