

The Lotus Direct Marketing Cookbook
– Usage Guidelines for Business Partners

10/17/2002



The Lotus Direct Marketing Cookbook

This cookbook is a compendium of executional guidelines that can be implemented anywhere in the world Lotus software customers and prospects can be found. It is designed to provide templates and imagery for all of Lotus Direct Marketing communications throughout 2002.

It provides guidelines that will ensure that every Lotus Direct Marketing communication supports our unique brand image, while placing Lotus under the broader IBM umbrella in a logical and visually coherent fashion.

It also allows enough flexibility in imagery and copy length to ensure that specific communications can be customized and made relevant for different customers, different industries, different budgets and different geographical regions.

The Direct Marketing focus of Lotus will be to generate qualified leads/demand and cross-sell the current install base. One way Direct Marketing will be used is to drive prospects and customers to seminars and Webinars. This cookbook contains templates for the following tactics: envelope/invitations, postcards for Webinar invitations or reminders, and more comprehensive direct mail packages.



The Goal of Direct Marketing

The goal of Direct Marketing is to generate a response from a customer or prospect. Specifically, we are asking our target audience to take some kind of positive action, whether it is registering for a seminar, asking for more information, visiting a Web site, completing a survey, calling a salesperson, etc.

Of course, every communication that Lotus sends out must support the Software Group brand image. The language and benefits of the Direct Marketing pieces must be customer-focused. The graphics must be chosen for the strongest possible visual impact to break through mail clutter. Response rates will be maximized by incorporating an attractive, relevant offer with a compelling call-to-action.



The Lotus Marketing Communications Theme

Our value proposition is: "Lotus software provides collaborative e-business solutions that bridge people and knowledge, and maximize investments in existing technology. Lotus delivers a competitive advantage by securely bringing together people and information with its modular, standards-based collaboration, learning and knowledge-enabling software."

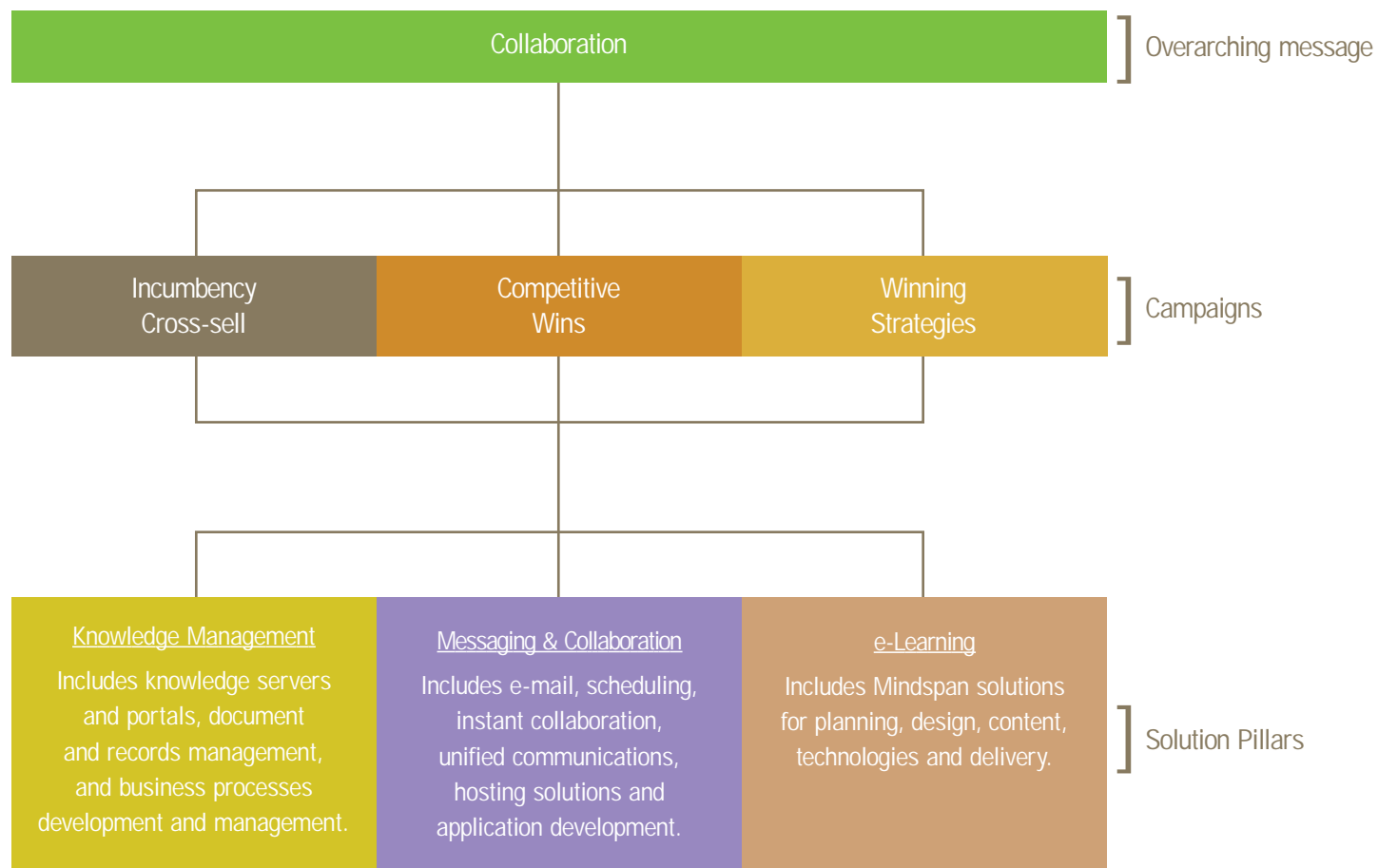
Every Lotus communication must support this statement in some way. But this does not mean that this statement must be incorporated word-for-word in every communication. The core benefits of "collaboration," "maximizing ROI" and "secure" should be included, supported and emphasized, wherever appropriate.

Business Partner Communications

Beginning on page 24 are the guidelines for Business Partner communications, which have a slightly different look from IBM communications. (This is done primarily because of the possibility of audience crossover between the two types communications.) The main differentiator between the two looks is color — all Business Partner communications are duotone, which not only looks different, but costs less to print.

Lotus Campaigns

The three Lotus campaigns are Incumbency Cross-sell, Competitive Wins and Winning Strategies. Each of these three campaigns is supported by individual solutions pillars:



Creative Considerations

Overall: All elements shown (unless otherwise indicated) are based on U.S. production specifications (Imperial). Direct Marketing templates can be produced in Europe, Latin America, the Middle East, Africa and Asia Pacific, with minor adaptations dependent on geographic needs and standards.

Copy: First mention of Lotus should always be "Lotus® software from IBM." Subsequent mentions may be "Lotus software." Also, Lotus should always be used in the singular, non-possessive tense (i.e. always "Lotus," never "Lotus' "). Products should always be referred to by their full name.

Mosaic: Please refer to Mosaic executional guidelines below.

Photography: Please refer to Lotus Photo Library for approved images. Refer to Mosaic guidelines on page 10.

Icons: Please refer to Lotus Icon Library for approved icons. Refer to Mosaic guidelines on page 10.

Layout: Positioning of mosaic compositions, headlines, copy, etc. for each piece is fixed. This is done to maintain the integrity of the Lotus brand image, as well as to avoid added expense and delays to market. In some cases, there are both four-color and two-color versions of a piece, such as an envelope or letterhead. This is done to accommodate a range of budgets while maintaining the integrity of the Lotus brand image. Please refer to the layout guidelines beginning on page 12.

Also, the Lotus software brand mark should always appear as a brand mark and never in copy. The IBM logo should always be given more weight and prominence than the Lotus brand mark, as it is the corporate signature and is positioned as the voice of the piece. (Please refer to Chapter 1 of Lotus Brand Guidelines)



Executorial Considerations

Copy Tone & Manner: Copy, in tone and manner as well as messaging, should express the core ideas of how Lotus software from IBM “helps businesses leverage know-how, allowing them to induce change, work faster and collaborate.” Copy should also explain the aspects of a product, service or solution in the context of tangible customer benefits.

The voice should be human, approachable and informative. It should present information in a way that is relevant to customers and inspires their trust and confidence.

Additionally, postcards should only be used for thank-you/follow-up, event reminder, offer and drive-to-Webinar purposes. Postcards are not a recommended medium for seminar invitations. As an example in the Layout Guidelines, the postcards are used as thank-you/follow-up communications.

Mosaics:

The Lotus mosaic portrays a certain personality. Collectively, the elements represent what Lotus software is, as well as what it inspires. It is the foundation and means by which campaigns are reinforced. Prominent concepts this mosaic is designed to represent include:

- Collaboration
- Communication
- Learning
- Knowledge
- Innovation

The Lotus mosaic has been created and saved as a high-resolution graphics file. The individual images or icons in the mosaic will be referred to as **elements**, while the arrangement of four or more elements for use as a whole will be referred to as a **composition**. Every mosaic composition should always consist of at least **one of each** of the following:

- Portraits of people
- Metaphoric and/or symbolic images
- Icons and graphics

In addition to these elements, the following elements can also be added:

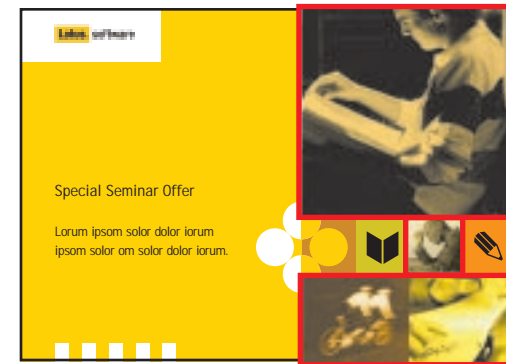
- Color fields
- Patterns

Elements from the existing mosaic must always be used. However, you can create your own composition from the existing elements. This is done to provide the maximum amount of impact and flexibility.

Mosaics:



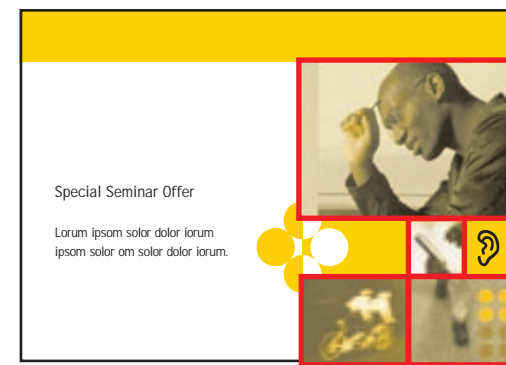
IBM uses the Four-Color Mosaic



IBM Postcard



Business Partner uses the Two-Color Mosaic (duotone)



Business Partner Postcard

Mosaics:

Photography: The Lotus Photo Library consists of headshots across a range of ethnicities. This is done to accommodate the needs of different geos. Geos may replace current imagery with headshots that will resonate best with their target audience.

In order to maximize impact with customers, the composition should always be new and interesting. This can easily be achieved by using different individual elements of the mosaic in the composition, as well as different images from the Lotus Photo Library.

Photos may be four-color, two-color, colorized or polarized to maintain overall integrity of the composition. A duotone image may only be used for two-color communications when production costs are a concern. All images may be cropped for effect. (See final page for explanation of color correcting)

Icons and Patterns: Icons and Patterns are to be used as secondary, supporting images *only*. They may be black, white, or one of the approved Lotus colors (see below). Note: On covers, the main icon must be used in conjunction with the mosaic exactly as it appears in the guidelines on pages 13-23.

Color: The coloration of elements and compositions may be either four-color, duotone, brand color monotone or black halftone. (Note: Business Partner versions are always duotone. This is done to differentiate Business Partner communications from IBM communications.) Each piece should always contain a dominant Lotus brand color. The approved Lotus palette consists of the following:

Brand Color



c0 m18 y100 k0

Complementary Colors



c20 m50 y100 k0



c0 m5 y60 k0



c20 m15 y100 k0



c0 m50 y100 k0



c15 m30 y90 k0



c40 m40 y60 k20



Layout:

Envelope: A teaser/benefit-oriented headline on the Executive Invitation envelope is recommended, but not mandatory. Refer to guidelines on pages 13-14 for positioning. The same applies for the Direct Mail Package envelope (see pages 17-18).

Mosaic: For each piece, placement and size of the mosaic composition should be followed as closely as possible. Refer to specific guidelines on pages 13-23.

Headline & Subhead: This copy should always be positioned as it appears in the guidelines on pages 13-23.

Subject Line: Call-outs (i.e. "Special Seminar Invitation," "Special Seminar Offer," etc.) are recommended in drive-to-event and drive-to-Webinar communications, but are not mandatory. Refer to guidelines on pages 13-23 for positioning.

Logos: Guidelines for using IBM and Lotus logos must be followed. Refer to the *IBM Software Brand Identity Guide* for specifics on logo usage.

Lotus Layout Guidelines

Executive Invitation > Envelope > Four-Color



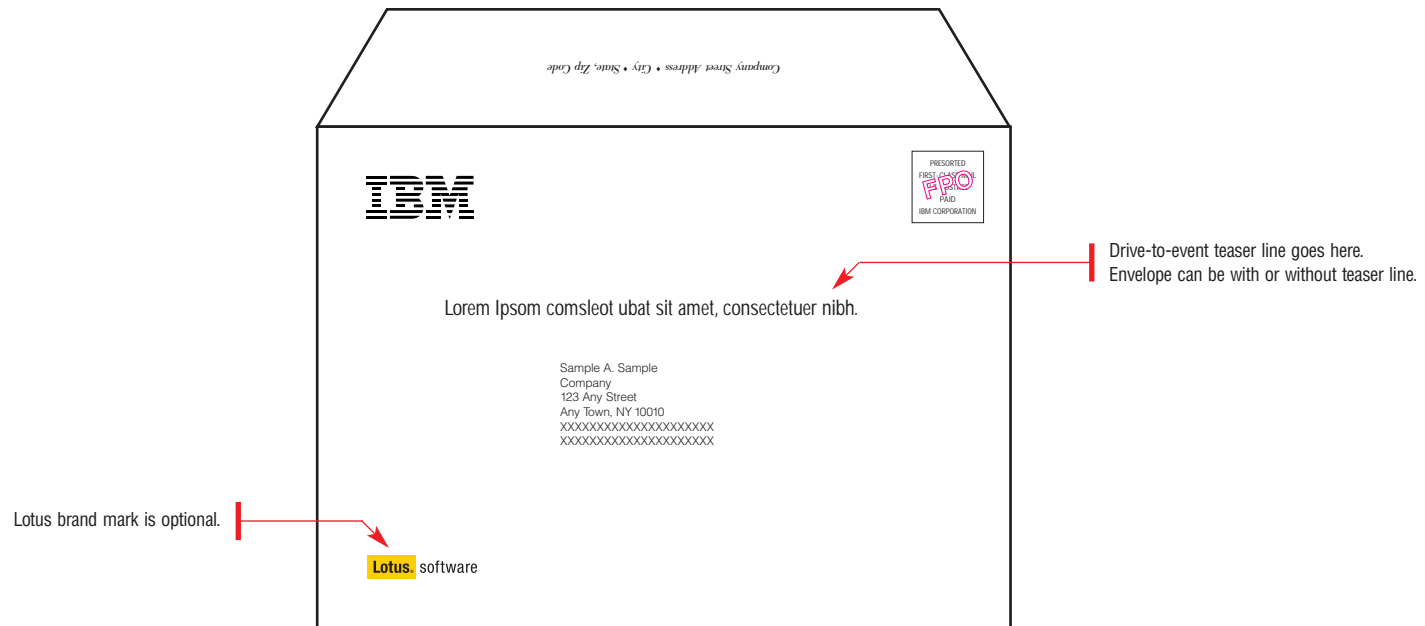
Creative Recommendations/Considerations

Envelope: 5 1/4" x 7 1/4" (Announcement style A7) **Paper stock, 2 Choices:** First, (more cost-effective) Potlatch Northwest 80# Dull text—Second, (more expensive) Strathmore Writing 80# Recycled Wove Text in Bright White

Color: 5/0: 4-cp + Spot Gloss Varnish the photography; no varnish if printing on Strathmore. **Sizes:** Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Executive Invitation > Envelope > No Mosaic > Two-Color



Creative Recommendations/Considerations

Envelope: 5 1/4" x 7 1/4" (Announcement style A7) **Paper stock:** Strathmore Writing 80# Recycled Wove Text in Bright White **2 Colors:** Black + PMS 115

Sizes: Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Executive Invitation > Outside > Four-Color

Lotus. software

You're invited
Lorem ipsum dolor sit amet
consectetur adipiscing elit.

Special Seminar Invitation

Headline should be drive-to-event/benefit-oriented whenever possible.

Subject line callout is recommended for drive-to-event invitation.

Main icon must be used as a breakout element from the mosaic.

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All rights reserved. All other products are trademarks or registered trademarks of their respective companies.

Creative Recommendations/Considerations

Invite: 5" x 7" (finished) **Paper stock, 2 Choices:** First, (more cost-effective) Potlatch Northwest 100# Dull cover—Second, (more expensive) Strathmore Writing 80# Recycled Wove Cover in Bright White **Colors:** 5/4 (if printing on Northwest): 4-Color Process + Spot Gloss Varnish (SGV) the photography OVER Y + M + K + SGV; **no varnish if printing on Strathmore.** **Sizes:** Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Executive Invitation > Inside > Four-Color

Seminar title and benefit.

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.

Date:
WEEKDAY, DATE

Time:
XXX A.M./P.M. to XX:XX A.M./P.M.

Event details.

Location:
Place, Address
City, State, Zip
Place, Address
City, State, Zip
Place, Address
City, State, Zip

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 justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id.

Program details and RSVP details.

Program

Speakers:
NAME, TITLE
NAME, TITLE

Discussion Topics:
Duis autem vel eum iriure dolor in hendrerit in vulputate nis sim qui blandit praesent luptatum zzril delenit augue duiis dol ore feugait nulla facilisi. Nam liber tempor cum solutaquod mazim placerat facer possim assum.

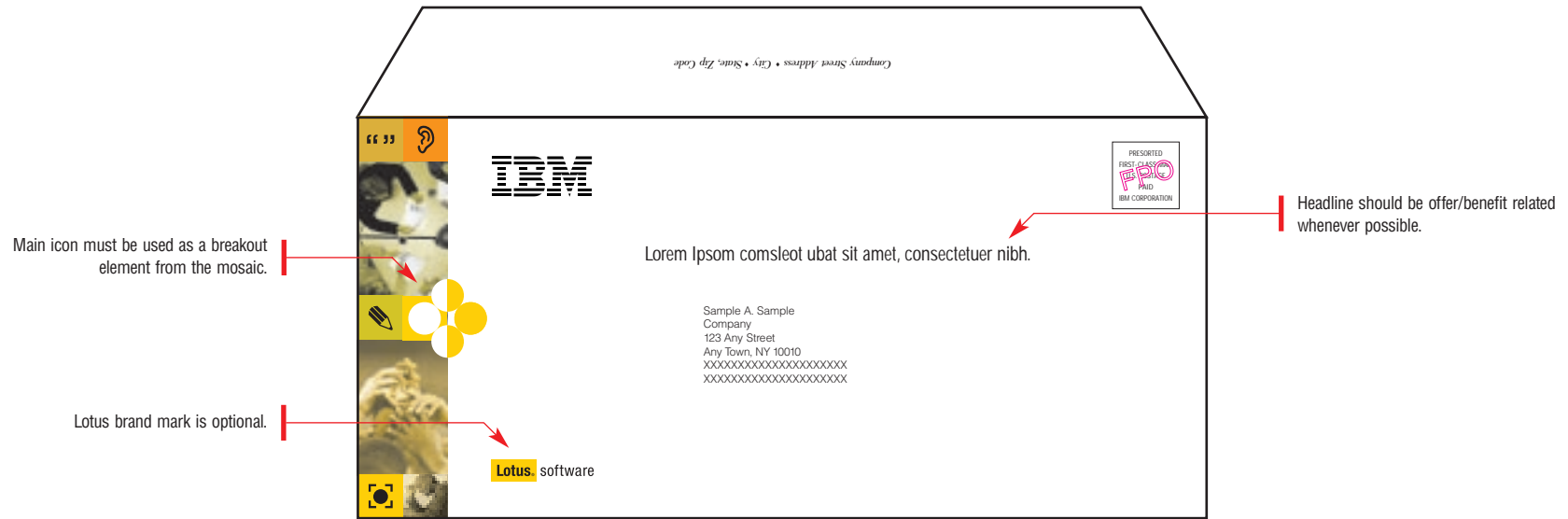
Duis autem vel eum iriure dolor in hendrerit in vulputate duiis dolore feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Please RSVP no later than DATE by faxing the enclosed registration form to XXX-XXX-XXXX or calling XXX-XXX-XXXX and mentioning invitation code XXXXXX. Or you may register online at lbn.com/ivoli/IBD

business software

Duis autem vel eum iriure dolor in hendrerit in vulputate nis sim qui blandit prae senti luptatum zzril delenit augue duiis dol ore feugait nulla facilisi. Nam liber tem por cum solutaquod.

Direct Mail Package > Envelope > Four-Color



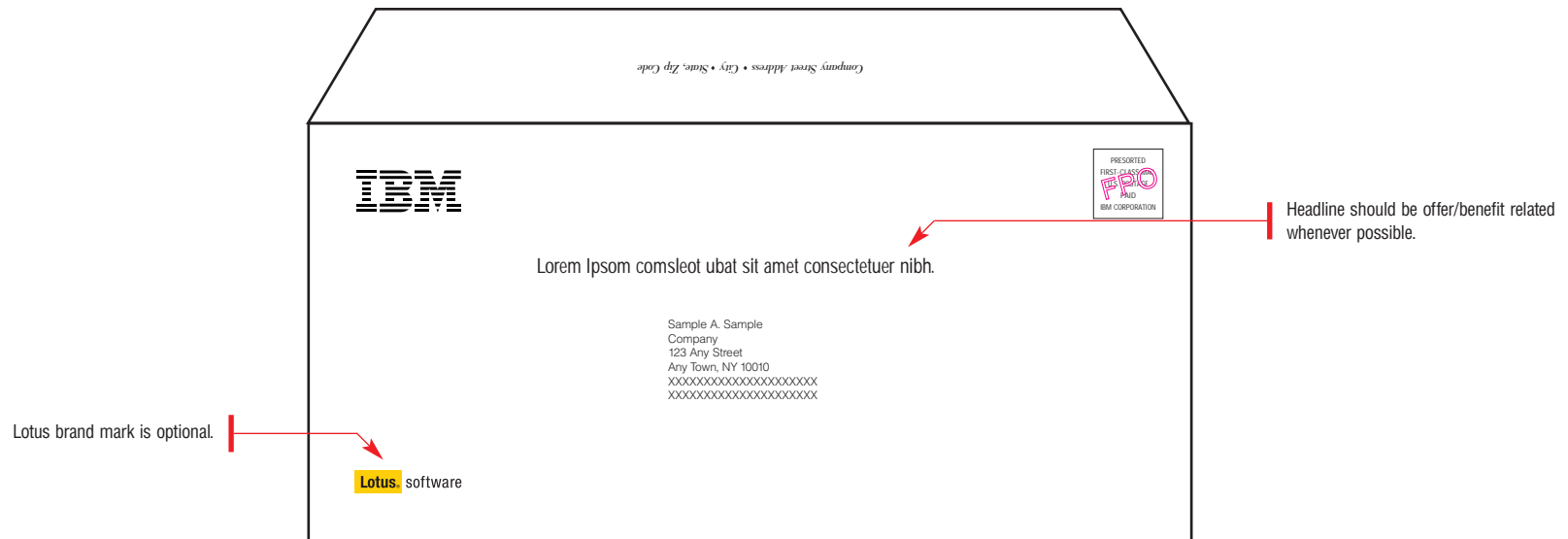
Creative Recommendations/Considerations

Envelope: 4 1/8" x 9 1/2" (#10) **Paper stock:** Potlatch Northwest 80# Dull text. **Colors:** 4-Color Process + Spot Gloss Varnish the photography)

Sizes: Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Direct Mail Package > Envelope > No Mosaic > Two-Color



Creative Recommendations/Considerations

Envelope: 4 1/8" x 9 1/2" (#10) **Paper stock, 2 Choices:** First, 70# Plainfield Opaque Britewhite Smooth Text—Second (if off-the-shelf envelopes aren't available in Plainfield) bright white 24# wove

Colors: Black + PMS 115 **Sizes:** Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Direct Mail Package > Letterhead > Four-Color



Offer/benefit or call-to-action Johnson Box headline goes here.

Main icon must be used as a breakout element from the mosaic.

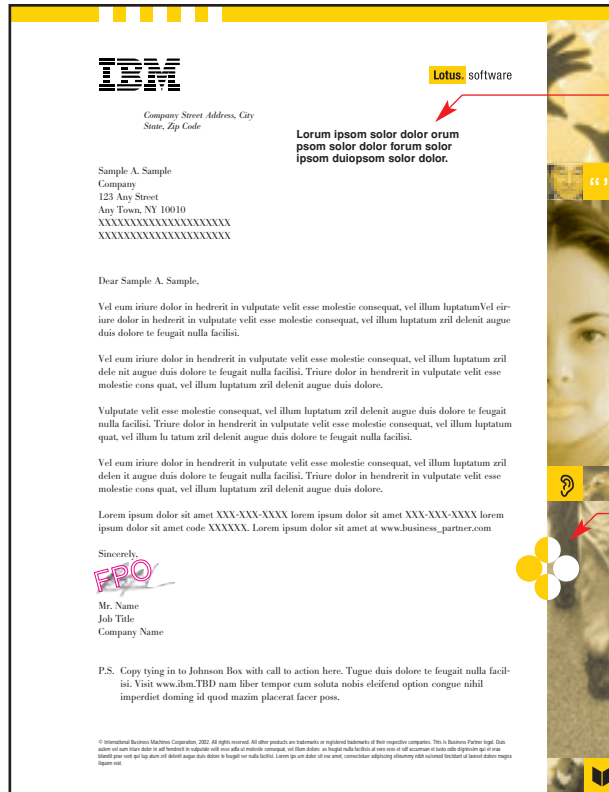
Creative Recommendations/Considerations

Letterhead: 8 1/2" x 11" **Paper stock:** 70# Plainfield Opaque Britewhite Smooth Text—Laser compatible stock **Colors:** 4-Color Process

Sizes: Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Direct Mail Package > Letterhead > Two-Color



Offer/benefit or call-to-action Johnson Box headline goes here.

Main icon must be used as a breakout element from the mosaic.

Creative Recommendations/Considerations

Letterhead: 8 1/2" x 11" **Paper stock:** 70# Plainfield Opaque BriteWhite Smooth Text—Laser compatible stock **Colors:** Black + PMS 115

Sizes: Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Direct Mail Package > Slim Jim > Outside > Four-Color



Creative Recommendations/Considerations

Slim Jim: 4" x 9" (finished) **Paper stock:** 100# Northwest Dull Text **Colors:** 5/5 (4-Color Process + Spot Gloss Varnish the photography)

Sizes: Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Direct Mail Package > Slim Jim > Inside > Four-Color

Headline should be benefit/offer oriented whenever possible.

Subheads should highlight product benefits whenever possible.

Call to action goes here.

Call to action line goes here.

Go to ibm.com/software/lotus/xxxx or call 1 XXX XXX-XXXX.

Postcard > Front > Four Color
Back > One-Color



Creative Recommendations/Considerations

Postcard: 5" x 7" (finished) Paper stock: 100# Northwest Dull Cover (must mic to .009 to meet U.S. postal regulations) Colors: 5/1 (4-Color Process + Spot Gloss Varnish the photography OVER Black; no varnish on back panel.)

Sizes: Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Business Partner Layout Guidelines

Creative Considerations: Business Partner

All guidelines for Lotus communications noted on page 6 apply to Business Partner communications. However, there are additional considerations for this work that must be taken into account.

Note: All Business Partner communications are designed in two colors. This is done to differentiate Business Partner communications from IBM communications.

The IBM Business Partner emblem contains the IBM logo. The IBM logo is one of the most recognized logos in the world and enjoys legal trademark status. There is great equity for business partners to use the IBM Business Partner emblem since it gives them the added recognition value of the IBM logo. However, because the emblem contains the IBM logo, they must not be altered. Complete information on usage may be found on the IBM PartnerWorld® site.

IBM Business Partner Emblems: There are two emblems—a two-color blue and black emblem for authorized IBM Business Partners and a four-color red, white, blue and black emblem for IBM Business Partners Certified for e-business. The IBM Business Partner emblem may be used by authorized IBM Business Partners in compliance with the IBM Business Partner Agreement and by Advanced or Premier-level Business Partners in IBM PartnerWorld. The Certified for e-business emblem may be used only by IBM Business Partners who have obtained Certified for e-business status for their firms and have been authorized to use this emblem by IBM. When either emblem is used at 1.3 inches wide or greater, the “®” registration mark and “TM” trademark symbol must appear.

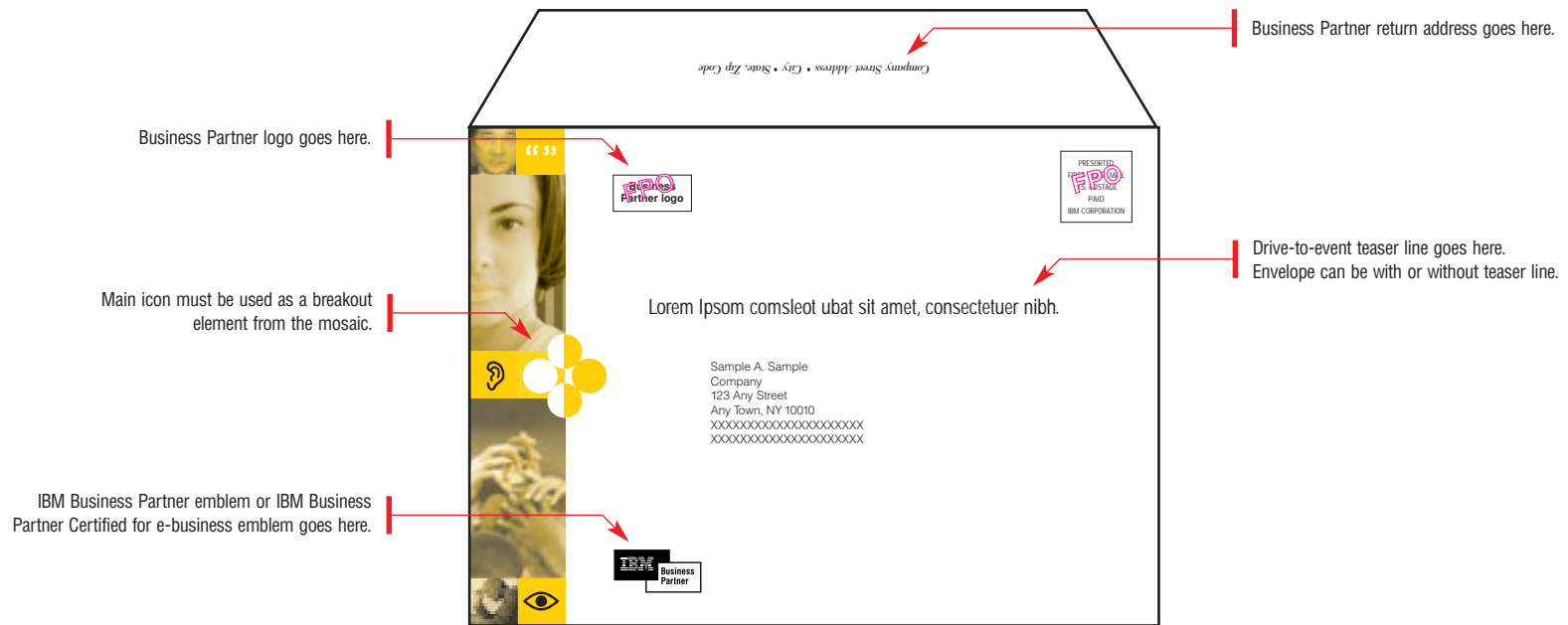
Placement of the Emblems and Logos: The placement of the emblems and logos in the layouts are fixed and not to be changed. They appear in the following order: *first*, the logo of the business partner; *second* the IBM Business Partner emblem, and *third* is the SWG Business Partner emblem (optional). These logos and emblems only appear on the back panel. Each appears with set copy. The order of the emblems/logos also determine the degree of prominence in terms of size.

Layout: Business Partner layouts are intended for Business Partner communications only. All other layout guidelines noted on page 6 apply.

Executional Considerations: Copy Tone & Manner

The IBM Business Partner communications, because they come from the Business Partner, should not speak in the IBM voice—should not be written as though they were from IBM. That said, the tone and manner should still be simple, direct, professional, approachable and informative. Because the copy is written from the Business Partner, the call to action is from the Business Partner.

Executive Invitation > Business Partner > Envelope > Two-Color

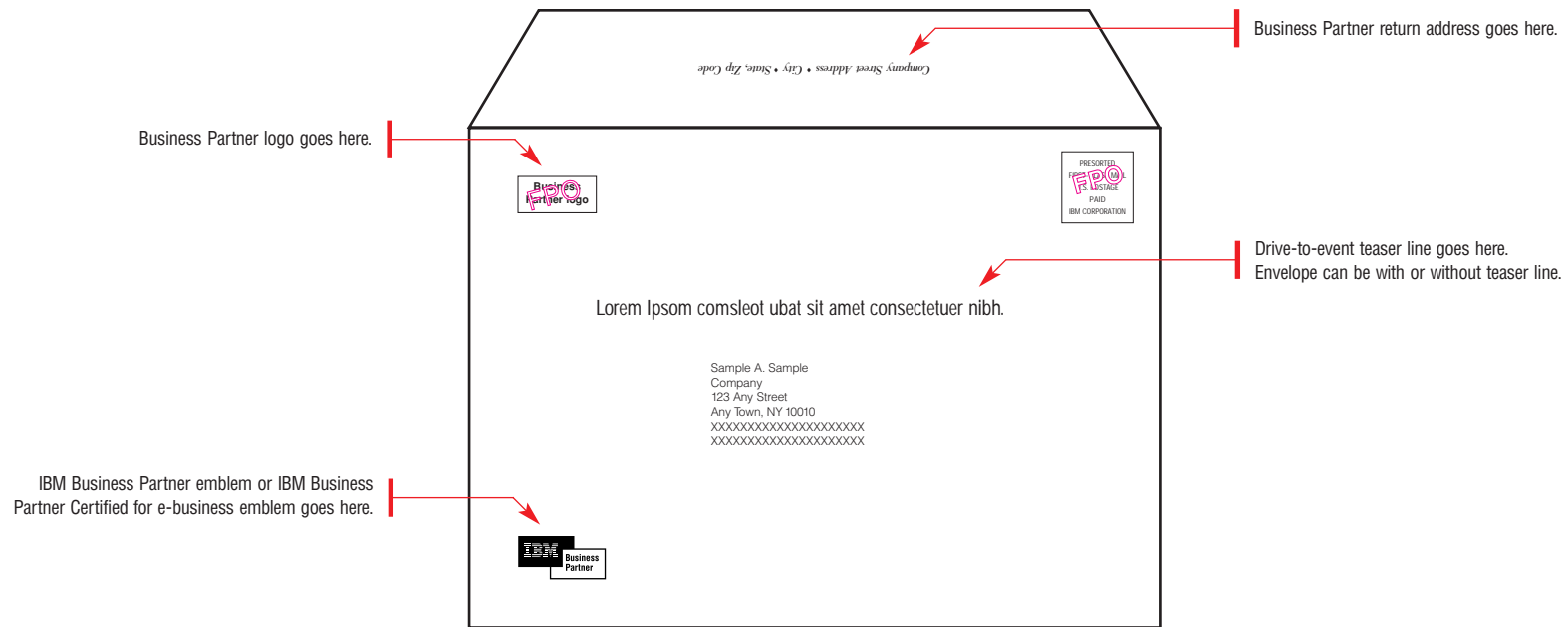


Creative Recommendations/Considerations

Envelope: 5 1/4" x 7 1/4" (Announcement style A7) **Paper stock, 2 Choices:** First, (more cost-effective) Potlatch Northwest 80# Dull text—Second, (more expensive) Strathmore Writing 80# Recycled Wove Text in Bright White. **Colors:** 4/0 (if printing on Northwest); Black + PMS 116 + TBD PMS + Spot Gloss Varnish; the photography no varnish if printing on Strathmore, and use PMS 115. **Sizes:** Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Executive Invitation > Business Partner > Envelope > No Mosaic > TBD-Colors



Creative Recommendations/Considerations

Envelope: 5 1/4" x 7 1/4" (Announcement style A7) **Paper stock:** Strathmore Writing 80# Recycled Wove Text in Bright White. **Colors:** Black + TBD PMS

Sizes: Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Executive Invitation > Business Partner > Outside > Two-Color

Business Partner logo is positioned first.

IBM Business Partner emblem or IBM Business Partner Certified for e-business emblem is positioned second.

IBM SWG Business Partner emblem is optional. If used, it is positioned last.

You're invited
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Special Seminar Invitation

Headline should be drive-to-event/benefit-oriented whenever possible.

Subject line call out is recommended for drive-to-event invitation.

Main icon must be used as a breakout element from the mosaic.

This is Business Partner boilerplate copy. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse adia ut molestie consequat, vel illum dolore as feugiat nulla facilisis at vero eros et sodi accumsan et nulla facilis. Lorem ips um dolor sit esse amet, con sectedetur adipiscing elit, nri diam nonummy nibh euismod lincidunt ut laoreet dolore magna liquam erat a volutpat.

This is Business Partner boilerplate copy. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse adia ut molestie consequat, vel illum dolore as feugiat nulla facilisis at vero eros et sodi accumsan et nulla facilis. Lorem ips um dolor sit esse amet, con sectedetur adipiscing elit, nri diam nonummy nibh euismod lincidunt ut laoreet dolore magna liquam erat a volutpat.

This is Thvoti boilerplate copy. Duis autem vel eum in ure dolor in ad hendrerit in vulputate velit esse adia ut molestie consequat, vel illum dolore as kabo odio dignissim qui et eraa blandit praesent qui nulla facil is. Lorem ips um dolor sit esse amet, con sectedetur adipiscing elit, nri diam nonummy nibh euismod lincidunt ut laoreet dolore magna liquam erat a volutpat.

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Creative Recommendations/Considerations

Invite: 5" x 7" (finished) **Paper stock, 2 Choices:** First, (more cost-effective) Potlatch Northwest 100# Dull cover—Second, (more expensive) Strathmore Writing 80# Recycled Wove Cover in Bright White **Colors:** 3/4 (If printing on Norhtwest); Black + PMS 116 + Spot Gloss Varnish (SGV) the photography OVER Black + PMS 116 + PMS 032 + SGV; if printing on Strathmore then no varnish and use PMS 115 **Sizes:** Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Executive Invitation > Business Partner > Inside > Two-Color

Seminar title and benefit. → 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 irure dolor in hendrerit in vulputate.

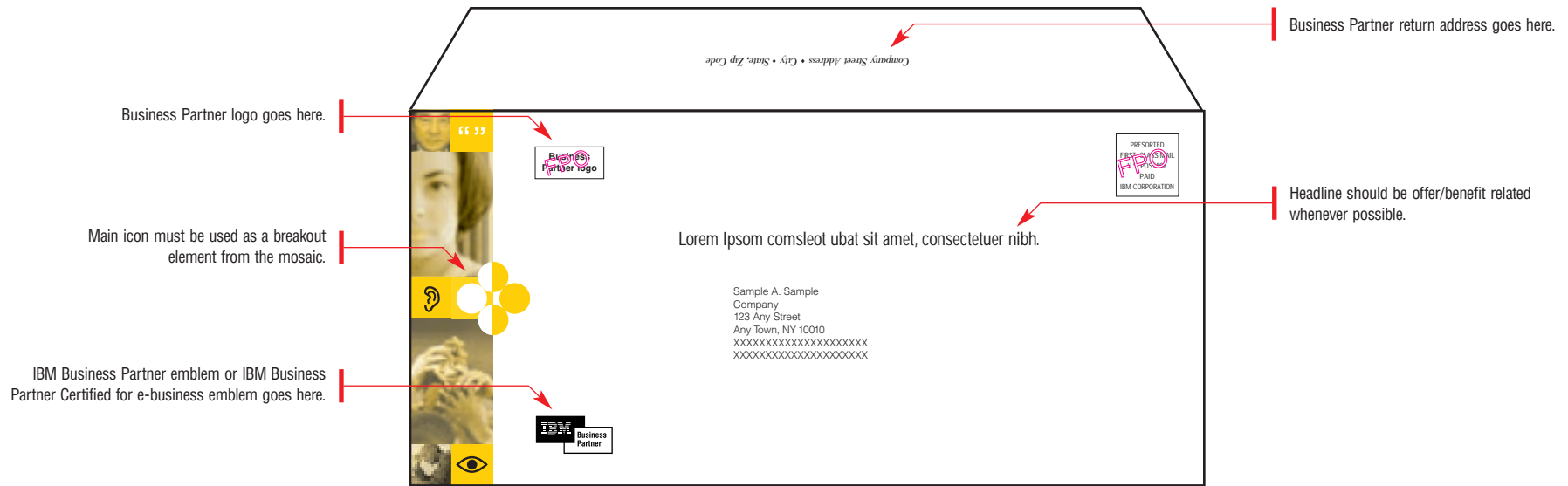
Event details. →
Date:
WEEKDAY, DATE
Time:
X:XX A.M./P.M. to XX:XX A.M./P.M.
Location:
Place, Address
City, State, Zip
Place, Address
City, State, Zip
Place, Address
City, State, Zip
Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id.

Program details and RSVP details. →
Program
Speakers:
NAME, TITLE
NAME, TITLE
Discussion Topics:
Duis autem vel eum irure dolor in hendrerit in vulputate nis sim qui blandit praesent luptatum zril delenit augue duis dol ore te feugait nulla facilisi. Nam liber tempor cum solutaquod mazim placerat facer possim assum.
Duis autem vel eum irure dolor in hendrerit in vulputate duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim plac erat facer possim assum.
Please RSVP no later than DATE by faxing the enclosed registration form to XXX-XXX-XXXX or calling XXX-XXX-XXXX and mentioning invitation code XXXXXX. Or you may register online at itm.com/tivoli/TBD

Business Partner call to action. →

Duis autem vel eum irure dolor in hendrerit in vulputate nis sim qui blandit praesent luptatum zril delenit augue duis dol ore te feugait nulla facilisi. Nam liber tem por cum solutaquod.

Direct Mail Package > Business Partner > Envelope > Two-Color



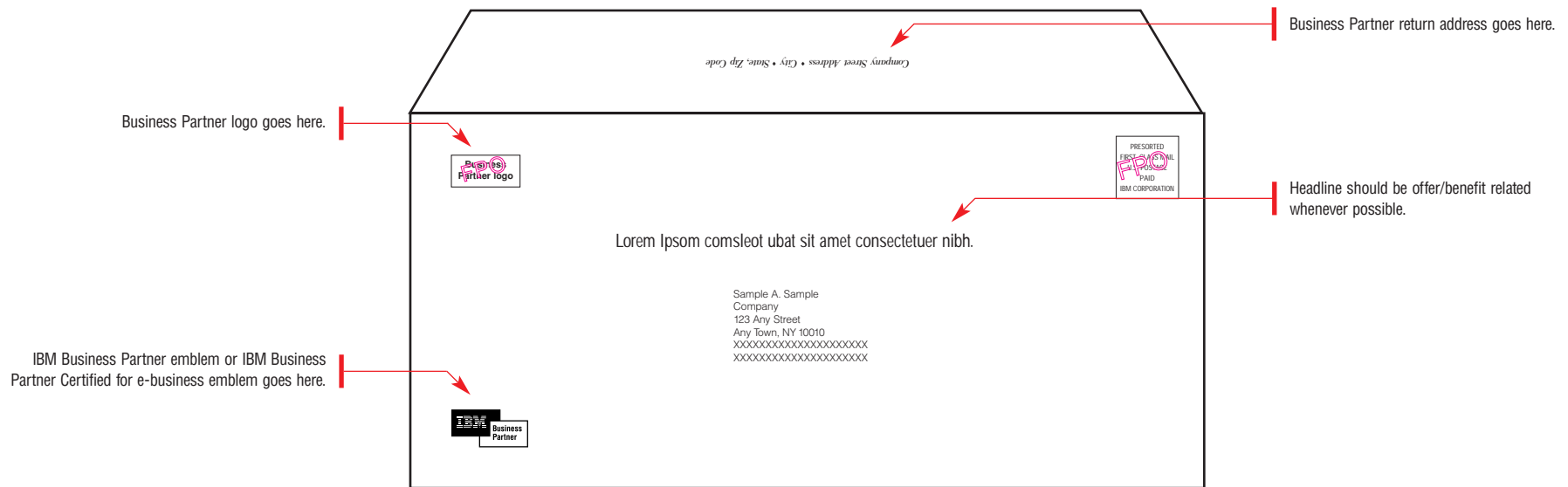
Creative Recommendations/Considerations

Envelope: 4 1/8" x 9 1/2" (#10) **Paper stock:** Potlatch Northwest 80# Dull text. **Colors:** 2/0: Black + PMS 116

Sizes: Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Direct Mail Package > Business Partner > Envelope > No Mosaic > TBD-Colors



Creative Recommendations/Considerations

Envelope: 4 1/8" x 9 1/2" (#10) **Paper stock, 2 Choices:** First, 70# Plainfield Opaque Briewhite Smooth Text—Second (if off-the-shelf envelopes aren't available in Plainfield) bright white 24# wove

Colors: 2/0 colors Black + TBD PMS **Sizes:** Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Direct Mail Package > Business Partner > Letterhead > Two-Color

Business Partner logo goes here.

Business Partner address goes here.

IBM Business Partner emblem or IBM Business Partner Certified for e-business emblem goes here.

Offer/benefit or call-to-action Johnson Box headline goes here.

Business Partner call to action goes here.

Main icon must be used as a breakout element from the mosaic.

Company Street Address, City
State, Zip Code

Sample A. Sample
Company
123 Any Street
Any Town, NY 10010
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

Dear Sample A. Sample,

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Sincerely,

Mr. Name
Job Title
Company Name

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Creative Recommendations/Considerations

Letterhead: 8 1/2" x 11" **Paper stock:** 70# Plainfield Opaque Britewhite Smooth Text—Laser compatible stock **Colors:** Black + PMS 115

Sizes: Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Direct Mail Package > Business Partner > Slim Jim > Outside > Two-Color

Business Parter logo is positioned first.

IBM Business Parter emblem or IBM Business Partner certified for e-business emblem is positioned second.

IBM SWG Business Partner emblem is optional. If used, it is positioned last.

Primary offer/benefit headline goes here.

Secondary offer/benefit line is optional.

Main icon must be used as a breakout element from the mosaic.

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IBM Business Partner

**IBM Business Partner
certified for e-business**

**SWG Business
Partner emblem**

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Creative Recommendations/Considerations

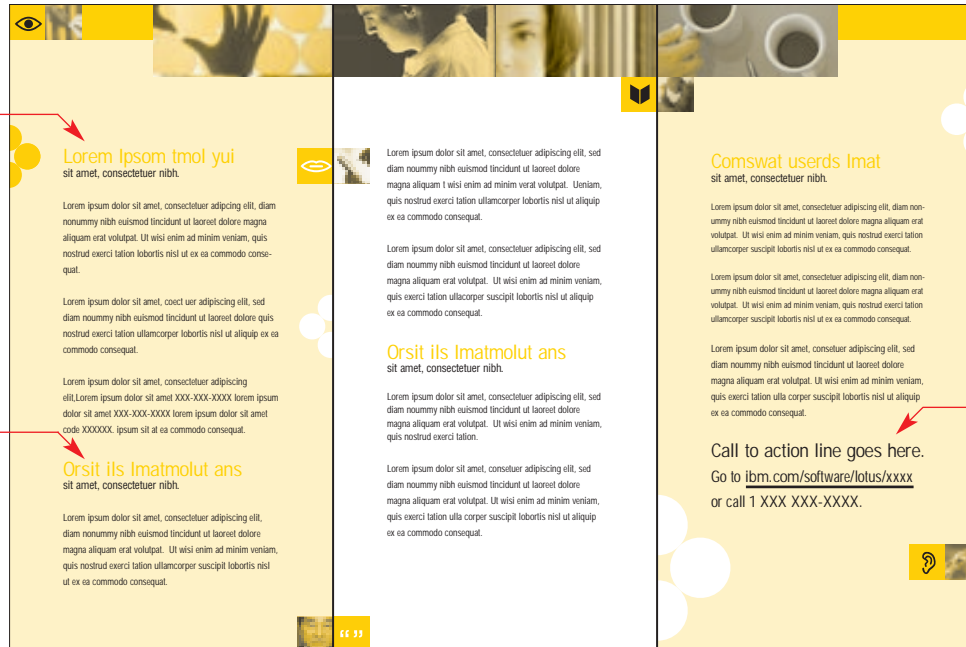
Slim Jim: 4" x 9" (finished) **Paper stock:** 100# Northwest Dull Text **Colors:** 4/3: Black + PMS 116 + TBD PMS + Spot Gloss Varnish (SGV) the photography OVER Black + PMS 116 + SGV the photraggy.

Sizes: Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

Direct Mail Package > Business Partner > Slim Jim > Inside > Two-Color

Headline should be benefit/offer oriented whenever possible.



Subheads should highlight product benefits whenever possible.

Business Partner call to action goes here.

Postcard > Business Partners > Front > Two-Color
Back > One-Color

Subject line callout is optional.

Headline should be drive-to-Webinar/benefit oriented whenever possible.

Special Seminar Offer

Lorum ipsum dolor iorum
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Main icon must be used as a breakout element from the mosaic.

Offer/benefit or call-to-action headline goes here.

Business Partner logo and address go here.

Business Partner call to action goes here.

IBM Business Partner emblem or IBM Business Partner Certified for e-business emblem goes here.

Creative Recommendations/Considerations

Postcard: 5" x 7" (finished) Paper stock: 100# Northwest Dull Cover (must mic to .009 to meet US postal regulations) Colors: 3/2: Black + PMS 116 + Spot Gloss Varnish the photography OVER Black + TBD PMS no varnish on back panel.

Sizes: Are based on the Imperial System. Elements will need to be adapted for Europe, Middle East, Africa and Asia Pacific based on individual country size requirements.

This is a Generic Template. If necessary, modify its format to comply with standards in each local geo.

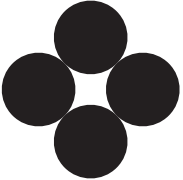




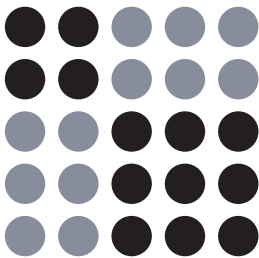
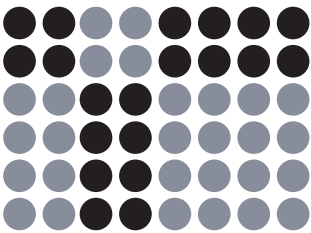
Lotus Mosaic Photography, Icons and Graphics Library

Lotus Mosaic Photography > People



All images of people may be used as primary and secondary images.

Lotus Mosaic > Icons > Graphics

<p>Main Icon</p> 	<p>Abstract Icons</p> 			
<p>Figurative icons</p> 				
<p>Vertical Stripe Pattern</p> 	<p>Horizontal Stripe Pattern</p> 	<p>Loosely Spaced Dots</p> 		<p>Tightly Spaced Dots</p> 

Artwork Retouching

Four-Color



Instructions:

Convert RGB art to CMYK and adjust color to taste.

Posterized



Instructions:

Convert document to grayscale.

Go to Image > Adjust > Threshold and adjust high contrast image to taste.

Convert image back to CMYK and select a color for the white areas. Select Edit > Fill. Make sure your color is in the foreground and select Darken for the mode.

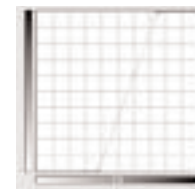
Repeat for the blacks areas and in the Fill box select Lighten for the mode.

High Contrast



Instructions:

Convert RGB art to grayscale and adjust contrast to a curve similar to the one below, keeping some details in the mid-tones.



Duotone



Instructions:

Add a new multichannel adjustment layer to photoshop and apply the following numbers into the proper fields.

Flatten the file and convert to multichannel color mode.

Remove the cyan and magenta plates and reassign the yellow plate to PMS 116.

Save the file out as a DCS 2.0 file.

