

# IBM Logo Usage Guidelines for Third Party Event Sponsorship

## Event Sponsorship

June 2011



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IBM is pleased to be represented at your upcoming event. IBM's involvement may consist of a sponsorship opportunity, a speaking engagement or another affiliation, and we hope you are able to utilize this resource and the contacts available in order to streamline the branding process.

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# Introduction

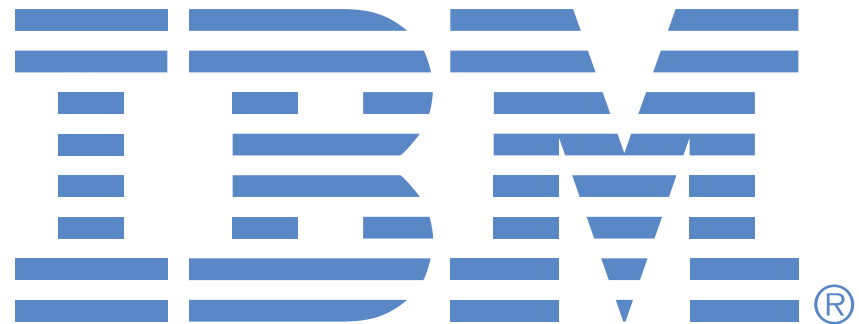
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These guidelines outline the standards and requirements for authorized use of the IBM logo for event materials and websites. IBM requires all parties to comply with these guidelines to ensure a consistent IBM brand identity across all messaging.

## Description

IBM may participate in your event as:

- An event sponsor or contributor
- An activity sponsor
- A speaker
- An exhibitor



# Introduction

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## Purpose

The purpose of this document is to provide third parties the proper technique and format when using the IBM brand. All guidelines need to be followed in order to ensure that IBM is being properly represented at your event.

## Intended Audiences

The intended audiences of this document are third parties collaborating with IBM. Each third party is responsible for ensuring that the guidelines within this document are followed.

## Why the Guidelines?

The IBM logo is one of the most recognizable logos in the world. It is the most powerful symbol of the IBM brand, market leadership, global reach and competitive differentiation. Interbrand, a global brand consultancy, has valued the IBM brand at over \$60 billion. IBM invests hundreds of millions of dollars in worldwide marketing. The value and visibility of these efforts is strengthened through consistent presentation of our brand symbols. It is important that when we allow third parties to include the IBM logo in their communications it is placed properly to reinforce our role and is sized according to our specifications. The following guidelines define how approved third parties should display the IBM logo.

Whether you are producing signage, hard copy communications or a website, the IBM logo should be properly displayed. After all, you're not just creating a marketing communications vehicle. You're creating a piece of the IBM experience.

# Standard Practice

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## Clarity and Context

IBM's role should be clearly indicated by appropriate logo placement, prominence and explanatory text. Anyone viewing event materials or websites must understand the responsibilities and contributions of all parties. This means that the IBM logo may not be placed or applied in any way that could cause confusion about the source or origin of an offering or communication.

The representation of the IBM logo in communications must always:

- Make the scope and nature of IBM's participation clear
- Make the source of the communication clear

Because of your relationship with IBM and the legal agreement we share, IBM logo art files are provided for your use along with this document. If you are working with an agency or creative department, please supply them with these guidelines and the appropriate IBM logo art.

## Time & Place to Use the IBM Logo

### Time

IBM may be featured as a sponsor, contributor, activity sponsor or speaker, across all event messaging, regardless of the type of event, to identify IBM's role within the event.

### Place

The IBM logo may only be used on the event materials outlined in this guide. Please see the **Best Practice/Brand Identity Guidance** on Page 14 for additional details on using the IBM logo on these materials.

- **Marketing Materials** – The IBM logo may be placed only on marketing materials directly related to the promotion of your event to attract new participants or promote your event's value to potential participants. These marketing materials include traditional advertising, direct marketing or literature-based messaging.
- **Venue Signage** – The IBM logo may be placed only on displays at the actual event.
- **Website(s)** – The IBM logo may be placed only on the website for your specific event.

# Establishing Brand Identity at Events

To identify IBM as an event sponsor or contributor it is important to keep in mind two key elements:

- Sizing of the logo
- Hierarchy of information within the message space

As sponsorship levels and affiliation may vary, we depend on the placement and size of the IBM logo on event materials to help identify our contribution to a given event.

## Signage:

- The IBM Logo should be placed with descriptive text describing the level of participation.
- The IBM Logo should be positioned and sized as secondary to the Event Logo.
- The IBM Logo should be featured along with and equal in size to the logos of other equivalent sponsors.



Venue signage

# Establishing Brand Identity at Events

## Print:

- The IBM Logo should be placed with descriptive text identifying the role of IBM. Examples of these descriptors are, “Sponsored by,” “Presented by,” “Platinum Sponsor,” etc.
- The IBM Logo should only be used in the content area of print communication, and never in the masthead.
- The IBM logo should never be used as a “signature” or branding of any event communication.



Marketing materials: ad, mailer, etc.



# Establishing Brand Identity at Events

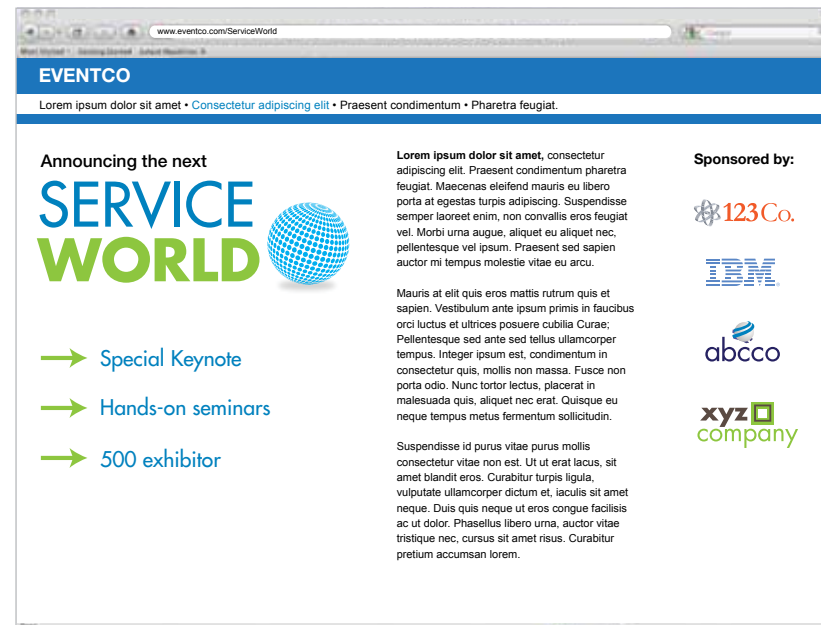
## Online Assets:

### Event Webpage:

- The IBM Logo is not to appear in the masthead or navigation area to avoid any confusion about the source of the communication. Please keep the IBM logo placed in the content area of the site.
- The IBM Logo should only be used as an active link to the IBM homepage [ibm.com](http://ibm.com).
- In terms of content, if IBM sponsors an event, a specific offering or business unit may be featured on an “About IBM” page and the “Go to IBM” button may link to a divisional home page.

### Web Buttons: “Go to IBM” Button

- This asset is helpful in connecting the Event website to a specific IBM website that is consistent with the messaging of the event.
- Before using the artwork, clients must review and agree to the terms of license and guidelines found at [ibm.com/ibm/connect.shtml](http://ibm.com/ibm/connect.shtml).
- There is only one size and artwork format for this button. Please visit the URL above for any additional guidelines for using this asset.



Website(s)

# IBM Identity Guidance for Sponsorship and Event Contribution

## Event Activity Sponsor

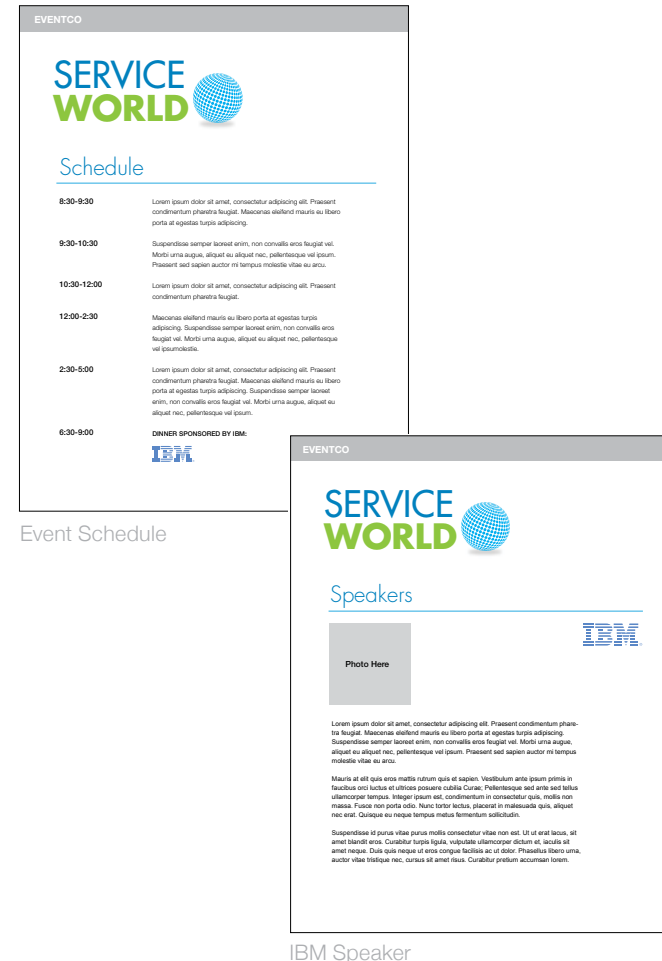
### Print:

- Within print, the primary identity should be the Event Logo with the IBM logo placed in a less prominent place within the layout.
- The IBM Logo should be placed within a scaled amount of white space, distancing the logo from other text, graphics or other logos.
- The IBM logo should always be featured alongside a descriptor, identifying the contribution or sponsorship level of IBM.

## IBM Speaker

### Print and Electronic:

- The IBM logo should be used only within the content area, never within the masthead or the navigation.
- Place the logo close to the speaker biography and/or topic description, so that it doesn't appear as if IBM has contributed to other portions of the program.



# IBM Identity Guidance for Sponsorship and Event Contribution

## Merchandising:

- When using the IBM logo on merchandise at events, keep in mind that the IBM logo can be used on reusable items only, such as tote bags, folders or reusable water bottles.
- Napkins and cups are examples of disposable items that are not approved for placement of the IBM logo.
- Additionally, items carrying the IBM logo should not be reproduced after the event unless specifically allowed in your agreement with IBM.
- If you are considering using the IBM logo on event merchandise, you must use one of our approved manufacturers. Please discuss with your IBM representative or contact [logostore@us.ibm.com](mailto:logostore@us.ibm.com).
- The IBM logo may not be used on merchandise sold for profit at or for your event.



# Best Practice

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## Other IBM Trademarks

### Legal and Trademark Guidance

Unless you are specifically licensed to do so, you may not use any trademarks other than the IBM logo for your events. See below for a listing of guidelines and examples to consider when IBM is represented at your event:

#### Legal Guidance:

- Always include a trademark statement on the page where the IBM logo is used or in the legal section of the communication:

IBM, the IBM logo and ibm.com are trademarks of the International Business Machines Corp., registered in many jurisdictions worldwide.

For additional information on IBM Trademarks, go to [ibm.com/legal/copytrade/shtml](https://ibm.com/legal/copytrade/shtml).
- The IBM logo is the only mark that you are licensed to use at the event, unless given a specific license from IBM.
- When you first refer in text to an IBM product or service name, precede the name with “IBM” and follow it with the proper trademark symbol.
- A trademark should be used as an adjective before a noun.


IBM System x® Technology Exchange Offering




# Best Practice

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## Do:

- Capitalize the initial letter of each IBM product or service name, unless the name is shown differently on the <http://www.ibm.com/legal/us/en/copytrade.shtml> site.  IBM WebSphere®
- Always include a legal attribution for the IBM trademarks referenced in your event materials. This should be visible on the same page as the IBM logo or provided in the legal content on the document or site. Do not alter the legal attribution statement.
- “IBM” should always appear capitalized when used in text.
- The legal attribution statement should always begin with “IBM, the IBM logo and ibm.com”. Other IBM trademarks included in your event materials should be listed after ibm.com in alphabetical order in the attribution statement.

## Don't:

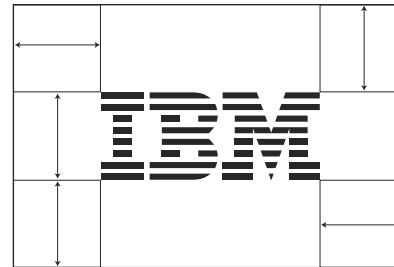
- Use IBM taglines without express permission from IBM.  ~~Three IBM System Z's~~
- Use the IBM trademarked name for a product or service as a noun or in plural form.

# Best Practice

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## Brand Identity Guidance

- The IBM logo should stand alone, with adequate “clear space” equal to the height of the “I” in “IBM”.



- There are positive and negative artwork files provided, and there is a clear difference between them. There are also special file formats for electronic media.



Positive



Negative

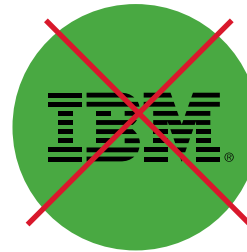


# Best Practice

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## Brand Identity Guidance

- Do not combine the logo with any other logo, text or graphics.
- Do not place the logo within a shape or background that consists of textures, graphics or color that may reduce visibility.
- Use the logo only once on a web page or communication.
- Never alter the logo artwork file by creating a new version or changing the size, color or proportion.
- The IBM logo should always be typeset. Do not use the logo as part of a sentence, headline or title.
- Do not provide the IBM logo to anyone other than your agency or creative department, without the written approval of IBM.



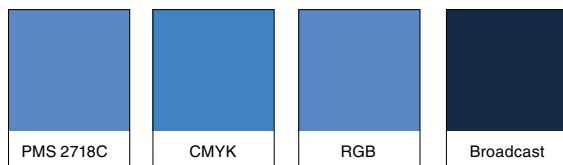
Come see the **IBM** storage system and speak to an ibm representative.

# Best Practices

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## Color Specifications

- Pantone Equivalent, PMS 2718C
- Process Equivalent, Cyan 75%, Magenta 43%, Yellow 0%, Black 0%
- RGB equivalent: Red 90%, Green 135%, Blue 197%
- Broadcast equivalent: Red 22%, Green 42%, Blue 70%



## IBM Creative Review

- Before printing or posting communications, you must submit them to your IBM contact for review.
- In most cases, submissions will be reviewed and replied to within 24 hours.





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