



Creative Guidance

Asset Creation

Developed for the Midmarket

August 2010

How To Use This Guide

This guidebook serves as a resource to help IBM, its Agencies and Partners decide which creative look and feel to use when creating assets. There are three creative directions, and depending on the asset you are creating, it will determine which creative direction should be used.

The three creative directions are:

- The IBM Look
- The Smarter Planet Agenda
- Midmarket Creative Guidance

The Express Seller campaign will not be covered in this document.

If you are creating assets for Express Seller, please refer to the

Express Seller Guidance.

This document contains examples of Business Partner led communications on behalf of IBM. For in-depth guidance on how to create co-marketing materials, please refer to the **BP Co-Marketing Guidance**.

This is an interactive PDF.

Copy that is underscored will take you directly to that section.

The Tactic Toolbox

click underscored items to view samples

which asset are you creating?

- [whitepapers](#)
- [demos](#)
- [assessment tools](#)
- [case studies](#)
- [non-campaign videos](#)
- [co-marketing tools](#)
- [sales collateral](#)
- [sales presentations](#)
- [social media](#)
- [YouTube](#)
- [widgets](#)
- [IBM-led emails](#)
- [partner-led emails](#)
- [IBM banners](#)
- [partner banners](#)
- [campaign landing pages](#)
- [newsletters – printed, digital](#)
- [virtual briefing, event center](#)
- [events](#)
- [campaign videos](#)

who will be the target audience?

- | | | | |
|---|--|---|--|
| Will this asset be used for large enterprise AND midmarket businesses? | Will this asset be used solely for midmarket businesses? | Will this asset be used for large enterprise AND midmarket businesses? | Will this asset be used solely for midmarket businesses? |
|---|--|---|--|

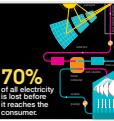
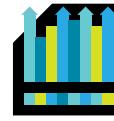
what should the asset look like?

- | | | | |
|--|---|---|---|
| You should follow The IBM Look guidance. | You should use The IBM Look guidance and label all assets “exclusively for midsize business”. | You should follow the Smarter Planet Agenda guidance. | You should follow the Midmarket Creative Guidance . |
|--|---|---|---|

why should it look like this?

- | | | |
|---|--|---|
| Because these assets will outlast the life of a campaign. | Because these assets help set the Smarter Planet agenda. | Because these assets help set the Smart Planet agenda AND are meant to resonate with the midmarket audience. |
|---|--|---|
- NOTE:** Assets that are not “smart” automatically adhere to the IBM Look.

6 Key Components of the Creative Directions

	<u>The IBM Look</u>	<u>The Smarter Planet</u>	<u>Midmarket Creative Guidance</u>
1	 <p>The IBM logo helps to identify and lend authority to all of our communications and products.</p>	 <p>With the IBM logo, the smarter planet icon represents IBM's point of view of how the world works.</p>	 <p>With the IBM logo and the Smarter Planet icon, the Engines icon represents midsize businesses.</p>
2	 <p>We take the colors of the world for our brand. Our palette reflects the entirety of the color spectrum.</p>	<p>Let's build a smarter planet.</p> <p>IBM is starting a conversation with the world because now is the time to make these changes for the better.</p>	<p>Midsized businesses are the engines of a smarter planet.</p> <p>Signals that this communication is targeted to Midsized companies.</p>
3	 <p>IBM photography examines the inner workings, the human level and the system view.</p>	 <p>Smarter planet system icons illustrate a system of systems.</p>	 <p>Customer Reference icons illustrate Midsized companies that are the engines of smart.</p>
4	<p>Helvetica Janson</p> <p>Bodoni Lubalin</p> <p>Bodoni & Lubalin are the key typefaces.</p>	<p>Helvetica Lubalin</p> <p>Helvetica and Lubalin are the key typefaces.</p>	<p>Helvetica Lubalin</p> <p>Helvetica and Lubalin are the key typefaces.</p>
5	 <p>Visual arguments enhance our understanding of the world.</p>	 <p>Infographics explain the complex systems of the world.</p>	 <p>Step Graphics help explain how any Midsize company can become a smarter company.</p>
6	<p>Tone and Voice:</p> <ul style="list-style-type: none"> · Has something to say not something to sell · Makes a case with reason and intelligence · Engages you as a forward-thinker · Focuses you on what matters 	<p>Tone and Voice:</p> <ul style="list-style-type: none"> · Explains IBM's Point of view on how the world works · Provokes you to think about envisioning your own future on a Smarter Planet · Provides evidence that it is happening now 	<p>Tone and Voice:</p> <ul style="list-style-type: none"> · Changes the perception that IBM is only for large companies · Celebrates Midsized companies and their Business Partners as the heros of innovation · Explains in simple terms how your company can become a smarter business

Asset Samples

Whitepapers

Whitepapers are assets that can outlast the life of a campaign, for that reason you should use the **The IBM Look** guidance.

PLEASE NOTE: If a whitepaper is specifically created for the midmarket audience, it should be labeled “Exclusively for midsize businesses”; this label should match the style and font of the asset you are creating.

► The IBM Look Guidance

Midmarket Asset Example

IBM Sales and Distribution
Solution Brief

Exclusively for midsize businesses

IBM

Highlights

- Manages the growing risks of Web applications
- Provides a cost-effective Web application security solution
- Helps minimize impact on IT staff resources with an outsourced, managed solution
- Protects your server with world-class managed security
- Monitors and manages server threats with world-class security experts

Web application security for a smarter planet.

Large Enterprise and Midmarket Asset Example

IBM Sales and Distribution
Solution Brief

IBM

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- Protects your server with world-class managed security
- Monitors and manages server threats with world-class security experts

Web application security for a smarter planet.

The world is changing
More intelligent
According to IBM and industry research, 15 petabytes of new information are generated every day—eight times more than the information in all U.S. libraries.¹

More instrumented
By 2010 there will be 1 billion transistors per human.²

More interconnected
By 2010 or 2011, 2 billion people (approximately one-third of the world's population) are expected to be on the Web.³

More dangerous online
New malicious Web links discovered in the first half of 2009 increased by 508 percent in comparison to the first half of 2008.⁴

Protecting your Web applications from new vulnerabilities
Every day, emerging technology creates new opportunities for companies to thrive in a world that is increasingly interconnected, intelligent and instrumented. And while these innovative technologies will certainly enable important new capabilities for your organization, they also inevitably bring with them the possibility for creating new vulnerabilities in your infrastructure security. IBM can help minimize these vulnerabilities by helping to protect your Web applications and corporate infrastructure from malicious attacks.

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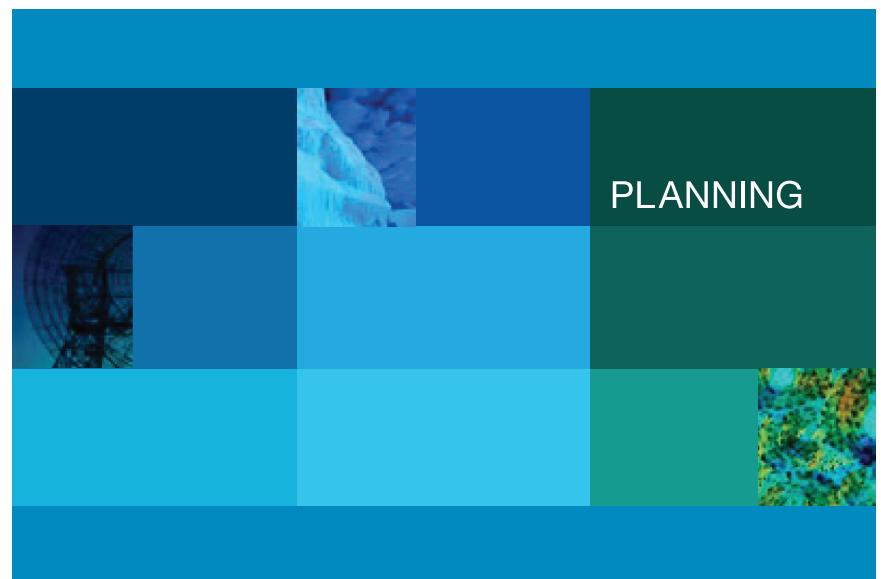
Large Enterprise and Midmarket Asset Example

Demos

Demos are assets that can outlast the life of a campaign, for that reason you should use the **The IBM Look** guidance.

PLEASE NOTE: If a demo is specifically created for the mid-market audience, it should be labeled “Exclusively for midsize businesses”; this label should match the style and font of the asset you are creating.

► **The IBM Look Guidance**



Midmarket Asset Example

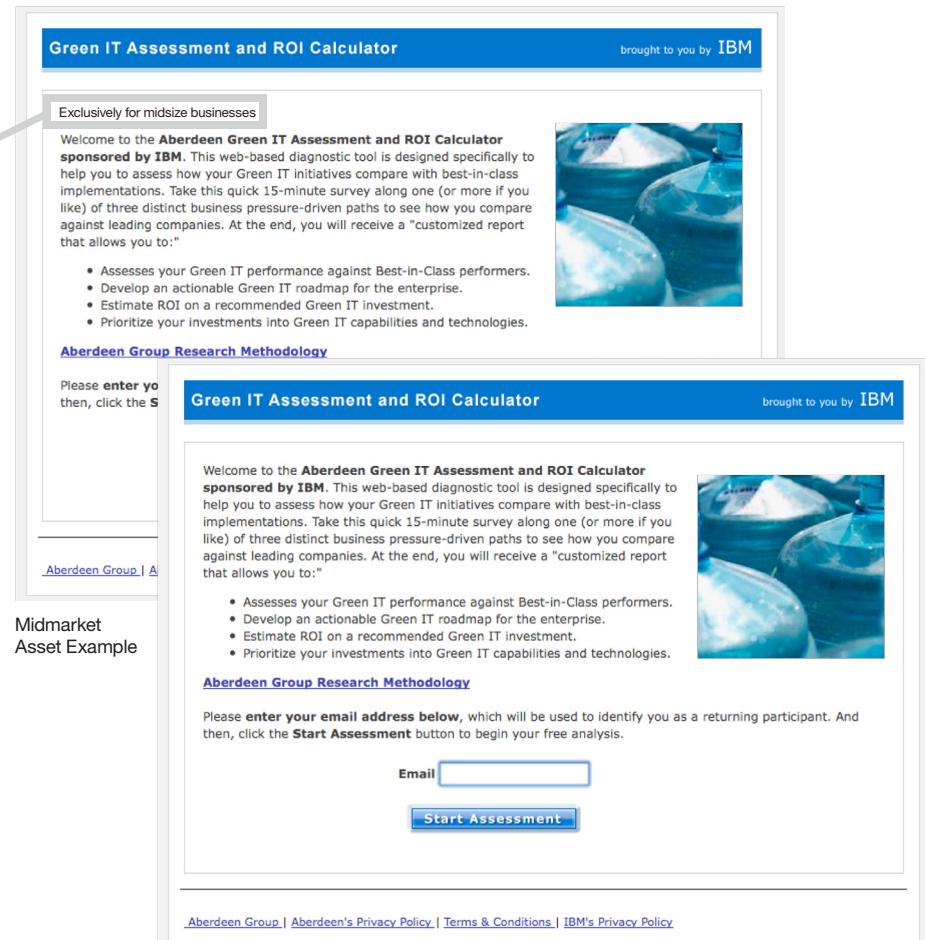
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Assessment Tools

Assessment tools are assets that can outlast the life of a campaign, for that reason you should use the [The IBM Look](#) guidance.

PLEASE NOTE: If an assessment tool is specifically created for the midmarket audience, it should be labeled “Exclusively for midsize businesses”; this label should match the style and font of the asset you are creating.

► [The IBM Look Guidance](#)



The image displays two versions of the Aberdeen Green IT Assessment and ROI Calculator tool. The top version is labeled "Midmarket Asset Example" and the bottom one is labeled "Large Enterprise Asset Example". Both versions feature a blue header with the title "Green IT Assessment and ROI Calculator" and a sub-header "brought to you by IBM". Below the header, there is a section titled "Exclusively for midsize businesses" or "Large Enterprise Asset Example" (depending on the version). This section includes a welcome message, a list of benefits, and a "Start Assessment" button. The background of the tool features a blue and white abstract design.

Midmarket Asset Example

Large Enterprise Asset Example

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Case Studies – Written

Written case studies are assets that can outlast the life of a campaign, for that reason you should use the The IBM Look guidance.

PLEASE NOTE: If a case study is specifically created for the midmarket audience, it should be labeled “Exclusively for midsize businesses”; this label should match the style and font of the asset you are creating.

► The IBM Look Guidance

IBM Systems and Technology Group
Case Study

Exclusively for midsize businesses

Brasfield & Gorrie builds a flexible ERP platform with IBM solutions

One of the leading construction companies in the southeastern United States, Brasfield & Gorrie builds projects ranging from high rises and hotels to industrial and healthcare facilities, and everything in between. Founded in 1922 by Thomas C. Brasfield, and purchased by Miller Gorrie in 1964, Brasfield & Gorrie today operates 25 divisions that focus on specific, specialized construction markets and has offices in six cities. They are one of the largest privately held contracting firms in the nation and were ranked 29th among the nation's "Top 400 Contractors" in 2009 by Engineering News-Record.

Choosing the right ERP software—and the best hardware platform for it

Until 2007, Brasfield & Gorrie had been using the same legacy software for more than 11 years. Over that period, the company grew significantly, opening three of the six offices that it operates today and adding to their already large contingent of field employees. The legacy software, however, failed to keep up.

"The software had a weak HR component, and just couldn't keep pace with the demands of our weekly field payroll," explains Matt Smith, Director of Accounting Operations for Brasfield & Gorrie. "It also lacked forecasting and job cost capabilities that we needed. And the whole package was something of a hodgepodge, with a lot of bolted-on capabilities."

After an extensive search for a more appropriate ERP solution, Brasfield & Gorrie chose JD Edwards EnterpriseOne, an integrated ERP applications suite that would allow the company to do forecasting more accurately and provide easier access to forecasting data. The JD Edwards EnterpriseOne system also came with an impressive array of tools, which allowed the company to enhance the software to fit its business needs. Further, the tools and open architecture design of



Midmarket Asset Example

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Non-Campaign Videos

Video case studies are assets that can outlast the life of a campaign, for that reason you should use the **The IBM Look** guidance.

PLEASE NOTE: If a video case study is specifically created for the midmarket audience, it should be labeled “Exclusively for midsize businesses”; this label should match the style and font of the asset you are creating.

► **The IBM Look Guidance**



Large Enterprise Asset Example

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Co-Marketing Tools

Co-marketing centers are assets that can outlast the life of a campaign, for that reason you should use the [The IBM Look](#) guidance. For in-depth guidance on how to create co-marketing materials, please refer to the [BP Co-Marketing Guidance](#).

PLEASE NOTE: If a co-marketing center is specifically created for the midmarket audience, it should be labeled “Exclusively for midsize businesses”; this label should match the style and font of the asset you are creating.

► [The IBM Look Guidance](#)

► [BP Co-Marketing Guidance](#)

A screenshot of a web browser displaying the IBM Co-Marketing Center. The URL in the address bar is https://demos.aas.com/IBM/home.aspx. The page features a dark blue header with the Pitney Bowes logo and the IBM Co-Marketing Center title. Below the header is a search bar and a navigation menu with links for Create & Design, Co-Marketing Funds, Resources, and Administration. The main content area has a large blue background graphic with the word 'IBM' in white. It includes a form for entering keywords/asset ID and dropdown menus for campaign type, solution, and product. To the right, there's an Account Summary section showing a current balance of \$5,000.00 and a funds to expire section. A Quick Links sidebar lists various marketing activities, and a Message Board section is at the bottom.

Large Enterprise and Midmarket Asset Example

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Sales Collateral

Sales collateral are assets that can outlast the life of a campaign, for that reason you should use the The IBM Look guidance.

PLEASE NOTE: If sales collateral is specifically created for the midmarket audience, it should be labeled “Exclusively for midsize businesses”; this label should match the style and font of the asset you are creating.

► The IBM Look Guidance

IBM Systems and Technology Group Data Sheet System Storage

Exclusively for midsize businesses

IBM

Highlights

- Mixed host interfaces support (FC/iSCSI) enables SAN tiering
- Balanced performance well-suited for virtualization/consolidation
- Support for low power, fast solid-state disks (SSDs)
- Self-encrypting drives secure data throughout your drive's lifecycle
- Support for intermixing FC/FDE/SATA/SSD drives enables cost-effective tiered storage
- Feature-rich management software designed to maximize utilization and minimize storage TCO
- Key application certifications ensure confidence

Manage data more effectively with IBM System Storage DS5020 Express

Optimized data management requires storage solutions with high data availability, strong storage management capabilities and powerful performance features. IBM offers the IBM System Storage® DS5020 Express, designed to provide lower total cost of ownership, high performance, robust functionality, and unparalleled ease of use. As part of the IBM DS series, the DS5020 Express offers:

- High-performance 8 Gbps-capable Fibre Channel (FC) connections.
- Optional 1 Gbps iSCSI interface.
- Up to 224 TB of physical storage capacity with 112 2 TB SATA disk drives.
- Powerful system management, data management, and data protection features.

Achieve a lower total cost of ownership

Facing relentless data growth and shrinking budgets, companies continue to look for ways to improve efficiency and reduce costs. 8 Gbps FC allows companies to reduce the number of host bus adapters per server and the number of overall ports in their FC storage area network (SAN) infrastructure without sacrificing performance, thus saving acquisition and operational costs.



Midmarket Asset Example

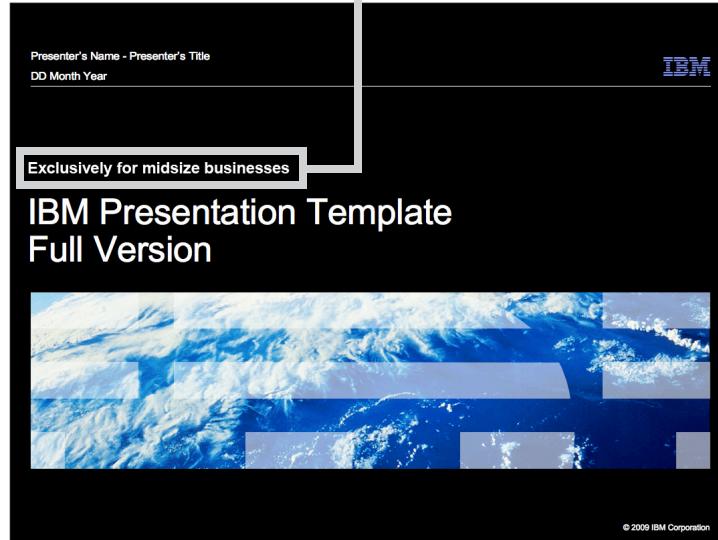
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Sales Presentations

Sales presentations are assets that can outlast the life of a campaign, for that reason you should use the The IBM Look guidance.

PLEASE NOTE: If a sales presentation is specifically created for the midmarket audience, it should be labeled “Exclusively for midsize businesses”; this label should match the style and font of the asset you are creating.

► The IBM Look Guidance



Midmarket Asset Example | Powerpoint



Midmarket Asset Example | Sales Brochure

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Social Media

Social media is an asset that can outlast the life of a campaign, but it is also flexible enough to quickly adapt to a new campaign. For that reason, you can use elements of the current campaign, but it should ultimately follow the **The IBM Look** guidance.

PLEASE NOTE: If a social media site is specifically created for the midmarket audience, it should be labeled “Exclusively for midsize businesses”; this label should match the style and font of the asset you are creating.

► The IBM Look Guidance

The screenshot shows a web browser displaying the IBM InfoBOOM - Business Analytics website. The URL in the address bar is <http://www.theinfoboom.com/?topic=business-analytics>. The page header includes the IBM logo and the text "Exclusively for midsize businesses". The main content area is titled "TOPIC: Business Analytics" and displays a grid of several posts. One post is highlighted with a green background and the title "Team with CFO to Optimize Your Business" by Judy Smolski. Another post features a man writing on a whiteboard with the title "5 Business Intelligence Myths Debunked" by IBM infoboom. The footer of the page includes links for "Smarter Planet", "About", "IBM Solutions", "Partners", and "Feedback".

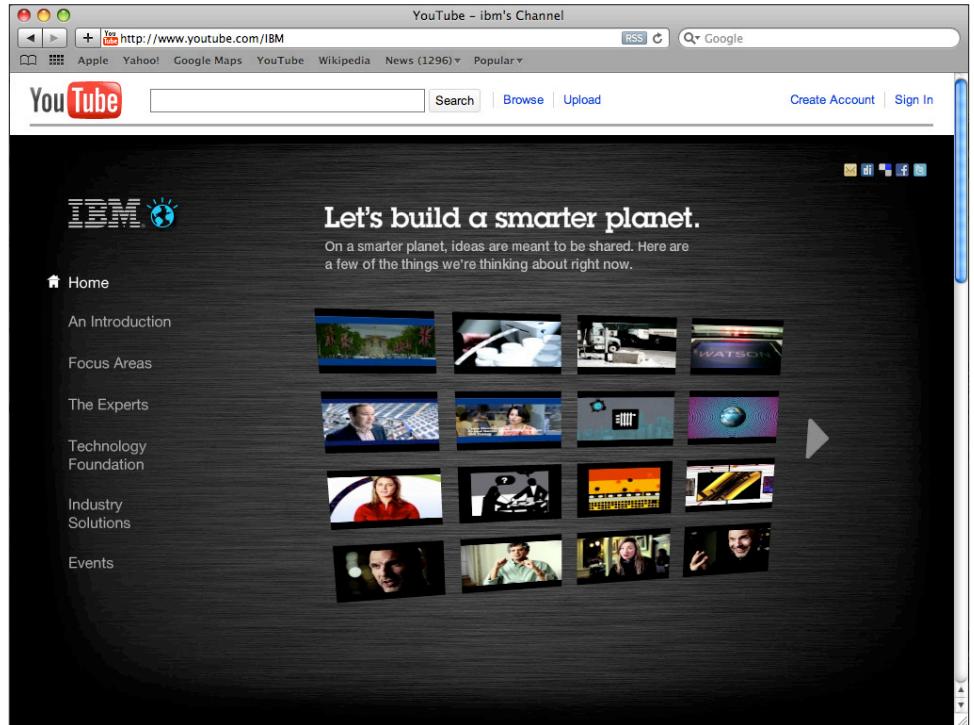
Midmarket Asset Example

YouTube

YouTube channels and the videos posted in them are assets that can outlast the life of a campaign, but it is also flexible enough to quickly adapt to a new campaign. For that reason, you can use elements of the current campaign, but it should ultimately follow the **The IBM Look** guidance. If there is an existing IBM YouTube channel in your region, you should post your assets to that channel.

PLEASE NOTE: If the assets are created specifically for the midmarket audience, it should be labeled “Exclusively for midsize businesses”; this label should match the style and font of the asset you are creating.

► [The IBM Look Guidance](#)



Large Enterprise and Midmarket Asset Example

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Widgets

Widgets are assets that can outlast the life of a campaign, for that reason you should use the **The IBM Look** guidance.

PLEASE NOTE: If sales collateral is specifically created for the midmarket audience, it should be labeled “Exclusively for midsize businesses”; this label should match the style and font of the asset you are creating.

► **The IBM Look Guidance**

IBM i X

Helping customers achieve greater value from their investments in software

Requirements-driven Quality ROI Calculators

Determine your potential ROI today! IBM Rational's requirements-driven quality solution allows you to achieve predictability in desired business outcomes to: cut project risk and the cos...

◀ 5 / 6 ▶

<ul style="list-style-type: none">▪ Jazz Technology▪ Change Management▪ Architecture & Design▪ Requirements Management	<ul style="list-style-type: none">▪ Best Practices & Agility▪ Security & Compliance▪ Enterprise Modernization▪ Systems Development
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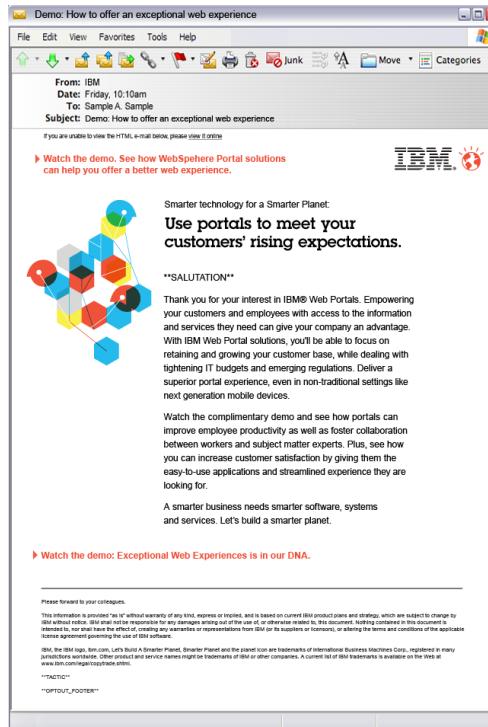
Large Enterprise and Midmarket Asset Example

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IBM-Led Emails

IBM-led emails are assets that should leverage the current campaign. If your asset is specifically intended for a large enterprise audience or large enterprise *and* midmarket audiences, you should use the **IBM Smarter Planet General Guidelines**. But if the asset is intended for a midmarket audience, you should be using the **Midmarket Creative Guidance**.

- ▶ **IBM Smarter Planet General Guidelines**
- ▶ **Midmarket Creative Guidance**



Large Enterprise Asset Example



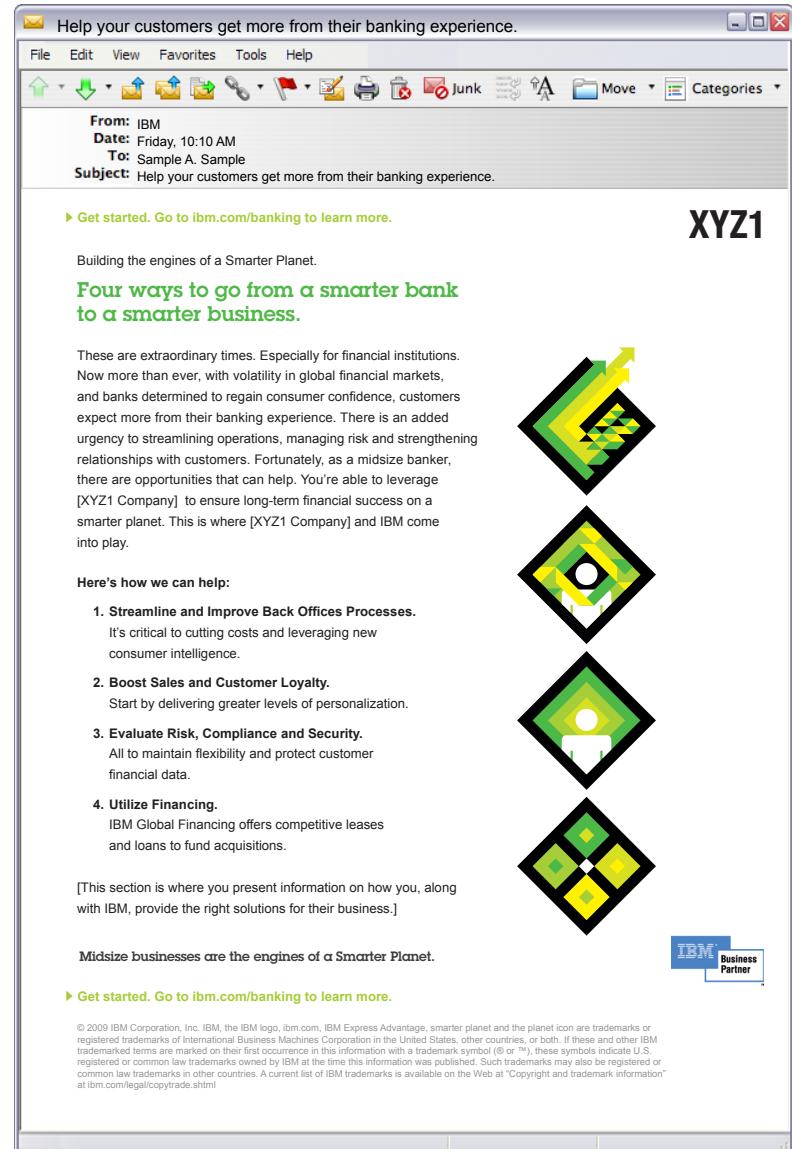
Midmarket Asset Example

Partner-Led Emails

Partner-led emails are assets that should leverage the current campaign. If your asset is specifically intended for a large enterprise audience or large enterprise *and* midmarket audiences, you should use the **IBM Smarter Planet General Guidelines**. But if the asset is intended for a midmarket audience, you should be using the **Midmarket Creative Guidance**. For in-depth guidance on how to create co-marketing materials, please refer to the **BP Co-Marketing Guidance**.

- ▶ **IBM Smarter Planet General Guidelines**
- ▶ **Midmarket Creative Guidance**
- ▶ **BP Co-Marketing Guidance**

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Midmarket Asset Example

IBM Banners

IBM banners are assets that should leverage the current campaign. If your asset is specifically intended for a large enterprise audience or large enterprise *and* midmarket audiences, you should use the **IBM Smarter Planet General Guidelines**. But if the asset is intended for a midmarket audience, you should be using the **Midmarket Creative Guidance**.

- ▶ **IBM Smarter Planet General Guidelines**
- ▶ **Midmarket Creative Guidance**



Large Enterprise Asset Example

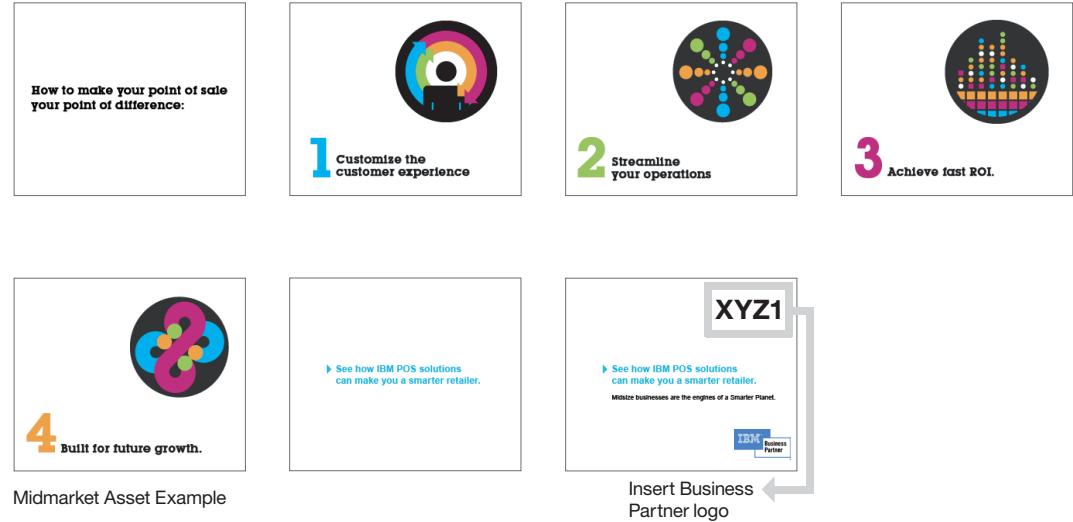


Midmarket Asset Example

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Partner Banners

Partner banners are assets that should leverage the current campaign. If your asset is specifically intended for a large enterprise audience or large enterprise *and* midmarket audiences, you should use the [**IBM Smarter Planet General Guidelines**](#). But if the asset is intended for a midmarket audience, you should be using the [**Midmarket Creative Guidance**](#). For in-depth guidance on how to create co-marketing materials, please refer to the [**BP Co-Marketing Guidance**](#).



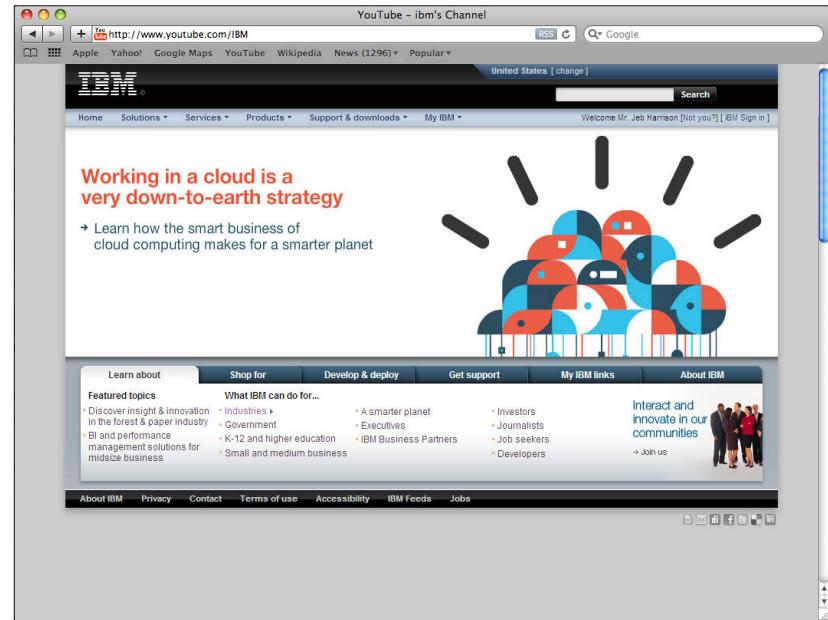
- ▶ [**IBM Smarter Planet General Guidelines**](#)
- ▶ [**Midmarket Creative Guidance**](#)
- ▶ [**BP Co-Marketing Guidance**](#)

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Landing Pages

Landing pages are assets that should leverage the current campaign. If your asset is specifically intended for a large enterprise audience or large enterprise *and* midmarket audiences, you should use the **IBM Smarter Planet General Guidelines**. But if the asset is intended for a midmarket audience, you should be using the **Midmarket Creative Guidance**.

- ▶ [IBM Smarter Planet General Guidelines](#)
- ▶ [Midmarket Creative Guidance](#)



Large Enterprise Asset Example



Midmarket Asset Example

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Newsletters — Printed & Digital

Newsletters are assets that should leverage the current campaign. If your asset is specifically intended for a large enterprise audience or large enterprise *and* midmarket audiences, you should use the **IBM Smarter Planet General Guidelines**. But if the asset is intended for a midmarket audience, you should be using the **Midmarket Creative Guidance**.

- ▶ [IBM Smarter Planet General Guidelines](#)
- ▶ [Midmarket Creative Guidance](#)

The screenshot shows the IBM Software Newsletter page. At the top, there's a navigation bar with links for Home, Solutions, Services, Products, Support & downloads, My IBM, and a search bar. A welcome message "Welcome Mr. Jeb Harrison [Not you?]" and a sign-out link are also present. The main content area features a blue header with the title "IBM Software Newsletter" and a sub-headline "Introducing Breakthrough Technology that Changes Everything". It includes a call-to-action button "Register Now" and a date "Thursday, July 22, 12-2 p.m. EDT". Below this, there's a sidebar for "IBM Subscription Services" listing issues from July 2010 down to March 2010, with a link to "All Previous Issues". The main content area also lists "TOP STORIES" with several bullet points about new computing dimensions, Cognos, secure enterprise collaboration, cloud adoption, and SOA Sandbox trials. To the right, there's a sidebar titled "About this newsletter" with links for managing subscription, subscribing, unsubscribing, and contacting the editor. The background of the newsletter page features a colorful graphic of interconnected hexagons and gears.

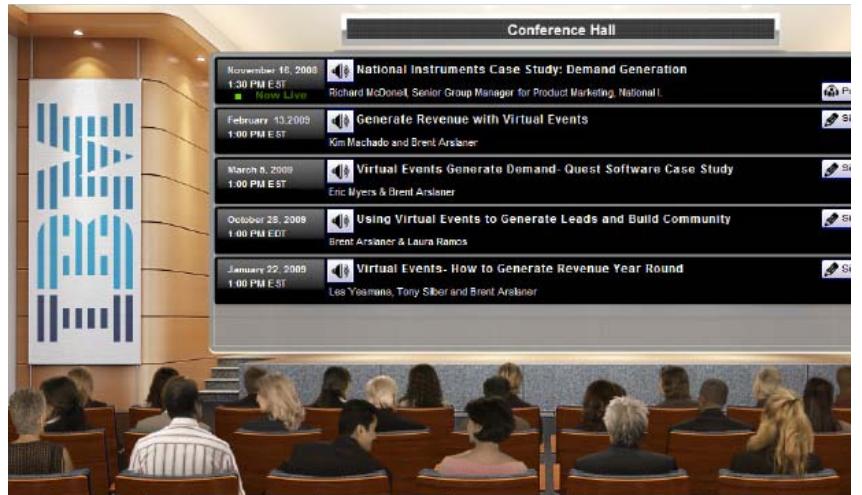
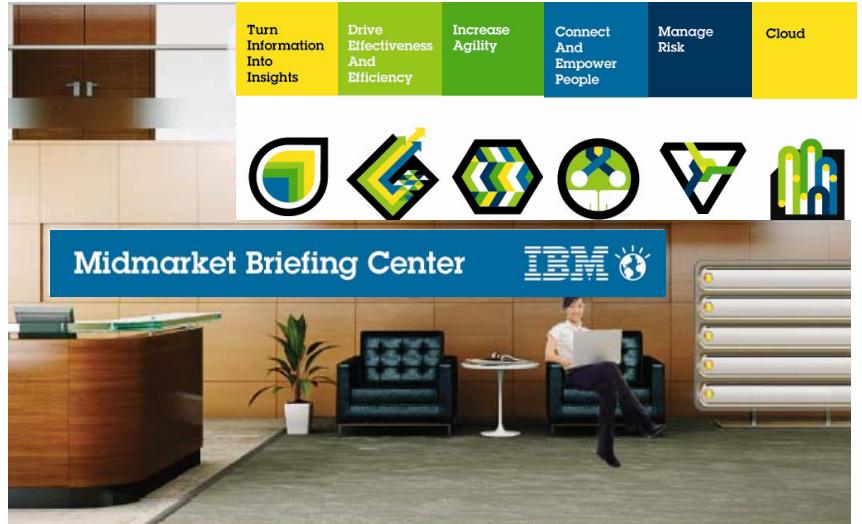
Large Enterprise and Midmarket Asset Example

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Virtual Briefing, Event Centers

Virtual briefing and event centers are assets that should leverage the current campaign. If your asset is specifically intended for a large enterprise audience or large enterprise *and* midmarket audiences, you should use the **IBM Smarter Planet General Guidelines**. But if the asset is intended for a midmarket audience, you should be using the **Midmarket Creative Guidance**.

- ▶ [IBM Smarter Planet General Guidelines](#)
- ▶ [Midmarket Creative Guidance](#)

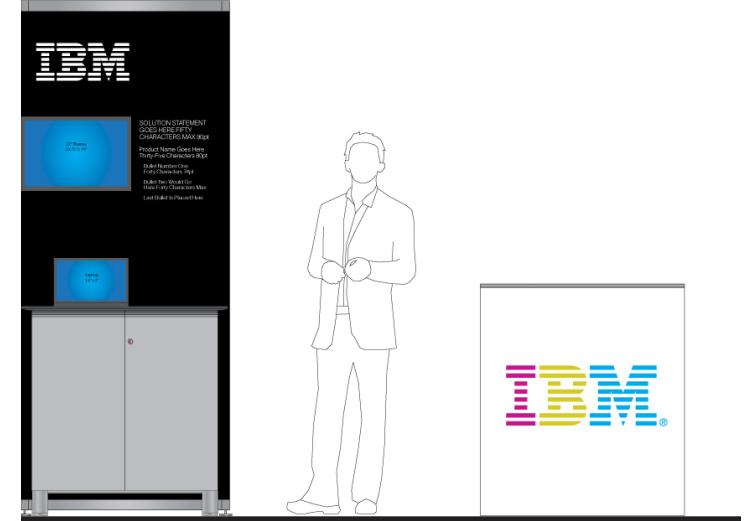


Midmarket Asset Example

Events

Events should leverage the current campaign. If the event is specifically intended for a large enterprise audience or large enterprise *and* midmarket audiences, you should use the **IBM Smarter Planet General Guidelines**. But if the event is intended for a midmarket audience, you should be using the **Midmarket Creative Guidance**. As well, you should reference the **Event Style Guide** for additional event guidance.

- ▶ **IBM Smarter Planet General Guidelines**
- ▶ **Midmarket Creative Guidance**
- ▶ **Event Style Guide**

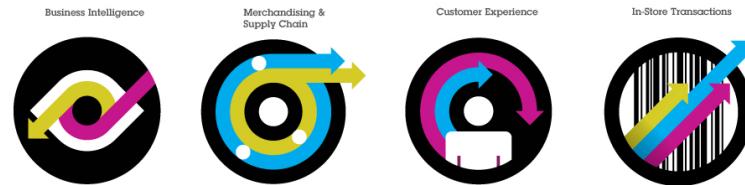


Large Enterprise and Midmarket Asset Example

A diagram illustrating assets for midmarket events. On the left, there's a graphic of a sun-like icon with the text 'Midsize businesses are the engines of a smarter planet.' In the center, there's a tall vertical banner similar to the one above, but with a blue background and the text 'IBM' repeated twice. To the right, there's a section with four circular icons labeled 'Business Intelligence', 'Merchandising & Supply Chain', 'Customer Experience', and 'In-Store Transactions', each accompanied by a stylized arrow icon. At the bottom, a large grey arrow points to the left with the word 'BACK' in bold capital letters.

Midmarket Asset Example

Smart **midsize retailers** need to improve efficiency and visibility with a **single view** of the supply chain.



Campaign Videos

Campaign videos are assets that should leverage the current campaign. If your asset is specifically intended for a large enterprise audience or large enterprise *and* midmarket audiences, you should use the [**IBM Smarter Planet General Guidelines**](#). But if the asset is intended for a midmarket audience, you should be using the [**Midmarket Creative Guidance**](#).

▶ [**IBM Smarter Planet General Guidelines**](#)

▶ [**Midmarket Creative Guidance**](#)



Midmarket Asset Example

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