

# Artwork Files



**Release Artwork Files:** Attached are the artwork files and guidelines. As indicated in the permission letter, please be sure that you or delegate review and approve all materials featuring our logo prior to publication to ensure that these standards are met. Thanks.



IBM\_Event\_Sponsorships Guide\_FINAL.pdf

## Guiding Principles

**In the event of an inconsistency between the guidance in this document or any other document regarding use of the IBM logo, this document prevails.**

- Do not create your own version of the IBM logo.
- Always include trademark attribution on the page where the logo is being used or in the legal attribution segment of the publication.  
**Attribution statement:**  
IBM and the IBM logo are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide.
- Do not change the size, color or proportion of the artwork provided.

Exceptions are noted below.

- Do not use the logo within the structure of a sentence, within a title, or in conjunction with another company's logo.  
**Acceptable option:**  
Set the letters (IBM) as text in these cases.
- Always allow a "safe space" around the logotype that is equal to or greater than the height of the logo in use.
- Do not place the logo on active backgrounds that may reduce legibility.
- The IBM logo, if used as a linking device on the Internet must always link to [www.ibm.com](http://www.ibm.com). If other links within the ibm.com domain are required a "Go to IBM" button is available for download at:  
[www.ibm.com/ibm/connect.phtml](http://www.ibm.com/ibm/connect.phtml)  
License and guidelines for its use are available at this URL. Hyper text links provide an additional linking option.
- The IBM logo should **not** be used in any manner that might suggest IBM is the owner of the event. For instance, our logo may **not** be incorporated into the event identity, name or imagery.
- The IBM logo should **always** be clearly identified as, or associated with text that

communicates our role/contribution. For instance, when used it should be near a paragraph/statement about IBM and our contribution OR when used with multiple logos we should be identified collectively as such. For instance, "event sponsors:" (or appropriate language we would not dictate this)

- IBM's logo should **not** be subordinate to, or dominant over, those of the other equivalent sponsors. For instance, they should all be equally important with no individual logo dominating the others. We ask for "equal visual weight" **not** equal size, since the size color and shape of different trademarks will impact their prominence.
- The IBM logo may **not** be used on any promotional items. If this is proposed, only an IBM approved and licensed vendor may be used to reproduce our trademark. Unless waived by our lawyers. Use of our logo on merchandise being sold at an event will require a license and involve payment of a license fee to IBM.

**Do not forward or provide copies of any artwork contained in this document to anyone without the express and prior approval of IBM Corporate Identity & Design or IBM Legal Counsel.**

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### IBM Blue : 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%

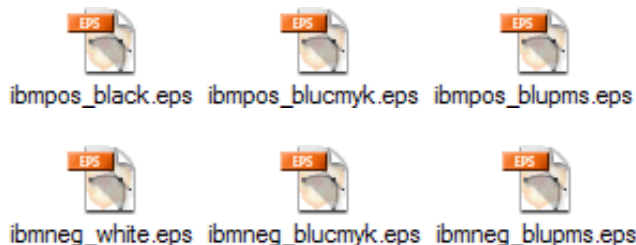
**IBM Logos: Please note that there is a difference between the positive and negative versions of the logo. Both are provided below.**

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- **The .eps artwork format**

Provides high resolution, vector based artwork that may be imported into most high quality layout applications such as Quark Xpress, Adobe InDesign and Adobe Photoshop.

NOTE: This format is NOT reliably read by Lotus Freelance, Microsoft PowerPoint or Microsoft Word at this time.



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- **The .jpg artwork format**

Provides bitmap artwork for use in applications that do not reliably read .eps formats at this time. These include Lotus Freelance, Microsoft PowerPoint and Microsoft Word.



ibmpos\_black.jpg ibmpos\_blurgb.jpg ibmneg\_blurgb.jpg ibmneg\_white.jpg

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- **The .gif artwork format**

Provides pixel based artwork that has been carefully developed to ensure the highest standard of reproduction in the "on screen" uses of the IBM logo. A variety of sizes are provided. Please use the size options available and do not scale up or down. This artwork may be imported into most presentation, GUI, and Internet development applications.

NOTE: This format is NOT appropriate for high quality reproduction, such as print, product identification, or promotional materials



ibm\_screen\_black.gif ibm\_screen\_blue.gif